

**SYNTONY APPLIED TO CAPE TECHNIKON  
STUDENT RECRUITMENT**

**BY**

**MARY MAGDELENE MYERS**

**APPENDICES 1-10**

**THESIS SUBMITTED IN FULFILMENT OF THE  
REQUIREMENTS FOR THE  
MASTER'S DEGREE IN TECHNOLOGY:  
PUBLIC RELATIONS MANAGEMENT IN THE FACULTY OF MANAGEMENT  
AT THE CAPE TECHNIKON**

**DECEMBER 2001**

# Appendix 1

## Vuyiseka Senior Secondary School Zonnebloem

1997-09-01

MIMETIC BEHAVIOUR (Bandura)	DIFFUSION (Rogers)	TRIUNE BRAIN (Maclean)
<u>social behaviours ensure:</u> <ul style="list-style-type: none"> <li>• belongingness</li> <li>• companionship</li> <li>• affiliation</li> <li>• twinship</li> <li>• connectedness</li> </ul>	<u>qualities:</u> <ul style="list-style-type: none"> <li>• relative advantage</li> <li>• compatibility</li> <li>• complexity</li> <li>• trialability</li> <li>• observability</li> </ul>	<u>levels of perception:</u> <ul style="list-style-type: none"> <li>• cognitive</li> <li>• affective</li> <li>• predispositional</li> </ul>
<b>S O C I A L   C H A N G E</b>		

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
1. Affiliation with tertiary institution	<u>Zukile Shuqula:</u> Marketing is good at Cape Tech, second choice - Human Resources- good to work with people	<u>Zukile Shuqula:</u> cost less than university Marketing is good at Cape Tech, second choice - Human Resources- good to work with people have more skills than other person from university, I like to study practical, at the School of Management and Cape Technikon		<u>Zukile Shuqula:</u> you get more about what you study for, no chances to fail have more skills than other person from university, I like to study practical, at the School of Management and Cape Technikon I study and do a degree, Marketing at CT is good
	<u>Nomonde Memoni:</u> its better than university, more practical	<u>Nomonde Memoni:</u> its better than university, more practical		<u>Nomonde Memoni:</u> its better than university, more practical
	<u>Siphokazi Lungani:</u> Cape Tech is not much expensive, gives me an advance education	<u>Siphokazi Lungani:</u> Cape Tech is not much expensive, gives me an advance education		<u>Siphokazi Lungani:</u> Cape Tech is not much expensive, gives me an advance education
	<u>Thanda Wellem:</u> Cape Tech makes you more powerful, things are practical, part of my critical education, value of Cape Tech is high, have place to stay	<u>Thanda Wellem:</u> Cape Tech makes you more powerful, things are practical, part of my critical education, value of Cape Tech is high, have place to stay	<u>Thanda Wellem:</u> Tourism Management- make people who visit South Africa safe, association with people, those in my community who don't understand PR, tell them about Cape Technikon, advice the community in own location with problems,	<u>Thanda Wellem:</u> Cape Tech makes you more powerful, things are practical, part of my critical education, value of Cape Tech is high, have place to stay
	<u>Fundiswa Dyanhies:</u> not too fat from home, not too expensive	<u>Fundiswa Dyanhies:</u> not too fat from home, not too expensive		<u>Fundiswa Dyanhies:</u> not too fat from home, not too expensive, create academical, technological and social skills, they teach the students not to be

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
				shy to their people
	<u>Phakama Damoyi:</u> not too expensive, not too far from where I stay, would study Marketing, to advertise your things and to sell	<u>Phakama Damoyi:</u> not too expensive, not too far from where I stay		<u>Phakama Damoyi:</u> not too expensive, not too far from where I stay, to advertise your things and to sell
	<u>Noyise Mbombo:</u> fees of Cape Tech are less than the fees of universities, not too far from where I stay	<u>Noyise Mbombo:</u> fees of Cape Tech are less than the fees of universities, not too far from where I stay		<u>Noyise Mbombo:</u> fees of Cape Tech are less than the fees of universities, not too far from where I stay
	<u>Lusindiso Ndzendze:</u> I know I can afford to study at Cape Tech, they don't cost a lot, they have everything you want to do	<u>Lusindiso Ndzendze:</u> I know I can afford to study at Cape Tech, they don't cost a lot, they have everything you want to do	<u>Lusindiso Ndzendze:</u> I want to study Marketing, you sell the product, enjoying to do that, choose it because I can't get suffer if I'm concentrating on it	<u>Lusindiso Ndzendze:</u> I can afford to study at Cape Tech, don't cost a lot, have everything, I want to study Marketing, enjoying to do that, choose it because I can't get suffer if I'm concentrating on it
	<u>Phathekr Kotyi:</u> fee is much less than the fee of universities	<u>Phathekr Kotyi:</u> fee is much less than the fee of universities, want to study Small Business Management, deal with those who suffer about money, go to Small Business to borrow money		<u>Phathekr Kotyi:</u> fee is much less than the fee of universities, want to study Small Business Management, deal with those who suffer about money, go to Small Business to borrow money
	<u>Pupuma Luvuyo:</u> like to do any type of business, my interest is engineering, geology			<u>Pupuma Luvuyo:</u> like to do any type of business, my interest is engineering, geology
	<u>Nonti Lunga:</u> Cape Tech can put me where I want to be, get my future here, fair education for all	<u>Nonti Lunga:</u> Cape Tech can put me where I want to be, get my future here, fair education for all		<u>Nonti Lunga:</u> Cape Tech can put me where I want to be, get my future here, fair education for all
	<u>Yalezo Mercy:</u> less than university	<u>Yalezo Mercy:</u> Small Business Management - I have got own business, money is mine.		<u>Yalezo Mercy:</u> less than university
	<u>Rasmeni Ntombikaise:</u> I am dreaming of Cape Technikon, like things practical, not far from my township, like most the qualifications for work, degree/diploma	<u>Rasmeni Ntombikaise:</u> I am dreaming of Cape Tech, like things practical, not far from my township, like most the qualifications for work, degree/diploma		<u>Rasmeni Ntombikaise:</u> I am dreaming of Cape Tech, like things practical, not far from my township, like most the qualifications for work, degree/diploma
2. Role of cultural background	<u>Zukile Shuqula:</u> little chances to fail, marketing - good to sell something for people		<u>Zukile Shuqula:</u> important to sell things for people -to work with business	
				<u>Siphokazi Lungani:</u> Tourism Management- person must be well

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				motivated and emotional strong
		<p><u>Thanda Wellem:</u> Tourism Management-make people who visit South Africa safe, association with people, those in my community who don't understand PR, tell them about Cape Tech, advice the community in own location with problems</p>	<p><u>Thanda Wellem:</u> Tourism Management-make people who visit South Africa safe, association with people, those in my community who don't understand PR, tell them about Cape Tech, advice the community in own location with problems</p>	<p><u>Thanda Wellem:</u> Tourism Management-make people who visit South Africa safe, association with people, those in my community who don't understand PR, tell them about Cape Tech, advice the community in own location with problems</p>
	<p><u>Fundiswa Dyanhies:</u> not too far from home, not too expensive, create academical, technological and social skills, they teach the students not to be shy to their people</p>	<p><u>Fundiswa Dyanhies:</u> not too far from home, not too expensive, create academical, technological and social skills, they teach the students not to be shy to their people</p>	<p><u>Fundiswa Dyanhies:</u> not too far from home, not too expensive, create academical, technological and social I skills, they teach the students not to be shy to their people</p>	<p><u>Fundiswa Dyanhies:</u> not too far from home, not too expensive, create academical, technological and social skills, they teach the students not to be shy to their people</p>
	<p><u>Phakama Damoyi:</u> I have a small business at home, therefore I want to study Marketing at Cape Tech</p>	<p><u>Phakama Damoyi:</u> I have a small business at home, therefore I want to study Marketing at Cape Tech</p>	<p><u>Phakama Damoyi:</u> I have a small business at home, therefore I want to study Marketing at Cape Tech</p>	<p><u>Phakama Damoyi:</u> I have a small business at home, therefore I want to study Marketing at Cape Tech</p>
		<p><u>Noyise Mbombo:</u> study Tourism-all the countries, you study the people</p>		<p><u>Noyise Mbombo:</u> study Tourism-all the countries, you study the people</p>
	<p><u>Lusindiso Ndzendze:</u> I know I can afford to study at Cape Technikon, they don't cost a lot, they have everything you want to do, I want to study Marketing, you sell the product, enjoying to do that, choose it because I can't get suffer if I'm concentrating on it</p>	<p><u>Lusindiso Ndzendze:</u> I know I can afford to study at Cape Technikon, they don't cost a lot, they have everything you want to do, I want to study Marketing, you sell the product, enjoying to do that, choose it because I can't get suffer if I'm concentrating on it</p>	<p><u>Lusindiso Ndzendze:</u> I know I can afford to study at Cape Technikon, they don't cost a lot, they have everything you want to do, I want to study Marketing, you sell the product, enjoying to do that, choose it because I can't get suffer if I'm concentrating on it</p>	<p><u>Lusindiso Ndzendze:</u> I know I can afford to study at Cape Technikon, they don't cost a lot, they have everything you want to do, I want to study Marketing, you sell the product, enjoying to do that, choose it because I can't get suffer if I'm concentrating on it</p>
	<p><u>Rasmeni Ntombikaise:</u> I am dreaming of Cape Tech, like things practical, not far from my township, like most the qualifications for work, degree/diploma</p>	<p><u>Rasmeni Ntombikaise:</u> I am dreaming of Cape Tech, like things practical, not far from my township, like most the qualifications for work, degree/diploma</p>		<p><u>Rasmeni Ntombikaise:</u> I am dreaming of Cape Tech, like things practical, not far from my township, like most the qualifications for work, degree/diploma</p>
<p>3. Identification with role model</p>	<p><u>Photheka Kotyi:</u> less than the fees of universities, want to study Small Business Management, deal with those who suffered about money, go to Small Business to borrow money</p>	<p><u>Photheka Kotyi:</u> want to study Public Administration, work with people, want to help and guide to do Commerce faculty at Cape Tech</p>		<p><u>Photheka Kotyi:</u> less than the fees of universities, want to study Small Business Management, deal with those who suffered about money, go to Small Business to borrow money</p>

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
	<p><u>Rasmeni Ntomikayise:</u> after CD-ROM I do Tourism Management. I'm well behaviour, tolerate other people's behaviour. like to communicate, I'm well matured person, make arrangement to move out of South Africa</p>	<p><u>Rasmeni Ntomikayise:</u> after CD-ROM I do Tourism Management. I'm well behaviour, tolerate other people's behaviour. like to communicate, I'm well matured person, make arrangement to move out of South Africa</p>		<p><u>Rasmeni Ntomikayise:</u> after CD-ROM I do Tourism Management. I'm well behaviour, tolerate other people's behaviour. like to communicate, I'm well matured person, make arrangement to move out of South Africa</p>
			<p><u>Fundiswa Dyanhies:</u> create academical, technological and social skills, they teach the students not to be shy to their people</p>	
<p>4. Qualities of diffusion: (i) Tangible - compatibility, trialability, observability</p>	<p><u>Nomonde Memoni:</u> you study what you found practical, Tourism Management, study the people which is interested in tourism - After the CD-ROM presentation - Marketing-want to keep my country in high level, didn't know how important marketing is</p>			<p><u>Nomonde Memoni:</u> its better than university, more practical</p>
			<p><u>Zukile Shugula:</u> if you help people, God bless you</p>	
	<p><u>Siphokazi Lungani:</u> Tourism Management-person must be well motivated and emotional strong, I will meet all the requirements needed, much less stress than civil engineering, not so difficult, choose Tourism as my career, offers different languages</p>			<p><u>Siphokazi Lungani:</u> Tourism Management-person must be well motivated and emotional strong, I will meet all the requirements needed, much less stress than civil engineering, not so difficult, choose Tourism as my career, offers different languages</p>
	<p><u>Thanda Wellem:</u> Tourism Management-know the map of South Africa, make people who visit South Africa safe, people of South Africa have knowledge of Tourism Management-CD-ROM: Public Relations Management-gives confidence, association with people, give self-discipline, a more intelligent person, advice the community in own location with problems, also helps South Africa with the Olympic Games</p>	<p><u>Thanda Wellem:</u> Tourism Management-know the map of South Africa, make people who visit South Africa safe, people of South Africa have knowledge of Tourism Management - after the CD ROM: Public Relations Management-gives confidence, association with people, give self-discipline, a more intelligent person, advice the community in own location with problems, also helps South Africa with the Olympic Games. Public Relations. will create good job in my life, more powerful, make bright future, those in my community who don't understand PR, tell them</p>	<p><u>Thanda Wellem:</u> Tourism Management-make people who visit South Africa safe, association with people, give self-discipline, a more intelligent person, advice the community in own location with problems, also helps South Africa with the Olympic Games</p>	<p><u>Thanda Wellem:</u> Tourism Management-make people who visit South Africa safe, association with people, give self-discipline, Public Relations. will create good job in my life, more powerful, make bright future, those in my community who don't understand PR, tell them about CT a more intelligent person, advice the community in own location with problems, also help South Africa with the Olympic Games</p>

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
		about Cape Technikon		
	<u>Fundiswa Dyanhies:</u> create academical, technological and social skills, they teach the students not to be shy to their people	<u>Fundiswa Dyanhies:</u> create academical, technological and social skills, they teach the students not to be shy to their people	<u>Fundiswa Dyanhies:</u> create academical, technological and social skills, they teach the students not to be shy to their people	<u>Fundiswa Dyanhies:</u> create academical, technological and social skills, they teach the students not to be shy to their people
	<u>Lusindiso Ndzendze:</u> want to study Tourism, all the personality requirements I know I can able to do them, nothing can change my mind, all the subjects which are needed i can assure that i can do all get good results, Cape Tech deals with more students, even from overseas	<u>Lusindiso Ndzendze:</u> want to study Tourism, all the personality requirements I know I can able to do them, nothing can change my mind, all the subjects which are needed i can assure that i can do all get good results, Cape Tech deals with more students, even from overseas	<u>Lusindiso Ndzendze:</u> all the personality requirements I know I can able to do them, nothing can change my mind, all the subjects which are needed I can assure that I can do all, get good results,	<u>Lusindiso Ndzendze:</u> want to study Tourism, all the personality requirements I know I can able to do them, nothing can change my mind, all the subjects which are needed i can assure that i can do all get good results, Cape Tech deals with more students, even from overseas
			<u>Phakama Damoyi:</u> I have a small business at home, therefore I want to study Marketing at Cape Technikon	
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	<u>Pupuma Luvuyo:</u> like to do any type of business, my interest is engineering, geology			<u>Pupuma Luvuyo:</u> like to do any type of business, my interest is engineering, geology
	<u>Nonti Lunga:</u> what I saw on Computer, can be my future, you get info that you don't know, courses light in the darkness, gives academical, social skills, love the Cape Tech	<u>Nonti Lunga:</u> what I saw on Computer, can be my future, you get info that you don't know, courses light in the darkness, gives academical, social skills, love the Cape Tech		<u>Nonti Lunga:</u> what I saw on Computer, can be my future, you get info that you don't know, courses light in the darkness, gives academical, social skills, love the Cape Technikon
	<u>Rasmeni Ntomikayise:</u> after CD-ROM I do Tourism Management. I'm well behaviour, tolerate other people's behaviour. like to communicate, I'm well matured person, make arrangement to move out of South Africa	<u>Rasmeni Ntomikayise:</u> after CD-ROM I do Tourism Management. I'm well behaviour, tolerate other people's behaviour. like to communicate, I'm well matured person, make arrangement to move out of South Africa		<u>Rasmeni Ntomikayise:</u> after CD-ROM I do Tourism Management. I'm well behaviour, tolerate other people's behaviour. like to communicate, I'm well matured person, make arrangement to move out of South Africa
(II) Tacit meaning - complexity, relative advantage			<u>Zukile Shugula:</u> good to sell good things to people- the product will sell well, I am talkative, people like me, and they become famous in the country, you like good things for other ones	<u>Zukile Shugula:</u> good to sell good things to people- the product will sell well, I am talkative, people like me, and they become famous in the country, you like good things for other ones

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			<p><u>Thanda Wellem:</u> Tourism Management-association with people, give self-discipline, Public Relations. will create good job in my life, more powerful, make bright future, those in my community who don't understand PR, tell them about Cape Tech, advice the community in own location with problems, also help South Africa with the Olympic Games</p>	
	<p><u>Nomonde Memoni:</u> you study what you found practical. After the CD-ROM presentation - Marketing- want to keep my country in high level, didn't know how important marketing is</p>	<p><u>Nomonde Memoni:</u> you study what you found practical. After the CD-ROM presentation - Marketing- want to keep my country in high level, didn't know how important marketing is</p>		<p><u>Nomonde Memoni:</u> its better than university, more practical</p>
	<p><u>Fundiswa Dyanhies:</u> create academical, technological and social skills, they teach the students not to be shy to their people, to talk about their courses</p>	<p><u>Fundiswa Dyanhies:</u> create academical, technological and social skills, they teach the students not to be shy to their people, to talk about their courses</p>		
	<p><u>Siphokazi Lungani:</u> Tourism Management-person must be well motivated and emotional strong, I will meet all the requirements needed , much less stress than civil engineering, not so difficult, choose Tourism as my career, offers different languages</p>			<p><u>Siphokazi Lungani:</u> Tourism Management-person must be well motivated and emotional strong, I will meet all the requirements needed , much less stress than civil engineering, not so difficult, choose Tourism as my career, offers different languages</p>
	<p><u>Phakama Damoyi:</u> I have a small business at home, therefore I want to study Marketing at Cape Technikon</p>	<p><u>Phakama Damoyi:</u> I have a small business at home, therefore I want to study Marketing at Cape Technikon</p>	<p><u>Phakama Damoyi:</u> I have a small business at home, therefore I want to study Marketing at Cape Technikon</p>	<p><u>Phakama Damoyi:</u> I have a small business at home, therefore I want to study Marketing at Cape Technikon</p>
	<p><u>Lusindiso Ndzendze:</u> all the personality requirements I know I can able to do them, nothing can change my mind, all the subjects which are needed I can assure that I can do all, get good results,</p>	<p><u>Lusindiso Ndzendze:</u> all the personality requirements I know I can able to do them, nothing can change my mind, all the subjects which are needed I can assure that I can do all, get good results,</p>		<p><u>Lusindiso Ndzendze:</u> all the personality requirements I know I can able to do them, nothing can change my mind, all the subjects which are needed I can assure that I can do all, get good results,</p>
	<p><u>Nonti Lunga:</u> what I saw on Computer, can be my future, you get info that you don't know, courses light in the darkness, gives academical, social skills, love the CT</p>	<p><u>Nonti Lunga:</u> what I saw on Computer, can be my future, you get info that you don't know, courses light in the darkness, gives academical, social skills, love the CT</p>		<p><u>Nonti Lunga:</u> what I saw on Computer, can be my future, you get info that you don't know, courses light in the darkness, gives academical, social skills, love the CT</p>

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
	<u>Rasmeni Ntomikayise:</u> after CD-ROM I do Tourism Management. I'm well behaviour, tolerate other people's behaviour. like to communicate, I'm well matured person, make arrangement to move out of South Africa	<u>Rasmeni Ntomikayise:</u> after CD-ROM I do Tourism Management. I'm well behaviour, tolerate other people's behaviour. like to communicate, I'm well matured person, make arrangement to move out of South Africa		<u>Rasmeni Ntomikayise:</u> after CD-ROM I do Tourism Management. I'm well behaviour, tolerate other people's behaviour. like to communicate, I'm well matured person, make arrangement to move out of South Africa
5. Effect of information, the technology on viewers' levels of perceptions	<u>Zukile Shuqula -</u> I have more skills than other person from university, I like to study practical, at the School of Management and Cape Technikon I study and do a degree, Marketing at Cape Tech is good	<u>Zukile Shuqula -</u> I have more skills than other person from university		<u>Zukile Shuqula</u> Marketing at Cape Tech is good
		<u>Nomonde Memoni:</u> courses offered at Cape Tech are important to us, if you do one of the courses, your future is brighter		<u>Nomonde Memoni:</u> courses offered at Cape Tech are important to us, if you do one of the courses, your future is brighter
	<u>Siphokazi Lungani:</u> After the CD-ROM, the courses give you knowledge...in future where you will know everything...	<u>Siphokazi Lungani:</u> After the CD-ROM, the courses give you knowledge...in future where you will know everything...		<u>Siphokazi Lungani:</u> After the CD-ROM, the courses give you knowledge...in future where you will know everything...
			<u>Thanda Wellem:</u> Tourism Management-association with people, give self-discipline, Public Relations. will create good job in my life, more powerful, make bright future, those in my community who don't understand PR, tell them about Cape Tech, advice the community in own location with problems, also help South Africa with the Olympic Games	<u>Thanda Wellem:</u> Tourism Management-association with people, give self-discipline, Public Relations. will create good job in my life, more powerful, make bright future, those in my community who don't understand PR, tell them about Cape Tech, advice the community in own location with problems, also help South Africa with the Olympic Games
	<u>Fundiswa Dyanhies:</u> create academical, technological and social skills, they teach the students not to be shy to their people, to talk about their courses	<u>Fundiswa Dyanhies:</u> create academical, technological and social skills, they teach the students not to be shy to their people, to talk about their courses		<u>Fundiswa Dyanhies:</u> create academical, technological and social skills, they teach the students not to be shy to their people, to talk about their courses
	<u>Phakama Damoyi:</u> If I pass Matric at end of year, I would like to study at the Cape Tech	<u>Phakama Damoyi:</u> If I pass Matric at end of year, I would like to study at the Cape Tech		<u>Phakama Damoyi:</u> If I pass Matric at end of year, I would like to study at the Cape Tech
	<u>Lusindiso Ndzendze:</u> all the personality requirements I know I can able to do them, nothing can change my	<u>Lusindiso Ndzendze:</u> all the personality requirements I know I can able to do them, nothing can change my		<u>Lusindiso Ndzendze:</u> all the personality requirements I know I can able to do them, nothing can change my



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	mind, all the subjects which are needed I can assure that I can do all, get good results	mind, all the subjects which are needed I can assure that I can do all, get good results		mind, all the subjects which are needed I can assure that I can do all, get good results
	<u>Phatheka Kotyi:</u> study Public Administration, work with people, want to help and guide to do Commerce faculty at Cape Tech, work is practical	<u>Phatheka Kotyi:</u> study Public Administration, work with people, want to help and guide to do Commerce faculty at Cape Tech, work is practical		<u>Phatheka Kotyi:</u> study Public Administration, work with people, want to help and guide to do Commerce faculty at Cape Tech, work is practical
	<u>Pupuma Luvuyo:</u> my interest is on engineering, problem is I don't have a self-confidence, I like to do communication	<u>Pupuma Luvuyo:</u> my interest is on engineering, problem is I don't have a self-confidence, I like to do communication		<u>Pupuma Luvuyo:</u> my interest is on engineering, problem is I don't have a self-confidence, I like to do communication
	<u>Nonti Lunga:</u> what I saw on Computer, can be my future, you get info that you don't know, courses light in the darkness, gives academical, social skills, love the Cape Tech	<u>Nonti Lunga:</u> what I saw on Computer, can be my future, you get info that you don't know, courses light in the darkness, gives academical, social skills, love the Cape Tech		<u>Nonti Lunga:</u> what I saw on Computer, can be my future, you get info that you don't know, courses light in the darkness, gives academical, social skills, love the Cape Tech
	<u>Yalezo Mercy:</u> learn a lot of things for future	<u>Yalezo Mercy:</u> Tourism- learn a lot of things for future		<u>Yalezo Mercy:</u> learn a lot of things for future
	<u>Rasmeni Ntomikayise:</u> after CD-ROM I do Tourism Management. I'm well behaviour, tolerate other people's behaviour. like to communicate, I'm well matured person, make arrangement to move out of South Africa			<u>Rasmeni Ntomikayise:</u> after CD-ROM I do Tourism Management. I'm well behaviour, tolerate other people's behaviour. like to communicate, I'm well matured person, make arrangement to move out of South Africa

## Appendix 2

Harold Cressy High School  
1997-09-17

MIMETIC BEHAVIOUR (Bandura)	DIFFUSION (Rogers)	TRIUNE BRAIN (Maclean)
social behaviours ensure: <ul style="list-style-type: none"> <li>• belongingness</li> <li>• companionship</li> <li>• affiliation</li> <li>• twinship</li> <li>• connectedness</li> </ul>	qualities <ul style="list-style-type: none"> <li>• relative advantage</li> <li>• compatibility</li> <li>• complexity</li> <li>• trialability</li> <li>• observability</li> </ul>	<ul style="list-style-type: none"> <li>• cognitive</li> <li>• affective</li> <li>• predispositional</li> </ul>
<b>SOCIAL CHANGE</b>		

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
1. Affiliation with tertiary institution	<u>Charmian Muller:</u> Yes, to further my studies and to get a better insight and understanding of the career I plan on entering. To get hands on experience.	<u>Charmian Muller:</u> Yes, to further my studies and to get a better insight and understanding of the career I plan on entering. To get a hands on experience. I know more about Marketing-my friend is doing marketing...my second choice when I enrolled at the Cape Technikon... <i>Course to be interesting and challenging</i>		<u>Charmian Muller:</u> Yes, to further my studies and to get a better insight and understanding of the career I plan on entering. To get hands on experience
	<u>Riyad van der Westhuizen:</u> Yes, I would like to study here, because I saw that the Technikon has a variety of computer courses which is necessary in future job opportunities I know more about Tourism...have done some research on it...at one stage I had it in mind on doing the course	<u>Riyad van der Westhuizen:</u> Yes, I would like to study here, because I saw that the Technikon has a variety of computer courses which is necessary in future job opportunities		<u>Riyad van der Westhuizen:</u> Yes, I would like to study here, because I saw that the Technikon has a variety of computer courses which is necessary in future job opportunities. I know more about Tourism...have done some research on it...at one stage I had it in mind on doing the course
	<u>Julian Smith:</u> Yes, I would...feel that it is close to home...not too big, not too small, just suitable for my needs...Technikon gives you on-hand work experience ...to my advantage in the future...not purely swotting, but practical as well.			<u>Julian Smith:</u> Yes, I would...feel that it is close to home...not too big, not too small, just suitable for my needs...Technikon gives you on-hand work experience...to my advantage in the future...not purely swotting, but practical as well.
	<u>Craig Schilder:</u> Yes, this particular Technikon's job availability is very high compared to any other Technikons...	<u>Craig Schilder:</u> Yes, this particular Technikon's job availability is very high compared to any other Technikons...		<u>Craig Schilder:</u> Yes, this particular Technikon's job availability is very high compared to any other Technikons...

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	faculties have a fairly high education standard	faculties have a fairly high education standard		faculties have a fairly high education standard
	<u>Feroza Naude:</u> opportunity to study at Cape Tech, I feel that Tech provides a more practical education than university...Cape Tech has great reputation and high standard of work	<u>Feroza Naude:</u> opportunity to study at Cape Tech, I feel that Tech provides a more practical education than university...Cape Tech has great reputation and high standard of work		<u>Feroza Naude:</u> Opportunity to study at Cape Tech, I feel that Tech provides a more practical education than university...Cape Tech has great reputation and high standard of work
	<u>Gillian Carstens:</u> Yes, Information Technology more suitable, practical than university. Many jobs require the practical experience a Technikon offers.	<u>Gillian Carstens:</u> Yes, Information Technology more suitable, practical than university. Many jobs require the practical experience a Technikon offers.	<u>Gillian Carstens:</u> Yes, Information Technology more suitable, practical than university. Many jobs require the practical experience a Technikon offers.	<u>Gillian Carstens:</u> Yes, Information Technology more suitable, practical than university. Many jobs require the practical experience a Technikon offers.
	<u>Brandyn Jochems:</u> Tech looks like nice, exciting and vibrant university			<u>Brandyn Jochems:</u> Tech looks like nice, exciting and vibrant university
	<u>Rushdi Nordien:</u> it's central, close to where I live			<u>Rushdi Nordien:</u> it's central, close to where I live
	<u>Aneesa Behardien:</u> Cape Technikon is highly recommended in the business world			<u>Aneesa Behardien:</u> Cape Technikon is highly recommended in the business world
	<u>Luan Esom:</u> CT delivers education of high standard, goal-directed and will benefit me in achieving my goals, practical institution, get hands-on experience	<u>Luan Esom:</u> CT delivers education of high standard, goal-directed and will benefit me in achieving my goals, practical institution, get hands-on experience		<u>Luan Esom:</u> CT delivers education of high standard, goal-directed and will benefit me in achieving my goals, practical institution, get hands-on experience
	<u>Julian Smith:</u> ...did research on Marketing...interested in the field of commerce...I came across marketing...on the television I have seen people marketing products...certain amount of knowledge about this field		<u>Julian Smith:</u> ...did research on Marketing...interested in the field of commerce...I came across marketing...on the television I have seen people marketing products...certain amount of knowledge about this field	<u>Julian Smith:</u> ...did research on Marketing...interested in the field of commerce...I came across marketing...on the television I have seen people marketing products...certain amount of knowledge about this field
	<u>Craig Schilder:</u> choose Public Relations Management, because my mother was a P R officer...it deals with interpersonal relations with 'different' types of people all over the world		<u>Craig Schilder:</u> choose Public Relations Management, because my mother was a P R officer...it deals with interpersonal relations with 'different' types of people all over the world	<u>Craig Schilder:</u> choose Public Relations Management, because my mother was a P R officer...it deals with interpersonal relations with 'different' types of people all over the world
	<u>Feroza Naude:</u> know more about Tourism...a travel agent, spent time in her office, listening, watching her interactions with clients...been overseas recently, ask questions at aunt's office about things		<u>Feroza Naude:</u> know more about Tourism...a travel agent, spent time in her office, listening, watching her interactions with clients...been overseas recently, ask questions at aunt's office about things	<u>Feroza Naude:</u> know more about Tourism...a travel agent, spent time in her office, listening, watching her interactions with clients...been overseas recently, ask questions at aunt's office about things

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	I have never thought about		I have never thought about	I have never thought about
	<u>Gillian Carstens:</u> My father works in department where he buys and sells goods...Know lot about marketing...find Human Resources interesting...being around people and working with them		<u>Gillian Carstens:</u> My father works in department where he buys and sells goods...Know lot about marketing...find Human Resources interesting...being around people and working with them	<u>Gillian Carstens:</u> My father works in department where he buys and sells goods...Know lot about marketing...find Human Resources interesting...being around people and working with them
	<u>Brandyn Jochems:</u> study marketing, father involved, know a lot about Public Relations, I'm going to do it next year. I also know about Tourism, have a friend who is studying it.			<u>Brandyn Jochems:</u> study marketing, father involved, know a lot about Public Relations, I'm going to do it next year. i also know about Tourism, have a friend who is studying it.
	<u>Rushdi Nordien:</u> study Tourism, my neighbour is studying here at Cape Tech, currently in 2nd year, one of my peers has applied at the Cape Technikon at start of next year		<u>Rushdi Nordien:</u> study Tourism, my neighbour is studying here at Cape Tech, currently in 2nd year, one of my peers has applied at the Cape Technikon at start of next year	<u>Rushdi Nordien:</u> study Tourism, my neighbour is studying here at Cape Tech, currently in 2nd year, one of my peers has applied at the Cape Technikon at start of next year
	<u>Aneesa Behardien:</u> my brother is doing Marketing at Cape Technikon, first year, coming home with products, looking for new way of trying to sell them. He is really enthusiastic, even though I help at times		<u>Aneesa Behardien:</u> my brother is doing Marketing at Cape Technikon, first year, coming home with products, looking for new way of trying to sell them. He is really enthusiastic, even though I help at times	<u>Aneesa Behardien:</u> my brother is doing Marketing at Cape Technikon, first year, coming home with products, looking for new way of trying to sell them. He is really enthusiastic, even though I help at times
	<u>Zayd Halim:</u> Technikon has wide variety of courses to choose from, dealt with in depth, father is accountant, has own business forms part of my life. I would follow my father into marketing department, because I would like to complete what my father could not	<u>Zayd Halim:</u> Technikon has wide variety of courses to choose from, dealt with in depth	<u>Zayd Halim:</u> Technikon has wide variety of courses to choose from, dealt with in depth, father is accountant, has own business forms part of my life. i would follow my father into marketing department, because I would like to complete what my father could not	<u>Zayd Halim:</u> Technikon has wide variety of courses to choose from, dealt with in depth, father is accountant, has own business forms part of my life. i would follow my father into marketing department, because I would like to complete what my father could not
3. Identification with role model	<u>Charmian Muller:</u> Yes, to further my studies and to get a better insight and understanding of the career I plan on entering. To get a hands on experience. I know more about Marketing-my friend is doing marketing...my second choice when I enrolled at the Cape Technikon...course to be	<u>Charmian Muller:</u> Yes, to further my studies and to get a better insight and understanding of the career I plan on entering. To get a hands on experience. I know more about Marketing-my friend is doing marketing...my second choice when I enrolled at the Cape Technikon...course to be		<u>Charmian Muller:</u> Yes, to further my studies and to get a better insight and understanding of the career I plan on entering. To get a hands on experience. I know more about Marketing-my friend is doing marketing...my second choice when I enrolled at the Cape Technikon...course to be

