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"A descriptive study to assess the effectiveness of structured teaching programme on mass media among the students nursing students at Rama college of nursing at Kanpur".

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ABSTRACT

INTRODUCTION–

Individuals use blogs, Twitter, and other social networking sites to communicate both personally and professionally with others. Different kinds of social media tools are used to share documents, work in groups, and learn from videos, which are good applications to use in schools. According to previous research, 53% of nursing schools reported using social media applications, and Twitter has been used in critical care simulations. The most well-known social media applications in education are Individuals use blogs, Twitter, and other social networking sites to communicate both personally and professionally with others. Different kinds of social media tools are used to share documents, work in groups, and learn from videos, which are good applications to use in schools. According to previous research, 53% of nursing schools reported using social media applications, and Twitter has been used in critical care simulation.

Mass media is instrumental in affecting knowledge and attitudes of people for adopting / maintaining healthy lifestyle. It is a well-known fact that Media influences our behaviour toward health belief by informing and educating people. Mass media interventions have great impact on common people's mass media is instrumental in affecting knowledge and attitudes of people for adopting / maintaining healthy lifestyle. It is a well-known fact that Media influences our behaviour toward health belief by informing and educating people. Mass media interventions have great impact on common people's knowledge, attitudes and behaviour towards health and healthy lifestyle. unhealthy promotion itself has been argued to be the way forward for the nursing profession, both currently and in the years to come (Benson & Latter 1998). The fact that mass media present a wide-ranging and useful array of tools for any health promotion list equates to the fact that nurses should be considering seriously its potential role and its beets.

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BACKGROUND: Mass media plays an important role in communicating about health research and services to patients and shaping public perceptions and decisions about health. Health care professionals also play an important role in providing patients with credible, evidence based and up to date information on a wide range of health issues. This study aims to explore primary care nurse's experience of how mass media influences frontline health care.

Need for the study - The power and reach of the mass media can influence all aspects of people's lives, including health and well-being, and can be harnessed to promote health by informing, motivating and empowering people to change behaviour and by providing a platform for advocating healthier policies and civic action. The mass media helps health workers expand their audience reach, which is crucial considering the fact that face-to-face channels of communication often require too many human resources and reach only a small number of people in large, underserved rural areas. The mass media provides an important link between the rural residents and vital health information.

RESULT:The data obtained is tabulated and analysed by using descriptive and inferential statistics. The participation rate of the samples was 100%. The statistical analysis showed that the mean score of the samples was 19.76 with the standard deviation of ±4.32. The samples were distributed according to their demographic variables in which, the age group 23 to 25 years was the majority (35%). 80% samples were the females. 65% of the samples belongs to Hinduism. Most of the samples had nuclear family (54%) residing in semi-urban and rural area. Out of 100%, majority was the samples who had 1 to 2years of experience in the geriatric wards. The association was analysed through Chi-square formula. No calculated x2value was found more than the tabulated x2value at p=0.05(level of significance).

STATEMENT OF THE PROBLEMS –

A descriptive study to evaluate effectiveness of the mass media among the nursing students at Rama college of nursing.

OBJECTIVES –

1) To explore the effect of the mass media among nursing students.
2) To understand that mass media is important for nursing communication.
3) To identify the most important media for nursing communication.

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4) To assess the role of mass media in nursing education.

RESEARCH HYPOTHESES –

H1 – Mass media spread awareness about health. Television or internet is the most effective media for nursing students.

H2 – There is no effectiveness of the mass media among the nursing students at Rama college of nursing.

Research methodology -

Research methodology simply refers to the practical "how" of any given piece of research. More specifically, it's about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

Research Methodology chapter of a research describes research methods, approaches and designs in detail highlighting those used throughout the study, justifying my choice through their practical applicability to our research.

Research Approach-

A research approach can vary significantly depending on what is to be researched, if it is a scientific method, it would be appropriate to research similar methods or other scientists who have attempted the experiment. However, if the research was in to social policy for example, it would be better to carry out surveys, look into past surveys etc.

Research approaches can be defined as the collection of procedures and plans that decide the overall process of research. Research approach decides the methods for data collection, analysis, and interpretation. The concept of research approach is followed in the entire research process. There are many factors the selection of research approach, such as, research objective, experience of research, and the audience of research study.

Research Design-

Research design cab be defined as a blue print to conduct a research study, which involves the description of research approach, study setting, sampling size, sampling technique, tools and method of data collection and analysis to answer specific research questions or for testing research hypothesis.

Research design is plan of how, when and where data are to be collected and analysed.

Research Setting-

The research setting, the environment within which studies are run has important consequences for experimental design, the type of data that can be collected and the interpretation of results. so, for example running a study in an experimental laboratory may

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allow you to control variables in a way you cannot do in field work, and the results may be criticised for not reflecting real life. It is often important to conduct complementary studies in various research settings in order to build arguments for the generalisability of findings. The settings for the present study are Rama college of nursing, Kanpur.

Sample -

A sample refers to a smaller, manageable version of a larger group. It is a subset containing the characteristics of a larger population. Samples are used in statistical testing when population sizes are too large for the test to include all possible members or observations.

Sampling technique -The sampling technique is the method you employ while choosing a sample from a population. For example, you could select every 3rd person, everyone in a particular age group, and so on. You must carefully consider your study before choosing an appropriate sampling technique. The sampling method has been used for the current study is Non-Probability Convenience Sampling Method. Convenience sampling is a method of collecting samples by taking samples that are conveniently located around a location or Internet service.

Sample size -

Kothari (2004) described sample size as the number of items to be selected from the universe to constitute a sample. The sample size for the selected study is the 30 nursing students from the Rama college of nursing Kanpur.

VARIABLES -

Variable definition in statistics in one of the beginning to produce your own number. It becomes an integral part of the research. Sometimes, determining the variables becomes quite complicated for several people.

Research variable - A research variable (also called a study variable) is an informal term that means any variable used in research that has some kind of cause and effect relationship. In this study, the knowledge and attitude are the research variable.

