CHAPTER 5

SUMMARY AND CONCLUSION

A new chapter in the history of mass communication in India began with the introduction of TV. Although it is the newest of media, it is developing very rapidly. With the development and acceptance of colour in TV, we can expect even greater reality in this medium for the future.

According to late Sarabhai, the national development is possible only if the most advanced technology was used to reach the remote villages of India. Sarabhai thought that one of the prime ingredients of development was the dissemination of information. TV was an ideal medium to convey information and news to illiterate and literate urban and rural viewers on whom it would have profound impact (Sarabhai, 1969).

The studies, the investigator found which were done in India on the impact of TV were mainly on Agriculture and mainly conducted in the Union Territory of Delhi. The investigator located a negligible number of studies on the content analysis of TV programmes. An attempt was made in the present investigation to study the impact of TV in terms of knowledge of rural people and to analyse the content of the selected TV programmes with the following objectives.

1. To study the impact of TV in terms of knowledge of rural people in the fields of health and hygiene, nutrition and family planning programmes.

2. To analyse the general content of selected health and hygiene, nutrition and family planning TV programmes.

Specific objectives :

1. To find out the number of times, the rural people watch the TV programmes produced by Pij TV in a week and the reasons for viewing and not viewing the TV programmes.

2. To analyse the general content of the selected health, hygiene, nutrition and family planning TV programmes.

3. To study how much knowledge is gained in the fields of health and hygiene, nutrition and family planning by the rural people.

4. To study the retention of gained knowledge by the rural people after a lapse of 15 days of the telecast.

5. To determine whether socio-economic status and age of the respondents have any association with the gain in knowledge.

6. To determine whether socio-economic status and age of the respondents have any association with the retention in knowledge.

7. To study the reactions of rural people towards the above mentioned programmes.

The study was conducted in the Kheda district of Gujarat State. A field experiment having pre and post observations in the experimental and control groups was used in the study. The present study was conducted in the eight selected villages of Kheda district. Installation of TV, co-operation of the village people, communication facilities, and agriculture as the main occupation were the criteria to select the experimental villages. Non TV villages, availability of transport facilities and agriculture as the main occupation were the criteria to select the control villages.

List of villages

Control	Anand Taluka
	Khorvad
	Navapura
	Nadiad Taluka
	Tavol
	Palayia
Experimental	Anand Taluka
	Bedva
	Mogari
	Nadiad Taluka
	Akhdol
	Piplag

Eighty men and eighty women were selected from the experimental villages as sample of the study. Eighty men and eighty women were selected from the control villages also.

Criteria for selecting the sample from the experimental and control villages

Criteria for selecting the sample from the experimental villages

1. Nearness of their residence from Dairy or Panchayat.
2. Whether they view the TV programmes atleast once in a week.
3. Co-operation.
4. 15 years and above.

Those who were co-operative and 15 years and above were selected as sample from the control villages.

Median test was calculated to find out whether any significant differences existed between the experimental groups and control groups. Four TV programmes namely Green Leafy Vegetables, Polio, Vaccination and Laparoscopy were selected. The selected TV programmes were educative, interesting, reasonably long duration and according to the needs of rural people. The selected programmes were transferred to the video casettes to enable them to be shown by VHR.

The following tools were constructed for data collection.

1. Questionnaire on the general description of the village.
2. Socio-economic status scale (developed by Pareek Udai and Trivedi, 1964).
3. Knowledge test
4. Reaction schedule
5. Content analysis schedule
6. Schedule on reasons for watching the TV programmes and the reasons for not viewing.

Data were collected by interview technique. The data on knowledge gain and retention gain were collected at three stages. Data were collected before telecasting the programme, immediately after the telecast on the next three days and after 15 days of the telecast from the experimental villages. Knowledge test and socio-economic status scale were administered in the control villages before administering in the experimental villages for pre-telecast knowledge. Post-telecast knowledge scores were found out after three days of showing the TV programmes in the experimental villages.

Content analysis was carried out by the experts of the Education Media Research Centre of Gujarat University.

