

**G**OODMAN RESEARCH GROUP, INC.  
*Program Evaluation • Consultation • Market Research*

# **Ganga Summative Evaluation**

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## INTRODUCTION

With funding from National Science Foundation (NSF), Independent Broadcasting Associates, Inc. (IBA) created a series of six audio segments that featured the Ganga River. For the millions of people in India, Ganga is more than an ordinary river. They worship the river and yet pollute and exploit it. IBA posed the question “What is the fate of the Ganga as a river and as a goddess?,” leading them to take a journey along the path of the Ganga from the Himalayas to the Bay of Bengal. The radio series, which aired on National Public Radio between November and December of 2007, was a result of this journey.

Along with the radio segments, IBA created a companion Website that includes links to the six radio segments and information on Ganga, along with photographs and educational materials.

In 2006, Goodman Research Group, Inc. (GRG), a research firm in Cambridge, MA and Los Angeles, CA that specializes in the evaluation of educational programs and materials, conducted the formative evaluation of the Ganga Website. GRG conducted a Web-based survey of visitors who reviewed an early version of the Website and reported its findings to IBA in a final formative research report.

In spring 2008, IBA contracted with GRG to conduct an external summative evaluation of the series and the Website. The purpose of this report is to present the findings from the summative evaluation study. The subsequent sections describe the series, the evaluation goals, and the methods used for the study. Results are then presented in detail, first for the series and then for the Website. The final section of the report presents conclusions and recommendations.

## THE GANGA SERIES AND WEBSITE

The primary goal of the Ganga project was to demonstrate how science and religion converge and diverge, using the river Ganga as an example, and how perceptions can be conditioned by cultures. To achieve this, the series focused on three well-documented areas of the river in Kanpur, Varanasi (Banaras), and West Bengal-Bangladesh. The series also sought to help listeners understand the relationships between scientific and religious attitudes applied by people in India to environmental issues.

According to the IBA producers, the objectives of the series and the Website included:

- Conveying the duality of Ganga as both metaphysical (a goddess) and physical (a river) at one and the same time – a way of understanding the river that is common across all socio-economic strata in India.
- Illustrating through the example of Ganga jal (the water of the river) that scientific and mythological explanations are not necessarily in

contradiction but can legitimately be complementary explanations of the same observable phenomena.

- Helping the listeners understand that the problems of Ganga, for example, demand for water exceeding its supply, also have relevance to rivers in the U.S.

The series included the following six segments:

1. Himalayan Journey – About the journey to the source of Ganga
2. Rape of Ganga – About pollution in Kanpur
3. Sacred Heartland – About Ganga, Yamuna, and Saraswati
4. Mysterious Factor X – About Ganga water quality
5. Farakka – About the barrage and its effect on the soil erosion
6. Makar Sankranti – About the bathing festival at Sagar island

The radio segments included information about the geography of the land, physical properties of the river, and its cultural importance. These segments, which were narrated by the producer, Julian Crandall Hollick, also included interviews with experts and local people and anecdotal experiences of the narrator.

The companion Website hosted links to the radio segments, with a “reporter’s notebook” to supplement each segment. This notebook reiterated the geographical and scientific information provided in the segments. Also included on the Website were photographs, maps of the areas, side texts, anecdotal experiences, and other resources designed to be useful to the listeners.

## EVALUATION QUESTIONS

Based on the goals of the project as put forth by IBA, GRG researchers, in consultation with the IBA producers, defined the goals of the summative evaluation study. The evaluation was based on the following research questions:

1. What new information did the participants gain from the Ganga radio segments and the Website?
2. How satisfied were the participants with the Ganga radio segments and the Website?
3. How clear, appealing, usable, and interesting did the participants find the various components of the Ganga radio segments and the Website?
4. Were the radio segments and the Website successful at helping participants understand the following:
  - the duality of the river Ganga,
  - the complementary nature of scientific and mythological explanations of certain phenomenon, and
  - the similarities between Ganga and the rivers in the U.S.?

## METHODS

### PROCEDURE AND INSTRUMENT

Participants for the evaluation study were recruited from the GRG Participant Database, which is comprised of individuals from around the country who have participated in or are interested in participating in a GRG research study.

GRG researchers developed a screener to select participants who listened to National Public Radio on a regular basis (at least once a week), but had not listened to the Ganga series. The screener was sent out to 800 individuals randomly selected from the Participant Database. Of the 800, 173 individuals qualified for the study and were invited to participate; of those 99 agreed to participate.

Once accepted into the study, participants were sent an email instructing them to listen to the six segments of the Ganga series on the Website, in the order they were broadcast, over the course of one week. They were also instructed to take additional time to explore the Website. At the conclusion of the first week, individuals were sent an email with a link to an online survey. This survey, designed by GRG, was hosted on the GRG survey Website (see Appendix A for a copy of the survey). The participants were given a week to provide feedback about both the series and the Website. Two email reminders were sent to the participants to encourage them to fill out the survey.

Overall, four participants were unable to complete the study for personal reasons and 12 did not complete the survey after the two reminders. Thus, 83 individuals in total completed the study.

### PROFILE OF THE PARTICIPANTS

Almost nine out of 10 participants were between the ages of 20 and 50, with slightly more than a third falling between 31 and 40. Sixty percent of the participants had earned either a 4-year college degree or Masters or doctoral degrees. A very high majority of the group identified itself as White (87%) and non-Hispanic (98%). Thus, the majority of the participants in the study were well-educated, non-Hispanic, White women (See Table 1).

Although all respondents currently reside in the United States, four were born outside the country. A minority of respondents (6%) had visited India and, more generally, South Asia (17%). There was a wide variety in the professions in which participants were involved –from homemaker to teacher, from student to small business owner, and from librarian to accountant to counselor.

Table 1  
Demographic characteristics of the participants\*\*

|   | %  |
|---|----|
| <b>Gender</b>                           |    |
| Male                                    | 23 |
| Female                                  | 77 |
| <b>Age Group</b>                        |    |
| 20-30                                   | 23 |
| 31-40                                   | 37 |
| 41-50                                   | 29 |
| 51-60                                   | 10 |
| 61-70                                   | 1  |
| <b>Education</b>                        |    |
| High School or GED                      | 12 |
| Trade or vocational school              | 13 |
| 2-year degree                           | 13 |
| 4-year degree                           | 41 |
| Masters degree                          | 18 |
| Doctorate                               | 1  |
| Other                                   | 1  |
| <b>Race*</b>                            |    |
| African American                        | 8  |
| American Indian/ Alaska Native          | 1  |
| Asian                                   | 5  |
| Native Hawaiian/ Other Pacific Islander | 0  |
| White                                   | 87 |
| Other                                   | 2  |
| <b>Ethnicity</b>                        |    |
| Hispanic/Latino                         | 2  |
| Not Hispanic/Latino                     | 98 |

\*Multiple responses possible.