Demographic variable - Demographic information provides data regarding research participants and is necessary for the determination of whether the individuals in a particular study are a representative sample of the target population for generalization purposes. The demographic variable for the current study is the age, gender, employment status, area of residence, and years of experience.

CRITERIA FOR SAMPLE SELECTION-

Inclusion criteria: The nursing students study in Rama College of Nursing, Kanpur.

Exclusion criteria: The BSc. Nursing students of Rama College of Nursing.

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DATA COLLECTION T00l-

. Data collection is the process of gathering and measuring data, information or any variables of interest in a standardized and established manner that enables the collector to answer or test hypothesis and evaluate outcomes of the particular collection.

ANALYSIS AND INTERPRETATION OF DATA-

Data analysis is the systematic organization and synthesis of research data. Analysis of data consists of putting all factual information collected into an order and summarizing according to the variables studied, objectives drawn and hypothesis stated.

This chapter deals with the analysis and interpretation of data collected to assess the effectiveness of structured teaching programme on mass media among students of Rama college of Nursing interpretation of the data was done as per the objectives of the study by using appropriate statistics.

OBJECTIVES OF THE STUDY-

- To association the knowledge with demographic variables.
- To assess knowledge regarding geriatric nursing care among h nursing staff of Kanpur.

ORGANIZATION OF STUDY FINDINGS

Data were organized, tabulated and interpreted using descriptive and inferential statistics by maintaining following sequences.

Section 1: Distribution of samples based on demographic variables.

Section 2: Distribution of samples based on level of knowledge regarding use of mass media use in nursing education in relation to the demographic variable.

Section 3: Distribution of samples based on association of findings with demographic variables.

S.NO.	Demographic variables	Frequency	Poor knowledge	Average knowledge	Good knowledge
1.	Age group				
	18 to 19	19	1 (3.33%)	17 (56%)	1 (3.333%)
	20 to 21	8	0 (0%)	7 (23%)	2 (6.666%)
	22 to 23	3	0 (0%)	1 (3.333%)	1 (3.333%)
	24 to 25	0	0 (0%)	0 (0%)	0 (0%)

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2.	Gender				
	Male	0	0 (0%)	0 (0%)	0 (0%)
	Female	30	1 (3%)	26 (86%)	3 (10%)
3.	Religion				
	Hindu	23	1 (3%)	18 (60%)	2 (6%)
	Muslim	0	0 (0%)	0 (0%)	0 (0%)
	Christian	6	0 (0%)	5 (16%)	3 (10%)
	Other	1	0 (0%)	1 (3%)	0 (0%)
4.	Types of family				
	Nuclear family	18	0 (0%)	16 (53%)	3 (10%)
	Joint family	12	1 (3%)	10 (33%)	0 (0%)
	Extended family	0	0 (0%)	0 (0%)	0 (0%)
5.	Residence				
	Rural area	11	0 (0%)	12 (40%)	1 (3%)
	Urban area	19	1 (3%)	14 (46%)	2 (6%)
	Semi-urban area	0	0 (0%)	0 (0%)	0 (0%)
6.	Nursing qualification				
	G.N.M 1st year	30	1 (3%)	26 (86%)	3 (10%)
	G.N.M 2nd year	0	0 (0%)	0 (0%)	0 (0%)
	G.N.M 3rd year	0	0 (0%)	0 (0%)	0 (0%)

People of age group between 18 to 19 year have 56% of average knowledge. People belonging to female have 86% of average knowledge. People belonging to Hindu have 60%of average knowledge. People belonging to nuclear family have 53% of average knowledge.

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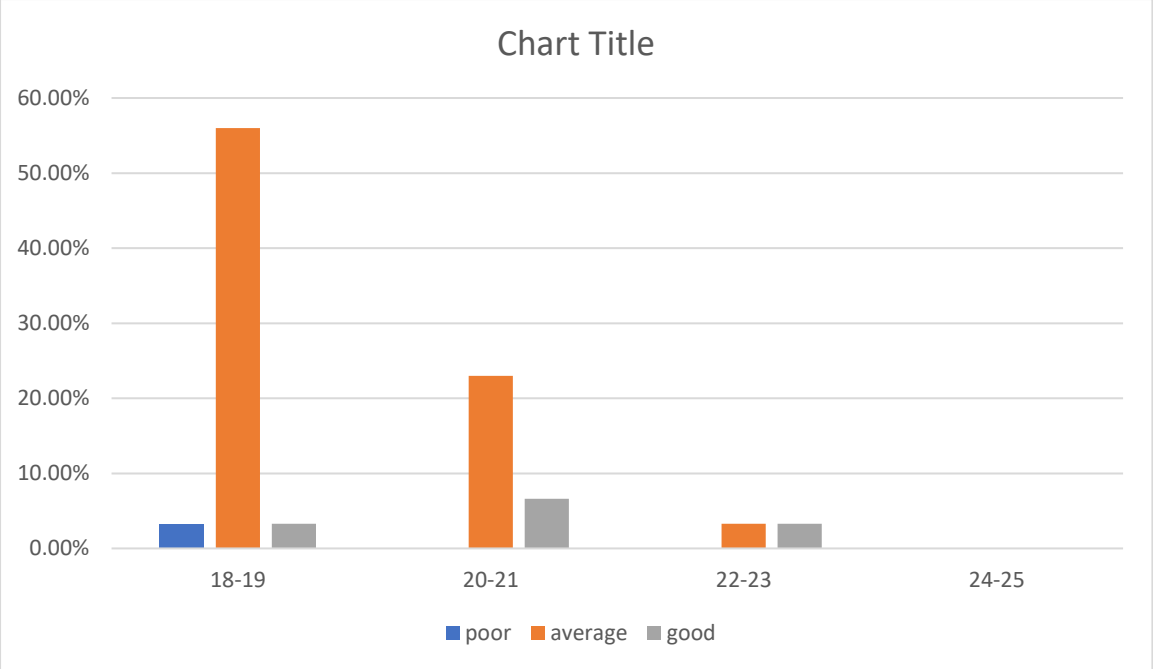

