A STUDY OF THE RELATIVE EFFECTIVENESS OF DIFFERENT MEDIA OF COMMUNICATION
(With special reference to rural Rajasthan)

HOUSEHOLD STUDY SCHEDULE

<table>
<thead>
<tr>
<th>Name of the respondent:</th>
<th>Village</th>
<th>Tehsil</th>
<th>District</th>
</tr>
</thead>
</table>

HOUSEHOLD COMPOSITION

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of the head of the household</th>
<th>House no.</th>
<th>Age</th>
<th>Sex</th>
<th>Caste</th>
<th>Religion</th>
<th>Marital status</th>
<th>Occupation</th>
<th>Income</th>
<th>Literacy/standard</th>
<th>Status in the village</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Place of work</th>
<th>Migratory status</th>
<th>Size of household</th>
<th>Status in the village</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
A STUDY OF THE RELATIVE EFFECTIVENESS OF DIFFERENT MEDIA OF COMMUNICATION
(With special reference to rural Rajasthan)

Any information supplied will be treated as strictly confidential and will be used only for research purposes.

A-Identification
   Distance _________
4. Railway station: Name _________ 5. Post office: Name _________ 6. Police Name _________
   Distance _________ station: Distance _________
   Distance _________

B-Household composition
Sr.No. Relation Age Sex Marital status with the
1 Un.M. Marr- Wid- Mr. Illit. Lit.+ Middle+ Prof. with
2 ied ow
3 Primary Matriculate Sec. P.Gr.+ Professional

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Religion</th>
<th>Age</th>
<th>Sex</th>
<th>Marital Status</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Prof.</td>
<td></td>
<td></td>
<td>Un.M. Married</td>
<td>Primary Matriculate</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Income per month</th>
<th>Place of Migration</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culti-Agr./</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agri/Trade</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Serv/Hndi.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agri/Lab.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Craft,de</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>23</td>
<td>24</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q.1. How do you get news (information) about the things that are happening?
How often do you listen to radio or read newspaper/books or view movies?

<table>
<thead>
<tr>
<th>Source</th>
<th>Radio</th>
<th>Newspapers</th>
<th>Books</th>
<th>Movies</th>
</tr>
</thead>
<tbody>
<tr>
<td>a - Everyday</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b - Sometimes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c - Rarely</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d - Never</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q.2. Which of the sources of information do you trust most in finding out the news about what goes on in the world? (In order of priority)

<table>
<thead>
<tr>
<th>Source</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a - Radio</td>
<td></td>
</tr>
<tr>
<td>b - Newspapers</td>
<td></td>
</tr>
<tr>
<td>c - Books</td>
<td></td>
</tr>
<tr>
<td>d - Motion pictures</td>
<td></td>
</tr>
<tr>
<td>e - Leaders outside the village</td>
<td></td>
</tr>
<tr>
<td>f - Village panchayat</td>
<td></td>
</tr>
<tr>
<td>g - Government officials</td>
<td></td>
</tr>
<tr>
<td>h - School</td>
<td></td>
</tr>
<tr>
<td>i - Members of the family</td>
<td></td>
</tr>
<tr>
<td>j - Relatives in and outside the village</td>
<td></td>
</tr>
<tr>
<td>k - Neighbours and non-neighbours</td>
<td></td>
</tr>
<tr>
<td>l - Caste-fellows in and outside the village</td>
<td></td>
</tr>
<tr>
<td>m - Leaders from the city</td>
<td></td>
</tr>
<tr>
<td>n - Kinsmen living in the city</td>
<td></td>
</tr>
<tr>
<td>o - Villagers going to the city as traders/milksellers</td>
<td></td>
</tr>
<tr>
<td>p - Posters</td>
<td></td>
</tr>
<tr>
<td>q - Exhibitions</td>
<td></td>
</tr>
</tbody>
</table>

Q.3. Which of the following sources of information do you consider reliable in finding out the news? (In order of priority)

<table>
<thead>
<tr>
<th>Source</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a - Mass media</td>
<td></td>
</tr>
<tr>
<td>b - Institutional media</td>
<td></td>
</tr>
<tr>
<td>c - Traditional media</td>
<td></td>
</tr>
<tr>
<td>d - Urban contacts</td>
<td></td>
</tr>
<tr>
<td>e - Posters</td>
<td></td>
</tr>
<tr>
<td>f - Exhibitions</td>
<td></td>
</tr>
</tbody>
</table>
Q.4. a-Do you have a radio set in your family? Yes/No
    b-If yes, who brought it when? Year
    c-If no, how do you manage?
      Listen at your neighbours house/community centre/pan shop/barber shop/
      panchayat ghar/any other place

Q.5 Which are the radio programmes you often listen? Mark in order of priority.
   i) News broadcasts
   ii) Film songs & music
   iii) Bhajans
   iv) Folk songs
   v) Drama
   vi) Discussions and discourses(religious & educational)
   vii) World events
   viii) Programme for women
   ix) Commodity rates
   x) Agricultural information
   xi) Radio news reel

Q.6 Do you read newspaper(s)? Yes/No
    If yes, which newspaper(s) do you read generally?
    Name of the newspaper  Language  Reason  Frequency

Q.7 Do you purchase any newspaper? Yes/No
    If yes, which newspaper do you buy and why?
    If no, how do you manage?

