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TELEVISION IMPACT ON ESKIMO PEOPLE
OF CANADA

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ABSTRACT

TELEVISION IMPACT ON ESKIMO PEOPLE OF CANADA

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This thesis is an investigation into the impact of television on the indigenous people of Frobisher Bay, N.W.T., after one year of Frontier Television Service.

A questionnaire was administered to heads of households in the television community, and in Fort Chimo, Quebec, a non-television community. Significant differences in social behaviour patterns between them are hypothesized as attributable in part to the influence of television. It is shown that the general knowledge level of both groups about Canadian and current affairs is extremely low, and that the television community had not been significantly affected by the medium as a source of information.

Radio is perceived as the dominant source of information in both communities primarily because of selected broadcasts in the Eskimo language. It is anticipated that this dominance will decrease with the extension of full television service relayed via satellite ANIK 1. Further research is recommended to assess developmental effects.

ACKNOWLEDGEMENTS

A Yellowknife photographer, the late Henry Bussey, was noted for his evocative pictures of northern people bending into arctic blizzards. His photos, impossible to disguise in Hudson Bay gift wrap, were hoped-for surprises at farewell presentations. The present survey was conducted under weather conditions that might have inspired Bussey camera studies. Among the Eskimo interviewers who took part in the survey, Mary Otis and Christina Kublik deserve warm acknowledgement for their efforts. The residents of Robisher Bay and Fort Chimo who generously responded to the many questions provided much valuable information and assistance.

In winter months, northerners are often recognized by the colour and style of their parkas. During an earlier three years in the north, the researcher's navy blue parka was easily identified with that of Edwina, his hurrying wife-companion in a bright flower embroidered parka, the continuing source of help and encouragement.

The Canadian Broadcasting Corporation provided much valuable assistance through a policy which endorses career-related educational activities by members of its staff.

The information on which this thesis is based was made

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CHAPTER 1

Background to Study

Development of the CBC Northern Service

In 1958 legislation was passed by the Government of Canada enabling the Canadian Broadcasting Corporation (CBC) to extend its radio facilities to the arctic and sub-arctic communities of the Yukon and Northwest Territories through the creation of the CBC Northern Service. Radio stations were subsequently established in six of the largest northern communities: Whitehorse, Yukon Territory; Yellowknife and Inuvik in the Northwest Territories; Fort Churchill located on the Hudson Bay, Manitoba; Goose Bay, Labrador and Frobisher Bay in the eastern arctic.

The CBC northern radio stations originally received weekly program shipments of tape recorded network programs, for rebroadcast on a two-week delay basis. The programs were edited in the production center of the Northern Shortwave Service in Montreal, P.Q., where topical references to times, dates and events were removed before shipment. In addition to supplied programs, the northern stations developed programs of interest to their particular communities, such as local interviews and discussions and recorded music programs.

National news broadcasts emanating from the CBC Northern Service Shortwave facilities located at Sackville, N.B., or from medium wave 'outside CBC stations', were then relayed through crystal calibrated receivers at northern stations. When reception was hazardous due to ionospheric conditions and various forms of signal interference, station employees recorded, transcribed and reread newscasts.

During the late 1960's and early 1970's, radio communications to Canada's north greatly improved with the establishment of landlines and subsequent connections to 'live' network service for all CBC northern stations, with the exception of Frobisher Bay, the predominantly Eskimo community in the eastern arctic, which began to receive CBC network programs by weekly shipments in February 1961. In common with the other northern stations, recorded network programs were augmented with locally produced programs, time and weather information and community interest reports. Employees for this station were drawn from southern Canadian cities at the beginning of the station's development, although attempts were constantly made to employ Eskimo persons as local broadcasters in order to properly reflect the community and involve its people in broadcasting.

When this research was conducted, most of the Frobisher Bay radio station employees were Eskimo and much of the community radio programming complemented the English language

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When this research was conducted, most of the Frobisher Bay radio station employees were Eskimo and much of the community radio programming complemented the English language

character of the CBC radio network programs. But in January 1972, a new element came into the communications life and experience of the arctic community. Television was introduced to the people of Frobisher Bay.

The Frontier Television Service of the CBC was a daily four hour, 7.00 p.m. to 11.00 p.m., telecast selected for distribution across northern settlements on a videotape delay service. Although Canadian television service was twenty years old in 1972, it made its first appearance in January 1972 in a settlement, which, before then, relied exclusively on shortwave news and delayed network radio program recordings on radio. Television was not a new experience to other northern communities which for a year or more had received Frontier Television Service, but it was the first time in Canadian history that television had reached into a predominantly Eskimo community where viewers had little or no understanding of the language of the medium.

The western arctic settlement of Inuvik, N.W.T. adapted readily enough to television service since most Eskimo viewers in the Mackenzie Delta region of the Northwest Territories had lost their original language and used English as the language of communication. In the Yukon Territory and other settlements of the Canadian north, the availability of a daily four hour program flow of representative Canadian television programs was welcomed. Few objections were

raised to the accessibility of television, even on a greatly delayed viewing basis. But concerned northerners and native associations expressed fear about the impact of dramas and documentaries, situation comedies and satirical programs which are so much a part of the Canadian consciousness, on a people who could not understand the language and were unfamiliar with the visual elements of Canadian and American television.

In Frobisher Bay, television service provided sharp contrast to radio programming, not only in its primary language but in the sub-language of pictorial expression in drama, news and documentaries (Debes, 1968).

Purpose of the Study

This thesis explores the impact of television on Eskimo people in the Canadian arctic community of Frobisher Bay, N.W.T. For one year, the native people of that community received a four hour daily television service on videotape provided by the CBC Frontier Television Service. Representative English network television programming scheduled in the Frontier Television Service ranged from the Wonderful World of Disney to situation comedies and documentaries (Appendix C).

The Eskimo people of Fort Chimo in arctic Quebec had no

television viewing experience. The population of Frobisher Bay is compared to a control population of Fort Chimo through Eskimo language questionnaires administered in both communities on questions of attitude, general knowledge, information source - importance and social/personal behaviour patterns.

The present study designed to evaluate the impact of television transmission on a Canadian Eskimo population, takes four different approaches:

- 1) Social impact as defined in terms of differences in social/personal behaviour patterns.
- 2) Information gained with respect to international, national and local/regional issues.
- 3) Information attitude differences with respect to international, national and local/regional issues.
- 4) Informational source impact as defined in terms of importance.

Significance of the Study

The significance of the research may be considered from many points of view. In the first instance, there is the thrust from an "information poor" environment to an "information rich" environment; coupled with the immediacy effects of television content and the simultaneous participation in international/national events. In addition, the effect of

the television portrayal of an advanced technological society as reflected in its dramatic series, variety and musical shows, documentary films and commercials, provided opportunity for deeper examination of the effect that may be experienced on a virtually unexposed element of Canadian society.

The author of this study admits to a preliminary bias weighted toward positive benefits anticipated as leading from exposure to television in all of its alleged distortions and plasticity. This point of view may provide answering balance to the concern often expressed by non-Eskimo people about the medium's preemption of traditional cultural values and unworthy substitutions in their place. An indigenous population such as that which exists in the Canadian north and among nations and people in transition may be prepared to deal more vigorously with perceived needs in social or economic environments by observing 'significant others' interacting in similar conditions. Such a yield would seem generally beneficial as opposed to the cultural genocide predicted as leading from television.

A comment of one of the Eskimo interviewers on the general question of whether television is good or bad for the Inuit (Eskimo people) introduces an examination of related studies:

White people are opposed to television in the north because they feel that the culture of the Eskimo people is going to disappear much

quicker than it would if they had no television. There is no comparison between the way the people lived twenty years ago and the way they live now. There is such drastic change, they don't know how to react to it. Judging from the interviews I did, the Eskimo people are not opposed to television; in some ways, it might help them. (Otis, 1973).

Related Research

As preparation for the present study, a preliminary investigation was made of related studies into the effects of television on the peoples of South America, China, Japan, Africa and Italy. These have provided helpful information, although only surface comparisons may be made, given the unique conditions of the environment, language and cultural tradition in which television was experienced and its effects realized in Canadian arctic regions.

A small farm settlement in southern Italy, Basilicata, was chosen for a study on the impact of television on the young and old in that community. The survey was drawn from a group of transplanted and under-privileged people lacking old or new traditions; not unlike conditions that obtain among Eskimo people in the two northern Canada research communities. In the Italian study:

It was found that older people, illiterate in both oral and written Italian, insulated themselves against the potentially disturbing images of television by assuming an attitude of psychological detachment. What

went on "out there" in "modern" times had nothing to do with their own lives. The young, the more vulnerable to television, sought to integrate the secular values of the urban culture into their personal outlook on life (Lydia DeRita, 1964, p. 145).

Do the various forms of technical and artistic excellence in music, engineering, design, performance and story telling depicted on television encourage or inhibit traditional cultural expression? The Northwest Territories is noted for the creative activities of Eskimo people in sculpture, ceramics, stone prints and painting. Frobisher Bay claims a great number of artists and carvers, while Fort Chimo is noted for its various handicraft activities based on folk stories and myths.

A study of the impact of television in Japan (Furu, 1962) found little significant reduction or change in artistic expression because of television viewing, although the study was confined to children in neighbouring communities having only slight correspondence to research populations in the Canadian north. In contrast to the Furu study, a British paper (Belson, 1959) implied that viewers acquire additional expressions and mannerisms through exposure to television. The report also noted that viewers store up certain items of information without seeking them, and are more likely to pay attention and retain some fact or behaviours new to their experience, a form of passive learning which could lead to

further artistic experimentation and expression.

What may be the impact of television on those who watch programs which have no cultural identification for them, and are in a different language? This question brings us close to the situation which prevailed in the Canadian arctic and to a people noted for visual literacy, historically based in traditional pursuits of hunting and trapping but unable to understand the language of the television service. Will the effect of television on original people of the north be the cultural genocide that some have predicted?

The study of the impact of American television programs on the children of Formosa (Tsai, 1970) showed that exposure to subjects on American TV did not influence the children's fundamental attitude to their own culture. When the new views ran counter to the children's central belief, the new views were simply rejected. Formosan children took the attitude that American programs presenting values contrary to their own fell into the fantasy area. It was expected that Formosan children watching television might form favourable attitudes toward American culture and less favourable attitudes toward their own culture, a concern often expressed for the Canadian northern television experience.

(A pioneer experiment into the impact of television on 100

villagers in the Nigerian settlement of Yoruba (Rimerman, 1963) also considered the possibility of cultural displacement leading from sustained exposure to the medium. Only slight comparisons can be made with the Canadian arctic study, primarily because the Yoruban villagers grouped about a public community set where their reactions were observed, but there are some general similarities in their responses. Exceptional enthusiasm was noted at the beginning of western style programs as a type of immediate event which seemed to form the greatest acceptance, for, "Nigerians are highly excitable people, and enjoy the vicarious experience of watching a hard fight". North American television producers have long known of this characteristic among viewers. Contact sports which occupy so much television program time may be a further example of the ways in which viewers share vicariously in the televised action. Perhaps of greater relevance was the observation that the Yoruba villagers were quick to recognize the "good and bad" roles in "westerns", although they could not understand the actors' language.

Rimerman (1963) made the further point that "news programs occupy a close position in appeal, as all over the world people like to see and hear events of their immediate locale". The pioneer study of impact of television in the Nigerian settlement found it significant that when local people, hunts and landmarks were seen via the receivers,

"an overwhelming cheer continued during the entire story, and so long afterwards, it was impossible to hear the newscaster" (p. 22).

Visual information presented in a new form through television may not lead to a change in attitude, but, as William Alper and Thomas Leidy pointed out in their work on "Impact of Information Transmission Through TV" (1969), attitude change is improbable without any input of information:

The clear story of TV violence is not that a new generation is more violent, but that the new generation knows more violence. The political consequence of this may be called what some call good, e.g. pacifist. Television has taught our society what it needs to know to have attitudes on a thousand serious matters which before television could only elicit 'don't knows' (p. 562).

Direct comparisons between the indigenous people of the Canadian north and those of countries cited in the research are difficult. Some general comparisons have been drawn with the experience in other countries where remote settlements received a service for which there was little advance preparation or relevance to local conditions.

Populations in the current study do not have an agrarian tradition. The living habits and socio/physical environment of the Inuit are vastly different from that of the peasant or tribal societies of developing countries in thought, speech and cultural tradition. It is suggested that the original people of the north represent a distinct

element of Canadian society which before the advent of Frontier Television Service had no experience with the medium.

CHAPTER 2

Methodology

For the purpose of identification, the two populations under study are designated: (1) Partial Television, Frobisher Bay; and (2) Non-Television, Fort Chimo. Within the Partial Television community, a sampling of 131 out of a total population of 200 Eskimo heads of households were surveyed beginning in February 1973 through a pretested interview questionnaire. In the Non-Television community of Fort Chimo, 84 out of a total population of 96 heads of households were surveyed in mid-July 1973. All heads of households could not be included because of illness or seasonal absence on hunting or fishing expeditions.

Interviews were conducted by Eskimo people native to or familiar with the study areas and local dialects. For purposes of administration, the questionnaire was translated into regional dialects and the responses translated simultaneously into English for content analysis and coding. All questions were verified and checked for ambiguity and syntactical construction by experienced Eskimo translators. The translation into syllabic script was undertaken and verified by the same personnel. The questionnaires were then taken into Fort Chimo and Frobisher Bay ready for

administration. Upon completion of each interview, respondents were presented with an attractive lapel pin, a miniature of ANIK, the communications satellite. Permission to reproduce the three-dimensional souvenir pins was obtained from Telesat Canada.

Development of the survey questionnaire took into account the way in which indigenous people perceive and deal with their own environment. Respondents were encouraged to formulate answers to open end questions. But the native person:

talks concretely, his vocabulary being more suitable for descriptive narrative than for the expression of abstract ideas. Abstract terms are indeed rare ... their meditations tended to revolve around concrete things and their language reflected the concreteness of their thoughts (Jenness, 1953, p. 23).

Many participants, asked what they normally do during the day, replied that they do what needs to be done and identified favorite radio programs as those they listen to more than others. Some queried for radio listening habits stated that they listen when there is something they like to hear. An aged respondent asked where he would go if he were free to travel where he wished, replied emphatically that he goes where he wishes. Questions reflected the understanding of the respondents' frame of reference. For example, non-native persons who live in the north refer to the south as 'outside'. The Eskimo refers to it as "the 'white-man's' land". Interviewers made this and other distinctions. The selection of

survey personnel on the basis of fluency in the Eskimo language was of essential importance.

Questionnaire

A pretest of the questionnaire was made in January 1973 at Fort Chimo when an Eskimo speaking interviewer went into the community to conduct a sampling of approximately 40 heads of households. On the basis of responses, the questionnaire was revised and considerably lengthened (Appendix A). Various considerations entered into the final preparation of the questionnaire. It was necessary to establish a base line of world understanding and news concepts and of beliefs and attitudes held by a people separated only by a television viewing experience to later consider the significance of differences in viewpoints between respondents in the Partial Television community of Frobisher Bay with those in the Non-Television community of Fort Chimo.

Pre-testing conditions were hazardous because of the arctic cold and New Year gaiety of respondents who wanted the interviewer to join their gatherings. The interviewer prudently brought her grandmother along and the two set out on snowmobile to conduct the pretest.

Administration of the Questionnaire

The researcher went into the eastern arctic to meet with

Eskimo speaking interviewers and organize the survey in February 1973, when smoke from settlement chimneys funneled into arctic night temperatures of forty below zero. Several canvassers, given the opportunity to work on the survey, declined after one or more experiences, because of the bitter cold and the time needed to explore the various questions. This was due in part to the cultural expectation that, when visiting, one must first enquire after and shake hands with each member of the family, drink tea and somewhat obliquely arrive at the purpose of the visit; precise enquiry into communications sources, listening, viewing practices of heads of households. There was a natural reluctance to ask for information that might seem probing and impertinent. The survey moved slowly from the outset. It was necessary to assure the interviewers that they were not obliged to ask questions about which they felt any embarrassment and that if they believed a respondent might be offended by a particular question, the question must not be asked.

This may seem an unscientific approach to population sampling but factors in the relationship between young interviewers and older people and the cultural differences that existed between them made the admonition a necessary and, ultimately, a helpful one. A few questionnaires, self-administered by the respondents, had to be redone. It was not the intention of the researcher, but inevitable, that some young people engaged in the study, weary of the time needed for discussions, merely

pushed a copy of the Eskimo syllabic form under the door of a few homes and returned hopefully to pick up completed questionnaires. This happened on five occasions. The respondents followed the questionnaire forms in a limited way without assistance. When readministered by a follow-up interviewer, it was found that many of the earlier responses were unchanged. This would imply that the structuring of the questions in Eskimo syllabic script was faithful to the intention of the study project.

One major difficulty in the unaided questionnaires was the need to reconcile differences in dialect or accent when questions did not easily transpose from the phonetics of syllabic script to that of the respondent. Several homesteaders from distant camps and villages have settled in Frobisher Bay. Their slight differences in accent or dialect could greatly handicap researchers attempting to obtain information through a mailed questionnaire.

