

OPINION TOWARDS SOCIAL ADVERTISEMENTS AMONG RURAL FAMILIES OF UDAIPUR

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ABSTRACT

Mass media plays a significant role in developing rural resources and motivating the masses for the adoption of new technologies. The mass media is a powerful instrument causing unprecedented social change and knowledge advancement by the presentation of social advertisements. Present study was conducted in randomly selected Girwa Panchayat Samiti of Udaipur district, Rajasthan, with a sample of 100 families consisting of 200 respondents (100 male & 100 female). Opinion statements related to social advertisements were assessed on 3 point continuum and found that all the male and female respondents had favorable to most favorable opinion towards social advertisements.

INTRODUCTION

The success and effectiveness of social advertisements presented through various mass media depends on the awareness and knowledge of social advertisements among masses along with the understanding of information from social advertisements which depends on various things like use of language, illustrations, speed, time and place of appearance, amount of information, utility for mass audience, usefulness in solving social problems or improving living standards or development of individual & society at large. Based on the experiences of social advertisements people develop favorable or unfavorable opinion towards social advertisements to view or not to view in future. Therefore, the research work was planned to study the opinion of rural families towards usefulness of social advertisements.

RESEARCH METHODOLOGY

The present study was conducted in randomly selected Panchayat Samiti Girwa from Udaipur district (Raj). From the Panchayat Samiti, 4 villages namely Teetardi, Seesarama, Kalarwas & Debari were selected. From each village 25 families were selected randomly making a sample of 100 families consisting of 200 respondents (100 male & 100 female). Interview schedule was developed and used for data collection. The interviews schedule consisted of background information of the respondents and for opin-

ion, 20 statements were framed and the opinion was assessed as per the applicability of statement with the media i.e. for T.V. only or radio only, for newspaper only or for all media. Information was collected on three point continuum as most favorable, favorable and unfavorable opinion towards social advertisements. The mean weighted scores were calculated for all the statements & categorized as most favorable, favorable and unfavorable.

RESULTS AND DISCUSSION

The opinion of respondents towards the social advertisements on the statements related to viewing, hearing, language, pictures, speed, information use, improving living standard and development of individual & society and adoption of social welfare messages was collected as presented in table 1.

A look at Table 1 clearly reveals that majority of the male respondents had most favorable (72 to 96 %) and favorable (4 to 25 %) opinion towards all the statements related to social advertisements except for the statements like to view and hear, uses easy language and prominent place also depicted by the mean weighted scores ranging between 2.55 - 2.86 on a 3 point continuum. Good number of female respondents had favorable (30 to 56 %) or most favorable (41 to 64 %) opinion towards social advertisements reflected by the MWSs ranging between 2.5 to 2.64 on a 3 point continuum. However, very few

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Table 1: Percentage distributions of respondents on the basis of opinion towards social advertisement

		n = 200								
S.No.	Statements	Male (n=100)			MWSs	Female (n=100)			MWSs	
		M	F	U		M	F	U		
1	Like to view / hear	53	47	0	2.45	46	50	4	2.36	
2	Uses easy language	68	32	0	2.55	45	55	0	2.39	
3	Easy to understand pictures	78	22	0	2.67	41	53	6	3.54	
4	Present information in normal speed	88	12	0	2.83	45	39	16	2.5	
5	Prominent place (Newspaper)	72	28	0	2.82	64	34	0	2.42	
6	Displayed at right place (Hoardings, Poster)	86	14	0	2.86	54	46	0	2.64	
7	Presentation at right time	83	17	0	2.87	42	41	17	2.45	
8	Information given in easy to use	86	14	0	2.62	56	44	0	2.55	
9	Give basic information	87	13	0	2.62	51	49	0	2.47	
10	Useful means to get general information	89	11	0	2.64	53	47	0	2.50	
11	Give adequate information	92	8	0	2.62	61	39	0	2.57	
12	Rich source to collect social aspect information	91	9	0	2.62	64	36	0	2.56	
13	Make people aware about different issues	88	12	0	2.64	59	41	0	2.54	
14	Useful for mass audience	96	4	0	2.67	56	44	0	2.54	
15	Useful in developing knowledge	88	12	0	2.64	47	53	0	2.45	
16	Fastest way to change the behaviour	79	21	0	2.67	62	38	0	2.57	
17	Help in solving social problems	75	25	0	2.68	44	56	0	2.43	
18	Help in improving living standard	81	19	0	2.68	58	42	0	2.54	
19	Help in development of individual & society	87	13	0	2.62	47	53	0	2.48	
20	Results in adoption of social welfare messages	83	17	0	2.68	52	48	0	2.51	

M = most favourable F = Favourable U = Unfavourable

female respondents also had unfavorable (4 to 17 %) opinion towards some statements related to presentations of social advertisements.

