

APPENDIX-A

TOOLS FOR DATA COLLECTION (ENGLISH)

GENERAL INFORMATION ABOUT THE VILLAGE

1. Name of the District :
2. Name of the Revenue Village :
3. Number of families in the village :
4. Number of Men :
5. Number of Women :
6. Distance from the main road :
7. Average land holding per person :
8. Main occupation of the village :
9. Do the following facilities exist in the village?

FacilitiesYesNo

Market

Post Office

Primary Health Centre

Private Doctors

Nurse and Midwife from
Primary Health Centre

Bank

Primary School

Middle School

High School

College

10. Do the following institutions exist in the village?

Institutions

Yes

No

Panchayat

Mahila Mandal

Milk Co-operative Society

Other Co-operative Societies(specify)

11. Food produced in the village

Food types

Kharif

Rabi

Cereals

Pulses

Oilseeds

Vegetables

Fruits

12. Animals kept

Cows

Buffaloes

Goats

SOCIO-ECONOMIC STATUS SCALE (RURAL)

1. Caste:

- a. Schedule caste (1)
- b. Lower caste (2)
- c. Artisan caste (3)
- d. Agricultural caste (4)
- e. Prestige caste (5)
- f. Dominant caste (6)

2. Occupation:

- a. Labour (1)
- b. Caste occupation (2)
- c. Business (3)
- d. Independent profession (4)
- e. Cultivation (5)
- f. Service (6)

3. Education:

- a. Illiterate (0)
- b. Can read only (1)
- c. Can read and write (2)
- d. Primary (3)
- e. Middle (4)
- f. High School (5)
- g. Graduate (6)

4. Social participation:

- a. Member of one organization (1)
- b. Member of more than one organization (2)
- c. Office holder (3)
- d. Wider Public Leader (6)

5. Land:

- a. No land (0)
- b. Less than one acre (1)
- c. 1-5 acres (2)
- d. 5-10 acres (3)
- e. 10-15 acres (4)
- f. 15-20 acres (5)
- g. More than 20 acres (6)

6. House:

- a. No house (0)
- b. Hut (1)
- c. Kaccha house (2)
- d. Mixed house (3)
- e. Pucca house (4)
- f. Mansion (6)

7. Farm powers:

- a. No drought animal (0)
- b. 1-2 drought animals (2)
- c. 3-4 drought animals or
1 or more prestige animals (4)
- d. 5-6 drought animals or tractor (6)

8. Material possession:

- | | |
|-------------------------------------|-----|
| a. Bullock cart | (1) |
| b. Cycle | (1) |
| c. Radio | (1) |
| d. Chairs | (1) |
| e. Improved agricultural implements | (2) |

9. Family:

- | | | |
|-------|-------------------------|-----|
| Type: | a. Single | (1) |
| | b. Joint | (2) |
| Size: | c. Up to 5 | (1) |
| | d. Above 5 | (2) |
| | e. Distinctive features | (2) |

QUESTIONNAIRE ON REASONS FOR VIEWING AND NOT VIEWING
TV PROGRAMMES

Frequency of watching TV programmes:

- 1-2 times in a week
- 3-4 times in a week
- 5-6 times in a week
- Any other

Reasons for watching the TV programmes:

1. To watch light entertainment programmes like film songs, movies and dramas.
2. To entertain guests.
3. To while away time.
4. To get news.
5. To obtain knowledge on Agriculture, Animal Husbandry, Family Planning, etc.
6. To acquire useful information about the outside world.
7. Any other.

Reasons for non-viewing:

1. No proper seating arrangement.
2. Time not suitable.
3. Busy with household duties.
4. Programmes not related to the needs.
5. Programmes not interesting.
6. Family members do not permit.
7. Due to the technical problems in TV.
8. TV is located far away.
9. Due to sickness of self and family members.
10. Any other.