Population and Sample Frobisher Bay, N.W.T.

In 1576, Martin Frobisher explored his Bay on Baffin Island which he then thought was a strait. In 1880 Britain handed over possession rights of Baffin Island to the young Dominion of Canada. Before the nineteenth century, the native population was living in scattered hunting communities along the entire southern and eastern coasts. Some iron goods were introduced into the culture of the stone age Eskimo of this area; otherwise their life went on as it had for centuries - sealing: winter and summer on the coasts, late summer: caribou hunts inland, fishing in the occasional good rivers, some times plenty, often

starvation. Although life was simple and white man's diseases not introduced, scarcity, death and sorrow were never far away from the inhabitants of Baffin Island (Baird, 1967).

In 1973, there was little in Frobisher Bay characteristic of the traditional lifestyle of Eskimo people. Heads of households enjoyed hunting and fishing periodically but there were few traces of the former nomadic lifestyle of the people. A number of years had passed since those earlier times when the people of the north were alleged to have been a happy and self-sufficient population. The population was generally sedentary and mostly dependent on social assistance in a community newly rich in television information and depiction of other life options.

At the time of the study, the researcher observed that Frobisher Bay divided into five principal areas. A Row housing district consisted of identical residences easily accessible to canvassers and a most attractive shelter against the arctic cold. The community of Ikaluit had small homes, 812 square feet in area, which represented the most common form of residence for native people. There was a Beach area where gales whipped the bay into a frenzy and provided blue/white ridges of snow into which were nestled tiny plywood homes, displaying snowmobiles at entrance sheds. The principal section was the Base where integrated government subsidized and fully serviced residences were available to both native and non-native persons employed by either the territorial or federal governments. Apex, five miles distant, was notable for its 'rigid frame'

homes resembling wooden tents, designed to resist the driving snow and wind. Occupants of this type of home in Apex were encouraged to relocate in the upper Frobisher Bay area. This was made effectively possible by government transport which towed the homes up five miles of winding road to the Base. First-sized gravel on connecting roads made walking and driving perilous as Hondas, Susukis and skidoos buzzed through the settlements.

A significant part of the Base was the 'high-rise' hotel and apartment complex which included such ground level amenities as swimming pool, shopping mall, groceteria and boutiques of various kinds rivalling downtown Ottawa in traffic-free promenades within a confined micro-block. A concerned settlement council decided against placing benches along the promenades and so the young or very old slumped against the walls or sprawled along the walkway for warmth or to watch the activities of other people.

Population and Sample Fort Chimo, Quebec

In 1837, John McLean arrived to take charge of the post which is known as Fort Chimo. He described it in his journal:

situated in latitude 59°28', standing on the east bank of South River, about thirty miles distant from the sea, surrounded by a country that presents a complete a picture of desolation as can be imagined; moss-covered rocks without vegetation and without verdure, constitute the cheerless landscape that greets the eye in every direction (Smith 1967).

Later, in 1867, Hudson Bay trader, Joseph MacPherson, then in charge of Fort Chimo, also kept an account of activities in this established post:

The storm increased during the night making comfortable little snowbanks in diverse places within our dwelling wherever an air hole appeared to be. Everything crisp and crackling with frost, our very dogs are yelling with the cold and water freezing alongside our stoves filled with firewood. The idea of three months more of such weather not very cheering ... last of the old year, no abatement of the cold. Men hauling home firewood and we burn it, as fast as they can bring it. (Smith 1967).

Frost-etched descriptions of Fort Chimo provide chilling glimpses of history not shared by those who visited the settlement in twentieth century winters when oil heaters kept indoor temperatures suffocatingly high:

I noticed while visiting the homes to do the interviews, that they were so hot I could barely stand it; the heat in those homes. In the winter when the wind blows and temperatures in the homes goes right down, instead of jumping up and down to adjust the heat, they keep it up no matter how hot it gets to allow for sudden drops. (Otis, 1973).

Fort Chimo has undergone considerable change since the early days of trade, but in 1973, it continued to be an isolated community in terms of communication input. The only access to news or program information was from the Radio Canada northern shortwave service. Ionospheric and other propagation conditions greatly affected the reliability of shortwave reception. There was no other source of information available to

listeners in the community. Both Frobisher Bay and Fort Chimo were dependent on the same transmissions of national news broadcasts by shortwave during the year that Frontier Television Service was introduced to Frobisher Bay. As Table 1 indicates, the reception conditions were almost identical in both communities. Other communications contact with Fort Chimo was by radio telephone, difficult to arrange and uncertain in transmission. For the purposes of this research, the Fort Chimo population was considered as the control group, without television, the independent variable of experimental treatment.

TABLE 1

RECEPTION SUMMARY OF CBC NORTHERN
CANADA SHORTWAVE SERVICE-SUMMER 1972

Period (GMT)	Freq. (kHz)	Area	May	June	July	Aug.	Avrg.
1055-1215	11720	1 Frobisher	F/G	F/G	F/G	F	F/G
		3 Fort Chimo	F/G	F/G	F/G	F/G	F/G
	9625	1 Frobisher	G	F/G	F/G	F/G	F/G
		3 Fort Chimo	F/G	F/G	F/G	F/G	F/G
1515-1530 & 1630-1700	15315	1 Frobisher	F	F/G	F/G	F	F
		3 Fort Chimo	F	F/G	F	F	F
	11720	1 Frobisher	F/G	F/G	F/G	F	F/G
		3 Fort Chimo	F	F	F	F	F
2158-2250	17855	1 Frobisher	F	F	F	F	F
		3 Fort Chimo	F	F	F	P	F
	11720	1 Frobisher	F	F	F/G	F	F
		3 Fort Chimo	P/F	F	F	P	P/F

F - Fair
G - Good
P - Poor

MONTREAL: 17/10/72

Engineering Services
Radio Canada International

Demographic Indices - Frobisher Bay and Fort Chimo

A comparison of educational levels, occupational practice, family composition, age and linguistic ability reveals a close similarity between heads of households in the experimental and the control communities. Male heads of households accounted for 87.0% of the Frobisher Bay sampling and 77.4% of Fort Chimo, the control community. Female heads of households for the two groups numbered 13.0% and 22.6% of all participants.

For ease of comparison, bracketed figures in subsequent references to percentages will indicate Fort Chimo participants and immediately follow the percentage statistics of Frobisher Bay which received the experimental treatments.

Most of the respondents had no formal education, 77.2% (88.1%). When figures were included for those who had received from one to four years formal education, there was a further similarity, 90.5% (94.1%). Family composition was much alike; 9.2% (9.5%) had no sons and 63.4% (67.9%) had up to three sons. There was no significant difference between the groups with respect to the number of daughters. Here again Frobisher Bay and Fort Chimo samplings were closely matched, with from one to three daughters, 67.1% (62.0%).

The main source of income was from wage employment for 59.5% (58.3%) of the respondents while the form of employment ranged through such categories as seasonal construction, hunting, trapping, and fishing; 53.5% (54.7%).

The majority of respondents spoke only Eskimo, 76.3% (72.0%). A similar number in both communities was able to speak some English, 22.2% (23.8%). However, in Fort Chimo, Quebec, only one respondent was able to speak French.

Travel experience to destinations outside of the north was mainly to hospitals in southern Canada, 54.2% (54.8%). Apart from these occasions, there was very little 'outside travel', 37.4% (33.3%) had never travelled outside the north.

The main age group of the respondents was in the 31 to 50 year bracket, 57.3% (46.4%). None was less than twenty years of age; 2.3% (4.9%) were seventy-one and older.

On the basis of the demographic indices, it may be seen that the samplings were remarkably similar in level of education, occupation, language skills, family composition and travel experience.

Coding Procedures

In keeping with the rationale established by Backstrom and Hursh (1963), 25% of the questionnaires from the Frobisher Bay sampling were used for the development of the code book (Appendix B). All responses given to each question were recorded and assigned to meaningful attribute categories. With few exceptions, the code book developed for Frobisher Bay was appropriate for responses generated by the Fort Chimo sampling. The matching of attribute categories thus provided for direct comparison and analysis of the primary variables under study.

Two individuals participated in the coding of responses. Additionally, the director of the project verified all coding procedures. In cases where contradictions were encountered, the final category code was arrived at through mutual agreement. Intercoder reliability may therefore be considered as approaching 100% in this study.

Statistical Procedures

Given the preponderance of items in each of the four primary objectives of the study, selected representative items are analyzed for significant differences between the two communities through chi-square contingency tables. Descriptive data comparisons are used to supplement the

inter-community similarities and differences on major
dependent variables.

CHAPTER 3

Analysis of Data

1) Social Impact Indices

A comparison of the social/personal behaviour patterns of people of Eskimo origin indicated many significant differences between the experimental and control groups. Aspirations by heads of households for their daughters appeared markedly different in the television community when compared to those of respondents in the non-television community of Fort Chimo (Table 2).

TABLE 2

Location	Most Interesting Job for Daughters to Have - Local-National Identity				Total
	No Response	Not Applicable	Local Community Identity	National Identity	
Frobisher Bay (T.V.)	65(49.6)	18(13.7)	41(28.3)	7(8.4)	131 (100%)
Fort Chimo	54(64.3)	21(25.0)	8(9.5)	1(1.2)	84 (100%)

$$df = 3 \quad \chi^2 = 18.59 \quad p < .01$$

A socially emergent role for daughters was observed in the nature of responses from Frobisher Bay, contrasted with those of Fort Chimo (Table 3). Many in Frobisher Bay suggested office employment or career roles for their daughters as nursing or teaching assistants.

TABLE 3

Location	Most Interesting Job for Daughters to Have - Emergent or Lateral				Total
	Not Applicable	No Idea	Emergent Role in Relation to Mother	Lateral Role in Relation to Mother	
Frobisher Bay (TV)	18(13.8)	65(49.6)	40(30.5)	8(6.1)	131 (100%)
Fort Chimo	21(25.0)	54(64.3)	3(3.6)	6(7.1)	84 (100%)

$$df = 3 \quad \chi^2 = 24.26 \quad p < .01$$

Respondents in the community without television were less inclined to put forward ideas about the career directions for their sons (Tables 4 and 5).

TABLE 4

Location	Most Interesting Job for Sons to Have - Local Identity			Total
	No Response	Not Applicable	Local Community Identity	
Frobisher Bay (TV)	63(48.1)	21(16.0)	47(35.9)	131 (100%)
Fort Chimo	60(71.4)	15(17.9)	9(10.7)	84 (100%)

$$df = 2 \quad \chi^2 = 17.42 \quad p < .01$$

TABLE 5

Location	Most Interesting Job for Sons to Have Vertical or Lateral Mobility				Total
	Not Applicable	No Idea (Anything they can or want to do)	Lateral Mobility (No change from head of household)	Vertical Mobility from head's present role perception	
Frobisher Bay (TV)	21(16.0)	63(48.1)	34(26.0)	13(9.9)	131 (100%)
Fort Chimo	15(17.9)	60(71.4)	6(7.1)	3(3.6)	84 (100%)

$$df = 3 \quad \chi^2 = 17.48 \quad p < .01$$

In Frobisher Bay the disparity between Eskimo people and others was considered most noticeable in culture and language. But respondents in Fort Chimo stated that the Eskimo's ability to adapt to local environment distinguished the Inuit from non-indigenous people (Table 6).

TABLE 6

Location	Difference of Eskimo People from Others.							Total
	No Response - Don't Know	No Diff- erence	Language Differ- ence	Cultural Differ- ence	Eskimo Adapt- ability to En- viron- ment	Suscept- ibility to Dom- inance by White Man	Better Inter- Personal & Commu- nity Rela- tionships	
Frobisher Bay	23(17.6)	14(10.7)	26(19.9)	40(30.5)	7(5.3)	16(12.2)	5(3.8)	131 (100%)
Fort Chimo	5(6.0)	14(16.6)	9(10.7)	15(17.9)	31(36.9)	5(6.0)	5(0.0)	84 (100%)

$$df = 6 \quad \chi^2 = 43.91 \quad p < .01$$

Language was identified by respondents in the TV community as representing the greatest difference between Eskimo and other Canadians and may be related to the exclusive use of English in the television service. Cultural variance was hypothesized by the people of the television community as representing the distinction between races. It would seem that the north American culture typified in television programs of drama and variety in all of its expressions, tended to reinforce the feeling of isolation of the arctic culture from that depicted in television programs (Appendix C).

Exposure to the customs and folkways of other countries might explain the increased desire for change or travel expressed by the television sampling (Table 7).

TABLE 7

Location	Travel Preferences				Total
	No Response - Don't know	No Place - Prefer Home	Localized Arctic Travel	Anywhere "Outside" Down South	
Frobisher Bay (TV)	16(12.1)	18(13.7)	72(55.0)	25(19.2)	131 (100%)
Fort Chimo	2(2.4)	21(25.0)	50(59.5)	11(13.1)	84 (100%)

$$df = 3 \quad \chi^2 = 10.7 \quad p < .02$$

The desire for travel may be compared with a question about the level of satisfaction in conditions, which pointed to an increasing dissatisfaction and disaffection for the way things were at the time of the study. These were found to be less satisfying in the television community than in the community which had not experienced television service. There was greater contentment, or apathy, with existing conditions in the non-television community. More respondents in Frobisher Bay sought change than those who wished for change in Fort Chimo. A further comparison of general contentment at Fort Chimo (76.2%) contrasted with the number respondents of Frobisher Bay (38.9%) who expressed satisfaction with their condition (Table 3).

TABLE 8

Location	Ways in Which Life Might be Changed if Opportunity Presented				Total
	No Response - Don't Know	No Wish for Change	Unspecified Change Desired	Change Desired	
Frobisher Bay (TV)	31(23.7)	51(38.9)	10(7.6)	39(29.8)	131 (100%)
Fort Chimo	3(3.6)	64(76.2)	9(10.7)	8(9.5)	84 (100%)

$$df = 3 \quad X^2 = 36.5 \quad p < .01$$

If television relieves boredom, said to be one of the contributing factors in the excessive consumption of alcohol, television may also offer some relief from alcoholism, identified by both groups as the leading problem in the community (Table 9).

TABLE 9

Location	Leading Problem in Community						Total
	Not Applicable - No Response	Alcoholism	Economic Disparity Compared to Rest of Canada	Lack of Eskimo Initiative in Defining Solving Local Problems	Poor Housing	Forgetting Old Way of Life	
Frobisher Bay (TV)	20(15.3)	70(53.4)	3(2.3)	11(8.3)	17(13.0)	10(7.7)	131 (100%)
Fort Chimo	8(9.5)	34(40.5)	17(20.2)	2(2.4)	4(4.8)	19(22.6)	84 (100%)

$$df = 5 \quad \chi^2 = 35.92 \quad p < .01$$

The assumption that some relationship may be found between television and the rate of alcoholism led from the fact that television was the most significant communications change to have occurred in the North in 1972. Interestingly, while the number of alcohol related complaints increased during 1973, a corresponding decrease was noted in the number of detentions and charges (Table 10).

~~TABLE 10~~

Location	R.C.M.P. Detachment Report Liquor Detentions and Charges			
	Year	Complaints	Detentions	Charges
Frobisher Bay	1970	929	758(81.6)	154(17.8)
	1971	1,389	758(54.6)	143(10.2)
	1972	2,723	1,569(57.6)	228(8.3)
	1973	2,917	1,011(34.6)	206(7.0)

2. Information Gain Indices

There was no significant difference in knowledge about world affairs or national events attributable to or leading from exposure to English Frontier Television Service, but trends throughout the investigation suggested that a barely perceptible knowledge difference between groups was weighted positively in favour of the television community. More participants in the television community were able to identify

the number of provinces of Canada, the prime minister, the four main political parties in Canada and the leader of the opposition, than were those in the non-television community. Respondents in the TV community were also correct more often than their control group counterparts when evaluated on questions of general information (Tables 11, 12, 13 and 14).

TABLE 11

Location	Number of Provinces of Canada		Total
	Number Identified Correctly	Number Identified Incorrectly	
Frobisher Bay (TV)	12 (9.2%)	119 (90.8%)	131 (100%)
Fort Chimo	5 (6.0%)	79 (94.0%)	84 (100%)

TABLE 12

Location	Identification of the Prime Minister of Canada		Total
	Identified Correctly	Identified Incorrectly	
Frobisher Bay (TV)	49 (37.4)	82 (62.6)	131 (100%)
Fort Chimo	28 (33.3)	56 (66.17)	84 (100%)

TABLE 13

Location	Names of Four Main Political Parties in Canada				Total
	No Response -Dont Know	Identified Correctly			
		Two Parties	Three Parties	Four Parties	
Frobisher Bay (TV)	121(92.3)	4(3.1)	3(2.3)	3(2.3)	131 (100%)
Fort Chimo	82(97.6)	1(1.2)	1(1.2)	0(0.0)	84 (100%)

TABLE 14

Location	Identification of the Capital City of Canada		Total
	Identified Correctly	Identified Incorrectly	
Frobisher Bay (TV)	44(33.6)	87(66.4)	131 (100%)
Fort Chimo	27(32.1)	57(67.9)	84 (100%)

3. Information Attitude Indices

In the non-television community, respondents were inclined to identify as national or international, the problems of an essentially local nature. Respondents in the television

community were significantly more able to make the distinction between international, national and community problems (Table 15).

