### IMPACT OF MASS MEDIA ON WOMEN:
#### A SOCIOLOGICAL STUDY OF GULBARGA

**Interview Schedule**

1. **Name**:  
2. **Address**:  
3. **Age**:  
   1. 18 to 25 Years [ ]  
   2. 26 to 40 Years [ ]  
   3. 41 to 50 Years [ ]  
   4. 51 and above [ ]  
4. **Education**:  
   1. Illiterate [ ]  
   2. Lower / Higher Primary [ ]  
   3. Undergraduate [ ]  
   4. Graduate/ Post-Graduate [ ]  
   5. Any Other ____________________________ [ ]  
5. **Religion**:  
   1. Hindu [ ]  
   2. Muslim [ ]  
   3. Christian [ ]  
   4. Buddhist/ Jains [ ]  
   5. Any other [ ]  
6. **Caste / Community**:  
   1. Scheduled Caste [ ]  
   2. Scheduled Tribe [ ]  
   3. Other Backward Class (OBC) [ ]  
   4. Others [ ]  
7. **Marital Status**:  
   1. Unmarried [ ]  
   2. Married [ ]  
   3. Widow [ ]  
   4. Divorcee/Separated/ Alienated [ ]  
8. **Type of Family**:  
   1. Joint Family [ ]
2. Nuclear Family

9. Number of Children
   1. 1-2
   2. 3-4
   3. 5-6
   4. None

10. Facilities in your House:
   1. Separate Bath Room
   2. Separate Toilet/ Latrine
   3. Radio
   4. Television
   5. Computer
   6. Internet
   7. Cell Phone (Mobile)
   8. Newspapers/ Magazines
   9. Any Other____________________________________

SOCIO-ECONOMIC INFORMATION

11. Total Number of Members in Family:
   1. Less than 04 Members
   2. 05-08 Members
   3. More than 08 Members

12. Family Background : 1. Rural  [ ]  2. Urban [ ]

13. Nature of Residence:
   1. Own House
   2. Rented House
   3. Temporary Settlement/ Slums

14. Who takes Decisions in Family?
   1. Parents/ Parents-in-law
   2. Husband Alone
   3. Husband with Self
   4. Self Only
   5. Any Other _______________________________

15. Why Education is must for Females:
   1. Read and write
   2. Manage family efficiently
   3. To get Employment
   4. To have more status and respect
16. Equal participation of women is required for
   1. Family Decisions [ ]
   2. Children’s Education [ ]
   3. Economic Independence [ ]
   4. Any other_________________________________________ [ ]

17. Women’s Equal right is needed for:
   1. Education [ ]
   2. Employment [ ]
   3. Marriage & family [ ]
   4. Any other_________________________________________ [ ]
   5. All of the Above [ ]

18. Mention the relationship with your husband:
   1. Cordial and Friendly [ ]
   2. Husband Superior & Good Relationship [ ]
   3. Somewhat Satisfactory [ ]
   4. Not Satisfactory [ ]
   5. Not Applicable [ ]

19. Do you favour Dowry?  1. Yes [ ]  2. No [ ]

20. If favour the dowry practice, mention the reasons:
   1. Essential for leading married life for couples [ ]
   2. Believe in Social Culture related to Dowry [ ]
   3. Can’t Able to Oppose the Parents and Society [ ]
   4. Any Other_________________________________________ [ ]

21. If No, State the Reasons:
   1. Social Evil [ ]
   2. No Interest [ ]
   3. Self-Reliance [ ]
   4. Hate the Practice [ ]
   5. For Proper Mate [ ]
   6. Unethical [ ]
   7. Social Stigma [ ]
   8. Against the Rule/ Law [ ]
   9. OK/ Not Applicable [ ]
22. Give your opinions on Widows’ Remarriage?
   1. It is best practice to give new life to women destitute [ ]
   2. It is practiced as it got legal sanction [ ]
   3. Fully opposed, as women lose dedication of life mate [ ]
   4. Any Other ____________________________ [ ]

23. Mention role and responsibility of married women in family:
   1. Superior role and more Responsibility compared to Husband [ ]
   2. Equal Role and Responsibility with Husband [ ]
   3. Lower Role and Less Responsibility compared to Husband [ ]

24. Mention how you will gain latest knowledge and news in the society?
   1. Family Members & Relatives [ ]
   2. Friends [ ]
   3. Education [ ]
   4. Mass Media [ ]
   5. Any Other ____________________________ [ ]