CONTENT ANALYSIS OF GREEN LEAFY VEGETABLES

1. What are the various topics given priority in the programme?
2. a. Are there content errors? Yes/No
b. If yes, specify the errors.
3. a. Are there ambiguous content areas? Yes/No
b. If yes, please specify the areas.
4. Is the content important to the rural people? Yes/No
5. Is there an appropriate amount of content? Yes/No
6. Is the level of the programme appropriate to the level of the audience?
According to their age (16 to 40) Yes/No
According to their education (Illiterate to middle) Yes/No

7. Does the programme achieve its intended purposes?

Purposes

- | | | |
|----|--|--------|
| a. | To teach: Green leafy vegetables make bones stronger | Yes/No |
| b. | Green leafy vegetables improve eyesight | Yes/No |
| c. | Green leafy vegetables give strength to the body | Yes/No |
| d. | Green leafy vegetables resist diseases | Yes/No |
| e. | Green leafy vegetables are good for the skin | Yes/No |
| f. | To emphasise green leafy vegetables are cheap | Yes/No |

8. Is the programme too simple or too difficult?

9. Does the programme develop the main points adequately? Yes/No

10. What kinds of characters get featured?

- a. Caste
- b. Occupation
- c. Personality type

11. How frequently is one setting used against other settings?

12. Are the settings predominantly rural? . Yes/No

13. What kind of language is used?

- a. Tough
- b. Local language
- c. Use of frequent English words

14. How fast it is spoken?

- a. Very fast :
- b. Normal :
- c. Slow :

15. What format is used?

- a. Documentary presentations
- b. Drama
- c. Lectures
- d. Demonstrations
- e. Graphics
- f. Puppets
- g. Interviews

MESSAGE SYSTEM ANALYSIS

FORM - A

Duration of the programme	Programme Name	Plots and Theme
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MESSAGE SYSTEM ANALYSIS

FORM - B

For Drama Only

Programme	Character	Role	Age	Sex	Religion	Caste	Occupation	Social class	Dress	Dominant trait	Importance
	Name										

MESSAGE SYSTEM ANALYSIS

FORM - C

Transmission

Minutes	Programme Name	Shots	Treatment	Sound	Setting	Location	Topic	Goal	Target Audience
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CONTENT ANALYSIS OF POLIO PROGRAMME

1. What are the various topics given priority in the programme?

2. a. Are there content errors? Yes/No

b. If yes, specify the errors.

3. a. Are there ambiguous content areas? Yes/No

b. If yes, please specify the areas.

4. Is the content important to the rural people? Yes/No

5. Is there an appropriate amount of content? Yes/No

6. Is the level of the programme appropriate to the level of the audience?

According to their age (16 to 40) Yes/No

According to their education (Illiterate to Middle) Yes/No

7. Does the programme achieve its intended purposes?

Purposes

a. To teach the signs and symptoms of Polio Yes/No

b. To teach the importance of Polio Vaccine Yes/No

c. To make them understand the parts of the body easily affected by Polio? Yes/No

8. Is the programme too simple or too difficult?

9. Does the programme develop the main points adequately? Yes/No

10. What kinds of characters get featured?
 - a. caste
 - b. occupation
 - c. personality type
11. How frequently is one setting used against other settings?
12. Are the settings predominantly rural? Yes/No
13. What kind of language is used?
 - a. Tough
 - b. Local language
 - c. Use of frequent English words
14. How fast is it spoken?
 - a. Very fast
 - b. Normal
 - c. Slow
15. What format is used?
 - a. Documentary presentations
 - b. Drama
 - c. Lectures
 - d. Demonstrations
 - e. Graphics
 - f. Puppets
 - g. Interviews

MESSAGE SYSTEM ANALYSIS

FORM - A

Duration of the Programme	Programme Name	Plots and Theme
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MESSAGE SYSTEM ANALYSIS

FORM - B

For Drama Only

Programme	Character	Role	Age	Sex	Religion	Caste	Occupation	Social	Dress	Dominant	Importance
Name								class		trait	

MESSAGE SYSTEM ANALYSIS

FORM - C

Transmission

Minutes	Programme Name	Shots	Treatment	Sound	Setting	Location	Topic	Goal	Target Audience
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CONTENT ANALYSIS OF VACCINATION PROGRAMME

1. What are the various topics given priority in the programme?

2. a. Are there content errors? Yes/No
 b. If yes, specify the errors.

3. a. Are there ambiguous content areas? Yes/No
 b. If yes, please specify the areas.

