

Report on television viewing habits

Introduction

A survey on television viewing habits was recently conducted by the Media Club as campus TV is going to be organised in the next school year. The aim of the survey was to find out what types of TV programme students prefer to watch.

The survey was given to 200 students in Secondary 1-6. This report presents the findings, conclusion and recommendations that have resulted from the survey.

Findings

The survey asked the respondents what type of TV programme they liked. About 40% of them liked situation comedy. 10% of them did not watch TV at all. The survey also asked what aspects of popular culture they liked to see more programmes about on TV. 60% of them liked K-Pop music and 10 % of them liked fashion.

For gadgets other than a television to watch TV programmes, 70% of them used smartphone. 25% used tablet computer and 5% used desktop computer.

The survey also asked how often they watched English TV programme, half of them watched English programme once a week, 25% of them said once a month.

Conclusion

According to the results in the survey, many students like situation comedy the most, and they also like K-pop music. They used smartphone for watching TV programme instead of television. They watch English TV programmes once a week.

Recommendations

From the results of the survey, it is clear that the most popular type of TV programme is situation comedy, it is suggested that campus TV introduce some situation comedy for students to watch. On the other hand, it is recommended that Media Club produce some pop-music programmes.