't' test was calculated to find out the knowledge gain and retention gain. The chi-square values were calculated to find out the association between socio-economic status and knowledge gain, socio-economic status and retention. The association between knowledge gain and age, and retention and age were also found out by calculating the chi-square values.

Findings

General information about the experimental and control villages

Agriculture was the main occupation of the experimental and control villages. Average land holding was 1 bigha in Akhdol and Piplag villages. In case of Bedva and Mogari, the average land holding was 8 bighas. Average land holding of all the control villages was also 1 bigha. Hindus were the main religious groups in all the experimental and control groups. The facilities like post office, primary health centre staff, co-operative society, middle school and panchayat were available in the experimental villages. In control villages, except Javol all the villages had primary schools only. Rest of the facilities existed in the experimental villages were in the control villages also.

Background information of the women and men respondents of the experimental villages

Majority of the respondents were Patels. Farming was the main occupation. Majority of the women and men were literate. Majority of the families owned 1-5 acres of land. Joint family system was predominant in case of Akhdol, Piplag and Bedva. In Mogari more number of people were practising nuclear family system. Majority of the families were having above five members except in case of Mogari. Farm power was almost absent in all the families. Rural people were not participating in social organizations.

Extent of watching the TV programmes in the experimental villages

In all the experimental villages, community TV sets were installed at Panchayat office and Dairy building. In all the villages, majority of the men used to watch the TV programmes produced by Pij TV atleast 3-4 times in a week. In case of Bedva and Piplag, among women, more number of women watched the TV programmes 1-2 times in a week. In case of Akhdol and Mogari villages, the extent of watching the TV programmes of more number of women per week was 3-4 times. All the men in four villages used to watch the TV programmes, atleast once in a week. Among the women respondents, 5 per cent did not watch the TV programmes in three villages, Bedva, Akhdol and Piplag. In Mogari

village, all women used to watch the TV programmes atleast once in a week.

In all the villages, women and men viewers watched the TV programmes mainly to see light entertainment programmes like film songs, dramas and movies. Among the educational programmes to obtain knowledge on Agriculture, Animal Husbandry and Family Planning figured first except in Bedva village.

Content analysis of TV programmes on Green Leafy Vegetables, Polio, Vaccination and Laparoscopy

Three experts from Education Media Research Centre of Gujarat University did the general analysis of the content of Green Leafy Vegetables, Polio, Vaccination and Laparoscopy after viewing the TV programmes. Only two experts analysed the content of Green Leafy Vegetables. Importance of consuming Green Leafy Vegetables was mainly dealt in the programmes on Green Leafy Vegetables according to the experts.

Importance of Polio vaccine, Polio in general, need to give Polio vaccine, were the main items in the Polio programme according to the experts. Health of children should be taken care of, tripple vaccine is given against diptheria, tetanus and whooping cough and the need to take Polio vaccine, tripple injection and tetanus injection were the items emphasised in Vaccination programme.

Utilization of Laparoscopy operation for rural people, ignorance in the villages about Laparoscopy operation, need to regulate size of the family, aspects involved in family planning operations, particularly those operations performed on women, post operation care were mentioned by the experts as given priority in the Laparoscopy programme.

About content error, ambiguous content areas, appropriate amount of content opinion was divided in case of Green Leafy Vegetables., The three experts agreed that there was no content error or ambiguous content areas and there was appropriate amount of content in the programmes on Polio and Vaccination. In case of Laparoscopy, no content error was noted by the experts. Majority pointed out that there was ambiguity in the content. There was appropriate amount of content in the Laparoscopy programme.

Majority of the experts agreed on the importance of content to rural people in case of all the TV programmes. The programmes were prepared according to the understanding ability and age of the audience in the opinion of all the experts.

In case of Green Leafy Vegetables both the experts did not agree on the simplicity of the programme, developing the main points and the kind of setting. About the simplicity of the programmes on Polio, experts had different

opinions. Experts felt that there was sequence in the Polio programme and the programme on Polio developed the main points adequately. Majority of the experts felt that the programme on Vaccination was too simple and developed the main points. Majority of the experts felt that the programme on Laparoscopy was difficult to follow and the programme developed the main points.

