



## **A Study the difference of awareness of multimedia among Male and Female and Rural and Urban teachers working at colleges of Vijayapura District**

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**ABSTRACT:** A research study on the difference of awareness of multimedia among Male and Female teachers and Rural and Urban teachers working at colleges of Vijayapura District was conducted under a research project. The study was intended to know the competency of teachers working in degree colleges of Vijayapura city. The city which was rich with "Adilshahi" history but prevailing with educational progress. The present research article reveals that there is no much difference exist in awareness of multimedia among Male and Female teachers and Rural and Urban teachers working at colleges of Vijayapura District.

**Keywords:** Multimedia, Awareness, Rural and Urban

### **INTRODUCTION**

Multimedia is content that uses a combination of different content forms such as text, audio, images, animations, video and interactive content. Multimedia can be recorded and played, displayed, interacted with or accessed by information content processing devices, such as computerized and electronic devices, but can also be part of a live performance. Multimedia devices are electronic media devices used to store and experience multimedia content.

Multimedia provides students with an alternate means of acquiring knowledge designed to enhance teaching and learning through various mediums and platforms. This technology allows students to learn at their own pace and gives teachers the ability to observe the individual needs of each student. The capacity for multimedia to be used in multi-disciplinary settings is structured around the idea of creating a hands-on learning environment through the use of technology. Lessons can be tailored to the subject matter as well as be personalized to the students' varying levels of knowledge on the topic. Learning content can be managed through activities that utilize and take advantage of multimedia platforms. This kind of learning encourages interactive communication between students and teachers and opens feedback channels, introducing an active learning process especially with the prevalence of new media and social media.

### **OPERATIONAL DEFINITIONS OF KEY TERMS:**

For the present study the following key terms have been used.

#### **I. Awareness of Multi-media:**

Awareness refers to knowledge and application of multi-media in our life settings. In present study awareness of teachers working in degree colleges of

Vijayapur district.

## **II. Access of Multi-media:**

Access refers to availability of multi-media facilities in colleges.

## **III. Multi-media:**

Multi-media mean the tools and instruments, methods used in colleges with print and electronic media. As per present study it refers to computer assisted instruction, LCD, TV, Internet, Mobile and other digital devices.

## **IV. College teachers:**

In present study college teachers refers to assistant professors of degree colleges of Vijayapur district. This group includes assistant professors of Government, Aided and Unaided colleges.

## **V. Vijayapura district:**

In present study Vijayapura district refers to one of the district of north Karnataka.

## **REVIEW OF RELATED LITERATURE**

**Shalon M Fisch** in his research study “Education TV and interactive media for children: effects on Academic knowledge, skills and attitudes” suggests that students learn better and reproduce learning in effective manner. To make teaching in effective way teachers most use multi-media in their classroom.

**Thanuskodi (2013)** made an attempt to explore the awareness and use of ICT among under graduate degree students in rural areas in Tamil Nadu. The main objective was to find out the awareness and purpose of use of ICT, for this purpose the researcher carried out a survey on 150 under graduate students through random sampling. The findings revealed that more than half acquired their internet skill through training from college, and most of them used internet frequently for literature purpose. **Thanuskodi.S (2013)** made an attempt to explore the awareness and use of ICT among under graduate degree students in rural areas in Tamil Nadu. The main objective was to find out the awareness and purpose of use of ICT, for this purpose the researcher carried out a survey on 150 under graduate students through random sampling. The findings revealed that more than half acquired their internet skill through training from college, and most of them used internet frequently for literature purpose.

**Onkar Kakade and Vishnu Shinde (2014)** studied the use of Multimedia applications in Learning provides useful concepts for Instructional Content Design. This study aimed to investigate the awareness of digital media, use of these in teaching-learning and attitudes towards e-learning among teacher trainees. To achieve these objectives of the study, the researchers developed a test to understand the awareness about digital media. The data is collected from teacher trainees of Vijayapura city. The results showed that the teacher trainees have very low level of awareness of digital media and there is no significant relationship between the awareness of digital media and academic achievement among teacher trainees. The results revealed that there is no significant difference of awareness of digital media among Arts and Science teacher trainees.

## **OBJECTIVES OF THE STUDY:**

1. To study the difference of awareness of multimedia among Male and Female teachers working at colleges of Vijayapura District.

2. To find out the difference of awareness of multimedia among Rural and Urban teachers working at colleges of Vijayapura District.