\*\*Totals may not equal 100% because of rounding.

\*\*\*N =83

In terms of completing the study requirements, participant responses indicated that:

- The overwhelming majority of participants complied with the instruction to listen to all the six segments; each episode was heard by at least 92 % and at the most 98% of the participants.
- Participants most commonly listened to multiple segments over multiple days (47%) or all the segments at once (40%).
- Close to half of respondents (48%) spent between 15 and 45 minutes exploring the Ganga Website (in addition to listening to the segments), 25% spent between 45 and 60 minutes, and another 26% spent more than an hour browsing the Website.

## RESULTS

The results section is divided into the following sub-sections:

- Reactions to radio segments
  - Satisfaction with the presentation
  - Interest level and usefulness of the content
  - New information gained
  - Change in interest level for Ganga-related topics
- Reactions to the Website
  - Satisfaction with the presentation and the content
  - New information gained

For each question on the survey, analyses were conducted for the entire sample and also by age, gender, and education. Unless otherwise noted, ratings did not differ based on age, gender, or education of the participants. Also, wherever relevant, mean ratings are calculated based only on the ratings of the participants who listened to the segment or visited that aspect of the Website.

### REACTIONS TO THE RADIO SEGMENTS

#### Satisfaction with the presentation

Respondents enjoyed the various segments, as indicated by their overall ratings for each one. As Table 2 shows, all six segments received mean ratings higher than four. The highest mean was obtained for the segment titled Mysterious Factor X (mean = 4.34), which focused on scientific explanations of the unique cleansing property of Ganga water.

Table 2  
Participants' overall ratings for each segment

| Segment*                                     | Excellent<br>(5) | Very<br>good<br>(4) | Good<br>(3) | Fair<br>(2) | Poor<br>(1) | Did not<br>listen to |
|--|------------------|---------------------|-------------|-------------|-------------|----------------------|
| Himalayan Journey<br>(mean = 4.22)           | 42%              | 45%                 | 5%          | 6%          | 1%          | 1%                   |
| Rape of Ganga<br>(mean = 4.27)               | 47%              | 39%                 | 7%          | 5%          | 1%          | 1%                   |
| Sacred Heartland<br>(mean = 4.11)            | 39%              | 42%                 | 12%         | 6%          | 1%          | 0%                   |
| <b>Mysterious Factor X<br/>(mean = 4.34)</b> | <b>55%</b>       | <b>29%</b>          | <b>8%</b>   | <b>5%</b>   | <b>1%</b>   | <b>1%</b>            |
| Farakka<br>(mean = 4.04)                     | 34%              | 41%                 | 14%         | 6%          | 1%          | 4%                   |
| Makar Sankranti<br>(mean = 4.04)             | 39%              | 32%                 | 12%         | 10%         | 1%          | 6%                   |

\* Totals may not equal 100% because of rounding

\*\* N = 83

The majority of respondents also believed that the presentation of information on separate segments was *extremely* or *very* clear. As Table 3 indicates, all the segments received high ratings, with the segment titled Mysterious Factor X once again receiving the highest mean ratings (4.20).

Table 3  
Participants' ratings of segment clarity

| <b>How clear was the information presented in each segment?*</b> | <b>Extremely (5)</b> | <b>Very (4)</b> | <b>Somewhat (3)</b> | <b>A Little (2)</b> | <b>Not at All (1)</b> | <b>Did not listen to</b> |
|--|----------------------|-----------------|---------------------|---------------------|-----------------------|--------------------------|
| Himalayan Journey (mean = 4.05)                                  | 39%                  | 33%             | 21%                 | 5%                  | 1%                    | 0                        |
| Rape of Ganga (mean = 4.16)                                      | 43%                  | 37%             | 10%                 | 7%                  | 1%                    | 1%                       |
| Sacred Heartland (mean = 4.01)                                   | 36%                  | 36%             | 21%                 | 7%                  | 0                     | 1%                       |
| <b>Mysterious Factor X (mean = 4.20)</b>                         | <b>46%</b>           | <b>33%</b>      | <b>12%</b>          | <b>7%</b>           | <b>0</b>              | <b>0</b>                 |
| Farakka (mean = 4.09)  | 36%                  | 41%             | 12%                 | 6%                  | 1%                    | 4%                       |
| Makar Sankranti (mean = 4.12)                                    | 39%                  | 34%             | 16%                 | 6%                  | 0                     | 6%                       |

\* Totals may not equal 100% because of rounding

\*\* N = 83

### Interest level and usefulness of the content

Mysterious Factor X was considered the most interesting of the six segments by the participants. As Table 4 indicates, it received the highest mean ratings (4.37) on a range of 1 through 5 ratings. The segments on "Himalayan Journey" and "Rape of Ganga," the first two segments in the program, also received mean ratings higher than four. Sacred Heartland, the segment about the three rivers Ganga, Yamuna, and Saraswati, was rated the lowest (mean = 3.89).

Several themes came up through the participants' open ended responses to describe their overall impressions of the Ganga program. Prominent among these themes were that it was interesting, informative, and useful.