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	interesting and challenging	interesting and challenging		interesting and challenging
	<u>Craig Schilder</u> : choose Public Relations Management, because my mother was a P R officer...it deals with interpersonal relations with 'different' types of people all over the world		<u>Craig Schilder</u> : choose Public Relations Management, because my mother was a P R officer...it deals with interpersonal relations with 'different' types of people all over the world	<u>Craig Schilder</u> : choose Public Relations Management, because my mother was a P R officer...it deals with interpersonal relations with 'different' types of people all over the world
	<u>Feroza Naude</u> : know more about Tourism...a travel agent, spent time in her office, listening, watching her interactions with clients...been overseas recently, ask questions at aunt's office about things I have never thought about		<u>Feroza Naude</u> : know more about Tourism...a travel agent, spent time in her office, listening, watching her interactions with clients...been overseas recently, ask questions at aunt's office about things I have never thought about	<u>Feroza Naude</u> : know more about Tourism...a travel agent, spent time in her office, listening, watching her interactions with clients...been overseas recently, ask questions at aunt's office about things I have never thought about
	<u>Gillian Carstens</u> : My father works in department where he buys and sells goods...Know lot about marketing...find Human Resources interesting...being around people and working with them		<u>Gillian Carstens</u> : My father works in department where he buys and sells goods...Know lot about marketing...find Human Resources interesting...being around people and working with them	<u>Gillian Carstens</u> : My father works in department where he buys and sells goods...Know lot about marketing...find Human Resources interesting...being around people and working with them
	<u>Rushdi Nordien</u> : study Tourism, my neighbour is studying here at Tech, currently in 2nd year, one of my peers has applied at the Tech at start of next year	<u>Rushdi Nordien</u> : study Tourism, my neighbour is studying here at Tech, currently in 2nd year, one of my peers has applied at the Tech at start of next year	<u>Rushdi Nordien</u> : study Tourism, my neighbour is studying here at Tech, currently in 2nd year, one of my peers has applied at the Tech at start of next year	<u>Rushdi Nordien</u> : study Tourism, my neighbour is studying here at Tech, currently in 2nd year, one of my peers has applied at the Tech at start of next year
	<u>Aneesa Behardien</u> : my brother is doing Marketing at Tech, first year, coming home with products, looking for new way of trying to sell them. He is really enthusiastic, even though I help at times		<u>Aneesa Behardien</u> : my brother is doing Marketing at Tech, first year, coming home with products, looking for new way of trying to sell them. He is really enthusiastic, even though I help at times	<u>Aneesa Behardien</u> : my brother is doing Marketing at Tech, first year, coming home with products, looking for new way of trying to sell them. He is really enthusiastic, even though I help at times
	<u>Luan Esau</u> : Human Resources, pursued in career guide, the one's who recruit labour and place them in suitable jobs		<u>Luan Esau</u> : Human Resources, pursued in career guide, the one's who recruit labour and place them in suitable jobs	<u>Luan Esau</u> : Human Resources, pursued in career guide, the one's who recruit labour and place them in suitable jobs
	<u>Zayd Halim</u> : Technikon has wide variety of courses to choose from, dealt with in depth, father is accountant, has own business forms part of my life. i would follow my father into marketing department, because I		<u>Zayd Halim</u> : Technikon has wide variety of courses to choose from, dealt with in depth, father is accountant, has own business forms part of my life. i would follow my father into marketing department, because I	<u>Zayd Halim</u> : Technikon has wide variety of courses to choose from, dealt with in depth, father is accountant, has own business forms part of my life. i would follow my father into marketing department, because I

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	would like to complete what my father could not		would like to complete what my father could not	would like to complete what my father could not
4. Qualities of diffusion: (i) Tangible - compatibility, trialability, observability	<u>Charmian Muller:</u> Marketing is my choice- it's interesting, challenging and exciting. You also get a chance to see how people differ international as far as products are concerned.	<u>Charmian Muller:</u> Marketing is my choice- it's interesting, challenging and exciting. You also get a chance to see how people differ international as far as products are concerned.		<u>Charmian Muller:</u> Marketing is my choice- it's interesting, challenging and exciting. You also get a chance to see how people differ international as far as products are concerned.
		<u>Zayd Halim:</u> Marketing- strong family ties, Cape Technikon will supply me with enough knowledge and skills	<u>Zayd Halim:</u> Marketing- strong family ties, Cape Technikon will supply me with enough knowledge and skills	
	<u>Riyad van der Westhuizen:</u> the courses offered mainly entail hands-on experiences throughout the course, and for each course it is different experience all together. With management courses you need the experience as an essential skill.			<u>Riyad van der Westhuizen:</u> the courses offered mainly entail hands-on experiences throughout the course, and for each course it is different experience all together. With management courses you need the experience as an essential skill.
	<u>Julian Smith:</u> would do Public Relations Management...I feel that I fit the job description and I have the character to do it...chance to interact with people from all walks of life...to get to know them, therefore establish a better working environment and relationship with.		<u>Julian Smith:</u> would do Public Relations Management...I feel that I fit the job description and I have the character to do it...chance to interact with people from all walks of life...to get to know them, therefore establish a better working environment and relationship with.	<u>Julian Smith:</u> would do Public Relations Management...I feel that I fit the job description and I have the character to do it...chance to interact with people from all walks of life...to get to know them, therefore establish a better working environment and relationship with.
	<u>Craig Schilder:</u> I think I fit Public Relations, all the skills are responsible, etc...gives opportunity to meet people from different cultures all over the world.		<u>Craig Schilder:</u> I think I fit Public Relations, all the skills are responsible, etc...gives opportunity to meet people from different cultures all over the world.	<u>Craig Schilder:</u> I think I fit Public Relations, all the skills are responsible, etc...gives opportunity to meet people from different cultures all over the world.
	<u>Feroza Naude:</u> know more about Tourism...a travel agent, spent time in her office, listening, watching her interactions with clients...been overseas recently, ask questions at aunt's office about things I have never thought about		<u>Feroza Naude:</u> know more about Tourism...a travel agent, spent time in her office, listening, watching her interactions with clients...been overseas recently, ask questions at aunt's office about things I have never thought about	<u>Feroza Naude:</u> covers all aspects of career...not only theory, work with the actual equipment and apparatus you will come across in future career. Experiential training gives you chance to interact with the type of people you will work with, prepares you emotionally
	<u>Gillian Carstens:</u> do Public Relations Management, able to adapt to changing circumstances, work well with people, with all groups of people, from normal workers to directors of companies.			<u>Gillian Carstens:</u> do Public Relations Management, able to adapt to changing circumstances, work well with people, with all groups of people, from normal workers to directors of companies.
	<u>Brandyn Jochems:</u>			<u>Brandyn Jochems:</u>

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	Public Relations, i find it very interesting, appealed to me the most			Public Relations, i find it very interesting, appealed to me the most
	<u>Rushdi Nordien:</u> I do not bear interest in field of management			<u>Rushdi Nordien:</u> I do not bear interest in field of management
	<u>Aneesa Behardien:</u> Tourism looks like fun, love socialising with people, I'm co-operative, not that mature yet. Tourism is a hands-on course, working directly with people, I would enjoy			<u>Aneesa Behardien:</u> Tourism looks like fun, love socialising with people, I'm co-operative, not that mature yet. Tourism is a hands-on course, working directly with people, I would enjoy
	<u>Luan Esau:</u> Tourism I find interesting, challenging, gets to travel, meet friends. I do not have all traits required, still pursue. Hands-on experience, friend is doing it, she's travelled to France, opportunities			<u>Luan Esau:</u> Tourism I find interesting, challenging, get to travel, meet friends. I do not have all traits required, still pursue. Hands-on experience, friend is doing it, she's travelled to France, opportunities
(ii) Tacit meaning - complexity, relative advantage	<u>Charmian Muller:</u> Marketing is my choice- it's interesting, challenging and exciting. You also get a chance to see how people differ international as far as products are concerned.			<u>Charmian Muller:</u> Marketing is my choice- it's interesting, challenging and exciting. You also get a chance to see how people differ international as far as products are concerned.
	<u>Julian Smith:</u> would do Public Relations Management...I feel that I fit the job description and I have the character to do it...chance to interact with people from all walks of life...to get to know them, therefore establish a better working environment and relationship with.		<u>Julian Smith:</u> would do Public Relations Management...I feel that I fit the job description and I have the character to do it...chance to interact with people from all walks of life...to get to know them, therefore establish a better working environment and relationship with.	
		<u>Zayd Halim:</u> Marketing- strong family ties, Cape Technikon will supply me with enough knowledge and skills	<u>Zayd Halim:</u> Marketing- strong family ties, Cape Technikon will supply me with enough knowledge and skills	
	<u>Riyad van der Westhuizen:</u> the courses offered mainly entail hands-on experiences throughout the course, and for each course it is different experience all together. With management courses you need the experience as an essential skill.			<u>Riyad van der Westhuizen:</u> the courses offered mainly entail hands-on experiences throughout the course, and for each course it is different experience all together. With management courses you need the experience as an essential skill.

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	<p><u>Craig Schilder:</u> Tech would give you the facilities as well as the equipment to do e.g. film making, photography, etc. You do not only learn theory on how to take a photo...Cape Technikon teaches you how to actually take a photo</p>	<p><u>Craig Schilder:</u> Tech would give you the facilities as well as the equipment to do e.g. film making, photography, etc. You do not only learn theory on how to take a photo...Cape Technikon teaches you how to actually take a photo</p>	<p><u>Craig Schilder:</u> Tech would give you the facilities as well as the equipment to do e.g. film making, photography, etc. You do not only learn theory on how to take a photo...Cape Technikon teaches you how to actually take a photo</p>	<p><u>Craig Schilder:</u> Tech would give you the facilities as well as the equipment to do e.g. film making, photography, etc. You do not only learn theory on how to take a photo...Cape Technikon teaches you how to actually take a photo</p>
	<p><u>Feroza Naude:</u> covers all aspects of career...not only theory, work with the actual equipment and apparatus you will come across in future career. Experiential training gives you chance to interact with the type of people you will work with, prepares you emotionally</p>	<p><u>Feroza Naude:</u> covers all aspects of career...not only theory, work with the actual equipment and apparatus you will come across in future career. Experiential training gives you chance to interact with the type of people you will work with, prepares you emotionally</p>		<p><u>Feroza Naude:</u> covers all aspects of career...not only theory, work with the actual equipment and apparatus you will come across in future career. Experiential training gives you chance to interact with the type of people you will work with, prepares you emotionally</p>
	<p><u>Gillian Carstens:</u> do Public Relations Management, able to adapt to changing circumstances, work well with people, with all groups of people, from normal workers to directors of companies.</p>			<p><u>Gillian Carstens:</u> do Public Relations Management, able to adapt to changing circumstances, work well with people, with all groups of people, from normal workers to directors of companies.</p>
	<p><u>Brandyn Jochems:</u> Public Relations, i find it very interesting, appealed to me the most</p>			<p><u>Brandyn Jochems:</u> Public Relations, i find it very interesting, appealed to me the most</p>
	<p><u>Aneesa Behardien:</u> after CD-ROM- Tourism, lot of fun, love socialising with people, I'm co-operative, not mature yet</p>			<p><u>Aneesa Behardien:</u> after CD-ROM- Tourism, lot of fun, love socialising with people, I'm co-operative, not mature yet</p>
	<p><u>Luan Esau:</u> Tourism I find interesting, challenging, get to travel, meet friends. I do not have all traits required, still pursue. Hands-on experience, friend is doing it, she's travelled to France, opportunities</p>			<p><u>Luan Esau:</u> Tourism I find interesting, challenging, get to travel, meet friends. I do not have all traits required, still pursue. Hands-on experience, friend is doing it, she's travelled to France, opportunities</p>
	<p><u>Zayd Halim:</u> Marketing- strong family ties, Cape Technikon will supply me with enough knowledge and skills</p>			<p><u>Zayd Halim:</u> Marketing- strong family ties, Cape Technikon will supply me with enough knowledge and skills</p>



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5. Effect of information, the technology on viewers' levels of perceptions	<u>Charmian Muller:</u> Yes, information given is academically-to further your studies, technological, you get hands-on experience to experience for yourself and not to feel inferior or immature when you do enter your job, social skills-you interact with people from different backgrounds and learn how different people can be but yet the same at the same time.		<u>Charmian Muller:</u> Yes, information given is academically-to further your studies, technological, you get hands-on experience to experience for yourself and not to feel inferior or immature when you do enter your job, social skills-you interact with people from different backgrounds and learn how different people can be but yet the same at the same time.	<u>Charmian Muller:</u> Yes, information given is academically-to further your studies, technological, you get hands-on experience to experience for yourself and not to feel inferior or immature when you do enter your job, social skills-you interact with people from different backgrounds and learn how different people can be but yet the same at the same time.
	<u>Riyad van der Westhuizen:</u> the courses offered mainly entail hands-on experiences throughout the course, and for each course it is different experience all together. With management courses you need the experience as an essential skill.			<u>Riyad van der Westhuizen:</u> the courses offered mainly entail hands-on experiences throughout the course, and for each course it is different experience all together. With management courses you need the experience as an essential skill.
	<u>Julian Smith:</u> would do Public Relations Management...I feel that I fit the job description and I have the character to do it...chance to interact with people from all walks of life...to get to know them, therefore establish a better working environment and relationship with...gives necessary work experience and technological and skills you need which would give you the experience which you can take with you one day when you out to work in the real world...majority of the learning institutions only give you the theory to learn...work experience the Technikon gives you.	<u>Julian Smith:</u> would do Public Relations Management...I feel that I fit the job description and I have the character to do it...chance to interact with people from all walks of life...to get to know them, therefore establish a better working environment and relationship with... definitely say yes...gives necessary work experience and technological and skills you need which would give you the experience which you can take with you one day when you out to work in the real world...majority of the learning institutions only give you the theory to learn...work experience the Technikon gives you.	<u>Julian Smith:</u> would do Public Relations Management...I feel that I fit the job description and I have the character to do it...chance to interact with people from all walks of life...to get to know them, therefore establish a better working environment and relationship with.	<u>Julian Smith:</u> would do Public Relations Management...I feel that I fit the job description and I have the character to do it...chance to interact with people from all walks of life...to get to know them, therefore establish a better working environment and relationship with...gives necessary work experience and technological and skills you need which would give you the experience which you can take with you one day when you out to work in the real world...majority of the learning institutions only give you the theory to learn...work experience the Technikon gives you.
	<u>Gillian Carstens:</u> courses offered is presented academic, technological, you are given the ability to work on computers and work practically, social-given the opportunity in 3rd year to work(experiential training... in situation where you can apply what you have learned			<u>Gillian Carstens:</u> courses offered is presented academic, technological, you are given the ability to work on computers and work practically, social-given the opportunity in 3rd year to work(experiential training... in situation where you can apply what you have learned
	<u>Brandyn Jochems:</u> courses and training that you receive is integrated and involved			<u>Brandyn Jochems:</u> courses and training that you receive is integrated and involved

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	<u>Rushdi Nordien</u> : does create substantial academically, technological and social skills for future careers			<u>Rushdi Nordien</u> : does create substantial academically, technological and social skills for future careers
	<u>Craig Schilder</u> : Tech would give you the facilities as well as the equipment to do e.g. film making, photography, etc. You do not only learn theory on how to take a photo...Cape Technikon teaches you how to actually take a photo	<u>Craig Schilder</u> : Tech would give you the facilities as well as the equipment to do e.g. film making, photography, etc. You do not only learn theory on how to take a photo...Cape Technikon teaches you how to actually take a photo	<u>Craig Schilder</u> : Tech would give you the facilities as well as the equipment to do e.g. film making, photography, etc. You do not only learn theory on how to take a photo...Cape Technikon teaches you how to actually take a photo	<u>Craig Schilder</u> : Tech would give you the facilities as well as the equipment to do e.g. film making, photography, etc. You do not only learn theory on how to take a photo...Cape Technikon teaches you how to actually take a photo
	<u>Feroza Naude</u> : covers all aspects of career...not only theory, work with the actual equipment and apparatus you will come across in future career. Experiential training gives you chance to interact with the type of people you will work with, prepares you emotionally		<u>Feroza Naude</u> : covers all aspects of career...not only theory, work with the actual equipment and apparatus you will come across in future career. Experiential training gives you chance to interact with the type of people you will work with, prepares you emotionally	<u>Feroza Naude</u> : covers all aspects of career...not only theory, work with the actual equipment and apparatus you will come across in future career. Experiential training gives you chance to interact with the type of people you will work with, prepares you emotionally
	<u>Aneesa Behardien</u> : courses do cover all bases in every field from the beginning. Also you can get experience in your working year. Theoretically your first 3 years prepare you for the outside world			<u>Aneesa Behardien</u> : courses do cover all bases in every field from the beginning. Also you can get experience in your working year. Theoretically your first 3 years prepare you for the outside world
	<u>Luan Esau</u> : gives insight into different careers you wish to pursue, hands-on experience, work with new technology available, socialise with cultures and races		<u>Luan Esau</u> : gives insight into different careers you wish to pursue, hands-on experience, work with new technology available, socialise with cultures and races	<u>Luan Esau</u> : gives insight into different careers you wish to pursue, hands-on experience, work with new technology available, socialise with cultures and races
	<u>Zayd Halim</u> : courses offered, I feel the grade of academic work at Technikon is over sufficient, technological-due to new design and materials used to benefit the student, social-person can interact with several other students and foreigners, atmosphere is very friendly		<u>Zayd Halim</u> : courses offered, I feel the grade of academic work at Technikon is over sufficient, technological-due to new design and materials used to benefit the student, social-person can interact with several other students and foreigners, atmosphere is very friendly	<u>Zayd Halim</u> : courses offered, I feel the grade of academic work at Technikon is over sufficient, technological-due to new design and materials used to benefit the student, social-person can interact with several other students and foreigners, atmosphere is very friendly

## Appendix 3

Bosmansdam High School  
1997-10-02

MIMETIC BEHAVIOUR (Bandura)	DIFFUSION (Rogers)	TRIUNE BRAIN (Maclean)
<u>social behaviours ensure:</u> <ul style="list-style-type: none"> <li>• belongingness</li> <li>• companionship</li> <li>• affiliation</li> <li>• twinship</li> <li>• connectedness</li> </ul>	<u>qualities:</u> <ul style="list-style-type: none"> <li>• relative advantage</li> <li>• compatibility</li> <li>• complexity</li> <li>• trialability</li> <li>• observability</li> </ul>	<u>levels of perception:</u> <ul style="list-style-type: none"> <li>• cognitive</li> <li>• affective</li> <li>• predispositional</li> </ul>
<b>S O C I A L   C H A N G E</b>		

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
1. Affiliation with tertiary institution	<u>Claudette Forsberg:</u> Yes, very friendly and happy atmosphere, very neat grounds-a pleasure to walk through. Great deal to choose from		<u>Claudette Forsberg:</u> great interest in travel, I'll choose Tourism Management –travel is an everyday necessity, therefore the most spoken course	<u>Claudette Forsberg:</u> Yes, very friendly and happy atmosphere, very neat grounds-a pleasure to walk through. Great deal to choose from
	<u>Adrian Greig:</u> Yes, I admire the teaching facilities and opportunities I have heard of and seen at and about the CT. They also have a good record of students leaving with good opportunities			<u>Adrian Greig:</u> Yes, I admire the teaching facilities and opportunities I have heard of and seen at and about the CT. They also have a good record of students leaving with good opportunities
	<u>Alison Spocter:</u> Yes, you have a variety of choices to choose from. People are friendly and eager to help wherever possible. The facilities are great. A warm atmosphere, would do Tourism Management, you are able to learn and see more about other countries			<u>Alison Spocter:</u> Yes, you have a variety of choices to choose from. People are friendly and eager to help wherever possible. The facilities are great. A warm atmosphere, would do Tourism Management, you are able to learn and see more about other countries
	<u>Bronwyn Beukes:</u> Yes, what I have seen this afternoon it seems as if everyone is very friendly	<u>Bronwyn Beukes:</u> wanted to study Tourism. I've wanted for the past two years now to become an au pair and if I were not accepted I would have decided to study Tourism here. At the moment I work at a restaurant and there are many tourists who visit us and to work with them in the tourism field would be a dream		<u>Bronwyn Beukes:</u> Yes, what I have seen this afternoon it seems as if everyone is very friendly
	<u>Alec Lloyd:</u> No, the particular courses I am interested in are not available. Although the people appear to be			<u>Alec Lloyd:</u> No, the particular courses I am interested in are not available. Although the people appear to be

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
	friendly and there is a warm atmosphere here			friendly and there is a warm atmosphere here
	<u>Rika Roodman</u> : If I were studying for a diploma, I would have come here. The grounds are clean and big, relaxing, it gets treated with respect, the people are friendly			<u>Rika Roodman</u> : If I were studying for a diploma, I would have come here. The grounds are clean and big, relaxing, it gets treated with respect, the people are friendly
	<u>Margaret J Kennedy</u> : Yes, and no. Yes, because it resembles a typical student life, the campus is big and everything is just so exciting. No, because I am doing my degree and Cape Tech can't offer me the same. Would like to do Marketing, you learn how to market the product, ways to go about it and how you do it			<u>Margaret J Kennedy</u> : Yes, and no. Yes, because it resembles a typical student life, the campus is big and everything is just so exciting. No, because I am doing my degree and Cape Tech can't offer me the same. Would like to do Marketing, you learn how to market the product, ways to go about it and how you do it
	<u>Nadia Koorts</u> : Yes, Cape Technikon is a very big place. It has lots of opportunities and friendly people, know about Public Relations, I get along with people very well, communicate			<u>Nadia Koorts</u> : Yes, Cape Technikon is a very big place. It has lots of opportunities and friendly people, know about Public Relations, I get along with people very well, communicate
	<u>Kerry Payne</u> : Yes, I like what I saw on the Open Day. People were friendly, kind and helpful. Tourism Management I know more about, I have read a lot of brochures on this type of Management because that is the field that I plan to go into			<u>Kerry Payne</u> : Yes, I like what I saw on the Open Day. People were friendly, kind and helpful. Tourism Management I know more about, I have read a lot of brochures on this type of Management because that is the field that I plan to go into
	<u>Tracy Bell</u> : Yes, the Technikon has very good reports. The atmosphere was great, friendly people, etc.			<u>Tracy Bell</u> : Yes, the Technikon has very good reports. The atmosphere was great, friendly people, etc.
	<u>Tammy Macedo</u> : Yes, the Technikon is close, it offers what I'd need to study (Journalism)			<u>Tammy Macedo</u> : Yes, the Technikon is close, it offers what I'd need to study (Journalism)
	<u>Nina Elrick</u> : yes, it offers a wide range of courses and is a well known place			<u>Nina Elrick</u> : yes, it offers a wide range of courses and is a well known place
2. Role of cultural background	<u>Bronwyn Beukes</u> : wanted to study Tourism. I've wanted for the past two years now to become an au pair and if I were not accepted I would have decided to study Tourism here. At the moment I work at a restaurant and there are many tourists who visit		<u>Bronwyn Beukes</u> : wanted to study Tourism. I've wanted for the past two years now to become an au pair and if I were not accepted I would have decided to study Tourism here. At the moment I work at a restaurant and there are many tourists who visit	<u>Bronwyn Beukes</u> : wanted to study Tourism. I've wanted for the past two years now to become an au pair and if I were not accepted I would have decided to study Tourism here. At the moment I work at a restaurant and there are many tourists who visit

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
	us and to work with them in the tourism field would be a dream		us and to work with them in the tourism field would be a dream	us and to work with them in the tourism field would be a dream
	<u>Alec Lloyd</u> : like to study Marketing, my mother has her own little business and together we plan how to market the product			<u>Alec Lloyd</u> : like to study Marketing, my mother has her own little business and together we plan how to market the product
	<u>Rika Roodman</u> : if I was studying for a diploma I would do Marketing, I work in a Quick Shop and we have to advertise new products or specials. We think about new ideas. I find it interesting to see how people read to specials		<u>Rika Roodman</u> : if I was studying for a diploma I would do Marketing, I work in a Quick Shop and we have to advertise new products or specials. We think about new ideas. I find it interesting to see how people read to specials	<u>Rika Roodman</u> : if I was studying for a diploma I would do Marketing, I work in a Quick Shop and we have to advertise new products or specials. We think about new ideas. I find it interesting to see how people read to specials
3. Identification with role model	<u>Adrian Greig</u> : I have a friend studying this (Tourism Management) at the moment and she has explained sort of the basis of it to me			<u>Adrian Greig</u> : I have a friend studying this (Tourism Management) at the moment and she has explained sort of the basis of it to me
	<u>Alec Lloyd</u> : like to study Marketing, my mother has her own little business and together we plan how to market the product			<u>Alec Lloyd</u> : like to study Marketing, my mother has her own little business and together we plan how to market the product
	<u>Tracy Bell</u> : I studied it, Marketing in Business Economics and found that it was a very interesting module. I enjoyed studying the different forms of advertising and selling methods		<u>Tracy Bell</u> : I studied it, Marketing in Business Economics and found that it was a very interesting module. I enjoyed studying the different forms of advertising and selling methods	<u>Tracy Bell</u> : I studied it, Marketing in Business Economics and found that it was a very interesting module. I enjoyed studying the different forms of advertising and selling methods
	<u>Tammy Macedo</u> : would like to study Marketing- we've been studying this in detail in Business Economics, I've also researched on this subject for my Business project		<u>Tammy Macedo</u> : would like to study Marketing- we've been studying this in detail in Business Economics, I've also researched on this subject for my Business project	<u>Tammy Macedo</u> : would like to study Marketing- we've been studying this in detail in Business Economics, I've also researched on this subject for my Business project
	<u>Nina Elrick</u> : Marketing - which is about selling and buying products and services. We have done the basics in Business Economics and studied it briefly		<u>Nina Elrick</u> : Marketing - which is about selling and buying products and services. We have done the basics in Business Economics and studied it briefly	<u>Nina Elrick</u> : Marketing - which is about selling and buying products and services. We have done the basics in Business Economics and studied it briefly
	<u>Kerry Payne</u> : I liked what I saw on Open Day			<u>Kerry Payne</u> : I liked what I saw on Open Day
4. Qualities of diffusion: (i) Tangible - compatibility, trialability, observability	<u>Claudette Forsberg</u> : My desire to study is Public Relations Management, the personality profile provided me with valuable information			<u>Claudette Forsberg</u> : My desire to study is Public Relations Management, the personality profile provided me with valuable information

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
	<u>Adrian Greig</u> : interested in Human Resources, I enjoy being in people's company and working with them			<u>Adrian Greig</u> : interested in Human Resources, I enjoy being in people's company and working with them
	<u>Alison Spocter</u> : I'll do Human Resources, because I like to find out what people like and what kind of people they are			<u>Alison Spocter</u> : I'll do Human Resources, because I like to find out what people like and what kind of people they are
	<u>Bronwyn Beukes</u> : Public Relations interested me, one of the requirements was that you had to be talkative and I'm a regular chatter box, so that line of work would suit me fine		<u>Bronwyn Beukes</u> : Public Relations interested me, one of the requirements was that you had to be talkative and I'm a regular chatter box, so that line of work would suit me fine	<u>Bronwyn Beukes</u> : Public Relations interested me, one of the requirements was that you had to be talkative and I'm a regular chatter box, so that line of work would suit me fine
	<u>Alec Lloyd</u> : would like to study Marketing, I think I have the right personality profile to pursue that course			<u>Alec Lloyd</u> : would like to study Marketing, I think I have the right personality profile to pursue that course
	<u>Rika Roodman</u> : would do Human Resources- it sounds interesting and I would ( I think) enjoy studying something to do with personalities			<u>Rika Roodman</u> : would do Human Resources- it sounds interesting and I would ( I think) enjoy studying something to do with personalities
	<u>Margaret J Kennedy</u> : the presentation changed my mind, would do Public Relations Management. I feel I can fit in better via personality, etc.			<u>Margaret J Kennedy</u> : the presentation changed my mind, would do Public Relations Management. I feel I can fit in better via personality, etc.
	<u>Nadia Koorts</u> : Public Relations I desire, like people and it is very interesting. I will enjoy studying it			<u>Nadia Koorts</u> : Public Relations I desire, like people and it is very interesting. I will enjoy studying it
	<u>Tracy Bell</u> : the programme on the CD-ROM simply made me more interested in doing Marketing Management			<u>Tracy Bell</u> : the programme on the CD-ROM simply made me more interested in doing Marketing Management
	<u>Tammy Macedo</u> : interested in Journalism (Media Studies), because I like to listen, I like people, I'm very inquisitive			<u>Tammy Macedo</u> : interested in Journalism (Media Studies), because I like to listen, I like people, I'm very inquisitive
	<u>Nina Elrick</u> : I would still choose Marketing, it sounds interesting			<u>Nina Elrick</u> : I would still choose Marketing, it sounds interesting
<b>(ii) Tacit meaning - complexity, relative advantage</b>	<u>Claudette Forsberg</u> : My desire to study is Public Relations Management, the personality profile provided me with valuable information			<u>Claudette Forsberg</u> : My desire to study is Public Relations Management, the personality profile provided me with valuable information

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
	<u>Adrian Greig:</u> the courses develop social skills as in sending you out into the open society, the academic you must create as well but they give you the opportunity to do it and also give you technological skills			<u>Adrian Greig:</u> the courses develop social skills as in sending you out into the open society, the academic you must create as well but they give you the opportunity to do it and also give you technological skills
	<u>Bronwyn Beukes:</u> Public Relations interested me, one of the requirements was that you had to be talkative and I'm a regular chatter box, so that line of work would suit me fine- courses create skills, especially when you let the students go into their field of training			<u>Bronwyn Beukes:</u> Public Relations interested me, one of the requirements was that you had to be talkative and I'm a regular chatter box, so that line of work would suit me fine- courses create skills, especially when you let the students go into their field of training
	<u>Alec Lloyd:</u> would like to study Marketing, I think I have the right personality profile to pursue that course			<u>Alec Lloyd:</u> would like to study Marketing, I think I have the right personality profile to pursue that course
	<u>Margaret J Kennedy:</u> courses offer theory as well as practical. Hosting various activities promote social skills			<u>Margaret J Kennedy:</u> courses offer theory as well as practical. Hosting various activities promote social skills
	<u>Tracy Bell:</u> the programme on the CD-ROM simply made me more interested in doing Marketing Management			<u>Tracy Bell:</u> the programme on the CD-ROM simply made me more interested in doing Marketing Management
	<u>Nina Elrick:</u> yes, I think it shows you exactly how the outside world is, and it prepares you for your future career properly			<u>Nina Elrick:</u> yes, I think it shows you exactly how the outside world is, and it prepares you for your future career properly
5. Effect of information, the technology on viewers' levels of perceptions	<u>Claudette Forsberg:</u> Yes the courses on CD cater for all three, academical, technological and social skills			<u>Claudette Forsberg:</u> Yes the courses on CD cater for all three, academical, technological and social skills
	<u>Adrian Greig:</u> the courses develop social skills as in sending you out into the open society, the academic you must create as well but they give you the opportunity to do it and also give you technological skills			<u>Adrian Greig:</u> the courses develop social skills as in sending you out into the open society, the academic you must create as well but they give you the opportunity to do it and also give you technological skills
	<u>Alison Spocter:</u> courses do create skills - you get practical experiences which you would know how to apply when you have finished studying			<u>Alison Spocter:</u> courses do create skills - you get practical experiences which you would know how to apply when you have finished studying
	<u>Alec Lloyd:</u> courses offered, yes, they do create substantial skills.			<u>Alec Lloyd:</u> courses offered, yes, they do create substantial skills.