Occupation character got featured in all the programmes. Settings of the programmes on Vaccination and Laparoscopy were rural. Local language was used in all the programmes except in Polio. Speed of the commentary was normal in case of Green Leafy Vegetables, Polio and Vaccination. Drama format was used in case of Vaccination and Laparoscopy programmes. Puppetry format was used in case of Green Leafy Vegetables and documentary presentation was used in case of Polio programme. Message system analysis of Green Leafy Vegetables, Vaccination and Laparoscopy were carried out by four experts of the Education Media Research Centre of Gujarat University. Only three experts analysed the content of the programme on Polio. The durations of the programmes, the correct names of the programmes, and the characteristics of the caste were well identified by all the experts in all the programmes. About the formats of the selected TV programmes there were complete agreements. The goals of the TV

programmes were correctly seen by all the experts. According to majority of the experts, target audience were the rural people. The programmes on Green Leafy Vegetables, Polio, Vaccination and Laparoscopy were produced well according to the experts. The investigator was correct in selecting these programmes.

Gain in knowledge in the various selected TV programmes

To find out the significant gain in knowledge in the experimental group 't' tests were calculated.

Table 5a. Gain in knowledge of women and men in the experimental villages on selected TV programmes

TV programmes	Women 't'	Men 't'
Green Leafy Vegetables	21.47**	11.83**
Polio	11.83**	20.33**
Vaccination	10.63**	8.90**
Laparoscopy	27.47**	16.92**

** Significant at 0.01 level.

The 't' values were significant at 0.01 level among women and men indicating the significant gain in knowledge in the experimental group. It was highest in case of Laparoscopy among women followed by Green Leafy Vegetables. Among men, it was highest in case of Polio followed by Laparoscopy.

It was interesting to note that gain among females was more than the males except in case of Polio (Table 53).

The experimental group was then compared with the control group for their gain in knowledge.

Table 54. Difference in the gain in knowledge of women and men in the experimental and control groups on selected TV programmes

TV programmes	Women 't'	Men 't'
Green Leafy Vegetables	15.36**	9.19**
Polio	8.29**	16.03**
Vaccination	8.40**	6.83**
Laparoscopy	21.19**	15.26**

** Significant at 0.01 level.

The 't' values were highly significant at 0.01 level for women and men indicating that the experimental group gained significantly more knowledge about Green Leafy Vegetables, Polio, Vaccination and Laparoscopy than the control group (Table 54).

Retention of knowledge of rural people on selected TV programmes

The knowledge scores of televiewers, 15 days after the telecast was compared with the immediate knowledge

scores after seeing the TV programme. The knowledge scores of non-televiewers, 15 days after the first administration were compared with the knowledge scores of second administration.

Table 55. Retention of knowledge of women and men in the experimental villages on selected TV programmes

TV programmes	Women 't'	Men 't'
Green Leafy Vegetables	5.63**	5.14**
Polio	9.97**	13.54**
Vaccination	5.94**	6.00**
Laparoscopy	4.47**	4.78**

** Significant at 0.01 level.

Retention of knowledge among women and men was significant at 0.01 level for all the selected TV programmes (Table 55).

Retention of knowledge of women and men of experimental villages were compared with the retention scores of control villages.

Table 56. Difference in retention of knowledge of women and men in the experimental and control villages on selected TV programmes

TV programmes	Women 't'	Men 't'
Green Leafy Vegetables	4.34**	4.59**
Polio	8.56**	12.29**
Vaccination	4.92**	4.86**
Laparoscopy	3.72**	4.55**

** Significant at 0.01 level.

Table 56 indicates that 't' values were significant at 0.01 level for women and men indicating that women and men of experimental villages could retain good amount of knowledge. There was no significant difference in the knowledge gain and retention due to socio-economic status and age of the respondents.

