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Appendices

Appendix A – Macquarie University Final Ethics Review Approval Letter



Mr Ming Ming Diao
2106/ 348-352 Sussex Street
Sydney NSW 2000

28 June 2006

Dear Mr Diao

FINAL APPROVAL LETTER

Title of Project: Perspectives on Chinese television development: Studies of television industrialization reformation in China

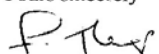
Reference Number: HE26MAY2006-D04727

Thank you for your recent correspondence. Your responses have satisfactorily addressed the outstanding issues raised by the Committee. You may now proceed with your research.

Please note the following standard requirements of approval:

1. Approval will be for a period of twelve months. At the end of this period, if the project has been completed abandoned, discontinued or not commenced for any reason, you are required to submit a Final Report on the project. If you complete the work earlier than you had planned you must submit a Final Report as soon as the work is completed. The Final Report is available at <http://www.ro.mq.edu.au/ethics/human/forms>.
2. However, at the end of the 12 month period if the project is still current you should instead submit an application for renewal of the approval if the project has run for less than five (5) years. This form is available at <http://www.ro.mq.edu.au/ethics/human/forms>. If the project has run for more than five (5) years you cannot renew approval for the project. You will need to complete and submit a Final Report (see Point 1 above) and submit a new application for the project. (The five year limit on renewal of approvals allows the Committee to fully re-review research in an environment where legislation, guidelines and requirements are continually changing, for example, new child protection and privacy laws).
3. Please remember the Committee must be notified of any alteration to the project.
4. You must notify the Committee immediately in the event of any adverse effects on participants or of any unforeseen events that might affect continued ethical acceptability of the project.
5. At all times you are responsible for the ethical conduct of your research in accordance with the guidelines established by the University (<http://www.ro.mq.edu.au/ethics/human>).
6. If you will be applying for or have applied for internal or external funding for the above project it is your responsibility to provide Macquarie University's Grants Officer with a copy of this letter as soon as possible. The Grants Officer will not inform external funding agencies that you have final approval for your project and funds will not be released until the Grants Officer has received a copy of this final approval letter.

Yours sincerely


P. P. 
Dr Margaret Stuart
Director of Research Ethics
Chair, Ethics Review Committee (Human Research)

Appendix B – Information and Consent Form

AUSTRALIA'S INNOVATIVE UNIVERSITY

Information and Consent Form

Name of Project: Perspectives on Chinese Television Development: Studies of Television Industrialization Reformation in China



MACQUARIE
UNIVERSITY ~ SYDNEY

Information of the Project

You are invited to participate in a study of television industrialization reformation in China. The purpose of the study is to investigate different people's (media practitioners, communication and development researchers, administrators and government officials) opinions of television industrialization reformation in China.

The study is being conducted by Ming Ming Diao to meet the requirements for the degree of PhD in International Communication under the supervision of Dr Qin Guo (Tel No: 00-612-98508110) and Professor Naren Chitty (Tel No: 00-612-98508725) of the Macquarie University Department for International Communication. This study is carried out during the period when the investigator is holding the International Macquarie University Research Scholarships (iMURS).

If you decide to participate, you will be asked to discuss the questions related to Chinese television development involving TV industrialization reform in China. The duration for the interview is expected to be 30 minutes to 60 minutes and for the focus group is expected to be approximately two hours.

The whole process of interview and focus group will be recorded in video. The recordings will be edited into a video documentary (approx. 90 minutes) reflecting television reformation of the two selected cases in China (Phoenix TV and SDTV). At the end of each recording section, the recorded video will be shown to you. You have the rights to withdraw your consent and terminated your participation at any time. If this happens, the relevant recordings will be deleted and not be included in the documentary. All video recordings will be kept in a securely locked cabinet at the Macquarie University Department for International Communication (F9C), Sydney. The investigator and the supervisors are the only persons having access to the recording. After 5 years, the recording will be erased.

