Appendix I

Questions to news media experts on the issue of credibility of television news channels

1. What is your opinion on the present trends in English news channels?
2. How does Indian English news channels measure up to international channels like CNN and BBC?
3. Is NDTV a standard for the news channels that came in the recent past and why?
4. Has NDTV managed to provide quality programmes in spite of the market and commercial pressures?
5. What is your view of Times Now channel? Is Arnab Goswami an icon for the young Indians today?
6. Should news channels go by TRPs and give what the viewer wants or is there an obligation to provide serious and useful news programmes?
7. Can there be a de-link between popularity and credibility of a news channel?
8. How does a channel gain credibility among the viewers?
9. Are Indian news channels bothered about perception of credibility?
10. Credibility should matter and it is the only way forward for news channels. Your opinion?
11. Will the competition from Digital Media put pressure on news channels and move them forward towards credible news and balanced opinion?
12. How will the future pan out for news channels in India?
Appendix II

Transcripts of Expert Interviews

I. Vijay Grover, News X

1. What is your opinion on the present trends in English news channels?

Every news channel wants to stand out. Every managing editor is trying his or her best to present his brand with exclusive stories. Like every industry, the race in TV broadcast is very evident.

2. How does Indian English news channels measure up to international channels like CNN and BBC?

There cannot be a comparison. The international market reacts to news very differently. You present content if it sells. While the quality of presentation has definitely risen in the last many years, content is to each to his own.

3. Is NDTV a standard for the news channels that came in the recent past and why?

It definitely sparked of a craze among people for live News. A 24 hr News channel was something people did not think would be so engaging. But News channels have moved on from the format NDTV has or started with.

4. Has NDTV managed to provide quality programmes in spite of the market and commercial pressures?

The people have to decided. After all, it is the audience who watch the channel and react to it. According to me, NDTV is the Doordarshan of private channels.

5. What is your view of Times Now channel? Is Arnab Goswami an icon for the young Indians today?

It is a business after all. Whatever works best for the brand. Times Now is definitely one of the dynamic and aggressive News channels in India. If the masses of the country believe in a cinema star beating up 10 goons at a time, they sure love drama. Mr. Goswami is definitely driving away the soap audience to his News hour. In this case, at least people will start understanding about the core issues of country than waste time about a fictitious family drama. I am with him.

6. Should news channels go by TRPs and give what the viewer wants or is there an obligation to provide serious and useful news programmes?
Again, it is all about the money. News channels give content people will react to. If there is money, anything can be pulled off in India. Why do you think Sunny Leone is so successful. People react to her content. Trust me when I say this that news channels are giving what the masses want to see. The people are happy.

7. Can there be a de-link between popularity and credibility of a news channel?

You can track the credibility of a politician, a government servant, or of a liquor baron. Can you ever track the credibility of the Media? or rather who would track it?

8. How does a channel gain credibility among the viewers?

By gaining popularity. No one cares about credibility anymore.

9. Are Indian news channels bothered about perception of credibility?

Why should they? They are doing good business anyway

10. Credibility should matter and it is the only way forward for news channels. Your opinion?

If the audience matures faster, news channels will also change. Credibility of a news channel is directly proportional to the reception of audience.

11. Will the competition from Digital Media put pressure on news channels and move them forward towards credible news and balanced opinion?

This question is amusing. The digital media is mostly controlled by politicians and news channels.

12. How will the future pan out for news channels in India?

The future looks uncertain. Depends on how the next generation will perceive News. One thing is for sure, even a Chaiwala knows that everything he sees on TV is not real.

II. T.M. Veeraraghav, CNN-IBN

1. What is your opinion on the present trends in English news channels?

Many of them attach too much importance to what politicians say, giving the politicians unnecessary publicity and also often making non-issues look important. Also, many channels are too noisy. Journalists shouldn’t get over-excited.

2. How does Indian English news channels measure up to international channels like CNN and BBC?

Most of them fall short in terms of visual presentation and rendition of commentary,
editing etc. For example, today a news channel while reporting the Vizag fire said “... no inquiry has been launched yet ... “Actually the fire itself hasn’t been put out yet. Where is the question of an inquiry? The usage the of the word ‘yet’ makes it worse. Language skills are very ordinary, and knowledge of some reporters on the subjects they speak about are often shallow. Many reporters lack the sense of authority when they report; and sometimes they jump to conclusions in an amateurish manner.