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
	the experiential training helps to prepare students for the future			the experiential training helps to prepare students for the future
	<u>Rika Roodman</u> : subject and courses specialise in almost every aspect-academical, technological and social skills			<u>Rika Roodman</u> : subject and courses specialise in almost every aspect-academical, technological and social skills
	<u>Margaret J Kennedy</u> : courses offer theory as well as practical. Hosting various activities promote social skills-the presentation changed my mind, would do Public Relations Management. I feel I can fit in better via personality, etc.			<u>Margaret J Kennedy</u> : courses offer theory as well as practical. Hosting various activities promote social skills-the presentation changed my mind, would do Public Relations Management. I feel I can fit in better via personality, etc.
	<u>Nadia Koorts</u> : Public Relations I desire, like people and it is very interesting. I will enjoy studying it			<u>Nadia Koorts</u> : Public Relations I desire, like people and it is very interesting. I will enjoy studying it
	<u>Kerry Payne</u> : courses do create substantial academical, technological and social skills			<u>Kerry Payne</u> : courses do create substantial academical, technological and social skills
	<u>Tracy Bell</u> : the programme on the CD-ROM simply made me more interested in doing Marketing Management, does create skills			<u>Tracy Bell</u> : the programme on the CD-ROM simply made me more interested in doing Marketing Management, does create skills
	<u>Tammy Macedo</u> : courses do create skills, yes, it helps also to have the practical side where pupils are actually put into the business situation			<u>Tammy Macedo</u> : courses do create skills, yes, it helps also to have the practical side where pupils are actually put into the business situation
	<u>Nina Elrick</u> : yes, I think it shows you exactly how the outside world is, and it prepares you for your future career properly			<u>Nina Elrick</u> : yes, I think it shows you exactly how the outside world is, and it prepares you for your future career properly



## Appendix 4

Gardens Commercial High School  
1997-09-15

MIMETIC BEHAVIOUR (Bandura)	DIFFUSION (Rogers)	TRIUNE BRAIN (Maclean)
<u>social behaviours ensure:</u> <ul style="list-style-type: none"> <li>• belongingness</li> <li>• companionship</li> <li>• affiliation</li> <li>• twinship</li> <li>• connectedness</li> </ul>	<u>qualities:</u> <ul style="list-style-type: none"> <li>• relative advantage</li> <li>• compatibility</li> <li>• complexity</li> <li>• trialability</li> <li>• observability</li> </ul>	<u>levels of perception:</u> <ul style="list-style-type: none"> <li>• cognitive</li> <li>• affective</li> <li>• predispositional</li> </ul>
<b>S O C I A L   C H A N G E</b>		

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision- making process
1. Affiliation with tertiary institution	<u>Dylan Demas:</u> Yes, I would. It would be more of a benefit to me than university. The practical experience is vital. Atmosphere is relaxed.	<u>Dylan Demas:</u> Yes, I would. It would be more of a benefit to me than university. The practical experience is vital. Atmosphere is relaxed		<u>Dylan Demas:</u> Yes, I would. It would be more of a benefit to me than university. The practical experience is vital. Atmosphere is relaxed
	<u>Sharon Higgins:</u> Yes...brilliant atmosphere, people are very friendly, building beautiful and a very homely environment, would like to study Marketing	<u>Sharon Higgins:</u> Yes...brilliant atmosphere, people are very friendly, building beautiful and a very homely environment, would like to study Marketing		<u>Sharon Higgins:</u> Yes...brilliant atmosphere, people are very friendly, building beautiful and a very homely environment, would like to study Marketing
	<u>Zulfah Fredericks:</u> Yes, its cheaper, more practical experience, much more informative than other tertiary institutions, would like to do Public relations			<u>Zulfah Fredericks:</u> Yes, its cheaper, more practical experience, much more informative than other tertiary institutions, would like to do Public relations
	<u>Zachariam Brown:</u> Yes, I would like to study here, the facilities here seem to be excellent	<u>Zachariam Brown:</u> Yes, I would like to study here, the facilities here seem to be excellent		<u>Zachariam Brown:</u> Yes, I would like to study here, the facilities here seem to be excellent
	<u>Antoinette Abrahams:</u> CT provides first hand experience, know about the course Public Relations Management and Marketing	<u>Antoinette Abrahams:</u> CT provides first hand experience, know about the course Public Relations Management and Marketing		<u>Antoinette Abrahams:</u> CT provides first hand experience, know about the course Public Relations Management and Marketing
	<u>Lee-Ann Petersen:</u> I am in the process of doing so (applying), because the Tech offers practical training not only	<u>Lee-Ann Petersen:</u> I am in the process of doing so (applying), because the Tech offers practical training not only		<u>Lee-Ann Petersen:</u> I am in the process of doing so (applying), because the Tech offers practical training not only

	theory	theory		theory
	<u>Brunhilda Wilsnach:</u> get more practical experience than I would get at other tertiary school			<u>Brunhilda Wilsnach:</u> get more practical experience than I would get at other tertiary school
	<u>Randall Lock:</u> yes, Technikon is well known, good reputation	<u>Randall Lock:</u> yes, Technikon is well known, good reputation		<u>Randall Lock:</u> yes, Technikon is well known, good reputation
	<u>Nkulukeko Ntilashe:</u> studying at the Technikon has been advertised and stated that Technikon student are employed more than university, coming from a Cape Town environment it will be convenient for me to come here	<u>Nkulukeko Ntilashe:</u> studying at the Technikon has been advertised and stated that Technikon student are employed more than university, coming from a Cape Town environment it will be convenient for me to come here	<u>Nkulukeko Ntilashe:</u> studying at the Technikon has been advertised and stated that Technikon student are employed more than university, coming from a Cape Town environment it will be convenient for me to come here	<u>Nkulukeko Ntilashe:</u> studying at the Technikon has been advertised and stated that Technikon student are employed more than university, coming from a Cape Town environment it will be convenient for me to come here
	<u>Saleem Hanslo:</u> would study at Tech of all the facilities provided, would like to study Marketing, have been interested in the promotion of products for long			<u>Saleem Hanslo:</u> would study at Tech of all the facilities provided, would like to study Marketing, have been interested in the promotion of products for long
	<u>Antonius Dondashe:</u> not far from where I live, degree of character, different to other technikons	<u>Antonius Dondashe:</u> not far from where I live, degree of character, different to other technikons		<u>Antonius Dondashe:</u> not far from where I live, degree of character, different to other technikons
	<u>Joyce Mnani:</u> intend studying internal auditing at CT, offer better facilities, practical dealings about course to other universities also know about Tourism	<u>Joyce Mnani:</u> intend studying internal auditing at CT, offer better facilities, practical dealings about course to other universities		<u>Joyce Mnani:</u> intend studying internal auditing at CT, offer better facilities, practical dealings about course to other universities, also know about Tourism
	<u>Desmond Sam:</u> CT seems to have all the things that allow me to work outside and the Technikon will help me to gain practical experience			<u>Desmond Sam:</u> CT seems to have all the things that allow me to work outside and the Technikon will help me to gain practical experience
2. Role of cultural background	<u>Brunhilda Wilsnach:</u> I know much about Retail Business Management, I have obtained an overview of this subject from my father. He wants to start his own business...received wide range of information			<u>Brunhilda Wilsnach:</u> I know much about Retail Business Management, I have obtained an overview of this subject from my father. He wants to start his own business...received wide range of information
	<u>Randall Lock:</u> interested in Retail Business Management. My mother is involved with this aspect of		<u>Randall Lock:</u> interested in Retail Business Management. My mother is involved with this aspect of	<u>Randall Lock:</u> interested in Retail Business Management. My mother is involved with this aspect of

	management		management	management
	<u>Nkulukeko Ntilashe:</u> interested in Marketing management. I have brother at Pen Tech who does Marketing		<u>Nkulukeko Ntilashe:</u> interested in Marketing management. I have brother at Pen Tech who does Marketing	<u>Nkulukeko Ntilashe:</u> interested in Marketing management. I have brother at Pen Tech who does Marketing
3. Identification with role model	<u>Zulfah Fredericks:</u> Information on CD...very informative and interesting...personality characteristics much applicable to me, it makes you more confident of your choices			<u>Zulfah Fredericks:</u> Information on CD...very informative and interesting...personality characteristics much applicable to me, it makes you more confident of your choices
	<u>Lee-Ann Petersen:</u> I know more about Public Relations, because I have met the PR officer of the place that I work for and we have had many talks about Public Relations, as I am very interested in it			<u>Lee-Ann Petersen:</u> I know more about Public Relations, because I have met the PR officer of the place that I work for and we have had many talks about Public Relations, as I am very interested in it
	<u>Brunhilda Wilsnach:</u> I know much about Retail Business Management, I have obtained an overview of this subject from my father. He wants to start his own business...received wide range of information			<u>Brunhilda Wilsnach:</u> I know much about Retail Business Management, I have obtained an overview of this subject from my father. He wants to start his own business...received wide range of information
	<u>Randall Lock:</u> interested in Retail Business Management. My mother is involved with this aspect of management		<u>Randall Lock:</u> interested in Retail Business Management. My mother is involved with this aspect of management	<u>Randall Lock:</u> interested in Retail Business Management. My mother is involved with this aspect of management
	<u>Nkulukeko Ntilashe:</u> interested in Marketing management. I have brother at Pen Tech who does Marketing		<u>Nkulukeko Ntilashe:</u> interested in Marketing management. I have brother at Pen Tech who does Marketing	<u>Nkulukeko Ntilashe:</u> interested in Marketing management. I have brother at Pen Tech who does Marketing
	<u>Saleem Hanslo:</u> Marketing-gained insight from the students themselves on the CD-ROM			<u>Saleem Hanslo:</u> Marketing-gained insight from the students themselves on the CD-ROM
	<u>Antonius Dondashe</u> ;would like to study Public Relations, I'm good communicator, good communication abilities, gives the company a good image			<u>Antonius Dondashe</u> ;would like to study Public Relations, I'm good communicator, good communication abilities, gives the company a good image
4. Qualities of diffusion: (i) Tangible - compatibility, trialability,	<u>Dylan Demas:</u> This presentation gave me a new outlook on what management is all about			<u>Dylan Demas:</u> This presentation gave me a new outlook on what management is all about

observability				
	<u>Sharon Higgins:</u> would study Marketing, I feel that I could handle pressures and personality wise I fit in			<u>Sharon Higgins:</u> would study Marketing, I feel that I could handle pressures and personality wise I fit in
	<u>Zulfah Fredericks:</u> Information on CD...very informative and interesting...personality characteristics much applicable to me, it makes you more confident of your choices			<u>Zulfah Fredericks:</u> Information on CD...very informative and interesting...personality characteristics much applicable to me, it makes you more confident of your choices
	<u>Zachariam Brown:</u> subjects on CD do create enough academic, technological and social skills-lots of opportunities to succeed. Things like tutor system, language unit, all this is done to benefit the student			<u>Zachariam Brown:</u> subjects on CD do create enough academic, technological and social skills-lots of opportunities to succeed. Things like tutor system, language unit, all this is done to benefit student
	<u>Antoinette Abrahams:</u> I am interested in advertising and marketing products. I seem to have a personality I need to do Marketing			<u>Antoinette Abrahams:</u> I am interested in advertising and marketing products. I seem to have a personality I need to do Marketing
	<u>Lee-Ann Petersen:</u> choose Public Relations...something I have always been interested in and I feel that the type of person I am and my personality is very suitable for this		<u>Lee-Ann Petersen:</u> choose Public Relations...something I have always been interested in and I feel that the type of person I am and my personality is very suitable for this	<u>Lee-Ann Petersen:</u> choose Public Relations...something I have always been interested in and I feel that the type of person I am and my personality is very suitable for this
	<u>Brunhilda Wilsnach:</u> after CD ...would still do Retail Management, you can get more closely related to starting your own business			<u>Brunhilda Wilsnach:</u> after CD ...would still do Retail Management, you can get more closely related to starting your own business
	<u>Randall Lock:</u> after CD, I would like to study Human Resources...find it difficult to get to new people and by studying this v will help me to open up more...I want to know people		<u>Randall Lock:</u> after CD, I would like to study Human Resources...find it difficult to get to new people and by studying this v will help me to open up more...I want to know people	<u>Randall Lock:</u> after CD, I would like to study Human Resources...find it difficult to get to new people and by studying this v will help me to open up more...I want to know people
	<u>Nkulukeko Ntilashe:</u> personality profile enlisted for marketing suits me fine			<u>Nkulukeko Ntilashe:</u> personality profile enlisted for marketing suits me fine
	<u>Saleem Hanslo:</u> Marketing-gained insight from the students themselves on the CD-ROM			<u>Saleem Hanslo:</u> Marketing-gained insight from the students themselves on the CD-ROM
	<u>Antonius Dondashe:</u> would like to study Public			<u>Antonius Dondashe:</u> would like to study Public

	Relations, I'm good communicator, good communication abilities, gives the company a good image			Relations, I'm good communicator, good communication abilities, gives the company a good image
	<u>Joyce Mnani</u> : Tourism fascinating, interesting, here at the orientation, saw movie, discovered how effective the course is	<u>Joyce Mnani</u> : Tourism fascinating, interesting, here at the orientation, saw movie, discovered how effective the course is		<u>Joyce Mnani</u> : Tourism fascinating, interesting, here at the orientation, saw movie, discovered how effective the course is
	<u>Desmond Sam</u> : Public Management - governance important			<u>Desmond Sam</u> : Public Management - governance important
<b>(ii) Tacit meaning - complexity, relative advantage</b>	<u>Dylan Demas</u> : It is important to work with different kinds of people in different situations			<u>Dylan Demas</u> : It is important to work with different kinds of people in different situations
	<u>Sharon Higgins</u> : subjects, courses do create academic, technological and social skills...it seems as though everything is wrapped up and it just depends on you, whether you succeed or not			<u>Sharon Higgins</u> : subjects, courses do create academic, technological and social skills...it seems as though everything is wrapped up and it just depends on you, whether you succeed or not
	<u>Zulfah Fredericks</u> : Information on CD...very informative and interesting...personality characteristics much applicable to me, it makes you more confident of your choices			<u>Zulfah Fredericks</u> : Information on CD...very informative and interesting...personality characteristics much applicable to me, it makes you more confident of your choices
	<u>Zachariam Brown</u> : subjects on CD do create enough academical, technological and social skills-lots of opportunities to succeed. Things like tutor system, language unit, all this is done to benefit the student			<u>Zachariam Brown</u> : subjects on CD do create enough academical, technological and social skills-lots of opportunities to succeed. Things like tutor system, language unit, all this is done to benefit the student
	<u>Antoinette Abrahams</u> : at School of Management the courses are all academic. You can work in your third year and get experience when applying for a job		<u>Antoinette Abrahams</u> : at School of Management the courses are all academic. You can work in your third year and get experience when applying for a job	<u>Antoinette Abrahams</u> : at School of Management the courses are all academic. You can work in your third year and get experience when applying for a job
	<u>Lee-Ann Petersen</u> : choose Public Relations... something I have always been interested in and I feel that the type of person I am and my personality is very			<u>Lee-Ann Petersen</u> : choose Public Relations... something I have always been interested in and I feel that the type of person I am and my personality is very

	suitable for this			suitable for this
	<u>Brunhilda Wilsnach</u> : you get more related to start your own business			<u>Brunhilda Wilsnach</u> : you get more related to starting your own business
	<u>Randall Lock</u> : after CD, I would like to study Human Resources...find it difficult to get to new people and by studying this v will help me to open up more...I want to know people		<u>Randall Lock</u> : after CD, I would like to study Human Resources...find it difficult to get to new people and by studying this v will help me to open up more...I want to know people	<u>Randall Lock</u> : after CD, I would like to study Human Resources...find it difficult to get to new people and by studying this v will help me to open up more...I want to know people
	<u>Nkulukeko Ntilashe</u> : not info given on CD-ROM, but of people I know who were here studying in these careers			<u>Nkulukeko Ntilashe</u> : not info given on CD-ROM, but of people I know who were here studying in these careers
	<u>Saleem Hanslo</u> : Marketing-gained insight from the students themselves on the CD-ROM			<u>Saleem Hanslo</u> : Marketing-gained insight from the students themselves on the CD-ROM
	<u>Antonius Dondashe</u> : would like to study Public Relations, I'm good communicator, good communication abilities, gives the company a good image			<u>Antonius Dondashe</u> : would like to study Public Relations, I'm good communicator, good communication abilities, gives the company a good image
	<u>Joyce Mnani</u> : interesting, here at the orientation, saw movie, discovered how effective course is			<u>Joyce Mnani</u> : fascinating, interesting, here at the orientation, saw movie, discovered how effective the course is
			<u>Desmond Sam</u> : Public management, because I feel that it is important that we as learners should know exactly how the government runs the country and what the government's functions are in terms of important issues pertaining to the broader aspects of governance in trying to successfully make a country visible in the global economy (market)	
5. Effect of information, the technology on viewers' levels of perceptions	<u>Dylan Demas</u> : This presentation gave me a new outlook on what management is all about. The courses offered on CD and the way everything is set up...			<u>Dylan Demas</u> : This presentation gave me a new outlook on what management is all about. The courses offered on CD and the way everything is set up...

	definitely be to our best advantage			definitely be to our best advantage
	<u>Sharon Higgins:</u> subjects, courses do create academical, technological and social skills...it seems as though everything is wrapped up and it just depends on you, whether you succeed or not			<u>Sharon Higgins:</u> subjects, courses do create academical, technological and social skills...it seems as though everything is wrapped up and it just depends on you, whether you succeed or not
	<u>Zulfah Fredericks:</u> Information on CD...very informative and interesting...personality characteristics much applicable to me, it makes you more confident of your choices			<u>Zulfah Fredericks:</u> Information on CD...very informative and interesting...personality characteristics much applicable to me, it makes you more confident of your choices
	<u>Zachariam Brown:</u> subjects on CD do create enough academical, technological and social skills- I like Retail Management, lots of opportunities to succeed. Things like tutor system, language unit, all this is done to benefit the student			<u>Zachariam Brown:</u> subjects on CD do create enough academical, technological and social skills-I like Retail Management, lots of opportunities to succeed. Things like tutor system, language unit, all this is done to benefit the student
	<u>Antoinette Abrahams:</u> at School of Management the courses are all academic. You can work in your third year and get experience when applying for a job			<u>Antoinette Abrahams:</u> at School of Management the courses are all academic. You can work in your third year and get experience when applying for a job
	<u>Brunhilda Wilsnach:</u> you get more related to start your own business			<u>Brunhilda Wilsnach:</u> you get more related to start your own business
	<u>Randall Lock:</u> because seeing the programme on CD-ROM has helped me by giving me an insight into the Technikon			<u>Randall Lock:</u> because seeing the programme on CD-ROM has helped me by giving me an insight into the Technikon
	<u>Nkulukeko Ntilashe:</u> Yes, subjects, courses are all academical, but not due to info given on CD-ROM, but of people I know who were here studying in these careers			<u>Nkulukeko Ntilashe:</u> Yes, subjects, courses are all academical, but not due to info given on CD-ROM, but of people I know who were here studying in these careers
	<u>Saleem Hanslo:</u> courses offered do create skills, but at the end of the day it depends on the student			<u>Saleem Hanslo:</u> courses offered do create skills, but at the end of the day it depends on the student
	<u>Antonius Dondashe</u> would like to study Public Relations, I'm good communicator, good communication			<u>Antonius Dondashe</u> would like to study Public Relations, I'm good communicator, good communication

	abilities, gives the company a good image, skills they offer easier to get employment			abilities, gives the company a good image, skills they offer easier to get employment
	<u>Joyce Mnani:</u> Tourism fascinating, interesting, here at the orientation, saw movie, discovered how effective the course is, skills deal mostly with social than others			<u>Joyce Mnani:</u> Tourism fascinating, interesting, here at the orientation, saw movie, discovered how effective the course is, skills dealt with mostly are social skills than others
			<u>Desmond Sam:</u> Public management, because I feel that it is important that we as learners should know exactly how the government runs the country and what the government's functions are in terms of important issues pertaining to the broader aspects of governance in trying to successfully make a country visible in the global economy (market)	
	<u>Lee-Ann Petersen:</u> choose Public Relations... something I have always been interested in and I feel that the type of person I am and my personality is very suitable for this-courses exciting, they offer practical training			<u>Lee-Ann Petersen:</u> choose Public Relations... something I have always been interested in and I feel that the type of person I am and my personality is very suitable for this- courses exciting, they offer practical training
	<u>Desmond Sam:</u> Public management, because I feel that it is important that we as learners should know exactly how the government runs the country and what the government's functions are in terms of important issues pertaining to the broader aspects of governance in trying to successfully make a country visible in the global economy (market)			<u>Desmond Sam:</u> Public management, because I feel that it is important that we as learners should know exactly how the government runs the country and what the government's functions are in terms of important issues pertaining to the broader aspects of governance in trying to successfully make a country visible in the global economy (market)



## Appendix 5

Groote Schuur High School  
1997-09-11

MIMETIC BEHAVIOUR (Bandura)	DIFFUSION (Rogers)	TRIUNE BRAIN (Maclean)
social behaviours ensure: <ul style="list-style-type: none"> <li>• belongingness</li> <li>• companionship</li> <li>• affiliation</li> <li>• twinship</li> <li>• connectedness</li> </ul>	qualities <ul style="list-style-type: none"> <li>• relative advantage</li> <li>• compatibility</li> <li>• complexity</li> <li>• trialability</li> <li>• observability</li> </ul>	<ul style="list-style-type: none"> <li>• cognitive</li> <li>• affective</li> <li>• predispositional</li> </ul>
SOCIAL CHANGE		

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Tecnikon	creates belongingness due to culture	creates positive/negative decision-making process
1. Affiliation with tertiary institution	<u>Chelley Vaskys</u> : CT does not offer subjects and degrees that I am interested in- fine arts degree and teacher's degree			<u>Chelley Vaskys</u> : CT does not offer subjects and degrees that I am interested in-
			<u>Tiann Theron</u> : bied nie my keuse kursus aan nie (B.Comm), maar dra kennis van Bemarking...my broer doen B.Comm by Stellenbosch en spesialiseer in Bemarking	
	<u>Hayley Doyle</u> : Yes, since they offer a wide variety of subjects. There are lots of people, therefore more friends. It's very central.	<u>Hayley Doyle</u> : Yes, since they offer a wide variety of subjects. There are lots of people, therefore more friends. It's very central.		<u>Hayley Doyle</u> : Yes, since they offer a wide variety of subjects. There are lots of people, therefore more friends. It's very central.
		<u>Pierre Ackermann</u> : Yes and no; if I choose to do computer course, yes.		
	<u>Helene Livesey</u> : Dit wat ek wil studeer sal vir my die beste wees as ek na Stellenbosch gaan. Ek wil graag 'n geoktrierde rekenmeester word, Stellenbosch se kursus beter.			<u>Helene Livesey</u> : ek wil studeer sal vir my die beste wees as ek na Stellenbosch gaan. Ek wil graag 'n geoktrierde rekenmeester word, Stellenbosch
	<u>Carien Phyfer</u> : No, my interest lies with Graphic Design in an advertising field...the contents of the subjects at Tech are basically a further development of talents, whereas at e.g.			<u>Carien Phyfer</u> : No, my interest lies with Graphic Design in an advertising field...the contents of the subjects at Tech are basically a further development of talents, whereas at e.g.

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
	Red&Yellow School of Advertising you immediately learn how the advertising world works...you are ready for work			Red&Yellow School of Advertising you immediately learn how the advertising world works...you are ready for work
	<u>Pierre Ackermann</u> : Yes and no; if I choose to do computer course, yes - if I choose to do journalism, I would do it at Stellenbosch			<u>Pierre Ackermann</u> : Yes and no; if I choose to do computer course, yes - if I choose to do journalism, I would do it at Stellenbosch.
	<u>Tiann Theron</u> : bied nie my keuse kursus aan nie (B.Comm)			<u>Tiann Theron</u> : bied nie my keuse kursus aan nie (B.Comm)
	<u>Wahbie Long</u> : Technikon does not offer courses that suit me, e.g. medicine and other related sciences			<u>Wahbie Long</u> : Technikon does not offer courses that suit me, e.g. medicine and other related sciences
	<u>Paul Steyn</u> : undecided - I would like to study Computer Science, choice between UCT and Tech-each person representing the 2 institutes tells me what their courses do...have no way of comparing the two and deciding which will give me the better training and education			<u>Paul Steyn</u> : undecided - I would like to study Computer Science, choice between UCT and Tech-each person representing the 2 institutes tells me what their courses do...have no way of comparing the two and deciding which will give me the better training and education
	<u>Michelle Muller</u> : Physiotherapy...not available at the Technikon, had to look at alternative sources			<u>Michelle Muller</u> : Physiotherapy...not available at the Technikon, had to look at alternative sources
2. Role of cultural background	<u>Helene Livesey</u> : sou ook graag Menslike Hulpbronne studeer. Ek, persoonlik hou daarvan om met mense te werk en staan graag op vir mense en hul regte		<u>Helene Livesey</u> : Ek, persoonlik hou daarvan om met mense te werk en staan graag op vir mense en hul regte	<u>Helene Livesey</u> : sou ook graag Menslike Hulpbronne studeer. Ek, persoonlik hou daarvan om met mense te werk en staan graag op vir mense en hul regte
3. Identification with role model	<u>Chelley Vaskys</u> : Tourism management- info received from friends interested in this department			
	<u>Helene Livesey</u> : sou Menslike Hulpbron Bestuur studeer, hou daarvan om met mense te werk, dus sal hierdie kursus vir my die beste wees.			<u>Helene Livesey</u> : sou Menslike Hulpbron Bestuur studeer, hou daarvan om met mense te werk, dus sal hierdie kursus vir my die beste wees.

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Tecnikon	creates belongingness due to culture	creates positive/negative decision-making process
	<u>Pierre Ackermann:</u> using the CD-ROM with a PR-PR does his bit and also demonstrates how CD works			<u>Pierre Ackermann:</u> using the CD-ROM with a PR-PR does his bit and also demonstrates how CD works
	<u>Tiann Theron:</u> bied nie my keuse kursus aan nie (B.Comm), maar dra kennis van Bemarking...my broer doen B.Comm by Stellenbosch en spesialiseer in Bemarking			<u>Tiann Theron:</u> bied nie my keuse kursus aan nie (B.Comm), maar dra kennis van Bemarking...my broer doen B.Comm by Stellenbosch en spesialiseer in Bemarking
	<u>Wahbie Long:</u> Public Relations department-the department's name speaks for itself, our school is constantly visited by PR's			<u>Wahbie Long:</u> Public Relations department-the department's name speaks for itself, our school is constantly visited by PR's
	<u>Paul Steyn:</u> undecided - I would like to study Computer Science, choice between UCT and Tech-each person representing the 2 institutes tells me what their courses do...have no way of comparing the two and deciding which will give me the better training and education	<u>Paul Steyn:</u> undecided - I would like to study Computer Science, choice between UCT and Tech-each person representing the 2 institutes tells me what their courses do...have no way of comparing the two and deciding which will give me the better training and education. I have no way of putting the two courses side by side to compare them.		<u>Paul Steyn:</u> undecided - I would like to study Computer Science, choice between UCT and Tech-each person representing the 2 institutes tells me what their courses do...have no way of comparing the two and deciding which will give me the better training and education
	<u>Michelle Muller:</u> I know a little about Human Resources Management, because I have a friend who is a staff manager. Your most important job is to work with people in the working environment and make sure that everybody is satisfied with their job circumstances.			<u>Michelle Muller:</u> I know a little about Human Resources Management, because I have a friend who is a staff manager. Your most important job is to work with people in the working environment and make sure that everybody is satisfied with their job circumstances.
4. Qualities of diffusion: (i) Tangible - compatibility, trialability, observability	<u>Chelley Vaskys:</u> In my future profession as an 'artist', I'd need to be able to start my own business, therefore I would do Retail Business Management.			
	<u>Hayley Doyle:</u> I would study Tourism Management. Firstly South Africa (Cape Town) is a growing	<u>Hayley Doyle:</u> I would study Tourism Management. Firstly SOUTH AFRICA (Cape Town) is a growing		<u>Hayley Doyle:</u> I would study Tourism Management. Firstly SOUTH AFRICA (Cape Town) is a growing

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
	<p>tourist attraction, and therefore the more tourists visiting South Africa. South Africa is placed 3rd in the ranks for tourist attraction, therefore more workers who have studied in the direction of tourism are needed. Tourism is definitely a growing industry in Cape Town. Wide variety of jobs.</p>	<p>tourist attraction, and therefore the more tourists visiting South Africa. South Africa is placed 3rd in the ranks for tourist attraction, therefore more workers who have studied in the direction of tourism are needed. Tourism is definitely a growing industry in Cape Town. Wide variety of jobs.</p>		<p>tourist attraction, and therefore the more tourists visiting South Africa. South Africa is placed 3rd in the ranks for tourist attraction, therefore more workers who have studied in the direction of tourism are needed. Tourism is definitely a growing industry in Cape Town. Wide variety of jobs.</p>
	<p><u>Helene Livesey</u>: ja, volgens wat ek sover op die CD gesien het, sal die Technikon mens kan help in akademies en sosiale 'skills' vir die studente wat hulle dan sal kan gebruik in hulle toekomstige werke</p>			<p><u>Helene Livesey</u>: ja, volgens wat ek sover op die CD gesien het, sal die Technikon mens kan help in akademies en sosiale 'skills' vir die studente wat hulle dan sal kan gebruik in hulle toekomstige werke.</p>
	<p><u>Carien Phyer</u>: would do Tourism, it is a growing industry...people-related and that is where my talent lies.</p>			<p><u>Carien Phyer</u>: would do Tourism, it is a growing industry...people-related and that is where my talent lies.</p>
	<p><u>Tiaan Theron</u>: After the CD-ROM...Public Relations Management-looks like a good future</p>			<p><u>Tiaan Theron</u>: After the CD-ROM...Public Relations Management-looks like a good future</p>
	<p><u>Wahbie Long</u>: after the presentation- Public Relations Management-Media Studies are of interest to me as well as the opportunity to work with culturally different people. It sounds very interesting and active and is very relevant. Everything should be done to beef up this department giving as much hands-on experience as is possible</p>		<p><u>Wahbie Long</u>: after the presentation- Public Relations Management-Media Studies are of interest to me as well as the opportunity to work with culturally different people. It sounds very interesting and active and is very relevant. Everything should be done to beef up this department giving as much hands-on experience as is possible.</p>	<p><u>Wahbie Long</u>: after the presentation- Public Relations Management-Media Studies are of interest to me as well as the opportunity to work with culturally different people. It sounds very interesting and active and is very relevant. Everything should be done to beef up this department giving as much hands-on experience as is possible</p>
	<p><u>Paul Steyn</u>: Public Relations-this seems to be the most interesting and varied career direction</p>	<p><u>Paul Steyn</u>: Public Relations-this seems to be the most interesting and varied career direction</p>		<p><u>Paul Steyn</u>: Public Relations-this seems to be the most interesting and varied career direction</p>
	<p><u>Michelle Muller</u>: I would like to study Public Administration, because I will enjoy the opportunity to work with the wider public</p>			<p><u>Michelle Muller</u>: I would like to study Public Administration, because I will enjoy the opportunity to work with the wider public</p>