TABLE 15

Location	Main Problems in the World Today				Total
	No Response- Don't Know	Feel Un- qualified to Answer	Local Pro- blems Enumer- ated	Internat- ional Problems Enumer- ated	
Frobisher Bay (TV)	53(40.4)	15(11.4)	17(13.0)	46(35.2)	131 (100%)
Fort Chimo	30(35.7)	25(29.8)	10(11.9) 6	19(22.6)	84 (100%)

$$df = 3 \quad \chi^2 = 12.17 \quad p < .01$$

and more able to propose solutions to them (Table 16)

TABLE 16

Location	Able to Propose Solutions to International Problems			Total
	No Response	Not Applic- able	Able to Pro- pose Solu- tions	
Frobisher Bay (TV)	20(15.3)	86(65.5)	25(19.1)	131 (100%)
Fort Chimo	16(19.0)	65(77.4)	3(3.6)	84 (100%)

$$df = 2 \quad \chi^2 = 10.90 \quad p < .01$$

The Television Community participants were slightly less able to enumerate national problems and either significantly more aware of the distinction between local and national problems or not as interested in them (Table 17).

TABLE 17

Location	Main Problems in Canada at Present			Total
	No Response Don't Know	Only Local Problems Enumerated	National Problems Enumerated	
Frobisher Bay (TV)	78(59.5)	34(26.0)	19(14.5)	131 (100%)
Fort Chimo	19(22.6)	46(54.8)	19(22.6)	84 (100%)

$$df = 2 \quad \chi^2 = 28.79 \quad p < .01$$

4. Information Source Impact Indices

Radio had a consistently high rating in a four point scale which ranged from No Useful Information to Much Useful Information. Both communities identified CBC radio programming as the Most Useful source of information followed by church and family (Table 18).

TABLE 18

Information Source - Importance Means

Rank Order Comparison of Most Important Sources According to
Scale Rating Means

Source	Frobisher Bay (N=131)		Fort Chimo (N=84)	
	Mean	Rank Order	Mean	Rank Order
Radio	3.702	1	3.643	1
Church	3.122	2	3.119	2
Family	2.695	3	3.083	3
Store	2.595	4	1.929	8
Neighbours	2.580	5	2.524	6
Television	2.550	6	0.000	10
Press	2.542	7	1.397	9
Govt. Worker	2.374	8	2.417	7
Meetings	2.366	9	2.796	4
Teachers	2.282	10	2.750	5

It should be noted that research took place one year after the advent of Frontier Television Service. Because of a requirement that programming on television be suitable on a delayed basis of three weeks, the service contained few programs of immediate news information. Programs considered leading and favorite as a source of information were identified as broadcasts in the Eskimo language and these could only be

found on radio.

If one were to judge only by the level of knowledge shown by respondents questioned about current affairs in Canada, CBC Eskimo language news and information programming on radio has not been effective. The indigenous people remained totally unaware of the Canadian political system and of national or world affairs after more than ten years radio broadcast service in the north. Perhaps most disturbing for CBC northern radio broadcasters is their nomination by the Eskimo respondents as that source of information most useful in helping them respond to questions based on a simple primer of current events. One student interviewer, appalled by the lack of current events knowledge by heads of households resolved to develop a dictionary of 'outside' events and concepts. The study focussed only on heads of households who had not had the learning advantages available to their children through various initiatives in education.

CHAPTER 4

Conclusion and Discussion

Based upon the generated results, the following conclusions are tentatively advanced:

1) The most striking differences in the study were expressed in social impact. Television respondents were more able to propose vertical mobility in employment aspirations for sons and daughters. They were also more national than local in travel orientation.

2) Television does not appear to have made an appreciable difference in the gain of information about national issues.

3) Television respondents were more able to enumerate international problems and propose solutions to them.

4) Both communities identified radio as the most useful source of information primarily because of its Eskimo language program service.

Academic investigative work faces traditional limitations. The researcher is usually limited to statements which are statistically significant. There is little opportunity for subjective reaction to the experience, especially the experience of others. Various incisive but statistically unsupported points of view shone forth from the questionnaires glimpsed only in translation. One of the many comments offered by the respondents on the question of primary language

in Canada was the suggestion that the " ... main language is money; that's all that most people talk about!"

When asked about the career aspirations for his children, one exasperated parent replied "My (middle aged) sons don't want to do anything but sit around and be fed". Respondents in the television community had no impractical ideas about the kind of work they would like to do, if they had the opportunity. There were no TV-inspired flights of fancy, but a realistic appraisal of immediate needs, expressed most often as the need of "steady work", any form of regular employment as opposed to only seasonal construction work.

An unhappy trend in the investigation suggested that many participants felt their opinions were valueless. When asked to think of a main problem in the world, or in the community, and suggest some way it might be solved, respondents would occasionally say, "I am not important enough to have an opinion on such things". In reflecting about the difference in life between the northern people and others, a few stated they considered themselves to be second to others in many things and added that they felt this way because white people never greet them or notice them. For some, the most noteworthy event of the year was simply "being well".

Factors other than television may have contributed to the observable changes in response between the sampling populations of Frobisher Bay and Fort Chimo. Frobisher Bay, exposed to

a non-Eskimo culture for a considerably longer time than Fort Chimo, was the site of earlier American and Canadian military installations, whereas Fort Chimo had a relatively stable, even uneventful history in terms of the numbers of non-indigenous persons in the community. Frobisher Bay was close to evenly divided in the number of non-Eskimo heads of households, while Fort Chimo was predominantly Eskimo.

Differences between the two on questions of culture, knowledge of world conditions and attitudes might be attributable to the proximity of the non-native culture and not necessarily to television service. But the close similarity in demographic indices and primary language of experimental and control groups suggests that the proximity of non-indigenous persons had not led to social integration but the continued isolation of two linguistic and cultural forces. It is postulated that continued research into the impact of television which has since become a full stream of live and in colour service for nineteen hours a day will lead to a heightened awareness of global issues and increase in the English language fluency with a proportionate reduction in the use of the original language of the Inuit. The indigenous people of the north may also be greatly enriched by a widened area of significant meanings through visual forms of 'knowing' to which most Canadians have been exposed for over two decades.

Appendix A

The Questionnaire

QUESTIONNAIRE FOR ESKIMO HEAD OF HOUSEHOLD

WE WOULD LIKE TO HAVE YOUR OPINION ON SOME QUESTIONS WHICH WE THINK WILL BE INTERESTING TO YOU. THERE ARE NO RIGHT OR WRONG ANSWERS TO THESE QUESTIONS. RATHER, WHAT YOU THINK ARE THE RIGHT ANSWERS IS IMPORTANT. YOUR NAME WILL NOT BE USED IN ANY WAY AND ALL ANSWERS YOU GIVE WILL BE HELD IN CONFIDENCE. PLEASE TRY TO ANSWER ALL QUESTIONS AS COMPLETELY AS YOU CAN.

I.

- a. - Community _____
- b. Name of head of household _____
- c. How many children do you have? _____
Number of boys _____ Ages _____
Number of girls _____ Ages _____
- d. What is your main source of income? _____
- e. Do you have any other sources of income? (Specify)

- f. What is your approximate age? _____
- g. How many years did you go to school? _____
- h. What languages do you speak? _____
- i. What languages do you understand? _____
- j. Have you ever been outside? _____ : When _____
Where? _____

II. WE WOULD NOW LIKE TO ASK YOU SOME QUESTIONS ABOUT YOUR COMMUNITY AND THE TYPES OF ACTIVITIES YOU ENGAGE IN.

- a. What do you usually do during the day? _____

- b. Do you like to go hunting and fishing? _____
- c. How much time do you spend in hunting and fishing? (Specify in terms of hours per day or days in the week)

- d. Do you like to go out trapping? _____

e. How much time do you spend trapping? (Specify in terms of hours per day or days per week) _____

f. What is your main food source? (Check one of two choices below after specifying these to respondent).

Caught fish and meats _____

Store foods _____

g. How many times a week do you visit (Specify number of times)? _____

h. How many times a week do you receive visits (Number of times)? _____

i. What do you think weould be the most interesting job for you to have? _____

j. What do you think would be the most interesting job for your children to have? (Specify in terms of sons and daughters below)

Sons _____

Daughters _____

k. In what ways do you think the Eskimo people are different from other people? _____

l. How would you rate your way of like with the life of other people in Canada? _____

m. If there were some ways in which you could change the way you live, what would these be? _____

n. What places would you most like to travel to? _____

III. IN THIS SECTION WE WOULD LIKE TO FIND OUT SOME OF THE THINGS THAT YOU MIGHT KNOW ABOUT IN CANADA AND IN THE REST OF THE WORLD.

a. Who is the most important person that you can think of? _____

b. What is the most important event that you can think of during the past year? _____

c. Who do you think is the Prime Minister of Canada? _____

- d. How many provinces do you think there are Canada? _____
- e. How many can you name? (Write down names supplied by respondent) _____
- f. What do you think are the names of the four main political parties in Canada? (Write down names) _____
- g. Do you know who is the leader of the party in opposition? (Write down name if respondent answers) _____
- h. Did you vote during the last federal election? _____
- i. How did you find out that an election was going to be held? (Specify one main Source) _____
- j. What is the name of the capital city of Canada? _____
- k. What do you think are the two main languages in Canada? _____

IV. WE WOULD NOW LIKE TO FIND OUT ABOUT HOW YOU FEEL TOWARD THINGS WHICH ARE GOING ON IN THE WORLD TODAY.

- a. What do you think are the main problems in the world today? _____
- b. Are there any other problems that you can think of? (Ask only if the above question has been answered) _____
- c. Do you think that it is possible to solve these problems? (Ask only if above questions have been answered) _____
- d. What do you think is the best way to solve these problems? (Ask only if above questions have been answered) _____
- e. Can you name any countries where fighting or wars are going on at present? (Write down names if respondent can supply any) _____
- f. What do you think are the main problems in Canada at present? _____
- g. What do you think are the main problems in your own community at present? _____
- h. What do you think is the best way to solve these problems? (Ask only if respondent answers either the question on Canada, his community or both) _____

V. IN FINDING OUT ABOUT THESE THINGS, THERE ARE MANY SOURCES OF INFORMATION IN YOUR COMMUNITY SUCH AS TEACHERS, RADIO, THE CHURCH, YOUR NEIGHBOURS, YOUR FAMILY. TELEVISION, MEETINGS, THE STORE, GOVERNMENT WORKERS AND NEWSPAPERS. WE WOULD NOW LIKE YOU TO THINK ABOUT HOW USEFUL EACH OF THESE SOURCES HAS BEEN IN ANSWERING THE QUESTIONS WE HAVE ASKED YOU.

WOULD YOU SAY THAT _____ HAVE PROVIDED: TO INTERVIEWERS:
USE THIS FORMAT FOR EACH SOURCE LISTED BELOW AND PUT A CHECK IN THE SPACE THAT BEST DESCRIBES HOW USEFUL EACH SOURCE HAS BEEN IN ANSWERING THE QUESTIONS)

	No Useful Information	Little Useful Information	Some Useful Information	Much Use- ful In- formation
Neighbours ...	_____	_____	_____	_____
Radio	_____	_____	_____	_____
Family	_____	_____	_____	_____
Church	_____	_____	_____	_____
Newspapers ...	_____	_____	_____	_____
Teacher(s) ...	_____	_____	_____	_____
Government ...	_____	_____	_____	_____
Worker	_____	_____	_____	_____
Television....	_____	_____	_____	_____
Store	_____	_____	_____	_____
Meetings	_____	_____	_____	_____
Other Sources .	_____	_____	_____	_____

(Be sure these are Specified)

BE SURE TO PUT ONE CHECK IN THE APPROPRIATE PLACE FOR EACH SOURCE LISTED ON THE LEFT

a. From which source have you received the most useful information in answering these questions? (Specify one main source) _____

b. From which source have you received the least useful information in answering these questions? (Specify one source) _____

VI. WE WOULD LIKE TO KNOW SOMETHING ABOUT THE THINGS YOU LIKE TO LISTEN TO ON THE RADIO AND WATCH ON TELEVISION.

a. Do you have a radio in your house? _____

b. How often do you listen to the radio (number of hours) every day? _____

c. What kinds of radio programmes do you like to listen to? _____

d. Please name your favourite programme. _____

e. How often do you go to see a show? (Number of times per week) _____

f. What is your favourite kind of show? _____

g. Do you read any newspapers? _____ (If Yes, Ask) Which One(s) _____

How often? (Daily or Weekly?) _____

h. Do you spend any time reading books or the bible during the day or evening? _____

(Find out whether the reading is from books, the bible or both) Books _____; Bible _____; Both _____

i. How much time do you spend reading (hours per day)? (Ask only if they have answered something in the above question and relate the time accordingly).
Books _____ Bible _____

j. Do you own a television set? _____

k. How many hours of television do you watch every day? (Try to get approximate figure here) _____

l. What kinds of television programmes do you like to watch? _____

m. What are your three most favourite television programmes?

First _____ Second _____ Third _____
Choice _____; Choice _____; Choice _____

n. Which three television programmes do you like the least? _____

o. Do you like to watch the commercials? _____

If YES, Why? _____

If NO, Why Not? _____

p. What are your three favourite commercials? _____

q. What three commercials do you like the least? _____

r. If a television programme were to be made about your community to be shown only in your community, what do you

think it should be about? _____

s. If a television programme were to be made about your community to be shown to the rest of Canada, what do you think it should be about? _____

t. What do you think should be the main language of television in the North? _____

INTERVIEWER: PLEASE THANK THE RESPONDENT VERY MUCH FOR HIS COOPERATION IN PARTICIPATING IN THE SURVEY. ASSURE HIM AGAIN THAT HIS NAME WILL NOT BE USED IN ANY WAY AND THAT ALL RESPONSES WILL BE HELD CONFIDENTIAL. PRESENT THE ANIK 1 PIN AS A SMALL TOKEN OF APPRECIATION.

Appendix B

The Code Book

CODE BOOK AND MARGINAL RESPONSE FREQUENCIES: PRE-TEST - FORT CHIMOCARD NO. 1MARGINAL
FREQUENCIES

Cols. 1 - 5 Subject Identification

Col. 6 SEX

1 - Male	65(77.4)
2 - Female	19(22.6)

Cols. 7 - 21 DEMOGRAPHIC INDICES

Col. 7 How Many Children Do You Have?

0 - No Response	0(0.0)
1 - No Children	7(8.3)
2 - One Child	10(11.9)
3 - Two Children	10(11.9)
4 - Three "	12(14.3)
5 - Four "	14(16.8)
6 - Five "	7(8.3)
7 - Six "	10(11.9)
8 - Seven "	7(8.3)
9 - Eight Children or More	7(8.3)

Col. 8 How Many Children Do You Have (Number of Boys)?

0 - No Response/Not Applicable	7(8.3)
1 - No Boys	8(9.5)
2 - One Boy	22(26.2)
3 - Two Boys	19(22.7)
4 - Three "	16(19.0)
5 - Four "	9(10.7)
6 - Five "	1(1.2)
7 - Six "	1(1.2)
8 - Seven "	1(1.2)
9 - Eight Boys or More	0(0.0)

Col. 9 How Many Children Do You Have (Number of Girls)?

0 - No Response/Not Applicable	7(8.3)
1 - No Girls	14(16.6)
2 - One Girl	11(13.1)
3 - Two Girls	19(22.6)
4 - Three "	22(26.3)
5 - Four "	8(9.5)
6 - Five "	1(1.2)
7 - Six "	0(0.0)
8 - Seven "	1(1.2)
9 - Eight Girls or More	1(1.2)

Col. 10 Main Source of Income.

0 - No Response	0(0.0)
1 - Social Welfare	24(28.6)
2 - Other (i.e., Job in Community)	49(58.3)
3 - Old Age Pension	10(11.9)
4 - Widow's Pension	1(1.2)

Col. 11 Main Source of Income (Socio-Economic Level).

0 - No Response/Not Applicable	35(41.7)
1 - Professional	1(1.2)
2 - White Collar	2(2.4)
3 - Blue Collar (Includes Self Employed Such as Hunting Trapping, Fishing, Summer Camp Guide)	46(54.7)

MARGINAL
FREQUENCIES

Col. 12 Other Sources of Income.

0 - No Response/Not Applicable	0(0.0)
1 - No Other Sources of Income	56(66.7)
2 - Has Other Sources of Income	28(33.3)

Col. 13 Other Sources of Income.

0 - No Response	0(0.0)
1 - Not Applicable	56(66.7)
2 - Traditional Occupations(Fishing, Trapping, Carving)	10(11.9)
3 - Casual Jobs in Community	5(6.0)
4 - Eskimo (Innu) Association Positions	2(2.4)
5 - Welfare Assistance (When Out of Job)	11(13.0)

Col. 14 Approximate Age.

