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Standardization of charts on organic food

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Abstract

Organic products are of high quality, GMO free, eco-friendly, certified, natural and nutritious, chemical free, safe, tasty, fresh and save resources with positive image. But awareness about organic food benefits is low. To create awareness on organic, 8 charts (4 in Hindi and 4 in English) were developed. Different messages were covered on organic food in charts. The charts were administered to twenty judges for standardization. The effectiveness of each chart was assessed on seven criteria as accuracy, coverage, objectivity, writing style, content presentation, illustration and compatibility. Weighted mean score, reliability and perceived feasibility tools were used to assess the data. Results showed that attributes of coverage, illustration and compatibility were higher overall mean score (2.85) of four charts followed by attributes of presentation (2.84), attributes of accuracy and writing style (2.82) and attributes of objectivity (2.81) respectively. The reliability of charts was perceived 0.85* 'r' value and found significant at 5% level of significance. Perceived feasibility index of charts was 94.66 with 2.84 overall weighted mean score.

Keywords: organic food, media, chart, effectiveness, reliability and feasibility index

Introduction

Organic food production is an eco-friendly production system with natural inputs like vermicompost, green manure, *panchgavya* etc. and there is no use of any chemical fertilizers, pesticides, genetically modified organism etc. in a socially responsible perspective (apeda.gov.in). As per researches, organic foods were purchased by respondents because they are chemical free, no side effect, healthy, safe and quality (Biemans, 2011) [2]. But the awareness about organic food at the grassroots level is low. Media can play an important role in creating awareness about the benefits of organic food. So, four charts were developed on different aspects of organic food related to benefits, certification, and storage of organic food. The present study was conducted with the objective-

1. To assess the effectiveness of leaflets on organic food.

Methodology

1. Preparation and standardization of media package

Charts contains the messages on organic food which are designed according to target group. Effectiveness of charts were judged according to clearness of message that fulfil the knowledge requirement of people. Charts were administered to twenty judges from College of Agriculture and College of Home Science from CCSHAU, Hisar, and KVK Mohindergarh. Their feedback regarding prepared media on organic food was recorded and the media was tested professionally with the help of questionnaire and modified accordingly.

2. Tool used for Standardization of media

For standardization of charts reliable and valid questionnaire was used developed by Extension Education and Communication Management Department, I.C. College of home Science, CCSHAU, Hisar. Judges recorded their responses on charts in that questionnaire and with the help of statistical tools the effectiveness of charts was assessed.

3. Statistical tools

i) Weighted mean score

$$\frac{FC1 \times 1 + FC2 \times 2 + FC3 \times 3}{\text{Total no. of Frequencies}}$$

Where,

FC1- frequencies of category 1

FC2 – frequencies of category 2

FC3 – frequencies of category 3

ii) Reliability (Spilt half method)

The coefficient of reliability was computed with the help of Spearman Brown Formula.

$$r_{tt} = \frac{2 r_{hh}}{1 + r_{hh}}$$

Where,

r_{tt} = reliability of the total test estimated from reliability of one of its halves

r_{hh} = correlation between halves

Perceived feasibility index (for each message)

$$PFI = \frac{E (RA+PC+CC+SC+Tr)}{P (RA+PC+CC+SC+Tr)} \times 100$$

Where

PFI = Perceived feasibility index (for each message)

E = Extent to which message was rated applicable by the respondents as regard to relative advantage (RA), physical compatibility (PC), cultural compatibility (CC), simplicity/complexity (SC) and Triability (Tr).

P = Maximum limit to which message was related Field applicable as regard to relative advantage (RA), physical compatibility (PC), cultural compatibility (CC), simplicity/complexity (SC) and Triability (Tr).

Results

Total eight charts, 4 in Hindi and 4 in English language were prepared. Each 2 chart contains same messages, one in Hindi and one English language.

Coverage of messages on organic food in charts

Four charts on knowledge about organic food were prepared in Hindi and English entitled “Why to choose organic food”, “Organic food grown in India”, “Organic food production schemes”, and “Principles of organic food production”. The messages covered in charts are given in table 1

Table 1: Coverage of messages on organic food in charts

Sr. No.	Topic	Pictures
Chart 1 - Why to choose organic food		
1.	Nutritious	5
2.	Chemical free	
3.	Healthy	
4.	Eco-friendly	
5.	Certified	
Chart 2 – Organic food grown in India		
1.	Cereals	1
2.	Pulses	
3.	Vegetables	
4.	Fruits	
5.	Milk and Milk Products	
6.	Dry Fruits	
7.	Spices	
8.	Oil Crops	
Chart 3 – Organic food production schemes		
1.	National Project on Organic Farming	1
2.	National Horticulture Mission	
3.	National Food Security Mission	
4.	All India Soil Biodiversity Project	
5.	Paramparagat Krishi Vikas Yojana (PKVY)	
Chart 4 – Principles of organic food production		
1.	Principle of health	-
2.	Principle of ecology	
3.	Principle of fairness	
4.	Principle of care	

