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## NATIONAL SURVEY OF PRIMARY TEACHERS' USE OF ABC SCHOOLS TELEVISION PROGRAMS.

In November 1986, a survey of primary school teachers throughout Australia was conducted by ABC Research. This was the most extensive survey of teachers which the ABC had attempted. It involved a mail-out to 574 schools across Australia in remote areas as well as all of the major capital cities. A project of this size was needed to answer two basic questions:

What are the characteristics of our national audience of teachers?

How much do teachers view our primary programs and how useful do teachers judge them to be?

Before commencing the survey, approval was sought from each of the Directors General in the states and territories. There was also consultation with Education Departments on the design and content of the survey instrument. The survey has yielded a general picture of our audience of primary teachers, as well as detailed measures of viewing and evaluation of specific programs. This is due in no small part to the level of co-operation from principals and teachers, and all State Education Departments and Directors General.

The principal and teachers in 67% of all schools contacted returned questionnaires. There were 1301 respondents. Thus the return rate based on individual teachers was 57%. It is less than the percentage for schools because some primary schools had fewer than the four members of staff requested.

The research was initiated by Henrietta Clark, Head of ABC TV's Children's and Education Department. Members of this department were also actively involved in the planning stages.

## METHOD

Because of the detail of information being sought, it was necessary that this survey be conducted on a large scale with close attention to the sampling procedures. For valid comparisons to be made between states it was necessary to over-represent states and territories such as the Australian Capital Territory, Northern Territory and Tasmania. The following table shows the proportion of responses from each state.

**TABLE 1: Distribution of Responses  
from Each State**

STATE	RESPONSE
Tas	2.2%
SA	9.1%
Qld	13.1%
WA	10.3%
NSW	34.7%
NT	1.8%
Vic	25.7%
ACT	2.9%

Dr Michael Petty from the School of Education at the University of New South Wales was engaged as a consultant statistician because of his experience in the design of Australia-wide educational surveys. The selected sample totalled 574 schools with a possible four teachers from each school. Primary schools to be included in the sample were randomly selected from lists, in postcode order, of primary schools throughout Australia.

Four questionnaires, in separate envelopes, were distributed with a larger pre-paid return envelope and instructions to each of the principals of the schools. The principals or their nominated survey coordinators were asked to number the teaching staff and distribute the questionnaires to four teachers on the basis of a random number scheme (See Appendix 1). The completed questionnaires were returned in their envelopes to the survey co-ordinator who in turn returned them to ABC Research in the pre-paid envelope.

The questionnaires were specially produced to be machine read by the Educational Testing Centre at the University of New South Wales. On return, they were electronically processed with the resultant data read on to magnetic tape and loaded onto the ABC's Vax. The data were analysed using SPSSX.



NUMBERS BY PRIMARY SCHOOL STUDENTS WATCHING ABC SERIES

**ESTIMATE OF THE STUDENT AUDIENCE**

The information about audiences usually available to television broadcasters comes in two forms: percentage of homes using television and thousands of people viewing. This presents a dilemma for the measurement of audiences for schools programs. By definition, the viewers are in schools not in homes and are not 'captured' by conventional audience measurement methods.

In order to express the information gained in this survey in terms more familiar to the television industry, an estimate of the numbers of school students watching ABC schools television series was made from the teacher numbers using an Australia-wide average class size calculated as follows:

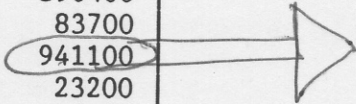
A student/teacher ratio of 25.6 to 1 was used in the calculation of the number of students viewing ABC Schools Programs. This ratio was based on figures obtained from each of the State Education Departments and weighted according to relative student populations in each state. The estimate of the number of teachers using each series was obtained by multiplying the proportions of teachers using each series by the total full time equivalent teachers in Australia. The latter figure was obtained from the 1985 Australian Bureau of Statistics publication - the National Schools Statistical Collection.

