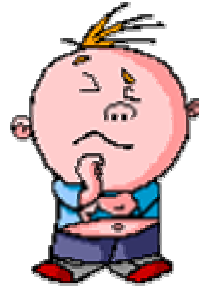


I want to know how something about your TV watching habits

Lets do a survey...



Answer these questions:

- What did you watch last night?
- How much TV do you watch?
- What's your favourite programme?
- How old are you?

0-5 5-10 10-15 15-20 20-30 30-50 50-100

- What's your favourite colour?
- I like Neighbours best, don't you?
- Do you think that watching TV is a cultural experience that develops language skills and gives a balanced view of the world, or one which distorts reality, trivialises serious subjects and is largely inane?

What do you think of these questions?

Make a list of the problems you encountered with them

PLEASE Answer these questions:

- What did you watch last night?

On what?

Is this important/relevant?

Could be lots of different answers so how are you going to analyse the results?

Questions should be:

Polite

Relevant

Easy to answer

Easy to analyse: use tick boxes for answers

Please answer these questions, by ticking the boxes:

Which channel did you watch most last night?

BBC 1 BBC 2 ITV1 Channel 4 Other

- How much TV do you watch?

Each day, week, month, year?

Variety of answers could be huge!

Again questions should be easy to answer and easy to analyse.

- What's your favourite programme?

So many possibilities how will you display results?

Limit options!

How much TV do you watch each week on average?

- 0-1 hrs >1-5 hrs >5-10 hrs >10-20 hrs >20 hrs

What is your favourite type of programme:

- Sport Soap Drama Reality Documentary
 Cartoon Other

•How old are you?

0-5 5-10 10-15 15-20 20-30 30-50 50-100

Which box do you tick if you are 5?!

Are the age intervals correct?

Use unambiguous intervals

Think about what you what to find out.

•What's your favourite colour?

Totally irrelevant!

Leave it out!

•How old are you?

0-5 6-10 11-15 16-20 21-30 31-40 41-60 >60

- I like Neighbours best, don't you?

This is a **leading** or **biased** question where the questioner is trying to get you to give one particular answer over any other.

Questions must not be leading or biased

- Do you think that watching TV is a cultural experience that develops language skills and gives a balanced view of the world, or one which distorts reality, trivialises serious subjects and is largely inane?

AAAAAGH! Confusing and complex!

Questions should be simple and single-part.

•Which is your favourite soup opera?

Neighbours Eastenders Corrie Emmerdale Other

•Tick all the boxes you agree with:

- TV is like watching a play in your own home
- TV helps develop language skills
- TV gives a balanced view of the world
- TV makes important subjects seem trivial
- TV is largely worthless and silly
- TV does not show real life fairly