4. Is the content important to the rural people? Yes/No

5. Is there an appropriate amount of content? Yes/No

6. Is the level of the programme appropriate to the level of the audience?
 According to their age (16 to 40) Yes/No
 According to their education (Illiterate to Middle) Yes/No

7. Does the programme achieve its intended purposes?
 Purposes:
 - a. To teach the diseases against which tripple vaccine is administered Yes/No
 - b. To teach that tetanus vaccine is given in three doses by injections Yes/No
 - c. To make the rural people understand that tripple vaccine is given when the child is three months old Yes/No
 - d. To impart knowledge that children above five years get another vaccine which protects against tetanus and diptheria Yes/No
 - e. To emphasise that tripple vaccine is administered only to normal children Yes/No

8. Is the programme too simple or too difficult?

9. Does the programme develop the main points adequately? Yes/No

10. What kinds of characters get featured?
 - a. Caste
 - b. Occupation
 - c. Personality type
11. How frequently is one setting used against other settings?
12. Are the settings predominantly rural? Yes/No
13. What kind of language is used?
 - a. Tough
 - b. Local language
 - c. Use of frequent English words
14. How fast is it spoken?
 - a. Very fast
 - b. Normal
 - c. Slow
15. What format is used?
 - a. Documentary presentations
 - b. Drama
 - c. Lectures
 - d. Demonstrations
 - e. Graphics
 - f. Puppets
 - g. Interviews

MESSAGE SYSTEM ANALYSIS

FORM - A

Duration of the programme	Programme Name	Plots and Theme
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MESSAGE SYSTEM ANALYSIS

FORM - B

For Drama Only

Programme	Character	Role	Age	Sex	Religion	Caste	Occupation	Social class	Dress	Dominant trait	Importance
	Name										

MESSAGE SYSTEM ANALYSIS

FORM - C

Transmission

Minutes	Programme Name	Shots	Treatment	Sound	Setting	Location	Topic	Goal	Target Audience
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CONTENT ANALYSIS OF LAPAROSCOPY PROGRAMME

1. What are the various topics given priority in the programme?

2. a. Are there content errors? Yes/No
 b. If yes, specify the errors.

3. a. Are there ambiguous content areas? Yes/No
 b. If yes, please specify the areas.

4. Is the content important to the rural people? Yes/No

5. Is there an appropriate amount of content? Yes/No

6. Is the level of the programme appropriate to the level of the audience?
 According to their age (16 to 40) Yes/No
 According to their education (Illiterate to Middle) Yes/No

7. Does the programme achieve its intended purposes?
 Purposes:
 a. To teach the advantages of Laparoscopy operation in general Yes/No
 b. To make the rural people understand how the operation is done Yes/No
 c. To teach the precautions after the Laparoscopy operation Yes/No

8. Is the programme too simple or too difficult?

9. Does the programme develop the main points adequately? Yes/No

10. What kinds of characters get featured?
 - a. Caste
 - b. Occupation
 - c. Personality type
11. How frequently is one setting used against other settings?
12. Are the settings predominantly rural? Yes/No
13. What kind of language is used?
 - a. Tough
 - b. Local language
 - c. Use of frequent English words
14. How fast is it spoken?
 - a. Very fast
 - b. Normal
 - c. Slow
15. What format is used?
 - a. Documentary presentation
 - b. Drama
 - c. Lectures
 - d. Demonstrations
 - e. Graphics
 - f. Puppets
 - g. Interviews

MESSAGE SYSTEM ANALYSIS

FORM - A

Duration of the programme	Programme Name	Plots and Theme
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MESSAGE SYSTEM ANALYSIS

FORM - B

For Drama Only

Programme	Character	Role	Age	Sex	Religion	Caste	Occupation	Social class	Dress	Dominant trait	Importance
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MESSAGE SYSTEM ANALYSIS

FORM - C

Transmission

Minutes	Programme Name	Shots	Treatment	Sound	Setting	Location	Topic	Goal	Target Audience
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KNOWLEDGE TEST AND ITS KEY

GREEN LEAFY VEGETABLES

	<u>TRUE</u>	<u>FALSE</u>
1. Bulky body is a sign of good health	-	F
2. Lack of nutrients from green leafy vegetables in the food can lead to scratching of the skin	T	-
3. Bones become stronger by eating green leafy vegetables	T	-
4. Green leafy vegetables are "Cattle feed"	-	F
5. Green leafy vegetables help the body to resist against various nutritional deficiency diseases	T	-
6. Green leafy vegetables are expensive	-	F
7. Green leafy vegetables help to improve the eyesight	T	-

KNOWLEDGE TEST AND ITS KEYVACCINATION

State whether the following statements are True or False.