- A number of the participants (41%) gave responses to indicate that the program was interesting. Some of the actual words used by these participants in their responses to describe Ganga programming were *well-presented*, *enlightening*, *fun*, and *impressive*. Some direct quotes from the participants include:

*"The program was very interesting. I am fascinated by India and concerned about environmental issues so the program was interesting on many levels."*

*"It was interesting. I had heard of the river but had no idea there was so much involved with it and the people."*

- Forty one percent of participants also indicated that they found the Ganga program to be highly informative. Once again, participants used words like *eye-opening*, *educational*, *very detailed*, and *thought-provoking* in their responses. Participants found the information about mythology, science, environment and culture fascinating and inspiring, as illustrated by the following comments:

*“Very informative, a lot of information I would have never thought to seek out. I have even shared the information with people I know.”*

*“It was eye opening to the ecological problems that are occurring.”*

*“I learned a lot! I loved the factor x one - wow! That was some very cool information. The show also really helped me to understand WHY the people consider the river to be sacred, and, quite frankly, made me want to go visit it myself.”*

Table 4  
Participants’ ratings on Ganga segments content

| How interesting was the information presented in each segment?* | Extremely (5) | Very (4)   | Somewhat (3) | A Little (2) | Not at All (1) | Did not listen to |
|---|---------------|------------|--------------|--------------|----------------|-------------------|
| Himalayan Journey (mean = 4.05)                                 | 35%           | 41%        | 18%          | 2%           | 2%             | 1%                |
| Rape of Ganga (mean = 4.24 )                                    | 47%           | 41%        | 8%           | 2%           | 2%             | 1%                |
| Sacred Heartland (mean =3.89 )                                  | 26%           | 48%        | 20%          | 5%           | 2%             | 0                 |
| <b>Mysterious Factor X (mean =4.37 )</b>                        | <b>55%</b>    | <b>32%</b> | <b>9%</b>    | <b>1%</b>    | <b>2%</b>      | <b>1%</b>         |
| Farakka (mean =3.97 )   | 30%           | 45%        | 15%          | 4%           | 4%             | 3%                |
| Makar Sankranti (mean =3.99 )                                   | 31%           | 40%        | 16%          | 5%           | 2%             | 6%                |

\* Totals may not equal 100% because of rounding

\*\* N = 83

### New information gained

On a 4-point scale from *very easy* to *very difficult*, a majority of the participants (88%) indicated that the content presented in the segments was fairly easy or very easy to understand. The remaining 12% indicated that it was difficult. For some participants, this difficulty in understanding was related to the difficult content, while for others it was related to understanding the accent of the Indians involved in the program.

Participants rated the effectiveness of the Ganga segments in providing them with information about the various topics covered in the segments (see Table 5). Overall, they found the program to be very effective in this regard.

Table 5  
Participants' ratings on the information effectiveness of the radio program

| Topic*   | Extremely effective (5) | Very Effective (4) | Some what Effective (3) | A Little Effective (2) | Not at All Effective (1) |
|--|-------------------------|--------------------|-------------------------|------------------------|--------------------------|
| The interconnections between religion, culture, and science, using Ganga as an example (mean = 4.37)   | 52%                     | 37%                | 8%                      | 1%                     | 1%                       |
| The overall importance of Ganga in the life of people in India (mean = 4.65)   | 77%                     | 15%                | 6%                      | 1%                     | 1%                       |
| The overall traditional, cultural, and social context in India around the river Ganga (mean = 4.59)  | 71%                     | 21%                | 6%                      | 1%                     | 1%                       |
| The mythological story of the origin of Ganga (mean = 4.36)  | 54%                     | 34%                | 7%                      | 4%                     | 1%                       |
| The uniqueness of Ganga compared to the other rivers in India (mean = 4.42)  | 49%                     | 33%                | 13%                     | 2%                     | 2%                       |
| The factors affecting the pollution of Ganga (mean = 4.43)   | 60%                     | 29%                | 6%                      | 4%                     | 1%                       |
| Efforts on the part of the Indian government to clean Ganga (e.g., Ganga Action Plan) (mean = 4.17)  | 40%                     | 43%                | 12%                     | 4%                     | 1%                       |
| Distinction between impure vs. unclean river waters (mean = 3.98)  | 40%                     | 29%                | 23%                     | 6%                     | 2%                       |
| Duality between Ganga as the goddess vs. river (mean = 4.16)   | 43%                     | 37%                | 16%                     | 4%                     | 1%                       |
| Gene of "divinity" that is associated with Ganga (mean = 3.95)   | 35%                     | 33%                | 26%                     | 4%                     | 2%                       |
| Scientific explanations of the unique cleansing property of Ganga water (e.g. high content of dissolved oxygen, presence of bacteriophage, etc.) (mean = 4.37) | 54%                     | 34%                | 8%                      | 2%                     | 1%                       |
| The social, economic, and environmental effects of building dams on Ganga (e.g., barrage at Farakka) (mean = 4.31)   | 55%                     | 28%                | 12%                     | 2%                     | 2%                       |
| The connections between the environmental and economic issues around Ganga and around the rivers in the U.S. (mean = 4.02)                                     | 45                      | 30                 | 13                      | 7                      | 5                        |

\* Totals may not equal 100% because of rounding

\*\* N = 83

The two topics that received highest ratings for effectiveness were “*The overall importance of Ganga in the life of people in India*” (mean = 4.65 out of 5) and “*The overall traditional, cultural, and social context in India around the river Ganga*” (mean = 4.59). These topics were represented in varying degrees in all six segments of the radio program. The following respondent quote is consistent with the high ratings for these topics:

*“I really liked the descriptions of different aspects of the river, the people who live around it, and their societies and cultures, and some of the sounds were invigorating- singing in languages other than English, sitar music, the clanging of bells.”*

Participants’ ratings of each segment individually in terms of how informative it was were quite positive(See Table 6). All the segments received mean ratings above 4, indicating that the participants found all segments *very to extremely* informative.

Once again, the highest mean ratings were obtained by the segment titled “Mysterious Factor X” that focused on the water quality and properties of Ganga. The high ratings for the segment “Rape of Ganga” were consistent with the high ratings for its content topic “The factors affecting the pollution of Ganga” as indicated earlier in Table 6.

Table 6  
Participants’ ratings on how informative each segment was

| How informative was the segment?*        | Extremely (5) | Very (4)   | Somewhat (3) | A Little (2) | Not at All (1) | Did not listen to |
|--|---------------|------------|--------------|--------------|----------------|-------------------|
| Himalayan Journey (mean = 4.26)          | 40%           | 47%        | 11%          | 0            | 1%             | 1%                |
| Rape of Ganga (mean = 4.38 )             | 52%           | 35%        | 11%          | 0            | 1%             | 1%                |
| Sacred Heartland (mean = 4.07)           | 30%           | 52%        | 13%          | 5%           | 0              | 0                 |
| <b>Mysterious Factor X (mean = 4.40)</b> | <b>51%</b>    | <b>38%</b> | <b>0</b>     | <b>7%</b>    | <b>2%</b>      | <b>1%</b>         |
| Farakka (mean = 4.16)                    | 35%           | 44%        | 15%          | 2%           | 0              | 3%                |
| Makar Sankranti (mean = 4.04)            | 31%           | 39%        | 21%          | 4%           | 0              | 6%                |

