<table>
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<tr>
<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

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

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<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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ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE
30 NEWTON ROAD, SINGAPORE 1130, REPUBLIC OF SINGAPORE

UNESCO-AMIC CONSULTATION ON SURVEYING
TELEVISION AND VIDEO FLOW IN ASIA AND THE PACIFIC

Singapore, 28th - 30th March, 1990

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