0 - No Response	0(0.0)
1 - Less Than 20	0(0.0)
2 - 20 to 30	9(10.7)
3 - 31 to 40	22(26.2)
4 - 41 to 50	17(20.2)
5 - 51 to 60	16(19.0)
6 - 61 to 70	16(19.0)
7 - 71 and Over	4(4.9)

Col. 15 Years of Education

0 - No Education (Formal)	74(88.1)
1 - One to Four Years	5(6.0)
2 - Four to Seven Years	3(3.5)
3 - Completion of Primary Grades	1(1.2)
4 - Some High School	0(0.0)
5 - Completion of High School	1(1.2)
6 - Some University	0(0.0)
7 - Completion of First University Degree	0(0.0)
8 - Completion of Post Graduate Degree	0(0.0)

Col. 16 Languages Spoken

0 - No Response	0(0.0)
1 - Eskimo Only	61(72.6)
2 - Eskimo and English	20(23.8)
3 - Eskimo and French	1(1.2)
4 - Eskimo, English and French	0(0.0)
5 - Eskimo and Local Indian Dialect	2(2.4)

Col. 17 Languages Understood

0 - No Response	0(0.0)
1 - Eskimo Only	54(64.3)
2 - Eskimo and English	28(33.3)
3 - Eskimo and French	0(0.0)
4 - Eskimo, English and French	0(0.0)
5 - Eskimo and Local Indian Dialect	2(2.4)
6 - Eskimo, English and Local Indian Dialect	0(0.0)
7 - Eskimo, French and Local Indian Dialect	0(0.0)
8 - Eskimo, English, French and Local Indian Dialect	0(0.0)

Col. 18 Have You Ever Been Outside?

0 - No Response	0(0.0)
1 - Yes	56(66.7)
2 - No	28(33.3)

Col. 19 Outside Travel (When).

0 - No Response	0(0.0)
1 - Not Applicable	28(33.3)
2 - Within Last Two Years	8(9.5)
3 - Within Last Four Years	2(2.4)
4 - Within Last Six Years	4(4.8)
5 - Within Last Eight Years	5(6.0)
6 - Ten Years or More	37(44.0)

Col. 20 Outside Travel (Where).

0 - No Response	0(0.0)
1 - Not Applicable	28(33.3)
2 - Hospital Only	46(54.8)
3 - Other Places	10(11.9)

Col. 21 Outside Travel (Places Other Than Hospital)

0 - Not Applicable	74(88.1)
1 - Western Provinces (Man, Sask, Alta, B.C.)	2(2.4)
2 - Central Provinces (Ontario, Quebec)	5(6.0)
3 - Atlantic Provinces (N.B., N.S., P.E.I., Nfld)	1(1.2)
4 - Outside Canada	0(0.0)
5 - Across Canada	2(2.3)

Cols. 22 - 45 SOCIAL IMPACT INDICES

Col. 22 What Do You Usually Do During The Day?

0 - No Response	0(0.0)
1 - Stay Home	15(17.8)
2 - Do Nothing	1(1.2)
3 - Go To Work	49(58.3)
4 - Visit	5(6.0)
5 - Watch TV	0(0.0)
6 - Go Hunting, Fishing or Carve	14(16.7)
7 - Hang Around The Store	0(0.0)

Col. 23 Do You Like To Go Hunting and Fishing?

0 - No Response.	0(0.0)
1 - Yes	82(97.6)
2 - No	2(2.4)

Col. 24 Time Spent Hunting and Fishing

0 - No Response	0(0.0)
1 - Not Applicable	2(2.4)
2 - Unable To	14(16.7)
3 - No Time	4(4.8)
4 - Weekends Only	29(34.4)
5 - Full Time in Seasons	0(0.0)
6 - When Food Required	21(25.0)
7 - Spare Time and Evenings in Season	14(16.7)

Col. 25 Do You Like to Go Out Trapping?

0 - No Response	0(0.0)
1 - Yes	57(67.9)
2 - No	27(32.1)

Col. 26 Time Spent Trapping

0 - No Response	0(0.0)
2 - Unable To	16(19.1)
3 - No Time	32(38.1)
4 - Weekends in Season	17(20.2)
5 - Full Time in Season	9(10.7)
6 - Sparetime and Evenings in Season	10(11.9)

MARGINAL
FREQUENCIES

Col. 27 Main Food Source

0 - No Response	0(0.0)
1 - Caught Fish and Game	41(48.8)
2 - Store Foods	9(10.7)
3 - No Discrimination (Both Items Mentioned)	34(40.5)

Col. 28 Visiting Rate (Number of Times Per Week)

0 - No Response	0(0.0)
1 - Don't Visit	0(0.0)
2 - Occasionally (Or Any Time)	54(64.3)
3 - One to Two Times	6(7.1)
4 - Two to Three Times	3(3.6)
5 - Three to Four Times	5(6.0)
6 - Four to Five Times	7(8.3)
7 - Five to Six Times	0(0.0)
8 - Six to Seven Times	7(8.3)
9 - Seven or More Times	2(2.4)

Col. 29 Receive Visits (Number of Times Per Week)

0 - No Response	0(0.0)
1 - No Visitors Received	0(0.0)
2 - Occasionally (Or Any Time)	57(67.8)
3 - One to Two Times	5(6.0)
4 - Two to Three Times	4(4.7)
5 - Three to Four Times	5(6.0)
6 - Four to Five Times	7(8.3)
7 - Five to Six Times	0(0.0)
8 - Six to Seven Times	5(6.0)
9 - Seven or More Times	1(1.2)

Col. 30 Most Interesting Job for Respondent to Have

0 - No Response	0(0.0)
1 - No Change from Present Role Expectation	28(33.3)
2 - No Idea	27(32.2)
3 - Lateral Mobility Orientation	25(29.7)
4 - Vertical Mobility Orientation	4(4.8)

Col. 31 Most Interesting Job for Respondent to Have

1 - Not Applicable	27(32.2)
2 - Indiscriminate Full Time Work vs. Social Welfare	52(61.8)
3 - Social Welfare vs. Indiscriminate Full Time Work	5(6.0)

Col. 32 Most Interesting Job for Respondent to Have

1 - Not Applicable	27(32.2)
2 - Local Community Identity	53(61.8)
3 - National Community Identity	4(4.8)

Col. 33 Most Interesting Job For Children to Have (Sons)

0 - No Response	0(0.0)
1 - Not Applicable	15(17.9)
2 - No Idea (Anything They Can or Want to Do; Anything Decent or Respectable)	60(71.4)
3 - Lateral Mobility (No Change) from Head of Household's Present Role Perception	6(7.1)
4 - Vertical Mobility from Head of Household's Present Role Perception	3(3.6)

MARGINAL
FREQUENCIES

Col. 34 Most Interesting Job for Children to Have (Sons)

0 - No Response	60(71.4)
1 - Not Applicable	15(17.9)
2 - Local Community Identity	9(10.7)
3 - National Community Identity	0(0.0)

Col. 35 Most Interesting Job for Children to Have (Sons)

0 - No Response	60(71.4)
1 - Not Applicable	15(17.9)
2 - Subordinate vs. Equivalent Role in Native/White Relationship	5(6.0)
3 - Equivalent vs. Subordinate Role in Native/White Relationship	4(4.7)

Col. 36 Most Interesting Job For Children to Have (Daughters)

0 - No Response	0(0.0)
1 - Not Applicable	21(25.0)
2 - No Idea (Anything They Can or Want to Do)	54(64.3)
3 - Traditional Role (Mother, Housewife)	0(0.0)
4 - Emergent Role in Relation to Mother	3(3.6)
5 - Lateral Role in Relation to Mother	6(7.1)

Col. 37 Most Interesting Job for Children to Have (Daughters)

0 - No Response	54(64.3)
1 - Not Applicable	21(25.0)
2 - Emergent Equivalent Role in Native/White Relationship	2(2.4)
3 - Traditional Subordinate Role in Native/White Relationship	7(8.3)

Col. 38 Most Interesting Job For Children to Have (Daughters)

0 - No Response	54(64.3)
1 - Not Applicable	21(25.0)
2 - Local Community Identity	8(9.5)
3 - National Community Identity	1(1.2)

Col. 39 Difference of Eskimo People From Other People

0 - No Response/Don't Know	5(6.0)
1 - No Difference	14(16.7)
2 - Difference in Race	2(2.4)
3 - " " Language	7(8.3)
4 - " " Culture	15(17.9)
5 - " " Adaptability to Environment	31(36.9)
6 - Susceptibility to Dominance by White Man	3(3.6)
7 - Better Interpersonal and Community Relationships	4(4.8)
8 - Living Conditions (Poorer)	2(2.4)
9 - Eskimos More Honest and Sincere in Endeavours	1(1.2)

Col. 40 Rating of Eskimo Way of Life With Other People In Canada

0 - No Response/Don't Know	9(10.7)
1 - No Difference	21(25.0)
2 - Better Than Other People in Canada	4(4.8)
3 - Worse Than Other People in Canada	3(3.5)
4 - Different but No Value Attached	47(56.0)

Col. 41 Rating of Eskimo Way of Life (Reasons for Better Than Other People in Canada)

0 - No Response	4(4.8)
1 - Not Applicable	76(90.4)
2 - Less Pollution	0(0.0)
3 - Less Violence	0(0.0)
4 - Less Overall Problems	0(0.0)
5 - Attitude Toward Life	4(4.8)

MARGINAL
FREQUENCIES

Col. 42 Rating of Eskimo Way of Life (Reasons for Worse Than Other People in Canada).

0 - Not Applicable	81(96.5)
1 - Poorer Living Conditions	0(0.0)
2 - Opportunity for Employment Less	0(0.0)
3 - Must Depend on Welfare	0(0.0)
4 - Alcoholism in Community	0(0.0)
5 - Sickness in Community	0(0.0)
6 - Dependence on White Man	4(3.5)

Col. 43 Ways in Which Life Might be Changed in Opportunity Presented.

0 - No Response/Don't Know	3(3.6)
1 - No Wish for Change Desired	64(76.2)
2 - Change Desired But Not Specified	9(10.7)
3 - Change Desired	8(9.5)

Col. 44 Ways in Which Life Might Be Changed (Change Desired).

1 - Not Applicable	76(90.5)
2 - Better Living Conditions	2(2.4)
3 - More Employment Opportunities	0(0.0)
4 - Reduction of Alcoholism	0(0.0)
5 - Reduction of Sickness in Community	0(0.0)
6 - Return to Traditional Ways	4(4.8)
7 - Assertion of Native Rights	2(2.4)
8 - Increase Travel Opportunities	0(0.0)
9 - Elimination of Language Barriers	0(0.0)

Col. 45 What Places Would You Most Like To Travel To?

0 - No Response/Don't Know	1(1.2)
1 - No Place - Prefer to Remain at Home	21(25.0)
2 - Localized Arctic Travel (Other Northern Eskimo Communities)	50(59.5)
3 - Quebec or Ontario	8(9.5)
4 - Western Provinces	0(0.0)
5 - Atlantic Provinces	0(0.0)
6 - Outside of Canada to USA	0(0.0)
7 - Outside of North America (e.g., Europe)	0(0.0)
8 - Anywhere Down South	3(3.6)
9 - Unspecified	1(1.2)

Cols. 46 - 65 INFORMATION GAIN INDICES

Col. 46 Who Is The Most Important Person You Can Think Of?

0 - No Response/Don't Know/No One	32(38.1)
1 - Family Member(s)	15(17.9)
2 - Local Political Leader(s)	0(0.0)
3 - Local Religious Leader(s)	2(2.4)
4 - Local Government Figure(s)	1(1.2)
5 - Local Eskimo Power Group Member(s)	12(14.3)
6 - National Leaders	9(10.7)
7 - International Leaders	10(11.8)
8 - TV Celebrities	0(0.0)
9 - Someone Helpful to Others in Need(<u>God</u> Often Mentioned)	3(3.6)

Col. 47 Local Government, Political And/Or Religious Figures Identified As Most Important Person

0 - No Response/No Specific Person Mentioned	13(15.5)
1 - Not Applicable	69(82.1)
2 - Bishop of The Arctic	2(2.4)

MARGINAL
FREQUENCIES

Col. 48 Perceived Most Important Event During Past Year

0 - No Response/Nothing N.B. Happened	41(48.8)
1 - Local Festival Event	0(0.0)
2 - Christmas/New Years	3(3.6)
3 - Personal Event (Employment, Marital, Birth, Death, Hunting Expedition)	18(21.4)
4 - Enjoyed Good Health	4(4.8)
5 - James Bay Injunction	17(20.2)
6 - Television Coming to Community	0(0.0)
7 - International Event	0(0.0)
8 - Visit of Political Leader	0(0.0)
9 - Visit to Another Community	1(1.2)

Col. 49 Identification of Prime Minister of Canada

1 - Identified Correctly	28(33.3)
2 - Identified Incorrectly	56(66.7)

Col. 50 People Identified As Prime Minister of Canada (If Incorrect)

0 - No Response/Don't Know	56(66.7)
1 - Not Applicable	28(33.3)

Col. 51 Identification of Number of Provinces in Canada

1 - Number Identified Correctly	5(6.0)
2 - Number Identified Incorrectly	79(94.0)

Col. 52 Identification of Number of Provinces in Canada

0 - No Response/Don't Know	61(72.6)
1 - One Province Identified Correctly (Quebec)	13(15.4)
2 - Two Provinces Identified Correctly	3(3.6)
3 - Three " " "	1(1.2)
4 - Four " " "	1(1.2)
5 - Five " " "	0(0.0)
6 - Six " " "	0(0.0)
7 - Seven " " "	0(0.0)
8 - Eight " " "	0(0.0)
9 - Nine or More Provinces Identified Correctly	5(6.0)

Col. 53 Names of Four Main Political Parties in Canada.

1 - Parties Identified Correctly	0(0.0)
2 - Parties Identified Incorrectly	84(100)

Col. 54 Names of Four Political Parties in Canada.

0 - No Response/Don't Know	82(97.6)
1 - One Party Identified Correctly	0(0.0)
2 - Two Parties Identified Correctly	1(1.2)
3 - Three " " "	1(1.2)
4 - Four Parties Identified Correctly	0(0.0)

MARGINAL
FREQUENCIES

Col. 55 Names of Political Parties in Canada (Parties Identified Correctly).

0 - No Response	82(97.6)
1 - Not Applicable	0(0.0)
2 - Liberal Party Only	0(0.0)
3 - Conservative Party Only	0(0.0)
4 - N.D.P. Party Only	0(0.0)
5 - Social Credit Party Only	0(0.0)
6 - Liberal and Conservative	1(1.2)
7 - Liberal and N.D.P.	0(0.0)
8 - Liberal and Social Credit	0(0.0)
9 - Liberal, Conservative and N.D.P.	1(1.2)

Col. 56 Names of Political Parties in Canada (Parties Identified Correctly).

0 - No Response	82(97.6)
1 - Not Applicable	2(2.4)
2 - Liberal, Conservative and Social Credit	0(0.0)
3 - Liberal, Conservative, N.D.P. and Social Credit	0(0.0)
4 - Conservative and N.D.P.	0(0.0)
5 - Conservative and Social Credit	0(0.0)
6 - Conservative, N.D.P. and Social Credit	0(0.0)
7 - N.D.P. and Social Credit	0(0.0)
8 - Liberal, Social Credit and N.D.P.	0(0.0)
9 - Social Credit and N.D.P.	0(0.0)

Col. 57 Identification of Leader of Party in Opposition.

1 - Leader Identified Correctly	2(2.4)
2 - Leader Identified Incorrectly	82(97.6)

Col. 58 Identification of Leader of Party in Opposition (If Above Response Incorrect).

0 - No Response/Don't Know	82(97.6)
1 - Not Applicable	2(2.4)

Col. 59 Did You Vote During the Last Federal Election?

0 - No Response	0(0.0)
1 - Yes	61(72.6)
2 - No	21(27.4)

Col. 60 Main Source for Finding Out That Election Was Going to Be Held.

1 - Not Applicable	14(16.7)
2 - Don't Know/Can't Remember	10(11.8)
3 - Neighbours	22(26.2)
4 - Radio	36(42.9)
5 - Family	0(0.0)
6 - Church	1(1.2)
7 - Newspaper(s)	0(0.0)
8 - Teacher(s)	0(0.0)
9 - Government Worker	1(1.2)

Col. 61 Main Source for Finding Out That Election Was Going to Be Held.