Fig8: Bar graph depicting sample's knowledge in relation to their age

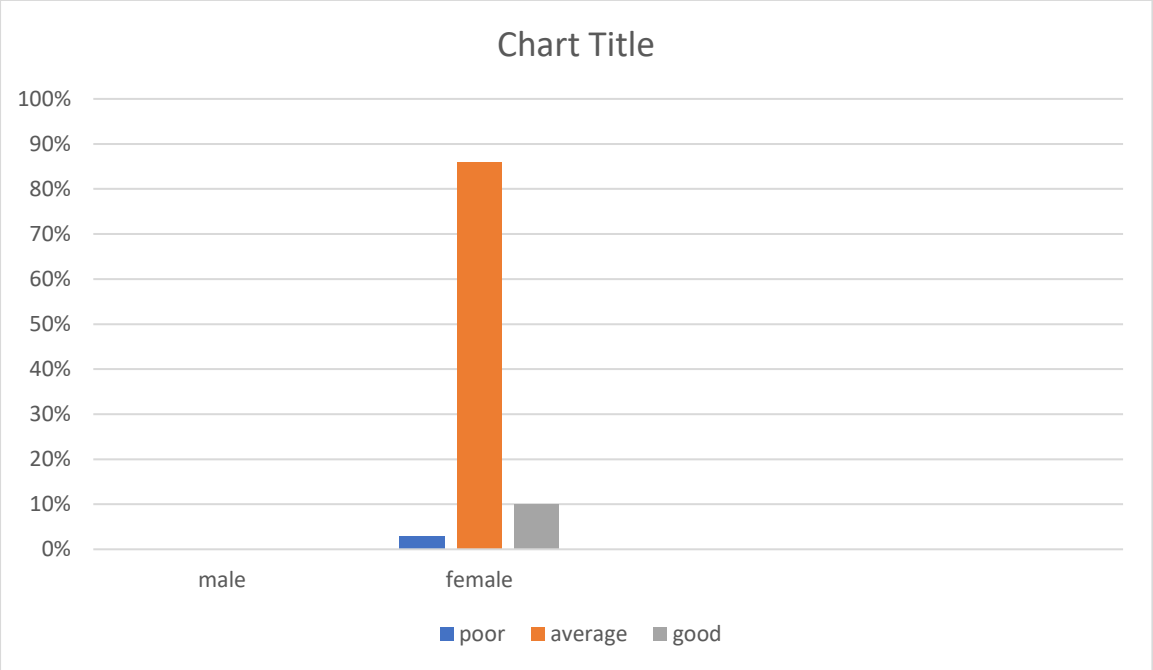

Fig9: Bar graph depicting samples knowledge in relation their gender.

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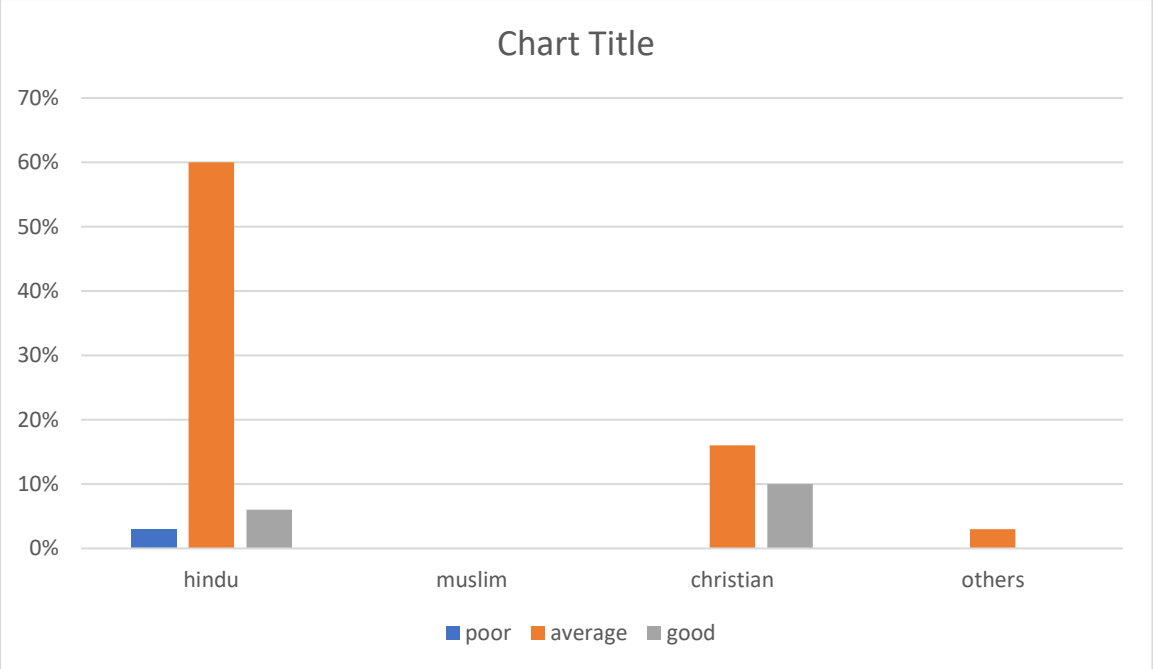

Fig10: Bar graph depicting samples knowledge in relation their religion.

