



## Content Assessment on Usage Pattern of Pick Bag Technology for Vegetable Collection

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**Abstract:** The media can play a vital role in effective communication and in bringing about change in the existing knowledge and beliefs. However, it is important to know the content and coverage of developmental information, to assess the actual role and extent of effectiveness of print and electronic media in dissemination of information. In this study, content on pick bag technology for vegetable collection was prepared as per the requirement of development of electronic and printed material preparation. Prepared content on usage pattern of user friendly technology on various parameters was assessed to validate the effectiveness. Content on vegetable collection bag 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. Content prepared on Pick bag for vegetable collection 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).

**Keywords:** Electronic, dissemination, content, media, effectiveness

### Introduction

Media in the modern world is a force to reckon with. No task in the world of today can be accomplished successfully and adequately without media support. The media can play a vital role in effective communication and in bringing about change in the existing knowledge and beliefs. Therefore, an active role of media in development of human beings at national, regional or international spheres has to be endowed and fully acknowledged. The task of the media in development is twofold: firstly to help in removing illiteracy, fatalism, enlarge aspirations, enhance social status and secondly, to lead towards overall national progress and prosperity. All other allied tasks are by-products of media inputs and media consumption. More the media inputs and greater the media consumption by masses, increased will be the welfare of the nation, happiness and capacity building of farmers and farm women (Gaba, 2016).

Print and electronic media are the greatest sources, which provide developmental information to the masses. Therefore, it is important to know the content and

coverage of developmental information, to assess the actual role and extent of effectiveness of print and electronic media in dissemination of information. Information technology has become a part of our everyday lives. It is not shaping and directing the future of the society but also the level of the development of the society and nation (Anonymous, 2002). For the past few years; electronic media have been gaining greater importance. The swift changes in technological development have necessitated everyone to switch over to new techniques. Audio-visual aids are easily adaptable and proved to be an effective medium for information dissemination.

Both media forms viz. print and electronic media are effective sources for information transmission and print media is the cheapest amongst all (Ritu, 2008). In this study, content on pick bag technology for vegetable collection was prepared as per the requirement of development of electronic and printed material preparation. Prepared content on usage pattern of user friendly technology on various parameters was assessed to validate the effectiveness.

## Technical Plan

Content on pick bag technology for vegetable collection was prepared as per the requirement of interactive CD ROM and printed material preparation. Effectiveness of prepared content was validated by the experts in terms of various parameters.

Content was assessed by the experts in terms of title, accuracy, coverage, objectivity, writing style, content presentation, illustrations and compatibility, on five-point scale i.e. highly appropriate, appropriate, somewhat appropriate, least appropriate and not appropriate scoring 5,4,3,2 and 1 using self-structured interview schedule. 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 Discursion

Content on pick bag technology for vegetable collection and 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.

Content on Pick bag for vegetable collection was prepared and evaluated with reference to its title, accuracy, and message coverage, objectivity, writing styles, content presentation and illustrations. The weighted mean scores were computed to assess the extent of effectiveness of the content.

**Table 1: Evaluation of content on Pick bag for vegetable collection by the experts**

Sr. No.	Contents	Weighted Mean Score
1.	<b>Title</b>	
	Length of title	2.96
	Clarity of title	2.96
	Size of print	3.00
	Creation of interest	2.81
	<b>Overall Mean Score</b>	2.93
2.	<b>Accuracy</b>	
	Free from grammatical mistakes	3.00
	No repetition of information	2.81
	Font size	2.96
	Clarity of printing	2.89
	Appropriateness of language	2.90
	<b>Overall Mean Score</b>	2.91
3.	<b>Coverage</b>	
	Message covers all the information	3.00

4.	<b>Objectivity</b>	
	Write up of the message clearly stated/ self explanatory	2.95
	Information appeared to be valid and well researched	3.00
	<b>Overall Mean Score</b>	2.98
5.	<b>Writing style</b>	
	The main points were more emphasized	2.95
	All the message /main headings are differentiated from each other	2.81
	Information of messages are simple in nature	3.00
	Words are not repeated again and again	3.00
	<b>Overall Mean Score</b>	2.94
6.	<b>Content presentation</b>	
	Material managed in logical sequence and grouping	2.96
	More use of technical terms	1.75
	Usefulness of the information	2.96
	Completeness of the message	2.80
	Ease in reading	2.81
	Length of message	3.00
	<b>Overall Mean Score</b>	2.64
7.	<b>Illustrations</b>	
	Layout of illustration	2.95
	Size of illustration	2.90
	Relevant with sentences	2.96
	Clarity	2.96
	Self-explanatory	2.80
	<b>Overall Mean Score</b>	2.91
8.	<b>Compatibility</b>	
	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

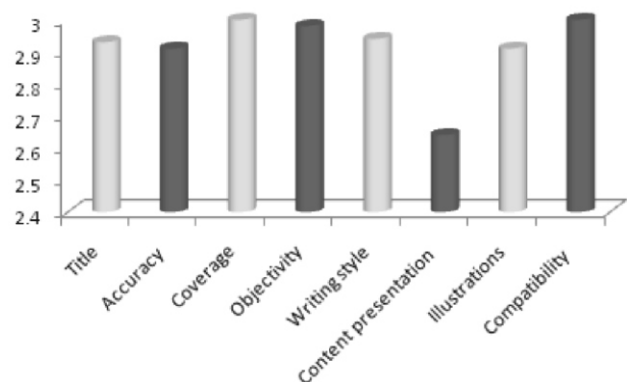


Fig 1: Evaluation of content on Pick bag for vegetable collection by the experts

The data presented in Table 1 regarding 'Title' of developed content for Pick bag for vegetable collection 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- 3.00. The overall mean score for 'Title' clearly indicates that it was highly appropriate (2.93).

It is evident from the data that different sub-parameters of 'Accuracy' of the content i.e. 'free from grammatical mistakes' (3.00), 'font size' (2.96), 'appropriateness of language' (2.90) and 'clarity of printing' (2.89) & 'No repetition of information' (2.81) were found to be highly appropriate. Hence, overall Accuracy of content was found to be highly appropriate (2.91).

'Coverage' of the content was evaluated to be highly appropriate (3.00) as the message is conveying all the information on Pick bag for vegetable collection.

The data about 'objectivity' of the content revealed that information appeared to be valid and well researched (3.00) and write up of the message is clearly stated/self-explanatory (2.95). Thus, its overall score (2.98) 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 are simple in nature' & 'words are not repeating again and again' (3.00 respectively) followed by 'main points were more emphasized' (2.95), 'all the main headings are differentiated from each other' (2.81). The data further elucidated that, the overall mean score for writing style clearly indicated that it was highly appropriate (2.94).

Data related to the 'content presentation' indicated that 'length of the message' (3.00), 'material managed in logical sequence and grouping' (2.96), 'usefulness of the

information' (2.96), 'ease in reading' (2.81), 'completeness of the message' (2.80), were found to be highly appropriate. The data highlighted that 'more use of technical terms' in Pick bag for vegetable collection was found to be appropriate (1.75). The overall mean score for 'content presentation' indicated that it was highly appropriate (2.64).

The data regarding 'use of illustrations' in the content highlighted that 'relevant with sentences and clarity of illustration' (2.96), 'layout of illustration' (2.95), 'size of illustration' (2.90), and 'self -explanatory' (2.80) were found to be highly appropriate.

'Compatibility' of the content was found to be highly appropriate scoring (3.00).

## Conclusion

Content prepared on Pick bag for vegetable collection 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 for vegetable collection was according to end user's need.

## References

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