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Tecnikon	creates belongingness due to culture	creates positive/negative decision-making process
(ii) Tacit meaning - complexity, relative advantage	<u>Chelley Vaskys:</u> I think it is good that the Technikon offers a more practical approach to subjects. But a lot of professions expect degrees from universities.		<u>Chelley Vaskys:</u> I think it is good that the Technikon offers a more practical approach to subjects. But a lot of professions expect degrees from universities.	<u>Chelley Vaskys:</u> I think it is good that the Technikon offers a more practical approach to subjects. But a lot of professions expect degrees from universities.
	<u>Hayley Doyle:</u> I'll study Tourism Management. Is definitely a growing 'industry' in Cape Town, South Africa -offers wide varieties of jobs	<u>Hayley Doyle:</u> I'll study Tourism Management. Is definitely a growing 'industry' in Cape Town, South Africa - offers wide varieties of jobs		<u>Hayley Doyle:</u> I'll study Tourism Management. Is definitely a growing 'industry' in Cape Town, South Africa -offers wide varieties of jobs
	<u>Helene Livesey:</u> ja, volgens wat ek sover op die CD gesien het, sal die Technikon mens kan help in akademies en sosiale 'skills' vir die studente wat hulle dan sal kan gebruik in hulle toekomstige werke			<u>Helene Livesey:</u> ja, volgens wat ek sover op die CD gesien het, sal die Technikon mens kan help in akademies en sosiale 'skills' vir die studente wat hulle dan sal kan gebruik in hulle toekomstige werke.
	<u>Carien Phyfer:</u> would do Tourism, it is a growing industry...people-related and that is where my talent lies.			<u>Carien Phyfer:</u> would do Tourism, it is a growing industry...people-related and that is where my talent lies.
	<u>Pierre Ackermann:</u> using the CD-ROM with a PR - PR does his bit and also demonstrates how CD works			<u>Pierre Ackermann:</u> using the CD-ROM with a PR - PR does his bit and also demonstrates how CD works
	<u>Tiaan Theron:</u> After the CD-ROM...Public Relations Management-looks like a good future			<u>Tiaan Theron:</u> After the CD-ROM...Public Relations Management-looks like a good future
	<u>Wahbie Long:</u> after the presentation- Public Relations Management-Media Studies are of interest to me as well as the opportunity to work with culturally different people. It sounds very interesting and active and is very relevant. Everything should be done to beef up this department giving as much hands-on experience as is possible			<u>Wahbie Long:</u> after the presentation- Public Relations Management-Media Studies are of interest to me as well as the opportunity to work with culturally different people. It sounds very interesting and active and is very relevant. Everything should be done to beef up this department giving as much hands-on experience as is possible
	<u>Paul Steyn:</u> Public Relations-this seems to be the most interesting			<u>Paul Steyn:</u> Public Relations-this seems to be the most interesting

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision-making process
	and varied career direction			and varied career direction
	<u>Michelle Muller:</u> I would like to study Public Administration, because I will enjoy the opportunity to work with the wider public ...covers concerned fields.... lot of practical background			<u>Michelle Muller:</u> I would like to study Public Administration, because I will enjoy the opportunity to work with the wider public, covers concerned fields...practical background
5. Effect of information, the technology on viewers' levels of perceptions	<u>Chelley Vaskys:</u> In my future profession as an 'artist', I'd need to be able to start my own business, therefore I would do Retail Business Management.			<u>Chelley Vaskys:</u> In my future profession as an 'artist', I'd need to be able to start my own business, therefore I would do Retail Business Management.
	<u>Hayley Doyle:</u> Courses at School of Management offer large variety of subjects, have definitely been covered on CD-ROM	<u>Hayley Doyle:</u> I'll study Tourism Management. Is definitely a growing 'industry' in Cape Town, S A - offers wide varieties of jobs		
	<u>Helene Livesey:</u> ja, volgens wat ek sover op die CD gesien het, sal die Technikon mens kan help in akademies en sosiale 'skills' vir die studente wat hulle dan sal kan gebruik in hulle toekomstige werke.			<u>Helene Livesey:</u> ja, volgens wat ek sover op die CD gesien het, sal die Technikon mens kan help in akademies en sosiale 'skills' vir die studente wat hulle dan sal kan gebruik in hulle toekomstige werke
	<u>Carien Phyer:</u> computer program is informative, but not as 'funky' as one could make it. Movement, sound etc. could be enhanced to keep the attention of the students all the time... subjects are presented in manner that creates academically and social skills			<u>Carien Phyer:</u> computer program is informative, but not as 'funky' as one could make it. Movement, sound etc. could be enhanced to keep the attention of the students all the time... subjects are presented in manner that creates academically and social skills.
	<u>Pierre Ackermann:</u> using the CD-ROM with a PR - PR does his bit and also demonstrates how CD works...I would be interested to do Tourism... sounds like an interesting course...does teach academically, technological and social skills.			<u>Pierre Ackermann:</u> using the CD-ROM with a PR - PR does his bit and also demonstrates how CD works... I would be interested to do Tourism... sounds like an interesting course...does teach academically, technological and social skills.
	<u>Wahbie Long:</u> after the presentation- Public Relations Management- Media Studies are of interest to me as well as the opportunity to work with culturally different			<u>Wahbie Long:</u> after the presentation- Public Relations Management- Media Studies are of interest to me as well as the opportunity to work with culturally different

CATEGORIES	creates 'harmony': YES / NO	creates need to attend the Cape Tecnikon	creates belongingness due to culture	creates positive/negative decision-making process
	people. It sounds very interesting and active and is very relevant. Everything should be done to beef up this department giving as much hands-on experience as is possible			people. It sounds very interesting and active and is very relevant. Everything should be done to beef up this department giving as much hands-on experience as is possible
	<u>Paul Steyn</u> : Public Relations-this seems to be the most interesting and varied career direction			<u>Paul Steyn</u> : Public Relations-this seems to be the most interesting and varied career direction
	<u>Michelle Muller</u> : I would like to study Public Administration, because I will enjoy the opportunity to work with the wider public, covers concerned fields...practical background			<u>Michelle Muller</u> : I study Public Administration, will enjoy opportunity to work with wider public, covers concerned fields ...practical background

## Appendix 6

## Focus Group Interviews: The Narratives

## VUYISEKA SECONDARY HIGH SCHOOL

1997-09-16

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1. *Who worked on the computer for the first time? ...Only me...no, we have never...*
  2. *What is the mouse?...shows where you are pointing at on the computer...*
  3. *What was the purpose of the CD-ROM?...describes the courses at the Technikon...interprets the subjects, e.g. Public Relations, tells you more, gave you information...new knowledge, the first time, learn new things about the Tech, advise us to attend the Tech.... potential lies there that a student can be recruited... show a lot of people about the Cape Technikon... various courses... show us to know things of the Tech, School of Commerce things that are happening in the building, courses that offered... to me it means a lot, it's like a brain- someone who is intelligent, it does not forget, brings knowledge to others, specially the world, because knowledge now is very important, get more knowledge, that you have never received before, the CD-ROM was a very special programme*
  4. *Is it important to recruit students?...yes, the first time the things happening at the Technikon, what course I must take... never been to an 'Open Day'...*
  5. *When must one recruit students?...in Std 8, some students don't know what subjects are needed, make mistakes from Std 8 it can be rectified... start earlier in schooling, Std 8 you get to the stage to enrol, Std 9 you are more focused my subjects are based on this and this, the right stuff, subjects based on the future course you want to take, education costs money, if you make the mistake in Std 9 it is too late...*
  6. *Is money a factor to you whether you want to study or not?... good thing for universities & Technikons that give students work, like part-time jobs... backgrounds of families are poor and money to take the child to travel from school is better when a student starting to work at school, pay the school, but even for himself pay the school, than owing a lot of money... would like to study directly after the matric, more the time goes, more other time I would*



need to finish my studies and I would be working... better to start after school, study hard so that you can pass with flying colours, push forward in life, you have to move on... my parents promised me that I can study, major factor, father is a pensioner, half of a salary, 5 in the family... my father is also a pensioner, but he said that he would finish us, give us education, want to pay for studies, but I am trying to explain to her she's a domestic worker, from Cross Roads

7. *Mention the other schools at the Technikon?...* School of Engineering, Tourism (part of Management, Commerce) Surveying, Engineering, Mechanical Engineering, Information Technology, Social Law, Hotel Management, Teaching
8. *Did you receive 'new' knowledge?...* I had part of the knowledge, but I gained more, I knew of Tourism, now I know of the hotels... the commerce classes, now I know that they are so bigger, more future... did get information like Marketing, purpose of Marketing, sell your product... in Tourism, impress me, would like to do a course in Tourism, show them the way to tour in South Africa, a course you take when you are interested in other people's show them around... Marketing - if you want to sell your product, what you must do to sell... like Management at Cape Technikon, Public Relations, to know what happens with a PR
9. *Could the Cape Technikon use this CD-ROM for a recruitment tool?...* Yes... do more, right way of reaching pupils, talking and seeing... better to see, getting more knowledge... include all information, when you see there the courses, teachers and students at the Cape Technikon, you can also read the information on the CD, yes...
10. *There are two groups of students-traditional and nontraditional students. Can you remember this? ...* Agnes Darch, older student, would have worked, but did extra studies, catered for the nontraditional students... convince your mother, parents, yes... field of study would be fashion design...if parents want to study, now they feel they are not important, in South Africa, they feel down, I have nothing for my child, because my child needs to be educated, now they can get more knowledge, go back to studies, they feel they are the young people again, if they can study again, motivate my parents, they would get better employment if they study... my parents are too old

11. *Any music you can remember?...* sound of the marimba drums, old type of music where they use all the instruments... jazzy music, not long pieces of music... drums solo, trumpets used to introduce new things
12. *Specific with person you can identify?...* student who spoke about Marketing, Shaheem, he's from Mitchells' Plain, play soccer... Charlotte Nkana, spoke in Xhosa, PR student, she did not speak of the Cape Technikon, but where she came from, Tanzania, spoke about her personality, be outgoing, spontaneous
13. *Can you remember the six department at the School of Management?...* I'm interested in Marketing, Tourism Management, Human Resources, Public Relations, Small Business, Public Administration where you work in the government
14. *Is it important to take your culture in consideration when you are recruited?...* Depends how people feel, where he comes from, they were suffering... must know the backgrounds, changing from what is that to where they are facing and how the future goes, look ahead... respect where we come from, give equal opportunities... can learn from others languages and cultures... yes, my behaviour-one behaves in different ways, there are councillors, who help you, guide you, yes, is important, must know where I am coming from, appreciate, get qualification, get good employment... advertise culture, basket ball, hiking, ubuntu, judo, cycling
15. *Did the CD-ROM give you enough info on the School of Management?...* message come through, considering that I did get the message from the presentation, the work, the people who spoke, how to create the job... not left in the dark, give me a clear vision that I could know what is offered at the Tech... yes, it made me think, all that was said was enough, because we saw how the Tech is, how hard the Cape Tech works for the people to get an education... and to be courageous
16. *While watching the CD-ROM, how does a matric pupil apply?...* yes, very important section, good aspect, now we learn how to find that person who helped with the qualification and application... to qualify and work hard, need languages on higher grade... 50 %, will motivate you to apply, will work hard at school if they need 50% average
17. *Any other comments?...* Fair education at Cape Tech... more knowledge, it is fair... Tourism Management... important to socialize, must understand... like

Public Relations...work with people, good link...interested in geology...not necessary interested in School of Management, good way of advertising the course... CD-ROM, see all the things that you are going to work with, the subjects and personality file

18. *Did you tell anybody about the CD-ROM? ...to my friend, he must understand it is good to work with the computer to see what is going on at the Cape Technikon... the courses, told my mother about it... my girlfriend, my friends, she is interested too... my mother, my sister, 25 years old, she's at the Cape College doing Marketing... I did not tell anybody about it... told my best friend there is new courses I did not know about offered at the School of Management and other things, so when I told him how they work, how you enter, so he also was interested, specially him...*
19. *The idea of the CD-ROM was to entertain you, did you experience it?...it was very alive...because what you see is like the TV, see the things at Cape Technikon that can open your future, commerce classes and Management, Engineering... it was like opening my future, try to educate and entertain on the CD-ROM, gave music, characters, successful... if I have keenness to go to the Cape Technikon, I will go there to use my talent, that opens my interest to come here... I was interested, if I go to the Tech, I will know the course to take, have direction, was successful... it was valuable for me, the Cape Technikon, important to me now, gave me good guideline, since you do something practical at Cape Technikon... you want to start a new career*

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HAROLD CRESSY HIGH SCHOOL

1997-10-08

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1. *Can you remember the purpose of the CD-ROM?...to show and help recruit people in the future those students who can't come to 'Open Days', ...doing promotion and introducing the various courses which one normally finds in a booklet...so that you can see it, you don't have to read intensely, you see it on the programme...*
2. *Did you like the pictures and the sound?.YES, YES.....*
3. *Which department was really emphasized on the CD-ROM?..the School of Management and the 6 departments*

4. *Do you think it is important to recruit students to a tertiary institution?..Of course it is important, it will be important, because they are our future, they will be the future's expertise, leaders, the brain of companies and only proper education will get them there...its good to recruit students in such a way...its hard to get a job now at the moment, and in order to get out there, you have to get a higher education and a matric, that's really very important, other wise it will be useless.... a normal matric won't take you very far...you only get a job as a packer, you need a matric, factory workers are also only matriculants, need matric certificate...is a necessity to need a higher education*
5. *If you want to study at a tertiary institution, to whom will money be a factor to further their studies?...Everyone in this group...to me definitely....all of us .. I will have to apply for extra money....*
6. *Do you think you gained 'new' information?...Yes, I gained lots of 'new' information...I did not know that there were so many sections, departments available in the School of Management ...the courses available and the syllabi...I did not know that the students actually liked the place...I never knew how the place looked inside, outside yes!...the CD told you what type of person you had to be like so as to fit the right course, I didn't know personality traits were important, because that definitely does not come out in the booklet...I did not know they were 2 campuses, one on the Waterfront and one here... I did not know there were so many facilities in the Student Centre, I thought there was only a cafeteria, yes, there were ATM's, a bank, a book shop, Cats Radio played from there, I only thought there was a cafeteria where one could sit down and having something to eat, I did not realize there were so much to be offered- and many more...the CD-ROM was very helpful, its a good idea for the future, because one often makes wrong choices, and the CD gave me enough information to make a sensible selection and choices...I gained new information...I have been to the Tech many times before, nothing really surprised me, although the courses at the School of Management gave me clarity, yes I knew about all you shoed us... the courses you have at the Technikon facilitate for so many positive aspects of being a student...Experiential training...you do that in the third year, you gain experience while you are studying and earn some salary...*

7. *Do you think the Cape Technikon could use a CD-ROM in the future for recruitment?* yes, definitely, it will things easier, you can sit in your home or school and see what you need to know and what the Technikon has to offer, what course you can go into...the whole world is moving towards computers and they are moving away from books, if you want to know something you don't go to books, you find it on computers, Internet, e-mail, so the CD will fit in better in sending the information in the future...is true, as we move into the future it is getting more into the world of computers...as soon as you need to know and you have to read about it, one is lazy and you have to put in an effort, and if the CD can give you the answers in a colourful way, I will rather use the CD and not read a pamphlet or brochure, the CD does everything for you, you just need to listen...not only us students are lazy to read, it is everybody, you know time is also a factor, and I don't have the time to read a boring booklet on the Tech, that's where the CD is so effective...
8. *The traditional and nontraditional student base?*..catered for all the types of students...focus on both groups....it was very balanced...older students spoke...lady with braids in her hair, from Africa...yes Tanzania...even a lady could do engineering, most men are chefs, so that's not too abnormal
9. *Any sounds, music you can remember?*...every time you click on the mouse there was a different sound...when you should the different courses, each had its own different sound,...different type of music, jazzy, some songs without a tune, no pop music...yes, there was African music...oh, the marimba drums, one of the Tech's students played in a band...different tunes in between the courses, drums were very ethnic...
10. *Any people who spoke on the CD?*...Shaheem Bobs..represented and spoke about Tourism, now I remember,...the lady with the braids, also Tourism...a lady who could speak more than one language (referring to Agnes Darch)...another African lady who was a beauty queen ...yes, Miss Khayelitsha...she spoke about Public Relations... Charlotte Nkana, she spoke in Xhosa...head of the departments...no they did not speak, ...a young lady who said that retail is recognised internationally....
11. *Which departments were at the School of Management? Which subjects were offered?*...the departments were Retail Management, Public Relations...Human Resources...Tourism...Public Administration and

Marketing...subjects...seem courses offered a law subject...Public Relations: offered Public Relations as a major and Communications, Journalism which is actually Media Studies...there is Psychology...for Retail Management ...retail and marketing

12. *Do you think culture plays an important role while making a CD-ROM?...*lets start with the music...ethnic drums, it related to different African people...you used people from various backgrounds, there were all races represented, even a Chinese - a photo of 2 men working in the library...a few students from Tanzania...history of District Six...photos of old District Six...the campus is built on this land...churches... mosques...the one mosque I go to is the one just opposite the Tech...there is another church on the campus...
13. *Do you think the CD-ROM gave you substantial info about the School of Management ?...* you covered everything...the work part, the fun part, the evening studies, the courses, head of departments, the students...everything you need to know of was covered...it was more informative than any book could give us...
14. *Did the CD-ROM focus on all the needs of the students?...*you showed us the hostels, one on the campus, one at the Waterfront...and a ladies hostel, Elizabeth Hostel, other students stay in flats near to the Cape Technikon...cafeterias...one in the Student Centre, one in the School of Management ...libraries...two...one at the Waterfront, on this campus...spoke about tutors, a tutoring service, a third year student spoke about tutoring first year students
15. *What were the perceptions of the students that spoke?...*they were contented and very enthusiastic about it...they seemed very happy about the place and course they took...enjoyed themselves...they were interested in the subjects and courses and they wanted to make a success...a happy mode amongst them...
16. *Did the students speak of a good future once they gained their qualification?...*lots of job opportunities that came opened to them...spoke of going on to do a fourth year, do a degree...some courses were regarded international...all spoke in a positive way all happy with what they were doing at the Cape Technikon...spoke of a good future
17. *The purpose of the CD was Edutainment? Successful?...*Yes, valuable...it

entertained because there were different sound, various people spoke in various languages...colours were used...saw some animation, the boat right in the beginning...it was interactive, I could play with the mouse, and the CD gave me the information while I saw information and fun things at the same time...it works on the same principle as a book, but if I wanted to page to a specific section, I got the information just right there, I did not have to read through the whole book to know what is going on, you can skip some information and reread

18. *Could the CD-ROM help an undecided potential student?..yes...because they can see what the courses entail and know what goes for what...what the life is like at the Tech...what they need to do to apply for the course, know that their personality will fit the job description...see whether their personality traits are best suited for the best courses...you can then stay in the course and not change their courses...lots of people are undecided, because they don't know what they are getting themselves in for, and people are always afraid of the unknown, so by letting them know what is expected what its all about, what is required of them, that will help them terribly to make a choice...students themselves speak to you and tell you about the courses and how they enjoyed, so I will believe them what they are saying, it will help you to make up your mind...*
19. *Could the CD-ROM have changed your perception of the Cape Technikon?..it has instigated some thought in me, say for instance, a person who prefers to be outdoors and he knows what the course entails and the jobs that are available in that direction, he will see for himself the course he wants to do is natural for him, he will know that his choice was the right one...I chose Internal auditing, but the CD gave some better insight...now I definitely know what the Tech offers in the School of Management, it has given me clearer insight...*
20. *By watching the CD-ROM, did it give you a relative advantage to the other matrices who were not chosen to do this research?..YES!! One only is given the book, and it is boring to look at, only black and white, I just glanced at it after seeing the CD, so many things made more sense to me, made me more aware, I gave more attention and look up what's happening and know of who and what the Technikon is... it broadened my views of the Cape Tech, the*

courses, yes, I do have a relative advantage,...I could interact with the CD-ROM, I'm sure not other friends have seen this type of CD...others would find the booklets boring, I found the CD-ROM interesting...more information on CD than the 'Open Day'- only 4 of our pupils could go...the 'Open Day' gave us information, but not done in so much depth...

21. *Who did you tell about the CD-ROM?..*told Ms Daniels, our teacher...my brother...I had to tell the whole class about it...told my parents about it...
22. *Were you cognitively involved with the CD-ROM?....*Yes, in the first place you had to know how to use the CD-ROM, read the instructions at the beginning, use the mouse...had to choose the information I was interested in to know...you required some intelligence to know what you were doing, even the choice of information...I remembered such a lot...it is better to see something than to read something, because you visualize and see something you remember so many things more...you remember the sounds...the pictures, photos, you see certain words, not lengthy sentences...more interesting...what you read has a totally different meaning to after you have seen on the CD-ROM.. I was aware of everything that was going on...
23. *Did you by any chance experience 'harmony' while you were watching the CD-ROM?..*the music was definitely not my taste...that wasn't harmony...it did not upset me...some rave or Hip-Hop music would have been better...maybe it also better that you used local talent like the student of the Tech's drums...promote local talent...harmony...you could identify with everything that was said...it was put together so well...
24. *Do you feel positive or negative about the CD-ROM?...*definitely positive...it can only be positive, because it provided information and I don't see why it should be negative...I always thought the Tech to be like basic, but it is actually the same as an university...
25. *The idea was Edutainment?...*successful, YES!! Two thumbs up definitely for the CD, it was entertaining and educational, so successful...it educates and entertains you, and that's what I like...
26. *Get hands-on experience, please explain? ...*university is just theoretical...although you have studied the subject, you don't really understand to use and practice the knowledge, you don't get the full blast of what is going on, but the Tech allows one to gain experience while you are



studying, it is more practical, and that is what is essential to me in order to make me a success in life and in my work...I want to know what I am doing...for Management courses one would be equipped with extra skills, and the fact that you did experiential training would help me tremendously...in newspapers the advertisements say that one needs like two to five years of experience if you apply for a job, so the Tech gives us that extra experience which would help me if I need to apply...I was interested in PR, my personality fits in with the description needed for PR, because I like to interact with people...I can interact with all types of people in any business, from the manager to the ordinary working class, all the qualities I already have, will just polish it off to be the most successful candidate for any job...the Cape Technikon's job availability is very high?...explain?...they say that it is a fact that Technikon provides theory as well as experiential training, the jobs people look for accept people mainly because they already have experience in that field and gives one a head-start...the CD should really be released, published, in South Africa, because it informs you to the full extent, and I don't think the book does that, and the CD does it...

BOSMANSDAM HIGH SCHOOL

1997-10-13

1. *Can you remember what the purpose of the CD-ROM presentation was?..to show us the campus in a extraordinary way...to promote the college, no Technikon...to show us what all the Tech activities and courses are...and to see if the CD-ROM worked and was successful!...a lot of people don't know which personality they need to pursue a job, and that gave us an idea as what type of person you need to be...I think especially for people who live up in the rural areas and they can't reach the Tech for 'Open Days' that could give them lots of information about courses offered at the Technikon...*
2. *Do you think it is important to recruit students to a tertiary institution?....of course, because you need people from all over, to show and give you certain perspectives...the student base is different and be well represented...how boring if it weren't, say for instance all the students were from Cape Town, all the perspectives would be the same... a lot of people in those areas who*

would like to know student life, are not given a chance if they weren't recruited...

3. *To whom would money be a factor if you need to further your studies?...to everyone...definitely me...yes, me too...everybody in these days should regard money as necessary to further their studies...not everybody has that money to allocate to studies and there is still a family to look after...monthly allowance, pocket money, class fees, and transport is so expensive...I ride by bus to school and that is R5 for one direction...taxis are cheaper...*
4. *Do you think you gained 'new' information while watching the CD-ROM?...Yes, definitely yes...I really did not know of the residences, hostels...even one at the Waterfront and 2 at Cape Town...the part of personality profile we went in to, because at the 'Open Day' nothing was really explained, it is weird to say but there was no one to contact there-although you were dealing with people, there were students who probably could have helped, whereas on the computer, there were people to whom I could "speak" to- it's strange because the people aren't really there, but they are there in a way, you learn so much more from watching the computer as from the 'Open Day', do you understand what I mean?...it was more focused on the CD...it was more personalised, when I heard the interviews with the students, I could understand and identify what they meant, they gave more personal perspectives of the Technikon...the information on 'Open Day' is addressed to hundreds of pupils, whereas the CD-ROM is individualised, it spoke to me, you can take in the information easily...the section about the personalities, I thought of becoming a journalist, but soon realised that my personality is not matched to that...*
5. *Can you remember of any people who spoke on the CD-ROM?..Shaheem Bobs...everybody just fell for him...I did not fall for him (he's a male!), I remember the faces, not the names ...the older native woman, because I had respect for her...I was amazed of how old she was and still had the courage to study, despite having a family and other responsibilities...the same girl, she had braids and tribal clothes on...there was another African woman, spoke Xhosa...I remember Shaheem, he represented Tourism...wasn't there somebody from an exchange programme from Australia?*
6. *Can you remember any music?...yes, African drums, from the guy Headman*

who is standing for the SRC presently...other music...there was more serious music when the teachers(lecturers?) spoke... not the same music, always different music for each new section...other sounds, and when you skipped to a new 'page' or section there was something different each time

7. *Do you think the Cape Technikon could use a recruitment tool like the CD-ROM in the future?..yes...the future is moving to computers, the future is computers...as you said at the previous presentation, one cannot visit the whole world and recruit students, and this is such an easy way to do it...despite of the fact where you are, you can interact with the CD-ROM programmes and equip yourself with the needed information about the Technikon...you can learn such a lot from it...not many people want to read, so its an easier way to access information...I am too lazy to read a brochure, therefore I would prefer the CD...you can use the CD like a book, but this one has special pictures, colour, sounds, interesting facts...you see pictures and listen to music at the same time, sound , talking...*
8. *How did you find the presentation?..not serious at all for potential students...you needn't have to sit down and concentrate the whole time, it was fun using the CD...relaxed while you got info...the students perceptions were also positive...all of them had good things to say about the courses, they enjoyed it very much in general, all were spontaneous...yes, you could hear in their voices that they liked being there, enjoyed it...yes, they like taking part in the different sport activities.they seemed to really enjoy it, not merely the courses, the place, the campus they also liked..., it had a balanced perspective of how they felt...*
9. *On campus there are traditional and nontraditional students...was the presentation of such a kind that all races could benefit from the CD-ROM?...nontraditional student would be the 'older' student base...by seeing that older African lady, she could introduce old people to further their studies and give them encouragement and motivation that they can study...when you are old or young the information still needs to be the same, the same courses are offered...maybe, a student who has seen the CD-ROM, could show it to their parents, and because they see that there is an elderly African lady, they might be encouraged, they would like to study at the Technikon...*
10. *What was the main focus of the CD-ROM?...the School of Management*

...there were 6 departments...Tourism...Marketing...Public Relations...Human Resources...Sports Administration, oh, yes, that is only from next year... Public Administration...Small Business Management ...

11. *Can you remember of different subjects in the different courses?...*there are some of those subjects I have never heard of...somewhere there is law...a lot of the courses needed accounting, and English and Afrikaans as compulsory...shopping mall management ...fresh produce management ..I think that was done in Marketing...
12. *Do you think that culture was important while making the CD-ROM?...*the music, ethnic music, the drums...a big group who would know and like that music...in Old District 6...showed old pictures of old buildings in District 6...there were old communities...there were churches, mosques on the premises...are cultural icons...the representation of students who spoke...and the languages, some spoke in English, some in Xhosa and some in Afrikaans...there were different types of people, not only males, or not only females, a good balance of the sexes, there were ethnic groups, mix of sexes, the different languages, young and older students...
13. *Does the CD-ROM give substantial information about the School of Management?...*you dealt with basically everything, nothing was left out...you said more than enough...gave enough detail on all sections...as you opened the CD-ROM, there was a content page with all the various little sections, which I presume are the chapters...on the School of Management...it started with a picture of the building of the School of Management,...then there were the directors...the list of subjects of the different courses-first, second and third year...for a diploma...another option to do a degree...there were the day and night time studies...part time and full time studies...student opinions...students had a chance to say what they felt about the courses...personality profile was interesting...could do a Bachelors degree in Technology...some courses offered further studies...practical training, experiential training was given in the third year...
14. *What did the students speak about? ...*they spoke about the courses, how they perceived it ,liked the courses, why they would encourage other people to do the courses...international recognition-Tourism and Retail Management ...they spoke about a good career future...the experiential training actually

encourages them, that while they are a student they have the opportunity to develop their skills and they get paid a salary...

15. *Could you regard the CD-ROM be used a decision making tool to an undecided student?...yes, because it told you everything you needed to know...if you were undecided it would definitely change one's view...if you see the CD-ROM ,you see everything you ought to know...and that will help you to make a decision...you can skip certain things, or turn back to sections you need to revisit...its like a magazine, one does not always read the whole magazine, certain parts you ponder about it longer, other parts you sit on shorter...do the parts that you are more interested in...at that time I was also undecided to where I was going and I thought of Public Relations, but realised that I was not the person suited for it, but that gave me clarity, because now I know what I will be studying, paralegal secretarial course.the Technikons don't offer it...of course, if you had seen it earlier in the year, I definitely think so, but unfortunately I saw it now late in the year, I have already decided not to go to the Tech..if one can see it in the beginning of the year and keep it in the library, you are going to be interested, because one looks at all the options best for you...it focuses on you personally but also could speak to a larger group...when I went for interviews with our school guidance councillor, I was not interested in anything, but he gave us various options to look at as long as you find some future career, but I surely didn't know what I wanted to do, and education costs money, and if I make the wrong choice, it is costly...that's why I am not going to study, I'm still undecided...for R26 000 I could study Beauty Technology, but I don't have the certainty, and I don't want to make a mistake. Next year I will go and work, and in a specific field I could specialise and perhaps do some studying...perhaps study part time or resign, I have not made up my mind...I am going to the Tech, I will be doing internal auditing...wrote to the Tech, they sent me forms and I applied, and I got my results back that they have accepted me...I went through all the interviews and aptitude tests...*
16. *Did you experience the 'feeling' that the Cape Technikon could be the place to study?...yes!!! I have made this decision that I was not going to study, but you know, when I went home, I told my parents that I wanted to study, I want to be there! That was the feeling I had...the place makes you feel*

welcome...you are part of having a student life, want to be part of a strong team at the Tech....creates a strong bond...I was also uninterested in studying further... and the Tech has a lot of atmosphere, you just feel like going there, there is fun, hard work and one can play...there is a nice feel about the Tech....

17. *Did the CD-ROM give you as viewer of the CD a 'relative advantage' and not to those who never had the opportunity to see it?..yes...we definitely got to learn more, while the other matrices who never saw the CD-ROM, were forced to read the brochures, but they lost interest, because they are too lazy to read the brochures... There are a lot of matrices who could do well, but they are too lazy to read an uninteresting brochure...but on the CD-ROM we just got to learn so much more than a brochure could give us...in a way I went home with a feeling that I did gain more, although I had made my choice at the beginning of the year, so I knew.you got the feel that you got more knowledge, because you have already seen the place, you were acquainted with more things and places...you have been there before,...even on 'Open Day" we just walked around in circles, nobody showed us around, were sent all over, little information was given, lost at some times...was useless exercise, although we spent there practically the whole day, had the day off...we were looking for the Hotel Management course and campus, the students did not even know that the campus was on the Waterfront*
18. *Were you cognitively involved while watching the CD-ROM?. yes, you had to pay attention, because I wanted to turn to the next page...I had to read the instructions as to what must be seen next...the CD-ROM made the reading so easier. I'd rather sit in front of a computer than read the brochure...the brochures are black and white, while the CD was colourful, had pictures, sounds, music...you had to be interactive and be involved...*
19. *Did you discuss this with anybody?..yes, I spoke to my parents, to my sister, to my friend on the phone....told my mother, because I wanted to go to the Tech, but I do not have the right subjects, so I had to choose another institution. I like the atmosphere, there is a real student life in the cafeteria at break socialising...I told my parents and spoke to my brother at the Cape Tech doing textile design.Sean Liebenberg, he was one of the 3 who won a competition. I told him a lot that he didn't even know.and he is in the*

Tech...my mother, dad, friends... my mother and she was very interested in what we did...I told my parents...well, we discussed it afterwards in the bus, and friends wanted to know what was it all about, so we told them...discussed it in break...all the matrices were interested...why did you only ask us at the end of the year? If it were at the beginning, one would have certainty and clarity about so many questions...if I had known before the June exams that I needed a 50% average for my marks, I would have worked harder...that's true...