Any information or personal details gathered in the course of the study are confidential. All your comments represent your personal opinion only and they do not represent the view of your organisation. Your comments will be integrated into the analysis work of the investigator's thesis writing or video documentary. No personal details will be revealed in the thesis and video documentary. You will only be identified in a very brief manner, e.g. "Journalist A" or "Professor B".

You have the rights to view the related section of investigator's video documentary or thesis writing when your comments are quoted or referred. Please indicate if you want the related section to be sent to you.

Even if you decide to participate now, you are free to withdraw from further participation in the research at any time without having to give a reason and without any consequence.

Human Ethics Committee Application Survival Kit
September 2001

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11/06/06

DIVISION OF SOCIETY, CULTURE, MEDIA AND PHILOSOPHY
DEPARTMENT OF INTERNATIONAL COMMUNICATION
MACQUARIE UNIVERSITY - NEW SOUTH WALES 2109 AUSTRALIA
Telephone: (61 2) 9850 9688 - Facsimile: (61 2) 9850 9689
Email: scmp-cic@scmp.mq.edu.au

Participation Consent Form

I, _____ have read and understand the information above and any questions I have asked have been answered to my satisfaction. I agree to participate in this research, knowing that I can withdraw from further participation in the research at any time without consequence.

I would / would not* like to view the related section of the investigator's video documentary or thesis writing when my comments are quoted or referred.

I have been given a copy of this form to keep.

*Please delete the unrelated section.

Participant's Name:
(block letters)

Participant's Signature: _____ Date:

Investigator's Name:
(block letters)

Investigator's Signature: _____ Date:

The ethical aspects of this study have been approved by the Macquarie University Ethics Review Committee (Human Research). If you have any complaints or reservations about any ethical aspect of your participation in this research, you may contact the Ethics Review Committee through its Secretary (telephone 00-612-98507854; email ethics@mq.edu.au). Any complaint you make will be treated in confidence and investigated, and you will be informed of the outcome.

(INVESTIGATOR'S COPY)

Participation Consent Form

I, _____ have read and understand the information above and any questions I have asked have been answered to my satisfaction. I agree to participate in this research, knowing that I can withdraw from further participation in the research at any time without consequence.

I would / would not* like to view the related section of the investigator's video documentary or thesis writing when my comments are quoted or referred.

I have been given a copy of this form to keep.

*Please delete the unrelated section.

Participant's Name:
(block letters)

Participant's Signature: _____ Date:

Investigator's Name:
(block letters)

Investigator's Signature: _____ Date:

The ethical aspects of this study have been approved by the Macquarie University Ethics Review Committee (Human Research). If you have any complaints or reservations about any ethical aspect of your participation in this research, you may contact the Ethics Review Committee through its Secretary (telephone 00-612-98507854; email ethics@mq.edu.au). Any complaint you make will be treated in confidence and investigated, and you will be informed of the outcome.

(PARTICIPATOR'S COPY)



参与说明与同意书

研究课题：展望中国电视业的发展：中国电视产业化改革研究

参与说明

尊敬的参与者：

我们诚挚的邀请您参与“展望中国电视业的发展：中国电视产业化改革研究”的课题，其目的是探讨中国媒体工作者、传媒与发展研究学者以及政府管理者与决策者对于中国电视产业化改革的观点。

此项课题是澳大利亚麦考瑞大学国际传播学院博士研究生刁明明在攻读博士学位期间的研究内容，并且得到了该大学博士生导师郭琴教授（办公电话 00-612-98508110）和Naren Chitty（00-612-98508725）教授的大力支持。同时，这项研究也得到了麦考瑞大学所颁发的国际研究奖学金（iMURS）的资助，并会在此资助期间内完成。

