

Audience Comments on BBC Bangladesh Sanglap 2007

Launched in 2005, Bangladesh Sanglap ("Dialogue on Bangladesh") was developed by the BBC World Service Trust (BBC WST) to give citizens a platform to challenge governments by increasing access to, and participation in, current affairs debates. Created in partnership with the BBC Bengali Service and the satellite television station Channel I, the goal is to encourage and facilitate a change in the country's political culture, promoting a culture of responsiveness and accountability among political representatives and providing access to information on, and discussion of, governance issues.

HDRC conducted an opinion survey on each Sanglap held in the year 2005, 2006 and 2007.

In 2005: Total eight (8) Sanglaps were staged;

In 2006: Total fourteen (14) Sanglaps were staged; and

In 2007: Nine (9) Sanglaps (partial) were covered under survey.

BBC Bangladesh Sanglap, 2007

A 9 audience opinion survey was conducted in each of the Sanglap staged and broadcasted in the year 2007. An Audience Comment Card (ACC) was used to gather participants / audience comments, opinion and reaction about the Sanglap. Before the audience entered the hall, each of them were given an audience comment card. At the exit participants returned the filled in cards. Their comments/ opinion/ reaction were analyzed using computer software programme and then prepared a brief report and delivered to BBC Bengali Service in Dhaka office.