0 - No Response	10(11.9)
1 - Not Applicable	60(71.5)
2 - Television	0(0.0)
3 - Store	0(0.0)
4 - Meetings	7(8.3)
5 - Outside People(Outside of Community)	0(0.0)
6 - Political Pamphlets	7(8.3)

MARGINAL
FREQUENCIES

Col. 62 Identification of Capital City in Canada	
1 - Identified Correctly	27(32.1)
2 - Identified Incorrectly	57(67.9)
Col. 63 Names of Capital City Submitted (If <u>Incorrect</u> Above).	
0 - No Response/Don't Know	57(67.9)
1 - Not Applicable	27(32.1)
2 - Montreal	0(0.0)
3 - Toronto	0(0.0)
4 - New York	0(0.0)
5 - Halifax	0(0.0)
6 - Yellowknife	0(0.0)
Col. 64 Perception of Two Main Languages in Canada.	
1 - One Language Identified Correctly	59(70.2)
2 - Both Languages Identified Correctly	13(15.5)
3 - None of Languages Identified Correctly	12(14.3)
Col. 65 Two Main Languages in Canada (Perceptions Submitted).	
0 - No Response/Don't Know	7(8.3)
1 - French and English	13(15.5)
2 - Eskimo and English	54(64.3)
3 - Eskimo and French	2(2.4)
4 - Eskimo and Indian (Local Dialect)	4(4.8)
5 - English Only	3(3.5)
6 - French Only	0(0.0)
7 - Eskimo Only	1(1.2)
Cols. 66 - 78 <u>INFORMATION/ATTITUDE INDICES</u> (International, National, Regional)	
Col. 66 Main Problems in The World Today.	
0 - No Response/Don't Know	30(35.7)
1 - Feel Unqualified to Answer	25(29.8)
2 - Only Local Problems Enumerated	10(11.9)
3 - Only National Problems Enumerated	0(0.0)
4 - International Problems Enumerated	19(22.6)
Col. 67 Main Problems in World Today (International Problems Enumerated).	
0 - Not Applicable	65(77.4)
1 - War	13(15.4)
2 - Poverty	0(0.0)
3 - Racism	2(2.4)
4 - Language Barriers	0(0.0)
5 - Pollution	1(1.2)
6 - Labour Disputes	0(0.0)
7 - Cost of Living	1(1.2)
8 - Inequities in Brotherhood of Man (Lack of Cooperation)	2(2.4)
9 - Population	0(0.0)
Col. 68 PROBE - Any Other Problems?	
0 - No Response	18(21.4)
1 - Not Applicable	65(77.4)
2 - War	0(0.0)
3 - Poverty	0(0.0)
4 - Racism	0(0.0)
5 - Language Barriers	0(0.0)
6 - Pollution	0(0.0)
7 - Labour Disputes	0(0.0)
8 - Cost of Living	1(1.2)
9 - Inequities in Brotherhood of Man	0(0.0)

MARGINAL
FREQUENCIES

Col. 69 Best Way to Solve International Problems.

0 - No Response	16(19.0)
1 - Not Applicable	65(77.4)
2 - Stop Fighting (Wars)	0(0.0)
3 - Share Wealth (Eliminate Poverty)	3(3.6)
4 - Organize Collective Action	0(0.0)
5 - Cooperation	0(0.0)
6 - Action by Political Leaders	0(0.0)

Col. 70 Identification of Countries Where Fighting or Wars Going On.

0 - No Response/Don't Know	46(54.8)
1 - One Country Named	38(45.2)
2 - Two Countries Named	0(0.0)
3 - Three " "	0(0.0)
4 - Four " "	0(0.0)
5 - Five Countries Named	0(0.0)

Col. 71 Identification of Countries Where Fighting or Wars Going On.

0 - Not Applicable	46(54.8)
1 - Viet Nam	38(45.2)
2 - Cambodia	0(0.0)
3 - Laos	0(0.0)
4 - Ireland	0(0.0)
5 - Middle East	0(0.0)
6 - Viet Nam, Laos and Cambodia	0(0.0)
7 - Viet Nam, Middle East and Ireland	0(0.0)
8 - Viet Nam and Wounded Knee	0(0.0)
9 - Viet Nam and Ireland	0(0.0)

Col. 72 Main Problems in Canada at Present.

0 - No Response/Don't Know	19(22.6)
1 - Only Local Community Problems Identified	46(54.8)
2 - National Problems Identified	19(22.6)

Col. 73 Main Problems in Canada at Present(National Problems Identified)

0 - Not Applicable	65(77.4)
1 - Inflation	7(8.3)
2 - Unemployment	3(3.6)
3 - Cultural or Constitutional (e.g., English vs. French)	0(0.0)
4 - Immigration	0(0.0)
5 - Pollution	1(1.2)
6 - Racial Inequality	6(7.1)
7 - Housing	0(0.0)
8 - Moral Degeneration	0(0.0)
9 - Poor Communication Between North and South	2(2.4)

Col. 74 Main Problems in Community.

0 - No Response/Don't Know	8(9.5)
1 - Alcoholism	34(40.5)
2 - Unemployment	16(19.0)
3 - Economic Disparity(Compared to Rest of Canada)	1(1.2)
4 - Sickness	0(0.0)
5 - Litter and Garbage in Streets	0(0.0)
6 - Lack of Eskimo Initiative in Defining and Solving Local Problems	2(2.4)
7 - Poor Housing	4(4.8)
8 - Forgetting of Old Way of Life	4(4.8)
9 - Dominance of White Man - James Bay Project	15(17.8)

MARGINAL
FREQUENCIES

Col. 75 Main Problems in Community (If More Than One of Above Mentioned).

0 - No Response	67(79.7)
1 - Not Applicable	8(9.5)
2 - Alcoholism	2(2.4)
3 - Unemployment	3(3.6)
4 - Economic Disparity	0(0.0)
5 - Sickness	0(0.0)
6 - Litter and Garbage in Streets	0(0.0)
7 - Lack of Eskimo Initiative in Defining and Solving Local Problems	0(0.0)
8 - Poor Housing	0(0.0)
9 - Forgetting of Old Way of Life	4(4.8)

Col. 76 Best Way to Solve Problems in Canada.

0 - No Response/Don't Know	15(17.9)
1 - Not Applicable	65(77.3)
2 - Through Government Initiative	0(0.0)
3 - Demonstrations	0(0.0)
4 - Cooperation	3(3.6)
5 - Personal Initiative	1(1.2)

Col. 77 Best Way to Solve Problems in Community.

0 - No Response/Don't Know	29(34.5)
1 - Not Applicable	8(9.5)
2 - Through Government Initiative	11(13.2)
3 - Through Collective Native Initiative	9(10.7)
4 - Through Personal Initiative	1(1.2)
5 - Close Liquor Outlets	7(8.3)
6 - Education of Effects of Alcoholism	6(7.1)
7 - Preserving Traditional Ways of Life	3(3.6)
8 - Stop James Bay Project	10(11.9)

Col. 78 Best Way to Solve Problems in Community (If More Than One of Above Mentioned).

0 - No Response	68(81.0)
1 - Not Applicable	8(9.5)
2 - Through Government Initiative	0(0.0)
3 - Through Collective Native Initiative	0(0.0)
4 - Through Personal Initiative	1(1.2)
5 - Close Liquor Outlets	2(2.4)
6 - Education on Effects of Alcoholism	2(2.4)
7 - Preserving Traditional Ways of Life	3(3.5)
8 - Stop James Bay Project	0(0.0)

Cols. 79 - 80 CARD NUMBER (01)

MARGINAL
FREQUENCIES

CARD NO. 2

Cols. 1 - 5 Subject Identification

Cols. 6 - 20 INFORMATION SOURCE IMPACT INDICES

		<u>(Marginal Frequencies)</u>			
		NO USEFUL INFORMATION	LITTLE USEFUL INFORMATION	SOME USEFUL INFORMATION	MUCH USEFUL INFORMATION
		1	2	3	4
Col. 6	Neighbours	11 (13.1)	27 (32.2)	37 (44.0)	9 (10.7)
Col. 7	Radio	0 (0.0)	0 (0.0)	30 (35.7)	54 (64.3)
Col. 8	Family	2 (2.4)	5 (6.0)	61 (72.6)	16 (19.0)
Col. 9	Church	0 (0.0)	16 (19.0)	42 (50.0)	26 (31.0)
Col. 10	Newspapers	55 (65.5)	28 (33.3)	1 (1.2)	0 (0.0)
Col. 11	Teacher(s)	2 (2.4)	20 (23.8)	59 (70.2)	3 (3.6)
Col. 12	Government Worker(s)	10 (11.9)	36 (42.9)	31 (36.9)	7 (8.3)
Col. 13	Television	84 (100.0)	0 (0.0)	0 (0.0)	0 (0.0)
Col. 14	Store	13 (15.5)	65 (77.3)	5 (6.0)	1 (1.2)
Col. 15	Meetings	3 (3.6)	29 (34.5)	34 (40.5)	18 (21.4)
Col. 16	Other Sources (Outside People)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)

Col. 17 Source of Most Useful Information in Answering Questions.

0 - No Response	2(2.4)
1 - Not Applicable	20(23.8)
2 - Neighbours	3(3.6)
3 - Radio	45(53.6)
4 - Family	8(9.5)
5 - Church	6(7.1)
6 - Newspapers	0(0.0)
7 - Teacher(s)	0(0.0)
8 - Government Worker(s)	0(0.0)
9 - Television	0(0.0)

Col. 18 Source of Most Useful Information in Answering Questions.

0 - Not Applicable	64(76.2)
1 - Store	3(3.6)
2 - Meetings	17(20.2)
3 - Other Sources (Outside People)	0(0.0)

Col. 19 Source of Least Useful Information in Answering Questions.

0 - No Response	3(3.6)
1 - Not Applicable	10(11.9)
2 - Neighbours	7(8.3)
3 - Radio	0(0.0)
4 - Family	0(0.0)
5 - Church	0(0.0)
6 - Newspapers	63(75.0)
7 - Teacher(s)	0(0.0)
8 - Government Worker(s)	1(1.2)
9 - Television	0(0.0)

Col. 20 Source of Least Useful Information in Answering Questions.

0 - Not Applicable	74(88.1)
1 - Store	10(11.9)
2 - Meetings	0(0.0)
3 - Other Sources (Outside People)	0(0.0)

MARGINAL
FREQUENCIES

Cols. 21 - 42, MEDIA EXPOSURE INDICES

Col. 21 Do You Have a Radio in Your House?

0 - No Response	0(0.0)
1 - Yes	73(86.9)
2 - No	11(13.1)

Col. 22 Number of Hours of Listening to Radio Each Day.

0 - No Response	0(0.0)
1 - One to two hours (Dependent Upon Reception)	18(21.4)
2 - Two to three hours	6(7.1)
3 - Three to four hours	3(3.6)
4 - Four to five hours	3(3.6)
5 - Five to six hours	1(1.2)
6 - Radio left on all day	3(3.6)
7 - Number of hours not specified (Dependent Upon Short-Wave Reception)	50(59.5)

Col. 23 Types of Radio Programs Listened To.

0 - No Response	0(0.0)
1 - Don't Listen to radio	0(0.0)
2 - No Discrimination - Listen to all programs	0(0.0)
3 - One Type Mentioned	82(97.6)
4 - Two Types Mentioned	2(2.4)
5 - Three or more Types Mentioned	0(0.0)

Col. 24 Types of Radio Programs Listened To (1st Mention).

0 - No Response	0(0.0)
1 - Not Applicable	0(0.0)
2 - Music	4(4.8)
3 - Eskimo News	3(3.6)
4 - Eskimo Drama	0(0.0)
5 - Eskimo Public Affairs	0(0.0)
6 - Morning Show (Bi-Lingual)	0(0.0)
7 - Eskimo Myths and Legends	0(0.0)
8 - Programs in Eskimo (No Discrimination)	77(91.7)

Col. 25 Types of Radio Programs Listened To (2nd Mention).

0 - No Response	0(0.0)
1 - Not Applicable	82(97.6)
2 - Music	1(1.2)
3 - Eskimo News	0(0.0)
4 - Eskimo Drama	0(0.0)
5 - Eskimo Public Affairs	0(0.0)
6 - Morning Show	0(0.0)
7 - Eskimo Myths and Legends	1(1.2)
8 - Religious Programs	0(0.0)
9 - Programs in Eskimo	0(0.0)

Col. 26 Types of Radio Programs Listened To (3rd Mention).

0 - No Response	0(0.0)
1 - Not Applicable	84(0.0)
2 - Music	0(0.0)
3 - Eskimo News	0(0.0)
4 - Eskimo Drama	0(0.0)
5 - Eskimo Public Affairs	0(0.0)
6 - Morning Show	0(0.0)
7 - Eskimo Myths and Legends	0(0.0)
8 - Religious Programs	0(0.0)
9 - Programs in Eskimo	0(0.0)

MARGINAL
FREQUENCIES

Col. 27 Favourite Radio Program(s).

0 - No Response	2(2.4)
1 - Don't Listen to Radio	0(0.0)
2 - No Discrimination - Like All Radio Programs	0(0.0)
3 - One Program Mentioned	76(90.4)
4 - Two Programs Mentioned	4(4.8)
5 - Three Programs Mentioned	2(2.4)

Col. 28 Favourite Radio Program(s)-(1st Mention).

0 - No Response	2(2.4)
1 - Not Applicable	0(0.0)
2 - Music	5(6.0)
3 - Eskimo News	9(10.6)
4 - Eskimo Drama	0(0.0)
5 - Eskimo Public Affairs	0(0.0)
6 - Morning Show	0(0.0)
7 - Eskimo Myths and Legends	0(0.0)
8 - Western Music	0(0.0)
9 - Programs in Eskimo	68(81.0)

Col. 29 Favourite Radio Programs - (2nd Mention).

0 - No Response	2(2.4)
1 - Not Applicable	76(90.4)
2 - Music	0(0.0)
3 - Eskimo News	2(2.4)
4 - Eskimo Drama	0(0.0)
5 - Eskimo Public Affairs	2(2.4)
6 - Morning Show	0(0.0)
7 - Eskimo Myths and Legends	1(1.2)
8 - Western Music	0(0.0)
9 - Programs in Eskimo	1(1.2)

Col. 30 Favourite Radio Programs - (3rd Mention).

0 - No Response	2(2.4)
1 - Not Applicable	80(95.2)
2 - Music	1(1.2)
3 - Eskimo News	0(0.0)
4 - Eskimo Drama	0(0.0)
5 - Eskimo Public Affairs	0(0.0)
6 - Morning Show	0(0.0)
7 - Eskimo Myths and Legends	1(1.2)
8 - Western Music	0(0.0)
9 - Religious Programs	0(0.0)

Col. 31 Number of Times Per Week Attend Local Movie Theatres.

0 - No Response	0(0.0)
1 - Don't Attend Movies	32(38.1)
2 - Once or Less	35(41.7)
3 - Twice (i.e., As Often as Movie Changes)	17(20.2)

Col. 32 Favourite Type of Movie.

0 - No Response	26(31.0)
1 - Not Applicable	6(7.1)
2 - Drama	10(11.9)
3 - War	4(4.8)
4 - Musical	0(0.0)
5 - Western	23(27.4)
6 - Comedy	0(0.0)
7 - Travel	0(0.0)
8 - Like All Movies (No Discrimination)	15(17.9)

Col. 33 Do You Read Any Newspapers or Magazines?

0 - No Response	1(1.2)
1 - Yes	17(20.2)
2 - No	66(78.6)

MARGINAL
FREQUENCIES

Col. 34 Newspaper or Magazine Reading (Which One?)

0 - No Response	1(1.2)
1 - Not Applicable	66(78.6)
2 - Occasional Eskimo Magazine or Newspaper	17(20.2)

Col. 35 Newspaper Reading (Which One Other Than Occasional Eskimo Magazine).

1 - Not Applicable	84(100.0)
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Col. 36 Newspaper Reading (Occasional Eskimo Magazine - How Often?)

0 - No Response	1(1.2)
1 - Not Applicable	66(78.6)
2 - Monthly or Whenever Available	17(20.2)

Col. 37 Newspaper Reading (Other Than Occasional Eskimo Magazine)

0 - Not Applicable	84(100.0)
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Col. 38 Do You Spend Any Time Reading Books or The Bible During The Evening?

0 - No Response	1(1.2)
1 - Yes	69(82.1)
2 - No	14(16.7)

Col. 39 Reading of Books or Bible During The Evening (Which?)

0 - No Response	1(1.2)
1 - Not Applicable	14(16.7)
2 - Books	1(1.2)
3 - Bible	60(71.5)
4 - Both	8(9.4)

Col. 40 Time Spent in Reading.

0 - No Response	1(1.2)
1 - Not Applicable	14(16.7)
2 - Occasionally or Anytime (No Time Interval Specified)	54(64.3)
3 - One Hour Per Day	15(17.8)
4 - Two Hours Per Day	0(0.0)
5 - Three Hours Per Day	0(0.0)
6 - Four or More Hours Per Day	0(0.0)

Col. 41 Do You Own a Television Set?

0 - No Response	0(0.0)
1 - Yes	0(0.0)
2 - No	84(100.0)

Cols. 42 - 78 BLANK

Cols. 79 - 80 CARD NUMBER (02)

MARGINAL
FREQUENCIES

CARD NO. 3

Cols. 1 - 5 Subject Identification

Cols. 6 - 20 BLANK

Cols. 21 - 25 PERCEPTIONS RELATING TO TELEVISION UTILITY IN NORTH.

Col. 21 Television Programs to Be Made in Community to be Shown Only
In Community (Subject).