	<u>TRUE</u>	<u>FALSE</u>
Q.No.1. a. Germs can enter the body from the dust or dirt	T	-
b. Dirt or dust can cause tetanus	T	-
c. Clay has no germs of tetanus	-	F
d. Tripple vaccine is given to the children under five years	T	-
e. Tripple vaccine is given in two doses	-	F
f. Tripple vaccine is given to normal children	T	-
g. Tripple vaccine is given after the child is six months old	-	F
h. Tripple vaccine is given to adults also	-	F
Q.No.2. Which are the three diseases against which Tripple Vaccine is given?		
a. _____ Typhoid		
b. <u> X </u> Diphtheria		
c. <u> X </u> Whooping cough		
d. <u> X </u> Tetanus		
e. _____ Malaria		
Q.No.3. What are the three symptoms of tetanus?		
a. <u> X </u> Jaws get locked		
b. <u> X </u> Person get convulsions		
c. _____ Vomiting		
d. _____ Body pain		
e. <u> X </u> Body becomes rigid		

Q.No.4. What should be the interval between the first two doses of tetanus (toxoid) injection?

- a. _____ Gap of one month
- b. X Gap of six weeks
- c. _____ Gap of six weeks to six months

Q.No.5. What should be the interval between the second and the third dose of tetanus injection (toxoid)?

- a. _____ Gap of one month
- b. _____ Gap of six weeks.
- c. X Gap of six weeks to six months

KNOWLEDGE TEST AND ITS KEY

POLIO

	<u>TRUE</u>	<u>FALSE</u>
Q.No.1. a. Polio occurs mostly in children under 3 years of age	T	-
b. Polio can make a child physically handicapped for the whole life	T	-
c. Virus reach the stomach finally in case of Polio	-	F
d. Virus enters through the blood or nerves	T	-
e. Muscles which are not used more are easily affected by Polio	-	F
f. Virus can enter the liver and intestine in case of Polio	T	-
g. A child suffering from cold or diarrhoea can take the Polio vaccine	-	F
Q.No.2. What are the three symptoms in the initial stage of Polio?		
a. <u> X </u> Fever up to 100 or 101°		
b. <u> </u> Cough		
c. <u> X </u> Common cold		
d. <u> </u> Vomiting		
e. <u> X </u> Diarrhoea		
Q.No.3. Among the following muscles, which are the muscles easily affected by Polio?		
a. <u> X </u> Muscles of Hip joint.		
b. <u> X </u> Muscles of Abdomen.		
c. <u> X </u> Muscles of Arm and shoulders.		
d. <u> </u> Muscles of legs.		
e. <u> </u> Muscles of fingers.		
Q.No.4. What are the two symptoms at the critical condition of Polio?		
a. <u> </u> Diarrhoea		
b. <u> X </u> Brain gets swollen		
c. <u> </u> Fever up to 105°		
d. <u> X </u> Respiratory muscles get affected		

KNOWLEDGE TEST AND ITS KEYLAPAROSCOPY

	<u>TRUE</u>	<u>FALSE</u>
Q.No.1. a. The tube which carries ovum to the uterus is closed in Laparoscopy	T	-
b. In Laparoscopy, a ring is put around the tube which carries ovum to the uterus	T	-
c. An injection on the spot of the operation is given to make it numb during the operation	T	-
d. In Laparoscopy, the belly is cut to carry out the operation	-	F
e. Women is made unconscious before the Laparoscopy operation	-	F
f. Just after Laparoscopy operation, one can have regular bath to clean the body	-	F
g. There are no stitches in Laparoscopy operation	T	-
h. One cannot have the child after undergoing the Laparoscopy operation	-	F
Q.No.2. How many days before the Laparoscopy operation, should the woman be admitted in the hospital?		
a. <u> X </u> Just a day before or the same day		
b. <u> </u> Before 3 days		
c. <u> </u> Before one week		
Q.No.3. After how many hours of operation woman is given water to drink?		
a. <u> </u> After 3 hours		
b. <u> </u> After 4 hours		
c. <u> X </u> After 7 hours		
d. <u> </u> After 24 hours		
Q.No.4. How many weeks or months after delivery, Laparoscopy operation can be done?		
a. <u> </u> One week after delivery		
b. <u> X </u> Six weeks or more after delivery		
c. <u> </u> One month after delivery		

