SOCIAL STRUCTURE AND PATTERNS OF MASS MEDIA USE IN GOLAGHAT:
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Investigator: Amulya Kumar Borah
PhD Scholar
Dept. of Sociology
Assam University, Silchar

INTERVIEW SCHEDULE

1. Name of the respondent: .................................................................
2. Address of the respondent: ............................................................
3. E-mail: ............................................................................................
4. Tel. No: ...........................................................................................
5. Mobile No: ......................................................................................
10. Caste Title: .....................................................................................

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17. What is the occupation of:
   i) Respondent: ...........................................................................................................................
   ii) Father/Husband: ......................................................................................................................
   iii) Mother/Wife  1. Housewife  2. (Specify) ..........................................................................

18. Native Place of Respondent: ..............................................................State..............................

19. Length of residence in Golaghat Town: 1. Since birth, 2. For last 1-5 years, 3. For last 6-10 years, 4. For last 11-15 years, 5. For last 16-20 years, 6. For last 21-25 years, 7. For last 26-30 years, 8. More than 30 years

20. Household consumption pattern:

Which one of items do you have?


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### II EXPOSURE TO MASS MEDIA

21. Do you read Newspaper?  
1. Yes, 2. No

22. Do you subscribe any Newspaper?  
1. Yes, 2. No

23. What Newspaper(s) do you read?  
..............................................................................


24. Time spent on newspaper reading in a day:  
1. Don’t read, 2. Less than 1 hour, 3. 1-2 hours, 4. 3 hours & above.

25. Which part of the Newspaper do you read most?  

26. Do you read Magazine:  
1. Yes, 2. No

27. Do you subscribe Magazine?  
1. Yes, 2. No

28. Which magazine do you read?  
..............................................................................
<table>
<thead>
<tr>
<th>No.</th>
<th>Magazine Name</th>
<th>Language</th>
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<tbody>
<tr>
<td>1.</td>
<td>India Today (Eng/Hindi)</td>
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<td>2.</td>
<td>Out Look (Eng/Hindi)</td>
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<td>3.</td>
<td>The Week</td>
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<td>4.</td>
<td>Front Line</td>
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<td>5.</td>
<td>Savvy</td>
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<td>6.</td>
<td>Society</td>
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<td>7.</td>
<td>Filmfare</td>
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<td>8.</td>
<td>Femina</td>
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<td>9.</td>
<td>People</td>
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<td>10.</td>
<td>Good House Keeping</td>
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<td>11.</td>
<td>Health Nutrition</td>
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<td>12.</td>
<td>the eclectic</td>
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<td>13.</td>
<td>News Week</td>
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<td>14.</td>
<td>Over drive</td>
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<td>15.</td>
<td>Car India</td>
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<td>16.</td>
<td>Crime Detective</td>
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<td>17.</td>
<td>Prevention</td>
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<td>18.</td>
<td>Sakhi (Hindi)</td>
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<td>19.</td>
<td>Banita (Hindi)</td>
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<td>20.</td>
<td>Sunday</td>
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<td>22.</td>
<td>Sports World</td>
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<td>23.</td>
<td>Women’s Era</td>
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<td>24.</td>
<td>Competition Success Review</td>
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<td>25.</td>
<td>Competition Refresher</td>
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<td>26.</td>
<td>Yojana</td>
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<td>27.</td>
<td>North East Sun</td>
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<td>28.</td>
<td>Health</td>
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<td>29.</td>
<td>Indian Management</td>
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<td>30.</td>
<td>Business Today</td>
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<td>31.</td>
<td>Readers’ Digest</td>
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<td>32.</td>
<td>Wisdom</td>
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<td>33.</td>
<td>Career</td>
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<td>34.</td>
<td>Science Refresher</td>
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<td>35.</td>
<td>Gariashi (Assamese)</td>
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<td>36.</td>
<td>Prantik (Assamese)</td>
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<td>37.</td>
<td>Satsori (Assamese)</td>
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<td>38.</td>
<td>Guwahati (Assamese)</td>
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<td>39.</td>
<td>Swasthya (Assamese)</td>
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<td>40.</td>
<td>Trishnatur (Assamese)</td>
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<td>41.</td>
<td>Rahashya (Assamese)</td>
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<td>42.</td>
<td>Maya (Assamese)</td>
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</tbody>
</table>
43. Sakhi (Assamese)  
44. Nandini (Assamese)  
45. Desh (Bangla)  
46. Sananda (Bangla)  
47. Anandlok (Bangla)  
48. Nabakollal  
49. Cosmopolitan  
50. Others (Specify)

