<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>UNESCO-AMIC Consultation on Surveying Television and Video Flow in Asia and the Pacific: 28-30 March, 1990, Singapore: [programme and list of participants]</th>
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<tr>
<td><strong>Author(s)</strong></td>
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<td><strong>Citation</strong></td>
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<td><strong>Date</strong></td>
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Programme
& List Of Participants
UNESCO-AMIC

CONSULTATION
ON SURVEYING TELEVISION
AND VIDEO FLOW
IN ASIA AND THE PACIFIC

28 - 30 March 1990

ASIAN MASS COMMUNICATION
RESEARCH AND INFORMATION CENTRE
39 Newton Road
Singapore 1130
Republic of Singapore
PROGRAMME

Day 1

8.30 am  Registration of Participants

9.15 am  Opening Remarks
  * UNESCO
  * AMIC

10.00 am  Tea/Coffee Break

10.15 am  Examination of Existing Survey Research Methodologies and Their Utilization: Country Experiences
  * Australia
  * India
  * Korea

12.15 pm  Lunch (Hosted by UNESCO/AMIC)

1.45 pm  Examination of Existing Methodologies ... (cont’d)
  * Philippines
  * AMIC

3.15 pm  Tea/Coffee Break

3.30 pm  Examination of UNESCO Draft Methodology
  * Sampling
  * Questionnaire Preparation

5.00 pm  End of First Day
Day 2

9.00 am  Examination of UNESCO Draft ... (cont'd)
* Interview Techniques
* Observation Techniques
* Coding
* Standardization

11.00 am  Tea/Coffee Break

11.15 am  Examination of UNESCO Draft ... (cont'd)
* Indices
* Data Interpretation:
  (a) quantitative
  (b) qualitative

1.00 pm  Lunch

2.30 pm  The Reliability and Validity of Data. Assess Special Needs e.g. Historical, Cultural, Political, etc.

4.00 pm  Tea/Coffee Break

4.15 pm  Identification of Specific Methodological Needs and Problems in the Asia-Pacific

5.30 pm  End of Second Day
Day 3

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>9.00 am</td>
<td>Identification/Formulation of Draft Methodology - Recommendations &amp; Conclusions</td>
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<tr>
<td>10.30 am</td>
<td>Tea/Coffee Break</td>
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<tr>
<td>10.45 am</td>
<td>Overview/Recapitulation of Points</td>
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<tr>
<td>12.45 pm</td>
<td>Closing Remarks</td>
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<tr>
<td>1.15 pm</td>
<td>End of Consultation</td>
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UNESCO-AMIC CONSULTATION ON SURVEYING
TELEVISION AND VIDEO FLOW IN ASIA AND THE PACIFIC

Singapore, 28th - 30th March, 1990

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