\* Totals may not equal 100% because of rounding

\*\* N = 83

Along with these quantitative measures, participants were also given an opportunity to put in their own words what they learned from the Ganga radio segments. Specifically, in an open-ended question participants were asked to write any one new thing they learned from the series. Analyses of the participant responses suggested that listening to the Ganga series was a very informative experience for the participants. Seventy nine out of the 83 respondents were able to mention at least one new thing they learned about Ganga or its surrounding areas, its cultural or mythological significance, and the science and environmental issues surrounding it. For those who were already familiar with

Ganga or Indian culture to some extent, the series challenged them to employ a different paradigm when thinking about the river and its accompanying issues. Following are two illustrative quotes from the participants:

*“I had never thought about the environmental issues surrounding any river in India or another country & hearing about the obstacles & advantages of the spiritual paradigm was very thought provoking.”*

*“I learned that the Ganga means so much to so many people in multiple ways. I learned that in today's modern world, there is still mystery surrounding the Ganga.”*

References to particular places, events, theories and myths surrounding Ganga made by the participants in their qualitative responses also indicated that they were very engaged in the radio segments and were able to retain the information presented. As indicated in Table 7, almost three out of 10 respondents mentioned learning about Ganga’s unique water properties due to high levels of sulfur, oxygen and bacteriophage. Two out of 10 listeners learned something new about the environmental issues surrounding Ganga, whether related to damming at Farakka or the impact on the river of the sewage workers’ strike.

Table 7  
Participants’ responses to one new thing learned from the series

| <b>Response category</b>                  | <b># of people mentioning this</b> | <b>Examples of direct quotes within the category</b>   |
|---|------------------------------------|--|
| Water quality/properties of Ganga         | 22                                 | <i>“I learned that the water of the river has an unusually high concentration of oxygen and that it contains bacteriophage (I think?) that feed on materials in the water that would otherwise be toxic...so that some of the health benefits people ascribe to the Ganga may owe to actual chemical properties of its water.”</i> |
| Environmental issues (pollution, damming) | 18                                 | <i>“The well intended but sometimes disastrous consequences of building large dams and the alternative of constructing many smaller dams on a smaller scale for the purpose of providing localized energy production.”</i>   |
| Cultural/religious importance of Ganga    | 14                                 | <i>“I learned about the myths of the Ganga including the goddess myth and the Ramayana myth. I also learned about the mystical properties of the river water and the annual ceremony at the mouth of the Ganga.”</i>   |
| Metaphysical/physical nature of Ganga     | 8                                  | <i>“It is the only river I’ve heard of that is both divine and has everyday uses. It is polluted in areas yet has customs associated with it, and explains why people see it as divine.”</i>   |
| Multiple uses of Ganga                    | 7                                  | <i>“I learned that there is a balance between the uses of the Ganga river and it must be saved for not just the environmental impact, but for the direct social impact.”</i>   |
| Everything new                            | 7                                  | <i>“I never even knew that the Ganga was such an important river. I’d never heard much about it, but this series made me rethink its importance.”</i>  |
| Miscellaneous                             | 5                                  | <i>“It’s only 1500 miles long.”</i>  |

\*N=83

It is interesting to note that such a high number of participants indicated learning about science and environmental issues surrounding the Ganga. These open-ended responses are consistent with the participants' ratings on how informative each segment was. In fact, the two segments with more environmental and science content, Mysterious Factor X and Rape of Ganga, were rated the highest.

Fourteen participants also mentioned information about the cultural or religious aspect of Ganga as something new they learned, whereas 8 participants mentioned the physical and metaphysical nature of the river.

Participants rated the amount of new information the program provided them about the three topics covered by IBA' program goals. As Table 8 indicates, for the majority of participants, all or most of the information presented in the program was new. On a scale of 1 through 4, where higher ratings indicated more new information being presented, all the three content topics received a mean rating higher than 3.

Table 8  
Participants' ratings on how much new information they received

| Topic*   | All or almost all of the information presented was new to me (4) | Most of the information presented was new to me (3) | Some of the information presented was new to me (2) | None or almost none of the information presented was new to me (1) |
|--|--|---|---|--|
| The duality of Ganga being both a metaphysical and a physical river (mean=3.47)  | 63%  | 22%   | 16%   |  |
| The idea that mythological and scientific explanations can be complementary to each other (mean =3.31 )                    | 57%  | 21%   | 21%   | 2%   |
| The connections between the environmental and economic issues around Ganga and around the rivers in the U.S. (mean =3.45 ) | 59%  | 28%   | 12%   | 1%   |

\*N=83

### Change in interest level for Ganga-related topics

Participants became more interested in content topics of the Ganga program as a result of their exposure to the series, as shown in Table 9. This is evident from their ratings (on a scale from 1 through 5, in which higher ratings indicate a rise in interest level).

The highest mean ratings (4.25) were obtained for the topic "Scientific explanations of the unique cleansing property of Ganga water (e.g. high content of dissolved oxygen, presence of bacteriophage, etc.)." Once again, this topic was covered in the Mysterious Factor X segment. Two more topics, namely, "The

overall importance of Ganga in the life of people in India” and “The overall traditional, cultural, and social context in India around the river Ganga” also received mean ratings higher than 4. As mentioned earlier, participants rated the program as highly effective in providing information about these two topics.

Table 9  
Participants’ ratings of change in interest for different content topics