25. Family Occupation:
   1. Agriculture [ ]
   2. Industry/ Business/ Self-employment [ ]
   3. Employment in Formal Sector [ ]
   4. Employment in Informal Sector/ Seasonal Employment [ ]

26. Occupation of the Respondent:
   1. Agriculture [ ]
   2. Industry/ Business/ Self-employment [ ]
   3. Employment in Formal Sector [ ]
   4. Employment in Informal Sector/ Seasonal Employment [ ]
   5. Housewife/ Unemployed [ ]

27. Occupation of the Husband:
   1. Agriculture [ ]
   2. Industry/ Business/ Self-employment [ ]
   3. Employment in Formal Sector [ ]
   4. Employment in Informal Sector/ Seasonal Employment [ ]

28. Monthly Income of the Respondent:
   1. Nil [ ]
   2. Less than Rs. 5000 [ ]
   3. Rs. 5001 to Rs. 10000 [ ]
   4. Rs. 10001 to Rs. 25000 [ ]
   5. Rs. 25001 to Rs. 50000 [ ]
   6. More than Rs. 50000 [ ]
29. Monthly Income of the Husband:
   1. Less than Rs. 5000 [ ]
   2. Rs. 5001 to Rs. 10000 [ ]
   3. Rs. 10001 to Rs. 25000 [ ]
   4. Rs. 25001 to Rs. 50000 [ ]
   5. More than Rs. 50000 [ ]
   6. Not Applicable [ ]

30. Monthly Income of the Family from All Sources:
   1. Less than Rs. 10000 [ ]
   2. Rs. 10001 to Rs. 20000 [ ]
   3. Rs. 20001 to Rs. 30000 [ ]
   4. Rs. 30001 to Rs. 50000 [ ]
   5. More than Rs. 50000 [ ]

30. Worth of Properties owned by Family:
   1. Below Rs. 50000 [ ]
   2. Rs. 50001 to Rs. 2 lakh [ ]
   3. Rs. 2 lakhs to Rs. 10 Lakhs [ ]
   4. Above Rs. 10 Lakhs [ ]
   5. Nil [ ]

31. Are you satisfied with socio-economic life:
   1. Fully Satisfied [ ]
   2. Satisfied to a Greater extent [ ]
   3. Not Satisfied [ ]

IMPACT OF MASS MEDIA

32. Frequency of reading newspapers and magazines:
   1. Daily [ ]
   2. Regularly [ ]
   3. Occasionally [ ]
   4. Never [ ]

33. If you are not reading Newspapers and Magazines, mention the reasons:
   1. Illiterate/ Low educated [ ]
   2. Poor to Subscribe Newspapers/ Magazines [ ]
   3. Not Interested [ ]
   4. Suppressed by Family Members to read [ ]
   5. Any Other________________________________________ [ ]
34. If you are reading newspapers, mention the language of Newspapers:
   1. Kannada [ ]
   2. English [ ]
   3. Hindi [ ]
   4. Marathi/ Urdu [ ]
   5. Any Other_______________________________________ [ ]

35. State, in which aspects you are interested in Newspapers/ Magazines:
   1. Politics, Economics and Society [ ]
   2. Health, Fashion, Nutrition, etc. [ ]
   3. Education, Technology, etc. [ ]
   4. Entertainment, Cinema, Stories, etc. [ ]
   5. Any Other_______________________________________ [ ]

36. How Newspapers are useful for women’s development?
   1. Create Awareness on Women’s Status at International level [ ]
   2. Educate Women and update knowledge [ ]
   3. Helps to gain Economic Status & Employment of Women [ ]
   4. Overall Development of Women [ ]
   5. Any Other_______________________________________ [ ]

37. Mention the Radio Channels, which you are regularly listening:
   1. Akashavani Gulbarga [ ]
   2. Vividha Bharati/ National Network [ ]
   3. 93.5 Red FM [ ]
   4. BBC, Ceylon [ ]
   5. Any Other_______________________________________ [ ]
   6. Do Not Listen to Radio [ ]

38. If you are not listening Radio, mention the reasons:
   1. Do not have Radio [ ]
   2. Not Interested [ ]
   3. No Relevant Programmes are Telecasted [ ]
   4. Any Other_______________________________________ [ ]