**METHODOLOGY OF THE STUDY:**

This study employed a descriptive survey research method.

**POPULATION AND SAMPLE OF THE STUDY:**

All degree colleges of Vijayapura district serves as population of the study. The study attempts to understand the awareness of multimedia among college teachers. 150 Lecturers were selected by using Stratified random sampling technical from colleges of Vijayapura district.

**The detailed sampling structure is presented in the following table.**

Sl. No	Gender	No	Locality	No
1	Male	85	Rural	105
2	Female	65	Urban	45
Total		150		150

**3.5 VARIABLES OF THE STUDY:**

- (i) Awareness and Access of Multi-media-Independent Variable
- (ii) College teachers of Vijayapura district- Dependent Variable

**Moderate Variables:**

1. Gender: Male and Female
2. Locality: Rural and Urban
3. Management: Government, Private Aided and Unaided
4. Faculty: Arts, Commerce and Science
5. Taluks: 1. Vijayapur 2. Basavan Bagevadi 3. Sindagi 4. Indi 5. Muddebihal

**PREPARATION OF TOOLS:**

The tools for present study were developed by my investigator. Before preparation of tools discussion was made with education experts in the university. Information was also sought from media experts available locally.

It was discussed in the proposal presentation discussion that only two data collection tools are needed. The research experts in the selection panel said that one tool must be questionnaire and another one is checklist. The tool was typed in English and circulated to few teachers and got feedback. Based on few suggestions offered by the teachers needed modifications were made. Teachers awareness questionnaire was included open statements related to knowledge and use of multi-media among teachers of higher education. The checklist included items to check availability of tools and materials of multi-media in colleges.

**Attitude of Teachers towards Multimedia (ATMM).** The tool for data collection was prepared by research investigator with the help of education experts. The items were 30. These items included thoughts of Assistant professors views about need of multimedia in higher education, realities of multimedia in colleges, training provided, e-content, CD and Videos, Internet, radio programmes, CCTV, Attitude of authorities and evaluation.

Keeping Vijayapura as study area it is felt that the colleges coming under this region have lot of Shortage of basic facilities, Teachers working in these colleges may have impact of these shortages also. It was seen in the seminars and conferences of

college teachers that ICT in rural college is not simple task. AS it is seen in visits to these colleges normally traditional environment is existed in these colleges. Principals and managements normally say compete on teachers and students. But teachers blame managements and governments. At the time of too preparation it is also kept in mind that rural education centers have more of private colleges and newly started government degree colleges. The old college has traditional education system. They never accept modern educational environment. This extreme environment is there in Vijayapur district. The taluks namely Sindagi, Indi, Muddebihal, Basavanbagewadi are very backward in its nature. Colleges have more number of students but infrastructure and education facilities are not up to mark.

**SIGNIFICANCE OF THE STUDY:**

The significance of the study reveals whether the awareness of multimedia among teachers is significant. Secondly it provides knowledge about the availability of multimedia devices for teachers working at colleges.

**HYPOTHESES OF THE STUDY:**

1. There will be no significant difference of awareness of multimedia among Male and Female teachers working at colleges of Vijayapura District.
2. There will be no significant difference of awareness of multimedia among Rural and Urban teachers working at colleges of Vijayapura District.

**PROCEDURE OF THE DATA COLLECTION:**

Teachers of degree college's five talukas of vijayapur were selected randomly. Investigator visited degree colleges and took permission of principals of respective colleges for data collection. Vijayapur, Sindagi, Basavana Bagevadi, Indi and Muddebihal taluks were considered for data collection.

**STATISTICAL TECHNIQUES USED FOR THE STUDY:**

For the present study the statistical techniques viz., mean, standard deviation, co-relation and Anova test was employed for the purpose of knowing the extent of relationship between the variables and also regarding their significant difference.

**SECTION-1**

**Study of the Awareness of multimedia among college teachers.**

**Hypothesis -1** There will be no significant difference of awareness of multimedia among Male and Female teachers working at colleges of Vijayapura District.

