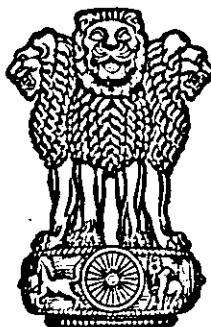


THE NATIONAL SAMPLE SURVEY

THIRTEENTH ROUND : SEPTEMBER 1957—MAY 1958

NUMBER 37

SURVEY OF
BOOK READERS' PREFERENCE IN INDIA



सत्यमेव जयते

Issued by

The Cabinet Secretariat : Government of India

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INSTRUCTIONS TO FIELD WORKERS

1. The purpose of this schedule is to collect information regarding types of books which the public would prefer to read. The enquiry, undertaken at the instance of the National Book Trust, will be in the nature of a preliminary survey and will seek to elicit information broadly in respect of the ability of the household members to read books of general interest, their present habits of reading and the class or classes of such books in which the readers are interested.

2. Reference period for this enquiry is three months preceding the date of survey.

3. At the time of listing of households the investigator will ascertain whether any member of the household is in the habit of reading books of general interest. If the answer is in the affirmative, a serial number will be given in the right margin after column 12 of block 6 of schedule 0.0¹ of the 13th round. These households constitute "general reader" households.

This schedule (11.2) will be filled for V_{11} villages and urban blocks only. Every second "general reader" household in the V_{11} villages and every fifth "general reader" household in urban blocks will be surveyed while listing households in schedule 0.0.

4. *Blocks 1-7* : Identification details in blocks 1 to 7 are to be filled in the usual manner in the same way as is done for other schedules.

5. *Blocks 1-2* : In these blocks the identification details of sample villages and blocks will have to be recorded.

6. *Block 3* : This block provides for collecting certain particulars in respect of the head of the household and the informant.

7. *Blocks 4-6* : Details in respect of investigation, inspection and field scrutiny are to be filled in the usual way.

8. *Block 7* : Details of time of enquiry at each visit, if more than one visit is made, may be entered here.

9. *Block 8* : In this block information will be collected in respect of the ability of the household members to read books of general interest in any language or languages mentioned in columns 3-8. Such books, so far as this enquiry is concerned, include books of every kind except those read in the interest of one's profession and text books. The members of the household who are able to read are to be classified by their educational standard. The items under this column have been broadly

¹ This is the usual listing schedule for NSS and is not being reproduced here.

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divided into two categories : (1) persons who cannot read and (2) persons who can read. The item (2) has been sub-divided into (i) non-matriculates, (ii) matriculates, (iii) graduates and persons possessing higher educational qualifications than the graduates.

10. *Column 2* : The total members in the household under each item mentioned in column 1 will have to be entered in this column.

11. *Columns 3, 4 and 5* : These columns are intended for entering information regarding habitual readers. In column 3 the number of habitual readers in the household reading books of general interest in Hindi will be entered. In columns 4 and 5 the number of readers in mother tongue and English will be recorded. It should be noted that column 4 should be filled up only when one's mother tongue happens to be other than Hindi or English. Mother tongue code will be recorded according to appropriate code number given in Appendix 2 of the Instruction to Field Workers : Volume 1.

12. *Columns 6, 7 and 8* : In these columns the number of casual readers in Hindi, mother tongue and English in the household will be entered. So far as column 7 is concerned the same instruction as for column 4 will hold good.

13. A habitual reader for the purpose of this survey is a person who reads a book of at least one hundred pages in the course of a month. Any reader who does not fulfil the minimum stipulation laid down above for a habitual reader will be treated as a casual reader.

14. *Block 9* : Information will be collected in this block regarding the present habits of reading general books by the members of sample households. General reading may be taken to cover any kind of reading other than the reading of text books by students and that undertaken by a professional man in the interest of his own profession or calling.

15. *Column 1* : Various items indicating the habit of general readers of the household are mentioned in this column. There are altogether five items in this column. Information regarding new and second hand general books bought during the last 3 months preceding the date of survey will go under items 1 and 2 respectively. The corresponding values of the purchase will likewise go under items 3 and 4. The number of general books borrowed for reading during the same period will be recorded under item 5.

16. *Columns 2, 3 and 4* will be filled up for the household as a whole by information given by the informant in respect of reading in Hindi, English and mother tongue by the members of the household. *Column 4* will be filled only in the case of those persons whose mother tongue is other than Hindi or English.

17. *Block 10* : This block will contain information regarding the preference of readers in respect of size, type, extent and price of general books. Information

Book Readers' Preference

will have to be collected in respect of all general readers of the selected household. Only the best preference is to be recorded separately for each reader in *columns* 2-6.