20. *Did you like the presentation?*..Yes...at the student centre...there was a book shop, ATM's, bank, cafeteria, Cats Radio broadcast from there...very little information was given on the Hotel School, not even a chef...you should have showed how a dorm looks like, how the residences looked like...I liked the libraries, one on the main campus and done at the Waterfront.
21. *What needs were addressed?*...academic needs-the courses and the subjects... hostels where the students need to stay...social needs-told us about the sporting activities, how they socialise in the cafeterias, how one can study in the library...tutoring services...there were qualified psychologists who did counselling and career guidance...individual and group hassles are discussed...financial needs were dealt with...the student's lives were enhanced academically...the students had a represented council, the SRC, there is a Christian group...other sport activities, soccer, swimming, sky diving, netball, rugby, baseball, hiking, hockey...the most of the sports...Miss Cats and Cats Radio...a positiveness came through...
22. *Edutainment - education and entertainment*...they should do this at school. It should be both entertaining and educational, then I would like school...I think if this a project that you are looking into, I want to encourage you do this in the future. Honestly, everybody says that it is so much better than the 'Open Day', the brochures, everything is so much better...

GARDENS COMMERCIAL HIGH

1997-10-07

1. *What was the purpose of the CD-ROM?*..its to advertise the Technikon and the different subjects, the different six departments of the School Of

Management...advertising the Technikon and to see how easy it is to use the Technikon...when you are there, there is a cafeteria, there's a bookshop you can go to ,there is a library, there are services which one can use...gives an insight to sections of the Technikon...saw some history of the Technikon...gave background and introduced us to the Technikon...the introduction is important to understand the other concepts ...the Technikon can also be compared to international standards like the universities overseas and other foreign Technikon...

2. *Do you think it is important to recruit students?...* obviously it is very important...it keeps the Technikon going...to give everybody a fair chance of getting into the Technikon...get the right students in the institution...give them the opportunity...tells you what type of person is needed for the various courses, and what abilities and skills are required, and students like that...otherwise it is so confusing that so many students have to drop out after a year, and knowing that it will decrease that possibility...although it is not a waste to gain knowledge...the CD-ROM gave such a lot of information and explained much more of what is required of you.
3. *How did you gain knowledge?..* what we read, what we saw and heard...everything what we saw was what we hear...certain people spoke on the CD, we saw pictures and I remember this well...the CD-ROM helped you in case you had a doubt about a career, CD-ROM gave you better insight in the questions you had asked yourself about what you want to do...seeing that the Technikon is practical orientated, it is important that recruitment takes place, because whatever is presented and taught at the Technikon will therefore if you are going to apply for a job, you can see that your studies were taught to you and it was practical...the use of the CD-ROM was very interesting in passing information to people...because computers is more of a trend now...it was very colourful, not black & white like brochures...something new, normally there is a facilitator that stands in the place of the Technikon, you listen, but it goes in the one ear and out at the other.you can visualize, see the colour, you can also go back if you missed or misunderstood something or if you skipped something, you can always go back...there was one thing that I didn't like, but I liked the part where you actually have the students talking on a one-to-one, like you believe what is being said they



spoke and it makes it like real, but you could not really hear...next time you must students who can speak louder so that we can hear what they are saying...CD-ROM is actually meant for a one-to-one base...sound is very important, it should be clear...it could have worked if it was a smaller room.but then you can't say that, because our computer centres are big rooms, so you must accommodate those as well..., ask them to speak louder...

4. *To whom will money be a concern if you want to further your studies?..I think to most of the students...unless your mother put money away for you or you take out a student loan...different backgrounds..*
5. *Did you gain any 'new' information from the CD-ROM?...realised the difference between advertising and marketing...all of it was new information...more in detailed...learnt of all the 6 department of the School of Management...got to know about each aspect...usually they just give you a pamphlet and that's it...Public Relations was wonderful...I knew quite a lot, but I definitely learnt more...yes, what the students explained basically was in detail and they spoke their hearts...definitely, everything was just clearer to me, man...all the different sections...previously I didn't understand the different sections, now I know...the difference sections, courses, subjects, so what the students said made it so clear...a normal PR from the Technikon could not give all this detail which was on the CD-ROM.the different meanings of the courses offered,.I thought that Human Resources was like the same as the next courses, so now I know the specific differences and that they are not the same...I applied, and it came very clear to me what Marketing was and advertising...not the same, but only know now the differences...the people speaking, they gave me a clearer understanding, because they shared personal experiences, one could read a pamphlet that Marketing is about this and that, but they actually said that it was easy for them to study it...it is not really difficult.. gave a better view about so many things, but the one that stood out was Public Relations...the choice of the person who spoke...Aisha spoke, Ronelda, Charlotte Nkana spoke in Xhosa.....I remember Nompumelelo spoke about Human Resources, Shaheem Bobs spoke about Tourism...*
6. *Which person who spoke stood out for you?..Shaheem...He showed that you*

- can have time for everything...he said that there is time for studies and soccer, he balances it out...a guy, Vuyi or something to that effect...no, Vusi, from the student council, Chairman of the Student Council, Richard Gee, international students...exchange student...a girl by the name of Dine, represents Small Business Management...course is internationally renowned
7. *Any sounds or music?*...the African music, drums...also when you click on something it makes a sound to say that the computer took to what you were asking him...the CD accepted the file you needed...a new sound for every new department of the School of Management...music was all different...jazzy, no pop music...one of the students made the marimba music, it is original, it did not come from an international star...
8. *Any photographs that were used?*...scene of the Technikon, the whole view of the mountain, the hotel campus at the Waterfront and the campus in Cape Town, Zonnebloem...remember the old Cape Town, photos of District Six, the mosques, the head of each department...the students studying in the library...
9. *Could the Cape Technikon use a CD-ROM in the future?*...yes!!! definitely yes...it is good for students who would be studying at the Technikon next year, entrance - they can then see what they will be up to, expected of, their surroundings where you study...familiarize with everything...yes, but you should cover the other department, not only this school, because nothing was said about internal auditing and cost accounting in which I am wanting to do...how will it be used, issued to each school?...yes, good idea...what about the schools in townships where there are no computers?...a lap top will be ideal...very few schools have these computers...very effective, use it in the future...the next way of technology will probably be virtual reality...
10. *To accommodate the traditional and nontraditional students, could all the types of students benefit from the CD-ROM?*..No....Yes...yes, I remember that when an older lady spoke on the CD-ROM, students who did part-time studies, they were older mature students...they had been working during the day, and then night time study...No it did appeal to more younger students, students who swapped roles, like girls doing engineering, and boys doing 'lady' jobs, breaking the stereotypes...
11. *Which subjects were offered at the School of Management?*...Human Resources, Marketing, Retail, Public Administration, Public Relations and

Tourism Management...

12. *Did the CD-ROM give enough information about the School of Management?...yes...the course of 3 years each, diplomas, then the Bachelors Degrees, the ones you can do after that, post-graduate studies, personalities profiles for specific courses, the part-time studies, and full time studies, the subjects of the first year, second year, and third year...the students spoke on each section...you also said something about minimum requirements one needs to enter and apply,*
13. *Did the CD-ROM address the needs of future students?...accommodation came through...said something about residences, one was not near the Technikon...Waterfront, the guy's residence is on campus, and the Elizabeth's Home...spoke about bursaries, cafeterias, libraries on two campuses, there were ATM's on campus, public phones...student centres, buy your books second hand,...book store...sport facilities...that's extramural activities and sports...students enjoy recreation, which sports?...netball, rugby, badminton, basketball, football, rugby, soccer, cricket...is there tennis?, hiking soft ball, swimming...*
14. *Was any cultural focus used?...had African music for the African students, and also the different people who spoke, some spoke Afrikaans, some spoke Xhosa...the languages are important...yes, they could express themselves in their mother tongue...historical...Muslims... you used photographs of the mosques, other churches on campus...international students, some came from the central of Africa...was there not a student from Zimbabwe?...exchange programmes with other technikons...*
15. *What were the perceptions of the student who spoke on the CD-ROM? it was honest...positive, with regards to the students were enthusiastic, it seemed so realistic, they enjoyed being there, their needs were fulfilled, they could work and there was time to play...happy atmosphere, they showed no shortcomings, like they didn't feel they did not have this and that...a more positive side came out...*
16. *Did the students speak of a good future after studying at the Technikon?...in the third year you could do practical experience, experiential training, you work from Mondays to Thursday, and on a Friday you come to Tech for studies...gives you lots of confidence about what you are going to do, gives*

you an insight in the field that you are one day going to experience...it gives you confidence...

17. *How were you recruited for the Technikon? (Joyce)*... I am accepted, I read it on a pamphlet, I got it from my cousin who studied internal auditing, he was my role model...still here, doing his third year at the Technikon...personality profile (*Zulfah*)...sometimes you don't know if you are going to cope with a certain job, but if you know your strengths and weaknesses of your personality, you know what type of person you are, it tells what the course requires of you as a person, so you can balance out where you fit in the different courses...
18. *By watching the CD-ROM, did anyone experience the feeling that this is the place to study/be?*...I'm going to do Retail Management...I applied for Internal auditing 2 weeks ago, but I have not heard of them ...did gain more insight, I want to study there, it did give me a relative advantage by watching the CD-ROM...yes, before seeing the presentation, I vaguely knew something about the Tech, now I know lots more about it...gave a clearer idea where the different faculties are, the venues, the libraries, the sport activities...did in a sense, but I think you should not only have mentioned the School of Management - she was only advertising the School of Management, because it's very expensive...I wanted more about other departments as well...I learnt a lot about the Technikon itself, I did not know about the branch in the Waterfront...did you have a campus in Bellville?...closed down...
19. *You could observe the CD-ROM. Were you cognitively involved?*...Yes, that helped a lot...one could play with the mouse, to and fro and find the information, one can always go back and retrieve the information
20. *Could the CD-ROM be used as a decision-making tool?* Definitely...it fulfilled most of your needs of what you wanted to know about...the different subjects, courses...I used to be interested in engineering, but after seeing the CD-ROM, I'm still thinking about it, but I think I will be doing Retail Management, I will change my mind...it had a positive effect on me, it did not cause doubt...the more you learn about something, the more you want to that...someone who is unsure of his future career, it will be a positive decision making tool...Positively, definitely positive, because it is something new, different to all other recruitment methods we've seen, it's mind catching, we

used a mouse, the pictures were in colour, we were attentively watching, got involved, actively involved, ...We were interactive participants!...

21. *With whom did you discuss this?..*told Mr White, teacher...I told my mother...spoke to my brother-in-law...he's a project manager for Ackermans, told my friend, he thinks of applying now to the Cape Technikon for Retail Management ...
22. The presentation...I think the presentation should be more inclusive which will address more students at one time...sending the CD-ROM to all schools will be inclusive...give one of the CD's to a library, that's where many people are, they can then watch it there after hours...
23. *The idea was to entertain you but also educate you...*most successful-entertained us, most definitely - education,...yes, definitely...Edutainment...within anything that educates you, one can also be entertained within the education was very effective to use that method...because if you were interested in something, you could retrieve information, but also enjoy it at the same time...teachers spoke to us and we will block out the stuff they tell us, but the CD-ROM was both enjoyable and educational...people who would come from different institutions, we would sit and speak to another and not listen to them, but you and the CD-ROM, you, yourself you look into the different sections you want to know about, say for instance if I am not interested in something, I go to the part I want to, it gives you options...a great invention, thank you, it was wonderful

GROOTE SCHUUR HIGH SCHOOL

1997-10-06

1. *What was the purpose of the CD-ROM? ...*The purpose of the CD-ROM was to give the pupils a better idea of the happenings, courses at the Technikon. Helped to familiarize the pupils with the area...easy way of accessing information from a computer...in the future lots of time will be given to computers, it will play an important part, good PR to give information in such a way...computer is the 'in-thing' to pupils...using the CD-ROM was easy...its easy to use...there are those who are computer illiterate and still find it easy to access information, you read the instructions, control the mouse and

acquire the information...programme is easy, user-friendly, not complicated...

I use computers but I am not a fundi...would be able to help myself...

2. *Do you think it is important to recruit students to a tertiary institution?..Yes,* every university and Technikon want to create their own way of recruiting students in order to get the cream of the crop, so in order to keep the standards up you have to make sure you recruitment procedures are very important...make the recruitment programme as so interesting as possible ...see the CD-ROM as the vehicle for selling a product, namely the Technikon or university...the pupils who would never be in contact with the technikons or universities, you only hear of them, but could never visit it for an 'Open Day', so one actually never knows what really is happening there..you need to sell your institution like a product...I did not even know anything about the Technikon, heard coincidentally about it, and if I weren't here for the presentation, I would not have known a thing...For sure I learnt something! I was very surprised with the Technikon... Many of our Matrics do apply for the Technikon, but I thought there were a few grey buildings in the centre of Cape Town, but the contrary...it is huge campus, I am impressed...the Technikon sounds so huge, established...
3. *Was the CD-ROM presentation balanced? Did it have a balanced look onto the activities at the Cape Technikon?...*I think, on the contrary there was too little information on the courses...people don't only want to learn about the courses, but in order to draw pupils you got to let them know what the courses and the contents are about, it's got to be appealing for them, know what the courses entail and how it can be applied basically, and how it is compared with other institutions.not by singling the institutions out, but each institution has its speciality, so focus on that speciality...both the Technikon or university life entails variety, besides the classes the social and cultural activities are equally important...you focused too little on the social side, because I never had the opportunity to socialize at school, so I would have preferred that, to see more of the social functions and recreational activities..the presentation was balanced, you dealt with the important issues...
4. *Is money a factor to you to further your studies?..money is always a problem,* depending how you work with it...I think it depends on what you intend

doing...my course is a one year course next year, a paralegal secretarial course...that is not really so expensive, its only one year, but if you do a 3 year course with the same amount that I am doing for one year, it will become expensive...I am doing actuarial science either at UCT or Stellenbosch, I have not decided yet...I'm doing B.Comm. at Stellenbosch...I have not decided yet, perhaps overseas for a year and then I will further my studies...I have family in England and America...

5. *After watching the CD-ROM, did you gain 'new' information?..yes, I did gain...yes, the idea of going to the Tech once you took woodwork at school-that was the concept I had, but only after watching the CD-ROM I realised who and what the Cape Technikon was, that there was a School of Management, and the variety of the courses was really an eye-opener...a new course I did not know of was the Sport Administration...one often hears about the Technikon, the classes and so on.without a shadow of doubt the Technikon offers more than I ever realised...not an institution that supplies a place for pupils who were drop-outs or those not good enough for universities...a lot is offered, in certain cases more than an university, so there are 2 separate needs, each has something different to offer...the Technikon has its own standard, the university has its own, both are equally high and you walk out with your qualification...I wanted to do Travel and Tourism, and I did not realize it was offered at the Technikon, was not exposed to it before...there was no CD-ROM available at that time...I thought of doing the secretarial course and the following year I would Tourism Management, I even thought of doing that at night, part time studies...then I am a matured student...*
6. *Can you remember of any people who spoke on the CD-ROM? Sounds?...the Bobs chap who plays soccer for Cape Town Spurs... there was a black woman from central Africa...another woman who won the beauty pageant in Khayelitsha...she spoke Xhosa, can't remember what she said...she studied Public Relations ...the head of a faculty also spoke ...a guy who was voted for by the students...somebody was the chairman of the SRC, Richard Gee..*
7. *Can you remember any music and sounds you heard on the CD-ROM?...there was a song which played over and over again, jazzy music, there was marimba drums-it was played in the beginning of the CD-*

ROM...each time a new section was introduced there was either a new sound or a new song...

8. *Can you remember of any courses that the School of Management offered?...*  
Human Resources, Public Relations, Tourism Management, Public Administration, Marketing, Management, six departments...
9. *Traditional and nontraditional students corps- did we cater for both groups?..*I can't remember if the evening classes catered for the older student, I know that the 'older' students work during the day to earn a living with their families and they study in the evening...you could have shown us a picture of such a person...oh, yes, there was the older lady from Tanzania...the nontraditional group represents the older group of students...although the CD-ROM is directed to the younger student, the information is there, fulltime en part time studies...
10. *Can you remember the graphics used?....*it was good, colourful, eye-catching
11. *Edutainment...yes,* the CD-ROM has to be entertaining, you cannot put something on a computer, you got to attract people, like cartoon characters, it must be original, so that is entertainment, educational will be the information that I never knew about, which I spoke about previously, that the courses could be more complete....
12. *Did culture play an important role in making this CD-ROM?..*cultural aspects came through...a student culture also came through in the pics, students sitting on the piazza on the lawns and socialize...it is good to see people of my own Indian culture there...they needn't feel the minority...each group can identify with themselves but at the same time also mix with others...there is someone like you...international students are different...African drum...photos of District Six, mosques,...to me District is not so relevant, it was demolished about thirty years ago, kids of today who go to the Technikon can't identify with the previous history, although it accommodated a strong Muslim community,...something else comes to mind, there are basically 2 campuses, if the CD-ROM is shown across the borders of South Africa you as the viewer can see that there is a campus at Zonnebloem and the other at the Waterfront...they could associate the locations of the campuses, and the environments...
13. *Does the CD-ROM give substantial info about the School of*



*Management?*..just add a detailed course outline of the various diplomas and degrees offered...please place the contents of the syllabi in as well, to certain students it might be boring, but I would like to have it in...this CD-ROM is something for the future, kids do not want to read brochures and pamphlets, they want to see something like the CD-ROM, ...the CD should have some detailed information about the courses, somewhere it should be there...the student would want it there

14. *Does the CD-ROM focus on the various needs of students?*..accommodation, yes...I think so, there were pics of the different residences for students, the location of them...services offered...student counselling, that is important that students should know of these services, its comforting to know that if any problem should crop up...I remember something of a bookshop on campus...and there was some information on the various cafeterias, people playing pool, Cat's Radio...
15. *Career options?*..was that mentioned...practical experience in the student's third year...in their third year many students go out and do practical experience in the field and industry.the Technikon sends them out
16. *What were the perceptions of the students that spoke on the CD-ROM?*..everyone that spoke were very positive, one could see that they were enjoying being at the Technikon to study...everyone spoke pretty spontaneously...
17. *Could this CD-ROM change your idea about your future education, skills for a brighter future?*...definitely, I think anyone could convince another to study at the Technikon, its really not a bad place to study...often prospective students are disappointed if they could not have gone to an university, but after seeing the CD-ROM presentation and gaining this information I would easily convince others who are either disappointed or confused, that there is such a place as the Technikon...I personally would have liked more information on the other schools of the Technikon, and not only the School of Management , because the latter is really not my interest
18. *Were you cognitively involved while watching the CD-ROM?*..Yes, it did stimulate me...Honestly, I don't really like computers, the minute I sit in front of a computer, I distance myself, I don't like it, but this experience was something different - I was intrigued, I was not afraid to take the control of the

mouse...there were so many photographs and graphics, computers are like watching TV, not every one likes TV, because if it catches your attention you will watch it, when I saw the presentation on the TV, I was thrilled with what I saw of the presentation...

19. *Do you think that a CD-ROM would help as a decision- making tool?..yes, for sure, if you have never seen the place before, obviously you would find out , therefore the CD-ROM helped me tremendously...the presentation is different, because if a PR of the Technikon had to visit our school and they spoke about everything, it would not have made such a strong impression on me as the presentation which I could visually experience- that makes a major difference, I remember something clearer if it is visually...the fact that one experiences all the visuals, that's the difference, even if it is done on computer...that can be the decisive factor, the decision-making tool whether you want study there or not... the Technikon should invite us to attend an 'Open Day", we weren't invited yet. We know about Stellenbosch's 'Open Day', we know of UCT, but not the Technikon...in classes we speak about the universities, but never about the Cape Technikon...so if hears more about Stellenbosch or UCT, for obvious reasons we would go there...there are 2 things that the Cape Technikon needs to do, firstly, they must make themselves made known, that they are there...secondly they will have to change their opinion that universities are better than technicians, its got to change, if it does not change they are going to loose out, although the technicians now offer degrees, it's a drawing card...people have the idea that Technikon degrees are not as prestigious than university degrees...university degrees have been around for more than 50 year, and the Technikon only now offers degrees...in your Std 10 year one only thinks academically and the answer is the university, so the Technikon you regard as inferior, I know it is wrong...*
20. The CD-ROM was very user-friendly, but please do all the ten schools of the Technikon...I did say previously that my interest was not at the School of Management, but I would have liked to look at the other schools...Would it all fit on one CD?..Yes! Please don't have different CD's...put it all on one...now that technicians are around, in the past they weren't, in the future, whether you did PR or not, even if you didn't, I still believe that the future of

technicians are going to increase, get much better, realizing that we are going into this technology, the viewer would see that if they can study for less money you can get a better education and get hands-on experience, why go to an university? I really think that Technikons' future is going to get better.

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OPERATIVE AREAS	creates 'harmony': YES / NO	creates need to attend the Cape Tech.	creates belongingness due to culture	creates positive./neg. decision making
1. Affiliation with tertiary institution	advise us to attend the Tech...yes, the first time the things happening at the Technikon, what course I must take... never been to an 'Open Day'...		potential lies there that a student can be recruited...yes, the first time the things happening at the Technikon, what course I must take... never been to an 'Open Day'...	advise us to attend the Tech....yes, the first time the things happening at the Technikon, what course I must take... never been to an 'Open Day'...
	Fair education at Cape Tech...more knowledge, it is fair...Tourism Management... important to socialise, must understand...like Public Relations...work with people, good link...interested in geology...not necessary interested in School of Management, good way of advertising the course..		Fair education at Cape Tech...more knowledge, it is fair...Tourism Management... important to socialise, must understand...like Public Relations...work with people, good link...interested in geology...not necessary interested in School of Management, good way of advertising the course..	Fair education at Cape Tech...more knowledge, it is fair...Tourism Management... Important to socialise, must understand...like Public Relations...work with people, good link...interested in geology...not necessary interested in School of Management, good way of advertising the course..

	<p>to my friend, he must understand it is good to work with the computer to see what is going on at the Cape Technikon... the courses, told my mother about it... my girlfriend, my friends, she is interested too... my mother, my sister, 25 years old, she's at the Cape College doing Marketing... I did not tell anybody about it... told my best friend there is new courses I did not know about offered at the School of Management and other things, so when I told him how they work, how you enter, so he also was interested, specially him</p>			<p>to my friend, he must understand it is good to work with the computer to see what is going on at the Cape Technikon... the courses, told my mother about it... my girlfriend, my friends, she is interested too... my mother, my sister, 25 years old, she's at the Cape College doing Marketing... I did not tell anybody about it... told my best friend there is new courses I did not know about offered at the School of Management and other things, so when I told him how they work, how you enter, so he also was interested, specially him</p>
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<p>2. Role of cultural background</p>	<p>in Std 8, some students don't know what subjects are needed, make mistakes from Std 8 it can be rectified... start earlier in schooling, Std 8 you get to the stage to enrol, Std 9 you are more focused my subjects are based on this and this, the right stuff, subjects based on the future course you want to take, education costs money, if you make the mistake in Std 9 it is too late...</p>		<p>in Std 8, some students don't know what subjects are needed, make mistakes from Std 8 it can be rectified... start earlier in schooling, Std 8 you get to the stage to enrol, Std 9 you are more focused my subjects are based on this and this, the right stuff, subjects based on the future course you want to take, education costs money, if you make the mistake in Std 9 it is too late...</p>	<p>in Std 8, some students don't know what subjects are needed, make mistakes from Std 8 it can be rectified... start earlier in schooling, Std 8 you get to the stage to enrol, Std 9 you are more focused my subjects are based on this and this, the right stuff, subjects based on the future course you want to take, education costs money, if you make the mistake in Std 9 it is too late...</p>
	<p>Agnes Darch, older student, would have worked, but did extra studies, catered for the nontraditional students...convince your mother, parents, yes... field of study would be fashion design...if parents want to study, now they feel they are not important, in South Africa, they feel down, I have nothing for my child, because my child needs to be educated, now they can get more knowledge, go back to studies, they feel they are the young people again, if they can study again, motivate my parents, they would get better employment if they study... my parents are too old</p>		<p>Agnes Darch, older student, would have worked, but did extra studies, catered for the nontraditional students...convince your mother, parents, yes... field of study would be fashion design...if parents want to study, now they feel they are not important, in South Africa, they feel down, I have nothing for my child, because my child needs to be educated, now they can get more knowledge, go back to studies, they feel they are the young people again, if they can study again, motivate my parents, they would get better employment if they study... my parents are too old</p>	<p>Agnes Darch, older student, would have worked, but did extra studies, catered for the nontraditional students...convince your mother, parents, yes... field of study would be fashion design...if parents want to study, now they feel they are not important, in South Africa, they feel down, I have nothing for my child, because my child needs to be educated, now they can get more knowledge, go back to studies, they feel they are the young people again, if they can study again, motivate my parents, they would get better employment if they study... my parents are too old</p>

	<p>Depends how people feel, where he comes from, they were suffering... must know the backgrounds, changing from what is that to where they are facing and how the future goes, look ahead... respect where we come from, give equal opportunities... can learn from others languages and cultures... yes, my behaviour-one behaves in different ways, there are councillors, who help you, guide you, yes, is important, must know where I am coming from, appreciate, get qualification, get good employment... advertise culture, basket ball, hiking, ubuntu, judo, cycling</p>			<p>Depends how people feel, where he comes from, they were suffering... must know the backgrounds, changing from what is that to where they are facing and how the future goes, look ahead... respect where we come from, give equal opportunities... can learn from others languages and cultures... yes, my behaviour-one behaves in different ways, there are councillors, who help you, guide you, yes, is important, must know where I am coming from, appreciate, get qualification, get good employment... advertise culture, basket ball, hiking, ubuntu, judo, cycling</p>
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<p>3. Identification with role model</p>	<p>good thing for universities &amp; Technikons that give students work, like part-time jobs... backgrounds of families are poor and money to take the child to travel from school is better when a student starting to work at school, pay the school, but even for himself pay the school, than owing a lot of money... would like to study directly after the matric, more the time goes, more other time I would need to finish my studies and I would be working... better to start after school, study hard so that you can pass with flying colours, push forward in life, you have to move on... my parents promised me that I can study, major factor, father is a pensioner, half of a salary, 5 in the family...</p>	<p>good thing for universities &amp; Technikons that give students work, like part-time jobs... backgrounds of families are poor and money to take the child to travel from school is better when a student starting to work at school, pay the school, but even for himself pay the school, than owing a lot of money... would like to study directly after the matric, more the time goes, more other time I would need to finish my studies and I would be working... better to start after school, study hard so that you can pass with flying colours, push forward in life, you have to move on... my parents promised me that I can study, major factor, father is a pensioner, half of a salary, 5 in the family...</p>	<p>good thing for universities &amp; Technikons that give students work, like part-time jobs... backgrounds of families are poor and money to take the child to travel from school is better when a student starting to work at school, pay the school, but even for himself pay the school, than owing a lot of money... would like to study directly after the matric, more the time goes, more other time I would need to finish my studies and I would be working... better to start after school, study hard so that you can pass with flying colours, push forward in life, you have to move on... my parents promised me that I can study, major factor, father is a pensioner, half of a salary, 5 in the family...</p>	<p>good thing for universities &amp; Technikons that give students work, like part-time jobs... backgrounds of families are poor and money to take the child to travel from school is better when a student starting to work at school, pay the school, but even for himself pay the school, than owing a lot of money... would like to study directly after the matric, more the time goes, more other time I would need to finish my studies and I would be working... better to start after school, study hard so that you can pass with flying colours, push forward in life, you have to move on... my parents promised me that I can study, major factor, father is a pensioner, half of a salary, 5 in the family...</p>
	<p>sound of the marimba drums, old type of music where they use all the instruments... jazzy music, not long pieces of music... drums solo, trumpets used to introduce new things</p>		<p>sound of the marimba drums, old type of music where they use all the instruments... jazzy music, not long pieces of music... drums solo, trumpets used to introduce new things</p>	



<p>student who spoke about Marketing, Shaheem, he's from Mitchells Plain, play soccer... Charlotte Nkana, spoke in Xhosa, PR student, she did not speak of the Cape Technikon, but where she came from, Tanzania, spoke about her personality, be outgoing, spontaneous</p>		<p>student who spoke about Marketing, Shaheem, he's from Mitchells Plain, play soccer... Charlotte Nkana, spoke in Xhosa, PR student, she did not speak of the Cape Technikon, but where she came from, Tanzania, spoke about her personality, be outgoing, spontaneous</p>	<p>student who spoke about Marketing, Shaheem, he's from Mitchells Plain, play soccer... Charlotte Nkana, spoke in Xhosa, PR student, she did not speak of the Cape Technikon, but where she came from, Tanzania, spoke about her personality, be outgoing, spontaneous</p>
<p>my father is also a pensioner, but he said that he would finish us, give us education, want to pay for studies, but I am trying to explain to her she's a domestic worker, from Cross Roads to pay for studies,</p>	<p>my father is also a pensioner, but he said that he would finish us, give us education, want to pay for studies, but I am trying to explain to her she's a domestic worker, from Cross Roads to pay for studies,</p>	<p>my father is also a pensioner, but he said that he would finish us, give us education, want to pay for studies, but I am trying to explain to her she's a domestic worker, from Cross Roads to pay for studies,</p>	<p>my father is also a pensioner, but he said that he would finish us, give us education, want to pay for studies, but I am trying to explain to her she's a domestic worker, from Cross Roads to pay for studies,</p>

OPERATIVE AREAS	creates 'harmony': YES/NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive./negative decision making
<p>4. Qualities of diffusion: (i) Tangible - compatibility, trialability, observability</p>	<p>describes the courses at the Technikon... interprets the subjects, e.g. Public Relations, tells you more, gave you information...</p>			<p>describes the courses at the Technikon... interprets the subjects, e.g. Public Relations, tells you more, gave you information...</p>
	<p>show a lot of people about the Cape Technikon... various courses... show us to know things of the Tech, School of Commerce things that are happening in the building, courses that offered...</p>			<p>show a lot of people about the Cape Technikon... various courses... show us to know things of the Tech, School of Commerce things that are happening in the building, courses that offered...</p>

<p>message come through, considering that I did get the message from the presentation, the work, the people who spoke, how to create the job... not left in the dark, give me a clear vision that I could know what is offered at the Tech... yes, it made me think, all that was said was enough, because we saw how the Tech is, how hard the Cape Tech works for the people to get an education... and to be courageous</p>			<p>Message come through, considering that I did get the message from the presentation, the work, the people who spoke, how to create the job... not left in the dark, give me a clear vision that I could know what is offered at the Tech... yes, it made me think, all that was said was enough, because we saw how the Tech is, how hard the Cape Tech works for the people to get an education... and to be courageous</p>
<p>yes, very important section, good aspect, now we learn how to find that person who helped with the qualification and application... to qualify and work hard, need languages on higher grade... 50 %, will motivate you to apply, will work hard at school if they need 50%average</p>			<p>yes, very important section, good aspect, now we learn how to find that person who helped with the qualification and application... to qualify and work hard, need languages on higher grade... 50 %, will motivate you to apply, will work hard at school if they need 50%average</p>

OPERATIVE AREAS	creates 'harmony': YES/NO	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive./negative decision making
<p>4 (ii) Tacit meaning complexity, relative advantage</p>	<p>new knowledge, the first time, learn new things about the Tech, ...show a lot of people about the Cape Technikon... various courses...</p>			<p>new knowledge, the first time, learn new things about the Tech, ...show a lot of people about the Cape Technikon... various courses...</p>

