



**A PRE EXPERIMENTAL RESEARCH DESIGN TO EVALUATE
EFFECTIVENESS OF TEACHING PROGRAMME ON KNOWLEDGE
REGARDING EFFECT OF MASS MEDIA AMONG 6 TO 10 YEAR AGE
CHILDREN AT SELECTED AREA OF BHOPAL, M.P.**

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Abstract

In this pre experimental design, 50 samples consist between 6 to 10 year age children, selected by Non probability convenient sampling technique. Self structure questionnaire tools was used for assessing the knowledge of 6 to 10 year age children Pre test was conducted by using the same structured questionnaire and after 30 days post test was conducted using the same structured questionnaire for assessing the effectiveness of teaching programme Mean percentage of the knowledge score of post test 28.63 was higher than pre test 20.55. The 't' value for total pre test and post test was 21.89. The data was analyzed in terms of descriptive and inferential statistics.

Introduction

Mass media influence the health behaviors of adolescents. Proof shows that ancient ways like censorship or limitation aren't any longer efficient; thus, teaching media acquisition is that the best thanks to shield adolescents from harmful effects. The aim of this pilot study was to judge the consequences of a media acquisition educational program on data and behavioural intention of a sample of feminine students in step with the stages of amendment in handling media messages.

Mass media tools area unit geared toward those with media technology merchandise. With a clearer rationalization, communication is allotted by the press, cinema, film, radio and TV. With these tools, a message from one place (individuals, organizations, communities) is transferred to wide audience within the method or activity falls among the scope of mass communication (Kaya 1985).

Mass communication may be a fairly recent development of the civilization. Mass media has helped not solely with socialization of the people, however conjointly to the society, as a result of its facilitate in human development is critical and inevitable

(Reddi 1991)

The socialization contact size happens through the mass media. Especially, mass media is wide accustomed transfer the data.

Objectives

1. To assess the pre test knowledge of 6- 10 year children regarding effect of mass media.
2. To assess the post test knowledge of 6- 10 year children regarding effect of mass media.
3. To assess the effectiveness of teaching programme regarding effect of mass media.
4. To find out association between pre test knowledge score with selected demographic variables.

Methods and Material

An extensive review of literature was undertaken. The conceptual framework based on modified Pander's Health Promotion Model. An experimental research approach was used to assess the knowledge regarding effect of mass media among 6-10 year age children A pre experimental research design was considered appropriate for the study "to assess the effectiveness of planned teaching programme regarding effect of mass media One group pre test and post test design was used. In order to measure the content validity of the tool, the questionnaire schedule was given to the 12 experts from the field of child health Nursing. The experts were chosen on the basis of their clinical

expertise, experience, qualification and interest in the problem area. The tool was found reliability of tool was calculated with split half method and found 0.83 which is statically reliable for the present study.

Result

The data for main study was calculated in the month of March. Data collection was analyzed by using descriptive & inferential statistics. The analysis depicted that majority of children by (42%) belonged to the age group of 8 years Regarding the Educational status of children, majority of respondent (59%) had their pri3rd class Majority of the respondent (34%) were Hindu, Majority of the samples (66%) were living with joint family , Majority respondent 20 (34%) living in urban area

Pre test Knowledge score Maximum Number of children's 59% of the children's had average knowledge, 25% of children's had good knowledge, and only 10 had poor knowledge regarding effect of mass media.

Post test score that majority 80% of the children's had good knowledge, 20% of children's had average knowledge, and no one have poor knowledge regarding effect of mass media.

The effectiveness of teaching programme for effect of mass media that, there is significant difference between pre and post knowledge score 23.56. **t test value ItI=13.89.** Tabulated value of t test 5% level of significance & 5 degree of freedom. **Tabulated t value t=2.015** t calculated>t tabulated.H2 is accepted that means teaching programme is effective.

Age, education living area are significant with pre test knowledge score.

Conclusion

The planned teaching programme was found to be an effective for 6-10 year children that increasing the knowledge regarding effect of mass media.

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