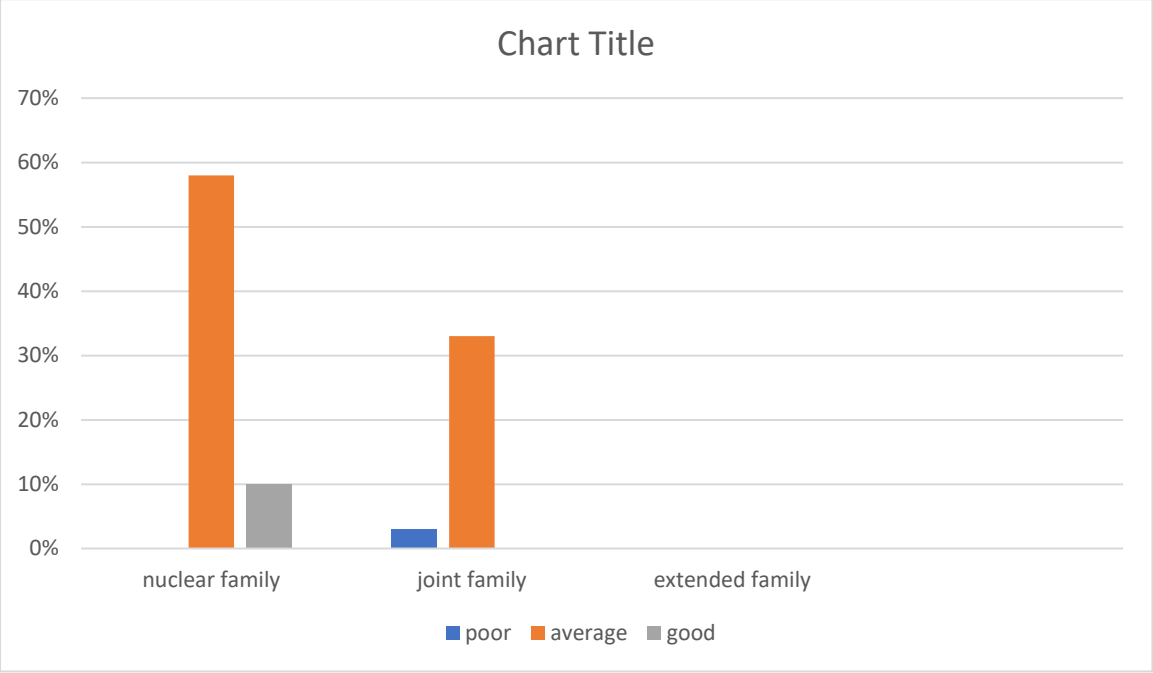

Fig 11: Bar graph depicting samples knowledge in relation to the type of family.

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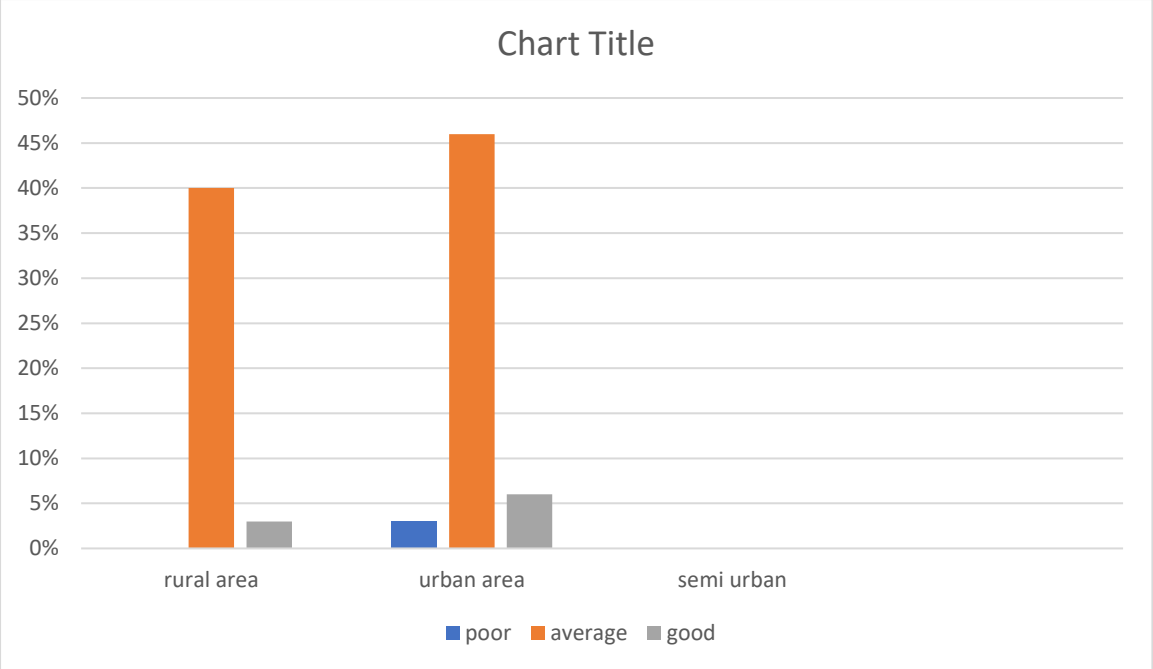

Fig12: Bar graph depicting samples knowledge in relation to the area of residence.