ABC News	25300
Country Limited	42000
Lower Primary Science	59100
The Voyage of the Mini	36700
We All Schools Like Mine	27900
Australian Studies	10400
Celebrations	127800
Children Around the World	5180
The Colonials	260200
Commer Capers	455100
Families	12500
Families of the World	86000
Looking Around	218400
Northern Australia	65100
Documentaries	109200
Primary Social Studies	74400
Six Australians	141800
For the Juniors Series 1	76700
For the Juniors series 2	689200
Bunter	587900
Miniscope	604100
Playschool	429900
Talkabout	343000
Words and Pictures	209100
	841100

**NUMBERS OF PRIMARY SCHOOL STUDENTS WATCHING ABC SERIES**

Student numbers demonstrate the extensive use of particular series. The figures show that many primary program series have audiences in excess of 300,000 students across Australia. 'Behind the News' and 'Words and Pictures' have an audience approaching one million.

SCHOOLS PROGRAM	STUDENT NUMBERS
Art	53500
Junior Craft, Design and Technology	34900
Puppets	88300
Book Book	74400
Dreamtime Stories	237000
Over to You	13900
Read All About It	185900
Read On	102200
Story	51100
Storytelling	278800
Trapp, Winkle and Box	390400
Writing	83700
Behind The News	941100
For Teachers and Parents	23200
Insight	44100
Looking Around	76700
Flip, Slide Turn	713300
Primary Media	223100
Music Time	420600
Infinity Limited	539100
Lower Primary Science	336900
The Voyage of the Mimi	27900
Are All Schools Like Mine	104600
Australian Studies	127800
Celebrations	51100
Children Around the World	260200
The Colonials	453100
Consumer Capers	125500
Families	86000
Families of the World	218400
Looking Around	65100
Northern Australia	109200
Documentaries	74400
Primary Social Studies	141800
Six Australians	76700
For the Juniors Series 1	669200
For the Juniors series 2	587900
Hunter	604100
Minimaths	429900
Playschool	343900
Talkabout	209100
Words and Pictures	841100





**NATIONAL SURVEY OF ABC EDUCATION  
TELEVISION BROADCASTS TO SCHOOLS**

*Primary/Infants Schools Survey*

November, 1986

ABC Research is conducting a survey of teachers throughout Australia to find out how teachers use ABC schools programs and how useful they are.

This survey should take about ten minutes to complete.

Please read the following questions and indicate the appropriate answers by filling in the circle with a **PENCIL**.

Do not fold the form.

The computer will only read responses in **PENCIL**. Fill in the appropriate circle as follows (e.g. ● )

BACKGROUND INFORMATION

1. STATE

- Tasmania.....○
- Northern Territory.....○
- Queensland.....○
- Victoria.....○
- New South Wales.....○
- South Australia.....○
- Western Australia.....○
- A.C.T.....○

2. SCHOOL ENVIRONMENT

- Capital city.....○
- Town over 2 000.....○
- Rural area.....○

3. NUMBER OF YEARS TEACHING

(Need not be continuous)

- 4 or less.....○
- 5 to 10.....○
- over 10.....○

4. SEX

- Male.....○
- Female.....○

5. THE MAIN AGE-GROUP OF YOUR REGULAR

CLASS (If you teach a composite class fill in as many age-groups as apply)

- 5 year olds ○ 6 year olds ○ 7 year olds ○
- 8 year olds ○ 9 year olds ○ 10 year olds ○
- 11 year olds ○ 12 year olds ○ 13 year olds ○

6. Indicate below the way(s) you usually find out what ABC schools programs are on television.  
(Please fill in as many as apply)

- Wall chart.....○
- Program notes.....○
- Newspaper TV guide.....○
- Support materials.....○
- Liaison News.....○
- Professional Association.....○
- Newsletters.....○
- ABC catalogues.....○
- School librarian.....○
- Other teachers.....○
- Liaison officers.....○
- Television promotion.....○
- Pre-Service seminars.....○
- In-Service seminars.....○

7. Do you have any suggestions about ways of improving information to teachers about schools television programs?

Please specify \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. In what ways do you normally use A.B.C. Television programs in class? (Fill in as many as apply)

- Don't use ABC Television programs at all.....○
- Show the entire program to the class.....○
- Show programs more than once to the same class..○
- Show segments of programs.....○
- Pause for discussion between segments.....○

9. Please indicate below any factors which limit your use of ABC schools programs. (Fill in as many as apply)

- Shortage of equipment.....○
- Competition for access to equipment.....○
- Logistical & organisational difficulties..○
- Times televised inappropriate.....○
- Uncertainty about copyright.....○
- Other (Please specify).....○

10. What percentage of time in your weekly teaching program would you be willing to use for the viewing of A.B.C. schools television programs?