0 - No Response/Don't Know	10(11.9)
1 - Preservation or Mirror of Traditional Life Style and Values	24(28.6)
2 - Highlighting of Pressing Local Problems in Community	7(8.3)
3 - Promotion of Community Initiative in Defining and Solving Local Problems	2(2.4)
4 - Any Type But in Eskimo Language	19(22.5)
5 - Progress and Life Style in Community	12(14.3)
6 - Change Between Old and New Way of Life	3(3.6)
7 - Northern Environment	4(4.8)
8 - Educational Needs in Community	2(2.4)

Col. 22 Television Programs to Be Made in Community to Be Shown Only
In Community (Subject - When More Than One Mentioned Above)

0 - No Response	72(85.7)
1 - Not Applicable	10(11.9)
2 - Eskimo Myths and Legends	0(0.0)
3 - Programs in Eskimo	2(2.4)

Col. 23 Television Programs to Be Made in Community to Be Shown to
The Rest of Canada (Subject).

0 - No Response	18(21.4)
1 - Show How Eskimo Really Lives (Myth vs. Reality)	13(15.5)
2 - Show Eskimo Achievements	4(4.7)
3 - Use as a Vehicle for Governmental Action	2(2.4)
4 - Expose Existing Conditions to Others	1(1.2)
5 - Preservation or Mirror of Traditional Life Style and Values	33(39.3)
6 - Progress in the North	13(15.5)

Col. 24 Television Programs to Be Made in Community to Be Shown to
The Rest of Canada (Subject - When More Than One Mentioned Above).

0 - No Response	65(77.4)
1 - Not Applicable	18(21.4)
2 - Preservation or Mirror of Traditional Life Style and Values	1(1.2)

Col. 25 Perception of What Main Language of Television in the North
Should Be.

0 - No Response	0(0.0)
1 - Eskimo	65(77.4)
2 - English	1(1.2)
3 - French	0(0.0)
4 - Indian	0(0.0)
5 - Eskimo and English	18(21.4)
6 - Eskimo, English and French	0(0.0)

Col. 26 Most Important International Person Mentioned.

0 - Not Applicable	74(88.1)
1 - Queen Elizabeth	10(11.9)

MARGINAL
FREQUENCIES

Col. 27 Most Important National Person Mentioned.

0 - Not Applicable	75(89.3)
1 - John Diefenbaker	0(0.0)
2 - Lester Pearson	0(0.0)
3 - Governor General Mitchener	0(0.0)
4 - Pierre Trudeau	7(8.3)
5 - Premier Hatfield	2(2.4)
6 - Jean Chretien	0(0.0)
7 - Robert Bourassa	0(0.0)

Cols. 28 - 78 BLANK

cols. 79 - 80 CARD NUMBER (03)

CODE BOOK AND MARGINAL RESPONSE FREQUENCIES: PRE-TEST - FROBISHER BAY

CARD NO. 1

MARGINAL
FREQUENCIES

Cols. 1 - 5 Subject Identification

Col. 6 SEX

1 - Male	114(87.0)
2 - Female	17(13.0)

Cols. 7 - 21 DEMOGRAPHIC INDICES

Col. 7 How Many Children Do You Have?

0 - No Response	0(0.0)
1 - No Children	9(6.9)
2 - One Child	11(8.4)
3 - Two Children	18(13.7)
4 - Three "	14(10.7)
5 - Four "	17(13.0)
6 - Five "	16(12.2)
7 - Six "	13(9.9)
8 - Seven "	16(12.2)
9 - Eight Children or More	17(13.0)

Col. 8 How Many Children Do You Have (Number of Boys)?

0 - No Response/Not Applicable	9(6.9)
1 - No Boys	12(9.2)
2 - One Boy	28(21.4)
3 - Two Boys	27(20.6)
4 - Three "	28(21.4)
5 - Four "	16(12.2)
6 - Five "	6(4.6)
7 - Six "	2(1.5)
8 - Seven "	3(2.3)
9 - Eight Boys or More	0(0.0)

Col. 9 How Many Children Do You Have (Number of Girls)?

0 - No Response/Not Applicable	9(6.9)
1 - No Girls	9(6.9)
2 - One Girl	32(24.3)
3 - Two Girls	34(26.0)
4 - Three "	22(16.8)
5 - Four "	7(5.3)
6 - Five "	14(10.7)
7 - Six "	4(3.1)
8 - Seven "	0(0.0)
9 - Eight Girls or More	0(0.0)

Col. 10 Main Source of Income.

0 - No Response	0(0.0)
1 - Social Welfare	50(38.2)
2 - Other (i.e., Job in Community)	78(59.5)
3 - Old Age Pension	3(2.3)
4 - Widow's Pension	0(0.0)

Col. 11 Main Source of Income (Socio-Economic Level).

0 - No Response/Not Applicable	53(40.4)
1 - Professional	2(1.5)
2 - White Collar	6(4.6)
3 - Blue Collar (Includes Self Employed Such as Hunting Trapping, Fishing, Summer Camp Guide)	70(53.5)

Col. 12 Other Sources of Income.

MARGINAL
FREQUENCIES

0 - No Response/Not Applicable	0(0.0)
1 - No Other Sources of Income	90(68.7)
2 - Has Other Sources of Income	41(31.3)

Col. 13 Other Sources of Income.

0 - No Response	0(0.0)
1 - Not Applicable	90(68.7)
2 - Traditional Occupations (Fishing, Trapping, Carving)	26(19.8)
3 - Casual Jobs in Community	10(7.7)
4 - Eskimo (Innu) Association Positions	0(0.0)
5 - Welfare Assistance (When Out of Job)	0(0.0)
6 - Old Age Pension	0(0.0)
7 - Star or Worked on Film "White Dawn"	5(3.8)

Col. 14 Approximate Age.

0 - No Response	0(0.0)
1 - Less Than 20	0(0.0)
2 - 20 to 30	27(20.6)
3 - 31 to 40	36(27.5)
4 - 41 to 50	39(29.8)
5 - 51 to 60	14(10.7)
6 - 61 to 70	2(9.1)
7 - 71 and Over	3(2.3)

Col. 15 Years of Education

0 - No Education (Formal)	101(77.2)
1 - One to Four Years	18(13.7)
2 - Four to Seven Years	5(3.8)
3 - Completion of Primary Grades	0(0.0)
4 - Some High School	7(5.3)
5 - Completion of High School	0(0.0)
6 - Some University	0(0.0)
7 - Completion of First University Degree	0(0.0)
8 - Completion of Post Graduate Degree	0(0.0)

Col. 16 Languages Spoken

0 - No Response	0(0.0)
1 - Eskimo Only	100(76.3)
2 - Eskimo and English	29(22.2)
3 - Eskimo and French	0(0.0)
4 - Eskimo, English and French	2(1.5)
5 - Eskimo and Local Indian Dialect	0(0.0)

Col. 17 Languages Understood

0 - No Response	0(0.0)
1 - Eskimo Only	91(69.5)
2 - Eskimo and English	38(29.0)
3 - Eskimo and French	0(0.0)
4 - Eskimo, English and French	2(1.5)
5 - Eskimo and Local Indian Dialect	0(0.0)
6 - Eskimo, English and Local Indian Dialect	0(0.0)
7 - Eskimo, French and Local Indian Dialect	0(0.0)
8 - Eskimo, English, French and Local Indian Dialect	0(0.0)

Col. 18 Have You Ever Been Outside?

0 - No Response	0(0.0)
1 - Yes	82(62.6)
2 - No	49(37.4)

Col. 19 Outside Travel (When).

0 - No Response	0(0.0)
1 - Not Applicable	49(37.4)
2 - Within Last Two Years	24(18.3)
3 - Within Last Four Years	5(3.8)
4 - Within Last Six Years	5(3.8)
5 - Within Last Eight Years	9(6.9)
6 - Ten Years or More	39(29.8)

Col. 20 Outside Travel (Where).

0 - No Response	0(0.0)
1 - Not Applicable	49(37.4)
2 - Hospital Only	71(54.2)
3 - Other Places	11(8.4)

Col. 21 Outside Travel (Places Other Than Hospital)

0 - Not Applicable	120(91.5)
1 - Western Provinces (Man, Sask, Alta, B.C.)	4(3.1)
2 - Central Provinces (Ontario, Quebec)	2(1.5)
3 - Atlantic Provinces (N.B., N.S., P.E.I., Nfld)	1(0.8)
4 - Outside Canada	3(2.3)
5 - Across Canada	1(0.8)

Cols. 22 - 45 SOCIAL IMPACT INDICES

Col. 22 What Do You Usually Do During The Day?

0 - No Response	0(0.0)
1 - Stay Home	24(18.3)
2 - Do Nothing	7(5.3)
3 - Go To Work	83(63.4)
4 - Visit	0(0.0)
5 - Watch TV	0(0.0)
6 - Go Hunting, Fishing or Carve	16(12.2)
7 - Hang Around The Store,	1(0.8)

Col. 23 Do You Like To Go Hunting and Fishing?

0 - No Response	0(0.0)
1 - Yes	114(87.0)
2 - No	17(13.0)

Col. 24 Time Spent Hunting and Fishing

0 - No Response	0(0.0)
1 - Not Applicable	17(13.0)
2 - Unable To	16(12.2)
3 - No Time	7(5.3)
4 - Weekends Only	46(35.1)
5 - Full Time in Seasons	6(4.6)
6 - When Food Required	8(6.1)
7 - Spare Time and Evenings in Season	31(23.7)

Col. 25 Do You Like to Go Out Trapping?

0 - No Response	0(0.0)
1 - Yes	66(50.4)
2 - No	65(49.6)

Col. 26 Time Spent Trapping

0 - No Response	0(0.0)
1 - Not Applicable	65(49.6)
2 - Unable To	19(14.5)
3 - No Time	17(13.0)
4 - Weekends in Season	17(13.0)
5 - Full Time in Season	2(1.5)
6 - Sparetime and Evenings in Season	11(8.4)

MARGINAL
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Col. 27 Main Food Source

0 - No Response	0(0.0)
1 - Caught Fish and Game	39(29.8)
2 - Store Foods	40(30.5)
3 - No Discrimination (Both Items Mentioned)	52(39.7)

Col. 28 Visiting Rate (Number of Times Per Week)

0 - No Response	0(0.0)
1 - Don't Visit	18(13.8)
2 - Occasionally (Or Any Time)	56(42.7)
3 - One to Two Times	18(13.8)
4 - Two to Three Times	11(8.4)
5 - Three to Four Times	10(7.6)
6 - Four to Five Times	7(5.3)
7 - Five to Six Times	4(3.1)
8 - Six to Seven Times	5(3.8)
9 - Seven or More Times	2(1.5)

Col. 29 Receive Visits (Number of Times Per Week)

0 - No Response	0(0.0)
1 - No Visitors Received	5(3.8)
2 - Occasionally (Or Any Time)	69(52.7)
3 - One to Two Times	11(8.4)
4 - Two to Three Times	8(6.1)
5 - Three to Four Times	5(3.8)
6 - Four to Five Times	10(7.6)
7 - Five to Six Times	6(4.6)
8 - Six to Seven Times	4(3.1)
9 - Seven or More Times	13(9.9)

Col. 30 Most Interesting Job for Respondent to Have

0 - No Response	0(0.0)
1 - No Change from Present Role Expectation	45(34.4)
2 - No Idea	30(22.8)
3 - Lateral Mobility Orientation	52(39.7)
4 - Vertical Mobility Orientation	4(3.1)

Col. 31 Most Interesting Job for Respondent to Have

1 - Not Applicable	30(22.8)
2 - Indiscriminate Full Time Work vs. Social Welfare	96(73.4)
3 - Social Welfare vs. Indiscriminate Full Time Work	5(3.8)

Col. 32 Most Interesting Job for Respondent to Have

1 - Not Applicable	30(22.8)
2 - Local Community Identity	97(74.1)
3 - National Community Identity	4(3.1)

Col. 33 Most Interesting Job For Children to Have (Sons)

1 - Not Applicable	21(16.0)
2 - No Idea (Anything They Can or Want to Do; Anything Decent or Respectable)	63(48.1)
3 - Lateral Mobility (No Change) from Head of Household's Present Role Perception	34(26.0)
4 - Vertical Mobility from Head of Household's Present Role Perception	13(9.9)

MARGINAL
FREQUENCIESCol. 34 Most Interesting Job for Children to Have (Sons)

0 - No Response	63(48.1)
1 - Not Applicable	21(16.0)
2 - Local Community Identity	40(30.6)
3 - National Community Identity	7(5.3)

Col. 35 Most Interesting Job for Children to Have (Sons)

0 - No Response	63(48.1)
1 - Not Applicable	21(16.0)
2 - Subordinate vs. Equivalent Role in Native/White Relationship	35(26.7)
3 - Equivalent vs. Subordinate Role in Native/White Relationship	12(9.2)

Col. 36 Most Interesting Job For Children to Have (Daughters)

1 - Not Applicable	18(13.7)
2 - No Idea (Anything They Can or Want to Do)	65(49.6)
3 - Traditional Role (Mother, Housewife)	2(1.5)
4 - Emergent Role in Relation to Mother	40(30.4)
5 - Lateral Role in Relation to Mother	6(4.6)

Col. 37 Most Interesting Job for Children to Have (Daughters)

0 - No Response	65(49.6)
1 - Not Applicable	18(13.7)
2 - Emergent Equivalent Role in Native/White Relationship	11(8.4)
3 - Traditional Subordinate Role in Native/White Relationship	37(28.3)

Col. 38 Most Interesting Job For Children to Have (Daughters)

0 - No Response	65(49.6)
1 - Not Applicable	18(13.7)
2 - Local Community Identity	41(31.4)
3 - National Community Identity	7(5.3)

Col. 39 Difference of Eskimo People From Other People.

0 - No Response/Don't Know	23(17.6)
1 - No Difference	14(10.7)
2 - Difference in Race	1(0.8)
3 - " " Language	25(19.1)
4 - " " Culture	40(30.5)
5 - " " Adaptability to Environment.	7(5.3)
6 - Susceptibility to Dominance by White Man	13(9.9)
7 - Better Interpersonal and Community Relationships	2(1.5)
8 - Living Conditions (Poorer)	3(2.3)
9 - Eskimos More Honest and Sincere in Endeavours	3(2.3)

Col. 40 Rating of Eskimo Way of Life With Other People In Canada

0 - No Response/Don't Know	42(32.1)
1 - No Difference	13(9.9)
2 - Better Than Other People in Canada	15(11.4)
3 - Worse Than Other People in Canada	11(8.4)
4 - Different but No Value Attached	50(38.2)

Col. 41 Rating of Eskimo Way of Life (Reasons for Better Than Other People in Canada)

0 - No Response	6(4.5)
1 - Not Applicable	116(88.6)
2 - Less Pollution	0(0.0)
3 - Less Violence	0(0.0)
4 - Less Overall Problems	1(0.8)
5 - Attitude Toward Life	8(6.1)

MARGINAL
FREQUENCIESCol. 42 Rating of Eskimo Way of Life (Reasons for Worse Than Other People in Canada).

0 - No Response	5(3.8)
1 - Not Applicable	120(91.6)
2 - Poorer Living Conditions	0(0.0)
3 - Opportunity for Employment Less	0(0.0)
4 - Must Depend on Welfare	0(0.0)
5 - Alcoholism in Community	3(2.3)
6 - Sickness in Community	0(0.0)
7 - Dependence on White Man	3(2.3)

Col. 43 Ways in Which Life Might be Changed in Opportunity Presented.

0 - No Response/Don't Know	31(23.7)
1 - No Wish for Change Desired	51(38.9)
2 - Change Desired But Not Specified	10(7.6)
3 - Change Desired	39(29.8)

Col. 44 Ways in Which Life Might Be Changed (Change Desired).

0 - No Response	31(23.7)
1 - Not Applicable	61(46.6)
2 - Better Living Conditions	11(8.4)
3 - More Employment Opportunities	5(3.8)
4 - Reduction of Alcoholism	1(0.8)
5 - Reduction of Sickness in Community	0(0.0)
6 - Return to Traditional Ways	16(12.2)
7 - Assertion of Native Rights	1(0.8)
8 - Increase Travel Opportunities	3(2.3)
9 - Elimination of Language Barriers	2(1.5)

Col. 45 What Places Would You Most Like To Travel To?

0 - No Response/Don't Know	13(9.9)
1 - No Place - Prefer to Remain at Home	18(13.7)
2 - Localized Arctic Travel (Other Northern Eskimo Communities)	72(55.0)
3 - Quebec or Ontario	6(4.6)
4 - Western Provinces	1(0.8)
5 - Atlantic Provinces	0(0.0)
6 - Outside of Canada to USA	1(0.8)
7 - Outside of North America (e.g., Europe)	4(3.1)
8 - Anywhere Down South	13(9.9)
9 - Unspecified	3(2.2)

Cols. 46 - 65 INFORMATION GAIN INDICES

Col. 46 Who Is The Most Important Person You Can Think Of?