<p>message come through, considering that I did get the message from the presentation, the work, the people who spoke, how to create the job... not left in the dark, give me a clear vision that I could know what is offered at the Tech... yes, it made me think, all that was said was enough, because we saw how the Tech is, how hard the Cape Tech works for the people to get an education... and to be courageous</p>			<p>message come through, considering that I did get the message from the presentation, the work, the people who spoke, how to create the job... not left in the dark, give me a clear vision that I could know what is offered at the Tech... yes, it made me think, all that was said was enough, because we saw how the Tech is, how hard the Cape Tech works for the people to get an education... and to be courageous</p>
<p>yes, very important section, good aspect, now we learn how to find that person who helped with the qualification and application... to qualify and work hard, need languages on higher grade... 50 %, will motivate you to apply, will work hard at school if they need 50%average</p>			<p>yes, very important section, good aspect, now we learn how to find that person who helped with the qualification and application... to qualify and work hard, need languages on higher grade... 50 %, will motivate you to apply, will work hard at school if they need 50%average</p>

<p>5. Effect of information, the technology on viewers' levels of perception</p>	<p>Shows where you are pointing at on the computer... to me it means a lot, it's like a brain-someone who is intelligent, it does not forget, brings knowledge to others, specially the world, because knowledge now is very important, get more knowledge, that you have never received before, the CD-ROM was a very special programme I had part of the knowledge, but I gained more, I knew of Tourism, now I know of the hotels... the commerce classes, now I know that they are so bigger, more future... did get information like Marketing, purpose of Marketing, sell your product... in Tourism, impress me, would like to do a course in Tourism, show them the way to tour in South Africa, a course you take when you are interested with other peoples show them around... Marketing - if you want to sell your product, what you must do to sell... like Management at Cape Technikon, Public Relations, to know what happens with a PR</p>	<p>Yes... do more, right way of reaching pupils, talking and seeing... better to see, getting more knowledge... include all information, when you see there the courses, teachers and students at the Cape Technikon, you can also read the information on the CD, yes...</p>	<p>Yes... do more, right way of reaching pupils, talking and seeing... better to see, getting more knowledge... include all information, when you see there the courses, teachers and students at the Cape Technikon, you can also read the information on the CD, yes...</p>	<p>to me it means a lot, it's like a brain-someone who is intelligent, it does not forget, brings knowledge to others, specially the world, because knowledge now is very important, get more knowledge, that you have never received before, the CD-ROM was a very special programme I had part of the knowledge, but I gained more, I knew of Tourism, now I know of the hotels... the commerce classes, now I know that they are so bigger, more future... did get information like Marketing, purpose of Marketing, sell your product... in Tourism, impress me, would like to do a course in Tourism, show them the way to tour in South Africa, a course you take when you are interested with other peoples show them around... Marketing - if you want to sell your product, what you must do to sell... like Management at Cape Technikon, Public Relations, to know what happens with a PR</p>
				<p>Yes... do more, right way of reaching pupils; talking and seeing... better to see, getting more knowledge...</p>

			include all information, when you see there the courses, teachers and students at the Cape Technikon, you can also read the information on the CD, yes...
I'm interested in Marketing, Tourism Management, Human Resources, Public Relations, Small Business, Public Administration where you work in the government			I'm interested in Marketing, Tourism Management, Human Resources, Public Relations, Small Business, Public Administration where you work in the government
message come through, considering that I did get the message from the presentation, the work, the people who spoke, how to create the job... not left in the dark, give me a clear vision that I could know what is offered at the Tech... yes, it made me think, all that was said was enough, because we saw how the Tech is, how hard the Cape Tech works for the people to get an education... and to be courageous			message come through, considering that I did get the message from the presentation, the work, the people who spoke, how to create the job... not left in the dark, give me a clear vision that I could know what is offered at the Tech... yes, it made me think, all that was said was enough, because we saw how the Tech is, how hard the Cape Tech works for the people to get an education... and to be courageous

<p>yes, very important section, good aspect, now we learn how to find that person who helped with the qualification and application... to qualify and work hard, need languages on higher grade... 50 % will motivate you to apply, will work hard at school if they need 50%average</p>			<p>yes, very important section, good aspect, now we learn how to find that person who helped with the qualification and application... to qualify and work hard, need languages on higher grade... 50 % will motivate you to apply, will work hard at school if they need 50%average</p>
<p>CD-ROM, see all the things that you are going to work with, the subjects and personality file</p>			<p>CD-ROM, see all the things that you are going to work with, the subjects and personality file</p>
<p>to my friend, he must understand it is good to work with the computer to see what is going on at the Cape Technikon... the courses, told my mother about it... my girlfriend, my friends, she is interested too... my mother, my sister, 25 years old, she's at the Cape College doing Marketing... I did not tell anybody about it... told my best friend there is new courses I did not know about offered at the School of Management and other things, so when I told him how they work, how you enter, so he also was interested, specially him</p>			<p>to my friend, he must understand it is good to work with the computer to see what is going on at the Cape Technikon... the courses, told my mother about it... my girlfriend, my friends, she is interested too... my mother, my sister, 25 years old, she's at the Cape College doing Marketing... I did not tell anybody about it... told my best friend there is new courses I did not know about offered at the School of Management and other things, so when I told him how they work, how you enter, so he also was interested, specially him</p>
<p>it was very alive...because what you see is like the TV, see the</p>	<p>it was very alive...because what you see is like the TV, see the</p>		<p>it was very alive...because what you see is like the TV, see the</p>

	<p>things at Cape Technikon that can open your future, commerce classes and Management, Engineering... it was like opening my future, try to educate and entertain on the CD-ROM, gave music, characters, successful... if I have keenness to go to the Cape Technikon, I will go there to use my talent, that opens my interest to come here... I was interested, if I go to the Tech, I will know the course to take, have direction, was successful... it was valuable for me, the Cape Technikon, important to me now, gave me good guideline, since you do something practical at Cape Technikon... you want to start a new career, the career is there for you...</p>	<p>things at Cape Technikon that can open your future, commerce classes and Management, Engineering... it was like opening my future, try to educate and entertain on the CD-ROM, gave music, characters, successful... if I have keenness to go to the Cape Technikon, I will go there to use my talent, that opens my interest to come here... I was interested, if I go to the Tech, I will know the course to take, have direction, was successful... it was valuable for me, the Cape Technikon, important to me now, gave me good guideline, since you do something practical at Cape Technikon... you want to start a new career, the career is there for you...</p>		<p>things at Cape Technikon that can open your future, commerce classes and Management, Engineering... it was like opening my future, try to educate and entertain on the CD-ROM, gave music, characters, successful... if I have keenness to go to the Cape Technikon, I will go there to use my talent, that opens my interest to come here... I was interested, if I go to the Tech, I will know the course to take, have direction, was successful... it was valuable for me, the Cape Technikon, important to me now, gave me good guideline, since you do something practical at Cape Technikon... you want to start a new career, the career is there for you...</p>
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## Appendix 7

HAROLD CRESSY HIGH SCHOOL - 1997-10-08

OPERATIVE AREAS	creates 'harmony'	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision making
1. Affiliation with tertiary institution	to show and help recruit people in the future those students who can't come to 'Open Days', ...doing promotion and introducing the various courses which one normally finds in a booklet... so that you can see it, you don't have to read intensely, you see it on the programme			to show and help recruit people in the future those students who can't come to 'Open Days', ...doing promotion and introducing the various courses which one normally finds in a booklet... so that you can see it, you don't have to read intensely, you see it on the programme
	Of course it is important, it will be important, because they are our future, they will be the future's expertise, leaders, the brain of companies and only proper education will get them there...its good to recruit students in such a way...its hard to get a job now at the moment, and in order to get out there, you have to get a higher education and a matric, that's really very important, otherwise it will be useless...a normal matric won't take you very far...you only get a job as a packer, you need a matric, factory workers are also only matriculants, need matric certificate...is a necessity to need a higher education			Of course it is important, it will be important, because they are our future, they will be the future's expertise, leaders, the brain of companies and only proper education will get them there...its good to recruit students in such a way...its hard to get a job now at the moment, and in order to get out there, you have to get a higher education and a matric, that's really very important, otherwise it will be useless...a normal matric won't take you very far...you only get a job as a packer, you need a matric, factory workers are also only matriculants, need matric certificate...is a necessity to need a higher education



	<p>they were contented and very enthusiastic about it...they seemed very happy about the place and course they took...enjoyed themselves...they were interested in the subjects and courses and they wanted to make a success...a happy mode amongst them</p>			<p>they were contented and very enthusiastic about it...they seemed very happy about the place and course they took...enjoyed themselves...they were interested in the subjects and courses and they wanted to make a success...a happy mode amongst them</p>
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OPERATIVE AREAS	creates 'harmony'	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision making
<p>2.Role of cultural background</p>	<p>every time you click on the mouse there was a different sound...when you should the different courses, each had its own different sound,...different type of music, jazzy, some songs without a tune, no popmusic...yes, there was African music...oh, the marimba drums, one of the Tech's students played in a band...different tunes in between the courses, drums were very ethnic</p>			<p>every time you click on the mouse there was a different sound...when you should the different courses, each had its own different sound,...different type of music, jazzy, some songs without a tune, no popmusic...yes, there was African music...oh, the marimba drums, one of the Tech's students played in a band...different tunes in between the courses, drums were very ethnic</p>

<p>start with the music...ethnic drums, it related to different African people... you used people from various backgrounds, there were all races represented, even a Chinese - a photo of 2 men working in the library...a few students from Tanzania...history of District Six...photos of old District Six...the campus is built on this land... churches.... mosques...the one mosque I go to is the one just opposite the Tech...there is another church on the campus</p>		<p>start with the music...ethnic drums, it related to different African people... you used people from various backgrounds, there were all races represented, even a Chinese - a photo of 2 men working in the library.. a few students from Tanzania...history of District Six...photos of old District Six...the campus is built on this land... churches.... mosques...the one mosque I go to is the one just opposite the Tech...there is another church on the campus</p>	<p>start with the music...ethnic drums, it related to different African people... you used people from various backgrounds, there were all races represented, even a Chinese - a photo of 2 men working in the library...a few students from Tanzania...history of District Six...photos of old District Six...the campus is built on this land... churches.... mosques...the one mosque I go to is the one just opposite the Tech...there is another church on the campus</p>
<p><i>the music was definitely not my taste...that wasn't harmony...it did not upset me...some rave or Hip-Hop music would have been better...maybe it also better that you used local talent like the student of the Tech's drums... promote local talent...harmony... you could identify with everything that was said...it was put together so well</i></p>			<p><i>the music was definitely not my taste...that wasn't harmony...it did not upset me...some rave or Hip-Hop music would have been better...maybe it also better that you used local talent like the student of the Tech's drums... promote local talent...harmony... you could identify with everything that was said...it was put together so well</i></p>

3. Identification with role model	catered for all the types of students... focus on both groups...it was very balanced...older students spoke...lady with braids in her hair, from Africa...yes Tanzania...even a lady could do engineering, most men are chefs, so that's not too abnormal			catered for all the types of students... focus on both groups...it was very balanced...older students spoke...lady with braids in her hair, from Africa...yes Tanzania...even a lady could do engineering, most men are chefs, so that's not too abnormal
	Shaheem Bobs...represented and spoke about Tourism, now I remember,...the lady with the braids, also Tourism...a lady who could speak more than one language (referring to Agnes Darch)...another African lady who was a beauty queen...yes, Miss Khayelitsha...she spoke about Public Relations... Charlotte Nkana, she spoke in Xhosa...head of the departments...no they did not speak, ...a young lady who said that retail is recognised internationally			Shaheem Bobs...represented and spoke about Tourism, now I remember,...the lady with the braids, also Tourism...a lady who could speak more than one language (referring to Agnes Darch)...another African lady who was a beauty queen...yes, Miss Khayelitsha...she spoke about Public Relations... Charlotte Nkana, she spoke in Xhosa...head of the departments...no they did not speak, ...a young lady who said that retail is recognised internationally

4.1 QUALITIES OF DIFFUSION - (i) TANGIBLE - compatibility, trialability, observability	because they can see what the courses entail and know what goes for what...what the life is like at the Tech...what they need to do to apply for the course, know that their personality will fit the job description...see whether their			because they can see what the courses entail and know what goes for what...what the life is like at the Tech...what they need to do to apply for the course, know that their personality will fit the job description...see whether their
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	<p>personality traits are best suited for the best courses...you can then stay in the course and not change their courses...lots of people are undecided, because they don't know what they are getting themselves in for, and people are always afraid of the unknown, so by letting them know what is expected what its all about, what is required of them, that will help them terribly to make a choice...students themselves speak to you and tell you about the courses and how they enjoyed, so I will believe them what they are saying, it will help you to make up your mind</p>			<p>personality traits are best suited for the best courses...you can then stay in the course and not change their courses...lots of people are undecided, because they don't know what they are getting themselves in for, and people are always afraid of the unknown, so by letting them know what is expected what its all about, what is required of them, that will help them terribly to make a choice...students themselves speak to you and tell you about the courses and how they enjoyed, so I will believe them what they are saying, it will help you to make up your mind</p>
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<p>4.2 QUALITIES OF DIFFUSION - TACIT MEANING- complexity, relative advantage</p>	<p>it will make things easier, you can sit in your home or school and see what you need to know and what the Technikon has to offer, what course you can go into...the whole world is moving towards computers and they are moving away from books, if you want to know something you don't go to books, you find it on computers, Internet, e-mail, so the CD will fit in better in sending the information in the future...is true, as we move into the future it is getting more into the world of computers...as soon as you need to know and you have to read about it, one is lazy and you have to put in an effort , and if the CD can give you the answers in a colourful way, I will rather use the CD and not read a pamphlet or brochure, the CD does everything for you, you just need to listen...not only us students are lazy to read, it is everybody, you know time is also a factor, and I don't have the time to read a boring booklet on the Tech, that's where the CD is so effective</p>			<p>it will make things easier, you can sit in your home or school and see what you need to know and what the Technikon has to offer, what course you can go into...the whole world is moving towards computers and they are moving away from books, if you want to know something you don't go to books, you find it on computers, Internet, e-mail, so the CD will fit in better in sending the information in the future...is true, as we move into the future it is getting more into the world of computers...as soon as you need to know and you have to read about it, one is lazy and you have to put in an effort , and if the CD can give you the answers in a colourful way, I will rather use the CD and not read a pamphlet or brochure, the CD does everything for you, you just need to listen...not only us students are lazy to read, it is everybody, you know time is also a factor, and I don't have the time to read a boring booklet on the Tech, that's where the CD is so effective</p>
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<p>lots of job opportunities that came opened to them...spoke of going on to do a fourth year, do a degree...some courses were regarded international...all spoke in a positive way all happy with what they were doing at the Cape Technikon...spoke of a good future</p>			<p>lots of job opportunities that came opened to them...spoke of going on to do a fourth year, do a degree...some courses were regarded international...all spoke in a positive way all happy with what they were doing at the Cape Technikon...spoke of a good future</p>
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<p>because they can see what the courses entail and know what goes for what...what the life is like at the Tech...what they need to do to apply for the course, know that their personality will fit the job description...see whether their personality traits are best suited for the best courses...you can then stay in the course and not change their courses...lots of people are undecided, because they don't know what they are getting themselves in for, and people are always afraid of the unknown, so by letting them know what is expected what its all about, what is required of them, that will help them terribly to make a choice... students themselves speak to you and tell you about the courses and how they enjoyed, so I will believe them what they are saying, it will help you to make up your mind</p>			<p>because they can see what the courses entail and know what goes for what...what the life is like at the Tech...what they need to do to apply for the course, know that their personality will fit the job description...see whether their personality traits are best suited for the best courses...you can then stay in the course and not change their courses...lots of people are undecided, because they don't know what they are getting themselves in for, and people are always afraid of the unknown, so by letting them know what is expected what its all about, what is required of them, that will help them terribly to make a choice... students themselves speak to you and tell you about the courses and how they enjoyed, so I will believe them what they are saying, it will help you to make up your mind</p>
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<p>has instigated some thought in me, say for instance, a person who prefers to be outdoors and he knows what the course entails and the jobs that are available in that direction, he will see for himself the course he wants to do is natural for him, he will know that his choice was the right one....I chose Internal auditing, but the CD gave some better insight...now I definitely know what the Tech offers in the School of Management, it has given me clearer insight</p>			<p>has instigated some thought in me, say for instance, a person who prefers to be outdoors and he knows what the course entails and the jobs that are available in that direction, he will see for himself the course he wants to do is natural for him, he will know that his choice was the right one....I chose Internal auditing, but the CD gave some better insight...now I definitely know what the Tech offers in the School of Management, it has given me clearer insight</p>
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	<p>One only is given the book, and it is boring to look at, only black and white, I just glanced at it after seeing the CD, so many things made more sense to me, made me more aware, I gave more attention and look up what's happening and know of who and what the Technikon is... it broadened my views of the Cape Tech, the courses, yes, I do have a relative advantage...I could interact with the CD-ROM, I'm sure not other friends have seen this type of CD...others would find the booklets boring, I found the CD-ROM interesting....more information on CD than the 'Open Day'- only 4 of our pupils could go...the 'Open Day' gave us information, but not done in so much depth</p>		<p>One only is given the book, and it is boring to look at, only black and white, I just glanced at it after seeing the CD, so many things made more sense to me, made me more aware, I gave more attention and look up what's happening and know of who and what the Technikon is... it broadened my views of the Cape Tech, the courses, yes, I do have a relative advantage...I could interact with the CD-ROM, I'm sure not other friends have seen this type of CD...others would find the booklets boring, I found the CD-ROM interesting....more information on CD than the 'Open Day'- only 4 of our pupils could go...the 'Open Day' gave us information, but not done in so much depth</p>	<p>One only is given the book, and it is boring to look at, only black and white, I just glanced at it after seeing the CD, so many things made more sense to me, made me more aware, I gave more attention and look up what's happening and know of who and what the Technikon is... it broadened my views of the Cape Tech, the courses, yes, I do have a relative advantage...I could interact with the CD-ROM, I'm sure not other friends have seen this type of CD...others would find the booklets boring, I found the CD-ROM interesting....more information on CD than the 'Open Day'- only 4 of our pupils could go...the 'Open Day' gave us information, but not done in so much depth</p>
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<p>5.Effect of the information, the technology on the viewer's levels of perceptions</p>	<p>to show and help recruit people in the future those students who can't come to 'Open Days', ...doing promotion and introducing the various courses which one normally finds in a booklet...so that you can see it, you don't have to read intensely, you see it on the programme</p>			<p>to show and help recruit people in the future those students who can't come to 'Open Days', ...doing promotion and introducing the various courses which one normally finds in a booklet...so that you can see it, you don't have to read intensely, you see it on the programme</p>
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theSchool of Management and the 6 departments			the School of Management and the 6 departments
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Yes, I gained lots of 'new' information...I did not know that there were so many sections, departments available in the School of Management ...the courses available and the syllabi...I did not know that the students actually liked the place! I never knew how the place looked inside, outside yes!...the CD told you what type of person you had to be like so as to fit the right course, I didn't know personality traits were important, because that definitely does not come out in the booklet...I did not know they were 2 campuses, one on the Waterfront and one here... I did not know there were so many facilities in the Student Centre, I thought there was only a cafeteria, yes, there were ATMs, a bank, a book shop, Cats Radio played from there, I only thought there was a cafeteria where one could sit down and having something to eat, I did not realize there were so much to be offered- and many more...the CD-ROM was very helpful, its a good idea for the future, because one often makes wrong choices, and the CD gave me enough information to make a sensible selection and choices...I gained new information....I have been to the Tech many times before, nothing really surprised me,

Yes, I gained lots of 'new' information...I did not know that there were so many sections, departments available in the School of Management ...the courses available and the syllabi...I did not know that the students actually liked the place! I never knew how the place looked inside, outside yes!...the CD told you what type of person you had to be like so as to fit the right course, I didn't know personality traits were important, because that definitely does not come out in the booklet...I did not know they were 2 campuses, one on the Waterfront and one here... I did not know there were so many facilities in the Student Centre, I thought there was only a cafeteria, yes, there were ATMs, a bank, a book shop, Cats Radio played from there, I only thought there was a cafeteria where one could sit down and having something to eat, I did not realize there were so much to be offered- and many more...the CD-ROM was very helpCD-ROMits a good idea for the future, because one often makes wrong choices, and the CD gave me enough information to make a sensible selection and choices...I gained new information....I have been to the Tech many times before, nothing really surprised me,

<p>it will make things easier, you can sit in your home or school and see what you need to know and what the Technikon has to offer, what course you can go into...the whole world is moving towards computers and they are moving away from books, if you want to know something you don't go to books, you find it on computers, Internet, e-mail, so the CD will fit in better in sending the information in the future...is true, as we move into the future it is getting more into the world of computers...as soon as you need to know and you have to read about it, one is lazy and you have to put in an effort , and if the CD can give you the answers in a colourful way, I will rather use the CD and not read a pamphlet or brochure, the CD does everything for you, you just need to listen...not only us students are lazy to read, it is everybody, you know time is also a factor, and I don't have the time to read a boring booklet on the Tech, that's where the CD is so effective</p>		<p>it will make things easier, you can sit in your home or school and see what you need to know and what the Technikon has to offer, what course you can go into...the whole world is moving towards computers and they are moving away from books, if you want to know something you don't go to books, you find it on computers, Internet, e-mail, so the CD will fit in better in sending the information in the future...is true, as we move into the future it is getting more into the world of computers...as soon as you need to know and you have to read about it, one is lazy and you have to put in an effort , and if the CD can give you the answers in a colourful way, I will rather use the CD and not read a pamphlet or brochure, the CD does everything for you, you just need to listen...not only us students are lazy to read, it is everybody, you know time is also a factor, and I don't have the time to read a boring booklet on the Tech, that's where the CD is so effective</p>	<p>it will make things easier, you can sit in your home or school and see what you need to know and what the Technikon has to offer, what course you can go into...the whole world is moving towards computers and they are moving away from books, if you want to know something you don't go to books, you find it on computers, Internet, e-mail, so the CD will fit in better in sending the information in the future...is true, as we move into the future it is getting more into the world of computers...as soon as you need to know and you have to read about it, one is lazy and you have to put in an effort , and if the CD can give you the answers in a colourful way, I will rather use the CD and not read a pamphlet or brochure, the CD does everything for you, you just need to listen...not only us students are lazy to read, it is everybody, you know time is also a factor, and I don't have the time to read a boring booklet on the Tech, that's where the CD is so effective</p>
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<p>the departments were Retail Management, Public Relations...Human Resources, Tourism ...Public Administration and Marketing..subjects ...seem courses offered a law subject...Public Relations: offered Public Relations as a major...and Communications, Journalism which is actually Media Studies...there is Psychology...for Retail Management ...retail and marketing</p>			<p>the departments were Retail Management, Public Relations...Human Resources, Tourism ...Public Administration and Marketing..subjects ...seem courses offered a law subject...Public Relations: offered Public Relations as a major...and Communications, Journalism which is actually Media Studies...there is Psychology...for Retail Management ...retail and marketing</p>
<p>you covered everything...the work part, the fun part, the evening studies, the courses, head of departments, the students... everything you need to know of was covered...it was more informative than any book could give us...</p>			<p>you covered everything...the work part, the fun part, the evening studies, the courses, head of departments, the students... everything you need to know of was covered...it was more informative than any book could give us...</p>

<p>you showed us the hostels, one on the campus, one at the Waterfront...and a ladies hostel, Elizabeth Hostel, other students stay in flats near to the Cape Technikon...cafeteri as...one in the Student Centre, one in the School of Management ...libraries,two...one at the Waterfront, on this campus...spoke about tutors, a tutoring service, a third year student spoke about tutoring first year students</p>			<p>you showed us the hostels, one on the campus, one at the Waterfront...and a ladies hostel, Elizabeth Hostel, other students stay in flats near to the Cape Technikon...cafeteri as...one in the Student Centre, one in the School of Management ...libraries,two...one at the Waterfront, on this campus...spoke about tutors, a tutoring service, a third year student spoke about tutoring first year students</p>
<p>lots of job opportunities that came opened to them...spoke of going on to do a fourth year, do a degree...some courses were regarded international...all spoke in a positive way all happy with what they were doing at the Cape Technikon...spoke of a good future</p>			<p>lots of job opportunities that came opened to them...spoke of going on to do a fourth year, do a degree...some courses were regarded international...all spoke in a positive way all happy with what they were doing at the Cape Technikon...spoke of a good future</p>

<p>Yes, valuable ...it entertained because there were different sound, various people spoke in various languages...colours were used...saw some animation, the boat right in the beginning....it was interactive, I could play with the mouse, and the CD gave me the information while I saw information and fun things at the same time....it woks on the same principle as a book, but if I wanted to page to a specific section, I got the information just right there, I did not have to read through the whole book to know what is going on, you can skip some information and reread</p>			<p>Yes, valuable ...it entertained because there were different sound, various people spoke in various languages...colours were used...saw some animation, the boat right in the beginning....it was interactive, I could play with the mouse, and the CD gave me the information while I saw information and fun things at the same time....it woks on the same principle as a book, but if I wanted to page to a specific section, I got the information just right there, I did not have to read through the whole book to know what is going on, you can skip some information and reread</p>
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<p>because they can see what the courses entail and know what goes for what...what the life is like at the Tech...what they need to do to apply for the course, know that their personality will fit the job description...see whether their personality traits are best suited for the best courses...you can then stay in the course and not change their courses...lots of people are undecided, because they don't know what they are getting themselves in for, and people are always afraid of the unknown, so by letting them know what is expected what its all about, what is required of them, that will help them terribly to make a choice... students themselves speak to you and tell you about the courses and how they enjoyed, so I will believe them what they are saying, it will help you to make up your mind</p>			<p>because they can see what the courses entail and know what goes for what...what the life is like at the Tech...what they need to do to apply for the course, know that their personality will fit the job description...see whether their personality traits are best suited for the best courses...you can then stay in the course and not change their courses...lots of people are undecided, because they don't know what they are getting themselves in for, and people are always afraid of the unknown, so by letting them know what is expected what its all about, what is required of them, that will help them terribly to make a choice... students themselves speak to you and tell you about the courses and how they enjoyed, so I will believe them what they are saying, it will help you to make up your mind</p>
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<p>has instigated some thought in me, say for instance, a person who prefers to be outdoors and he knows what the course entails and the jobs that are available in that direction, he will see for himself the course he wants to do is natural for him, he will know that his choice was the right one...I chose Internal auditing, but the CD gave some better insight...now I definitely know what the Tech offers in the School of Management , it has given me clearer insight</p>			<p>has instigated some thought in me, say for instance, a person who prefers to be outdoors and he knows what the course entails and the jobs that are available in that direction, he will see for himself the course he wants to do is natural for him, he will know that his choice was the right one...I chose Internal auditing, but the CD gave some better insight...now I definitely know what the Tech offers in the School of Management , it has given me clearer insight</p>
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	<p>Yes, in the first place you had to know how to use the CD-ROM, read the instructions at the beginning, use the mouse...had to choose the information I was interested in to know...you required some intelligence to know what you were doing, even the choice of information...I remembered such a lot...it is better to see something than to read something, because you visualize and see something you remember so many things more...you remember the sounds...the pictures, photos, you see certain words, not lengthy sentences...more interesting...what you read has a totally different meaning to after you have seen on the CD-ROM...I was aware of everything that was going on</p>			<p>Yes, in the first place you had to know how to use the CD-ROM, read the instructions at the beginning, use the mouse...had to choose the information I was interested in to know...you required some intelligence to know what you were doing, even the choice of information...I remembered such a lot...it is better to see something than to read something, because you visualize and see something you remember so many things more...you remember the sounds...the pictures, photos, you see certain words, not lengthy sentences...more interesting...what you read has a totally different meaning to after you have seen on the CD-ROM...I was aware of everything that was going on</p>
	<p>definitely positive...it can only be positive, because it provided information and I don't see why it should be negative...I always thought the Tech to be like basic, but it is actually the same as an university.</p>			<p>definitely positive...it can only be positive, because it provided information and I don't see why it should be negative...I always thought the Tech to be like basic, but it is actually the same as an university.</p>
	<p>successful, YES!! Two thumbs up definitely for the CD, it was entertaining and</p>			<p>successful, YES!! Two thumbs up definitely for the CD, it was entertaining and</p>

	educational, so successful...it educates and entertains you, and that's what I like			educational, so successful...it educates and entertains you, and that's what I like
	<p>university is just theoretical, although you have studied the subject, you don't really understand to use and practice the knowledge, you don't get the full blast of what is going on, but the Tech allows one to gain experience while you are studying, it is more practical, and that is what is essential to me in order to make me a success in life and in my work...I want to know what I am doing... for Management courses one would be equipped with extra skills, and the fact that you did experiential training would help me tremendously... I was interested in PR, my personality fits in with the description needed for PR, because I like to interact with people...I can interact with all types of people in any business, from the manager to the ordinary working class, all the qualities I already have, will just polish it off to be the most successful candidate for any job...the Cape Technikon's job availability is very high?...explain?... they say that it is a fact that Technikon</p>	<p>in newspapers the advertisements say that one needs like two to five years of experience if you apply for a job, so the Tech gives us that extra experience which would help me if I need to apply...</p>		<p>university is just theoretical, although you have studied the subject, you don't really understand to use and practice the knowledge, you don't get the full blast of what is going on, but the Tech allows one to gain experience while you are studying, it is more practical, and that is what is essential to me in order to make me a success in life and in my work...I want to know what I am doing... for Management courses one would be equipped with extra skills, and the fact that you did experiential training would help me tremendously...I was interested in PR, my personality fits in with the description needed for PR, because I like to interact with people...I can interact with all types of people in any business, from the manager to the ordinary working class, all the qualities I already have, will just polish it off to be the most successful candidate for any job...the Cape Technikon's job availability is very high?...explain?... they say that it is a fact that Technikon</p>

	<p>provides theory as well as experiential training, the jobs people look for accept people mainly because they already have experience in that field and gives one a head-start...the CD should really be released, published, in South Africa, because it informs you to the full extent, and I don't think the book does that, and the CD does it.</p>			<p>provides theory as well as experiential training, the jobs people look for accept people mainly because they already have experience in that field and gives one a head-start...the CD should really be released, published, in South Africa, because it informs you to the full extent, and I don't think the book does that, and the CD does it.</p>
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Appendix 7  
 BOSMANSDAM HIGH SCHOOL - 1997-10-13

OPERATIVE AREAS	creates 'harmony'	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision making
1. Affiliation with tertiary institution	you need people from all over, to show and give you certain perspectives...the student base is different and be well represented...how boring if it weren't, say for instance all the students were from Cape Town, all the perspectives would be the same...a lot of people in those areas who would like to know student life, are not given a chance if they weren't recruited			you need people from all over, to show and give you certain perspectives...the student base is different and be well represented...how boring if it weren't, say for instance all the students were from Cape Town, all the perspectives would be the same...a lot of people in those areas who would like to know student life, are not given a chance if they weren't recruited

I spoke to my parents, to my sister, to my friend on the phone...told my mother, because I wanted to go to the Tech, but I do not have the right subjects, so I had to choose another institution. I like the atmosphere, there is a real student life in the cafeteria at break socialising...I told my parents and spoke to my brother at the Cape Tech doing textile design...Sean Liebenberg, he was one of the 3 who won a competition. I told him a lot that he didn't even know... and he is in the Tech...my mother, dad, friends... my mother and she was very interested in what we did...I told my parents...well, we discussed it afterwards in the bus, and friends wanted to know what was it all about, so we told them...discussed it in break...all the matrics were interested...why did you only ask us at the end of the year? If it were at the beginning, one would have certainty and clarity about so many questions...if I had known before the June exams that I needed a 50% average for my marks, I would have worked harder...that's true...

I spoke to my parents, to my sister, to my friend on the phone...told my mother, because I wanted to go to the Tech, but I do not have the right subjects, so I had to choose another institution. I like the atmosphere, there is a real student life in the cafeteria at break socialising...I told my parents and spoke to my brother at the Cape Tech doing textile design...Sean Liebenberg, he was one of the 3 who won a competition. I told him a lot that he didn't even know... and he is in the Tech...my mother, dad, friends... my mother and she was very interested in what we did...I told my parents...well, we discussed it afterwards in the bus, and friends wanted to know what was it all about, so we told them...discussed it in break...all the matrics were interested...why did you only ask us at the end of the year? If it were at the beginning, one would have certainty and clarity about so many questions...if I had known before the June exams that I needed a 50% average for my marks, I would have worked harder...that's true...

