



ISSN (E): 2277- 7695

ISSN (P): 2349-8242

NAAS Rating: 5.23

TPI 2021; SP-10(9): 29-31

© 2021 TPI

www.thepharmajournal.com

Received: 19-07-2021

Accepted: 21-08-2021

Sushmita

Ph.D. Scholar, Department of Extension Education and Communication Management I.C. College of Home Sciences, CCS Haryana Agricultural University, Hisar, Haryana, India

Dr. Vandana V Trar

Assistant Professor, Department of Extension Education and Communication Management I.C. College of Home Sciences, CCS Haryana Agricultural University, Hisar, Haryana, India

Dr. Ella Rani

Assistant Professor, Department of Extension Education and Communication Management I.C. College of Home Sciences, CCS Haryana Agricultural University, Hisar, Haryana, India

Standardization of posters on organic food

Sushmita, Dr. Vandana V Trar and Dr. Ella Rani

Abstract

Media is an effective tool to create awareness. Electronic and print media both works at grassroot level and providing information on different topics. People had low knowledge about organic food. So, to create awareness about organic food among people posters were prepared as a print media and its effectiveness was judged on different parameters. The prepared posters were administered to 20 judges from CCS Haryana Agricultural University and KVK Mohindergarh. For standardization a valid and reliable questionnaire was used and judges' feedback regarding the media was recorded with this. The effectiveness of media was assessed using weighted mean score, reliability and perceived feasibility index. Regarding effectiveness of posters results shown that overall mean score for attributes of illustration was 2.95 followed by objectivity (2.94), accuracy and writing style (2.91), coverage, content presentation and compatibility (2.90) respectively. Overall reliability coefficient of posters found significant at 5% level of significance with 0.88* "r" value. The perceived feasibility of posters was high with 2.86 overall mean score and perceived feasibility index of posters was 95.55.

Keywords: organic food, media, poster, effectiveness and standardization

Introduction

Now a days, media get to much popularization. Everybody using different social media apps in mobile and laptop. Not only electronic but print media also have a special place in creating awareness. Media is an effective way to create awareness. Food related advertisements, benefits, impact on health are also on social media. Recently, after COVID-19 organic food is in trend. But every person is not aware about it. So, by keeping in mind the benefits of organic food, the study was carried out with objectives-

1. To develop posters on organic food
2. To check the effectiveness of posters

Methodology**1. Preparation and standardization of media package**

Four posters (2 in Hindi and 2 in English) were designed with effective slogans and pictures on organic food to create awareness on benefits of organic food. The effectiveness of posters was judged by twenty judges from College of Agriculture and College of Home Science from CCSHAU, Hisar, and KVK Mohindergarh. For standardization of posters reliable and valid questionnaire was used developed by Extension Education and Communication Management Department, I.C. College of home Science, CCSHAU, Hisar. On the basis of feedback of judges, effectiveness was assessed on 7 criteria i.e., accuracy, coverage, objectivity, writing style, content presentation, illustration and compatibility and the posters were tested professionally.

2. Statistical tools**i. Weighted mean score**

$$FC1 \times 1 + FC2 \times 2 + FC3 \times 3$$

Total no. of Frequencies

Where

FC1- frequencies of category 1

FC2 – frequencies of category 2

FC3 – frequencies of category 3

~ 29 ~

Corresponding Author**Sushmita**

Ph.D. Scholar, Department of Extension Education and Communication Management I.C. College of Home Sciences, CCS Haryana Agricultural University, Hisar, Haryana, India

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

iii. 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

Slogans on organic food in posters

Four posters were developed on benefits organic food which contains the slogans entitled – “Jaivik apnaye behtr jindgi paye”, “Jaivik ho aadhar to savsth rhe parivar”, Nothing

better than organic Organic food is the key of good health.

Table 1: Slogans on organic food in posters

Sr. No.	Topic	Pictures
Poster 1 – “Jaivik apnaye behtr jindgi paye”		1
Poster 2 – “Jaivik ho aadhar to savsth rhe parivar”		1
Poster 3 – Nothing better than organic		1
Poster 4 – Organic food is the key of good health		1

Effectiveness of messages on organic food presented in posters

Regarding attributes of coverage, objectivity, content presentation, illustration and compatibility poster 1 scored 2.93 mean score while attributes of accuracy and writing style recorded 2.91 mean scores.

Poster 2 scored 3.00 men score in attributes of illustration followed by attributes of accuracy, objectivity and compatibility (2.93 MS), attributes of content presentation (2.92 MS), attributes of writing styles (2.90 MS) and attributes of coverage (2.87 MS) respectively.

