

Assessment of Content on User-Friendly Pick Bag Technology for Diversified Activities

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ABSTRACT

The media has the potential to play a critical role in effective communication and the transformation of current information and beliefs. To analyze the actual function and amount of efficacy of print and electronic media in information transmission, it is necessary to understand the content and coverage of developmental information. Content on pick bag technology for diversified activities was created for this study in order to meet the needs of the development of electronic and printed materials. The effectiveness of prepared information on user-friendly technology usage patterns on many factors was evaluated. The title, accuracy, message coverage, objectivity, writing styles, content presentation, and illustrations were all considered when evaluating the material on the pick bag. The weighted mean ratings were calculated to determine the content's efficacy. Content prepared on Pick bag cum *gathri* was assessed as highly appropriate in terms of 'compatibility' (3.00), 'coverage' (3.00), 'objectivity' (2.96), accuracy (2.96), writing style (2.90), illustrations (2.89), title (2.86), and content presentation (2.70).

Keywords : Pick bag cum *gathri*, Electronic, Dissemination, Content, Media, Effectiveness

INTRODUCTION

In today's world, media is a powerful force to be reckoned with. Without the support of the media, no task in today's world can be completed successfully and adequately. The media has the potential to play a critical role in effective communication and the transformation of current information and beliefs. As a result, the media must be endowed with and properly recognized for their active role in human growth on a national, regional and international scale. The media's role in development is twofold: first, to aid in the elimination of illiteracy and fatalism, as well as to expand expectations and social standing and second, to promote general national progress and prosperity. All other allied duties are outcomes of media inputs and consumption. The wellbeing of the nation, happiness, and capacity building of farmers and farm

women will all benefit from expanded media inputs and mass media consumption (Gaba, 2016).

The most important sources of developmental information for the general public are print and electronic media. As a result, it's critical to understand the scope and content of developmental information in order to analyze the function and effectiveness of print and electronic media in information distribution. Information technology has been ingrained in our daily routines. It is not only shaping and directing the society's future, but also the society's and nation's level of development (Anonymous, 2002). Electronic media has become increasingly important in recent years. Because of the rapid pace of technological advancement, everyone has had to adapt to new methods. Audio-visual aids are versatile and have shown to be an efficient means of disseminating information.

Both print and electronic media are effective sources of information transmission, with print media being the least expensive of all (Ritu, 2008). Content on pick bag technology for diversified activities was created for this study in order to meet the needs of the development of electronic and printed materials. The effectiveness of prepared information on user-friendly technology usage patterns on many factors was evaluated.

METHODOLOGY

Content on Pick bag technique for diversified activities was created to meet the needs of interactive CD ROM and printed materials. Experts assessed the prepared content's effectiveness in terms of numerous factors.

Experts rated the content on a five-point scale (highly appropriate, appropriate, somewhat appropriate, appropriate, least appropriate). Aggregate scores were categorized as highly appropriate (4.21-5.00), appropriate (3.41-4.20), somewhat appropriate (2.61-3.40), least appropriate (1.81-2.60) and not appropriate (1.00-1.80).

RESULTS AND DISCUSSION

Content on pick bag technology for diversified activities was prepared as per the requirement of electronic and printed material preparation. Prepared content was validated by the experts in terms of various parameters.

Data pertaining to general information of the respondents presented in Table 1 elucidated that half of the experts belonged to 40-50 years of age and all were married (100.0%). Majority of the experts had nuclear family system (95.0%) with small family size (60%). The data further indicated that majority of the experts were professor (55.0 %), educated up to Ph.D. (95.0%), doing teaching (65.0%) and have job experience of 21-30 years (55.0%).

Content of Pick bag cum *gathri* for diversified activities was evaluated with reference to its title, accuracy, message coverage, objectivity, writing styles, content presentation and illustrations. The weighted mean scores were computed to assess the extent of effectiveness of the content. The data presented in Table 2 regarding 'Title' of developed content for Pick bag cum *gathri* revealed that length of title, size of print, clarity of title and creation of interest were found to be highly appropriate with score ranging from 2.81- 2.96. The

Table 1: General information related to respondents (n=20)

Sr. No.	Profile Categories	Frequency	Percentage (%)
1.	Age (years)		
	(a) 30-40	02	10.0
	(b) 40-50	10	50.0
	(c) Above 50	08	40.0
2.	Sex		
	(a) Male	00	00
	(b) Female	20	100.0
3.	Academic qualification		
	(a) M.Sc.	01	05.0
	(b) Ph.D	19	95.0
4.	Designation		
	(a) Professor	11	55.0
	(b) Assoc. Professor	01	05.0
	(c) Assistant Professor/ equivalent	05 03	25.0 15.0
	(d) Research Associate		
5.	Family size		
	(a) Small (up to 4 members)	12	60.0
	(b) Medium (5-6 members)	08	40.0
	(c) Large (more than 7 members)	00	00
6.	Family type		
	(a) Nuclear	19	95.0
	(b) Joint	01	05.0
7.	Marital status		
	(a) Married	20	100.0
	(b) Unmarried	00	00
8.	Nature of job		
	Teaching	13	65.0
	(a) Research	07	35.0
	(b) Extension	00	00
9.	Experience		
	(a) Less than 10 years	04	20.0
	(b) 11-20 years	03	15.0
	(c) 21-30 years	11	55.0
	(d) Above 31 years	02	10.0

overall mean score for 'Title' clearly indicates that it was highly appropriate (2.86).