Q.No.5. After how many days of menstruation Laparoscopy operation is done?

- a. _____ After one week
- b. X After 15 days
- c. _____ After one month

Q.No.6. What are some of the after effects of Laparoscopy, which should cause concern to you?

- a. _____ Dressing comes off
- b. _____ Vomiting
- c. _____ Severe pain
- d. X Bleeding
- e. X Fever
- f. X Difficulty in eating
- g. X Jaws get locked
- h. _____ Breathing difficulty
- i. _____ Inability to move around freely

Q.No.7. Usually after how many days dressing is removed in Laparoscopy operation?

- a. X After 7 days
- b. _____ After 9 days
- c. _____ After 2 weeks

REACTIONS OF RURAL PEOPLE TOWARDS THE TV PROGRAMME ON
'GREEN LEAFY VEGETABLES'

1. a. Did you like the telecast on 'Green leafy vegetables'? Yes/No
 b. If yes, to what extent did you like the telecast on 'Green leafy vegetables'.
 Very much/Quite a lot/ Somewhat
2. What items attracted you in the above programme?
 a.
 b.
 c.
 d.
 e.
 f.
3. Reasons for the same.
4. a. Did you dislike any item on 'Green leafy vegetables'? Yes/No
 b. If yes, what items did you dislike?
 c. Reasons for the same.

5. What is your opinion about the language of the telecast on Green Leafy Vegetables?
 - a. Language understandable Yes/No
 - b. Use of frequent English words Yes/No
 - c. Colloquial Yes/No
 - d. Any other Yes/No
6. Did you feel disturbances in the reception of the picture?
 - a. Picture was shaky Yes/No
 - b. Shadows were visible Yes/No
 - c. Picture was glowing too bright Yes/No
 - d. Continuous horizontal lines on the screen Yes/No
7. Did you feel disturbances in the reception of the sound?
 - a. Speaker's voice not clearly audible Yes/No
 - b. Extra sound besides the main voice Yes/No
 - c. Echo in the hall Yes/No
 - d. No reception of the sound, only some noises Yes/No
8. Do you remember seeing this programme before? Yes/No
9. a. Do you like this programme to be in various parts Yes/No
 - b. Reasons for the same
 - i. If it is in one part, one can comprehend better.
 - ii. If it is in various parts, one is likely to forget the previous parts.
10. Do you think one must include 'Green Leafy Vegetables' in the daily diet? Yes/No

REACTIONS OF RURAL PEOPLE TOWARDS THE TV PROGRAMMES ON
'POLIO'

1. a. Did you like the telecast on 'Polio'? Yes/No
 b. If yes, to what extent did you like the telecast on 'Polio'.
 Very much/Quite a lot/Somewhat
2. What items attracted you in the above programme?
 a.
 b.
 c.
 d.
 e.
 f.
3. Reasons for the same.
4. a. Did you dislike any item on 'Polio'? Yes/No
 b. If yes, what items did you dislike?
 c. Reasons for the same.
5. What is your opinion about the language of the telecast on 'Polio'?
 a. Language not understandable Yes/No
 b. Use of frequent English words Yes/No
 c. Colloquial Yes/No
 d. Any other Yes/No

