

Importance of information media on home science research

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■ **ABSTRACT :** The present research entitled “importance of information media on Home Science research” was undertaken with the objectives to collect relevant material and develop an information media to assess its effectiveness. As an information media, a documentary was prepared by researcher and was evaluated by villagers, students and staffs. This study was carried out in Allahabad district of Uttar Pradesh. The script of a documentary was written in Hindi language so that villagers could be benefited and according to the story board clippings were shoot. Voiceover was done in studio after the shooting process and *Cyber Link Power Director* software was used during the editing process of documentary. The study was conducted during the year 2016 in Allahabad district of Uttar Pradesh. A close ended evaluation schedule was prepared to evaluate the documentary. Sixty respondents were selected purposively for the evaluation of the documentary. Data was analyzed by using suitable statistical tools like frequency, percentage and one way ANOVA. One way ANOVA was used to find out the effectiveness of the documentary. Ninety per-cents of staffs and students were aware about the parameters of the documentary and less by the villagers (70%). From the tabulated value (3.162), overall results for six parameters were found. The first parameter, title of the documentary found significant result with calculated value 10.92. Likewise for duration and digital effect parameters, results were found non-significant with calculated values 0.64 and 1.19, respectively, which were lower than tabulated value off (3.162). For parameters quality of voice and quality of picture, results were found significant with calculated values 6.45 and 14.35, respectively. The last parameter was subject matter, in which result was found significant with calculated value 3.88.

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Mass communication is the study of how people and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate newspaper, magazine and book publishing as well as radio, television and film, even via internet as these mediums are used for disseminating information, news and advertising. Mass communication differs from the studies of other forms of communication, such

as interpersonal communication or organizational communication, in that it focuses on a single source transmitting information to a large number of receivers. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behaviour, attitude, opinion or emotion of the person or people receiving the information (Pearce, 2009 and Choudhury, 2011).

Development communication has two primary roles,

transforming and socializing role. Media plays an important role in development communication through circulation of knowledge, providing forum for discussion of issues, teach ideas, skills for a better life and create a base of consensus for stability of the state. From the early stages of the introduction of the media in India, various attempts were made to exploit their potential for development purposes. The history of development communication in India can be traced to 1940's when radio broadcast was done in different languages to promote development communication through various programmes, like programmes for rural audience, educational programmes and family welfare programmes. Today television in our country is also used as a medium for social education, weapon against ignorance and awareness among the people, through different programs like Educational Television (ETV), Countrywide Classroom (CWC) and Teleconferencing etc. Experiments in Satellite technology has been conducted in recent years to bring social change and development. This has been done in the form of Satellite Television in India Programme and Kheda Communication Projects (Eyiah, 2004).

Dionysus (2012) found that some of the changes that have occurred in the documentary filmmaking industry and consideration of how approaches towards making a documentary are shifting, challenging all filmmakers to consider how and whether their project ideas can function using the new technologies and to look further into the opportunities that have arisen as a result. Recognizing that filmmakers are seeking an understanding of these new opportunities in order to give their work a life as a multiplatform documentary, from the cinema to DVD, the iPad, iPhone, radio, gaming and the web, this paper aims to provide research that will create access to these platforms for traditional and emerging documentary makers.

Lin *et al.* (2015) revealed that in recent years, with the advances in information technology and the popularization of computers, obtaining life-around information becomes faster and more convenient. With the emergence of e-books, the reading media is no longer confined to the traditional paper book. People are used to be interactive with lots of interactive media, however most off-the-shelf e-books offer only data of ordinary flat media, like visual and voice data, and no real touch-interactions there. This study is aimed to use physical

agents as media into traditional e-books.

■ RESEARCH METHODS

The study was conducted in Allahabad district of Uttar Pradesh which was purposively selected. The interactive media that was developed as an educational tool was a documentary. The documentary parameters were divided into six numbers, title of the documentary, duration, quality of voice, quality of picture, digital effects and subject matter. One industry named Poorva Pratishtan, Tagore Town, Department of Horticulture, SHIATS, Industrial area, Mahewa, Naini, Civil lines, Rambagh of Allahabad district of Uttar Pradesh were selected for shooting. The places were selected purposively. There are a total of 60 respondents were selected purposively for present study.

The evaluation schedule was formulated for collecting the general data of the respondents about the quality of documentary in various observations. Frequency, percentage, one way ANOVA and other appropriate statistical techniques was used as per the requirement of the data. The collected data from the respondents were edited, scored, tabulated and analyzed using following statistical tools. Scoring procedure was adopted to evaluate the documentary. A five point scale procedure was used to get the effectiveness of the documentary.