| Topic*  | I’m a lot more interested now | I’m somewhat more interested now | I’m slightly more interested now | My interest is the same | I’m less interested now |
|---|-------------------------------|----------------------------------|----------------------------------|-------------------------|-------------------------|
| The interconnections between religion, culture, and science (mean =3.9 )  | 36%                           | 37%                              | 11%                              | 12%                     | 4%                      |
| The overall importance of Ganga in the life of people in India (mean = 4.01)  | 37%                           | 40%                              | 13%                              | 6%                      | 4%                      |
| The overall traditional, cultural, and social context in India around the river Ganga (mean = 4.11)   | 43%                           | 35%                              | 14%                              | 4%                      | 4%                      |
| The mythological story of the origin of Ganga (mean = 3.36)   | 43%                           | 23%                              | 13%                              | 17%                     | 4%                      |
| The uniqueness of Ganga compared to the other rivers in India (mean =3.86 )   | 35%                           | 34%                              | 17%                              | 11%                     | 4%                      |
| The factors affecting the pollution of Ganga (mean =3.94 )  | 35%                           | 39%                              | 16%                              | 7%                      | 4%                      |
| Efforts on the part of the Indian government to clean Ganga (e.g. Ganga Action Plan) (mean =3.77 )  | 34%                           | 31%                              | 17%                              | 15%                     | 4%                      |
| Distinction between impure vs. unclean river waters (mean =3.96)  | 41%                           | 29%                              | 19%                              | 7%                      | 4%                      |
| Duality between Ganga as the goddess vs. river (mean =3.8 )   | 37%                           | 28%                              | 18%                              | 13%                     | 4%                      |
| Gene of “divinity” that is associated with Ganga (mean =3.72 )  | 32%                           | 29%                              | 22%                              | 12%                     | 5%                      |
| <b>Scientific explanations of the unique cleansing property of Ganga water (e.g. high content of dissolved oxygen, presence of bacteriophage, etc.) (mean=4.25)</b> | <b>52%</b>                    | <b>34%</b>                       | <b>6%</b>                        | <b>5%</b>               | <b>4%</b>               |
| The social, economic, and environmental effects of building dams on Ganga (e.g. barrage at Farakka) (mean = 3.96)   | 40%                           | 31%                              | 18%                              | 7%                      | 4%                      |
| The connections between the environmental and economic issues around Ganga and around the rivers in the U.S. (mean =3.9 )   | 40%                           | 33%                              | 12%                              | 10%                     | 6%                      |

\* Totals may not equal 100% because of rounding

\*\* N= 83

Participants indicated how interested they were in environmental issues overall and in water or water-related issues, in particular, after having listened to the Ganga program (See Table 10). On a scale of 1 through 5, higher ratings indicated higher interest levels. Participants were more interested in the environment in general (mean = 4.24) than in water and water-related issues (mean = 4.05).

Table 10  
Participants' ratings on interest level in content related topics

| Topic*  | Extremely interested (5) | Very interested (4) | Somewhat interested (3) | A little interested (2) | Not at all interested (1) |
|---|--------------------------|---------------------|-------------------------|-------------------------|---------------------------|
| Environmental issues<br>(mean = 4.24)           | 45%                      | 41%                 | 11%                     | 1%                      | 2%                        |
| Water and water-related issues<br>(mean = 4.05) | 37%                      | 39%                 | 18%                     | 4%                      | 2%                        |

\* Totals may not equal 100% because of rounding

\*\* N= 83

## REACTIONS TO GANGA WEBSITE

### Satisfaction with the presentation and the content

Participants rated the Ganga Website very positively on various characteristics, using a rating scale from 1 (*very poor*) through 5 (*excellent*). While the Website was rated high on all the characteristics (See Table 11), the highest mean rating was obtained for the “usefulness of the information” on the Website (mean = 4.45).

Table 11  
Participants' ratings of the Ganga Website characteristics

| Website characteristic*                        | Excellent | Good | Fair | Poor | Very poor |
|--|-----------|------|------|------|-----------|
| Navigation (mean = 4.43)                       | 51%       | 42%  | 7%   |      |           |
| Organization (mean = 4.37)                     | 51%       | 36%  | 13%  |      |           |
| Look and Feel (mean = 4.33)                    | 51%       | 33%  | 13%  | 2%   |           |
| Ease of Use (mean = 4.41)                      | 54%       | 35%  | 8%   | 2%   |           |
| Usefulness of the information<br>(mean = 4.45) | 64%       | 21%  | 13%  | 1%   | 1%        |

\* Totals may not equal 100% because of rounding

\*\* N = 83

On an open-ended question, 15% of participants indicated that they liked the supplementary information on the Website. They liked reading the summary of the radio segments on the Website. Of the information presented on the Website,

some participants (9%) also particularly mentioned enjoying reading the *reporter's notebook*. In the words of a participant:

*“I greatly enjoyed reading Julian's 'notebook' sections that went along with the audio. It gave a bit more detail to what I was listening to.”*

Participants were satisfied with the site's navigation and organization. Fifteen percent of the participants mentioned that they liked the layout, the organization, and the navigation of the Website. These participants found that the site was easy to navigate and mentioned that the lay out allowed them to find information on the site easily and fast.

Eighty percent of the participants rated the subject matter on the Ganga Website overall as *extremely interesting* or *very interesting*. Nonetheless, their mean ratings for individual sections on the Website were lower than their ratings of the Ganga segments (see Table 12 on the next page).

Photographs on the Ganga Website were the most appealing aspect to the participants. In terms of the usefulness of the resources on the Website, the photographs were rated as the most useful. The photographs on the Website got the highest percentage of visitors (98%) and also obtained a much higher mean rating (4.52) compared to all the other sections on the Website. Eighty-six percent of the participants found the photographs *extremely* or *very* useful.

In an open-ended question about their favorite part of the Ganga Website, 40% of the participants responded that they liked the photographs the most. The photographs titled “Ganga and her people” included glimpses of the life and the culture around Ganga. According to the participants, the photographs helped them visualize and contextualize the content material better. In the actual words of participants,

*“I loved the pictures; I could really see what the program was saying through the pictures of the people and the river.”*

*“Definitely the photos. I enjoyed looking at the photos while listening. I guess it helped me visualize what the audio was trying to convey.”*

Also, female participants' ratings of the photographs were significantly higher than were the men's ratings. No other gender, age, or education related differences were found in the ratings.

The class activities were rated lowest on their usefulness. This feature was also visited by the least number of participants (70%).