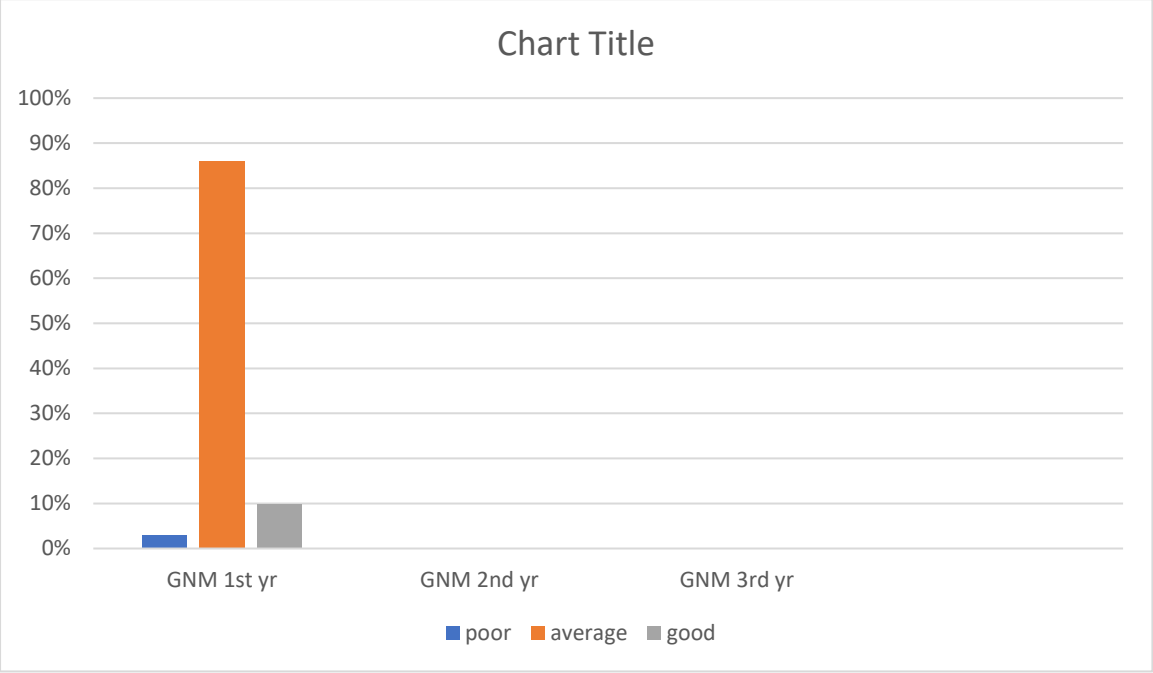

Fig 13: Bar graph depicting samples knowledge in relation to the qualification.

Section 2(B): This section deals with mean and standard deviation of knowledge score of nursing students on mass media.

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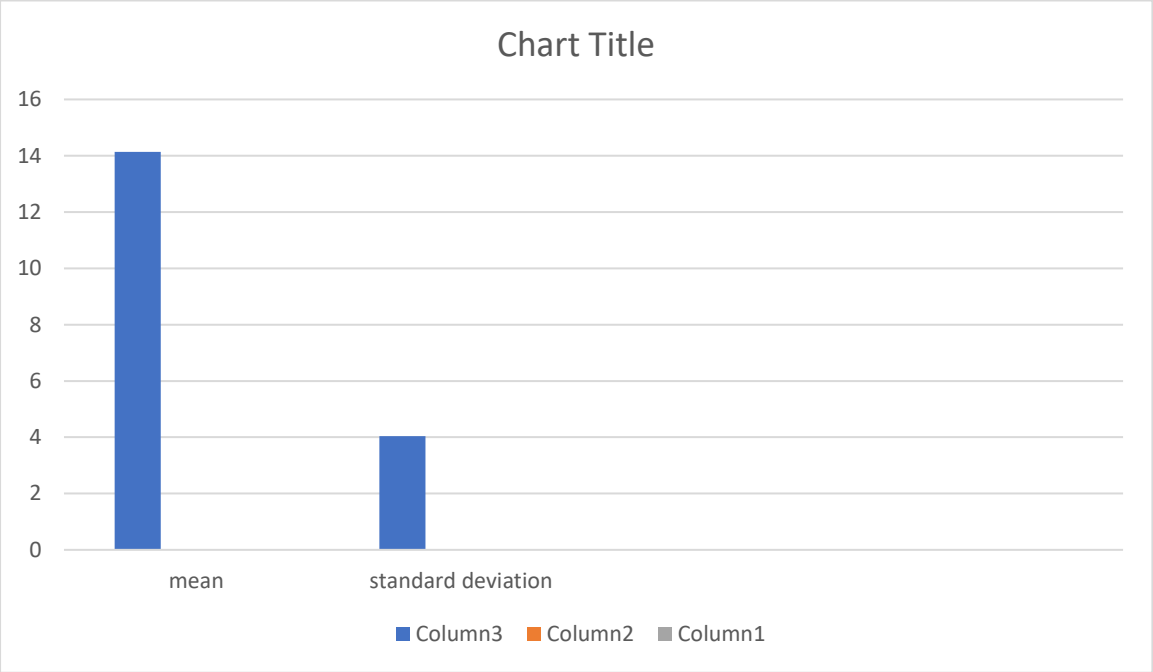
Table3: Mean and standard deviation of knowledge score of nursing students on mass media

Knowledge score of nursing students	Mean	Standard deviation
	14.133	4.039



SECTION 3(A) DISTRIBUTION OF SAMPLES ON LEVEL OF KNOWLEDGE REGARDING MASS MEDIA IN RELATION TO THE DEMOGRAPHIC VARIABLES.

Table2: Frequency and percentage distribution of samples according to their level of knowledge.

POST – TEST:

S NO.	DEMOGRAGH VARIABLES	Frequency	Poor knowledge	Average knowledge	Good knowledge
1.	Age group				
	18-19	19	1(3.33%)	1 (3.33%)	17 (56%)
	20 -21	8	0 (0%)	7 (23%)	2 (6.66%)
	22 -23	3	0 (0%)	1 (3.33%)	1 (3.33%)
	24 - 25	0	0(0%)	0 (0%)	0(0%)
2.	Gender				
	Male	0	0(0%)	0(0%)	0(0%)

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	Female	30	1 (3%)	20 (86%)	9 (30%)
3.	Religion				
	Hindu	23	1 (3%)	17 (56%)	3(10%)
	Muslim	0	0 (0%)	0 (0%)	0 (0%)
	Christian	0	0 (0%)	4 (13%)	4 (13%)
	Others	1	0 (0%)	1 (3%)	0 (0%)
4.	Types of family				
	Nuclear family	18	0 (0%)	14 (46%)	5 (16%)
	Joint family	12	1 (3%)	10 (33%)	0 (0%)
	Extended family	0	0 (0%)	0 (0%)	0 (0%)
5.	Residence				
	Rural area	11	0 (0%)	11 (36%)	2 (6.66%)
	Urban area	19	1 (3%)	14 (46%)	2 (6.66%)
	Semi-urban area	0	0 (0%)	0 (0%)	0 (0%)
6.	Nursing qualification				
	GNM1st yr	30	1 (3%)	26 (86%)	3 (10%)
	GNM 2nd yr	0	0 (0%)	0 (0%)	0 (0%)
	GNM 3rd yr	0	0 (0%)	0 (0%)	0 (0%)