Q.8 Do you read books? Yes/No
    If yes, what type of books do you read often?
    Types of books  Language  Reason  Frequency

    Do you buy these books? Yes/No
    If no, how do you manage?
Q.9 Have you seen movies? Yes/No
If yes, please state
Type of movies

<table>
<thead>
<tr>
<th>Frequency of visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never less</td>
</tr>
<tr>
<td>Once in</td>
</tr>
<tr>
<td>Once a</td>
</tr>
<tr>
<td>Fortnightly</td>
</tr>
<tr>
<td>often/ once a three months</td>
</tr>
<tr>
<td>yearly</td>
</tr>
</tbody>
</table>

Q.10 How do you go to see the movies?

Q.11 How long have you been seeing the movies?

Q.12 What do you like most in the movies? Do you generally see? Please tick
mark in order of priority.
1) Newsreel Priority
2) Story
3) Songs and acting
4) Fighting and boxing
5) Advertisement slides
6) Dance
7) Others

Q.13 (a) Do you also see documentary films of the public relations department? Yes/No
(b) If yes, where do you see? How many
1) In the village
2) Neighbouring village
3) Town
4) City
5) Others
Q.14

<table>
<thead>
<tr>
<th>Q.14</th>
<th>Are there any fairs held in your village?</th>
<th>Yes / No</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Are there any fairs held in your village? Yes / No</td>
<td></td>
</tr>
<tr>
<td>b</td>
<td>If yes please state: Nature, Occasion, Activities, Period, Levels of celebration Organizing Local Neigh- Dist. State authority</td>
<td></td>
</tr>
<tr>
<td></td>
<td>of fair when held</td>
<td></td>
</tr>
<tr>
<td></td>
<td>c-What type of information do you get?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>d-Do you purchase anything from the advertisers? Yes / No</td>
<td></td>
</tr>
<tr>
<td></td>
<td>e-If yes, from whom? Please state: Loudspeaker advertisers, From gatherings, Any other</td>
<td></td>
</tr>
</tbody>
</table>

Q.15

<table>
<thead>
<tr>
<th>Q.15</th>
<th>Do people from other villages/towns also participate in fairs held in your village? Yes / No</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Do people from other villages/towns also participate in fairs held in your village. Yes / No</td>
</tr>
<tr>
<td>b</td>
<td>If yes, what they contribute in the fair? Folk-songs, Drama, Any other</td>
</tr>
<tr>
<td>c</td>
<td>Do advertisers also come to the fair? Yes / No</td>
</tr>
<tr>
<td>d</td>
<td>If yes, what type of advertisement attracts you most</td>
</tr>
</tbody>
</table>

Q.16

<table>
<thead>
<tr>
<th>Q.16</th>
<th>A weekly bazaar held in your village? Yes / No</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>A weekly bazaar held in your village? Yes / No</td>
</tr>
<tr>
<td>b</td>
<td>If yes, how frequently and for what period of time do you visit the bazaar? Frequency, Time</td>
</tr>
<tr>
<td>c</td>
<td>What type of information do you get?</td>
</tr>
<tr>
<td>d</td>
<td>Do you purchase anything from the advertisers? Yes / No</td>
</tr>
<tr>
<td>e</td>
<td>If yes, from whom? Please state: Loudspeaker advertisers, From gatherings, Any other</td>
</tr>
<tr>
<td>f</td>
<td>Do you spend sometime in the gatherings? Yes / No, Time 1 hr, 2 hrs, 3 hrs.</td>
</tr>
</tbody>
</table>
Q.27  a-Do you participate in other cultural and political meetings or gatherings of the village? Yes / No
    e-If yes, how often and on what occasions? Occasion  Frequency

Q.17  Do people from other villages/town also come to Bazaar? Yes / No

Q.18  a-Does any person from your family work in any factory? Yes / No
    b-If yes, please give the name

Q.19  a-Do you think that those who work in factories are better informed about district, national, international events? Yes / No
    b-If yes, please state some of the important categories?

Q.20  a-Is any person of your family employed in the city? Yes / No
    b-Is he/she lives in the city for earning livelihood? Yes / No
    c-How frequently, does he/she come back from the city?
      Duration of stay In city  Frequency of visits
      In village

Q.21  a-Do you actively participate in the celebrations of the Gram Sabha? Yes/No
    b-If yes, do you think that your participation in Gram Sabha enables you to know more about the happenings outside your village? Yes / No
    c-If yes, in what field and how? Please specify

d-Do you participate in other cultural and political meetings or gatherings of the village? Yes / No
    e-If yes, how often and on what occasions? Occasion  Frequency
Q.22  
a-Do you go outside of your village to participate in meetings or gatherings? Yes/No
b-If yes, please state
<table>
<thead>
<tr>
<th>Place</th>
<th>Distance from village</th>
<th>Nature of gathering</th>
<th>Frequency</th>
</tr>
</thead>
</table>