如果您决定参与我们的研究，您将会被问及一些关于中国电视产业改革的问题。个人的采访过程预计在30-60分钟之间，而小组讨论预计将在2个小时左右。采访和小组讨论的全过程会被录像，这些录像将会被剪辑成一个大约90分钟，反映以凤凰卫视和山东卫视为例的中国电视产业化改革的纪录片。在每次采访或小组讨论之后，我们将会回放所有拍摄的内容，您有权决定是否继续或退出参与这项研究。如果您决定退出，与您相关的内容将会被删除。所有保留下来的拍摄资料，将会安全地保存在麦考瑞大学国际传播学院（F9C）的保险柜内（澳大利亚，悉尼）。五年之后，一切与本研究有关的影音资料都将被彻底销毁。

在研究过程中涉及到的您的个人信息、观点和评述都是严格保密的，绝对不会向其他任何组织或个人透露。受访内容会被完整地编辑在研究者的论文或纪录片中，对您的称谓会被泛化，例如“记者A”或“教授B”。

当您的观点被引用之后，您有权观看或阅读研究者所做的纪录片或论文中与之相关的部分。如果您需要这部分的影像或文字资料，请在此提出，我们将会寄给您。即使您决定参与此项研究，以后您仍可以在任何时间、不需要任何理由地提出退出。

参与同意书



我，_____已经阅读并理解上述所有内容，对于我所提出的任何疑问也得到了满意的答复。我同意参与此项研究，并且知道我将来可以在任何时间、不需要任何理由提出退出。

如果我的观点被引用，我 愿意 / 不愿意* 观看或阅读研究者所做的纪录片或论文中与之相关的部分。

我已经保留了此同意书的一份副本。

* 请删除无关部分

参与者姓名：_____（印刷体）

参与者签名：_____ 日期：_____

研究者姓名：_____（印刷体）

研究者签名：_____ 日期：_____

关于此项研究道德与伦理方面的问题，已经获得了麦考瑞大学人类研究道德与伦理委员会的批准。如果在研究过程中，您有任何关于道德伦理方面的疑问或投诉请通过道德与伦理委员会秘书处联系我们（电话 00-612-98507854，email ethics@mq.edu.au），我们将会认真地处理您的投诉，并通知您结果。

（研究者副本）

参与同意书



我，_____已经阅读并理解上述所有内容，对于我所提出的任何疑问也得到了满意的答复。我同意参与此项研究，并且知道我将来可以在任何时间、不需要任何理由提出退出。

如果我的观点被引用，我 愿意 / 不愿意* 观看或阅读研究者所做的纪录片或论文中与之相关的部分。

我已经保留了此同意书的一份副本。

* 请删除无关部分

参与者姓名：_____ (印刷体)

参与者签名：_____ 日期：_____

研究者姓名：_____ (印刷体)

研究者签名：_____ 日期：_____

关于此项研究道德与伦理方面的问题，已经获得了麦考瑞大学人类研究道德与伦理委员会的批准。如果在研究过程中，您有任何关于道德伦理方面的疑问或投诉请通过道德与伦理委员会秘书处联系我们 (电话 00-612-98507854, email ethics@mq.edu.au)，我们将会认真地处理您的投诉，并通知您结果。

(参与者副本)

Appendix C – In-depth Interview Questions

- (1) Can you tell me about China's current television system (or the characteristics of China's current television system) and the main factors that constitute the current television system in China?

您是否可以介绍一下中国当前的电视产业制度（或其特点）以及形成这一制度的主要因素？

- (2) What do you think of the functions and roles of China's television broadcasting institutions today?

您认为当今中国电视广播机构具有哪些功能并扮演什么样的角色？

- (3) How would you evaluate China's present television policies including television policy-making, content and implementation?

您如何评价中国目前的电视产业政策，尤其是在政策的制定，内容和执行方面？

- (4) Can you tell me about the vertical organisational structure and horizontal administrative arrangement of China's television industry and the primary factors that cause such an organisational structure and administrative arrangement of the television industry in China today?