3. **Is NDTV a standard for the news channels that came in the recent past and why?**

Not sure if it can be a standard. But I find the channel more sober, treating news developments more even handedly.

4. **Has NDTV managed to provide quality programmes in spite of the market and commercial pressures?**

Quality of their programmes aren’t too different from other channels. But some of the topics covered are different. Like environment, ecology, wildlife, health, poverty etc.

5. **What is your view of Times Now channel? Is Arnab Goswami an icon for the young Indians today?**

Noisy, jingoistic, and the screen is cluttered with too many promos and headlines. No clue if Arnab is a youth icon. The overwhelming red colour all over the screen is a put off, personally.

6. **Should news channels go by TRPs and give what the viewer wants or is there an obligation to provide serious and useful news programmes?**

It should be a clever balance. One needs to give what the viewers want, or else no one will watch the channel. But as mass media, channels have a responsibility to disseminate information that is informative and educative.

7. **Can there be a de-link between popularity and credibility of a news channel?**

Popularity is easily measurable. But credibility is relative and a subjective perception of each individual. Two are totally different aspects, and aren’t linked anyway.

8. **How does a channel gain credibility among the viewers?**

Credibility is a matter of perception. And the default perception is that no channel can be believed. It’s a case damned if you do, damned if you don’t. However, channels can take care. They should rely on sources that are credible. Still there could be problems. For ex: when reporting an accident toll it’s better to say over “100 killed”, than say “106 killed”, even though the exact figure is the official
one. But, people might ascribe some motive for the channel not putting out an exact figure!
The bottomline is people will be always skeptical of news items that they don’t like or agree with; and they will blame the channel for it! Most often the messenger is shot, quite unjustly.

9. Are Indian news channels bothered about perception of credibility?

Probably, not. Since popularity is easily measurable compared to credibility.

10. Credibility should matter and it is the only way forward for news channels. Your opinion?

Credibility is not a goal you can achieve: it is all about how someone else perceives something. How much ever factual you are, if the facts are not palatable, people who are affected by it will tend not to believe you. The channel will be considered biased and not credible, by at least some people. My view is: don’t bother about credibility, be factual, don’t distort facts; credibility will (hopefully) get built up over time.

11. Will the competition from Digital Media put pressure on news channels and move them forward towards credible news and balanced opinion?

Quite possible. Since digital, especially social media has all forms of news - factual, rumours, verified and unverified.

12. How will the future pan out for news channels in India?

They will continue to be diverse, and each will try to be different from others in some way so that they are not only popular but also profitable.

III. Maya Sharma, NDTV

1. What is your opinion on the present trends in English news channels?

Gone are the days when just political news would make headline. Today we see what’s trending on social platform becomes a headline automatically. Today the news is majorly driven by ground stories.

2. How does Indian English news channels measure up to international channels like CNN and BBC?
Pathetic, because our consumers are different. We are no where close to BBC or CNN in any aspect - story, logistics, editorial

3. Is NDTV a standard for the news channels that came in the recent past and why?
I don't think NDTV is a standard, different people have different standards. For TRP Times now becomes a standard!

4. Has NDTV managed to provide quality programmes in spite of the market and commercial pressures? Yes, Truth vs Hype is the best example.

5. What is your view of Times Now channel? Is Arnab Goswami an icon for the young Indians today? No, he is not the young icon. Off late people have started disliking his anchoring skills. Many feel he is a jingoist.

6. Should news channels go by TRPs and give what the viewer wants or is there an obligation to provide serious and useful news programmes? News channels go by revenues, does not matter if TRP or content gives them revenue. But unfortunately TRP gives more revenue.

7. Can there be a de-link between popularity and credibility of a news channel? Yes, it comes with good editors.

8. How does a channel gain credibility among the viewers? When an unbiased news is reported and voices from all stakeholders of that story is heard.

9. Are Indian news channels bothered about perception of credibility? Many Indian news channels do not care about credibility, it all boils down to revenue.