People of age

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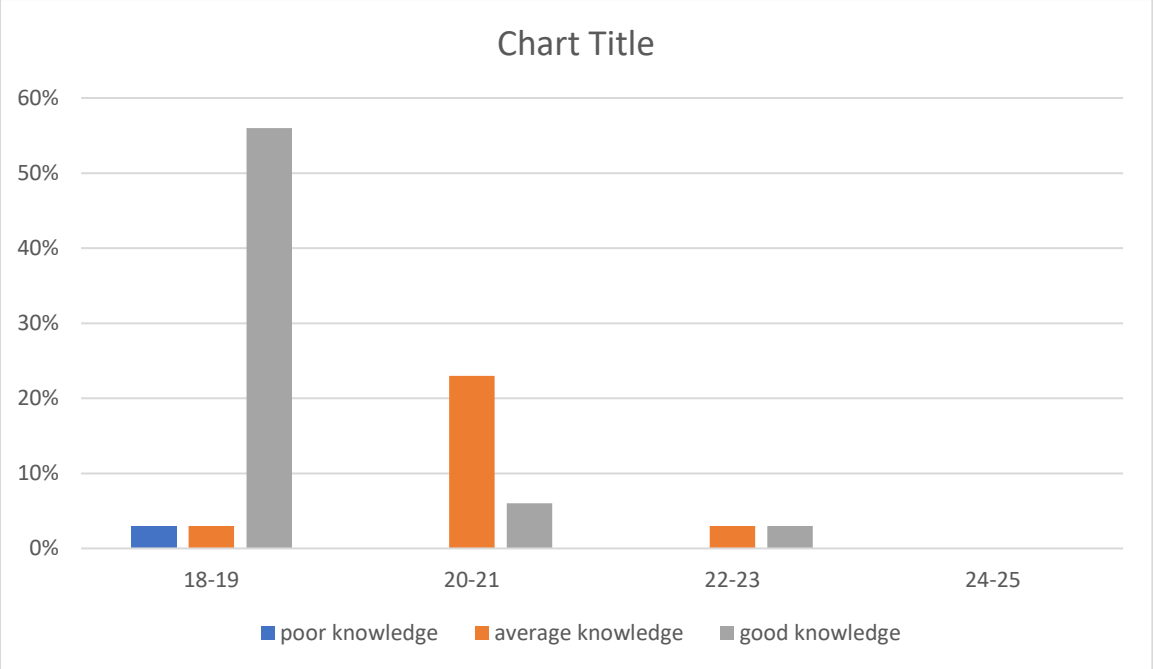

Fig16: Bar graph depicting samples knowledge in relation to their age.

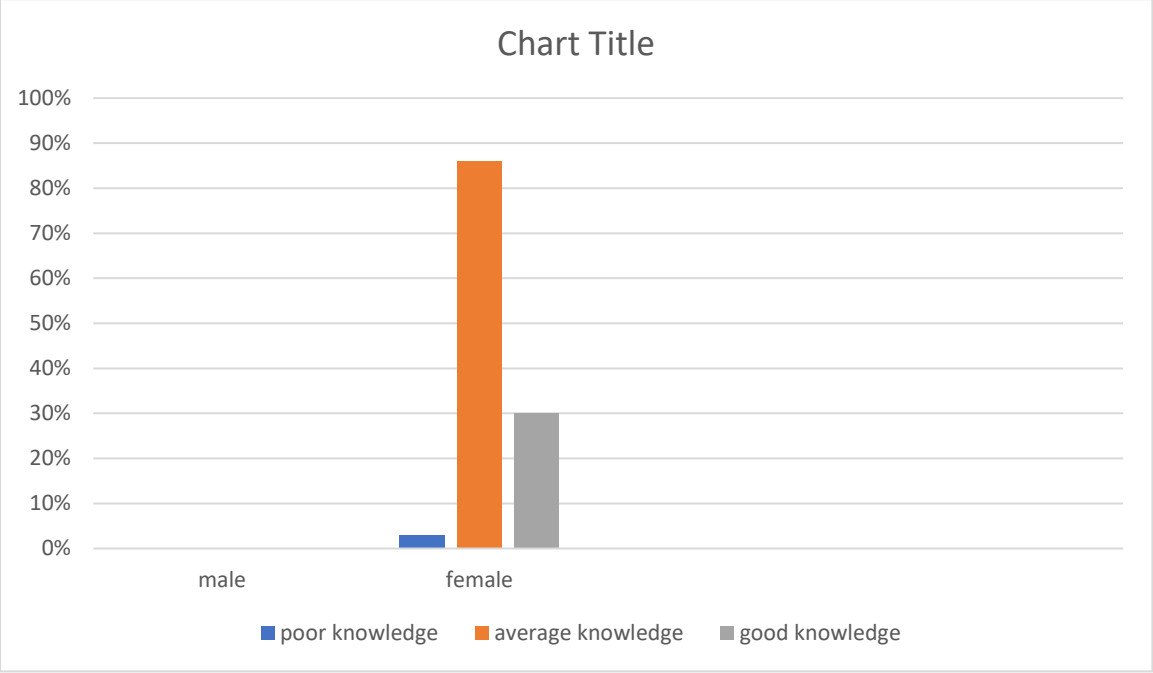

Fig17 : Bar graph depicting samples knowledge in relation to their gender.