Table 2 showed that poster 3 scored highest mean score (3.00) in attributes of illustration, followed by attributes of writing styles (2.95 MS), attributes of coverage and objectivity (2.93 MS), attributes of content presentation (2.90 MS), attributes of accuracy 2.88, and attributes of compatibility (2.87 MS) respectively.

Poster 4 scored 2.96 MS in attributes of objectivity followed by attributes of accuracy (2.92 MS), attributes of writing styles (2.88 MS), attributes of coverage, content presentation, illustration and compatibility (2.87 MS) respectively.

Effectiveness of posters has been presented in table 2. It can be clearly seen from the table that overall mean score for attributes of illustration was 2.95 followed by objectivity (2.94), accuracy and writing style (2.91), coverage, content presentation and compatibility (2.90) respectively.

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

Sr. No.	Variables	Poster 1 (WMS)	Poster 2 (WMS)	Poster 3 (WMS)	Poster 4 (WMS)	Overall mean score
1	Attributes of accuracy					2.91
	Understanding of the title	2.87	2.93	2.93	2.93	
	Free from grammatical spelling and other typographical error	2.93	3.00	2.93	3.00	
	Repetition of information	2.93	2.87	2.87	2.87	
	Clarity of printing	2.87	2.93	2.80	2.93	
	Size of printing	2.93	2.93	2.87	3.00	
	Appropriateness of language	2.93	2.93	2.93	2.80	
2	Attributes of coverage					2.90
	Message covers all the necessary information	2.93	2.87	2.93	2.87	
3	Attributes of objectivity					2.94
	Write up of all message clearly stated/self-explanatory	2.93	3.00	3.00	3.00	
	Information appeared to be valid and well researched	2.93	2.87	2.87	2.93	
4	Attributes of writing styles					2.91
	The main points were more emphasized	2.93	2.93	2.87	3.00	
	All the message/main heading were differentiated from each other	2.87	2.87	2.93	2.93	
	Information or messages were not complex in nature and having no doubts	2.93	2.87	3.00	2.80	
	Words did not repeated again and again which creates boredom	2.93	2.93	3.00	2.80	
5	Attributes of content presentation					2.90
	Material managed in logical sequence and grouping	2.87	3.00	2.87	3.00	
	Technical terms	2.87	2.87	2.93	2.87	
	Usefulness of the information	3.00	2.93	2.80	2.87	
	Completeness of message	2.93	2.87	3.00	2.73	
	Ease of reading	3.00	2.93	2.93	2.93	
	Length of message	2.93	2.93	2.87	2.87	
6	Attributes of illustration					2.95
	Layout of the pictures/illustrations/ graphics was accurate to per content	2.93	3.00	3.00	2.87	
7	Attributes of compatibility					2.90

Maximum mean score is 3.00

Low - 1-1.66

Medium - 1.67-2.32

High -2.33-3.00

Overall reliability coefficient of posters perceived by judges

Overall reliability coefficient of posters found significant at 5% level of significance with 0.88* “r” value.

Table 3: Overall reliability coefficient of media package perceived by judges (n = 20)

Posters	Accuracy, coverage, objectivity, content presentation, illustrations, writing style and compatibility	Inter consisting methods (split half technique)	.88*
---------	---	---	------

significant at 5% level of significance

Feasibility of various message related to organic food in posters perceived by judges

Regarding feasibility of posters, simplicity and triability scored highest weighted mean score (2.93) followed by physical compatibility (2.87 WMS), relative advantage and cultural compatibility (2.80 WMS) respectively. The overall mean score of posters were 2.86 with perceives feasibility index 95.55.

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

Attributes of content	Posters (Weighted mean score) (n = 20)
Relative advantage	2.80
Cultural compatibility	2.80
Physical compatibility	2.87
Simplicity/complexity	2.93
Triability	2.93
Overall mean score	2.86
Perceives feasibility index	95.55

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

Reference

1. Anonymous, 2020. http://apeda.gov.in/apeda_website/organic/Organic_Products.
2. Biemans SZ. Polish consumer food choices and beliefs about organic food. *British Food Journal* 2011;113(1):122-137.
3. Mehrunish A, Amira Nabihah R, Rozi M, Ramesh K. The effectiveness of social media by brand awareness, information platform gaining feedback, customer acquisition and retention of organic food and beverage. *Annals of R.S.C.B* 2021;25(3):6661-6678.