

Original Research Article

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Field Testing of Multimedia CD on Nutrition for Children (0-3 years) for its Comprehension by Rural Women

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ABSTRACT

India still has the highest number of under-weight children under five in the world and 70 per cent of children are anemic. The link between malnutrition and infant feeding has been well established. Poor feeding practices in infant and early childhood resulting in malnutrition contribute to impaired cognitive and social development, poor school performance and reduced productivity in later life. A mother is the principle provider of the primary care that her child needs during the first five years of life. Nutritional awareness of mothers plays an important role in the health of children aged 0-5 years. The present study was undertaken to develop multimedia CD on nutrition for children (0-3 years) for rural women with these objectives: To assess the comprehension of designed multimedia CD by rural women. The study was conducted in Udaipur district of Rajasthan state with a sample of 30 illiterate rural women to field test multimedia CD for its comprehension by rural women. Findings revealed that overall comprehension of messages through multimedia CD was found to be very good with MPS 93.62. Among four components, the diet during childhood ailments was comprehended to the highest extent (99.021 MPS) followed by feeding practices (94.44 MPS), supplementary nutrition (89.97 MPS) and normal nutrition (87.97 MPS). Thus, it could be concluded that comprehension of multimedia CD was found to be good and the developed multimedia CD can be utilized by the various government and non government functionaries involved in TOT.

Keywords

Rural women,
Multimedia CD,
Children (0-3 years)

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Introduction

India still has the highest number of under-weight children under five in the world and 70 per cent of children are anemic. The link between malnutrition and infant feeding has been well established. Poor feeding practices in infant and early childhood resulting in malnutrition contribute to impaired cognitive

and social development, poor school performance and reduced productivity in later life. Poor feeding practices are, therefore, a major threat to social and economic development as they are among the most serious obstacles in attaining and maintaining the health of this important age group. Nutritional problems like malnutrition, anemia, vitamin A deficiency, iodine

deficiency and obesity continues to plague large proportion of under-five children in India.

A mother is the principle provider of the primary care that her child needs during the first five years of life. Nutritional awareness of mothers plays an important role in the health of children aged 0-5 years. The type of care she provides depends to a large extent on her knowledge and understanding of basic nutrition and health care. Mothers educational level, position, health and nutritional status is central to the quality of life and is a key ingredient of her child's health, nutritional status, behavioral and other aspects of child welfare in developing countries. Nationwide as well as micro studies clearly show that incidence of under nutrition among children fell monotonically with the maternal education. This is of particular concern for India due to a low literacy level of 56 per cent for females (Census, 2011). The present study was undertaken to develop multimedia CD on nutrition for children (0-3 years) for rural women with these objectives: To assess the comprehension of designed multimedia CD by rural women.

Materials and Methods

For development of multimedia CD, subject matter information was gathered related to nutrition for children (0-3 years) and finalized in consultation with the experts.

The major components of nutrition for children (0-3 years) were: Feeding practices, supplementary nutrition, normal nutrition, diet during common childhood ailments. The procedure followed for designing of multimedia CD was - writing the script, preparing story board, procuring visuals, audio recording, synchronization and editing of audio and video.

The present study was conducted in Udaipur district of Rajasthan. Out of seventeen Panchayat Samities, one Panchayat Samiti i.e. Badgaon was selected randomly. From the selected Panchayat Samiti, two villages located at a distance of 20-25 km from the Panchayat Samiti headquarter i.e. Kadiya and Dulawati ka guda were selected randomly for studying the comprehension of instructional material.

One group of thirty rural women from the village- Kadiya was considered for studying the comprehension of multimedia CD.

Selection and construction of tool

In view of the sample, interview technique was used to study the comprehension of designed instructional material from the respondents. The interview schedule was developed by the researcher in consultation with experts.

Procedure of data collection

For comprehension of designed instructional material, field testing was done and the data were collected for comprehension of multimedia CD & flipbook separately.