10. Credibility should matter and it is the only way forward for news channels. Your opinion? Yes, eventually to remain relevant credibility will be a major factor.

11. Will the competition from Digital Media put pressure on news channels and move them forward towards credible news and balanced opinion? A lot, digital media is fast moving and TV channels are investing on their websites and app. In digital spaces more voices are heard which gives more credibility.

12. How will the future pan out for news channels in India? All news channel will move out of TV and will settle down in digital platform.

IV. Bansy Kalappa, News 9

1. What is your opinion on the present trends in English news channels?

Controversial news makes it to the headline today. We see that crime, Bollywood news and political controversies become headlines on a day to day basis. Reporting is emphasized by all news channels and stories are from the ground.
2. How does Indian English news channels measure up to international channels like CNN and BBC?
We are getting there. We are always copying the international channels like CNN and BBC as far as the presentation styles are concerned. But we have a long way to go with the substance and treatment of news. We need to put in a lot of money to get the standards up to international levels.

3. Is NDTV a standard for the news channels that came in the recent past and why?
To a large extent, NDTV is a standard, as it set the trend and others followed in its footsteps. Unfortunately, everyone is after TRPs and when a channel achieves the highest TRP, others in the line tend to follow the leader and emulate the strategies.

4. Has NDTV managed to provide quality programmes in spite of the market and commercial pressures?
Definitely. We the People and Truth vs Hype are some of the examples of enduring programmes on NDTV.

5. What is your view of Times Now channel? Is Arnab Goswami an icon for the young Indians today?
I may not agree that Arnab is the best journalist to model after but then many feel that he is the only one who gets things done. He may be a sensational anchor and uses certain stories to his advantage but he has succeeded in clicking with the young audience who want to see action.

6. Should news channels go by TRPs and give what the viewer wants or is there an obligation to provide serious and useful news programmes?
TRP is very important. The survival of the news channel depends on the revenue that TRP brings in the form of sponsorship. Content must give channels the TRP but it is the other way round.

7. Can there be a de-link between popularity and credibility of a news channel?
Credibility should naturally come with popularity of the news channel. The more popular the news channel the more credibility it will be as people go for the most credible channel for news.

8. How does a channel gain credibility among the viewers?
Time is of essence. A news channel has to be around for some time in order to achieve credibility. Accuracy and truthful reporting will get the channel credibility in the long run.

9. Are Indian news channels bothered about perception of credibility?
Everyone should be but it does not look like anyone is bothered. In the rat race to get to the finish line, the channels forget to bother about substance over presentation.

10. Credibility should matter and it is the only way forward for news channels. Your opinion?
Yes, that is the way it should be. Eventually to remain relevant, credibility will be a major factor for all the news channels.
11. Will the competition from Digital Media put pressure on news channels and move them forward towards credible news and balanced opinion? Definitely. The future is digital media and all traditional media will eventually be on digital space. As the channels are well known with organizational backing, they have an edge over the stand alone news sites.

12. How will the future pan out for news channels in India? The present trend will continue for some time to come. All news channel will move out of TV and will settle down in digital platform in years to come.

V. Kumar Ketkar, Senior Journalist

1. What is your opinion on the present trends in English news channels?

News channel are in a race to stand out. Every editor is trying his or her best to present his brand with unique stories. Like all other industry, the race in TV broadcast industry is very real.

2. How does Indian English news channels measure up to international channels like CNN and BBC?

We cannot compare the two. In the international market news is very differently evaluated. Your content will sell if it is good. While the quality of presentation in India has gone up in the recent years, it is yet to reach the international standards.

3. Is NDTV a standard for the news channels that came in the recent past and why?

It did spark a craze among people for live News. A 24 hr News channel was something people did not think would be engaging, till NDTV 24x7 came on the scene. But News channels have deliberately moved away from the format NDTV has and gone the Fox news way.

4. Has NDTV managed to provide quality programmes in spite of the market and commercial pressures?

The people will decide- but according to me it is the last bastion of hope for news channels in India. It comes close to being the standard for news channels in India.