您可否讨论一下中国电视产业的纵向组织结构和横向管理布局以及造成这一结构与布局的主要因素？

- (5) What is the actual state of survival and operation of China's television broadcasting institutions under the vertical organisational structure and horizontal administrative arrangement of China's television industry?

在中国目前的纵向组织结构和横向管理布局下，中国电视广播机构实际的生存与运

营状况是怎样的？

- (6) Can you analyse in detail the capital, production, trading, broadcasting, consumption and investigating markets of the market chain of China's television industry?

您是否可以详细地分析一下中国电视产业市场链的六个市场，即资本、生产、交易、播出、消费和调查市场？

- (7) In your opinion, what is/are the prime force/forces (or factor/factors) that drive China's television industrialisation reform and the development of the television industry in China?

Why do you nominate this/these particular force/forces (or factor/factors)?

在您看来，推动中国电视产业化改革和电视产业发展的主要动力（或因素）有哪些？为什么？

- (8) What are your views regarding the relationship between the Chinese government and the market during the process of China's television industrialisation as well as the entire development course of the television industry in China?

您如何看待在中国电视产业化和整个发展过程中中国政府与市场之间的关系？

- (9) Can you tell me about the development of digital television (DTV) in China to date?

您可否谈论一下目前为止中国数字电视的发展状况？

- (10) In your view, which will be the main force/forces (or factor/factors) that will drive China's television industry into the technological transformation from analog to digital technology: the Chinese government, the market or the technology? Why have you nominated this/these particular force/forces (or factor/factors)?

您认为谁将会成为推动中国电视产业从模拟时代进入到数字化时代的主要动力（或因素）：中国政府，市场还是科技？为什么？

(11) Many people tend to compare CCTV with Phoenix TV, e.g. their television programme styles and operation patterns. What are your views of the two television broadcasters?

很多人喜欢拿中央电视台和凤凰卫视做比较，比如它们的节目风格和运营模式。您是如何看待这两家电视台的？

(12) Can you predict the future trend of industrialisation reform and development of China's television industry?

最后，您是否可以预测一下未来中国电视产业化改革与发展的整体趋势？

In-depth Interviews

Media Practitioner A (2007) *Personal Communication*, Beijing (China), 6 January.

Media Practitioner B (2006) *Personal Communication*, Jinan (China), 31 December.

Media Practitioner C (2007) *Personal Communication*, Jinan (China), 4 January.

Media Practitioner D (2007) *Personal Communication*, Beijing (China), 7 January.

Media Practitioner E (2007) *Personal Communication*, Beijing (China), 7 January.

Media Practitioner F (2007) *Personal Communication*, Beijing (China), 11 January.

Media Practitioner G (2007) *Personal Communication*, Beijing (China), 15 January.

Media Practitioner H (2007) *Personal Communication*, Beijing (China), 15 January.

Media Practitioner I (2007) *Personal Communication*, Beijing (China), 16 January.

Media Practitioner J (2006) *Personal Communication*, Jinan (China), 26 December.

Official A (2007) *Personal Communication*, Jinan (China), 26 January.

Official B (2006) *Personal Communication*, Jinan (China), 26 December.

Official C (2006) *Personal Communication*, Jinan (China), 29 December.

Official D (2007) *Personal Communication*, Beijing (China), 17 January.

Scholar A (2007) *Personal Communication*, Beijing (China), 11 January.

Scholar B (2007) *Personal Communication*, Beijing (China), 11 January.

Scholar C (2007) *Personal Communication*, Beijing (China), 12 January.

Scholar D (2006) *Personal Communication*, Jinan (China), 18 December.

Scholar E (2007) *Personal Communication*, Beijing (China), 13 January.

Scholar F (2006) *Personal Communication*, Jinan (China), 30 December.

Scholar G (2007) *Personal Communication*, Beijing (China), 7 January.

Scholar H (2007) *Personal Communication*, Beijing (China), 10 January.

