

EFFECT OF SELECTED VARIABLE ON AWARENESS AND USE OF COMMUNICATION METHODS AND AV AIDS

Vishakha Bansal¹ & B.S. Bhimawat²

ABSTRACT

The present study was undertaken to study the effect of selected variables viz. age, education, mass media exposure and job experience of Anganwadi workers on awareness and use of methods and aids to communicate knowledge of health, nutrition, education, etc. to mothers for successful implementation of ICDS programme. The study was conducted in one ICDS project of district Udaipur, namely Badgoan. The sample for the study consisted of total 100 AWWs. The study revealed that age and education had no significant impact on awareness while mass media exposure and job experience were significantly associated with it. Age, education and job experience had no significant effect on use of methods and aids, while mass media exposure was significantly associated, which means higher the mass media exposure, greater was the use. But awareness of AWWs was not related with the use of methods and aids.

Key words : Mass Media Exposure, Anganwadi, ICDS Programme.

INTRODUCTION

The Anganwadi worker is the kingpin of the ICDS programme selected from the community. She assumes a pivotal role in carrying out the programme at the field level. She is responsible for organizing pre-school activities, arranging supplementary nutrition feeding for children, expectant and nursing mothers, making home visits for educating mothers to promote normal growth of children, eliciting community support and participation, assisting primary health care staff in implementation of immunization, health checkup, referral services, family planning and health education.

In order to carryout her job effectively she is given a job training of 3 months duration. The syllabus for the training of Anganwadi workers includes orientation about ICDS, pre school education, Health and nutrition education and community participation etc. About 29 to 30 hours are devoted to health and nutrition education. A successful implementation of programme is possible only if AWWs skillfully communicate HNE to mothers through use of different methods and aids.

So, the present study was undertaken to study the effect of selected variables viz. age, education, mass media exposure and job experience on awareness and use of methods and aids.

METHODOLOGY

The study was conducted in one ICDS project of district Udaipur, namely Badgoan. The sample for the study consisted of total 100 AWWs. Interview schedule

was used to elicit free flow of information from the AWWs. The tool was translated in Hindi version and data were collected in local dialect. The analysis of data included, frequency, percentage, mean weighted scores, analysis of variance and coefficient of correlation.

RESULTS AND DISCUSSION

The data presented in table 1 reveal that there was no significant association of age and education with awareness of AWWs about methods and aids, as the "F" values were non significant and there was not much difference in their mean scores also.

It could be thus said that awareness of AWW's was not influenced by their age and education, but rather it might be associated with AWW's interest in job and enthusiasm to work and these factors had no relevance with age and education.

The findings can also be explained by the fact that awareness among individuals can be developed accidentally. Sometimes the need also create awareness. Therefore, it is not necessary that a person need to be formally educated or should be younger or older.

The results of the present study are in conformity with Malhotra (1991) who reported alike that age and education of AWWs were not related with their job performance, rather their interest in job and enthusiasm to work contributed to their effectiveness.

Mass media exposure and job experience on the other hand had significant influence of their awareness because the "F" value was significant at 0.05 percent level. Further mean scores revealed that AWWs

belonging to high mass media group had higher awareness than AWWs of low and medium group. It is generally agreed that the person from high mass media has much contact with outside world, change agents, which are generally cosmopolite in nature. Various mass media like T.V., Video, Cable network are becoming very popular now a days which serve as a good source of information to people. The exposure to such media might have helped the AWWs also to develop their awareness about methods and aids. Mardia (1985) regarding communication behaviour of AWWs, revealed that the workers who had more years of job experience had better communication behaviour.

Table 1. Effect of independent variables on awareness about methods and aids by AWWs.