5. What is your view of Times Now channel? Is Arnab Goswami an icon for the young Indians today?

Times Now is definitely one of the most dynamic and aggressive News channels in India today. It sometimes goes overboard in the way Arnab decides on behalf of the nation what is the issue to be considered important and what angle to take. Otherwise, he does a good job of keeping the nation glued to the television screens night after night.
6. Should news channels go by TRPs and give what the viewer wants or is there an obligation to provide serious and useful news programmes?

It is not so much whether they should go after TRPs, it is a necessity. No channel can ignore the importance of TRP that translates into revenue. It is how one achieves the popularity that is the question. If the audience demand serious and useful news then no channel can ignore that, it is just that people want entertainment and soft news.

7. Can there be a de-link between popularity and credibility of a news channel?

No. Both go together and that is the way it should be. If people are watching Times Now then it is popular and in their eyes trustworthy and credible. Credibility is a difficult thing to judge as it depends on the perception of the viewer.

8. How does a channel gain credibility among the viewers?

Popularity is the only thing that matters. Not many care about credibility as it is a very vague concept.

9. Are Indian news channels bothered about perception of credibility?

No. Otherwise we would have seen that in the content and presentation of news channels. Most news channels are doing good business and that is all they care.

10. Credibility should matter and it is the only way forward for news channels. Your opinion?

Yes. In an ideal situation, credibility should matter. Mature audience will demand better coverage and presentation and news channels will also respond. Credibility of a news channel is directly proportional to the reception of audience.

11. Will the competition from Digital Media put pressure on news channels and move them forward towards credible news and balanced opinion?

The new media is slowly being dominated by the existing media organizations. The platforms will change but the news will remain the same.

12. How will the future pan out for news channels in India?

The future looks uncertain. It all depends on how the young will perceive news. News channels will increase their footprints to cover the entire country. English news channels will also grow as there are neo-English speakers who will switch over to English news.

VI. Edison Thomas, senior journalist

Questions to news media experts on the issue of credibility of television news channels

1. What is your opinion on the present trends in English news channels?
Largely English news channels in the country are failing to come up with solid original stories, as a result there is an awful practice of editorializing 5-7 stories ‘BIG’ stories in a day
and then playing it through the day with any other development that might happen. Unfortunately, most of these stories too are taken from Newspapers.

2. How does Indian English news channels measure up to international channels like CNN and BBC? There is a large gap that needs to be filled if the Indian Channels dream of competing with International ones like CNN or BBC. This is in all sections i.e production, content, kind of people/voices, neutrality etc.

3. Is NDTV a standard for the news channels that came in the recent past and why? Perhaps NDTV was the standard for news channels that came in the early 2000’s but now new channels starting want to manufacture hype and outrage to garner eyeballs, which might not be the NDTV way.

4. Has NDTV managed to provide quality programmes in spite of the market and commercial pressures? Although there have been heated debates on the editorial line taken on coverage of few contentious issues in the recent past, NDTV has largely managed to keep up the quality of programmes to a standard that it had set and acts as a refreshing change from others in the English news channel band.

5. What is your view of Times Now channel? Is Arnab Goswami an icon for the young Indians today? I believe that English news channels for one overestimate their reach, power and impact just because of the fact that they have easy access to powers that be in New Delhi and speak in the language that most speak on Social Media, which helps in creating a surround sound.

Some of the regional news channels like TV9, Manorama etc have a massive viewership despite limited audience and geography that they cater to. And some of their Anchors/reporters enjoy star-icon status. That is something that I haven’t seen with Arnab. On a lighter note, Ravishankar Prasad has some crucial observations regarding this: -p

6. Should news channels go by TRPs and give what the viewer wants or is there an obligation to provide serious and useful news programmes? The news channels are supposed to be the informers and watchdogs, so they have an obligation to inform the public and provide useful news. What constitutes as ‘useful’ news or what needs to be informed is where the debate is. There seems to be a understanding that news that is sensational, gossipy or gory in nature sells or attracts eyeballs and news channels invariably look up for such news. E.g Anything captured on a CCTV camera becomes a news.

7. Can there be a de-link between popularity and credibility of a news channel? Totally. The most popular channel in today’s times might not enjoy complete faith or be seen as a credible voice. The presence of social media magnifies viewer feedback which often exposes any non-credible news.