39. Type of Programmes, you like to listen on Radio:
   1. Society, Health, Beauty, News, etc [ ]
   2. Agriculture, Employment, Occupation, etc. [ ]
   3. Education, Technology, etc. [ ]
   4. Entertainment, Cinema Songs, Jokes, Drama, etc [ ]
   5. Any Other_______________________________________ [ ]
40. How Radio is useful for development and empowerment of women?
   1. Increase awareness on Women’s Status [ ]
   2. Increase Knowledge on Occupation, Employment, etc. [ ]
   3. Education, Technology, News, General Knowledge, etc. [ ]
   4. Provides Tips on Health, Fashion, Lifestyle, nutrition, etc. [ ]
   5. Any Other________________________________________ [ ]

41. Mention, how Radio is useful to you?
   1. Increase in Education and Knowledge [ ]
   2. Awareness about Occupations, Agriculture, etc [ ]
   3. Healthy Living [ ]
   4. Just Entertainment [ ]
   5. Any Other________________________________________ [ ]

42. How many hours you watch television in a day?
   1. 1-2 Hours [ ]
   2. 3-4 Hours [ ]
   3. 5-6 Hours [ ]
   4. More than 6 Hours [ ]
   5. Occasionally [ ]

43. Since how many years, you are watching Television?
   1. Last One Year [ ]
   2. Last Five Years [ ]
   3. Last Ten Years [ ]
   4. Last Twenty Years [ ]
   5. Since Lifetime [ ]

44. Mention the aspects of your interest in watching television:
   1. News/ Politics [ ]
   2. Movies/ Serials/ Songs [ ]
   3. Programmes of Women [ ]
   4. Health & Education Programmes [ ]
   5. Agriculture, Occupation, Employment, etc. [ ]
   6. Devotional Programmes [ ]
   7. Any Other________________________________________ [ ]
   8. Everything [ ]
45. Which Television Network, you prefer?
1. Doordarshan [ ]
2. Zee Network [ ]
3. Star Network [ ]
4. Sun Network [ ]
5. Sony Network [ ]
6. Any Other________________________________________ [ ]
7. All of the Above [ ]

46. In Kannada, Which TV Channel you prefer to watch?
1. E TV Kannada [ ]
2. Udaya Network [ ]
3. TV9/ Suvarna 24X7/ Samaya News/ Kasturi/ Public [ ]
4. Doordarshan/ DD9/ Chandana [ ]
5. Any Other________________________________________ [ ]
6. All of the Above [ ]

47. Purpose of watching Television Programmes:
1. Entertainment [ ]
2. Source of Knowledge/ Information [ ]
3. Influence from Others [ ]
4. Any Other________________________________________ [ ]
5. All of the Above [ ]

48. Mention whether the Awareness/ Increase in Knowledge is made by Television Programmes in the following:
1. Increase in Education and Knowledge [ ]
2. Awareness about Occupations, Agriculture, etc [ ]
3. Health, Sanitation, Cooking and Nutrition [ ]
4. Society, Culture, Women’s Status, News, Politics, etc. [ ]
5. Any Other________________________________________ [ ]

49. As a women viewer of TV, how you got the benefit from TV Programmes:
1. Increased Education and Knowledge [ ]
2. Emphasized Equal Status & Rights of Women [ ]
3. Show Ways for Economic Independence [ ]
4. Opened Doors of the World to Women [ ]
5. Awareness on Women Empowerment Activities [ ]
6. Any Other________________________________________ [ ]

50. Many people argue that Television has degraded the status of women by representing them indecently in the commercial advertisements and programmes. Do you Agree?
1. Fully Agree [ ]
2. Somewhat Agree [ ]
3. Do Not Agree

51. Mention the effects of television on Gender based Violence:
   1. Crimes Against Women Increased [ ]
   2. Exaggeration of Crimes increased [ ]
   3. Crimes against women decreased due to legal awareness [ ]
   4. Any Other ____________________________________________ [ ]

52. Do you think women got autonomy, equality and independent status due to the impact of television?
   1. Fully Agree [ ]
   2. Agree to a Greater extent [ ]
   3. Do not Agree [ ]

53. Do you have operating knowledge of the following Information and Communication Technology (ICT) Applications?
   1. Computer/CD/DVD Player/Multimedia/Software [ ]
   2. Internet/World Wide Web/Search Engines [ ]
   3. Electronic Mail, Chatting, Blogs, Forums, etc. [ ]
   4. Social Networking Web Sites [ ]
   5. Information Sources (Encyclopedia, e-book, etc) [ ]
   6. Mobile Phones [ ]
   7. Any Other ____________________________________________ [ ]
   8. Not Aware any of the above [ ]