Reactions of rural people towards the four selected TV programmes

Each programme was shown in a selected village. All the selected TV programmes were well accepted by rural women and men. Majority of the rural women and men liked the TV programmes quite a lot. The explanation of the importance of consuming Green Leafy Vegetables was the main item attracted rural women and men in Green Leafy Vegetables. In Polio, no single item appealed majority of women. Majority of the men, 65 per cent were attracted by the Doctor's explanation on the importance of Polio vaccine. None of the items attracted majority of women in the Vaccination programme. Majority of men were attracted by importance of tripple vaccine. Method of carrying out Laparoscopy operation attracted majority of women and men. The main reason for liking the TV programmes was that the programmes contained useful informations. The language of the TV programmes was understandable to both women and men. Both women and men did not face any difficulty while receiving

the picture. Speaker's voice was very clear to both women and men in all the selected TV programmes. Programmes were telecast in a clear manner. Both women and men wanted the TV programmes to be of short duration which they can view in one sitting. All women and men realised the importance of consuming Green Leafy Vegetables, importance of Polio vaccine and tripple vaccine and the advantages of undergoing Laparoscopy operation by viewing the telecast.

5.1 Conclusions

The study had shown that rural women and men took interest in watching the TV programmes produced by Pij TV.

2. The extent of watching the TV programmes was more frequent in case of men than women.

3. TV mainly served as an entertainment medium in the selected villages.

4. TV viewing helped women and men to gain significant amount of knowledge about Green Leafy Vegetables, Polio, Vaccination and Laparoscopy.

5. Gain in knowledge was more among females than males.

6. TV viewing helped the women and men in retaining the knowledge.

7. Socio-economic status and age of the respondents were not associated with the gain and retention in knowledge.

8. Both women and men did not face any difficulty while receiving the picture and the sound.

9. Content analysis showed that there was no major defect in the programme.

10. Through content analysis, it was confirmed that programmes were relevant for the rural people.

After the data were collected, Pij TV was closed down. Because Pij TV programmes were exclusively for rural people, it is concluded that the Pij TV transmission centre should be continued.

Implications of the study

The study had showed that rural people used TV mainly as an entertainment medium. Extension workers should motivate the rural people to use TV more as an educational medium. Producers and researchers involved in producing the TV programmes should take care to produce the educational programmes keeping the element of entertainment in mind.

The study had showed that the extent of watching the TV programmes was more in case of men than women. Programmes more appropriate for women might be telecast in a suitable time for women.

The study had also showed that women gain more knowledge than men by viewing the TV programmes. More programmes for the development of women should be prepared and should be telecast for women. The Government should make an effort to install TV in Mahila Mandals and youth organisations, so women will have a separate place to sit and watch the TV programmes. A separate sitting place might motivate the women to come and watch the TV programmes. It was observed that social restrictions inhibit the rural women in coming and watching the TV programmes.

Rural people expressed desire for the programmes to be produced for a short duration, so that they can watch the TV programmes in one sitting.

To make the effective use of Community TV sets provided by Government in the villages, rural people should be encouraged to form more teleclubs, so that after viewing the TV programmes, they can sit and discuss among themselves which help them to clarify ideas and retain the information. There should be continuous feedback from the rural people, so that the quality of the programme can be improved.

The Home Science Education and Extension Students are trained in imparting formal and non-formal education. The findings of the study had shown that Home Science Education and Extension students can successfully use TV as a medium in the non-formal education.

Use of various media is already a part of the Home Science Extension Curricula. The Department of Home Science Education and Extension should make an effort to include television as an additional media while teaching audio-visual aids. A course such as TV as an educational media could include topics like :

1. The nature and characteristics of the medium.
2. Different types of TV situations : home viewing, community viewing, non-transmission mode of TV.
3. The extent of availability of the medium in India : its growth and future plans.
4. The audience it reaches.
5. The TV formats - interviews, plays, documentaries, etc. The suitability of each format for different purposes.
6. Learning from TV - the impact of TV.
7. Its place in Home Science Extension.

It is found in mass media 1979-80 that news dissemination takes up 35 per cent of the total time followed by 11 per cent of the time taken up for discussion and talks. Only 1.4 per cent of the total time is utilized for women's programmes. More time should be given for women's programme in TV.

Suggestions for further research

1. The study could be carried out in other districts of Gujarat State.

2. In the present study, impact was studied in terms of knowledge. Other aspects of the impact could be investigated.

3. More variables like education, occupation, size of land holding could be taken up.

4. Other devices than knowledge test could be used to measure the knowledge gain.