0 - No Response/Don't Know/No One	56(42.7)
1 - Family Member(s)	24(18.3)
2 - Local Political Leader(s)	7(5.3)
3 - Local Religious Leader(s)	2(1.5)
4 - Local Government Figure(s)	7(5.3)
5 - Local Eskimo Power Group Member(s)	9(6.9)
6 - National Leaders	7(5.3)
7 - International Leaders	10(7.6)
8 - TV Celebrities	0(0.0)
9 - Someone Helpful to Others in Need(God Often Mentioned)	9(6.9)

Col. 47 Local Government, Political And/Or Religious Figures Identified As Most Important Person

0 - No Response/No Specific Person Mentioned	56(42.7)
1 - Not Applicable	59(45.0)
2 - Stuart Hodgson	9(6.9)
3 - Wally Firth	0(0.0)
4 - Brian Pearson	2(1.5)
5 - Jim MacPherson	1(0.8)
6 - Canon Whitbread	2(1.5)
7 - Wendy Phipps	1(0.8)
8 - Bob Pilot	1(0.8)

MARGINAL
FREQUENCIES

Col. 48 Perceived Most Important Event During Past Year

0 - No Response/Nothing N.B. Happened	68(51.9)
1 - Local Festival Event (Toonik Tyme)	25(19.1)
2 - Christmas/New Years	7(5.3)
3 - Personal Event (Employment, Marital, Birth, Death, Hunting Expedition)	14(10.7)
4 - Enjoyed Good Health	3(2.3)
5 - National Event	1(0.8)
6 - Television Coming to Community	9(6.9)
7 - International Event	1(0.8)
8 - Visit of Political Leader	3(2.3)
9 - Visit to Another Community	0(0.0)

Col. 49 Identification of Prime Minister of Canada

1 - Identified Correctly	49(37.4)
2 - Identified Incorrectly	82(62.6)

Col. 50 People Identified As Prime Minister of Canada (If Incorrect)

0 - No Response/Don't Know	75(57.3)
1 - Not Applicable	49(37.4)
2 - Stuart Hodgson	5(3.8)
3 - Wally Firth	0(0.0)
4 - Jim MacPherson	0(0.0)
5 - Canon Whitbread	0(0.0)
6 - Brian Pearson	0(0.0)
7 - Jean Chretien	1(0.8)
8 - Wendy Phipps	1(0.8)

Col. 51 Identification of Number of Provinces in Canada

1 - Number Identified Correctly	12(9.2)
2 - Number Identified Incorrectly	119(90.8)

Col. 52 Identification of Number of Provinces in Canada

0 - No Response/Don't Know	111(84.7)
1 - One Province Identified Correctly	3(2.3)
2 - Two Provinces Identified Correctly	3(2.3)
3 - Three " " " "	2(1.5)
4 - Four " " " "	0(0.0)
5 - Five " " " "	0(0.0)
6 - Six " " " "	0(0.0)
7 - Seven " " " "	0(0.0)
8 - Eight " " " "	0(0.0)
9 - Nine or More Provinces Identified Correctly	12(9.2)

Col. 53 Names of Four Main Political Parties in Canada

1 - Parties Identified Correctly	3(2.3)
2 - Parties Identified Incorrectly	128(97.3)

Col. 54 Names of Four Political Parties in Canada

0 - No Response/Don't Know	121(92.3)
1 - One Party Identified Correctly	0(0.0)
2 - Two Parties Identified Correctly	4(3.1)
3 - Three " " " "	3(2.3)
4 - Four Parties Identified Correctly	3(2.3)

MARGINAL
FREQUENCIES

Col. 55. Names of Political Parties in Canada (Parties Identified Correctly).

0 - No Response	121(92.3)
1 - Not Applicable	3(2.3)
2 - Liberal Party Only	0(0.0)
3 - Conservative Party Only	0(0.0)
4 - N.D.P. Party Only	0(0.0)
5 - Social Credit Party Only	0(0.0)
6 - Liberal and Conservative	0(0.0)
7 - Liberal and N.D.P.	3(2.3)
8 - Liberal and Social Credit	1(0.8)
9 - Liberal, Conservative and N.D.P.	3(2.3)

Col. 56. Names of Political Parties in Canada (Parties Identified Correctly).

0 - No Response	121(92.3)
1 - Not Applicable	7(5.4)
2 - Liberal, Conservative and Social Credit	0(0.0)
3 - Liberal, Conservative, N.D.P. and Social Credit	3(2.3)
4 - Conservative and N.D.P.	0(0.0)
5 - Conservative and Social Credit	0(0.0)
6 - Conservative, N.D.P. and Social Credit	0(0.0)
7 - N.D.P. and Social Credit	0(0.0)
8 - Liberal, Social Credit and N.D.P.	0(0.0)
9 - Social Credit and N.D.P.	0(0.0)

Col. 57. Identification of Leader of Party in Opposition.

1 - Leader Identified Correctly	10(7.6)
2 - Leader Identified Incorrectly	121(92.4)

Col. 58. Identification of Leader of Party in Opposition (If Above Response Incorrect).

0 - No Response/Don't Know	117(89.3)
1 - Not Applicable	10(7.6)
2 - Wally Firth	3(2.3)
3 - Brian Pearson	0(0.0)
4 - Stuart Hodgson	1(0.8)
5 - Jim MacPherson	0(0.0)
6 - Canon Whitbread	0(0.0)

Col. 59. Did You Vote During the Last Federal Election?

0 - No Response	0(0.0)
1 - Yes	102(77.9)
2 - No	29(22.1)

Col. 60. Main Source for Finding Out That Election Was Going to Be Held.

1 - Not Applicable	19(14.5)
2 - Don't Know/Can't Remember	18(13.7)
3 - Neighbours	13(9.9)
4 - Radio	77(58.8)
5 - Family	1(0.8)
6 - Church	0(0.0)
7 - Newspaper(s)	2(1.5)
8 - Teacher(s)	0(0.0)
9 - Government Worker	1(0.8)

Col. 61. Main Source for Finding Out That Election Was Going to Be Held.

0 - No Response	18(13.7)
1 - Not Applicable	94(71.8)
2 - Television	0(0.0)
3 - Store	0(0.0)
4 - Meetings	4(3.1)
5 - Outside People(Outside of Community)	2(1.5)
6 - Political Pamphlets	13(9.9)

MARGINAL
FREQUENCIES

Col. 62 Identification of Capital City in Canada

1 - Identified Correctly	44 (33.6)
2 - Identified Incorrectly	87 (66.4)

Col. 63 Names of Capital City Submitted (If Incorrect Above).

0 - No Response/Don't Know	79 (60.3)
1 - Not Applicable	44 (33.6)
2 - Montreal	5 (3.8)
3 - Toronto	2 (1.5)
4 - New York	0 (0.0)
5 - Halifax	0 (0.0)
6 - Yellowknife	1 (0.8)

Col. 64 Perception of Two Main Languages in Canada.

1 - One Language Identified Correctly	54 (41.2)
2 - Both Languages Identified Correctly	47 (35.9)
3 - None of Languages Identified Correctly	30 (22.9)

Col. 65 Two Main Languages in Canada (Perceptions Submitted).

0 - No Response/Don't Know	21 (16.0)
1 - French and English	47 (35.9)
2 - Eskimo and English	46 (35.1)
3 - Eskimo and French	3 (2.3)
4 - Eskimo and Indian (Local Dialect)	0 (0.0)
5 - English Only	5 (3.8)
6 - French Only	0 (0.0)
7 - Eskimo Only	9 (6.9)

Cols. 66 - 78 INFORMATION/ATTITUDE INDICES (International, National, Regional)

Col. 66 Main Problems in The World Today,

0 - No Response/Don't Know	53 (40.4)
1 - Feel Unqualified to Answer	15 (11.4)
2 - Only Local Problems Enumerated	17 (13.0)
3 - Only National Problems Enumerated	1 (0.8)
4 - International Problems Enumerated	45 (34.4)

Col. 67 Main Problems in World Today (International Problems Enumerated).

0 - Not Applicable /No Response	86 (65.6)
1 - War	23 (17.6)
2 - Poverty	8 (6.2)
3 - Racism	2 (1.5)
4 - Language Barriers	1 (0.8)
5 - Pollution	5 (3.8)
6 - Labour Disputes	0 (0.0)
7 - Cost of Living	2 (1.5)
8 - Inequities in Brotherhood of Man (Lack of Cooperation)	2 (1.5)
9 - Population	2 (1.5)

Col. 68 PROBE - Any Other Problems?

0 - No Response	105 (80.2)
1 - Not Applicable	15 (11.4)
2 - War	1 (0.8)
3 - Poverty	3 (2.3)
4 - Racism	0 (0.0)
5 - Language Barriers	0 (0.0)
6 - Pollution	2 (1.5)
7 - Labour Disputes	0 (0.0)
8 - Cost of Living	2 (1.5)
9 - Inequities in Brotherhood of Man	3 (2.3)

MARGINAL
FREQUENCIES

Col. 69 Best Way to Solve International Problems.

0 - No Response	20(15.3)
1 - Not Applicable	86(65.6)
2 - Stop Fighting (Wars)	1(0.8)
3 - Share Wealth (Eliminate Poverty)	3(2.3)
4 - Organize Collective Action	6(4.6)
5 - Cooperation	8(6.1)
6 - Action by Political Leaders	7(5.3)

Col. 70 Identification of Countries Where Fighting or Wars Going On.

0 - No Response/Don't Know	80(61.1)
1 - One Country Named	46(35.1)
2 - Two Countries Named	5(3.8)
3 - Three " "	0(0.0)
4 - Four " "	0(0.0)
5 - Five Countries Named	0(0.0)

Col. 71 Identification of Countries Where Fighting or Wars Going On.

0 - Not Applicable	80(61.1)
1 - Viet Nam	43(32.8)
2 - Cambodia	0(0.0)
3 - Laos	0(0.0)
4 - Ireland	3(2.3)
5 - Middle East	0(0.0)
6 - Viet Nam, Laos and Cambodia	0(0.0)
7 - Viet Nam, Middle East and Ireland	0(0.0)
8 - Viet Nam and Wounded Knee	3(2.3)
9 - Viet Nam and Ireland	2(1.5)

Col. 72 Main Problems in Canada at Present.

0 - No Response/Don't Know	78(59.5)
1 - Only Local Community Problems Identified	34(26.0)
2 - National Problems Identified	19(14.5)

Col. 73 Main Problems in Canada at Present(National Problems Identified)

0 - Not Applicable	112(85.5)
1 - Inflation	5(3.7)
2 - Unemployment	1(0.8)
3 - Cultural or Constitutional (e.g., English vs. French)	2(1.5)
4 - Immigration	0(0.0)
5 - Pollution	2(1.5)
6 - Racial Inequality	3(2.3)
7 - Housing	1(0.8)
8 - Moral Degeheration	4(3.1)
9 - Poor Communication Between North and South	1(0.8)

Col. 74 Main Problems in Community.

0 - No Response/Don't Know	20(15.3)
1 - Alcoholism	70(53.4)
2 - Unemployment	2(1.5)
3 - Economic Disparity(Compared to Rest of Canada)	1(0.8)
4 - Sicknes	1(0.8)
5 - Litter and Garbage in Streets	4(3.1)
6 - Lack of Eskimo Initiative in Defining and Solving Local Problems	6(4.6)
7 - Poor Housing	17(13.0)
8 - Forgetting of Old Way of Life	9(6.9)
9 - Lack of Inter Community Communication in North	1(0.8)

MARGINAL
FREQUENCIES

Col. 75 Main Problems in Community (If More Than One of Above Mentioned).

0 - No Response	88(67.1)
1 - Not Applicable	20(15.3)
2 - Alcoholism	3(2.3)
3 - Unemployment	0(0.0)
4 - Economic Disparity	3(2.3)
5 - Sickness	0(0.0)
6 - Litter and Garbage in Streets	6(4.6)
7 - Lack of Eskimo Initiative in Defining and Solving Local Problems	3(2.3)
8 - Poor Housing	5(3.8)
9 - Forgetting of Old Way of Life	3(2.3)

Col. 76 Best Way to Solve Problems in Canada.

0 - No Response/Don't Know	13(9.9)
1 - Not Applicable	112(85.5)
2 - Through Government Initiative	6(4.6)
3 - Demonstrations	0(0.0)
4 - Cooperation	0(0.0)
5 - Personal Initiative	0(0.0)

Col. 77 Best Way to Solve Problems in Community.

0 - No Response/Don't Know	33(25.2)
1 - Not Applicable	20(15.3)
2 - Through Government Initiative	26(19.7)
3 - Through Collective Native Initiative	20(15.3)
4 - Through Personal Initiative	4(3.1)
5 - Close Liquor Outlets	12(9.2)
6 - Education of Effects of Alcoholism	14(10.7)
7 - Preserving Traditional Ways of Life	2(1.5)

Col. 78 Best Way to Solve Problems in Community (If More Than One of Above Mentioned).

0 - No Response	66(50.4)
1 - Not Applicable	53(40.4)
2 - Through Government Initiative	1(0.8)
3 - Through Collective Native Initiative	6(4.5)
4 - Through Personal Initiative	1(0.8)
5 - Close Liquor Outlets	3(2.3)
6 - Education on Effects of Alcoholism	1(0.8)
7 - Preserving Traditional Ways of Life	0(0.0)

Cols. 79 - 80 CARD NUMBER (01)

MARGINAL
FREQUENCIES

CARD NO. 2

Cols. 1 - 5 Subject Identification

Cols. 6 - 20 INFORMATION SOURCE IMPACT INDICES

(Marginal Frequencies)

	NO USEFUL INFORMATION	LITTLE USEFUL INFORMATION	SOME USEFUL INFORMATION	MUCH USEFUL INFORMATION
	1	2	3	4
Col. 6 Neighbours	19 (14.5)	40 (30.5)	49 (37.4)	23 (17.6)
Col. 7 Radio	3 (2.3)	3 (2.3)	23 (17.6)	102 (77.8)
Col. 8 Family	16 (11.2)	35 (26.7)	51 (38.9)	29 (22.2)
Col. 9 Church	5 (3.8)	27 (20.6)	46 (35.1)	53 (40.5)
Col. 10 Newspapers	27 (20.6)	36 (27.5)	38 (29.0)	30 (22.9)
Col. 11 Teacher(s)	36 (27.5)	39 (29.8)	38 (29.0)	18 (13.7)
Col. 12 Government Worker(s)	35 (26.8)	39 (29.8)	29 (22.1)	28 (21.3)
Col. 13 Television	25 (19.1)	38 (29.0)	39 (29.8)	29 (22.1)
Col. 14 Store	22 (16.8)	37 (28.2)	42 (32.1)	30 (22.9)
Col. 15 Meetings	32 (24.5)	42 (32.1)	30 (22.9)	27 (20.5)
Col. 16 Other Sources (Outside People)	0 (0.0)	1 (0.8)	0 (0.0)	1 (0.8)

Col. 17 Source of Most Useful Information in Answering Questions.

0 - No Response	5(3.8)
1 - Not Applicable	10(7.6)
2 - Neighbours	4(3.1)
3 - Radio	98(74.8)
4 - Family	1(0.8)
5 - Church	7(5.3)
6 - Newspapers	2(1.5)
7 - Teacher(s)	0(0.0)
8 - Government Worker(s)	2(1.5)
9 - Television	2(1.5)

Col. 18 Source of Most Useful Information in Answering Questions.

0 - Not Applicable	121(92.4)
1 - Store	8(6.1)
2 - Meetings	2(1.5)
3 - Other Sources (Outside People)	0(0.0)

Col. 19 Source of Least Useful Information in Answering Questions.

0 - No Response	42(32.1)
1 - Not Applicable	21(16.0)
2 - Neighbours	14(10.7)
3 - Radio	0(0.0)
4 - Family	2(1.5)
5 - Church	3(2.3)
6 - Newspapers	13(9.9)
7 - Teacher(s)	23(17.6)
8 - Government Worker(s)	3(2.3)
9 - Television	10(7.6)

Col. 20 Source of Least Useful Information in Answering Questions.

0 - Not Applicable	110(84.0)
1 - Store	9(6.9)
2 - Meetings	10(7.6)
3 - Other Sources (Outside People)	2(1.5)

MARGINAL
FREQUENCIESCols. 21 - 42 MEDIA EXPOSURE INDICES

Col. 21 Do You Have a Radio in Your House?

0 - No Response	0(0.0)
1 - Yes	124(94.7)
2 - No	7(5.3)

Col. 22 Number of Hours of Listening to Radio Each Day.

0 - No Response	5(3.8)
1 - One to two hours	11(8.4)
2 - Two to three hours	17(13.0)
3 - Three to four hours	15(11.5)
4 - Four to five hours	10(7.6)
5 - Five to six hours	9(6.9)
6 - Radio left on all day	24(18.3)
7 - Number of hours not specified	40(30.5)

Col. 23 Types of Radio Programs Listened To.

0 - No Response	5(3.8)
1 - Don't Listen to radio	2(1.5)
2 - No Discrimination - Listen to all programs	9(6.9)
3 - One Type Mentioned	77(58.8)
4 - Two Types Mentioned	30(22.9)
5 - Three or more Types Mentioned	8(6.1)

Col. 24 Types of Radio Programs Listened To (1st Mention).