Appendix D – Focus Group Questions

- (1) What is China's current television system (or what are the characteristics of China's current television system) and what are the main factors that constitute the current television system in China?

中国当前的电视产业制度（或其特点）以及形成这一制度的主要因素是什么？

- (2) What do you think of the functions and roles of China's television broadcasting institutions today?

你认为当今中国电视广播机构具有哪些功能并扮演什么样的角色？

- (3) How would you evaluate China's present television policies including television policy-making, content and implementation?

你如何评价中国目前的电视产业政策，尤其是在政策的制定，内容和执行方面？

- (4) What do you think about the vertical organisational structure and horizontal administrative arrangement of China's television industry and the primary factors that cause such an organisational structure and administrative arrangement of the television industry in China today?

你怎么看待中国电视产业的纵向组织结构和横向管理布局以及造成这一结构与布局的主要因素？

- (5) What is the actual state of survival and operation of China's television broadcasting institutions under the vertical organisational structure and horizontal administrative arrangement of China's television industry?

在中国目前的纵向组织结构和横向管理布局下，中国电视广播机构实际的生存与运营状况是怎样的？

(6) Can you analyse in detail the capital, production, trading, broadcasting, consumption and investigating markets of the market chain of China's television industry?

你是否可以详细地分析一下中国电视产业市场链的六个市场，即资本、生产、交易、播出、消费和调查市场？

(7) In your opinion, what is/are the prime force/forces (or factor/factors) that drive China's television industrialisation reform and the development of the television industry in China?

Why do you nominate this/these particular force/forces (or factor/factors)?

在你看来，推动中国电视产业化改革和电视产业发展的主要动力（或因素）有哪些？为什么？

(8) What do you think about the development of digital television (DTV) in China to date?

你怎样看待目前为止中国数字电视的发展状况？

(9) In your view, which will be the main force/forces (or factor/factors) that will drive China's television industry into the technological transformation from analog to digital technology: the Chinese government, the market or the technology? Why have you nominated this/these particular force/forces (or factor/factors)?

你认为谁将会成为推动中国电视产业从模拟时代进入到数字化时代的主要动力（或因素）：中国政府，市场还是科技？为什么？

Focus Groups

Focus Group One (2006) *Personal Communication*, Jinan (China), 22 December.

Focus Group Two (2006) *Personal Communication*, Jinan (China), 25 December.

Focus Group Three (2006) *Personal Communication*, Jinan (China), 25 December.

Appendix E – The Reference Letter/Professor Narendranath Chitty

November 20, 2006



To Whom It May Concern

Mr Diao Ming Ming, a Chinese National, is a Candidate for the degree of Doctor of Philosophy in International Communication at the Department of International Communication. His Principal Supervisor is Dr Guo Qin, Senior Lecturer at the Department of International Communication. His Associate Supervisors are Dr Alex Edmonds of the Department of Anthropology and myself. His External Supervisor in Beijing, China is Professor Li Xiguang, Executive Dean of the School of Journalism and Communication of Tsinghua University.

Mr Diao Ming Ming's PhD research is on the television industry in the Peoples' Republic of China. He will be conducting field research in China from December 2006 to April 2007.

I would be most grateful if every assistance is provided to Mr Diao Ming Ming in the pursuit of his research goals in China.

A handwritten signature in blue ink, appearing to read 'Naren Chitty'.

Professor Naren Chitty
Foundation Chair & Head of International Communication

DIVISION OF SOCIETY, CULTURE, MEDIA AND PHILOSOPHY
DEPARTMENT OF INTERNATIONAL COMMUNICATION
MACQUARIE UNIVERSITY - NEW SOUTH WALES 2109 AUSTRALIA
Telephone: (61 2) 9850 9688 - Facsimile: (61 2) 9850 9689
Email: scmp-cic@scmp.mq.edu.au
<http://www.mucic.mq.edu.au>