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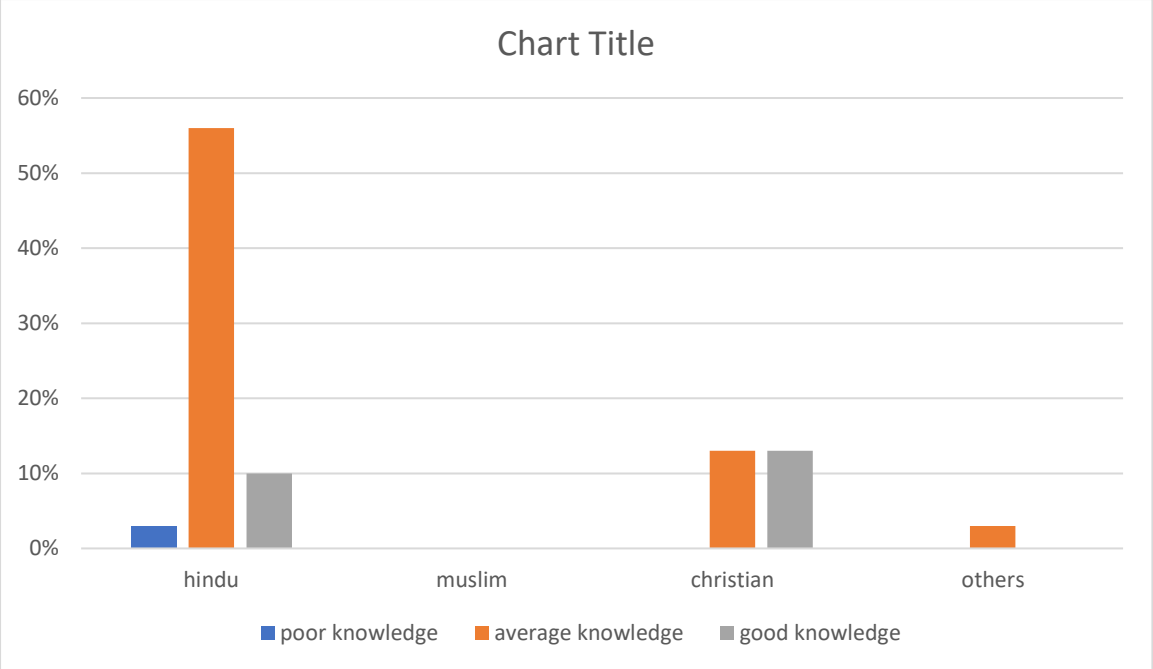

Fig 18: Bar graph depicting samples knowledge in relation to their religion.

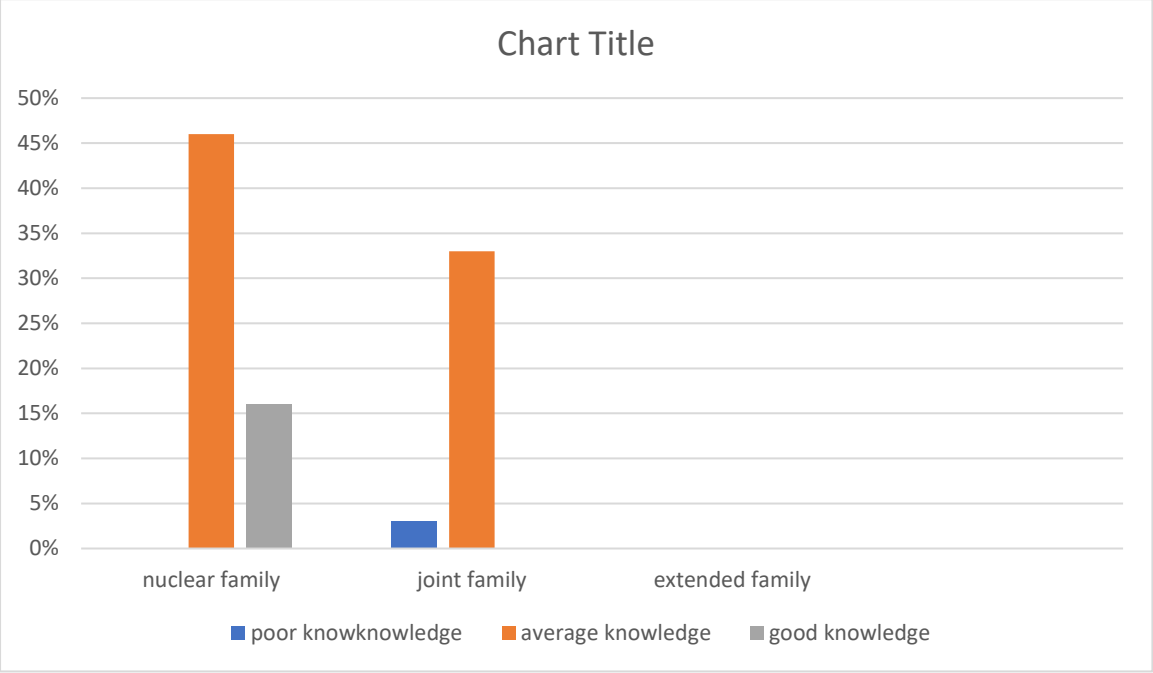

Fig 20: Bar graph depicting samples knowledge in relation to their family.

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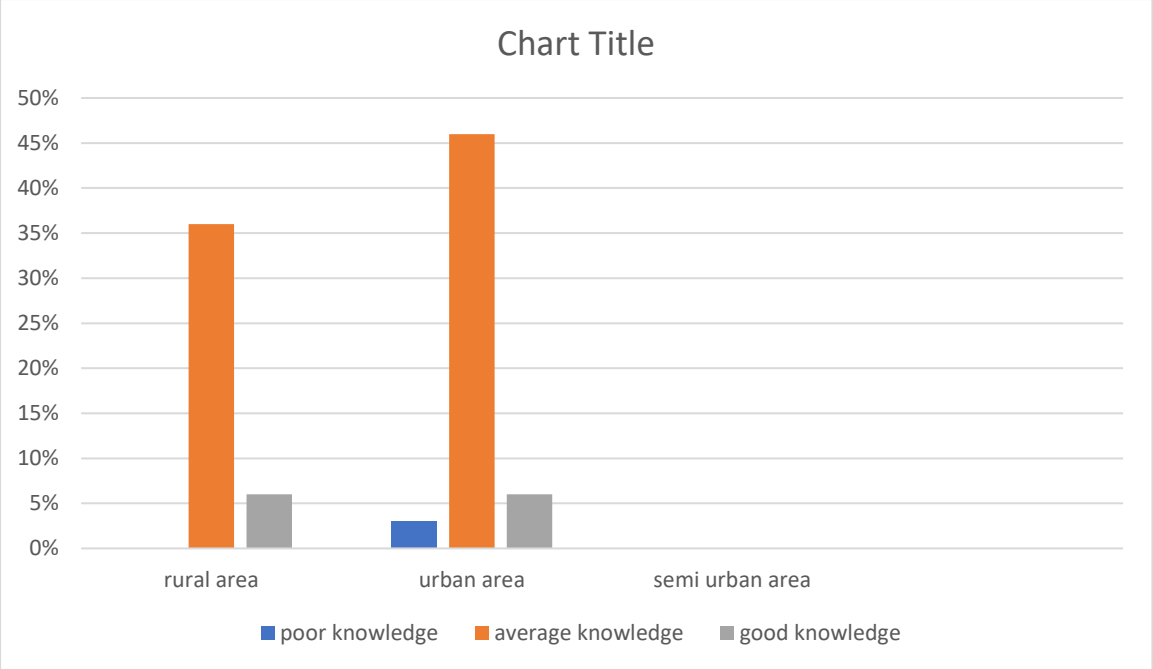

Fig 21: Bar graph depicting samples knowledge in relation to their residence.