■ RESEARCH FINDINGS AND DISCUSSION

The Table 1 shows the different parameters of the documentary and the three different groups (staffs, students and villagers) with scores obtained regarding evaluation of the documentary. The first parameter title shows that the total arithmetic mean of title is 12.55 and standard deviation is 2.43. The arithmetic mean of students is 4.65. Since the students category (C_2) were having greater score than the average scores of staffs and villagers as students had found the title of the documentary more appropriate, So there was a greater effect of this parameter on the students compared to the two groups (staffs and villagers). The second parameter duration shows that the total arithmetic mean of duration is 12.05 and standard deviation is 2.56. The duration is more effective on students than staffs and villagers. The arithmetic mean of students is 4.15. This parameter shows the non-significant difference between the three groups which was found in the result. In the third

parameter quality of voice, total arithmetic mean of quality of voice is 12.05 and standard deviation is 2.45. The quality of voice is more effective on students than staffs and villagers. The arithmetic mean of students is 4.5. Since the students category (C_2) were having greater scores than the average scores of staffs and villagers. So there can be greater effect of this parameter on students compared to the two groups (staffs and villagers). Different scores from the fourth parameter quality of picture were 12.7 and standard deviation is 2.13. The quality of picture is more effective on students than the staffs and villagers. The arithmetic mean of students is 4.9. Since the students category (C_2) were having greater scores than the average scores of staffs and villagers. So there can be greater effect of this

parameter on students compared to the two groups (staff and villagers). Digital effect is the fifth parameter that shows the total arithmetic mean of digital effects is 13.5 and standard deviation is 2.25. The digital effects are more effective on villagers than the staff and students. The arithmetic mean of the villagers is 4.65. This parameter shows the non-significant difference between the three groups. The last parameter is subject matter which shows the total arithmetic mean of subject matter is 13.05 and standard deviation is 1.78. The subject matter is more effective on villagers than the staffs and students. The arithmetic mean of the villagers is 4.65. Since the category (C_3) villagers were having greater score than the average scores of staffs and villagers. Thus, the Table 1 shows the different parameter of

Table 1 : Distribution of respondents according to their opinion regarding evaluation of the documentary (n=60)

Sr. No.	Variables	Categories	Mean	Standard deviation
1.	Title	Staffs	4.4	0.82
		Students	4.65	0.67
		Villagers	3.5	0.94
		Total	12.55	2.43
2.	Duration	Staffs	3.85	0.81
		Students	4.15	0.81
		Villagers	4.05	0.94
		Total	12.05	2.56
3.	Quality of voice	Staffs	3.55	0.94
		Students	4.5	0.60
		Villagers	4	0.91
		Total	12.05	2.45
4.	Quality of picture	Staffs	3.6	0.88
		Students	4.9	0.30
		Villagers	4.2	0.95
		Total	12.7	2.13
5.	Digital effects	Staffs	4.25	0.91
		Students	4.35	0.67
		Villagers	4.65	0.67
		Total	13.05	2.25
6.	Subject matter	Staffs	4.15	0.67
		Students	4.25	0.63
		Villagers	4.65	0.48
		Total	13.05	1.78

Table 2 : Analysis of variance of groups (staffs, students and villagers) evaluating documentary with parameters of the documentary

Sources of variation	D. f.	S.S.	M.S.S.	F 'cal'	F 'tab'	Result
Due To Category (C)	2	13.12	6.56	8.30	2.754	
Due To Error (E)	357	282.63	0.79	-		S
Total	359	295.75	-	-		

*significant

documentary and scores obtained by three respective categories staffs, students and villagers.

An attempt was made regarding the evaluation of documentary by three groups. Their opinion was obtained and data are presented in Table 2.

The ANOVA table reveals that the calculated value of F (8.30) due to categories is greater than the table value of F (2.754) at 5% probability level and on 2, 357 degrees of freedom. This shows that on respective groups (staffs, students and villagers) that there is significant difference between the three groups. Since the students category (C_2) were having greater score as compared to the average scores of villagers and staffs. So there can be greater effect of these parameters on students compared to the two groups (villagers and staffs). The order of average values are as C_2 (26.6) > C_3 (25.05) > C_1 (23.8).

Conclusion :

It is concluded from the study that the parameters of the documentary had significant difference among the three groups. Documentary has played a major role in education of students and villagers.

There were significant results for title, quality of

voice, quality of the picture and subject matter. The students were having high level of responses to title, duration, quality of voice and quality of the picture of the documentary than staff members and villagers. The main objective of the documentary was fulfilled as all the three respective groups gained the required information of importance and need through the documentary.

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