Effectiveness of messages on organic food presented in charts

The effectiveness of each chart was assessed on seven criteria as accuracy, coverage, objectivity, writing style, content presentation, illustration and compatibility. Data from table 2 indicted that chart 1 scored 3.00 overall WMS in attributes of coverage followed by attributes of accuracy (2.83 WMS), attributes of content presentation (2.81 WMS), attributes of illustration (2.80 WMS), attributes of writing styles (2.78 WMS), attributes of objectivity (2.77 WMS), and attributes of compatibility (2.73 WMS) respectively. Chart 2 scored highest weighted mean score (2.87) in attributes of objectivity and attributes of compatibility, followed by attributes of

content presentation (2.83 WMS), attributes of writing styles (2.80 WMS), attributes of coverage accuracy (2.79 WMS) and attributes of illustration (2.73 WMS) respectively.

As per given in the table 2, chart 3 scored 2.87 weighted mean score in attributes of illustration, followed by attributes of accuracy, attributes of content presentation and attributes of writing styles (2.86 WMS). Attributes of coverage, objectivity, compatibility scored 2.80 WMS.

Regarding attributes illustration and compatibility, chart 4 scored 3.00 weighted mean score followed by attributes of coverage (2.93 WMS), attributes of content presentation (2.86 WMS), attributes of writing styles (2.85 WMS), attributes of accuracy and objectivity 2.83(WMS) respectively.

Table-2 showed that attributes of coverage, illustration and compatibility were higher overall mean score (2.85) of four charts followed by attributes of presentation (2.84), attributes

of accuracy and writing style (2.82) and attributes of objectivity (2.81) respectively.

Table 2: Effectiveness of messages on organic food presented in charts

Sr. No.	Variables	Chart 1 (WMS)	Chart 2 (WMS)	Chart 3 (WMS)	Chart 4 (WMS)	Overall mean score
Attributes of accuracy						
1	Understanding of the title	2.80	2.93	2.93	2.87	2.82
	Free from grammatical spelling and other typographical error	2.73	2.80	3.00	2.87	
	Repetition of information	2.80	2.67	2.67	2.73	
	Clarity of printing	2.87	2.80	2.87	2.80	
	Size of printing	2.93	2.67	2.93	2.87	
	Appropriateness of language	2.87	2.87	2.80	2.87	
Attributes of coverage						
2	Message covers all the necessary information	3.00	2.80	2.67	2.93	2.85
Attributes of objectivity						
3	Write up of all message clearly stated/self-explanatory	2.67	2.87	2.73	2.73	2.81
	Information appeared to be valid and well researched	2.87	2.87	2.87	2.93	
Attributes of writing styles						
4	The main points were more emphasized	2.93	2.87	2.87	2.87	2.82
	All the message/main heading were differentiated from each other	2.80	2.87	2.93	2.80	
	Information or messages were not complex in nature and having no doubts	2.60	2.73	2.87	2.80	
	Words did not repeated again and again which creates boredom	2.80	2.73	2.80	2.93	
Attributes of content presentation						
5	Material managed in logical sequence and grouping	2.87	2.87	2.80	2.80	2.84
	Technical terms	2.80	2.73	2.87	2.93	
	Usefulness of the information	2.93	2.87	2.93	2.80	
	Completeness of message	2.80	2.87	2.80	2.87	
	Ease of reading	2.67	2.80	2.87	2.87	
	Length of message	2.80	2.87	2.93	2.93	
Attributes of illustration						
6	Layout of the pictures/illustrations/ graphics was accurate to per content	2.80	2.73	2.87	3.00	2.85
7	Attributes of compatibility	2.73	2.87	2.80	3.00	2.85

Maximum mean score is 3.00

Low - 1-1.66 Medium - 1.67-2.32 High -2.33-3.00

The effectiveness of charts is perceived high as per obtained overall mean score of four charts.

Table 3: Overall reliability coefficient of charts perceived by judges n = 20

Charts	Accuracy, coverage, objectivity, content presentation, illustrations, writing style and compatibility	Inter consisting methods (split half technique)	.85*
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*significant at 5% level of significance

Overall reliability coefficient of charts found significant at 5% level of significance with 0.85* "r" value.

Table 4: Feasibility of various message related to organic food in charts perceived by judges

Attributes of content	Charts (Weighted mean score) (n = 20)
Relative advantage	2.80
Cultural compatibility	2.87
Physical compatibility	2.87
Simplicity/complexity	2.93
Triability	2.73
Overall mean score	2.84
Perceives feasibility index	94.66

Low - 1-1.66 Medium - 1.67-2.32 High -2.33-3.00

Regarding feasibility of charts, simplicity content scored 2.93 weighted mean score followed by cultural compatibility and physical compatibility (2.87 WMS), relative advantage (2.80

WMS) and triability (2.73 WMS) respectively. The overall mean score for feasibility of four charts was perceived 2.84 which has falls in high feasibility category. Perceived feasibility index of charts was 94.66.

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