8. How does a channel gain credibility among the viewers?
It’s a daily battle that news channels fight. It’s more like a test match innings. You need to play dozens of overs to build a good innings but just one good ball or a one bad shot can ruin it. So it’s the news delivery over a long period of time that adds to the image of a news channel being credible or not.

9. Are Indian news channels bothered about perception of credibility?
   They are definitely bothered about the perception of channel's credibility, but at times they underestimate the smartness of the viewer by thinking he might not notice or know it. This boomerangs big time with people scrutinizing news channels more these days and any mistake gets trolled on social media.

10. Credibility should matter and it is the only way forward for news channels. Your opinion?
    Credibility matters and there is no substitute to it. But credibility alone won’t help news channels win this mad TRP Race. There needs to be space where news channels can get creative in their content and presentation without compromising on credibility or facts.

11. Will the competition from Digital Media put pressure on news channels and move them forward towards credible news and balanced opinion?
    The competition from digital media has already exerted pressure; it has meant more ground to be covered and dilution of the news consumer base. But unfortunately some of the digital media outlets (especially the popular ones) are not the best examples of credible journalism, they look like just an extension of the news channels in print format. It’s the social media that is exposing lack of credibility.

12. How will the future pan out for news channels in India?
    I hope there will come a time where the news channels will consolidate, few will shut down. The outrage manufacturing will run out of fashion and panel discussions at 9PM will have to change. The internet with its rapid expansion will push more information into our hinterlands; people with deeper pockets will help regional media consolidate. Both of these will change the discourse in the media.
Appendix III

Study of national television news channels
Study of college students of Bangalore

1. Do you watch English news channels?
   Mark only one oval.
   □ Yes
   □ No     Stop filling out this form.

Demographic details

2. Area or zone you belong to in Bangalore
   Mark only one oval.
   □ North
   □ South
   □ East
   □ West
   □ Central

3. What is your Gender?
   Mark only one oval.
   □ Female
   □ Male

4. What is your Age?
   Mark only one oval.
   □ 18-21
   □ 22-25
   □ 26-29
   □ 30 and above

5. What is your Educational status?
   Mark only one oval.
   □ Under graduate
   □ Post graduate
   □ Mphil/PhD
   □ PUC
6. What is your approximate monthly household income? Mark only one oval.
   ○ 0-24999
   ○ 25000-49999
   ○ 50000-74999
   ○ 75000-99999
   ○ above 100000

7. What language do you speak at home? Mark only one oval.
   ○ English
   ○ Hindi
   ○ Kannada
   ○ Telugu
   ○ Tamil
   ○ Malyalam
   ○ Bengali
   ○ Urdu
   ○ Konkani
   ○ Any other

8. Which religion do you belong to? Mark only one oval.
   ○ Christian
   ○ Islam
   ○ Hindu
   ○ Buddhist
   ○ Jain
   ○ Any other
   ○ Other: .................................................................

9. Do you belong to Bangalore? Mark only one oval.
   ○ Yes
   ○ No
Media consumption habits

10. Do you own the following? Check all that apply.
   □ Radio
   □ Television
   □ Smartphone
   □ Computer/Laptop

11. Do you consume the following media? Check all that apply.
   □ Newspaper
   □ Radio
   □ Television
   □ Internet

12. What are your main sources of news? Check all that apply.
   □ Newspaper
   □ Radio
   □ Television
   □ Internet

13. What is the duration of time spent by you on different media on a weekly basis? Mark only one oval per row.

<table>
<thead>
<tr>
<th>0-7 hours</th>
<th>7-14 hours</th>
<th>14-21 hours</th>
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<tr>
<td>Internet</td>
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14. What is the duration of time spent watching Television on a weekly basis? Mark only one oval.
   □ 0-10 hours
   □ 10-20 hours
   □ 20-30 hours
   □ 30-40 hours
   □ Above 40 hours
15. What programmes do you watch on television?
Check all that apply.
☐ Serials
☐ Movies
☐ News
☐ Music & Dance

16. What is the duration of time you spend on news channels on a weekly basis?
Mark only one oval.
☐ 0- 5 hours
☐ 5- 10 hours
☐ 10- 15 hours
☐ 15- 20 hours
☐ Above 20 hours

