

APPRAISAL OF IMPACT OF MIXED MEDIA COMMUNICATION METHOD IN AWARENESS GENERATION AMONG URBAN WOMEN

T. Shylaja

*Assistant Professor & Head, Department of Visual Communication,
The American College (Autonomous), Madurai, Tamil Nadu, India*

Abstract: As the urban women have familiarity in the usage of new and social media, the awareness can be generated among them through mixed media communication method with the support of the same new and social media. In this connection, the present research was conducted not only to generate awareness through mixed media communication method but also to assess the status of attitude and scores of achievement of urban women in the acquired awareness on indoor air pollution and its mitigation through mixed media communication process. The digital modules were developed and they were distributed through mixed media to the urban women so as to generate awareness on indoor air pollution and its mitigation. As soon as the awareness content in the digital modules was studied, the status of attitude and scores of achievement of the urban women were assessed. The attitudinal assessment showed that getting awareness through mixed media communication method was simple, stimulating and also successful. The attitudinal assessment also showed that getting awareness through mixed media communication process was a suitable, supportive and sustaining process. The achievement assessment revealed that the urban women got higher scores in awareness test pertaining to mitigation of indoor air pollution than those of the obtained scores in other awareness tests related to indoor pollution and effects of indoor pollution. The achievement assessment also revealed that the overall achievement scores of the urban women in the awareness tests ranged between 50 and 80%. As there was constructive connection among the mixed media communication method, learning the contents of digital modules delivered through the specific facilities of mixed media and acquired awareness among urban women, it could be concluded that the mixed media communication method would be effectively used in generating awareness on any subject among urban women.

Keywords: Awareness among Urban Women, Digital Modules, Indoor Air Quality, Mixed Media Communication, Status of Attitude, Scores of Achievement.

Introduction: Indoor air pollution gradually gains global attention due to its negative effects on human health. Its adverse effects are more prone in developing countries and the vulnerable are children, women and elderly people^[1]. The research reviews prove that the women in India have more exposure to indoor air pollutants released during the combustion of fuels used for cooking in household conditions^[2]. The research reviews also prove that the women in India endure the harmful effects of indoor pollution like respiratory diseases, cardiovascular diseases and cancers^[3]. It is worth mentioning here that generating awareness on indoor air pollution and its mitigation by urban women through mixed media communicating process is necessitated so as to protect them in due course from the exposure and effects of indoor air pollutants. The research reviews show that the mixed media communicating process can educate individual learners, embrace collaborative learning of learners and enhance communication skills of learners in personalized environments^[4,5]. The research reviews also reveal that the mixed media communicating process can provide educational support, educational relationships and educational experiences^[4,6]. At this juncture, an extensive research pertaining to the learning of indoor air pollution and its mitigation through mixed media communicating process was framed with the objectives such as (i) to develop digital contents on basics of indoor air pollution and its mitigation, (ii) to distribute the digital contents through mixed media method to urban women for generating awareness on indoor air pollution and its mitigation and (iii) to assess the degree of awareness gained by urban women on indoor air pollution and its mitigation. The standard

methodology was adopted and the research outcomes have been documented in this research paper for the benefits of women, educators, environmentalists, users of media and researchers worldwide.

Methodology: In the present research, the vital topic INDOOR POLLUTION AND ITS MITIGATION was selected and the digital modules on the subtopics such as (i) introduction on indoor pollution (ii) sources of indoor air pollution (iii) effects of indoor air pollution on women, (iv) effects of indoor air pollution on children and elder people and (v) mitigation of indoor pollution were developed^[7]. It is to be noted here that the digital modules were embedded with suitable pictures, photographs and videos.

In the present research, a group with thirty women in Madurai was formed so as to generate awareness among them on indoor air pollution and its mitigation. The developed digital modules, associated learning materials and additional learning materials were electronically posted through mixed media by the group admin to these women. They could study the awareness contents in digital modules and subsequently they could interact with group admin for getting their doubts clarified. They could also interact with each other through posting questions and getting clarified.

In the present research, the researcher conducted two tests for assessing the status of attitude and level of awareness gained by urban women on indoor air pollution and its mitigation. The first test was related to attitudinal assessment and it had the questionnaire with 10 questions and it was developed on a four point Likert type scale responses of strongly agree, agree, disagree and strongly disagree. The second test was related to achievement assessment and it had the questionnaire with 30 questions and it was developed with multiple choice questions with four responses options with only one correct answer^[8]. Both these tests were conducted and the status of attitude and degree of awareness gained by the urban women on indoor air pollution and its mitigation were assessed.

Results and Discussion: In the present research, the awareness on indoor pollution and its mitigation was generated to urban women by adopting mixed media communication method. In addition, the status of attitude and scores of achievement of the urban women were assessed. The Table 1 presents the profile of urban women, whereas the Table 2 and Table 3 present the status of attitude and degree of awareness (in terms of scores of achievement) of the same urban women.

