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<th>Communication revolution: socio-cultural implications of video technology in India - study.</th>
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Communication Revolution: Socio-Cultural Implications
Of Video Technology In India - Study
COMMUNICATION REVOLUTION: SOCIO-CULTURAL IMPLICATIONS OF VIDEO TECHNOLOGY IN INDIA - STUDY

AN ISRO SPONSORED PROJECT

Instructions to Investigators for video parlours/clubs/restaurants schedule

1. **Definition of Video Parlour:** A video parlour is a mini theatre house which screens films on basis of tickets for viewers.

2. **Definition of Video Club:** A video club screens video movies for exclusive clientele who mainly may be members of the club.

3. **Definition of Video Restaurant:** A video restaurant screens video movies for those who want to watch films whilst partaking refreshment.

4. **Observations to be made:** A profile of the parlour/club/restaurant has to be collected. Investigators should observe details of size, investment, manpower and other infrastructure costs made.

5. **Sample size:** Information of at least 13 such parlour/club/restaurant have to be collected. Care has to be taken that all three kinds are represented in the sample of thirteen. The break-up is as follows:

<table>
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<tr>
<th>Number</th>
<th>Location</th>
<th>Total</th>
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<tbody>
<tr>
<td>1</td>
<td>Metropolis</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>State Capitals</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>District HQ</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Taluka</td>
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</tbody>
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* Number means number of parlours/clubs/restaurants to be covered.
* Location is the name of the cities and towns as indicated in the original plan.
COMMUNICATION REVOLUTION: SOCIO-CULTURAL IMPLICATIONS OF VIDEO TECHNOLOGY IN INDIA-STUDY

AN ISRO SPONSORED PROJECT

INTERVIEW SCHEDULE FOR VIDEO PARLOURS/CLUBS/RESTAURANTS

01. Project Name:

02. Name of the Region (Circle One)

03. Is it (Circle One)
   i. Metropolis Name
   ii. State Headquarters Name
   iii. District Headquarters Name
   iv. Block/Taluka Headquarters Name

04. Name and address of parlour/club/restaurant

05. Name of the respondent

06. Age of the respondent
07. Sex of the respondent
   i. Male ii. Female

08. Are you
   i. Owner ii. Manager iii. Any other (specify)

09. In which year was this parlour/club/restaurant started with video facilities?

10. Did the owner have other business before he started this video parlour/club/restaurant?
    Yes  No
    a) If yes, what business?
    b) Do you continue to do the earlier business after establishing this parlour/club/restaurant?
       Yes  No

11. Why did the owner start this parlour/club/restaurant?

12. Does the owner have other sources of income?
    Yes  No
    a) If yes, what sources of income?
13. How many shows per day do you run?

14. What are your timings for the show?

15. What is the maximum seating capacity of your parlour/club/restaurant?

16. On an average, how many people come in each show?

17. Are there more viewers at particular timings?
   
   Yes
   No
   
   (a) If Yes, at which timings (give details)?

18. Is there an entry fee?
   
   Yes
   No
   
   (a) If Yes, what is the entry fee per person in rupees?
   
   (b) If No, what is the type of system for membership?
19. Do you supply other facilities (like eatables, rooms etc.) with video viewing?

    Yes  No

    (a) If Yes, what facilities?

20. Do you have a fixed clientele?

    Yes  No

    (a) If Yes, from where?
        i in the locality
        ii nearby
        iii all over the city

21. Do you get viewers to see the movies from outside town?

    Yes  No

    (a) If Yes, from where?
22. Which language "video films" do you keep?
   Hindi
   English
   Local language (write the names)
   Any other

23. What kind of video programmes do you show?
   Hindi Commercial
   English Commercial
   Educational
   Social and Religious
   Local Language
   Blue films
   Any other

24. What is the preference of viewers in terms of the following types?
   Hindi Commercial
   English Commercial
   Educational
   Social and Religious
   Local Language
   Blue films
   Any other
25. Please note down the description of the distribution system in terms of the following points:

(a) From where do you get the supply of video cassettes?

Address

i. In the city from a video library/club

ii. Outside the city

(b) How do you get the video cassettes to your parlour/club/restaurant?

(c) Do you buy/rent video cassettes at a discount?

(d) What is the name of the agent/company/club from whom you get video cassettes?

27. In your opinion, how is VCR affecting cinema viewing & TV viewing?

28. Respondents comments.

29. Interviewer's comments, if any.

30. Time taken for the completion of interview

31. Name of the interviewer

32. Name of the supervisor

33. Name of the coder
PROFILE OF THE VIDEO PARLOUR/CLUB/RESTAURANT

1. What are your working hours?

2. How many employees do you have?
   i. Males
   ii. Females

3. What is the size of your parlour/club/restaurant? (Space-wise)

4. What was the initial investment to start the parlour/club/restaurant?

5. What are the investments currently involved in day-to-day business?