TOOL: 1 QUESTIONNAIRE FOR TELEVISION VIEWERS

Instructions:
• Please answer all the questions
• Follow instructions for respective questions before answering.
• For a holistic understanding, ‘edutainment and infotainment’ has been interchangeably used along with/against ‘infotainment’ in this questionnaire.
• The questionnaire is part of the study and hence your answers would remain confidential. They shall not be used for any other purpose

• Name

• Age
  1. 18 – 36 years
  2. 37 – 54 years
  3. 55 – 72 years
  4. 73 years and above

• Gender
  1. Male
  2. Female

• Education
  1. Doctorate
  2. Post Graduation
  3. Graduation
  4. Higher secondary

• Occupation
  1. Working
  2. House person
  3. Student
• Annual Income (Rs.)
  1. No income
  2. Less than 1, 20,000
  3. 1, 21,000 – 2, 40,000
  4. 2, 41,000 – 3, 60,000
  5. More than 3, 60,000

• What are the media preferred by you for entertainment? (any three)
  1. Television
  2. Radio
  3. News papers, magazines, books
  4. Internet

• What channels do you watch?
  1. News channel (e.g. Aaj tak, Star News, CNBC)
  2. Film channel (e.g. Zee cinema, Star Movies, HBO)
  3. General Entertainment channel (e.g. Sony, Zee tv, Star Plus)
  4. Educational channel (e.g. Discovery, National Geography, History)

• Please specify preferred time to view television
  1. Morning
  2. Afternoon
  3. Evening
  4. Night

• According to you, for what purpose television is being used?
  1. Entertainment
  2. Education
  3. Information
  4. Edutainment and infotainment
• According to you for what purpose television should be ideally used?
  1. Entertainment
  2. Education
  3. Information
  4. Edutainment and infotainment

• According to you, what would be ideal medium for imparting educational messages?
  1. Television
  2. Print
  3. Radio
  4. Internet

• What does education mean to you?

• What does entertainment mean to you?

• If heard of edutainment and infotainment programming, please define.

• Do you think edutainment and infotainment programmes are useful? How?
  1. Yes
  2. No
• In which format would you prefer to view edutainment and infotainment programmes on television? (any three)
  
  1. Drama
  2. Documentary
  3. Docu-drama
  4. Talk show
  5. Interview
  6. News
  7. Quiz shows
  8. Reality shows
  9. Soap Opera
  10. Sitcom
  11. Fantasy

• What content would you prefer to view in edutainment and infotainment programmes? (any three)
  
  1. History
  2. Geography
  3. Animals and nature
  4. Travel and living
  5. Science and technology
  6. Languages (learning)

• What treatment of edutainment and infotainment programmes do you find interesting? (any three)
  
  1. Anchoring (Performance)
  2. Voice over/Narration
  3. Acting
  4. Interviewing skills
  5. Visuals
  6. Animation
• Is systematic research required for educational programmes’? Give reasons.
  1. Yes
  2. No

• Is systematic research required for edutainment and infotainment programmes?
  Provide reasons.
  1. Yes
  2. No

• Can entertainment programmes become educational? Give reasons.
  1. Yes
  2. No

• Can educational programmes become entertaining? Give reasons.
  1. Yes
  2. No

• Provide suggestions on how educational programmes be made interesting.
**TOOL: 2 IN-DEPTH INTERVIEW GUIDELINE FOR MEDIA EXPERTS**
(TELEVISION PRODUCERS, SCRIPTWITERS, RESEARCHERS, MEDIA MANAGERS, MEDIA EDUCATORS)

**Instruction:**
For a holistic understanding, ‘edutainment and infotainment’ has been used interchangeably along with/against ‘infotainment’ in this guideline.

- Name
- Age
- Gender
- Education
- Occupation
- Experience (yrs.)
- Do you consider television has an edge over print medium when it comes to disseminate educational messages? How?
- Do you consider television has an edge over radio when it comes to disseminate educational messages? How?
- Do you consider television has an edge over internet when it comes to disseminate educational messages? How?
- According to you, for what objectives television is being used?
- According to you, for what purpose television should be ideally used?
- What does education mean to you?
- Please define ‘entertainment’.
- Define edutainment and infotainment programming giving few examples.
- According to you, what is the effective medium to disseminate educational messages? Why?
According to you, what is most popular medium for entertainment? Why?

According to you, what is the most effective medium for edutainment and infotainment programming? Why?

What is the portion of educational messages in edutainment and infotainment programmes?

In your opinion, what should be ideal portion of educational messages in edutainment and infotainment programmes?

How can one maintain a balance while working (producing/writing/researching) for edutainment and infotainment programme?

Do you believe edutainment and infotainment programming genre has an edge over educational or entertaining genre of programmes? Give reasons.

According to you, what plays a crucial role in making programme interesting?

In what format would you prefer to view edutainment and infotainment programme on television?

What kind of content would you prefer in edutainment and infotainment programme?

What kind of treatment of edutainment and infotainment programmes do you find interesting?

What pace of edutainment and infotainment programme do you find interesting?

What does research mean to you?

According to you, what are special elements of communication research?

Do you think programmes mentioned in example are based on research? How?

Is systematic research required for educational programmes? Give reasons.

In your opinion, what other kinds of programme should be based on research (apart from edutainment and infotainment programmes)?

Please elaborate how does research help in producing programmes effectively.

What type of research is important for edutainment and infotainment programmes?
• In your opinion, which way has research been done nowadays?

• According to you how many programmes have been based on research?

• What special elements should be kept in mind while doing research for edutainment and infotainment programme in comparison to entertainment programme?

• What special elements should be kept in mind while doing research for edutainment and infotainment programme in comparison to educational programme?

• Please give suggestions about how educational programmes can become interesting.

• What changes would you like to see in edutainment and infotainment programmes? (Please provide recommendations about edutainment and infotainment programmes).

• According to you, how many educational or social messages should be interwoven as part of content to make programme effective?