54. State, are you expertise in using and searching Internet:
   1. Expert [ ]
   2. Good [ ]
   3. Learner [ ]
   4. Not Aware [ ]

55. Frequency of using Internet and related applications:
   1. Daily [ ]
   2. Weekly [ ]
   3. Monthly/Occasionally [ ]
   4. Never [ ]

56. Have you searched and accessed the following web sites?
   1. Government Departments/Educational Institutions [ ]
   2. NGOs/Panchayat Raj Institutions, etc. [ ]
   3. Women and Child Welfare Web sites [ ]
   4. e-books, e-journals, e-newspapers, etc. [ ]
   5. Groups, Discussion Forums, Blogs, etc. [ ]
   6. Social Networking Sites [ ]
   7. Any Other ____________________________________________ [ ]
   8. Not Applicable [ ]
57. Where do you access to Internet?
   1. Office/ School/ College [   ]
   2. House [   ]
   3. Cyber Café [   ]
   4. Own Mobile Phone [   ]
   5. Any Other_______________________________________ [   ]
   6. Not Applicable [   ]

58. How ICT Applications are useful for the empowerment and development of women?
   1. Change in Life Style [   ]
   2. Greater acquaintance with Education, Technology & Knowledge[   ]
   3. Information on Occupation, Employment, etc. [   ]
   4. Information on Health, Nutrition, etc. [   ]
   5. Source of Communication and Entertainment [   ]
   6. Any Other_____________________________________________ [   ]
   7. Not Applicable [   ]

59. Mention which applications of ICT, which you are using regularly:
   1. Search Engines [   ]
   2. E-Mail/ Chat [   ]
   3. News/ Events [   ]
   4. Social Networking [   ]

60. Are you member to the following Social Networking Web Sites:
   1. Face Book [   ]
   2. Twitter [   ]
   3. Orkut [   ]
   4. Any Other_____________________________________________ [   ]
   5. None [   ]
   6. Not Applicable [   ]

61. What are the advantages of Social Networking Sites for Women:
   1. Helps to get contacts of Old Friends [   ]
   2. Extends Social Contacts of Persons with Hobby of Interest [   ]
   3. Helps to gain knowledge on different areas [   ]
   4. Any Other_____________________________________________ [   ]
   5. Don’t Know [   ]
   6. Not Applicable [   ]

62. What are the disadvantages of Social Networking?
   1. Misuse of Personal contacts in Web [   ]
   2. Indecent behaviour by some people in Web sites [   ]
   3. Any Other_____________________________________________ [   ]
4. Not Applicable

63. Mention barriers to access ICT Applications especially internet:
   1. Gender Inequality & Cultural Barriers
   2. Technological Barriers
   3. Family and Economic Restrictions
   4. Any Other ________________________________
   5. Not Applicable

64. Mention the disadvantages of ICT applications, especially internet for women:
   1. Indecent Representation of Women in Few Web Sites
   2. Objectionable Content in Internet
   3. Views of Public are not good in visiting Cyber Café
   4. Cultural Degradation of Women in Internet
   5. Any Other ________________________________
   6. Not Applicable

65. Do you think, there is Improvement in Lifestyles of Women due to Mass Media in the following aspects?
   1. Education, Knowledge and Culture
   2. Ways of Communication & Language
   3. Traditions and social practices in Family
   4. Use of Cosmetics, Clothes, etc.
   5. Any Other ________________________________
   6. Degradation of Culture, Traditions and Social Values

66. If you are working outside, do you feel that time is not sufficient to use the Mass Media:
   1. Yes [ ]  2. No [ ]

67. Women are suppressed in accessing and using of Mass Media. Do you Agree?
   1. Cultural Restriction on Media like Internet
   2. Restrictions to watch few Television Programmes
   3. Women Suppressed to access Mass Media in Family
   4. Women have full freedom in accessing mass media

68. Health Status of Women due to Regular Use of Mass Media:
   1. Increased Awareness on Health & Well being
   2. Knowledge about Health and Nutrition
   3. Lower Vision, Addiction to Mass Media
   4. Increased Dependency on Mass Media
   5. Any Other ________________________________
69. State the Impact of Mass Media on Morality, Ethics and Social Values in Society:
   1. Increase in Morality, Ethics & Social Values [ ]
   2. No Impact on Morality, Ethics & Social Values [ ]
   3. Decrease in Morality, Ethics & Social Values [ ]

70. It was observed that due to Mass Media, the Crime in Society has increased. Do You Agree?
   1. Fully Agree [ ]
   2. Highly Agree [ ]
   3. Do Not Agree [ ]