Statistical analysis

After collection of data, coding was done and then data were compiled and tabulated for analysis and interpretation. Mean percent scores was used to analyze data statistically as follows-

Mean Percent Scores (MPSs)

Mean percent scores were calculated to find out the overall comprehension and gain in knowledge by the respondents through multimedia CD and flipbook

MPS=

$$\frac{\text{Total sum of score obtained by respondents}}{\text{Maximum Scores}} \times 100$$

Results and Discussion

Background information of the respondents

More than half of respondents belonged young age group (68.33%) and educated up to primary level (55.00%) and all the respondent (100%) were married.

- More than half of respondents (55.00%) were farm labour.
- Majority of respondents were from nuclear family and having 4 to 6 members in the family.
- Majority of the respondents had no membership of any organization and had mixed house.
- All the respondents (100.00%) were used television as their media ownership and belonged to medium socio-economic status.
- The most commonly sources of information by majority of respondents (83.33%) was personal localite source and all the respondents (100.00%) used personal cosmopolite sources and impersonal cosmopolite sources of information
- More half of the respondents (58.33%) were using the information sources to medium extent.

Comprehension of messages through multimedia Cd

This part presents the information related to overall & component wise comprehension of messages through developed multimedia CD for rural women on nutrition for children (0-3 years). Mean percent scores were calculated & the overall comprehension of messages through multimedia CD was found to be very good with MPS 93.62. An efforts was also made to study the comprehension of the components included in nutrition for children (0-3 years) and the

results presented in Table 1 reveals that comprehension of the components included in nutrition for children (0-3 years) was very good with MPS 97.50. These results may be due to the reason that the beginning of multimedia CD depicts all the components clearly. Results presented in the table further reveal that comprehension of messages in various components by the respondents was very good as the MPS range between 87.97 and 99.02. Among four components, the diet during childhood ailments was comprehended to the highest extent (99.021 MPS) followed by feeding practices (94.44 MPS), supplementary nutrition (89.97 MPS) and normal nutrition (87.97 MPS). Similar findings were revealed in a study by Sharma (2009) that the overall comprehension of developed multimedia CD was found to be very good by the respondents as the comprehension of all nine components of entrepreneurship development was found to be above 89.33 MPS.

Comprehension of the components included in nutrition for children (0-3 years)

This part presents the detailed information regarding comprehension of components included in nutrition for children (0-3 years). Four messages related to four components were included for comprehension by the respondents. Table 2 shows that 96.67 to 100 per cent respondents were able to comprehend all four messages viz. feeding practices, supplementary nutrition, normal nutrition and dirt during childhood ailments.

Menaria (2006) developed multimedia CD on environment sanitation with six components. It was rated good by experts on various criteria's with overall MWSs ranged between 2.75 to 2.5 for all components. Perception and comprehension of developed CD on environment sanitation was found to be very good as all the messages of the six components except two messages were understood by more than 80 per cent or above respondents. The developed multimedia CD on environmental sanitation for rural women was found excellent

and was recommended for use in trainings and educating rural women.

Table.1 Overall comprehension of messages through multimedia CD by the respondent n=30

S. No.	Component	Mean Percent Scores
	Components included in nutrition for children (0-3 years)	97.50
1.	Feeding Practices	94.44
2.	Supplementary Nutrition	89.16
3.	Normal Nutrition	87.97
4.	Diet During Common Childhood Ailments	99.02
	Overall comprehension	93.62

Table.2 Comprehension of messages by the respondents related to components included in nutrition for children (0-3 years) through multimedia CD n=30

S. No.	Message	f	%
1.	Feeding Practices	30	100
2.	Supplementary Nutrition	29	96.67
3.	Normal Nutrition	29	96.67
4.	Diet During Common Childhood Ailments	30	100

In conclusion, the reason for such findings could be that the learning with multimedia CD was a unique experience for rural women. Presentation of content was done with visuals and commentary and supplemented with music. The speed of narration, voice, language, continuity of messages, content clarity, length and time of narration, visual clarity, and organization and layout were emphasized appropriately during the development of multimedia CD. The color of visuals was also appealing, preventing the rural women to divert attention on any other activity. The program was able to hold the attention and interest of respondents. It involves more sense organ and the respondents had an experience like seeing a multimedia CD on various aspects of their life hence were able to relate and comprehended majority of the messages in programme.

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