Table 12  
Participants' ratings of the Website Content

| Content topic*                                   | Extremely interesting | Very interesting | Generally interesting | A little interesting | Not at all interesting | I did not visit this feature |
|--|-----------------------|------------------|-----------------------|----------------------|------------------------|------------------------------|
| Reporter's notebook<br>(mean = 3.85)             | 30%                   | 24%              | 18%                   | 5%                   | 5%                     | 18%                          |
| Side texts<br>(mean = 3.65)                      | 22%                   | 32%              | 26%                   | 9%                   | 4%                     | 9%                           |
| Maps<br>(mean = 3.59)                            | 29%                   | 22%              | 24%                   | 8%                   | 8%                     | 8%                           |
| Music and sounds of Ganga<br>(mean = 3.86)       | 40%                   | 24%              | 15%                   | 8%                   | 7%                     | 6%                           |
| Theme music of Ganga<br>(mean = 3.79)            | 39%                   | 21%              | 18%                   | 11%                  | 6%                     | 6%                           |
|  | Extremely useful      | Very useful      | Generally useful      | A little useful      | Not at all useful      | I did not visit this feature |
| Ecological Values<br>(mean = 3.79)               | 22%                   | 36%              | 18%                   | 7%                   | 2%                     | 15%                          |
| Water Quality<br>(mean = 3.90)                   | 34%                   | 25%              | 18%                   | 5%                   | 5%                     | 13%                          |
| Water Resources<br>(mean = 3.90)                 | 33%                   | 23%              | 21%                   | 5%                   | 4%                     | 16%                          |
| Class activities<br>(mean = 3.76)                | 22%                   | 21%              | 21%                   | 4%                   | 4%                     | 30%                          |
| Educational resources<br>(mean = 3.88)           | 23%                   | 27%              | 17%                   | 4%                   | 2%                     | 28%                          |
| Articles, papers and news links<br>(mean = 3.89) | 25%                   | 40%              | 18%                   | 2%                   | 4%                     | 12%                          |
| Cultural bibliography<br>(mean = 3.90)           | 28%                   | 28%              | 17%                   | 6%                   | 2%                     | 19%                          |
| Environmental bibliography<br>(mean = 3.86)      | 27%                   | 27%              | 18%                   | 6%                   | 2%                     | 21%                          |
| Glossary<br>(mean = 3.90)                        | 30%                   | 23%              | 22%                   | 1%                   | 5%                     | 19%                          |
| Web links<br>(mean = 3.77)                       | 23%                   | 30%              | 22%                   | 5%                   | 4%                     | 17%                          |
| <b>Photographs<br/>(mean = 4.52)</b>             | <b>68%</b>            | <b>18%</b>       | <b>8%</b>             | <b>2%</b>            | <b>1%</b>              | <b>2%</b>                    |

\* Totals may not equal 100% because of rounding

\*\* N = 83

## New information gained

When asked to indicate one thing that they learned from the Website, the participants provided a variety of responses. (For response categories see Appendix B.) Various themes that were revealed through the participant open-ended responses are as follows:

- The Ganga Website proved to be a great complement to the radio series; it allowed participants to follow the team's progress along the river using maps, visualize life on the river through photographs, and explore particular topics in detail with the segment introductions and articles.
- The use of a variety of media (audio, text, photos and maps) allowed listeners to fully experience Ganga, in a way that radio alone could not achieve. These additional resources enhanced listeners' learning, allowing them to get more out of the series than they might have otherwise. In the words of one participant,

*“I read the synopsis of each segment before I started listening to it. I believe it helped me to activate my prior knowledge of the topic, therefore allowing me to better comprehend what I was listening to.”*

- Participants, while appreciating that the site was a great complement to the series, did not believe it provided much in the way of new information. A few participants went to the site expecting to learn about something not presented in the radio series, or to explore a particular topic in depth and felt unable to do so.
- Although some respondents commented that the Website content was very similar to that presented in the series, they believed that it increased their interest in the audio segments and helped them get more out of the series. To quote a participant,

*“I didn't really learn anything additional from visiting the website, but it was excellent in conjunction with the radio segments.”*

- A few respondents referenced learning about the outreach materials available on the site – materials such as merchandise (such as the companion book and the series music), teacher materials, and additional reference materials.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **THE GANGA RADIO SEGMENTS HAD A HIGH APPEAL.**

Overall, all six Ganga radio segments had a high appeal. Listeners felt the segments were interesting and enlightening, with information presented very clearly. The segments not only sustained the interest of the audience but also increased their interest in Ganga and environment-related issues.

### **GANGA RADIO SEGMENTS AND THE WEBSITE WERE HIGHLY INFORMATIVE.**

The radio program provided a lot of new information about Ganga. Particularly, the program enlightened the audience about the scientific and environmental issues around Ganga, its geographical surroundings, and the culture and life of the people around Ganga. Ganga segments also provided ample new information on topics such as the duality of Ganga as a river and as a goddess, connections between the mythological and scientific explanations of phenomenon, and connections between problems faced by Ganga and the rivers of U.S.

### **MYSTERIOUS FACTOR X WAS THE MOST APPEALING OF ALL SIX SEGMENTS**

The segment Mysterious Factor X was the most popular of the six segments in its presentation, content, and participant learning. This segment contained the most technical information about the scientific explanations of the unique cleansing property of Ganga water (e.g. high content of dissolved oxygen and presence of bacteriophage).

In conversations with the IBA producers, GRG has learned that IBA is planning a video documentary on the content included in the segment Mysterious Factor X. GRG highly recommends continuing with the plan and building on the content of the most popular segment.

### **VISUAL AND AUDIO AIDS ON THE WEBSITE WERE MOST POPULAR SECTIONS ON THE WEBSITE**

The visual aids on the Website, such as photographs, and the audio aids such as Indian music, were very interesting and useful to the participants. The photographs provided a visual context for the material that they read on the Website. The music and the sounds around Ganga provided context for the life of the people living around the river.

GRG recommends making additions to the visual content of the Website in terms of more photographs with descriptions for every photograph. The visual content can also be enhanced with short video clipping of the various rituals, ceremonies, and events happening around the river that the producers witnessed.

Finally, GRG recommends that the lessons learned from this series and Website evaluation study inform the planning of future such initiatives. For example, the current study demonstrated that audience members value and learn from the application of science and technology to a topic with cultural interest. In this case, the audience learned about the connections between the physical properties of Ganga water and the religious and cultural notions surrounding it. Also, multi-media aids on a Website such as photographs and music enhance the quality of the experience for the audience, by providing them with a broader cultural context. Applying findings such as these can enhance future media programs developed by IBA or other producers.