Table 1: Profile of Urban Women

| Parameters | Descriptions |
|-------------------------------------|---|
| Age | 22 to 40 years |
| Academic level | UG degree (minimum) & Ph.D. degree (maximum) |
| Profession | Home maker, Administrative staff, Teacher, Research Scholar and Professor |
| Mostly used media | New media and social media |
| Purposes for using media | Communication, Entertainment and Getting and sharing information |
| Average time spent & years of usage | 1 hour daily, 1 year (Minimum), 5 years (Maximum) |

Table 2: Attitude of Women Respondents

| Statements (MMM refers to mixed media method) | Response (%) | | | |
|--|--------------|----|----|-----|
| | A | SA | DA | SDA |
| Getting awareness through MMM is effortless | 70 | 30 | | |
| Getting awareness through MMM is exciting | 70 | 30 | | |
| Getting awareness through MMM is expedient | 70 | 30 | | |
| Getting awareness through MMM is comfortable | 80 | 20 | | |
| Getting awareness through MMM is effective | 80 | 20 | | |
| Getting awareness through MMM provides no relationships with fellow learners | | | 30 | 70 |
| Getting awareness through MMM provides | | | | |

| | | | | |
|---|----|----|----|----|
| no collaboration with fellow learners | | | 30 | 70 |
| Achievement can be assessed by subjective questions | | | 20 | 80 |
| Achievement scores cannot cross the benchmark | | | 20 | 80 |
| MMM is an opt strategy to generate awareness | 90 | 10 | | |

Table 3: Results of Levels of Awareness

| Parameters (IAP refers to indoor air pollution) | Achievement scores (%) | | |
|--|------------------------|---------|---------|
| | Minimum | Maximum | Average |
| Awareness on IAP | 50 | 80 | 64 |
| Awareness on effects of IAP | 50 | 80 | 67 |
| Awareness on mitigation of IAP | 50 | 80 | 70 |

All the chosen women had the minimum academic level of under graduate degree. At the same time, some of the professor participants had the highest Ph.D. degree. They were from different professions and their age level varied from 22 to 40. It was observed that a great majority of respondents (70%) were between the ages of 22 and 30 and the remaining part of the respondents (30%) was in the age group of 30 to 42. As all the chosen women had urban background, they had good experiences not only in handling mobile phones but also in using the new media and social media like WhatsApp, Facebook and Twitter. It was noticed that they had used new and social media for a minimum period of one year and a maximum period of five years. It was also noticed that the most of the women were in groups of common interests and they used to have the new and social media for getting information, sharing information, communication and entertainment. In addition, the teachers, research scholars and professor participants had used the new and social media furthermore for academic purposes.

All the participants stated that getting awareness through mixed media communication strategy was simple, stimulating and also successful. They also stated that getting awareness through mixed media communication process was a suitable, supportive and sustaining process. The urban women gave the feedback that the wide learning of the materials in the digital modules, associated learning materials and additional learning materials that were got through diverse new and social media were helpful to them for getting awareness. The urban women also gave the feedback that the getting awareness on indoor air pollution and its mitigation was useful to them.

Although there was no face-to-face communication between the researcher and women participants, the women could do their best in awareness test. This could be seen in the scores of achievement of urban women that ranged between 50 and 80%. The degree of awareness that was reflected in achievement scores of the women could be correlated to simplicity of the awareness contents of digital module, timely sharing of digital modules to women through mixed media and sincere learning of women on indoor air pollution and its mitigation. The degree of awareness that was reflected in achievement scores of the women could also be correlated to the positive attitude towards media mixed media communication strategy, learning through mixed media communication process and interaction through mixed media communication procedure^[9,5]. The degree of awareness that was echoed in achievement scores of the women could be attributed with the familiarity of urban women in the use of media, familiarity of urban women in the usage of smart phones and facilities for continual utilization of media for communication with their friends and relatives. The degree of awareness that was echoed in achievement scores of the women could also be attributed with the curiosity, concentration and contribution of women during the study tenure of the course on indoor air pollution and its mitigation^[10,6].

Conclusion: As these was constructive connection among the mixed media communication method, learning the contents of digital modules delivered through the specific facilities of mixed media and acquired awareness among urban women, it could be concluded that the mixed media communication method would be effectively used in generating awareness on any subject among urban women.

References:

1. Jeba Rajasekhar, R.V. "Air pollution and its control". Daisy and Daerin Publishing House. (2010). Madurai. India.
2. Rekha Sharma. "Indoor air pollution in India and health hazards". International Journal of research granthaalayah. Volume 3. Issue 9 (2015):1-3.
3. Ankita Kankaria, Baridalyne Nongkynrih, Sanjeev Kumar Gupta. Indoor air pollution in India: Implications on health and its control. Indian Journal of Community Medicine. Volume 39. Issue 4 (2014):203-207.
4. Dilip Kumar and Saloni Saini. "The role of new media in education". Advanced research journal of mass communication. Volume 4. Issue 4(2017):149-154.
5. Ajjan, H. Hartshorne, R. "Investigating faculty decisions to adopt Web 2.0 technologies: theory and empirical tests". The Internet and higher education. Volume 11. Issue 2 (2008): 71-80.
6. Sedigheh Moghavvemi, Manal Sharabati, Tanuosha Paramanathan, Nurliana Md Rahin. "The impact of perceived enjoyment, perceived reciprocal benefits and knowledge power on students' knowledge sharing through Facebook". The International Journal of Management Education. Volume 15 (2017): 1-12.
7. Thad Godish. Indoor air pollution control. CRC Press. (1989). Florida. USA.
8. Hsia. Mass Communications Research Methods: A Step-by-Step Approach. Routledge Library editions. (2015). Oxford, UK.
9. Arumugam Raman, Ruuhina Mohd Sani, Paramjit Kaur. "Facebook as a collaborative and communication tool: A study of secondary students in Malaysia". Social and behavioral sciences. Volume 155 (2014):141-146.
10. Ainin, S. Naqshbandi, M.M. Moghavvemi, S. Jaafar, N.I. "Facebook usage. Socialization and academic performance". Computers and Education. Volume 83(2015):64-73.