71. Impact of Mass Media on Children:
   1. Source of Learning/ Developing Knowledge [ ]
   2. Source of Entertainment [ ]
   3. Mass Media spoiling Education of Children [ ]
   4. Any Other__________________________________________ [ ]

72. Impact of Mass Media on Agriculture and Allied Sector:
   1. Improved Methods of Agriculture, Guidance from Experts, etc. [ ]
   2. Knowledge about Pesticides, Fertilisers, Equipments, etc. [ ]
   3. Knowledge on Welfare Schemes for Farmers [ ]
   4. Better Prices for Agricultural Products [ ]
   5. Any Other___________________________________________ [ ]

73. Impact of Mass Media on Women’s Employment:
   1. More Avenues of Self-employment and Employment for women [ ]
   2. Knowledge about different occupations [ ]
   3. Socio-economic empowerment Schemes [ ]
   4. Knowledge on Employment Opportunities in different Sectors [ ]
   5. Skill enhancement in different occupations [ ]
   6. Any Other___________________________________________ [ ]

74. Impact of Mass Media on Seasonal Employment:
   1. Knowledge on Opportunities in Seasonal Employment [ ]
   2. Improved Work Life in different occupations [ ]
   3. Expertise in different occupations [ ]
   4. Legal Awareness and Rights of Workers [ ]
   5. Any Other____________________________________________ [ ]

75. Impact of Mass Media on Rural Development:
   1. More Awareness on Local Government (Panchayats) [ ]
   2. Knowledge on Rural Development Schemes [ ]
   3. Increased Popularity of Village based Handicrafts/occupations [ ]
   4. Knowledge and Transparency of Administration [ ]
   5. Knowledge on all aspects available to cities and villages [ ]
6. Any Other__________________________________________   

76. Impact of Mass Media on Society:
   1. Decrease in Corruption/ More Transparency   
   2. Increase in Knowledge equally available to all   
   3. Faster Communication   
   4. Improved and Modern Life Style   
   5. Reduction in Gender based Violence and Crime   
   6. Any Other__________________________________________  

77. Impact of Mass Media on Trade and Commerce:
   1. Best Products are Available at Fair Prices   
   2. Increased Knowledge about different Products   
   3. Extended Markets for Producers/ Dealers   
   4. Knowledge on Offers, Discounts, etc on Products   
   5. Any Other_________________________________________  

78. Do you think, women in rural areas are deprived from the use of many of Mass Media such as Internet:
   1. Yes       2. No       3. Can’t Say  

79. Disadvantages of Mass Media:
   1. Exaggeration of Crime in Society   
   2. Modern Life Style in Media may harm well being of Society   
   3. Harmful to Children, much objectionable content   
   4. Threat to Social Values and Value based Traditions   
   5. Any Other__________________________________________  

80. Negative Implications of Mass Media on society:
   1. Waste of Time   
   2. Moral Decay   
   3. Strain or Ill Health   
   4. Increase of Crime in Society   
   5. Abnormality in the name of Modernity   
   6. Social and Cultural Degradation   
   7. Any Other__________________________________________  

81. Reduction in Gender Based Violence due to Impact of Mass Media:
   1. Domestic Violence   
   2. Atrocities against Women   
   3. Gender Inequality   
   4. Any Other__________________________________________  
   5. None of the Above reduced, but Increased
82. Impact of Mass Media on Women Empowerment:
   1. Awareness on Law and Rights of Women Increased [ ]
   2. Knowledge about Self-employment increased [ ]
   3. Increased Knowledge on Women Empowerment Schemes [ ]
   4. Knowledge on Health, Nutrition & Education of Women [ ]
   5. Any Other__________________________________________ [ ]

83. Overall Impact of Mass Media on Society:
   1. Positive Impact [ ]
   2. Highly Positive Impact [ ]
   3. Highly Negative Impact [ ]
   4. Fully Negative Impact [ ]

84. Mention the overall impact of mass media on status of women:
   1. Status of Women is increased [ ]
   2. Status of Women is decreased [ ]
   3. No Change in Status of Women [ ]

85. Do you suggest for the overall improvement and development of Mass Media:
   1. Reduction of Crime News Telecast [ ]
   2. More Programmes on Improvement of Learning & Knowledge [ ]
   3. Increase Programmes on Women Empowerment [ ]
   4. Any Other__________________________________________ [ ]

[Signature of the Respondent]