

Assess the effectiveness of self instructional module (SIM) on knowledge on the ill effects of mass media among the nursing students.

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ABSTRACT

Mass media is the process in which a person, group of people or organization send message through channel of communication to large group of anonymous and heterogeneous people as either general public or judgment of the general public. Hence the investigator felt the need to conduct the study to "Assess the effectiveness of self instructional module (SIM) on knowledge on the ill effects of mass media among the nursing students".

KEYWORDS: Effectiveness, SIM, Ill Effects, Mass Media, Nursing student.

INTRODUCTION

Mass media is the channel of communication. It is the media of communication between the sender and receiver.

An average adults uses mass media daily in mass media, the channel is one or more of the following "mass media" Via TV radio, printed media, internet. Mobiles and various applications that is mostly available in the internet like Whatsapp, Skype, Google, Twitter, Youtube, Facebook and many other applications. It places a critical role in educating the public education programmes exist on channel PBS. The internet also place essential role in educating the general public with the information on the internet. One could learn anything from something as simple has how to tie, a tie to the more complex like how build a computer mass media have advantage to reaching relatively larger population in shorter time than is possible with other means being one way channel of communication. Mass media carry messages only from the centre to periphery feedback mechanisms are poorly organized.

OBJECTIVES

- To assess the knowledge regarding the ill effects of mass media among the nursing students
- To evaluate the effectiveness of SIM regarding the ill effects of mass media among the nursing students.
- To find out the association between the knowledge of nursing students regarding the ill effects of mass media with their demographic variables.

NEED FOR THE STUDY

Mass media is the process in which a person, group of people or organization send message through channel of communication to large group of anonymous and heterogeneous people as either general public or segment of general public. Mass media is a

channel of communication it includes broadcast, television, Radio, Social Media and print sender of message usually a professional communicator that often represents organization.

Mass media has increasingly promoted the effects among uses of mass media. Sexual activity in the mass media is negative influence on students. Researchers interviews 2003 teens during 3 years study period and that 744 teens said they had engaged in sexual intercourse and 718 of them shared information the order negative behavior is risky behavior. Ex. Drinking, Smoking, the other violence.

In 2005 Andhra Pradesh Visakhapatnam, there was an incident happened to the engineer students, who is more adopted to the internet, he sits in front of it nearly 15 hours per day for some years he was alright slowly he started showing physical symptoms along with Psychological stress and memory loss for few days the student had lost his total memory, thus above data suggest that adolescent are mostly attracted to the words he use of mass media. Therefore general public and especially adolescent need to be aware regarding the ill effects of mass media available keeping in view the above incidents and information of ill effects of mass media, the researchers felt the need to take this study to bring awareness among the adolescent and enhance their knowledge with the help of SIM.

LITERATURE REVIEW

A study was conducted in St Johns medical college, Bangalore City, A total of 598 children aged 6-16 years were included. These children were studied for their physical activity pattern, sleep duration, sedentary habits and eating behaviours as potential determinants of overweight. The data suggests that duration of sleep, television viewing and consumption of fried food may be significant factors that contribute to overweight.

A Prospective study was conducted in st Thomas Jafferson university medical school, United states on effect of visual media

use on school performance. Four wave longitudinal telephone study of national sample of 6486 students aged 10-14 years were adjusted for baseline school performance, baseline level of mediators, both screen exposure time and media content had adverse effect on school performance these aspects of visual media use adversely affect school performance by increasing sensation seeking substance use and school problem behavior.

METHOD

An evaluator approach with quasi experimental design was used for the study, the sample consisted of 30 nursing students and the sample technique was simple random sampling method. Data were collected by administering structured questionnaire prepared by investigators. SIM was administered. The Post test was conducted after 7 days. Data were analyzed using descriptive and inferential statistics.

RESULTS

The mean percentage of post test score was higher than the pre test. The "t" value of the test was $t = 13.16 < df(29) = 2.75$ which is significant.

The finding denoted significant correlation between the post test knowledge which demographic variables having ill effects of mass media.

The present study showed that in pretest, 14(46.6%) of nursing students had inadequate knowledge, 15(50%) of nursing students had moderate knowledge and 1(3.3%) had adequate knowledge the ill effects of mass media.

Sl. No	Test Status	Level of knowledge regarding effects of Mass Media		Paired 't' Test value
		Mean	SD	
1	Pre test	8.63	2.76	13.16
2	Post test	14.3	1.53	

Mean pre test knowledge score is 8.63 with standard deviation of 2.76 and mean Post test knowledge score is 14.3 with standard deviation 1.53 and paired t test value 13.16 hence the study suggest that SIM is an effective method to improve the knowledge of nursing students.

CONCLUSION

Following conclusions were drawn from the study.

There was no knowledge regarding the ill effects among the nursing students between the age group of 19-20 years

This study improved the knowledge regarding the ill effects of mass media among the nursing students with the use of SIM

This study can be baseline for further study to build upon and motivate other researchers to conduct further study.

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