In depth review of table -1 further reveal that 72 to 96 per cent male respondents have most favorable opinion towards social advertisements, as depicted in 17 opinion statements i.e. social advertisements useful for mass audience(96%), give adequate information (92%), rich source to collect social aspects information (91%), useful means to get general information related to all aspects of life (89%), present information in normal speed, useful in developing knowledge & make people aware about different issues (88%), give basic information & help in development of individual and society (87%), displayed

at right place & information given in easy to use (86%), presentation at right time (83%) & results in adoption of social welfare message (83%), help in improving living standard (81%), fastest way to change the behaviour (79%), easy to understand picture (78%) and usefulness in solving social problems (75%). Further, 53 per cent male respondents also have most favorable opinion towards social advertisements regarding viewing / hearing, language (68%) and prominent place (72%) used to present social advertisements and rest of the male respondents had favorable opinion towards social advertisements. None of the male respondents had unfavorable opinion towards social advertisements.

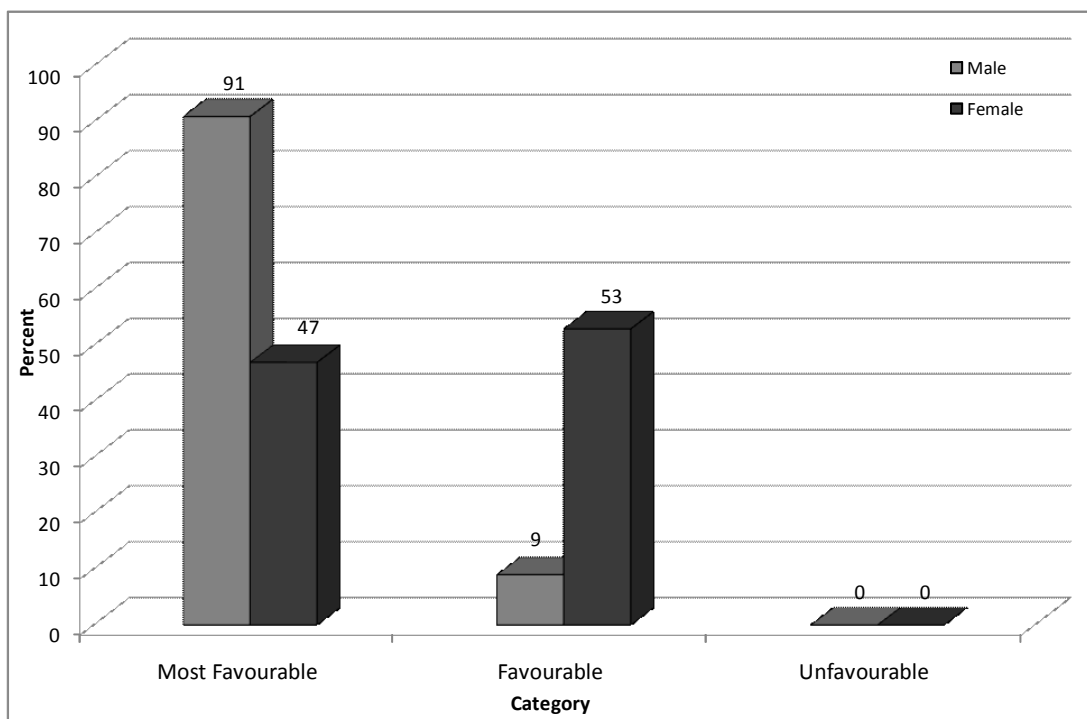
In case of female respondents, the table shows

that nearly equal number of respondents have most favorable and favorable opinion towards social advertisements. However few female respondents had unfavorable opinion regarding social advertisements such as presentation time (17%), presentation speed (16%), use of pictures (6%) and viewing / hearing social advertisements (4%).

An effort was made to assess the over all opinion of respondents towards social advertisements

and presented in Fig. 1. It is evident from the table that 91 per cent male respondents had most favorable opinion towards social advertisements followed by 9 per cent male respondents had favorable opinion. The table also shows that 53 per cent female respondents had favorable opinion towards social advertisements and 47 per cent female respondents had most favorable opinion towards social advertisements.

Fig. 1. Percentage distributions of respondents on the basis of overall opinion towards social advertisements



The table also depicts that none of the male & female respondents had unfavorable opinion towards social advertisements. These findings may be due to reason that in majority of the statements related to social advertisements, respondents were having favorable to most favorable opinion.

CONCLUSION

It can be concluded from the study that all the male and female respondents had favorable to most favorable opinion towards social advertisements. Therefore, social welfare and development of society social advertisements need to be promoted extensively by the concerned department and organizations.