- less than 5%.....○
- 5%.....○
- 10%.....○
- 15%.....○
- 20%.....○
- more than 20%.....○

The following gives a list of primary and infants programs shown this year.

A. Please indicate whether you have heard of the series by filling in the first circle. (Column A)

B. For each series, please indicate whether you have used more than one program in the series by filling in the second circle. (Column B)

C. For those programs you have chosen in the last question please indicate how useful they were in your teaching. Fill in one of the circles from 1 to 5 (Column C) according to the following key;

- 1. Useless (1)
- 2. Not very useful (2)
- 3. Of some use (3)
- 4. Quite useful (4)
- 5. Very useful (5)

INFANTS/PRIMARY SURVEY							
Series title:	A.	B.	C.	A.	B.	C.	
	Heard of series	Used more than one in series	Useless Useful	Heard of series	Used more than one in series	Useless Useful	
<u>ART/CRAFT &amp; TECHNOLOGY</u>				<u>MUSIC</u>			
Art.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	Music Time.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
Junior Craft, Design & Technology.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	<u>SCIENCE</u>			
Puppets.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	Infinity Ltd.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
<u>ENGLISH</u>				Lower Primary Science.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
Book Book.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	The Voyage of the Mimi.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
Dreamtime Stories.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	<u>SOCIAL STUDIES</u>			
Over to You.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	Are All Schools Like Mine?.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
Read All About It.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	Australian Studies.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
Read On.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	Celebrations.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
Story.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	Children Around the World.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
Storytelling.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	The Colonials.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
Trapp, Winkle & Box.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	Consumer Capers.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
Writing.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	Families.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
<u>GENERAL INTEREST</u>				Families of the World.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
Behind The News.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	Looking Around.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
For Teachers and Parents.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	<u>Northern Australia</u>			
Insight.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	Documentaries.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
<u>GEOGRAPHY</u>				Primary Social Studies.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
Looking Around.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	Six Australians.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
<u>MATHEMATICS</u>				<u>INFANTS PROGRAMS</u>			
Flip, Slide Turn.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	For the Juniors Series 1.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
<u>MEDIA</u>				For the Juniors Series 2.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
Primary Media.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤	Hunter.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
				Mini Maths.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
				Music Time.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
				Play School.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
				Talkabout.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
				Trapp, Winkle & Box.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤
				Words and Pictures.....	<input type="radio"/>	<input type="radio"/>	①②③④⑤

THANK YOU FOR HELPING US TO IMPROVE ABC SCHOOLS PROGRAMS. PLEASE DO NOT FOLD OR BEND. PLACE IN THE ENVELOPE PROVIDED



**TABLE 15: Number of Secondary Students watching ABC Schools Programs**

SCHOOLS PROGRAM	STUDENT NUMBERS
Art	29600
Artists in Print	36400
Basic Photography	25000
Craft, Design and Technology	45500
Junior Craft, Design and Technology	20500
Puppets	20500
Ways of Seeing	52300
Bits and Bytes	104600
The Computer Club	36400
Computers in Action	10000
The Electronic Office	54600
Making the Most of the Micro.	77300
Androcles and the Lion	13600
A Good Read	34100
Detective	177300
King Lear	45500
Passwords	18200
The Prizewinners	9100
Secondary Drama	65900
Shakespeare and his Theatre	138700
Shakespeare in Perspective	111400
Six Centuries of Verse	61400
Words Fail Me	268300
Writing	72800
Australian Ecology	50000
A Big Country	159200
Countrywide	197800
The Environment	68200
Earth Watch	47700
Heartlands	77300
Marine Biology	43200
Wild Australia	47700
Wildlife Australia	50000
Behind The News	341000
Focal Point	22700
For Teachers and Parents	2300
Four Corners	302400
The Investigators	143200
Open File	72800
Faces of Man	104600