## APPENDIX A: GANGA ONLINE SURVEY

### I. Questions about Ganga Radio Segments

**1. Which of the following Ganga segments did you listen to?**

*(Please check all that apply.)*

- Himalayan Journey – About the journey to the source of Ganga
- Rape of Ganga – About Kanpur
- Sacred Heartland – About Ganga, Yamuna, and Saraswati
- Mysterious Factor X – About Ganga water quality
- Farakka – About the barrage at Farakka and the Indo-Bangladesh Water Treaty
- Makar Sankranti – Last segment about the Makar Sankranti festival celebrations

**2. Which of the following best describes how you listened to the Ganga segments? (Check only one.)**

- I listened to the segments at one time.
- I listened to multiple segments over multiple days.
- I listened to one segment each day for multiple days.
- Other, Please describe: \_\_\_\_\_

**3. In one or two sentences, please describe your overall impressions of the Ganga program.**

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**4. Overall, how would you describe the content presented in the Ganga program?**

- The content was very easy to understand.
- The content was fairly easy to understand.
- The content was fairly difficult to understand.
- The content was very difficult to understand.

**5. Overall, how would you rate the different segments of the Ganga program?**

|                     | Excellent                | Very good                | Good                     | Fair                     | Poor                     | Did not listen to        |
|---------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Himalayan Journey   | <input type="checkbox"/> |
| Rape of Ganga       | <input type="checkbox"/> |
| Sacred Heartland    | <input type="checkbox"/> |
| Mysterious Factor X | <input type="checkbox"/> |
| Farakka             | <input type="checkbox"/> |
| Makar Sankranti     | <input type="checkbox"/> |

6. Please rate each Ganga segment in terms of how interesting, informative, and clear it was to you. Please rate only the segments you listened to; if you did not listen to the segment, please check the boxes in the last column.

|                                   |  | Extremely                | Very                     | Somewhat                 | A Little                 | Not at All               | Did not listen to        |
|-----------------------------------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <b><u>Himalayan Journey</u></b>   | How interesting was it?                        | <input type="checkbox"/> |
|                                   | How informative was it?                        | <input type="checkbox"/> |
|                                   | How clear was the information presented in it? | <input type="checkbox"/> |
| <b><u>Rape of Ganga</u></b>       | How interesting was it?                        | <input type="checkbox"/> |
|                                   | How informative was it?                        | <input type="checkbox"/> |
|                                   | How clear was the information presented in it? | <input type="checkbox"/> |
| <b><u>Sacred Heartland</u></b>    | How interesting was it?                        | <input type="checkbox"/> |
|                                   | How informative was it?                        | <input type="checkbox"/> |
|                                   | How clear was the information presented in it? | <input type="checkbox"/> |
| <b><u>Mysterious Factor X</u></b> | How interesting was it?                        | <input type="checkbox"/> |
|                                   | How informative was it?                        | <input type="checkbox"/> |
|                                   | How clear was the information presented in it? | <input type="checkbox"/> |
| <b><u>Farakka</u></b>             | How interesting was it?                        | <input type="checkbox"/> |
|                                   | How informative was it?                        | <input type="checkbox"/> |
|                                   | How clear was the information presented in it? | <input type="checkbox"/> |
| <b><u>Makar Sankranti</u></b>     | How interesting was it?                        | <input type="checkbox"/> |
|                                   | How informative was it?                        | <input type="checkbox"/> |
|                                   | How clear was the information presented in it? | <input type="checkbox"/> |

**7. How much of the information presented in the Ganga program about each of these three topics was new to you?**

|  | All or almost all of the information presented was new to me | Most of the information presented was new to me | Some of the information presented was new to me | None or almost none of the information presented was new to me |
|--|--|---|---|--|
| The duality of Ganga being both a metaphysical and a physical river  | <input type="checkbox"/>                                     | <input type="checkbox"/>                        | <input type="checkbox"/>                        | <input type="checkbox"/>                                       |
| The idea that mythological and scientific explanations can be complementary to each other                    | <input type="checkbox"/>                                     | <input type="checkbox"/>                        | <input type="checkbox"/>                        | <input type="checkbox"/>                                       |
| The connections between the environmental and economic issues around Ganga and around the rivers in the U.S. | <input type="checkbox"/>                                     | <input type="checkbox"/>                        | <input type="checkbox"/>                        | <input type="checkbox"/>                                       |

**8. Please write one or two sentences to describe one new thing you learned from listening to the Ganga program.**

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**9. How effective was the Ganga program at providing information about the following topics?**

|  | Extremely effective      | Very effective           | Somewhat effective       | A Little effective       | Not at All effective     |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| The interconnections between religion, culture, and science, using Ganga as an example   | <input type="checkbox"/> |
| The overall importance of Ganga in the life of people in India   | <input type="checkbox"/> |
| The overall traditional, cultural, and social context in India around the river Ganga  |                          |                          |                          |                          |                          |
| The mythological story of the origin of Ganga  | <input type="checkbox"/> |
| The uniqueness of Ganga compared to the other rivers in India  | <input type="checkbox"/> |
| The factors affecting the pollution of Ganga   | <input type="checkbox"/> |
| Efforts on the part of the Indian government to clean Ganga (e.g., Ganga Action Plan)  | <input type="checkbox"/> |
| Distinction between impure vs. unclean river waters  | <input type="checkbox"/> |
| Duality between Ganga as the goddess vs. river   | <input type="checkbox"/> |
| Gene of “divinity” that is associated with Ganga   | <input type="checkbox"/> |
| Scientific explanations of the unique cleansing property of Ganga water (e.g. high content of dissolved oxygen, presence of bacteriophage, etc.) | <input type="checkbox"/> |
| The social, economic, and environmental effects of building dams on Ganga (e.g., barrage at Farakka)   | <input type="checkbox"/> |
| The connections between the environmental and economic issues around Ganga and around the rivers in the U.S.                                     | <input type="checkbox"/> |

**10. How much has your interest in each of the following topics changed since you listened to Ganga program segments?**

|  | I'm a lot more interested now | I'm somewhat more interested now | I'm slightly more interested now | My interest is the same  | I'm less interested now  |
|--|-------------------------------|----------------------------------|----------------------------------|--------------------------|--------------------------|
| The interconnections between religion, culture, and science  | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |
| The overall importance of Ganga in the life of people in India   | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |
| The overall traditional, cultural, and social context in India around the river Ganga  | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |
| The mythological story of the origin of Ganga  | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |
| The uniqueness of Ganga compared to the other rivers in India  | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |
| The factors affecting the pollution of Ganga   | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |
| Efforts on the part of the Indian government to clean Ganga (e.g. Ganga Action Plan)   | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |
| Distinction between impure vs. unclean river waters  | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |
| Duality between Ganga as the goddess vs. river   | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |
| Gene of "divinity" that is associated with Ganga   | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |
| Scientific explanations of the unique cleansing property of Ganga water (e.g. high content of dissolved oxygen, presence of bacteriophage, etc.) | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |
| The social, economic, and environmental effects of building dams on Ganga (e.g. barrage at Farakka)  | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |
| The connections between the environmental and economic issues around Ganga and around the rivers in the U.S.                                     | <input type="checkbox"/>      | <input type="checkbox"/>         | <input type="checkbox"/>         | <input type="checkbox"/> | <input type="checkbox"/> |