6. Did you feel disturbances in the reception of the picture?
 - a. Picture was shaky Yes/No
 - b. Shadows were visible Yes/No
 - c. Disappropriate light on the screen Yes/No
 - d. Fluctuations in the electricity Yes/No
 - e. Voltage causing the picture to be dim or bright alternatively Yes/No
 - f. Picture was glowing too bright Yes/No
 - g. Continuous horizontal lines on the screen Yes/No
7. Did you feel disturbances in the reception of the sound?
 - a. Speaker's voice not clearly audible Yes/No
 - b. Extra sound besides the main voice Yes/No
 - c. Echo in the hall Yes/No
 - d. No reception of the sound, only some noises Yes/No
8. Do you remember seeing this programme before? Yes/No
9. a. Do you like this programme to be in various parts? Yes/No
 - b. Reasons for the same.
 - i. If it is one part, one can comprehend better Yes/No
 - ii. If it is in various parts, one is likely to forget the previous parts Yes/No
10. Do you think that children should be given Polio vaccine? Yes/No

REACTIONS OF THE RURAL PEOPLE TOWARDS THE TV PROGRAMME ON
'VACCINATION'

1. a. Did you like the telecast on 'Vaccination'? Yes/No
- b. If yes, to what extent did you like the telecast on 'Vaccination'.

Very much/Quite a lot/Somewhat

2. What items attracted you in the above programme?
- a.
 - b.
 - c.
 - d.
 - e.
 - f.
3. Reasons for the same.

4. a. Did you dislike any item on 'Vaccination? Yes/No
- b. If yes, what items did you dislike?

- c. Reasons for the same.

5. What is your opinion about the language of the telecast on 'Vaccination'?

- | | |
|----------------------------------|--------|
| a. Language understandable | Yes/No |
| b. Use of frequent English words | Yes/No |
| c. Colloquial | Yes/No |
| d. Any other | Yes/No |

6. Did you feel disturbances in the reception of the picture?
 - a. Picture was shaky Yes/No
 - b. Shadows were visible Yes/No
 - c. Disappropriate light on the screen Yes/No
 - d. Picture was glowing too bright Yes/No
 - e. Continuous horizontal lines on the screen Yes/No
7. Did you feel disturbances in the reception of the sound?
 - a. Speaker's voice not clearly audible Yes/No
 - b. Extra sound besides the main voice Yes/No
 - c. Echo in the hall Yes/No
 - d. No reception of the sound, only some noises Yes/No
8. Do you remember seeing this programme before? Yes/No
9. a. Do you like this programme to be in various parts? Yes/No
 - b. Reasons for the same.
 - i. If it is in one part, one can comprehend better.
 - ii. If it is in various parts, one is likely to forget the previous parts.
10. Do you think that children should be given tripple vaccine against whooping cough, diphtheria and tetanus. Yes/No

REACTIONS OF RURAL PEOPLE TOWARDS THE TV PROGRAMME ON
'LAPAROSCOPY'

1. a. Did you like the telecast on 'Laparoscopy'? Yes/No
b. If yes, to what extent did you like the telecast on 'Laparoscopy'.
Very much/Quite a lot/Somewhat
2. What items attracted you in the above programme?
a.
b.
c.
d.
e.
f.
3. Reasons for the same.
4. a. Did you dislike any item on 'Laparoscopy'? Yes/No
b. If yes, what items did you dislike?
c. Reasons for the same.
5. What is your opinion about the language of the telecast on 'Laparoscopy'?
a. Language understandable Yes/No
b. Use of frequent English words Yes/No
c. Colloquial Yes/No
d. Any other Yes/No

6. Did you feel disturbances in the reception of the picture?
 - a. Picture was shaky Yes/No
 - b. Shadows were visible Yes/No
 - c. Disappropriate light on the screen Yes/No
 - d. Picture was glowing too bright Yes/No
 - e. Continuous horizontal lines on the screen Yes/No
7. Did you feel disturbances in the reception of the sound?
 - a. Speaker's voice not clearly audible Yes/No
 - b. Extra sound besides the main voice Yes/No
 - c. Echo in the hall Yes/No
 - d. No reception of the sound, only some noises Yes/No
8. Do you remember seeing this programme before? Yes/No
9. a. Do you like this programme to be in various parts? Yes/No
 - b. Reasons for the same.
 - i. If it is one part, one can comprehend better Yes/No
 - ii. If it is in various parts, one is likely to forget the previous parts Yes/No
10. Do you think that woman should undergo 'Laparoscopy' operation to check pregnancy? Yes/No