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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 |

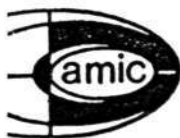
Day 2

- 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

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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ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE
39 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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