<table>
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<th>Title</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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<td>Author(s)</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

<table>
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<tr>
<th>Time</th>
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<tr>
<td>8.30 am</td>
<td>Registration of Participants</td>
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</table>
| 9.15 am| Opening Remarks<br>  * UNESCO  
  * AMIC                                        |
| 10.00 am| Tea/Coffee Break                                                    |
| 10.15 am| Examination of Existing Survey<br>Research Methodologies and Their Utilization: Country Experiences<br>  * Australia  
  * India  
  * Korea                                        |
| 12.15 pm| Lunch (Hosted by UNESCO/AMIC)                                       |
| 1.45 pm| Examination of Existing Methodologies ... (cont’d)<br>  * Philippines  
  * AMIC                                        |
| 3.15 pm| Tea/Coffee Break                                                    |
| 3.30 pm| Examination of UNESCO Draft Methodology<br>  * 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

9.00 am  Identification/Formulation of Draft Methodology
- Recommendations & Conclusions

10.30 am  Tea/Coffee Break

10.45 am  Overview/Recapitulation of Points

12.45 pm  Closing Remarks

1.15 pm  End of Consultation
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UNESCO

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