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OPERATIVE AREAS	creates 'harmony'	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision making
2. Role of cultural background	everybody in these days should regard money as necessary to further their studies...not everybody has that money to allocate to studies and there is still a family to look after...monthly allowance, pocket money, class fees, and transport is so expensive...I ride by bus to school and that is R5 for one direction...taxis are cheaper...			everybody in these days should regard money as necessary to further their studies...not everybody has that money to allocate to studies and there is still a family to look after...monthly allowance, pocket money, class fees, and transport is so expensive...I ride by bus to school and that is R5 for one direction...taxis are cheaper...
	the older native woman, because I had respect for her...I was amazed of how old she was and still had the courage to study, despite having a family and other responsibilities...the same girl, she had braids and tribal clothes on...there was another African woman, spoke Xhosa		the older native woman, because I had respect for her...I was amazed of how old she was and still had the courage to study, despite having a family and other responsibilities...the same girl, she had braids and tribal clothes on...there was another African woman, spoke Xhosa	the older native woman, because I had respect for her...I was amazed of how old she was and still had the courage to study, despite having a family and other responsibilities...the same girl, she had braids and tribal clothes on...there was another African woman, spoke Xhosa.



<p>African drums, from the guy Headman who is standing for the SRC presently...other music...there was more serious music when the teachers(lecturers?) spoke... not the same music, always different music for each new section...other sounds, and when you skipped to a new 'page' or section there was something different each time</p>			<p>African drums, from the guy Headman who is standing for the SRC presently...other music...there was more serious music when the teachers(lecturers?) spoke... not the same music, always different music for each new section...other sounds, and when you skipped to a new 'page' or section there was something different each time</p>
<p>the music, ethnic music, the drums...a big group who would know and like that music...in Old District 6...showed old pictures of old buildings in District 6...there were old communities...there were churches, mosques on the premises...are cultural icons...the representation of students who spoke...and the languages, some spoke in English, some in Xhosa and some in Afrikaans...there were different types of people, not only males, or not only females, a good balance of the sexes, there were ethnic groups, mix of sexes, the different languages, young and older students</p>		<p>the music, ethnic music, the drums...a big group who would know and like that music...in Old District 6...showed old pictures of old buildings in District 6...there were old communities...there were churches, mosques on the premises...are cultural icons...the representation of students who spoke...and the languages, some spoke in English, some in Xhosa and some in Afrikaans...there were different types of people, not only males, or not only females, a good balance of the sexes, there were ethnic groups, mix of sexes, the different languages, young and older students</p>	<p>the music, ethnic music, the drums...a big group who would know and like that music...in Old District 6...showed old pictures of old buildings in District 6...there were old communities...there were churches, mosques on the premises...are cultural icons...the representation of students who spoke...and the languages, some spoke in English, some in Xhosa and some in Afrikaans...there were different types of people, not only males, or not only females, a good balance of the sexes, there were ethnic groups, mix of sexes, the different languages, young and older students</p>

OPERATIVE AREAS	creates 'harmony'	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision making
3. Identification with role model	<p>Shaheem Bobs...everybody just fell for him...I did not fall for him (he's a male!!), I remember the faces, not t the names ...the older native woman, because I had respect for her...I was amazed of how old she was and still had the courage to study, despite having a family and other responsibilities...the same girl, she had braids and tribal clothes on...there was another African woman, spoke Xhosa...I remember Shaheem, he represented Tourism...wasn't there somebody from an exchange programme from Australia?...</p>			<p>Shaheem Bobs...everybody just fell for him...I did not fall for him (he's a male!!), I remember the faces, not t the names ...the older native woman, because I had respect for her...I was amazed of how old she was and still had the courage to study, despite having a family and other responsibilities...the same girl, she had braids and tribal clothes on...there was another African woman, spoke Xhosa...I remember Shaheem, he represented Tourism...wasn't there somebody from an exchange programme from Australia?...</p>

<p>nontraditional student would be the 'older' student base...by seeing that older African lady, she could introduce old people to further their studies and give them encouragement and motivation that they can study...when you are old or young the information still needs to be the same, the same courses are offered...maybe, a student who has seen the CD-ROM, could show it to their parents, and because they see that there is an elderly African lady, they might be encouraged, they would like to study at the Technikon</p>	<p>nontraditional student would be the 'older' student base...by seeing that older African lady, she could introduce old people to further their studies and give them encouragement and motivation that they can study...when you are old or young the information still needs to be the same, the same courses are offered...maybe, a student who has seen the CD-ROM, could show it to their parents, and because they see that there is an elderly African lady, they might be encouraged, they would like to study at the Technikon</p>	<p>nontraditional student would be the 'older' student base...by seeing that older African lady, she could introduce old people to further their studies and give them encouragement and motivation that they can study...when you are old or young the information still needs to be the same, the same courses are offered...maybe, a student who has seen the CD-ROM, could show it to their parents, and because they see that there is an elderly African lady, they might be encouraged, they would like to study at the Technikon</p>	<p>nontraditional student would be the 'older' student base...by seeing that older African lady, she could introduce old people to further their studies and give them encouragement and motivation that they can study...when you are old or young the information still needs to be the same, the same courses are offered...maybe, a student who has seen the CD-ROM, could show it to their parents, and because they see that there is an elderly African lady, they might be encouraged, they would like to study at the Technikon</p>
<p>they spoke about the courses, how they perceived it , liked the courses, why they would encourage other people to do the courses, international recognition- Tourism and Retail Management ...they spoke about a good career future...the experiential training actually encourages them, that while they are a student they have the opportunity to develop their skills and they get paid a salary.</p>		<p>they spoke about the courses, how they perceived it , liked the courses, why they would encourage other people to do the courses... international recognition- Tourism and Retail Management ...they spoke about a good career future...the experiential training actually encourages them, that while they are a student they have the opportunity to develop their skills and they get paid a salary.</p>	<p>they spoke about the courses, how they perceived it , liked the courses, why they would encourage other people to do the courses.. international recognition- Tourism and Retail Management ...they spoke about a good career future...the experiential training actually encourages them, that while they are a student they have the opportunity to develop their skills and they get paid a salary.</p>

<p>4. QUALITIES OF DIFFUSION - (I) TANGIBLE- compatibility, trialability, observability</p>	<p>I really did not know of the residences, hostels...even one at the Waterfront and 2 at Cape Town...the part of personality profile we went in to, because at the 'Open Day' nothing was really explained, it is weird to say but there was no one to contact there- although you were dealing with people, there were students who probably could have helped, whereas on the computer, there were people to whom I could "speak" to- it's strange because the people aren't really there, but they are there in a way, you learn so much more from watching the computer as from the 'Open Day', do you understand what I mean?...it was more focused on the CD...it was more personalised, when I heard the interviews with the students, I could understand and identify what they meant, they gave more personal perspectives of the Technikon...the information on 'Open Day' is addressed to hundreds of pupils, whereas the CD-ROM is individualised, it spoke to me, you can take in the information easily...the section about the personalities, I thought of becoming a journalist, but soon realised that my personality is not matched to that.</p>			<p>I really did not know of the residences, hostels...even one at the Waterfront and 2 at Cape Town...the part of personality profile we went in to, because at the 'Open Day' nothing was really explained, it is weird to say but there was no one to contact there- although you were dealing with people, there were students who probably could have helped, whereas on the computer, there were people to whom I could "speak" to- it's strange because the people aren't really there, but they are there in a way, you learn so much more from watching the computer as from the 'Open Day', do you understand what I mean?...it was more focused on the CD...it was more personalised, when I heard the interviews with the students, I could understand and identify what they meant, they gave more personal perspectives of the Technikon...the information on 'Open Day' is addressed to hundreds of pupils, whereas the CD-ROM is individualised, it spoke to me, you can take in the information easily...the section about the personalities, I thought of becoming a journalist, but soon realised that my personality is not matched to that.</p>
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<p>the future is moving to computers, the future is computers...as you said at the previous presentation, one cannot visit the whole world and recruit students, and this is such an easy way to do it...despite of the fact where you are, you can interact with the CD-ROM programmes and equip yourself with the needed information about the Technikon...you can learn such a lot from it...not many people want to read, so its an easier way to access information...I am too lazy to read a brochure, therefore I would prefer the CD...you can use the CD like a book, but this one has special pictures, colour, sounds, interesting facts...you see pictures and listen to music at the same time, sound , talking....</p>			<p>the future is moving to computers, the future is computers...as you said at the previous presentation, one cannot visit the whole world and recruit students, and this is such an easy way to do it...despite of the fact where you are, you can interact with the CD-ROM programmes and equip yourself with the needed information about the Technikon...you can learn such a lot from it...not many people want to read, so its an easier way to access information...I am too lazy to read a brochure, therefore I would prefer the CD...you can use the CD like a book, but this one has special pictures, colour, sounds, interesting facts...you see pictures and listen to music at the same time, sound , talking....</p>
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<p>I have made this decision that I was not going to study, but you know, when I went home, I told my parents that I wanted to study, I want to be there! That was the feeling I had...the place makes you feel welcome...you are part of having a student life, want to be part of a strong team at the Tech... creates a strong bond...I was also uninterested in studying further... and the Tech has a lot of atmosphere, you just feel like going there, there is fun, hard work and one can play...there is a nice feel about the Tech</p>	<p>I have made this decision that I was not going to study, but you know, when I went home, I told my parents that I wanted to study, I want to be there! That was the feeling I had...the place makes you feel welcome...you are part of having a student life, want to be part of a strong team at the Tech... creates a strong bond...I was also uninterested in studying further... and the Tech has a lot of atmosphere, you just feel like going there, there is fun, hard work and one can play...there is a nice feel about the Tech</p>		<p>I have made this decision that I was not going to study, but you know, when I went home, I told my parents that I wanted to study, I want to be there! That was the feeling I had...the place makes you feel welcome...you are part of having a student life, want to be part of a strong team at the Tech... creates a strong bond...I was also uninterested in studying further... and the Tech has a lot of atmosphere, you just feel like going there, there is fun, hard work and one can play...there is a nice feel about the Tech</p>
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<p>4.2 QUALITIES OF DIFFUSION - TACIT MEANING-complexity, relative advantage</p>	<p>I really did not know of the residences, hostels...even one at the Waterfront and 2 at Cape Town...the part of personality profile we went in to, because at the 'Open Day' nothing was really explained, it is weird to say but there was no one to contact there- although you were dealing with people, there were students who probably could have helped, whereas on the computer, there were people to whom I could "speak" to- it's strange because the people aren't really there, but they are there in a way, you learn so much more from watching the computer as from the 'Open Day', do you understand what I mean?...it was more focused on the CD...it was more personalised, when I heard the interviews with the students, I could understand and identify what they meant, they gave more personal perspectives of the Technikon...the information on 'Open Day' is addressed to hundreds of pupils, whereas the CD-ROM is individualised, it spoke to me, you can take in the information easily...the section about the personalities, I thought of becoming a journalist, but soon realised that my personality is not matched to that.</p>			<p>I really did not know of the residences, hostels...even one at the Waterfront and 2 at Cape Town...the part of personality profile we went in to, because at the 'Open Day' nothing was really explained, it is weird to say but there was no one to contact there- although you were dealing with people, there were students who probably could have helped, whereas on the computer, there were people to whom I could "speak" to- it's strange because the people aren't really there, but they are there in a way, you learn so much more from watching the computer as from the 'Open Day', do you understand what I mean?...it was more focused on the CD...it was more personalised, when I heard the interviews with the students, I could understand and identify what they meant, they gave more personal perspectives of the Technikon...the information on 'Open Day' is addressed to hundreds of pupils, whereas the CD-ROM is individualised, it spoke to me, you can take in the information easily...the section about the personalities, I thought of becoming a journalist, but soon realised that my personality is not matched to that.</p>
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we definitely got to learn more, while the other matrics who never saw the CD-ROM, were forced to read the brochures, but they lost interest, because they are too lazy to read the brochures...There are a lot of matrics who could do well, but they are too lazy to read an uninteresting brochure...but on the CD-ROM we just got to learn so much more than a brochure could give us...in a way I went home with a feeling that I did gain more, although I had made my choice at the beginning of the year, so I knew..you got the feel that you got more knowledge, because you have already seen the place, you were acquainted with more things and places...you have been there before,...even on 'Open Day' we just walked around in circles, nobody showed us around, were sent all over, little information was given, lost at some times...was useless exercise, although we spent there practically the whole day, had the day of...we were looking for the Hotel Management course and campus, the students did not even know that the campus was on the Waterfront

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<p>academic needs- the courses and the subjects... hostels where the students need to stay...social needs-told us about the sporting activities, how they socialise in the cafeterias, how one can study in the library...tutoring services...there were qualified psychologists who did counselling and career guidance... individual and group hassles are discussed...financial needs were dealt with...the student's lives were enhanced academically...the students had a represented council, the SRC, there is a Christian group...other sport activities, soccer, swimming, sky diving, netball, rugby, baseball, hiking, hockey...the most of the sports...Miss Cats and Cats Radio...a positiveness came through</p>			<p>academic needs- the courses and the subjects... hostels where the students need to stay...social needs-told us about the sporting activities, how they socialise in the cafeterias, how one can study in the library...tutoring services...there were qualified psychologists who did counselling and career guidance... individual and group hassles are discussed...financial needs were dealt with...the student's lives were enhanced academically...the students had a represented council, the SRC, there is a Christian group...other sport activities, soccer, swimming, sky diving, netball, rugby, baseball, hiking, hockey...the most of the sports...Miss Cats and Cats Radio...a positiveness came through</p>
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<p>5. Effect of information, the technology on the viewer's levels of perceptions</p>	<p>to show us the campus in a extraordinary way....to promote the college, no Technikon....to show us what all the Tech activities and courses are....and to see if the CD-ROM worked and was successful!...a lot of people don't know which personality they need to pursue a job, and that gave us an idea as what type of person you need to be...I think especially for people who live up in the rural areas and they can't reach the Tech for 'Open Days' that could give them lots of information about courses offered at the Technikon</p>			<p>to show us the campus in a extraordinary way....to promote the college, no Technikon....to show us what all the Tech activities and courses are....and to see if the CD-ROM worked and was successful!...a lot of people don't know which personality they need to pursue a job, and that gave us an idea as what type of person you need to be...I think especially for people who live up in the rural areas and they can't reach the Tech for 'Open Days' that could give them lots of information about courses offered at the Technikon</p>
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<p>you needn't have to sit down and concentrate the whole time, it was fun using the CD...relaxed while you got info...the students perceptions were also positive...all of them had good things to say about the courses, they enjoyed it very much in general, all were spontaneous... yes, you could hear in their voices that they liked being there, enjoyed it...yes, they like taking part in the different sport activities..they seemed to really enjoy it, not merely the courses, the place, the campus they also liked.., it had a balanced perspective of how they felt.</p>			<p>you needn't have to sit down and concentrate the whole time, it was fun using the CD...relaxed while you got info...the students perceptions were also positive...all of them had good things to say about the courses, they enjoyed it very much in general, all were spontaneous...yes, you could hear in their voices that they liked being there, enjoyed it...yes, they like taking part in the different sport activities..they seemed to really enjoy it, not merely the courses, the place, the campus they also liked.., it had a balanced perspective of how they felt.</p>
<p>the School of Management ...there were 6 departments... Tourism,Marketing.. Public Relations... HumanResources... Sports Administration, oh, yes, that is only from next year... Public Administration... Small Business Management</p>			<p>the School of Management ...there were 6 departments... Tourism,Marketing, Public Relations... HumanResources... Sports Administration, oh, yes, that is only from next year... Public Administration... Small Business Management</p>

<p>there are some of those subjects I have never heard of...somewhere there is law... a lot of the courses needed accounting, and English and Afrikaans as compulsory... shopping mall management ...fresh produce management ...I think that was done in Marketing</p>			<p>there are some of those subjects I have never heard of...somewhere there is law... a lot of the courses needed accounting, and English and Afrikaans as compulsory... shopping mall management ...fresh produce management ...I think that was done in Marketing</p>
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dealt with basically everything, nothing was left out...you said more than enough...gave enough detail on all sections...as you opened the CD-ROM, there was a content page with all the various little sections, which I presume are the chapters...on the School of Management...it started with a picture of the building of the School of Management, ...then there were the directors...the list of subjects of the different courses-first, second and third year...for a diploma...another option to do a degree...there were the day and night time studies...part time and full time studies...student opinions...students had a chance to say what they felt about the courses, personality profile was interesting... could do a Bachelors degree in Technology...some courses offered further studies... practical training, experiential training was given in the third year

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it told you everything you needed to know...if you were undecided it would definitely change one's view...if you see the CD-ROM ,you see everything you ought to know... and that will help you to make a decision...you can skip certain things, or turn back to sections you need to revisit...its like a magazine, one does not always read the whole magazine, certain parts you ponder about it longer, other parts you sit on shorter...do the parts that you are more interested in... at that time I was also undecided to where I was going and I thought of Public Relations, but realised that I was not the person suited for it, but that gave me clarity, because now I know what I will be studying, paralegal secretarial course..the Technikons don't offer it...of course, if you had seen it earlier in the year, I definitely think so, but unfortunately I saw it now late in the year, I have already decided not to go to the Tech..if one can see it in the beginning of the year and keep it in the library, you are going to be interested, because one looks at all the options best for you...it focuses on you personally but also could speak to a larger group...when I went for interviews with our school guidance councillor, I was not interested

if you had seen it earlier in the year, I definitely think so,... I am going to the Tech, I will be doing Internal Auditing...wrote to the Tech, they sent me the forms and I applied...they have accepted me...went through all the interviews and aptitude tests

it told you everything you needed to know...if you were undecided it would definitely change one's view...if you see the CD-ROM ,you see everything you ought to know... and that will help you to make a decision...you can skip certain things, or turn back to sections you need to revisit...its like a magazine, one does not always read the whole magazine, certain parts you ponder about it longer, other parts you sit on shorter...do the parts that you are more interested in... at that time I was also undecided to where I was going and I thought of Public Relations, but realised that I was not the person suited for it, but that gave me clarity, because now I know what I will be studying, paralegal secretarial course..the Technikons don't offer it...of course, if you had seen it earlier in the year, I definitely think so, but unfortunately I saw it now late in the year, I have already decided not to go to the Tech..if one can see it in the beginning of the year and keep it in the library, you are going to be interested, because one looks at all the options best for you...it focuses on you personally but also could speak to a larger group...when I went for interviews with our school guidance councillor, I was not interested

<p>I have made this decision that I was not going to study, but you know, when I went home, I told my parents that I wanted to study, I want to be there! That was the feeling I had...the place makes you feel welcome...you are part of having a student life, want to be part of a strong team at the Tech...creates a strong bond...I was also uninterested in studying further... and the Tech has a lot of atmosphere, you just feel like going there, there is fun, hard work and one can play...there is a nice feel about the Tech</p>	<p>I have made this decision that I was not going to study, but you know, when I went home, I told my parents that I wanted to study, I want to be there! That was the feeling I had...the place makes you feel welcome...you are part of having a student life, want to be part of a strong team at the Tech...creates a strong bond...I was also uninterested in studying further... and the Tech has a lot of atmosphere, you just feel like going there, there is fun, hard work and one can play...there is a nice feel about the Tech</p>		<p>I have made this decision that I was not going to study, but you know, when I went home, I told my parents that I wanted to study, I want to be there! That was the feeling I had...the place makes you feel welcome...you are part of having a student life, want to be part of a strong team at the Tech...creates a strong bond...I was also uninterested in studying further... and the Tech has a lot of atmosphere, you just feel like going there, there is fun, hard work and one can play...there is a nice feel about the Tech</p>
<p>you had to pay attention, because I wanted to turn to the next page...I had to read the instructions as to what must be seen next...the CD-ROM made the reading so easier. I'd rather sit in front of a computer than read the brochure...the brochures are black and white, while the CD was colourful, had pictures, sounds, music...you had to be interactive and be involved</p>			<p>you had to pay attention, because I wanted to turn to the next page...I had to read the instructions as to what must be seen next...the CD-ROM made the reading so easier. I'd rather sit in front of a computer than read the brochure...the brochures are black and white, while the CD was colourful, had pictures, sounds, music...you had to be interactive and be involved</p>

I spoke to my parents, to my sister, to my friend on the phone...told my mother, because I wanted to go to the Tech, but I do not have the right subjects, so I had to choose another institution. I like the atmosphere, there is a real student life in the cafeteria at break socialising... I told my parents and spoke to my brother at the Cape Tech doing textile design...Sean Liebenberg, he was one of the 3 who won a competition. I told him a lot that he didn't even know... and he is in the Tech...my mother, dad, friends... my mother and she was very interested in what we did...I told my parents...well, we discussed it afterwards in the bus, and friends wanted to know what was it all about, so we told them...discussed it in break...all the matrics were interested...why did you only ask us at the end of the year? If it were at the beginning, one would have certainty and clarity about so many questions...if I had known before the June exams that I needed a 50% average for my marks, I would have worked harder...

I spoke to my parents, to my sister, to my friend on the phone...told my mother, because I wanted to go to the Tech, but I do not have the right subjects, so I had to choose another institution. I like the atmosphere, there is a real student life in the cafeteria at break socialising... I told my parents and spoke to my brother at the Cape Tech doing textile design...Sean Liebenberg, he was one of the 3 who won a competition. I told him a lot that he didn't even know... and he is in the Tech...my mother, dad, friends... my mother and she was very interested in what we did...I told my parents...well, we discussed it afterwards in the bus, and friends wanted to know what was it all about, so we told them...discussed it in break...all the matrics were interested...why did you only ask us at the end of the year? If it were at the beginning, one would have certainty and clarity about so many questions...if I had known before the June exams that I needed a 50% average for my marks, I would have worked harder..

<p>academic needs- the courses and the subjects... hostels where the students need to stay...social needs-told us about the sporting activities, how they socialise in the cafeterias, how one can study in the library...tutoring services...there were qualified psychologists who did counselling and career guidance, individual and group hassles are discussed... financial needs were dealt with..the student's lives were enhanced academically...the students had a represented council, the SRC, there is a Christian group...other sport activities, soccer, swimming, sky diving, netball, rugby, baseball, hiking, hockey...the most of the sports...Miss Cats and Cats Radio...a positiveness came through</p>			<p>academic needs- the courses and the subjects... hostels where the students need to stay...social needs-told us about the sporting activities, how they socialise in the cafeterias, how one can study in the library...tutoring services...there were qualified psychologists who did counselling and career guidance, individual and group hassles are discussed... financial needs were dealt with..the student's lives were enhanced academically...the students had a represented council, the SRC, there is a Christian group...other sport activities, soccer, swimming, sky diving, netball, rugby, baseball, hiking, hockey...the most of the sports...Miss Cats and Cats Radio...a positiveness came through</p>
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	<p>they should do this at school. It should be both entertaining and educational, then I would like school...I think if this a project that you are looking into, I want to encourage you do this in the future. Honestly, everybody says that it is so much better than the 'Open Day', the brochures, everything is so much better</p>			<p>they should do this at school. It should be both entertaining and educational, then I would like school...I think if this a project that you are looking into, I want to encourage you do this in the future. Honestly, everybody says that it is so much better than the 'Open Day', the brochures, everything is so much better</p>
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Appendix 7  
GARDENS COMMERCIAL HIGH - 1997-10-07

OPERATIVE AREAS	creates 'harmony'	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision making
1. Affiliation with tertiary institution	<p>keeps the Technikon going...to give everybody a fair chance of getting into the Technikon...get the right students in the institution...give them the opportunity...tells you what type of person is needed for the various courses, and what abilities and skills are required, and students like that...otherwise it is so confusing that so many students have to drop out after a year, and knowing that it will decrease that possibility...although it is not a waste to gain knowledge...the CD-ROM gave such a lot of information and explained much more of what is required of you</p>			<p>keeps the Technikon going...to give everybody a fair chance of getting into the Technikon...get the right students in the institution...give them the opportunity...tells you what type of person is needed for the various courses, and what abilities and skills are required, and students like that...otherwise it is so confusing that so many students have to drop out after a year, and knowing that it will decrease that possibility...although it is not a waste to gain knowledge...the CD-ROM gave such a lot of information and explained much more of what is required of you</p>
	<p>(Joyce)... I am accepted, I read it on a pamphlet, I got it from my cousin who studied internal auditing, he was my role model...still here, doing his third year at the Technikon</p>	<p>(Joyce)... I am accepted, I read it on a pamphlet, I got it from my cousin who studied internal auditing, he was my role model...still here, doing his third year at the Technikon</p>		<p>(Joyce)... I am accepted, I read it on a pamphlet, I got it from my cousin who studied internal auditing, he was my role model...still here, doing his third year at the Technikon</p>

<p>2. Role of cultural background</p>	<p>the African music, drums...also when you click on something it makes a sound to say that the computer took to what you were asking him...the CD accepted the file you needed...a new sound for every new department of the School of Management... music was all different...jazzy, no pop music...one of the students made the marimba music, it is original, it did not come from an international star</p>			<p>the African music, drums...also when you click on something it makes a sound to say that the computer took to what you were asking him...the CD accepted the file you needed...a new sound for every new department of the School of Management... music was all different...jazzy, no pop music...one of the students made the marimba music, it is original, it did not come from an international star</p>
	<p>had African music for the African students, and also the different people who spoke, some spoke Afrikaans, some spoke Xhosa...the languages are important ...yes, they could express themselves in their mother tongue...historical... Muslims... you used photographs of the mosques, other churches on campus... international students, some came from the central of Africa...was there not a student from Zimbabwe?... exchange programmes with other technikons</p>			<p>had African music for the African students, and also the different people who spoke, some spoke Afrikaans, some spoke Xhosa...the languages are important ...yes, they could express themselves in their mother tongue...historical... Muslims... you used photographs of the mosques, other churches on campus... international students, some came from the central of Africa...was there not a student from Zimbabwe?... exchange programmes with other technikons</p>



<p>3. Identification with role model</p>	<p>Shaheem...He showed that you can have time for everything...he said that there is time for studies and soccer, he balances it out... a guy, Vuyi or something to that effect...no, Vusi, from the student council...Chairman of the Student Council, Richard Gee, international students... exchange student a girl by the name of Dine, represents Small Business Management... course is internationally renowned</p>			<p>Shaheem...He showed that you can have time for everything...he said that there is time for studies and soccer, he balances it out... a guy, Vuyi or something to that effect...no, Vusi, from the student council...Chairman of the Student Council, Richard Gee, international students... exchange student a girl by the name of Dine, represents Small Business Management... course is internationally renowned</p>
	<p>yes, I remember that when an older lady spoke on the CD-ROM, students who did part-time studies, they were older mature students...they had been working during the day, and then night time study...No it did appeal to more younger students, students who swopped roles, like girls doing engineering, and boys doing 'lady' jobs, breaking the stereotypes</p>			<p>yes, I remember that when an older lady spoke on the CD-ROM, students who did part-time studies, they were older mature students...they had been working during the day, and then night time study...No it did appeal to more younger students, students who swopped roles, like girls doing engineering, and boys doing 'lady' jobs, breaking the stereotypes</p>

<p>it was honest... positive, with regards to the students were enthusiastic, it seemed so realistic, they enjoyed being there, their needs were fulfilled, they could work and there was time to play...happy atmosphere, they showed no shortcomings, like they didn't feel they did not have this and that...a more positive side came out</p>			<p>it was honest.. positive, with regards to the students were enthusiastic, it seemed so realistic, they enjoyed being there, their needs were fulfilled, they could work and there was time to play...happy atmosphere, they showed no shortcomings, like they didn't feel they did not have this and that...a more positive side came out</p>
<p>in the third year you could do practical experience, experiential training, you work from Mondays to Thursday, and on a Friday you come to Tech for studies...gives you lots of confidence about what you are going to do, gives you an insight in the field that you are one day going to experience...it gives you confidence</p>			<p>in the third year you could do practical experience, experiential training, you work from Mondays to Thursday, and on a Friday you come to Tech for studies...gives you lots of confidence about what you are going to do, gives you an insight in the field that you are one day going to experience...it gives you confidence</p>

OPERATIVE AREAS	creates 'harmony'	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision making
<p>4 (i) QUALITIES OF DIFFUSION: (i) <b>Tangible</b>-compatibility, trialability, observability</p>	<p>scene of the Technikon, the whole view of the mountain, the hotel campus at the Waterfront and the campus in Cape Town, Zonnebloem... remember the old Cape Town, photos of District Six, the mosques, the head of each department...the students studying in the library</p>			<p>scene of the Technikon, the whole view of the mountain, the hotel campus at the Waterfront and the campus in Cape Town, Zonnebloem... remember the old Cape Town, photos of District Six, the mosques, the head of each department...the students studying in the library</p>

	<p>told Mr White, teacher...I told my mother...spoke to my brother-in-law...he's a project manager for Ackermans, told my friend, he thinks of applying now to the Cape Technikon for Retail Management</p>			<p>told Mr White, teacher...I told my mother...spoke to my brother-in-law...he's a project manager for Ackermans, told my friend, he thinks of applying now to the Cape Technikon for Retail Management</p>
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OPERATIVE AREAS	creates 'harmony'	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision making
<p>4 (II) TACIT MEANING-complexity, relative advantage</p>	<p>personality profile (<i>Zulfah</i>)...sometimes you don't know if you are going to cope with a certain job, but if you know your strengths and weaknesses of your personality, you know what type of person you are, it tells what the course requires of you as a person, so you can balance out where you fit in the different courses</p>			<p>personality profile (<i>Zulfah</i>)...sometimes you don't know if you are going to cope with a certain job, but if you know your strengths and weaknesses of your personality, you know what type of person you are, it tells what the course requires of you as a person, so you can balance out where you fit in the different courses</p>
	<p>did gain more insight, I want to study there, it did give me a relative advantage by watching the CD-ROM...yes, before seeing the presentation, I vaguely knew something about the Tech, now I know lots more about it...gave a clearer idea where the different faculties are, the venues, the libraries, the sport activities...did in a sense, but I think you should not only have mentioned the School of Management</p>			<p>did gain more insight, I want to study there, it did give me a relative advantage by watching the CD-ROM...yes, before seeing the presentation, I vaguely knew something about the Tech, now I know lots more about it...gave a clearer idea where the different faculties are, the venues, the libraries, the sport activities...did in a sense, but I think you should not only have mentioned the School of Management</p>

OPERATIVE AREAS	creates 'harmony'	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision making
5 Effect of information, the technology on the viewer's levels of perception	to advertise the Technikon and the different subjects, the different six departments of the School Of Management... advertising the Technikon and to see how easy it is to use the Technikon...when you are there, there is a cafeteria, there's a bookshop you can go to , there is a library, there are services which one can use...gives an insight to sections of the Technikon...saw some history of the Technikon...gave background and introduced us to the Technikon...the introduction is important to understand the other concepts ...the Technikon can also be compared to international standards like the universities overseas and other foreign Technikons			to advertise the Technikon and the different subjects, the different six departments of the School Of Management... advertising the Technikon and to see how easy it is to use the Technikon...when you are there, there is a cafeteria, there's a bookshop you can go to , there is a library, there are services which one can use...gives an insight to sections of the Technikon...saw some history of the Technikon...gave background and introduced us to the Technikon...the introduction is important to understand the other concepts ...the Technikon can also be compared to international standards like the universities overseas and other foreign Technikons

