<table>
<thead>
<tr>
<th>Title</th>
<th>UNESCO-AMIC Consultation on Surveying Television and Video Flow in Asia and the Pacific : 28-30 March, 1990, Singapore : [contents]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td></td>
</tr>
<tr>
<td>Citation</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>1990</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/1941">http://hdl.handle.net/10220/1941</a></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
</tr>
</tbody>
</table>
AMIC-UNESCO CONSULTATION ON
SURVEYING TELEVISION AND
VIDEO FLOW IN ASIA
AND THE PACIFIC,
SINGAPORE,
MAR 28-30, 1990
Participants made presentations on the state of audience research with reference to television in their own countries. They also examined existing audience research methodologies and availability of audience research data in the Asia-Pacific as a basis for evaluating Unesco's draft methodological framework for studying international television programme flow. Suggestions were made as to how it could be modified to handle the different needs and situations found in the Asia-Pacific region. The question of whether a study on video flow was to be included was also explored.
CONTENTS

1. Programme and List of Participants. 4p
2. Audience Research In Australia. By Grant Noble. 39p
3. Issues For Consideration In Survey Research Methodology. By S R Joshi. 13p
5. The Use Of Survey In Electronics Media : the Philippine Experience. By Bridgit R Zubiri. 15p
6. Towards A Communication Map Of India. By Y L Shylaja. 25p
8. Community TV : The Kheda Experience. By S R Joshi. 14p
10. Women And Television : ISRO Experience. By S R Joshi, Hansa Joshi. 16p
11. Kheda Viewership Study. By Arbind Sinha, K M Parmar, Hansa Joshi, Bela Trivedi. 7p
12. India At A Glance. By Jawaid Nezam Hashmi. 7p
13. Communication Revolution : Socio-Cultural Implications Of Video Technology In India - Study. 9p
14. Unesco Study On Women And Broadcast Media. By S R Joshi. 16p