

Television Production Research: Formative Research

- Audience Profiles: Language, Lifestyle, SEC, Viewing Patterns
- Needs Assessment: Problems – Needs- Priorities – Information Needs
- Feed-Forward Studies : Library Resources, Interviews, Field Surveys
- TMP Analysis: Time, Money, Personnel
- Pre-Production Tests – Pilot Studies
- Formative Evaluation: Monitoring.

■ Summative Research

- Reception Studies: Comprehension, Recall, Relevance
- Effects/Impact Analysis: Attitude change, Utilization, Credibility
- Summative Evaluation: Survey of Viewers – Data Analysis – Were program objectives achieved? Which type of viewers benefited? Decisions on future programs
- Recommendations for Producers.