**Table-1**

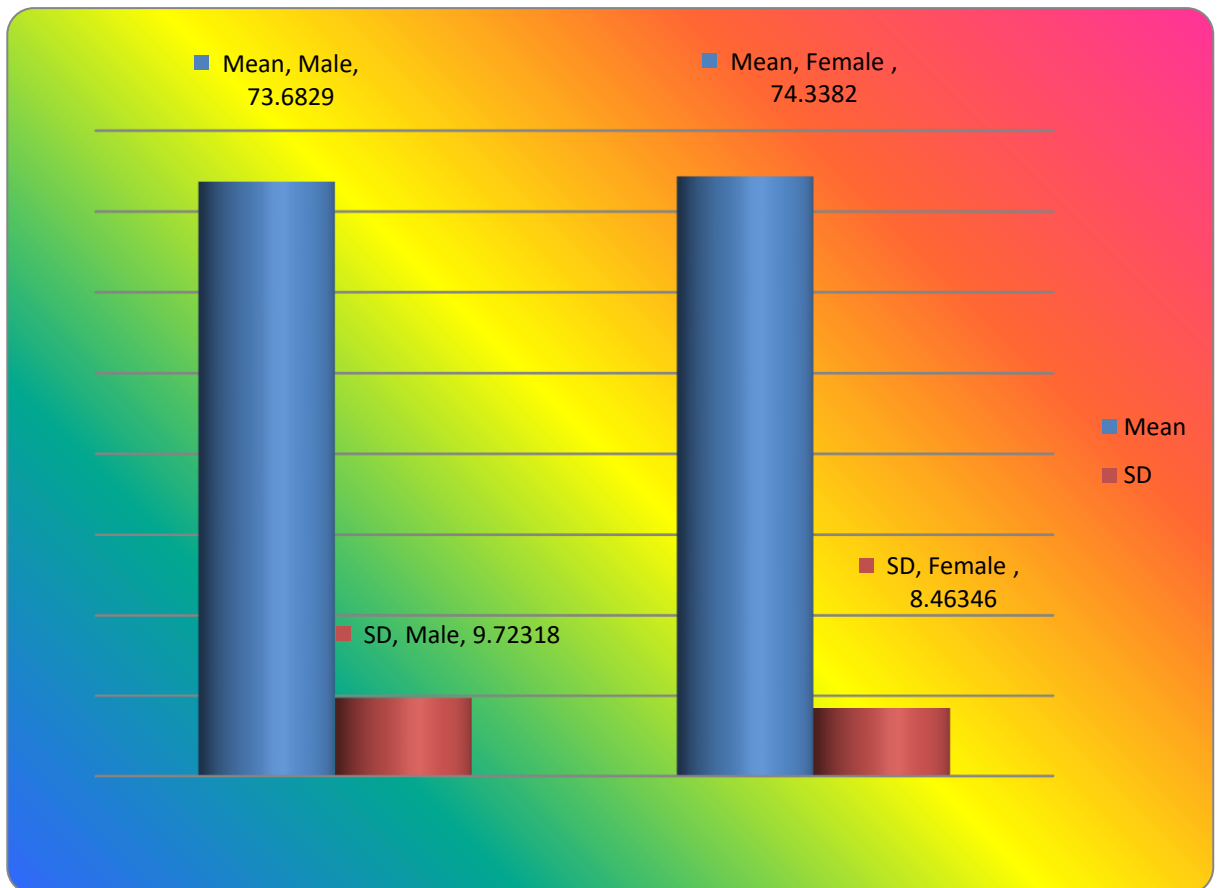
Mean, SD and t-value of media awareness scores of college faculty members with respect to Male and Female Area of Vijayapura District.

Area	N	Mean	SD	t-value	df	P value	Remark
Male	82	73.6829	9.72318	-.435	148	.664	NS
Female	68	74.3382	8.46346				

The table -1 represents the mean, standard deviation and correlation obtained on the difference of awareness of multimedia among Male and Female teacher working at colleges of Vijayapura District. From the table it is seen that the mean value of awareness of multimedia of male is (73.68) and female is ( 74.33).The

standard deviation value obtained for awareness of multimedia of male is (9.72) and female is (8.46) do not vary much, in both of the group there by showing that the scores are not much dispersed.

The obtained “t” value for awareness of multimedia of male and female teachers working at colleges is(-.435) is not found to be significant at 0.01 level. Which indicates that there is no difference of awareness of multimedia among Male and Female teacher working at colleges of Vijayapura District. Therefore the null hypothesis is accepted and proved that there is no significant difference of awareness of multimedia among Male and Female teachers working at colleges of Vijayapura District.



**Hypotheses-2:**

There will be no significant difference of awareness of multimedia among Rural and Urban teachers working at colleges of Vijayapura District.