**II. Questions about the Ganga Website**

**11. Please rate the Ganga Website on the following criteria.**

|                               | Excellent                | Good                     | Fair                     | Poor                     | Very poor                |
|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Navigation                    | <input type="checkbox"/> |
| Organization                  | <input type="checkbox"/> |
| Look and Feel                 | <input type="checkbox"/> |
| Ease of Use                   | <input type="checkbox"/> |
| Usefulness of the information | <input type="checkbox"/> |

**12. What was your favorite part of the Ganga Website?**

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**13. How interesting did you find the subject matter included on the Ganga Website?**

- Extremely interesting
- Very interesting
- Somewhat interesting
- A little interesting
- Not at all interesting

**14. What is one new thing you learned from visiting the Ganga Website?**

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**15. Please indicate how interesting these features on the Ganga Website were. Please rate only the features that you visited; if you did not visit the feature, please check the box in the last column.**

|                            |                           | Extremely interesting    | Very interesting         | Generally interesting    | A little interesting     | Not at all interesting   | I did not visit this feature |
|----------------------------|---------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------------------------|
| Material on radio segments | Reporter's notebook       | <input type="checkbox"/>     |
|                            | Side texts                | <input type="checkbox"/>     |
|                            | Maps                      | <input type="checkbox"/>     |
| Music                      | Music and sounds of Ganga | <input type="checkbox"/>     |
|                            | Theme music of Ganga      | <input type="checkbox"/>     |

**16. Please indicate how useful these features on the Ganga Website were. Please rate only the features that you visited; if you did not visit the feature, please check the box in the last column.**

|                  |                       | Extremely useful         | Very useful              | Generally useful         | A little useful          | Not at all useful        | I did not visit this feature |
|------------------|-----------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------------------------|
| Ganga curriculum | Ecological Values     | <input type="checkbox"/>     |
|                  | Water Quality         | <input type="checkbox"/>     |
|                  | Water Resources       | <input type="checkbox"/>     |
|                  | Class activities      | <input type="checkbox"/>     |
|                  | Educational resources | <input type="checkbox"/>     |

|           |                                 |                          |                          |                          |                          |                          |                          |
|-----------|---------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Resources | Articles, papers and news links | <input type="checkbox"/> |
|           | Cultural bibliography           | <input type="checkbox"/> |
|           | Environmental bibliography      | <input type="checkbox"/> |
|           | Glossary                        | <input type="checkbox"/> |
|           | Web links                       | <input type="checkbox"/> |
|           | Photographs                     | <input type="checkbox"/> |

**17. Overall, how much time did you spend exploring the Ganga Website?**

- Less than 15 minutes
- 15-30 minutes
- 31-45 minutes
- 46-60 minutes
- More than 60 minutes

**18. How likely are you to encourage others to visit the Ganga Website?**

- Very Likely
- Somewhat Likely
- Neither Likely nor Unlikely
- Unlikely
- Very Unlikely

**19. Please write any additional comments about the Website.**

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**III. Finally, some questions about you.**

**20. Are you:**  Female  Male

**21. What year were you born?** \_\_\_\_\_

**22. In what country were you born?**

**23. In what country do you currently reside?**

**24. If you reside in the US, in what state do you currently reside?**

**25. Have you ever been to:** *(Check all that apply.)*

- India
- South Asia

**26. What is your ethnicity?**

- Hispanic/Latino
- Not Hispanic/Latino

**27. What is your race?** (Check all that apply.)

- African American
- American Indian
- Asian
- Native Hawaiian/Pacific Islander
- White
- Other; please describe \_\_\_\_\_

**28. What is the highest level of education you have completed?**

- Some high school
- High school diploma or GED
- Trade or vocational school
- 2-year degree
- 4-year degree
- Master's degree
- Doctorate
- Other (describe):

**29. What is your job title?** \_\_\_\_\_

**30. Please provide a brief description of your work:** \_\_\_\_\_

**31. Since listening to Ganga, how interested are you in the topics of water and/or water-related issues?**

- Extremely interested
- Very interested
- Somewhat interested
- A little interested
- Not at all interested

**32. Since listening to Ganga, how interested are you in topics related to environmental issues?**

- Extremely interested
- Very interested
- Somewhat interested
- A little interested
- Not at all interested

## APPENDIX B

Table 13  
Participants' responses to one new thing learned from the Website

| Response category                         | # of participants giving the response | Examples of direct quotes within the category  |
|---|---------------------------------------|--|
| Miscellaneous                             | 22                                    | <i>"How very complicated and unique this river is!"</i>  |
| Cultural/religious importance of Ganga    | 15                                    | <i>"I learned about the goddess myth, the mystical powers of the Ganga and lots about the culture."</i>  |
| Outreach resources available              | 9                                     | <i>"I learned that there was a Teacher's Area that is great for classroom use in teaching students about testing water quality and understanding how water pollution affects us in our own lives."</i> |
| Visual understanding of Ganga/India       | 8                                     | <i>"The pictures (to me) help put the story together. Everything about the Ganga was new to me because I've never heard of it before."</i>   |
| Water quality/properties of Ganga         | 7                                     | <i>"From the website, I was able to read in more detail about the scientific reasons behind the 'purity' of the Ganga."</i>  |
| Metaphysical/physical nature of Ganga     | 7                                     | <i>I learned about the mythical properties of the Ganga. I knew it played an integral part in people's lives, but I never realized to what extent both physically and spiritually."</i>                |
| Geography of India (maps on site)         | 5                                     | <i>"I learned about the geography of India and, specifically, the path of the Ganga through India. My geographical knowledge is poor, and the maps helped me a lot."</i>                               |
| Environmental issues (pollution, damming) | 5                                     | <i>"The broad-reaching and devastating results of monkeying with nature via the dam, Farakka, gave me more perspective."</i>   |
| Everything new                            | 3                                     | <i>"Everything was new to me! It was so full of information; I don't think I could pick just one!"</i>   |

\*N=83