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Effectiveness of the Developed Video Compact Disc (VCD) in Knowledge Dissemination

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ABSTRACT

The present study was planned to develop a video compact disc on post - harvest technology on food grains and disseminate knowledge to rural women of Rajasthan (India) on post- harvest technology of foodgrains. The study was conducted in randomly selected two villages, i.e. Bhukarka and Chainpura, of Nohar Panchayat Samiti (purposively selected) of Hanumangarh district. Samples of 50 farm women were selected (25 from each village). Pre-post experimental research design was used for the investigation. The study was carried out in two phases. Phase I: Development of video compact disc (VCD) on post-harvest technology of food grains and Phase II: Field testing of video compact disc (VCD) on post-harvest technology of food grains. The effectiveness of video program in terms of video quality, visual quality, presentation of message, content importance suitability and text was relatively high. The overall effectiveness of video compact disc was also high. Most of the farm women (86%) were in a medium level knowledge category with mean per cent score (29.38), followed by high-level knowledge category (12%) with (MPS 44.36) and low knowledge category (2%) with (MPS 22) in pre test. In post test, maximum number of farm women (94%) had medium knowledge with (MPS 73.77), followed by high knowledge category (4%) with (MPS 88.23) and low knowledge category (1%) with (MPS 58.22). Majority of farm women (76%) were in the category of a medium level knowledge gain with (MPS 45.70), followed by low knowledge category (14%) with (MPS 26.89) and high knowledge gain category (10%) with (MPS 58.23). The overall gain in knowledge through developed VCD was found to be statistically significant at 0.1% level of significance. Thus video program was very effective because the message was simple, familiar, understandable and real. The farm women had perceived and comprehend the message of video compact disc very well. The developed video compact disc was found effective in educating to farm women.

Key words: Knowledge, post -harvest technology, Dissemination, Empowerment.

INTRODUCTION

In the era of information technology no task in the world of today can be accomplished successfully and adequately without media support. The task of the media in development is of two folds. It helps remove illiteracy, fatalism, enlarge aspiration, increase and enhance social status and to lead to overall national progress and prosperity. Access to information and improved communication is crucial for sustainable agricultural development. The number of extension workers with knowledge, worthy of being extended is not large in contrast to the number of farm women to whom the knowledge has to be communicated. For the effective dissemination of the message there is a need of effective communication system. Different media like audio, visual, audio-visual are used for communication. Visual communication has a very special role in any system of communication. The messages can be conveyed through visuals to illiterate and unaware rural people easily and effectively. For transfer of information, communication is very necessary because the communication revolution has brought in a tremendous transformation both in the structure and function of society whole. Hence the present study was conducted to find out the knowledge dissemination by the respondents towards post - harvest technology of food grains.

METHODOLOGY

The study was conducted in the Hanumangarh district of Rajasthan (India). Hanumangarh district consists of three Panchayat Samities. Out of which, Nohar Panchayat Samiti was selected purposively, as investigator was familiar to the area. Two villages Bhukarka and Chainpura, were randomly selected by chit method from Nohar Panchayat Samiti of Hanumangarh district. From these selected villages, 50 illiterate farm women were selected randomly by chit system (25 from each village) for the effectiveness of VCD on post-harvest technology of food grains. The study was conducted in three phases.

Phase I: Pre-knowledge test (Before exposure)

Before exposure of VCD, pre-knowledge test was administered to the farm women. Total selected farm women were interviewed to find out the existing knowledge of individual farm women regarding post-harvest technology.

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Phase II: Exposure of VCD

After pre-testing developed VCD was exposed to the farm women in each of the two villages, village women were collected at the common place where T V facility was available and the program was exposed.

Phase III: Post-test after exposure of VCD

After seven days of exposure of video program post-test was administered. For analysis of data Paired 't' test, Mean per cent score and Coefficients of correlation were used in this study.

RESULTS AND DISCUSSION

Effectiveness of video program

The attempt was made to find out the effectiveness of developed VCD in terms of gain in knowledge by the farm women. Results are presented as follows:

Knowledge level of the farm women in pre-test: It describes the existing level of knowledge of the farm women regarding post-harvest technology of foodgrains in pre-test. To test knowledge of the farm women, a knowledge test was administered to the farm women individually and the response was recorded. Maximum score regarding knowledge was 68. The results indicate that, the highest score obtained by the farm women was 39 and lowest was 15 with a range of 24 and lowest was 15 with a range of 24 and coefficient of range 0.41. Standard deviation of knowledge at pre-test was 4.15 and coefficient of variation was 19.66 per cent. Knowledge was divided into three categories that is high, medium and low on the basis of standard deviation. The extent of knowledge of farm women in pretest was worked out and resented in Table 1.

