

FIELD TESTING OF VCD PROGRAMME IN TERMS OF VISUAL PERCEPTION & COMPREHENSION

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ABSTRACT

Video is the most suitable medium for generating interaction. It has the ability to present a message to a community in moving images and sound immediately. Video with its unique quality of audio-visual it serves as an effective tool for rural extension work. It can be used effectively to assure two way interactions in a variety of context. So Video Compact Disc (VCD) was developed on "Post-harvest technology of food grains", because it was effective in passing a meaningful information at a faster rate to the large number of people. The study was conducted in randomly selected two villages i.e. Bhukarka and Chainpura (purposely selected) of Nohar Panchayat Samiti of Hanumangarh district. Sample of fifty farm women were selected (twenty five from each village) for present investigation. The study was conducted in two phases : Phase I - Development of video compact disc (VCD) on "Post - harvest technology of food grains" and Phase II - Field testing of developed VCD. To find out the visual perception and comprehension of VCD unstructured open ended questions were framed. Total score for visual perception were 81 & for comprehension total score were 51 of video programme scene. In overall perception 94% of the farm women were having high level of perception regarding complete programme & only 06% of the farm women were having average level of perception. In overall comprehension 92% of the farm women were having high level of comprehension regarding video compact disc & only 08% of the farm women were having average level of comprehension. Therefore we can say VCD is more beneficial for illiterate women because they perceive more information than audio or visual.

INTRODUCTION

Mass media play a significant role in developing rural resources and motivating the masses for adoption of new technologies. Video technology entered India during the Asian Games of 1982, which was a miracle in the eighties is now in common use even in remote rural households. However, the potential of video as an educational medium for motivating farmers and farm women to change their attitude has not yet been fully realized. Video technology with its technical advantages like interactive nature, instant playback recording facilities, ease in use, high portability, durability, and relatively inexpensive as compared to other media system can be advocated. It enhance training by visualizing verbal message with motion, colour and standardized information. Video possesses several advantages over other media as its attractiveness,

ease in handling, instant feedback, images are often remembered long than verbal messages. The present age is an advanced age of technological development which demands change in every direction. Since a large quantity of produce is wasted unnecessary due to lack of knowledge among the farmers and technical as well as scientific technologies involved in the post-harvest operation. Farm women play a key role in both production and post-harvest phase of farming. There is need to strengthen their role by playing specific attention to knowledge and skill empowerment and capacity building. So its necessary to aware farm women about post-harvest technology of food grains. Video Compact Disc (VCD) was developed on "Post-harvest technology of food grains", because it was effective in passing a meaningful information at a faster rate to the large number of people.

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RESEARCH METHODOLOGY

The study was conducted in two phases:

Phase I:-

Development of Video Compact Disc (VCD) on "Post-harvest technology of food grains"

Phase II:-

Field testing of Video Compact Disc (VCD) on "Post-harvest technology of food grains"

A. Development of knowledge test

Measurement of comprehension of Video Compact Disc

1) Visual perception and comprehension

To find out the visual perception and comprehension of VCD unstructured open ended questions were framed. Reasons for open ended questions were to provide freedom to the farm women to express freely about the visuals and their interpretation about the visuals. Separate questions were prepared for visual perception and comprehension.

For visual perception, questions framed were:

1. What do you see in the picture / scene?
2. What else do you see in the picture / scene?
3. What is this? (Pointing out a visual / scene)

For visual comprehension questions framed were:

1. What do you understand from the picture / scene?
2. What else do you understand?
3. What message do this picture / scene give you?

2) Record sheet

A list of each visual was prepared separately to record the response of the farm women and a list of intended message of each scene was prepared separately to record the response of the farm women.

B. Collection of Data

After exposing the VCD on "Post-harvest technology of food grain" visual perception and comprehension was assessed with the help of open ended questions.

C. Analysis of Data

The visuals and message of each scene of video compact disc were identified. The farm

women's response were tabulated in terms of frequencies for visuals and message. Each correct answer for perception and comprehension was assigned score 1 and for incorrect was zero. Total score for visual perception were 81. For comprehension total score were 51. Mean score were calculated to find out overall perception and comprehension of the VCD by respondents.

RESULTS AND DISCUSSION

Visual perception of the video compact disc by the farm women

Visual perception of the video compact disc was found high as majority of farm women were able to perceive the visuals correctly (100%) viz., Lush Green, field, heap of wheat, people eat wheat chapatti, harvesting of wheat by sickle, winnowing of the wheat, carrying the gunny bags of wheat, heap of grains crop, threshing by wooden stick, threshing by bullock-cart, separated grain crops, big polysheet, washing the polysheet, drying the polysheet in sunlight, beating the grain crop by the women, threshing the grain crop by the women, threshing the grain with the animals, winnowing the grain fork, straw is gathered on distance, fodder is fed by animals, winnowing the grain by women with the help of basket, protecting the grain from birds, keep the grain in the shady place, clean gunny bags, plastering the old storage floor by kneaded mud, plastering the pucca storage, keep the grain in iron tin, sun drying grain, shadow drying of neem leaves, keep neem leaves in grains, cleaning the tractor, beating the grain, truck filled with grains, clean grain and women counting the money and grain heap with money.

Visual comprehension of the Video Compact Disc by farm women

Visual comprehension of the video compact disc was found high as majority of farm women were able to comprehend the message of video compact disc correctly (100%) i.e. during cutting bundles are being made, threshing is time saving process, thresher separates both straw and grains, for collecting grain, use clean polysheets, wash and dry the polysheets in sunlight, tight the nut and bolt of thresher properly before use, clean the straw of thresher, wear tight fitted clothes, while using

thresher, winnowing of grains by fork according to direction of wind, use straw the grains in basket and clean the straw by hand.

Overall Perception and Comprehension of the Video programme

The level of perception and comprehension was measured in terms of percentage of perceived messages. The score for each scene were calculated and converted into percentage and presented under different categories.

Overall perception of video compact disc:-

Table 1. Distribution of farm women according to their perception of video compact disc

n = 50			
S. No.	Categories perception level	n	%
1.	Good (67-100)	47	94
2.	Average (33-67)	3	6
3.	Poor (0-33)	-	-

Table 1 shows that ninety four per cent of the farm women were having high level of perception regarding complete programme. Only six per cent of the farm women were having average level of perception.

Overall comprehension of video compact disc:-

Table 2. Distribution of farm women according to their comprehension of video compact disc

n = 50			
S. No.	Categories comprehension level	n	%
1.	Good (67-100)	46	92
2.	Average (33-67)	4	8
3.	Poor (0-33)	-	-

Table 2 shows that ninety two per cent of the farm women were having high level of comprehension regarding video compact disc. Only eight per cent of the farm women were having average level of comprehension. There are several studies conducted by researchers, which supports the results of perception and comprehension of video.

CONCLUSION

On the basis of the result obtained from the study it can be concluded that perception of the visuals were good as visual had rural and familiar background with natural site. Hence, there was no

confusion in recognizing the scenes. The visual comprehension of the scene was good as the messages were easy and directly related to the target group.

- a) Message shown in developed video compact disc were familiar, simple, understandable and real.
- b) Simple language was used by researcher to deliver the message that might have helped them in understanding the messages to such a great extent.
- c) Expert guidance and suggestions were the most important consideration while planning of the video compact disc.

Video programme 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. The findings conclude that the developed video compact disc was found effective in educating to farm women.

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