<p>what we read, what we saw and heard...everything what we saw was what we hear... certain people spoke on the CD, we saw pictures and I remember this well...the CD-ROM helped you in case you had a doubt about a career, CD-ROM gave you better insight in the questions you had asked yourself about what you want to do...seeing that the Technikon is practical orientated, it is important that recruitment takes place, because whatever is presented and taught at the Technikon will therefore if you are going to apply for a job, you can see that your studies were taught to you and it was practical...the use of the CD-ROM was very interesting in passing information to people... because computers is more of a trend now...it was very colourful, not black &amp; white like brochures... something new, normally there is a facilitator that stands in the place of the Technikon, you listen, but it goes in the one ear and out at the other...you can visualize, see the colour, you can also go back if you missed or misunderstood something or if you skipped something, you can always go back...</p>			<p>what we read, what we saw and heard...everything what we saw was what we hear... certain people spoke on the CD, we saw pictures and I remember this well...the CD-ROM helped you in case you had a doubt about a career, CD-ROM gave you better insight in the questions you had asked yourself about what you want to do...seeing that the Technikon is practical orientated, it is important that recruitment takes place, because whatever is presented and taught at the Technikon will therefore if you are going to apply for a job, you can see that your studies were taught to you and it was practical...the use of the CD-ROM was very interesting in passing information to people... because computers is more of a trend now...it was very colourful, not black &amp; white like brochures... something new, normally there is a facilitator that stands in the place of the Technikon, you listen, but it goes in the one ear and out at the other...you can visualize, see the colour, you can also go back if you missed or misunderstood something or if you skipped something, you can always go back...</p>
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realised the difference between advertising and marketing...all of it was new information...more in detailed...learnt of all the 6 department of the School of Management...got to know about each aspect...usually they just give you a pamphlet and that's it...Public Relations was wonderful...I knew quite a lot, but I definitely learnt more...yes, what the students explained basically was in detail and they spoke their hearts...definitely, everything was just clearer to me, man...all the different sections...previously I didn't understand the different sections, now I know...the difference sections, courses, subjects, so what the students said made it so clear...a normal PR form the Technikon could not give all this detail which was on the CD-ROM...the different meanings of the courses offered,.. I thought that Human Resources was like the same as the next courses, so now I know the specific differences and that they are not the same...I applied, and it came very clear to me what Marketing was and advertising... not the same, but only know now the differences...the people speaking, they gave me a clearer understanding, because they shared personal experiences..one reads a pamphlet

realised the difference between advertising and marketing..all of it was new information...more in detailed...learnt of all the 6 department of the School of Management...got to know about each aspect...usually they just give you a pamphlet and that's it..Public Relations was wonderful...I knew quite a lot, but I definitely learnt more...yes, what the students explained basically was in detail and they spoke their hearts...definitely, everything was just clearer to me, man...all the different sections...previously I didn't understand the different sections, now I know...the difference sections, courses, subjects, so what the students said made it so clear...a normal PR form the Technikon could not give all this detail which was on the CD-ROM...the different meanings of the courses offered,.. I thought that Human Resources was like the same as the next courses, so now I know the specific differences and that they are not the same...I applied, and it came very clear to me what Marketing was and advertising... not the same, but only know now the differences...the people speaking, they gave me a clearer understanding, because they shared personal experiences..one reads a pamphlet

<p>it is good for students who would be studying at the Technikon next year, entrance - they can then see what they will be up to, expected of, their surroundings where you study... familiarize with everything...yes, but you should cover the other department, not only this school, because nothing was said about internal auditing and cost accounting in which I am wanting to do...how will it be used, issued to each school?...yes, good idea...what about the schools in townships where there are no computers?...a lap top will be ideal... very few schools have these computers...very effective, use it in the future...the next way of technology will probably be virtual reality</p>	<p>it is good for students who would be studying at the Technikon next year, entrance - they can then see what they will be up to, expected of, their surroundings where you study... familiarize with everything...yes, but you should cover the other department, not only this school, because nothing was said about internal auditing and cost accounting in which I am wanting to do...how will it be used, issued to each school?...yes, good idea...what about the schools in townships where there are no computers?...a lap top will be ideal... very few schools have these computers...very effective, use it in the future...the next way of technology will probably be virtual reality</p>		<p>it is good for students who would be studying at the Technikon next year, entrance - they can then see what they will be up to, expected of, their surroundings where you study... familiarize with everything...yes, but you should cover the other department, not only this school, because nothing was said about internal auditing and cost accounting in which I am wanting to do...how will it be used, issued to each school?...yes, good idea...what about the schools in townships where there are no computers?...a lap top will be ideal... very few schools have these computers...very effective, use it in the future...the next way of technology will probably be virtual reality</p>
<p>Human Resources, Marketing, Retail, Public Administration, Public Relations and Tourism Management</p>			<p>Human Resources, Marketing, Retail, Public Administration, Public Relations and Tourism Management</p>

<p>the course of 3 years each, diplomas, then the Bachelors Degrees, the ones you can do after that, post-graduate studies, personalities profiles for specific courses, the part-time studies, and full time studies, the subjects of the first year, second year, and third year...the students spoke on each section...you also said something about minimum requirements one needs to enter and apply</p>			<p>the course of 3 years each, diplomas, then the Bachelors Degrees, the ones you can do after that, post-graduate studies, personalities profiles for specific courses, the part-time studies, and full time studies, the subjects of the first year, second year, and third year...the students spoke on each section...you also said something about minimum requirements one needs to enter and apply</p>
<p>accommodation came through...said something about residences, one was not near the Technikon... Waterfront, the guy's residence is on campus, and the Elizabeth's Home... spoke about bursaries, cafeterias, libraries on two campuses, there were ATMs on campus, public phones...student centres, buy your books second hand,...book store...sport facilities...that's extramural activities and sports... students enjoy recreation, which sports?...netball, rugby, badminton, basketball, football, rugby, soccer, cricket...is there tennis?, hiking soft ball, swimming</p>			<p>accommodation came through...said something about residences, one was not near the Technikon... Waterfront, the guy's residence is on campus, and the Elizabeth's Home... spoke about bursaries, cafeterias, libraries on two campuses, there were ATMs on campus, public phones...student centres, buy your books second hand,...book store...sport facilities...that's extramural activities and sports... students enjoy recreation, which sports?...netball, rugby, badminton, basketball, football, rugby, soccer, cricket...is there tennis?, hiking soft ball, swimming</p>



<p>I'm going to do Retail Management ...I applied for Internal auditing 2 weeks ago, but I have not heard of them... did gain more insight, I want to study there, it did give me a relative advantage by watching the CD-ROM...yes, before seeing the presentation, I vaguely knew something about the Tech, now I know lots more about it...gave a clearer idea where the different faculties are, the venues, the libraries, the sport activities...did in a sense, but I think you should not only have mentioned the School of Management - she was only advertising the School of Management, because it's very expensive...I wanted more about other departments as well...I learnt a lot about the Technikon itself, I did not know about the branch in the Waterfront...did you have a campus in Bellville?...closed down</p>	<p>I'm going to do Retail Management ...I applied for Internal auditing 2 weeks ago, but I have not heard of them... did gain more insight, I want to study there, it did give me a relative advantage by watching the CD-ROM...yes, before seeing the presentation, I vaguely knew something about the Tech, now I know lots more about it...gave a clearer idea where the different faculties are, the venues, the libraries, the sport activities...did in a sense, but I think you should not only have mentioned the School of Management - she was only advertising the School of Management, because it's very expensive...I wanted more about other departments as well...I learnt a lot about the Technikon itself, I did not know about the branch in the Waterfront...did you have a campus in Bellville?...closed down</p>		<p>I'm going to do Retail Management ...I applied for Internal auditing 2 weeks ago, but I have not heard of them... did gain more insight, I want to study there, it did give me a relative advantage by watching the CD-ROM...yes, before seeing the presentation, I vaguely knew something about the Tech, now I know lots more about it...gave a clearer idea where the different faculties are, the venues, the libraries, the sport activities...did in a sense, but I think you should not only have mentioned the School of Management - she was only advertising the School of Management, because it's very expensive...I wanted more about other departments as well...I learnt a lot about the Technikon itself, I did not know about the branch in the Waterfront...did you have a campus in Bellville?...closed down</p>
<p>Yes, that helped a lot...one could play with the mouse, to and fro and find the information, one can always go back and retrieve the information</p>			<p>Yes, that helped a lot...one could play with the mouse, to and fro and find the information, one can always go back and retrieve the information</p>

<p>it fulfilled most of your needs of what you wanted to know about...the different subjects, courses...I used to be interested in engineering, but after seeing the CD-ROM, I'm still thinking about it, but I think I will be doing Retail Management, I will change my mind...it had a positive effect on me, it did not cause doubt...the more you learn about something, the more you want to that...someone who is unsure of his future career, it will be a positive decision making tool...Positively, definitely positive, because it is something new, different to all other recruitment methods we've seen, it's mind catching, we used a mouse, the pictures were in colour, we were attentively watching, got involved, actively involved, ....We were interactive participants!</p>			<p>it fulfilled most of your needs of what you wanted to know about...the different subjects, courses...I used to be interested in engineering, but after seeing the CD-ROM, I'm still thinking about it, but I think I will be doing Retail Management, I will change my mind...it had a positive effect on me, it did not cause doubt...the more you learn about something, the more you want to that...someone who is unsure of his future career, it will be a positive decision making tool...Positively, definitely positive, because it is something new, different to all other recruitment methods we've seen, it's mind catching, we used a mouse, the pictures were in colour, we were attentively watching, got involved, actively involved, ....We were interactive participants!</p>
<p>The presentation...I think the presentation should be more inclusive which will address more students at one time... sending the CD-ROM to all schools will be inclusive...give one of the CD's to a library, that's where many people are, they can then watch it there after hours</p>			<p>The presentation...I think the presentation should be more inclusive which will address more students at one time... sending the CD-ROM to all schools will be inclusive...give one of the CD's to a library, that's where many people are, they can then watch it there after hours</p>

most successful-entertained us, most definitely - education,...yes, definitely...Edutainment...within anything that educates you, one can also be entertained within the education was very effective to use that method.... because if you were interested in something, you could retrieve information, but also enjoy it at the same time... teachers spoke to us and we will block out the stuff they tell us, but the CD-ROM was both enjoyable and educational..people who would come from different institutions, we would sit and speak to another and not listen to them, but you and the CD-ROM, you, yourself you look into the different sections you want to know about, say for instance if I am not interested in something, I go to the part I want to, it gives you options...a great invention, thankyou, it was wonderful

most successful-entertained us, most definitely - education,...yes, definitely...Edutainment...within anything that educates you, one can also be entertained within the education was very effective to use that method.... because if you were interested in something, you could retrieve information, but also enjoy it at the same time... teachers spoke to us and we will block out the stuff they tell us, but the CD-ROM was both enjoyable and educational..people who would come from different institutions, we would sit and speak to another and not listen to them, but you and the CD-ROM, you, yourself you look into the different sections you want to know about, say for instance if I am not interested in something, I go to the part I want to, it gives you options...a great invention, thankyou, it was wonderful

Appendix 7  
GROOTE SCHUUR HIGH SCHOOL - 1997-10-06

OPERATIVE AREAS	creates 'harmony'	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision making
1. Affiliation with tertiary institution	everyone that spoke were very positive, one could see that they were enjoying being at the Technikon to study...everyone spoke pretty spontaneously	everyone that spoke were very positive, one could see that they were enjoying being at the Technikon to study...everyone spoke pretty spontaneously		everyone that spoke were very positive, one could see that they were enjoying being at the Technikon to study...everyone spoke pretty spontaneously

OPERATIVE AREAS	creates 'harmony'	creates need to attend the Cape Technikon	creates belongingness due to culture	creates positive/negative decision making
2. Role of cultural background	money is always a problem, depending how you work with it...I think it depends on what you intend doing...my course is a one year course next year, a paralegal secretarial course....that is not really so expensive, its only one year, but if you do a 3 year course with the same amount that I am doing for one year, it will become expensive...I am doing actuarial science either at UCT or Stellenbosch, I have not decided yet...I'm doing B Comm at Stellenbosch...I have not decided yet, perhaps overseas for a year and then I will further my studies...I have family in England and America			money is always a problem, depending how you work with it...I think it depends on what you intend doing...my course is a one year course next year, a paralegal secretarial course....that is not really so expensive, its only one year, but if you do a 3 year course with the same amount that I am doing for one year, it will become expensive...I am doing actuarial science either at UCT or Stellenbosch, I have not decided yet...I'm doing B Comm at Stellenbosch...I have not decided yet, perhaps overseas for a year and then I will further my studies...I have family in England and America

<p>there was a song which played over and over again, jazzy music, there was marimba drums-it was played in the beginning of the CD-ROM...each time a new section was introduced there was either a new sound or a new song</p>		<p>there was a song which played over and over again, jazzy music, there was marimba drums-it was played in the beginning of the CD-ROM...each time a new section was introduced there was either a new sound or a new song</p>	
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cultural aspects came through....a student culture also came through in the pics, students sitting on the piazza on the lawns and socialize...it is good to see people of my own Indian culture there...they needn't feel the minority...each group can identify with themselves but at the same time also mix with others...there is someone like you...international students are different...African drum...photos of District Six, mosques, ....to me District is not so relevant, it was demolished about thirty years ago, kids of today who go to the Technikon can't identify with the previous history, although it accommodated a strong Muslim community, ...something else comes to mind, there are basically 2 campuses, if the CD-ROM is shown across the borders of South Africa you as the viewer can see that there is a campus at Zonnebloem and the other at the Waterfront...they could associate the locations of the campuses, and the environments

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<p>3. Identification with role model</p>	<p>see the CD-ROM as the vehicle for selling a product, namely the Technikon or university...the pupils who would never be in contact with the technicians or universities, you only hear of them, but could never visit it for an 'Open Day', so one actually never knows what really is happening there...you need to sell your institution like a product...I did not even know anything about the Technikon, heard coincidentally about it, and if I weren't here for the presentation, I would not have known a thing...For sure I learnt something! I was very surprised with the Technikon... Many of our Matrics do apply for the Technikon, but I thought there were a few grey buildings in the centre of Cape Town, but the contrary...it is huge campus, I am impressed...the Technikon sounds so huge, established</p>		<p>see the CD-ROM as the vehicle for selling a product, namely the Technikon or university...the pupils who would never be in contact with the technicians or universities, you only hear of them, but could never visit it for an 'Open Day', so one actually never knows what really is happening there...you need to sell your institution like a product...I did not even know anything about the Technikon, heard coincidentally about it, and if I weren't here for the presentation, I would not have known a thing...For sure I learnt something! I was very surprised with the Technikon... Many of our Matrics do apply for the Technikon, but I thought there were a few grey buildings in the centre of Cape Town, but the contrary...it is huge campus, I am impressed...the Technikon sounds so huge, established</p>	<p>see the CD-ROM as the vehicle for selling a product, namely the Technikon or university...the pupils who would never be in contact with the technicians or universities, you only hear of them, but could never visit it for an 'Open Day', so one actually never knows what really is happening there...you need to sell your institution like a product...I did not even know anything about the Technikon, heard coincidentally about it, and if I weren't here for the presentation, I would not have known a thing...For sure I learnt something! I was very surprised with the Technikon... Many of our Matrics do apply for the Technikon, but I thought there were a few grey buildings in the centre of Cape Town, but the contrary...it is huge campus, I am impressed...the Technikon sounds so huge, established</p>
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<p>the Bobs chap who plays soccer for Cape Town Spurs... there was a black woman from central Africa...another woman who won the beauty pageant in Khayelitsha....she spoke Xhosa , can't remember what she said...she studied Public Relations ....the head of a faculty also spoke ...a guy who was voted for by the students.. somebody was the chairman of the SRC, Richard Gee..</p>		<p>the Bobs chap who plays soccer for Cape Town Spurs... there was a black woman from central Africa...another woman who won the beauty pageant in Khayelitsha....she spoke Xhosa , can't remember what she said...she studied Public Relations ....the head of a faculty also spoke ...a guy who was voted for by the students.. somebody was the chairman of the SRC, Richard Gee..</p>	<p>the Bobs chap who plays soccer for Cape Town Spurs... there was a black woman from central Africa...another woman who won the beauty pageant in Khayelitsha....she spoke Xhosa , can't remember what she said...she studied Public Relations ....the head of a faculty also spoke ...a guy who was voted for by the students.. somebody was the chairman of the SRC, Richard Gee..</p>
<p>I can't remember if the evening classes catered for the older student, I know that the 'older' students work during the day to earn a living with their families and they study in the evening...you could have shown us a picture of such a person...oh, yes, there was the older lady from Tanzania...the nontraditional group represents the older group of students... although the CD-ROM is directed to the younger student, the information is there, fulltime en part time studies...</p>			<p>I can't remember if the evening classes catered for the older student, I know that the 'older' students work during the day to earn a living with their families and they study in the evening...you could have shown us a picture of such a person...oh, yes, there was the older lady from Tanzania...the nontraditional group represents the older group of students... although the CD-ROM is directed to the younger student, the information is there, fulltime en part time studies...</p>



<p>4. Qualities of diffusion:  <b>(i)Tangible-</b>compatibility, trialability, observability</p>	<p>think, on the contrary there was too little information on the courses...people don't only want to learn about the courses, but in order to draw pupils you got to let them know what the courses and the contents are about, it's got to be appealing for them, know what the courses entail and how it can be applied basically, and how it is compared with other institutions..not by singling the institutions out, but each institution has its speciality, so focus on that speciality...both the Technikon or university life entails variety, besides the classes the social and cultural activities are equally important ...you focused too little on the social side, because I never had the opportunity to socialize at school, so I would have preferred that, to see more of the social functions and recreational activities..the presentation was balanced, you dealt with the important issues.</p>			<p>think, on the contrary there was too little information on the courses...people don't only want to learn about the courses, but in order to draw pupils you got to let them know what the courses and the contents are about, it's got to be appealing for them, know what the courses entail and how it can be applied basically, and how it is compared with other institutions..not by singling the institutions out, but each institution has its speciality, so focus on that speciality...both the Technikon or university life entails variety, besides the classes the social and cultural activities are equally important ...you focused too little on the social side, because I never had the opportunity to socialize at school, so I would have preferred that, to see more of the social functions and recreational activities..the presentation was balanced, you dealt with the important issues.</p>
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	<p>just add a detailed course outline of the various diplomas and degrees offered ...please place the contents of the syllabi in as well, to certain students it might be boring, but I would like to have it in... this CD-ROM is something for the future, kids do not want to read brochures and pamphlets, they want to see something like the CD-ROM, ...the CD should have some detailed information about the courses, somewhere it should be there...the student would want it there</p>			<p>just add a detailed course outline of the various diplomas and degrees offered ...please place the contents of the syllabi in as well, to certain students it might be boring, but I would like to have it in... this CD-ROM is something for the future, kids do not want to read brochures and pamphlets, they want to see something like the CD-ROM, ...the CD should have some detailed information about the courses, somewhere it should be there...the student would want it there</p>
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<b>OPERATIVE AREAS</b>	<b>creates 'harmony'</b>	<b>creates need to attend the Cape Tech</b>	<b>creates belongingness due to culture</b>	<b>creates positive/negative decision making</b>
<p>4.2 <b>(ii) Tacit meaning</b> complexity, relative advantage</p>	<p>Yes, every university and Technikon wants to create their own way of recruiting students in order to get the cream of the crop, so in order to keep the standards up you have to make sure you recruitment procedures are very important...make the recruitment programme as so interesting as possible</p>	<p>Yes, every university and Technikon wants to create their own way of recruiting students in order to get the cream of the crop, so in order to keep the standards up you have to make sure you recruitment procedures are very important...make the recruitment programme as so interesting as possible</p>		<p>Yes, every university and Technikon wants to create their own way of recruiting students in order to get the cream of the crop, so in order to keep the standards up you have to make sure you recruitment procedures are very important...make the recruitment programme as so interesting as possible</p>

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<p>practical experience in the student's third year...in their third year many students go out and do practical experience in the field and industry..the Technikon sends them out</p>			<p>practical experience in the student's third year...in their third year many students go out and do practical experience in the field and industry..the Technikon sends them out</p>

<p>5. Effect of information, the technology, the viewers' levels of perceptions</p>	<p>The purpose of the CD-ROM was to give the pupils a better idea of the happenings, courses at the Technikon. Helped to familiarize the pupils with the area...easy way of accessing information from a computer...in the future lots of time will be given to computers, it will play an important part, good PR to give information in such a way...computer is the 'in-thing' to pupils....using the CD-ROM was easy...its easy to use...there are those who are computer illiterate and still find it easy to access information, you read the instructions, control the mouse and acquire the information... programme is easy, user-friendly, not complicated... I use computers but I am not a fundi...would be able to help myself</p>			<p>The purpose of the CD-ROM was to give the pupils a better idea of the happenings, courses at the Technikon. Helped to familiarize the pupils with the area...easy way of accessing information from a computer...in the future lots of time will be given to computers, it will play an important part, good PR to give information in such a way...computer is the 'in-thing' to pupils....using the CD-ROM was easy...its easy to use...there are those who are computer illiterate and still find it easy to access information, you read the instructions, control the mouse and acquire the information... programme is easy, user-friendly, not complicated... I use computers but I am not a fundi...would be able to help myself</p>
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<p>Human Resources, Public Relations, Tourism Management, Public Administration, Marketing, Management, six departments</p>			<p>Human Resources, Public Relations, Tourism Management, Public Administration, Marketing, Management, six departments</p>
<p>CD-ROM has to be entertaining, you cannot put something on a computer, you got to attract people, like cartoon characters, it must be original, so that is entertainment, educational will be the information that I never knew about, which I spoke about previously, that the courses could be more complete</p>			<p>CD-ROM has to be entertaining, you cannot put something on a computer, you got to attract people, like cartoon characters, it must be original, so that is entertainment, educational will be the information that I never knew about, which I spoke about previously, that the courses could be more complete</p>
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<p>accommodation, yes...I think so, there were pics of the different residences for students, the location of them...services</p>			<p>accommodation, yes...I think so, there were pics of the different residences for students, the location of them...services</p>

	<p>offered... student counselling, that is important that students should know of these services, its comforting to know that if any problem should crop up...I remember something of a bookshop on campus...and there was some information on the various cafeterias, people playing pool, Cat's Radio...</p>			<p>offered... student counselling, that is important that students should know of these services, its comforting to know that if any problem should crop up...I remember something of a bookshop on campus...and there was some information on the various cafeterias, people playing pool, Cat's Radio...</p>
	<p>practical experience in the student's third year...in their third year many students go out and do practical experience in the field and industry...the Technikon sends them out</p>			<p>practical experience in the student's third year...in their third year many students go out and do practical experience in the field and industry...the Technikon sends them out</p>
	<p>convince another to study at the Technikon, its really not a bad place to study...often prospective students are disappointed if they could not have gone to an university, but after seeing the CD-ROM presentation and gaining this information I would easily convince others who are either disappointed or confused, that there is such a place as the Technikon...I personally would have liked more information on the other schools of the Technikon, and not only the School of Management, because the latter is really not my interest</p>	<p>convince another to study at the Technikon, its really not a bad place to study...often prospective students are disappointed if they could not have gone to an university, but after seeing the CD-ROM presentation and gaining this information I would easily convince others who are either disappointed or confused, that there is such a place as the Technikon...I personally would have liked more information on the other schools of the Technikon, and not only the School of Management, because the latter is really not my interest</p>		<p>convince another to study at the Technikon, its really not a bad place to study...often prospective students are disappointed if they could not have gone to an university, but after seeing the CD-ROM presentation and gaining this information I would easily convince others who are either disappointed or confused, that there is such a place as the Technikon...I personally would have liked more information on the other schools of the Technikon, and not only the School of Management, because the latter is really not my interest</p>
	<p>it did stimulate me...Honestly, I</p>	<p>it did stimulate me...Honestly, I</p>		<p>it did stimulate me...Honestly, I</p>

	<p>me...Honestly, I don't really like computers, the minute I sit in front of a computer, I distance myself, I don't like it, but this experience was something different - I was intrigued, I was not afraid to take the control of the mouse...there were so many photographs and graphics... computers are like watching TV, not every one likes TV, because if it catches your attention you will watch it, when I saw the presentation on the TV, I was thrilled with what I saw of the presentation</p>	<p>me...Honestly, I don't really like computers, the minute I sit in front of a computer, I distance myself, I don't like it, but this experience was something different - I was intrigued, I was not afraid to take the control of the mouse...there were so many photographs and graphics... computers are like watching TV, not every one likes TV, because if it catches your attention you will watch it, when I saw the presentation on the TV, I was thrilled with what I saw of the presentation</p>		<p>me...Honestly, I don't really like computers, the minute I sit in front of a computer, I distance myself, I don't like it, but this experience was something different - I was intrigued, I was not afraid to take the control of the mouse...there were so many photographs and graphics... computers are like watching TV, not every one likes TV, because if it catches your attention you will watch it, when I saw the presentation on the TV, I was thrilled with what I saw of the presentation</p>
	<p>if you have never seen the place before, obviously you would find out , therefore the CD-ROM helped me tremendously...the presentation is different, because if a PR of the Technikon had to visit our school and they spoke about everything, it would not have made such a strong impression on me as the presentation which I could visually experience- that makes a major difference, I remember something clearer if it is visually...the fact that one experiences all the visuals, that's the difference, even if it is done on computer...that can be the decisive factor, the decision making tool whether you want</p>			<p>if you have never seen the place before, obviously you would find out , therefore the CD-ROM helped me tremendously...the presentation is different, because if a PR of the Technikon had to visit our school and they spoke about everything, it would not have made such a strong impression on me as the presentation which I could visually experience- that makes a major difference, I remember something clearer if it is visually...the fact that one experiences all the visuals, that's the difference, even if it is done on computer...that can be the decisive factor, the decision making tool whether you want</p>

	<p>study there or not... the Technikon should invite us to attend an 'Open Day', we weren't invited yet. We know about Stellenbosch's 'Open Day', we know of UCT, but not the Technikon ...in classes we speak about the universities, but never about the Cape Technikon... so if hears more about Stellenbosch or UCT, for obvious reasons we would go there...there are 2 things that the Cape Technikon needs to do, firstly, they must make themselves made known, that they are there....</p>			<p>study there or not... the Technikon should invite us to attend an 'Open Day', we weren't invited yet. We know about Stellenbosch's 'Open Day', we know of UCT, but not the Technikon ...in classes we speak about the universities, but never about the Cape Technikon... so if hears more about Stellenbosch or UCT, for obvious reasons we would go there...there are 2 things that the Cape Technikon needs to do, firstly, they must make themselves made known, that they are there...</p>
	<p>secondly they will have to change their opinion that universities are better than technicians, its got to change, if it does not change they are going to loose out, although the technicians now offer degrees, it's a drawing card... people have the idea that Technikon degrees are not as prestigious than university degrees...university degrees have been around for more than 50 year, and the Technikon only now offers degrees...in your Std 10 year one only thinks academically and the answer is the university, so the Technikon you regard as inferior, I know it is wrong</p>			<p>secondly they will have to change their opinion that universities are better than technicians, its got to change, if it does not change they are going to loose out, although the technicians now offer degrees, it's a drawing card... people have the idea that Technikon degrees are not as prestigious than university degrees...university degrees have been around for more than 50 year, and the Technikon only now offers degrees...in your Std 10 year one only thinks academically and the answer is the university, so the Technikon you regard as inferior, I know it is wrong</p>

	<p>The CD-ROM was very user-friendly, but please do all the ten schools of the Technikon...I did say previously that my interest was not at the School of Management , but I would have liked to look at the other schools...Would it all fit on one CD?...Yes! Please don't have different CD's...put it all on one...now that technicians are around, in the past they weren't, in the future, whether you did PR or not, even if you didn't, I still believe that the future of technicians are going to increase, get much better, realizing that we are going into this technology, the viewer would see that if they can study for less money you can get a better education and get hands-on experience, why go to an university? I really think that Technikons' future is going to get better.</p>			<p>The CD-ROM was very user-friendly, but please do all the ten schools of the Technikon...I did say previously that my interest was not at the School of Management , but I would have liked to look at the other schools...Would it all fit on one CD?...Yes! Please don't have different CD's...put it all on one...now that technicians are around, in the past they weren't, in the future, whether you did PR or not, even if you didn't, I still believe that the future of technicians are going to increase, get much better, realizing that we are going into this technology, the viewer would see that if they can study for less money you can get a better education and get hands-on experience, why go to an university? I really think that Technikons' future is going to get better.</p>
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## Appendix 8

Questions asked at the focus group interviews

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1. What was the purpose of the CD-ROM?
2. Do you think it is important to recruit students?
3. How did you gain knowledge?
4. To whom will money be a concern if you want to further your studies?
5. Did you gain any 'new' information from the CD-ROM?
6. Which person that spoke on the CD-ROM do you remember clearly and stood out for you?
7. Were there any sounds or music that you remember?
8. Were there any photographs that you remember?
9. Could the Cape Technikon use a CD-ROM in the future?
10. To accommodate the traditional and nontraditional students, could all the types of students benefit from the CD-ROM?
11. Which courses were offered at the School of Management? Any subjects?
12. Did the CD-ROM give enough information about the School of Management?
13. Did the CD-ROM address the needs of future students?
14. Was there any cultural focus used on the CD-ROM?
15. What were the perceptions of the student who spoke on the CD-ROM?
16. Did the students speak of a good future after studying at the Technikon? Career options?
17. How were you recruited for the Technikon?

18. By watching the CD-ROM, did anyone experience the feeling that this is the place to study/be? Did it create a sense of belongingness with the tertiary institution?
  19. You could interactively be involved with the CD-ROM. Were you cognitively involved?
  20. Could the CD-ROM be used as a decision-making tool?
  21. With whom did you discuss this presentation?
  22. The idea was to entertain you but also educate you. did you experience it in this way?
-



## Appendix 9

## Time table for the CD-ROM presentations and Focus Group Interviews

## September 1997

1 Sep <b>VUYISEKA HIGH</b> Mr Nonci tel: 462-1757 14:00 BUS	2 Sep	3 Sep	4 Sep	5 Sep
8 Sep	9 Sep	10 Sep	11 Sep <b>GROOTE SCHUUR HIGH</b> Mr Henk Punt tel: 619944 14:00 BUS	12 Sep
15 Sep <b>GARDENS COMMERCIAL</b> Mr White tel: 451236 14:00 BUS	16 Sep <b>VUYISEKA HIGH</b> Mr Nonci tel: 462-1757 14:00 Focus Group Interviews	17 Sep <b>HAROLD CRESSY</b> Ms Daniels tel: 461-6157 14:00 WALK - meet at Engineering Faculty Building	18 Sep	19 Sep

## October 1997

		1 Oct	2 Oct <b>BOSMANSDAM HIGH</b> Mr Barnard tel: 581070 x 211 14:00 BUS	3 Oct
6 Oct <b>GROOTE SCHUUR HIGH</b> Mr Henk Punt tel: 619944 14:00 Focus Group Interviews	7 Oct <b>GARDENS COMMERCIAL</b> Mr White tel: 451236 14:00 Focus Group Interviews	8 Oct	9 Oct <b>HAROLD CRESSY</b> Ms Daniels tel: 461-6157 14:00 Focus Group Interviews	10 Oct
13 Oct <b>BOSMANSDAM HIGH</b> Mr Barnard tel: 581070 x 211 14:00 Focus Group Interviews	14 Oct	15 Oct	16 Oct	17 Oct

## Appendix 10

Visitation confirmed by the Western Cape Education Department

Wes-Kaap Onderwysdeparteme  
Western Cape Education Departme  
iSebe leMfundo leNtshona Kolo

avrae nquiries libuzo	MNR. IJ MORKEL	Verwysing Reference Ubhekiso	10/2/9/30	Telefoon Telephone iMfonomfono	460-6911
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Me E. Myers  
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Amanda Glen  
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iDolophi/iSixeko

KAAPSTAD

Poskode/Postal Code  
iKhodi lePosi

8000

Faks  
Fax

461 832

Datum/Date  
Umhla

1997 - 02 - 2

Geagte me. Myers

### AANSOEK OM NAVORSING BY SEKONDÊRE SKOLE TE DOEN

Met verwysing na u skrywe gedateer 22 Augustus 1997 in die bovermelde verband, word goedkeuring verleen dat u sekondêre skole in die Wes-Kaap Provinsie mag besoek om u navorsing te loots op voorwaarde dat:

- besoeke vooraf met die betrokke prinsipale gereël word;
- prinsipale self besluit of hul skole besoek mag word;
- die normale skoolprogram van die skole nie ontwig word nie; en
- 'n afskrif van die resultaat van die navorsing aan die Departement voorsien word.

Hierdie brief of 'n gewaarmerkte afskrif daarvan moet aan prinsipale getoon word as bewys dat die Departement die nodige goedkeuring verleen het.

Die uwe



A HOOF: ONDERWYS

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