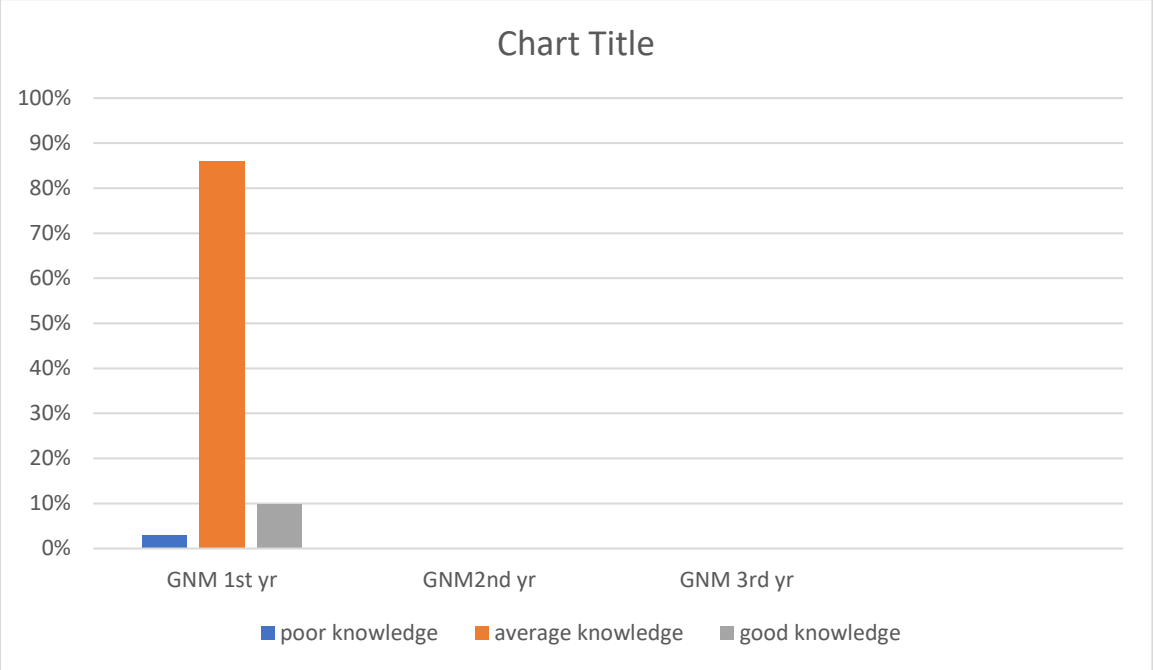

Fig 22: Bar graph depicting samples knowledge in relation to their qualification.

Section 2(B): This section deals with mean and standard deviation of knowledge score of nursing students on mass media.

Table3: Mean and standard deviation of knowledge score of nursing students on mass media

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Knowledge score of nursing students	Mean	Standard deviation
Post test	17.1	2.05

SECTION II (A): DISTRIBUTION OF SAMPLES BASED ON LEVEL OF KNOWLEDGE REGARDING MASS MEDIA IN RELATION TO THE DEMOGRAPHIC VARIABLES

Table 2: Frequency and percentage distribution of sample according to their level of knowledge.

S.NO.	Demographic variables	Frequency	Poor knowledge	Average knowledge	Good knowledge
1.	Age group				
	18 to 19	19	1 (3.33%)	17 (56%)	1 (3.333%)
	20 to 21	8	0 (0%)	7 (23%)	2 (6.666%)
	22 to 23	3	0 (0%)	1 (3.333%)	1 (3.333%)
	24 to 25	0	0 (0%)	0 (0%)	0 (0%)
2.	Gender				
	Male	0	0 (0%)	0 (0%)	0 (0%)
	Female	30	1 (3%)	26 (86%)	3 (10%)
3.	Religion				
	Hindu	23	1 (3%)	18 (60%)	2 (6%)
	Muslim	0	0 (0%)	0 (0%)	0 (0%)
	Christian	6	0 (0%)	5 (16%)	3 (10%)
	Other	1	0 (0%)	1 (3%)	0 (0%)
4.	Types of family				
	Nuclear family	18	0 (0%)	16 (53%)	3 (10%)
	Joint family	12	1 (3%)	10 (33%)	0 (0%)
	Extended family	0	0 (0%)	0 (0%)	0 (0%)

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5.	Residence				
	Rural area	11	0 (0%)	12 (40%)	1 (3%)
	Urban area	19	1 (3%)	14 (46%)	2 (6%)
	Semi-urban area	0	0 (0%)	0 (0%)	0 (0%)
6.	Nursing qualification				
	G.N.M 1st year	30	1 (3%)	26 (86%)	3 (10%)
	G.N.M 2nd year	0	0 (0%)	0 (0%)	0 (0%)
	G.N.M 3rd year	0	0 (0%)	0 (0%)	0 (0%)

SECTION II (A): DISTRIBUTION OF SAMPLES BASED ON LEVEL OF KNOWLEDGE REGARDING MASS MEDIA IN RELATION TO THE DEMOGRAPHIC VARIABLES

Table 2: Frequency and percentage distribution of sample according to their level of knowledge

People of age group between 18-19 years have average knowledge samples who were female have 26% of knowledge. People who belonging to nucleus family have16% of average knowledge. Samples who have belong urban area have 14% of average knowledge. Samples who were G.N.M 1st year students have 26% of average knowledge.

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