18. *Column* 1 gives the list of items under which the information will have to be collected. The size of a book, mentioned in item 1, indicates the size of a printed page. Four categories of size have been indicated — pocket, small, medium and large. The category 'pocket' obviously indicates a size which fits in the pockets of adult-size garments and is smaller than the category called "small". By a small-sized book is meant a book of crown octavo size. The size of an untrimmed printed page of a book belonging to this size-class is $5" \times 7\frac{1}{2}"$. By a medium-sized book is meant a book of demy octavo size. The size of an untrimmed printed page in such case is $5\frac{3}{4}" \times 9"$. Books of sizes bigger than those mentioned above will be regarded as "large". The following codes will be used in recording the preference of each reader in *columns* 2-6 : pocket-1; small-2; medium-3; large-4. Pictures illustrating the page-sizes are given at the end of these instructions¹.

19. *Item* 2 refers to size of types. Three sizes of types, viz. small, medium and large, have been indicated. By small type is meant bourgeois type and its size is approximately 8 pt. The medium-sized type refers to small pica type which is approximately 10 pt. in measurement. By large type is meant pica or roughly 12 pt. type. It may be mentioned in this connection that 72 points make an inch. The following codes may be used in recording the preference of each reader in this respect : small-1; medium-2; large-3. These sizes are illustrated in print at the end of these instructions.

20. Extent of a book in pages is given in *item* 3. On the basis of number of pages in a book three broad classes have been provided for in the schedule, viz., books below 100 pages, 100-300 pages, and books containing more than 300 pages. The following codes may be used in recording the preference of each reader of the household : below 100-1; 100 to 300-2; above 300-3. Preference in regard to the value of a book should be recorded up to two places of decimals.

21. *Columns* 2, 3, 4, 5 and 6 are meant for recording preferences of each habitual reader in the selected household. If the number of readers in a household exceeds five, an additional form should be used and annexed to the main schedule.

22. *Block* 11 : In this block the information regarding the subject preference of habitual readers and the number of books read by them during the three months preceding the date of survey will be recorded.

23. *Column* 1 gives a classified list of subjects under which the information will be collected. The subjects have been broadly grouped into (1) literature, (2) religion, (3) history and culture, (4) music, (5) art and architecture, (6) social sciences, (7) science and (8) general interest.

¹ These pictures have not been reproduced here.

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24. Literature has been sub-divided into several broad types of literary forms, viz. (i) classics either in original or in translation, (ii) novels, fictions and short stories, (iii) crime and mystery, (iv) travel, adventure, hunting, (v) biographies and memoirs, (vi) essays and belles lettres, (vii) poetry and drama and (viii) others. These forms are well known and self-explanatory. There may, however, be some unidentifiable forms or borderline cases to accommodate which the item 'others' have been provided.

25. Books on religion include books on scripture, mythology and other allied topics.

26. Books on history and culture have been given under five groups, namely (i) ancient Indian history and culture, (ii) history and culture of modern India, (iii) ancient world history and culture and (iv) history and culture in the modern world. For the purpose of this survey the modern period in Indian history may be considered to begin approximately from the middle of the 18th century (1757 A.D.). For world history the date-line may be fixed at the close of the 17th and the beginning of the 18th century.

27. Music includes both vocal and instrumental music. Art and architecture are more or less self-explanatory. Books on art include, for the purpose of this survey, all books of fine arts, paintings done in all media—oil, water or tempera, books on sculpture as also books on craft.

28. Sociology, economics, politics and administration come under social sciences.

29. Under science proper the breakdowns are physical, biological and medical sciences, geography, mathematics and engineering and technology. The remaining scientific subjects will come under the item 'others'. The borderline cases which, upon strict consideration, do not fall under any category specified above will also be recorded under 'others'.

30. The item called 'general interest' has been grouped into five classes, namely, (i) topical (current affairs), (ii) sports and games, (iii) cinema and theatres, (iv) gardening and (v) others.

31. *Columns 2-6*: In these columns the number of books read by each member of the household will be recorded.

32. *Columns 7-11*: These columns will be used for recording preferences of each reader in respect of various subjects mentioned in column 1. The preferences will be recorded by a tick-mark (✓) against the subjects which he prefers to read.

33. *Block 12*: This block is intended for remarks by the investigator, inspector and the supervising officer.