17. What are the your main sources of news?
Check all that apply.
☐ Newspaper
☐ Radio
☐ Television
☐ Internet
☐ Friends

18. What is the frequency of watching news channels?
Mark only one oval.
☐ Regularly
☐ Occasionally
☐ Rarely
☐ Never

19. What is the main reason for watching a news channel?
Mark only one oval.
☐ Anchor
☐ Habit
☐ Reputation
☐ Other
20. Do you watch news on television news channels?
   Mark only one oval.
   ☐ Yes
   ☐ No

21. Which media do you prefer during conflicting news coverage?
   Mark only one oval.
   ☐ Internet
   ☐ Television
   ☐ Newspaper
   ☐ Radio

22. Which media do you find most reliable?
   Mark only one oval.
   ☐ Newspaper
   ☐ Radio
   ☐ Television
   ☐ Internet

23. Which national English news channels do you watch?
   Check all that apply.
   ☐ CNN-IBN
   ☐ NDTV 24x7
   ☐ Times Now
   ☐ News X
   ☐ Headlines Today

24. Which English international news channels do you prefer?
   Mark only one oval.
   ☐ BBC World
   ☐ CNN International
   ☐ Al Jazeera
   ☐ Russia TV
   ☐ Other
25. Which is your favourite national English news channel?
   Mark only one oval.
   □ Times Now
   □ NDTV 24x7
   □ CNN- IBN
   □ Headlines Today
   □ News X

26. Does your favourite English news channel meet your expectations?
   Mark only one oval.
   □ Yes
   □ No
   □ Don't know

27. Are you satisfied with the local/regional coverage by your favourite national English news channel?
   Mark only one oval.
   □ Yes
   □ No
   □ Can't say

28. Which programmes do you prefer to watch on English news channels?
   Check all that apply.
   □ News and Current affairs
   □ Debates and discussions
   □ Interviews
   □ Documentaries
   □ Sports
   □ Business

29. Do you think that newspapers conform to the following?
   Mark only one oval per row.
   
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<td>No political influence</td>
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</table>
30. Do you think television news channels conform to the following?
   Mark only one oval per row.

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<th>Yes</th>
<th>No</th>
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<tr>
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<td>Indepth coverage</td>
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<td>No political influence</td>
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31. Do you think Internet news sites conform to the following?
   Mark only one oval per row.

<table>
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<th>Yes</th>
<th>No</th>
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<td>Accuracy</td>
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<td>Indepth coverage</td>
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<td>No political influence</td>
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32. In case of conflict or war like situation, which media would you believe?
   Mark only one oval.
   - Radio
   - Internet
   - Television
   - Newspaper

**Media credibility test**

33. Do you think that sting operations by news channels increases credibility?
   Mark only one oval.

   1  2  3  4  5

   | Strongly agree |   |
   | Strongly disagree |   |

34. Do you think that political leanings of news channels have a negative impact on their credibility?
   Mark only one oval.

   1  2  3  4  5

   | Strongly Agree |   |
   | Strongly disagree |   |

xviii
35. Do you believe that ownership by business houses negatively impacts news channels? Mark only one oval.

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<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Strongly agree</td>
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36. Do you believe that higher TRPs bring credibility to news channels? Mark only one oval.

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<tbody>
<tr>
<td>Strongly agree</td>
<td></td>
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37. Do you think that a professional code of ethics/conduct helps attain high credibility? Mark only one oval.

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<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Strongly agree</td>
<td></td>
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</table>

38. What is your opinion of newspapers on the following items? Mark only one oval per row.

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Can't say</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accurate</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Trustworthy</td>
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<tr>
<td>Balanced</td>
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<td>Pro-active</td>
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<td>Responsible</td>
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<td>Objective</td>
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<tr>
<td>Fair</td>
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<tr>
<td>No political leaning</td>
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<td></td>
</tr>
<tr>
<td>Fearless</td>
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</tbody>
</table>
39. What is your opinion of national English television news channels on the following items?
Mark only one oval per row.

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Can't say</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accurate</td>
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<tr>
<td>Fearless</td>
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</tbody>
</table>
40. What is your opinion of Internet news on the following items?
Mark only one oval per row.

<table>
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<tr>
<th></th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Can't say</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<tr>
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