Regarding different parameters of 'Accuracy' of the content, it is evident from the data that, font size (3.00), clarity of printing (3.00), appropriateness of language (3.00), free from grammatical mistakes (2.91), no repetition of information (2.90) were found to be highly appropriate. Hence, overall Accuracy of content was found to be highly appropriate (2.96).

'Coverage' of the content was evaluated as highly appropriate (3.00) as the message is conveying all the

Table 2 : Evaluation of content on Pick bag cum <i>gathri</i> for diversified activities (n=20)		
Sr. No.	Contents	Weighted Mean Score
1.	Title	
	Length of title	2.81
	Clarity of title	2.90
	Size of print	2.96
	Creation of interest	2.89
	Overall Mean Score	2.86
2.	Accuracy	
	Free from grammatical mistakes	2.91
	No repetition of information	2.90
	Font size	3.00
	Clarity of printing	3.00
	Appropriateness of language	3.00
	Overall Mean Score	2.96
3.	Coverage	
	Message covers all the information	3.00
4.	Objectivity	
	Write up of the message clearly stated/ self-explanatory	2.96
	Information appeared to be valid and well researched	2.96
	Overall Mean Score	2.96
5.	Writing style	
	The main points were more emphasized	2.95
	All the message /main headings are differentiated from each other	2.85
	Information of messages are simple in nature	3.00
	Words are not repeated again and again	2.81
	Overall Mean Score	2.90
6.	Content presentation	
	Material managed in logical sequence and grouping	2.95
	More use of technical terms	1.75
	Usefulness of the information	2.96
	Completeness of the message	3.00
	Ease in reading	2.98
	Length of message	3.00
	Overall Mean Score	2.70
7.	Illustrations	
	Layout of illustration	2.81
	Size of illustration	2.90
	Relevant with sentences	3.00
	Clarity	2.96
	Self-explanatory	2.80
	Overall Mean Score	2.89
8.	Compatibility	
	Presentation of material of various messages is according to farmers need	3.00

Least Appropriate -1 – 1.66; Appropriate -1.67 – 2.32; Highly Appropriate -2.33 – 3.00

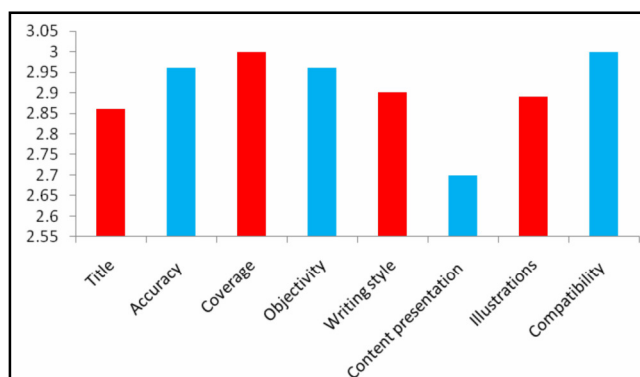


Fig. 1 : Evaluation of content on Pick bag cum gathri for diversified activities

information on Pick bag cum *gathri*.

The data about 'objectivity' of the content revealed that write up of the message is clearly stated/ self-explanatory (2.96) and information appeared to be valid and well researched (2.96). Thus, its overall score (2.96) clearly envisaged that objectivity of the content was perceived to be high for both the sub parameters.

Regarding 'writing style' of the content, the experts opined that information of the content is simple in nature (3.00), main points were more emphasized (2.95), all the main headings are differentiated from each other (2.85), words are not repeating again and again (2.81). The data further elucidated that, writing style was highly appropriate (2.90).

Data related to the 'content presentation' indicated that completeness of the message (3.00), length of the message (3.00), ease in reading (2.98), usefulness of the information (2.96), material managed in logical sequence and grouping (2.95), were found to be highly appropriate. The data highlighted that 'more use of technical terms in Pick bag cum *gathri* was found to be appropriate (1.75). The overall mean score for 'content presentation' clearly indicated that it was highly appropriate (2.70).

Data regarding 'use of illustrations' in the content revealed that all the attributes *i.e.* relevant sentences (3.00), clarity of illustration (2.96), size of illustration (2.90), layout of illustration (2.81) and self-explanatory (2.80) were found to be highly appropriate.

'Compatibility' of the content was found to be highly appropriate (3.00). Content prepared on Pick bag cum *gathri* was assessed as highly appropriate in terms of compatibility (3.00), coverage (3.00), objectivity (2.96), accuracy (2.96), writing style (2.90), illustrations (2.89), title (2.86), and content presentation (2.70). Thus, it is

concluded that the content related to pick bag cum *gathri* was according to end user's need and hence printed material was prepared for beneficiaries and field functionaries.

Conclusion:

Content prepared on Pick bag cum *gathri* for diversified activities was assessed as highly appropriate in terms of 'compatibility' (3.00), 'coverage' (3.00), 'objectivity' (2.98), 'writing style' (2.94), 'title' (2.93), 'accuracy' (2.91), 'illustrations' (2.91) and 'content presentation' (2.64). Thus, it is concluded that the content related to Pick bag cum *gathri* for diversified activities

was according to end user's need.

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