APPENDIX II

PROCEDURE OF ESTIMATION

A2.1. The sample design was two-stage stratified in the rural and urban sectors. In the rural sector, let y_{ijk} denote the value of any characteristic (number of literates, for example) in the k -th reading household in the j -th sample village in the i -th stratum. Then the simple unbiased estimate of the universe aggregate Y_i in the i -th stratum is given by :

$$Y_i = \frac{1}{v_i} \sum_j \frac{H_{ij}}{\pi_{ij} h_{ij}} \sum_k y_{ijk}$$

where h_{ij} is the sample number and H_{ij} is the total number of reading households in ij -th village, π_{ij} is the probability of selection of the ij -th village and v_i is the number of sample villages in the i -th stratum. The simple unbiased estimate of the universe aggregate Y in rural India is given by

$$Y = \sum Y_i$$

If X , similarly defined, gives the simple unbiased estimate of another universe aggregate (total number of persons, for example) in rural India, then the estimate for the universe ratio (proportion of literates, for example) $r = y/x$ was taken as $R = Y/X$.

A2.2. A similar procedure was followed for urban India where blocks were the first-stage units.

APPENDIX III

FACSIMILE OF THE SCHEDULES OF INVESTIGATION

CENTRAL*
STATE

ORIGINAL*
DUPLICATE

GOVERNMENT OF INDIA NATIONAL SAMPLE SURVEY : 1957-58

Household Schedule 11.2 : Reader's Preference (Thirteenth Round)

[1] identification : sample village			[2] identification : sample block				
1. serial number		7. state	1. state				
2. zone-state-s.divn.		8. district.....	2. district				
3. stratum		9. tehsil/taluk/thana*.....	3. town				
4. party sub-round		10. village	4. serial number				
5. village (s.u. I)		11. hamlet	5. zone-state-s.divn.				
6. sample household (s.u. II)		12. house number	6. stratum				
			7. party sub-round				
			8. sample block				
			9. sample household				
[3]							
1. name of the head of household.....		2. name of the informant.....		3. relation to head.....			
[4] investigator		[5] inspector		[6] field scrutiny			
1. name		1. name		1. name			
2. roll no.		2. roll no.		2. roll no.			
3. date : survey		3. date : inspection		3. date : receipt			
4. .. : despatch		4. .. : scrutiny		4. .. : scrutiny			
5. signature		5. .. : despatch		5. .. : despatch			
		6. signature		6. signature			
[7] date and time of enquiry							
1. date of contact							
2. time of enquiry code							
[8] ability of household members to read (books of general interest)							
capacity to read and educational standard	number of members in the household						
	total	habitual reader			casual reader		
		hindi	mother-tongue code.....	english	hindi	mother-tongue code.....	english
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1. cannot read		x	x	x	x	x	x
2. can read							
(i) non-matric							
(ii) matriculate							
(iii) graduate & above							
total							
[9] present reading habits of household members							
item of information regarding general books				hindi	english	mother-tongue code.....	
(1)				(2)	(3)	(4)	
1. no of general books purchased during last 3 months : new							
2. " " " " " " " " : second hand							
3. value (Rs. 0.00) of general books purchased during last 3 months : new							
4. " " " " " " " " : second hand							
5 no of general books borrowed for reading during last 3 months							
[10] preference regarding size, type and price of general books by household members							
item	reader I	reader II	reader III	reader IV	reader V		
(1)	(2)	(3)	(4)	(5)	(6)		
1 size of book (pocket-1; small-2; medium-3; large-4)							
2 size of type (small-1; medium-2; large-3)							
3 extent in pages (below 100-1; 100 to 300-2; above 300-3)							
4 price per volume (Rs 0.00)							

*delete whichever is inapplicable

Book Readers' Preference

Feb. 11.2-2.

[11] subject preference and number of books read by household members during the last 3 months										
subject classification	number of books read					subjects preferred				
	reader I	reader II	reader III	reader IV	reader V	reader I	reader II	reader III	reader IV	reader V
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1. Literature										
(i) classics (original or translation)										
(ii) novels, fictions, short stories										
(iii) crime and mystery										
(iv) travel, adventure, hunting										
(v) biographies and memoirs										
(vi) essays and belles lettres										
(vii) poetry and drama										
(viii) others										
2. Religion										
3. History and Culture										
(i) ancient (India)										
(ii) modern (India)										
(iii) ancient (world)										
(iv) modern (world)										
(v) others										
4. Music										
5. Art and Architecture										
6. Social Sciences										
(i) sociology										
(ii) economics										
(iii) politics and administration										
(iv) others										
7. Science										
(i) physical										
(ii) biological										
(iii) medical										
(iv) geography										
(v) mathematics										
(vi) engineering and technology										
(vii) others										
8. General Interest										
(i) topical (current affairs)										
(ii) sports and games										
(iii) cinema and theatres										
(iv) gardening										
(v) others										
[12] remarks										
(i) by investigator	(ii) by inspector				(iii) supervising officer					