S No.	Independent variables	Mean		F Value		C.D.	
		Methods	Aids	Methods	Aids	Methods	Aids
A. Age							
1.	20 to 30	5.8	8.2				
2.	31 to 40	5.9	8.3	1.04 NS	0.156 NS	-	-
3.	Above 40	5.6	8.3				
B. Education							
1.	Illiterate	6.5	8.5				
2.	Literate	6.0	8.6	0.226 NS	1.96 NS		
3.	Primary	6.4	8.0				
4.	Up to middle	6.1	8.3				
5.	Secondary & above	6.2	8.5				
C. Mass Media Exposure							
1.	Low	6.0	8.3				
2.	Medium	7.2	8.8	89.176*	18.4*	1.87	1.65
3.	High	7.8	9.2				
D. Job experience							
1.	up to one year	5.7	6.5				
2.	2 to 4 years	6.8	8.4	4.40*	7.02*	2.71	12.38
3.	5 to 7 years	6.9	8.8				
4.	Above 8 years	7.4	9.4				

Signification at 0.05 per cent level,

NS = Non significant

Table 2. clearly shows that use of methods and aids by AWWs was not influenced by age, education and job experience. The calculated "F" value of these variables showed that there was non-significant effect of these factors on use of methods and aids. Their mean scores also not showed any difference between various categories.

Sengupta (1963) noticed that age had no influence on the efficiency of VLWs in community development programme. Education alone was also not a decisive factor in efficiency of these workers.

Table 2. Effect of independent variables on the use of methods and aids by AWWs.

S No.	Independent variables	Mean		F Value		C.D.	
		Methods	Aids	Methods	Aids	Methods	Aids
A. Age							
1.	20 to 30	4.5	6.7				
2.	31 to 40	4.4	6.9	0.620 NS	1.595 NS	-	-
3.	Above 40	4.3	6.1				
B. Education							
1.	Illiterate	3.9	7.5				
2.	Literate	4.0	8.0	0.178 NS	1.203 NS		
3.	Primary	4.2	7.4				
4.	Up to middle	4.2	7.9				
5.	Secondary & above	4.4	7.6				
C. Mass Media Exposure							
1.	Low	3.4	6.6				
2.	Medium	4.4	7.7	7.050*	18.87*	10.34	8.25
3.	High	6.7	8.5				
D. Job experience							
1.	up to one year	4.7	7.5				
2.	2 to 4 years	4.4	7.4	0.408 NS	3.831 NS		
3.	5 to 7 years	4.0	7.6				
4.	Above 8 years	4.2	7.7				

* Signification at 0.05 per cent level,

NS = Not significant

Findings further revealed that mass media exposure had influence on the use of methods and aids. As calculated "F" value (7.05 and 18.87) showed significant difference between use and mass media exposure which means the AWWs who had higher mass media exposure, frequently used methods and aids. This might be due to the fact that their motivations might have been emerged through mass media. Thus they might have tried to make use of different methods and aids to make Health & nutrition education component interesting.

Table 3. Relationship of awareness with use of methods and aids by AWWs.

S.No.	Items	Zero order	N / %
1.	Methods	-0.327	NS
2.	Aids	-0.34	NS

Perusal of table 3. depicts relationship between awareness and use of methods and aids by AWWs. The negative and non-significant values clearly indicate that awareness of AWWs was not related with the use of methods and aids which means higher the awareness, low was the use of methods and aids.

It could be thus said that respondent may acquire knowledge about methods and aids from various sources like contacts with extension personal, mass media

exposure like T.V., films, magazines, books, exhibitions etc. but the use of these depends upon a number of factors like availability of various communication aids, training in use of different methods and aids, availability of time, interest of respondents etc. sometimes motivation, regular inspections by higher authorities, rewards/appreciation, recognition also contributes towards effective use of methods and aids.

CONCLUSION

Age and education had no significant impact on awareness while mass media exposure and job experience were significantly associated with it. Age, education and job experience had no significant effect on use of methods and aids, while mass media exposure was significantly associated, which means higher the mass media exposure, greater was the use. But awareness of AWWs was not related with the use of methods and aids.

REFERENCES

1. **Malhotra, S. (1991).** " Identification of factors associated with the job performance of Anganwadi workers of (urban) ICDS project of Udaipur city". Unpublished. M.Sc. Thesis, RAU, Bikaner.
2. **Mardia, A. (1985).** " A study on communication behaviour of Anganwadi workers" , M.Sc. Dissertation, Sukhadia University, Udaipur.
3. **Sengupta, A.(1963).** " Characteristics of effective village level workers", Unpublished M.Sc. Thesis. Indian Agricultural Research Institute, New Delhi.