0 - No Response	5(3.8)
1 - Not Applicable	11(8.4)
2 - Music	17(12.9)
3 - Eskimo News	53(40.5)
4 - Eskimo Drama	0(0.0)
5 - Eskimo Public Affairs	2(1.5)
6 - Morning Show (Bi-Lingual)	6(4.6)
7 - Eskimo Myths and Legends	5(3.8)
8 - Programs in Eskimo (No Discrimination)	32(24.4)

Col. 25 Types of Radio Programs Listened To (2nd Mention).

0 - No Response	5(3.8)
1 - Not Applicable	88(67.2)
2 - Music	15(11.4)
3 - Eskimo News	10(7.6)
4 - Eskimo Drama	0(0.0)
5 - Eskimo Public Affairs	6(4.6)
6 - Morning Show	0(0.0)
7 - Eskimo Myths and Legends	4(3.1)
8 - Religious Programs	0(0.0)
9 - Programs in Eskimo	3(2.3)

Col. 26 Types of Radio Programs Listened To (3rd Mention).

0 - No Response	5(3.8)
1 - Not Applicable	118(90.0)
2 - Music	0(0.0)
3 - Eskimo News	3(2.3)
4 - Eskimo Drama	0(0.0)
5 - Eskimo Public Affairs	1(0.8)
6 - Morning Show	0(0.0)
7 - Eskimo Myths and Legends	1(0.8)
8 - Religious Programs	0(0.0)
9 - Programs in Eskimo	3(2.3)

**MARGINAL
FREQUENCIES**

Col. 27 Favourite Radio Program(s).

0 - No Response	11(8.4)
1 - Don't Listen to Radio	2(1.5)
2 - No Discrimination - Like All Radio Programs	3(2.3)
3 - One Program Mentioned	84(64.1)
4 - Two Programs Mentioned	27(20.6)
5 - Three Programs Mentioned	4(3.1)

Col. 28 Favourite Radio Program(s)-(1st Mention).

0 - No Response	11(8.4)
1 - Not Applicable	5(3.8)
2 - Music	25(19.1)
3 - Eskimo News	67(51.1)
4 - Eskimo Drama	0(0.0)
5 - Eskimo Public Affairs	7(5.4)
6 - Morning Show	2(1.5)
7 - Eskimo Myths and Legends	13(9.9)
8 - Western Music	1(0.8)
9 - Religious Programs	0(0.0)

Col. 29 Favourite Radio Programs - (2nd Mention).

0 - No Response	11(8.4)
1 - Not Applicable	89(67.9)
2 - Music	14(10.7)
3 - Eskimo News	5(3.8)
4 - Eskimo Drama	0(0.0)
5 - Eskimo Public Affairs	4(3.1)
6 - Morning Show	0(0.0)
7 - Eskimo Myths and Legends	5(3.8)
8 - Western Music	1(0.8)
9 - Religious Programs	2(1.5)

Col. 30 Favourite Radio Programs - (3rd Mention).

0 - No Response	11(8.4)
1 - Not Applicable	116(88.4)
2 - Music	1(0.8)
3 - Eskimo News	1(0.8)
4 - Eskimo Drama	0(0.0)
5 - Eskimo Public Affairs	1(0.8)
6 - Morning Show	0(0.0)
7 - Eskimo Myths and Legends	1(0.8)
8 - Western Music	0(0.0)
9 - Religious Programs	0(0.0)

Col. 31 Number of Times Per Week Attend Local Movie Theatres.

0 - No Response	0(0.0)
1 - Don't Attend Movies	83(63.4)
2 - Once or Less	35(26.7)
3 - Twice (i.e., As Often as Movie Changes)	13(9.9)

Col. 32 Favourite Type of Movie.

0 - No Response	0(0.0)
1 - Not Applicable	83(63.4)
2 - Drama	6(4.6)
3 - War	9(6.9)
4 - Musical	0(0.0)
5 - Western	24(18.3)
6 - Comedy	0(0.0)
7 - Travel	2(1.5)
8 - Like All Movies (No Discrimination)	7(5.3)

Col. 33 Do You Read Any Newspapers or Magazines?

0 - No Response	0(0.0)
1 - Yes	79(60.3)
2 - No	52(39.7)

MARGINAL
FREQUENCIES

Col. 34 Newspaper Reading (Which One).

1 - Not Applicable	52 (39.7)
2 - Inukshuk	73 (55.7)
3 - Other (Time, Montreal Star, Toronto Globe and Mail)	4 (3.1)
4 - Inukshuk and Other	2 (1.5)

Col. 35 Newspaper Reading (Other Than Inukshuk)

1 - Not Applicable	125 (95.4)
2 - Time Magazine	2 (1.5)
3 - Montreal Gazette	1 (0.8)
4 - Montreal Star	3 (2.3)

Col. 36 Newspaper Reading (Inukshuk - How Often?)

1 - Not Applicable	56 (42.7)
2 - Weekly	61 (46.6)
3 - Occasionally	14 (10.7)

Col. 37 Newspaper Reading (Other Than Inukshuk - How Often?)

1 - Not Applicable	125 (95.4)
2 - Daily	0 (0.0)
3 - Weekly	3 (2.3)
4 - As Often as Available	3 (2.3)

Col. 38 Do You Spend Any Time Reading Books or The Bible During The Evening?

0 - No Response	0 (0.0)
1 - Yes	107 (81.7)
2 - No	24 (18.3)

Col. 39 Reading of Books or Bible During ~~the~~ Evening (Which?)

0 - No Response	0 (0.0)
1 - Not Applicable	24 (18.3)
2 - Books	4 (3.1)
3 - Bible	84 (64.1)
4 - Both	19 (14.5)

Col. 40 Time Spent in Reading.

0 - No Response	0 (0.0)
1 - Not Applicable	24 (18.3)
2 - Occasionally or Anytime (No Time Interval Specified)	71 (54.2)
3 - One Hour Per Day	29 (22.1)
4 - Two Hours Per Day	5 (3.8)
5 - Three Hours Per Day	1 (0.8)
6 - Four or More Hours per Day	1 (0.8)

Col. 41 Do You Own a Television Set?

0 - No Response	0 (0.0)
1 - Yes	101 (77.1)
2 - No	30 (22.9)

Appendix C

Content Analysis

Content Analysis Frontier Television Service 1972

<u>Code</u>	<u>Occasions</u>	<u>%</u>	<u>Hours</u>	<u>%</u>
1 - News & Commentaries	58	3	51	3
2 - Community and Special Events	69	3	46	3
3 - Public Affairs Talks	46	2	54	4
4 - Religious	58	3	30	2
5a - Educational Formal	17	1	10	1
5b - Educational Informal	255	13	196	13
6a - Music & Dance Light	55	3	54	4
6b - Popular & Dance	99	5	52	4
7 - Drama, Story	603	30	404	28
8 - Quiz and Games	57	3	28	2
9 - Variety (Revue)	252	13	182	12
10 - Music & Dance Classical	12	1	10	1
11 - Drama, Poetry, Story	92	5	79	5
12 - Criticism, Arts & Lit.	71	4	37	3
13 - Science and Research	46	2	26	2
14 - Nature, Sports-Outdoors	129	6	23	6
15 - Feature Films	67	3	108	7
	<u>1,986</u>	<u>100%</u>	<u>1,460</u>	<u>100%</u>

FRONTIER TELEVISION SERVICE - PROGRAM OCCASIONS, CONTENT AND CODE

47	ALL IN THE FAMILY (½)	7	21	IN THE MOOD (½)	6
21	ALPHABET SOUP (½)	5B	2	IMAGES OF CANADA	5B
11	ANNA AND THE KING (½)	7	1	INCOME TAX TEST (1)	5B
2	A MATTER OF FACT	5A	8	ISLAM (1)	5B
30	AUDUBON (½)	14	48	IRISH ROVERS (½)	6
4	ABBOTT & COSTELLO (½)	7	16	JULIE ANDREWS HOUR (1)	9
			12	JALNA (1)	11
11	BANDWAGON (½)	9	12	JUSTICE (1)	7
12	BLESS THIS HOUSE (½)	7	11	JIMMY STEWART (½)	7
5	BENNY HILL (1)	9	3	JOHN BYNER (½)	9
44	BUGS BUNNY (1)	7			
12	BEACHCOMBERS (½)	7	21	KLAHANIE (½)	7
			5	KALEIDOSCOPE (1½)	9
2	CHAMPION CURLING (1)	14			
2	CHILDREN'S CINEMA (1)	7	20	LAUGH-IN (1)	9
3	COUNTRY TIME (½)	6A	15	LET'S CALL ORFF (½)	9
2	CANADIAN STORIES (½)	7	2	LIVING ARCTIC (1)	5B
9	CORWIN PRESENTS (½)	7	1	LEAVING HOME (½)	11
31	CAROL BURNETT (1)	9			
46	CANNON (1)	7	36	MARY TYLER MOORE (½)	7
			15	MAUDE (½)	7
36	DICK VAN DYKE (½)	7	15	M.A.S.H. (½)	7
31	DROP IN (½)	11	10	MAN ALIVE (½)	4
6	DAVID STEINBERG (½)	9	3	MUSIC TO SEE (½)	10
30	DAVID FROST (½)	12	5	MELBA MOORE (½)	10
1	DAVID LEAN (1)	12	13	MR. WIZARD	13
4	DICK EMERY SHOW (½)	9	25	MAN AT CENTER (½)	4
11	DISTINGUISHED CANADIANS (½)	5B	8	MIDWEEK (1)	1
			13	MR. DRESS UP (½)	8
2	ELIZABETH R. (1½)	11			
26	ENCOUNTER (½)	12	6	N.H.L. HOCKEY (3)	14
			6	NEW MAJORITY (½)	2
10	FIVE YEARS LIFE OF (½)	5B	11	NIGHT GALLERY (1)	7
2	FAMILY COURT (½)	11	15	NATURE OF THINGS (½)	5A
34	FLIP WILSON (1)	9	27	NORTHERN SUMMER (½)	14
33	FRONT PAGE CHALLENGE (½)	5B			
			20	O'HARA (1)	7
7	GOOD TIMES (½)	6B	6	OLYMPIAD (½)	14
3	GORDIE TAPP SHOW (½)	9	1	OF THEE I SING (1½)	10
49	GET SMART (½)	7	9	OF ALL PEOPLE (½)	
6	GOLDEN SILENTS (½)	7	22	OLYMPICS	14
14	HAMEL'S COMEDY HOUR (½)	9	10	ODYSSEY (1)	5B
8	HEY TAXI (½)	7	7	ONE MORE TIME (½)	6
9	HI DIDDLE DAY (½)	7			
			23	PROGRAM X (½)	7
			39	PARTRIDGE FAMILY (½)	7

TIGHT BINDING
RELIURE TROP RIGIDE

SPECIALS - CONT'D

REPLAY (½)	14
REACH FOR THE TOP (½)	8
SINGALONG JUBILEE (½)	9
SUNDAY AT NINE (1)	11
SELLING OUT (½)	3
SESAME STREET (1)	5B
SCIENCE WORKSHOP (1)	13
TOMMY BANKS (½)	9
THE PERFORMERS (½)	9
TUESDAY NIGHT (1)	2
THE ROVERS (½)	6B
TIME TO REMEMBER (½)	5B
THIS LAND (½)	2
SPRINGTIME OF LIFE (1)	3
TENTH DECADE (1)	3
TO SEE OURSELVES (½)	2
THIS IS THE LAW (½)	8
TREASURE OF DUTCH (½)	12
THEATER CANADA	11
TO WILD COUNTRY (1)	14
TAKE 30 (½)	3
TOMMY HUNTER (1)	6B
THAT GIRL (½)	7
TELESCOPE (½)	3
UP-DATE (½)	1
VACATION CANADA (1)	5B
WALT DISNEY (1)	7
WEEKEND (1)	1
WHAT ON EARTH (½)	8
WORLD WE LIVE IN (½)	5B
WORLD OF MAN (½)	4
WORLD TV SHOWCASE (1)	11

SPECIALS

STOMPING TIM (½)	6B
JACK LEMMON (1)	9
TERRIFIC HOUR	9
HANSEL AND GRETEL	11
CONSUMER-RUST IN PEACE (½)	5B
GINETTE RENO	6B
WAYNE AND SHUSTER	9
WHO OWNS THE SEA	5B
MECCA FORBIDDEN CITY	5B
CHARIOT OF GODS	5B
ROMEO AND JULIET	11
SPRINGHILL	3

GIBBON'S NATURE FAMILY	14
TWO ARCTIC TALES	11
ONE WAY QUIT SMOKE	5B
HELICOPTER HOLY LAND	4
LAND INFINITE VARIETY	14
ACADEMY AWARDS	9
MURDER IN SHORT	7
IN SEARCH CHAPLIN	12
GRAND NATIONAL	14
EXPO 76	5B
DEATH OF LEGEND (1)	3
NORTHERN GLIMPSES (½)	14
FABRE (1)	7
ALGERIA (1)	3
FACE OF WAR (1)	3
THE ACCIDENT (1.45)	11
BIG JASPER COUNTRY (1)	14
THE WOMAN I LOVE (1)	5B
SANDRA (2)	7
WONDER OF IT ALL (½)	7
VETERAN AND LADY (1)	7
TIME FOR BILLING (1.24)	7
PEOPLE OF SEAL (1)	13
MUSICIANS OF BREMEN (1)	10
JACKSON FIVE SPECIAL (1)	6
HER OF MY LIFE (1½)	7
CHRISTMAS IS (½)	7
JULIETTE SPECIAL (1)	6
BIBLE BELT (1½)	4
DONALD SWAN'S XMAS CANDLE	11
WHEN JESUS BORN (1)	4
LA RONDINE	11
FOUR DAY WONDER	3
RODEO RIDER (1)	2
ONE EARTH ONLY (1)	13
STRATFORD STORY (1)	11
THE SEA (½)	13
DOUG CROSLY (½)	6
LIVING ARCTIC (1)	13
CALGARY STAMPEDE (1)	2
HARD RIDER (1)	2
MAN AND BOY (1½)	5B
ACTION CUT & PRINT (½)	12
MEN OF LUNENBERG (½)	3
NEWS SPECIAL (1)	1
GOING DOWN (1½)	7
COUCHICING CONFERENCE (1)	3
SUMMER (1)	14
TEAM CANADA	14
WATER SKI CHAMPIONS (1)	14
FROM HOUSE OF DEAD	7
DOCUMENTARY	3

TIGHT BINDING
RELIURE TROP RIGIDE

SPECIALS - CONT'D

I REGRET NOTHING	11
VIDEO I	5B
MOON WALK	5
NICE GUYS-FINISH FIRST	3
APOLLO SPLASHDOWN	5B
ANN MURRAY SPECIAL	6
CONCERT CADENCE	10
PEOPLE OF SEAL	13
EMMY AWARDS	9
HYMN SING	4
PREAKNESS RACE CLASSIC	14
TAMING OF THE SHREW	11
TALENT FESTIVAL	11
ADIEU ALOUETTE	10

FEATURE FILMS

SPLENDOUR IN GRASS
 NEVER TOO LATE
 ROBIN AND HOODS
 TWO ON GUILLOTINE
 DRUM BEAT
 ELEPHANT BOY
 SEX AND SINGLE GIRL
 UNDER CAPRICORN
 FORTUNE COOKIE
 RETURN FROM ASHES
 DUEL AT DIABLO
 KHARTOUM
 THE ALAMO
 FUNNY ON WAY FORUM
 THE GLORY GUYS
 CARRY ON KHYBER
 THE GROUP
 JANE EYRE
 MATCHLESS
 NANU KILLER WHALE
 RUSSIANS ARE COMING
 SOLOMON AND SHEBA
 SON OF CLEOPATRA
 MAN FROM RIO
 CHRISTMAS TREE
 LAWRENCE OF ARABIA
 SPRING AND PORT WINE
 SERVANT
 TO KILL DRAGON
 VIVA MARIA

FEATURE FILMS - CONT'D

CAST GIANT SHADOW
 HEAT OF NIGHT
 MONEY POT
 PAPER LION
 THE PARTY
 WHAT IN WAR DADDY
 OPERATION KID BROTHER
 RETURN OF SWAN
 TOM JONES
 HOUSE OF GUN
 SAM WHITLEY
 GHOST OF A CHANCE
 RAGE TO LIVE
 THE CHASE
 APACHE GOLD
 BACKFIRE
 BUNNY LAKE MISSING
 KISS GIRLS MAKE DIE
 CAT BALLOU
 DR. FAUSTUS
 DEADLY AFFAIR
 LILITH
 THE HAPPENING
 ST. TRINIAN'S ROBBERY
 MAN AND WOMAN
 "Z" ADVENTURE
 TWO ON A TIGER
 TALK OF THE DEVIL
 A CHRISTMAS CAROL
 HOLIDAY FILM "READY"
 BABETTE GOES TO WORK
 IRON MAIDEN
 IDOL ON PARADE
 1001 NIGHTS
 THE SILENCERS
 SLEEPING BEAUTY
 THE SWIMMER

TIGHT BINDING
 RELIURE TROP RIGIDE

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