29. Time spent on reading Magazine in a week:  
1. Don’t read, 2. Less than 1 hour, 3. 1-2 hours, 4. 3 hours and above

30. Which part of Magazine do you read mostly:  

31. Do you go to Cinema Hall?  
1. Yes 2. No

32. Do you watch Movies on VCD / DVD?  
1. Yes 2. No

33. If yes where do you Watch?  

34. Do you purchase or hire VCD/DVD Cassette for viewing Movie?  
1. Purchase 2. Hire

### Questions related to Television:

35. Do you have television?  
1. Yes 2. No.

36. How many days do you watch television in a week?  
1. Don’t watch, 2. Daily/regularly, 3. 5-6 days, 4. 3-4 days, 5. 1-2 days, 6. rarely/occasionally.

37. Do you have cable dish television?  
1. Yes 2. No.

38. How many hours do you spent daily on watching television?  
1. 1-2 hours, 2. 3-4 hours, 3. More than 4 hours.

39. Where do you watch television?  
1. At home, 2. At neighbor’s/relatives/friend’s house, 3. At shops.
40. What type of programmes do you watch on television? 


41. Kinds of film you prefer? 


42. The language of film you prefer? 


43. Which channel do you watch most (rate according to your preference):

29. AXN
31. Travel & Living
33. STAR Gold
35. DD Sports
37. Sahara ONE
39. STAR World
41. Zee Business
43. NDTV Profit
45. India TV
47. CNN-IBN
49. Animax

30. Fashion TV
32. Max
34. HBO
36. NDTV Imagine
38. Aastha
40. NDTV India
42. ANIMAL PLANET
44. TIMES NOW
46. DD NE
48. CNBC Awaaz
50. Other

44. Does other member of your home watch television with you?

If yes, who are those? Please give their particulars.

<table>
<thead>
<tr>
<th>SL. No.</th>
<th>Name</th>
<th>Relation</th>
<th>Age</th>
<th>Education</th>
<th>Occupation</th>
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</thead>
<tbody>
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<td>1.</td>
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</tbody>
</table>

45. Name of your most favourite television channel and why?

1. Most amusing,
2. Most informative,
3. Others
46. Which of the following problems can be associated with Television services in Golaghat?
   1. Shortage of signal  
   2. Power supply is interrupt full

47. How long have you been watching television?
   1. Less than 6 months,  
   2. 6-12 months,  
   3. 1-3 years,  
   4. 4 years or more.

48. Who pays bill for access of television channels?
   1. Self/Spouse  
   2. Parents

49. On average, how often do you watch television daily?
   1. More than 9 times,  
   2. 5-8 times,  
   3. 1-4 times

50. How many hours per week do you watch television for NEWS?
   1. 1-5 hours,  
   2. 6-10 hours,  
   3. 11-20 hours,  
   4. Over 20 hours

51. How many hours per week do you watch television for Music?
   1. 1-5 hours,  
   2. 6-10 hours,  
   3. 11-20 hours,  
   4. Over 20 hours

52. How many hours per week do you watch television for Sports?
   1. 1-5 hours,  
   2. 6-10 hours,  
   3. 11-20 hours,  
   4. Over 20 hours

53. How many hours per week do you watch television for Children Programme?
   1. 1-5 hours,  
   2. 6-10 hours,  
   3. 11-20 hours,  
   4. Over 20 hours

54. How many hours per week do you watch television for Mythological Programme?
   1. 1-5 hours,  
   2. 6-10 hours,  
   3. 11-20 hours,  
   4. Over 20 hours

55. How many hours per week do you watch television for Feature Film?
   1. 1-5 hours,  
   2. 6-10 hours,  
   3. 11-20 hours,  
   4. Over 20 hours

56. How many hours per week do you watch television for TV Serial?
   1. 1-5 hours,  
   2. 6-10 hours,  
   3. 11-20 hours,  
   4. Over 20 hours

57. How many hours per week do you watch television for Dance Programme?
   1. 1-5 hours,  
   2. 6-10 hours,  
   3. 11-20 hours,  
   4. Over 20 hours
58. How many hours per week do you watch television for Documentary?
   1. 1-5 hours, 2. 6-10 hours, 3. 11-20 hours, 4. Over 20 hours

59. Any other information you would like to provide in connection with television

Name of Investigator: .................................................................

Date of Interview: .................................................................

Time: Interview started: ...........................................................

Interview over at: .................................................................