Table 1: Distribution of farm women according to level of knowledge and mean per cent score of each category in pre-test

n = 50

Knowledge with score range	n	%	Mean per cent score
Low (15-17)	1	2	22
Medium (18-25)	43	86	29.38
High (26-39)	6	12	44.36

Data presented in Table-2 and shows that majority of eighty-six per cent of the farm women had medium knowledge with mean per cent score of 29.38, while twelve per cent of farm women had high knowledge with mean per cent score 44.36 and only two per cent farm women had low level of knowledge with mean per cent score of 22.00 per cent.

Knowledge level of the farm women in post-test: It Includes the knowledge level of the farm women after exposure of developed video compact disc by investigator. To test the knowledge some knowledge test was administered to the farm women individually. After (seven days) exposure of video compact disc the responses were recorded.

The data indicate that the highest score obtained by farm women in post-test was 60 and lowest 40 with a range of 20 and coefficient of range was 0.20. Standard deviation of knowledge at post-test was 4.93 and coefficient of variation was 9.62 per cent. Knowledge was categorized into three categories that are high, medium and low on the basis of standard deviation. (Table 2)

Table 2: Distribution of farm women by overall knowledge and mean per cent score of each category in post-test

n = 50

Knowledge with score range	n	%	Mean per cent score
Low (20-42)	1	2	58.22
Medium (42-58)	47	94	73.77
High (59-60)	2	4	88.23

The data revealed that in post-test, majority of farm women 94 per cent had medium knowledge with mean per cent score of 73.77, while two per cent farm women had high knowledge with mean per cent score of 88.23 and one per cent farm women had low level of knowledge with mean per cent score of 58.82.

Differential knowledge gain by the farm women: This section describes the differential knowledge gain by the farm women after exposure of developed video compact disc.

The data reveal that the highest score gained by the farm women was 42 and coefficient of range was 0.52. Standard deviation of knowledge test was 6.63 and coefficient of variation was 21.98 per cent with average score of 30.16. Knowledge gain was categorized into three categories high, medium and low knowledge gain on the basis of standard deviation (Table 3)

Table 3: Differential knowledge gain

n = 50

Knowledge with score range	n	%	Mean per cent score
Low (13-22)	7	14	26.89
Medium (23-37)	38	76	45.70
High (38-42)	5	10	58.23

The data in Table 3 showed that according to the difference in farm women pre and post scores, majority of farm women (76%) in the category of medium knowledge gain with mean per cent score of 45.70, followed by (14%) were in the low level of knowledge gain category with mean per cent score of 26.89 and 10 per cent were in the category of high knowledge gain with mean per cent score of 58.23.

Comparison in pre-test and post-test

This section describes the comparison between pre and post test scores to find out the effectiveness of developed video compact disc in terms of gain in knowledge. Paired 't' test was applied to find out whether there was significant gain or not, in the knowledge level of farm women (Table 4)

Table 4 : Overall gain in knowledge of the farm women

n = 50

Items	Mean per cent score	Calculated 't' value
Pre-test	21.10	31.51**
Post-test	51.26	
Gain	30.16	

** P=0.1%;

The mean per cent scores of farm women in pre and post test, paired 't' test calculated value 31.51, Significant at 1% level.

Overall gain in knowledge

The results show that there is significant difference in the pre and post-test scores of the farm women as calculated 't' values was found to be a significant at 0.1% level of significance, indicating the significant gain in knowledge after exposure of developed video compact disc.

The initial knowledge of the farm women was poor as their pre-test score was 21.10 per cent. Significant improvements in the knowledge of farm women were found owing to exposure of video compact disc as the pre-test score increased 21.10 to 51.26 per cent with the gain in knowledge of about 30.16 per cent.

CONCLUSION

The overall gain in knowledge through developed VCD was found to be statistically significant. Video program was very effective because the message was simple, familiar, understandable and real. So all the farm women had perceived and comprehend the message of video compact disc very well. In both pre-and-post level of knowledge test, majority of farm women fell in the category of medium level knowledge category. Hence, developed video compact disc was found effective in educating to farm women.

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