Q.23  
a-Are you a member of any political party? Yes/No
b-If yes, please state
<table>
<thead>
<tr>
<th>Nature of the Party</th>
<th>Period of Membership</th>
<th>Subscription per year</th>
<th>Reasons of Benefit</th>
<th>Membership derived</th>
</tr>
</thead>
</table>

c-Do you participate in the activities of the political parties? Yes/No
d-If yes, in what capacity - As a member________As an office bearer________

Q.24  
a-Are there any religious organizations working in your village? Yes/No
b-If yes, what are their main activities in the village? i)____ ii)____ iii)____

Q.25  
On the whole which of the following media of communication in your opinion is the most effective source of change in your village?
1) Radio  2) Newspapers  3) Books  4) Motion pictures
5) Government officials  6) Leaders outside the village
7) Village panchayat  8) School  9) Members of the family
10) Relatives in and outside the village  11) Neighbours and non-neighbours
12) Caste-fellows in and outside the village  13) Leaders from the city
14) Kinsmen living in the city  15) Villagers going to the city as traders/
16) Milk sellers  17) Posters  18) Exhibitions
9. Kindly let me know which of the following sources of information have influenced your ideas about the following things.

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Movies</th>
<th>Newspapers</th>
<th>Books</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Developed agricultural techniques, fertilizers & seeds
- Cooperative societies & seeds
- Improved seeds programme
- Matchbox printing & tea
- Customer satisfaction & tea
- Tobacco, cigarettes & tea
- Dalda & soaps
- Business opportunities
- Use of crockery
- Cigarettes, biries & tea
- Dalda & soap

**ECONOMIC ACTIVITIES**

- Family planning
- Education in general
- Indo-Pak & Indo-China relations
- Joining of armed forces
- Voice of new occupations
- Voice of new opportunities
- Medical services & facilities
- Government policies & unemployment
- Removal of act

**CULTURAL AREAS OF INTEREST**

- Parsi system
- Dowry system
- Tendency to seek occupation other than traditional
- Tendency to seek occupation other than traditional
- Tendency to seek occupation other than traditional
- Tendency to seek occupation other than traditional
- Tendency to seek occupation other than traditional
- Tendency to seek occupation other than traditional
- Tendency to seek occupation other than traditional
Q. Kindly let me know which of the following sources of information have influenced your ideas about the following items.

- **ECONOMIC ACTIVITIES**
  1. Developed agricultural techniques, fertilizers & seeds
  2. Cooperative societies
  3. Community development programme
  4. Luxurious goods e.g. fans, watches, press & transistors
  5. Business opportunities
  6. Use of crockery
  7. Cigarettes, biries & tea
  8. Dalda & soap

- **AWAARENESS & ACCEPTABILITY OF POLITICAL POLICIES AND ADMINISTRATIVE MEASURES**
  1. Family planning
  2. Education in general
  3. Indo-Pak & Indo-China relations
  4. Joining of armed forces
  5. Choice of new occupations
  6. Village panchayat
  7. Medical system facilities
  8. Govt. politics & untouchability removal act

- **CULTURAL AREAS OF INTERESTS**
  1. Parda system
  2. Dowry system
  3. Widow remarriage
  4. Observance of caste restrictions
  5. Traditional dress & marriage customs
  6. Joint family system & religious beliefs
  7. Fashion in dress & hair style
  8. Tendency to seek occupation other than traditional
Q. Kindly let me know which of the following sources of information have influenced your ideas about the following items.

Members of the family
- Somewhat accepted
- Effectively accepted
- Not at all

Pairs
- Somewhat accepted
- Effectively accepted
- Not at all

Other relatives in the village
- Somewhat accepted
- Effectively accepted
- Not at all

Other relatives from outside the village
- Somewhat accepted
- Effectively accepted
- Not at all

ECONOMIC ACTIVITIES
1. Developed agricultural techniques, fertilizers & seeds
2. Cooperative societies
3. Community development programme
4. Luxurious goods e.g., fans, watches, press & transistors
5. Business opportunities
6. Use of crockery
7. Cigarettes, biries & tea
8. Dalda & soap

AWARENESS & ACCEPTABILITY OF POLITICAL POLICIES AND ADMINISTRATIVE MEASURES
1. Family planning
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Q. Kindly let me know which of the following sources of information have influenced your ideas about the following items.

<table>
<thead>
<tr>
<th>Neighbours</th>
<th>Non-neighbours</th>
<th>Caste-fellows in the village</th>
<th>Caste-fellows outside the village</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effectively</td>
<td>Effectively</td>
<td>Effectively</td>
<td>Effectively</td>
</tr>
<tr>
<td>Somewhat</td>
<td>Not at all</td>
<td>Accepted</td>
<td>Accepted</td>
</tr>
<tr>
<td>Effectively</td>
<td>Effectively</td>
<td>Effectively</td>
<td>Effectively</td>
</tr>
<tr>
<td>Not at all</td>
<td>Not at all</td>
<td>Accepted</td>
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**AWARNESS & ACCEPTABILITY OF POLITICAL POLICIES AND ADMINISTRATIVE MEASURES**
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