Annexure
**Questionnaire**

Interactive elements in print media

*(A study of print media published from Delhi- NCR)*

This questionnaire is meant for educational purpose only and researcher will not disclosed confidentiality of the opinion or will use this data in other jobs.

Aatish Parashar,  
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Department of Mass Communication,  
Assam University, Silchar

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<table>
<thead>
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<tbody>
<tr>
<td><strong>1- Name -</strong></td>
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<tr>
<td><strong>2- Age -</strong></td>
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<tr>
<td><strong>3- Sex-</strong></td>
<td>M/F</td>
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<td><strong>4- Occupation:</strong></td>
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<tr>
<td>a. Student</td>
<td>b. Job seeker</td>
<td>c. Corporate professional</td>
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<tr>
<td>d. Government Employee</td>
<td>e. Self Business</td>
<td>f. Social Service</td>
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<td><strong>5- Nature of Job:</strong></td>
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<tr>
<td>a. Office work</td>
<td>b. Sitting Job</td>
<td>c. Marketing</td>
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<td>e. technical or medical</td>
<td>f. others</td>
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<td><strong>6- Monthly Income:</strong></td>
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<tr>
<td>a. &lt; 10000</td>
<td>b. 10001-20000</td>
<td>c. 20001-35000</td>
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<td>d. 35001-50000</td>
<td>e. 50001-100000</td>
<td>f. &gt;100000</td>
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<td><strong>7- Location of residence:</strong></td>
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<tr>
<td>a. Central Delhi</td>
<td>b. East Delhi</td>
<td>c. North Delhi</td>
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<td>d. South Delhi</td>
<td>e. West Delhi</td>
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<td>f. Outer or Yamuna Par/ NCR</td>
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8- Mode of travel:
   a. Two Wheeler Self b. Public Transport c. Car e. others

9- Educational background:
   a. Illiterates/ up to VIII b. IX- XII c. Graduate d. P.G.
   e. Technical graduate or PG f. Ph.D / Studying in graduation or plus

10- Living status:
   a. Single b. married with family c. married without family
   d. Single with parents’ e. Hostler or paying guest

11- Do you have TV set? Yes/ No

12- if yes, type and number
   a. Black & white b. colour
   a. 1 b. 2 c. more than 2

13. Do you watch TV regularly?
   a. Yes b. No

14 If yes, then timing
   a. Morning b. Day time c. Evening d. late Night e. No fixed time

15. Total time daily
   a. up to 1 hour b. 1-2 hours c. 2 to 4 hours d. > 4 hours

16. What kind of TV programme do you like most?

17. Do you have Radio set or facility?
a. Yes    b. No

18. If yes, then in what way?

a. Separate Radio set  
   b. With mobile  
   c. With music player  
   d. With internet

19. What types of programmes do you prefer to listen to?

a. Music  
   b. Play and features  
   c. Discussions  
   d. News and Current affairs  
   e. Sports  
   f. Others  
   g. FM Radio

20. Do you go to cinema?

a. Yes    b. No

21. If yes, then what is the frequency?

a. Once in a week  
   b. Once in a month  
   c. Not fixed

22. What type of theater do you prefer to watch movie?

a. Single  
   b. Multiplex

23. Do you have internet access?

a. Yes    b. No

24. If yes, then on which place?

a. Home  
   b. Cyber café  
   c. Office or college  
   d. Friend’s home  
   e. Mobile

25. Do you internet daily?

a. Yes    b. No

26. How much time do you use internet daily?

a. 1 to 2 hours  
   b. 2 to 4 hours  
   c. > 4 hours  
   d. Not daily but > 5 hours in a week

27. Do you like to use internet on Sundays and holidays?

a. Yes    b. No
28. What type of search do you prefer to get on net?

29. Do you subscribe to newspapers?
   a. Yes  b. No

30. Do you read newspapers?
   a. Yes  b. No

31. Do you read newspapers daily?
   a. Yes  b. No

32. If yes, then which newspaper?
   a. NBT  b. Times of India  c. Both

33. Why do you like to read newspapers?
   a. That only paper comes in the home  b. Because of the content and the presentation  c. Because of the editorial quality  d. Because of the supplements and overall coverage  e. Just because at least one newspaper is required  f. Can't say

34. Do you satisfy with design & make up of the newspaper?
   a. Yes  b. No

35. Would you like to suggest any change in presentation?
   a. Yes  b. No

36. How you are getting your newspaper?
   a. Print copy  b. e-copy  c. both

37. Which out of previous option would you like to prefer?
   a. Print copy  b. e-copy  c. can't say

38. Have you ever interacted to newspaper by writing a letter to the editor?
39. Do you think that your newspaper changes its colour scheme as per your mod?
   a. yes    b. No    c. can’t say    d. Neutral

40. Do you visit on line version of your favorite newspaper?
   a. yes    b. No

41. If yes, please specify
   a. regular    b. occasional

42. Do you like presentation of news on Internet?
   a. yes    b. No    c. can’t say

43. Do you find it more attractive than print version?
   a. yes    b. No

44. Which one gives you more chance to participate/ comment/ express?
   a. e-paper    b. print version

45. Which are the comparatively better options
   a. Comfortable reading    b. More information    c. easy to search/ find
   d. more easy for eyes    e. more interactive
   f. more convienent    g. more updated
   h. more serious    i. more attractive

46. Which one is the more attractive attribute of e-paper?
   a. hypertextuality    b. multimedia    c. interatctivity    d. all of them
   e. none of them

47. Do you like to use audio facility available on the e-paper link?
   a. yes    b. No

48. Do you like to use vedio facility available on the e-paper link?
49. Which style attracts you in Print newspaper reading?
   Attributes options: yes, No, Can’t Say
   a. Colour
   b. Lining
   c. Big picture
   d. Mobile/ email links
   e. Nature of content
   f. Reader’s forum

50. Do you stopped subscribing newspaper after getting its on line version
   a. yes  b. No

51. Would you like to subscribe if on line paper will be charged?
   a. yes  b. no  c. can’t say

52. What do you like most?
   a. reading print newspaper than e- paper
   b. reading e-paper than print newspaper
   c. reading both

53. Do you think e-paper will replace print newspaper in near future?
   a. yes  b. No  c. Can’t Say  d. Neutral

54. Which one is more eco friendly?
   a. print  b. on line  c. neutral

55. Which one is more genX friendly?
   a. print  b. e-paper  c. both  d. can’t say

56. Which one is more authentic?
   a. print  b. e-paper  c. both  d. can’t say
57. Which one can be referred in public?
   a. print     b. e-paper     c. Neutral

58. Which is richer in the following parameters?

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<thead>
<tr>
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<th>Print</th>
<th>e-paper</th>
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<tbody>
<tr>
<td>a. In-depth presentation</td>
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<td>b. Serious matters</td>
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<td>c. Proper weightage reflection</td>
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<td>d. Entertainment</td>
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<td>e. Life style</td>
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<tr>
<td>f. Subject wise content</td>
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<tr>
<td>g. Graphics and animation</td>
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<tr>
<td>h. Separation of items.</td>
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Name of the Respondent & Signature

Date-

Place-
मेघेश मेल लातानी
25,000 मौतें
25 मास ईलाज़
साता
25 महीने
मीलहीं

बिना अच्छे करते
में अमेरिकी अगे
“ओड कॉलिया डालने में
तुम
dl
उपर फूस
dl

बलात्काश कर हो जर्जर है

The Great Education Bazaar