**Table-2**

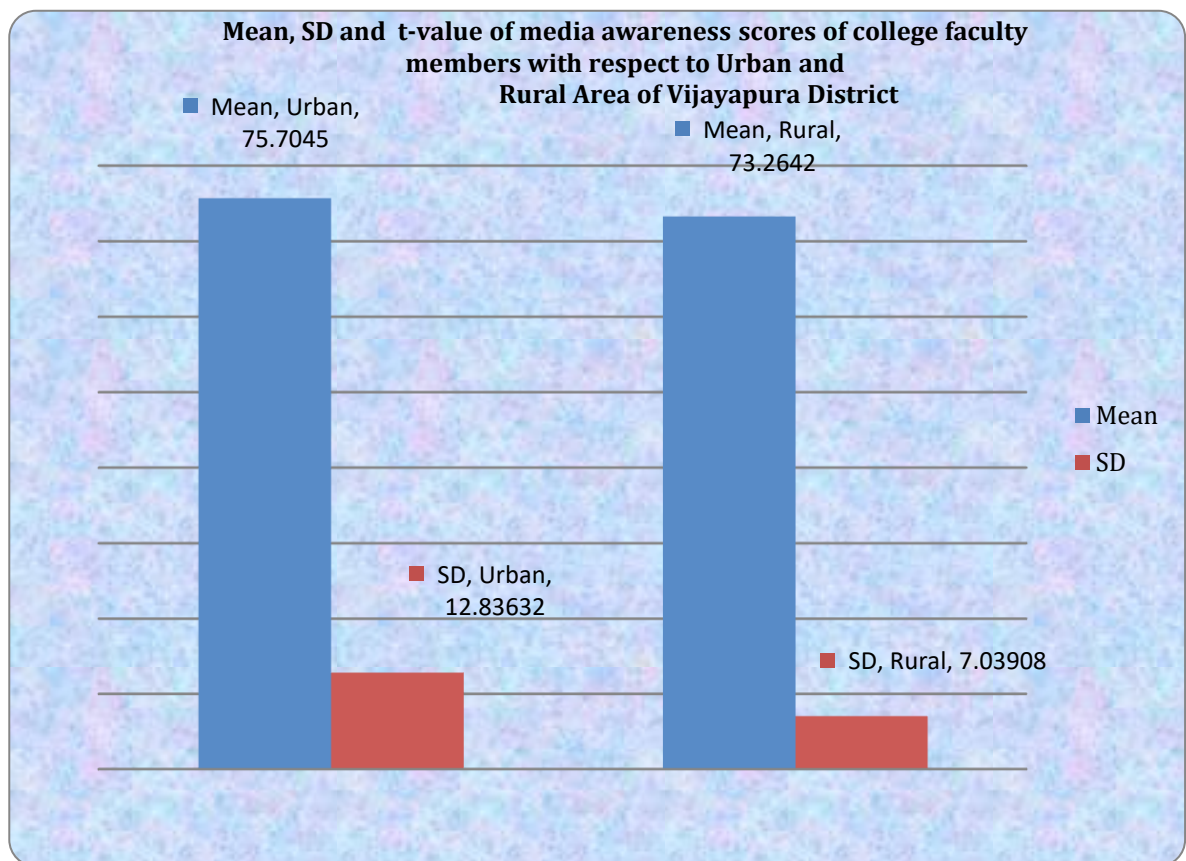
**Mean, SD and t-value of media awareness scores of college faculty members with respect to Urban and Rural Area of Vijayapura District**

Area	N	Mean	SD	t-value	df	P value	Remark
Urban	44	75.7045	12.83632	1.493	148	.137	NS
Rural	106	73.2642	7.03908				

The table- 2 represents the mean, standard deviation and correlation obtained on the difference of awareness of multimedia among Rural and Urban teacher working at colleges of Vijayapura District. From the table it is seen that the mean value of awareness of multimedia of Urban teachers is (75, 70) and Rural teachers is (73.26).

The standard deviation value obtained for awareness of multimedia of Urban teachers is (12.83) and Rural teachers is (7.03) do not vary much, in both of the group there by showing that the scores are not much dispersed.

The obtained “t” value for awareness of multimedia of Urban and rural teachers working at colleges is (1.493) is not found to be significant at 0.01 level. Which indicates that there is no difference of awareness of multimedia among Urban and Rural teacher working at colleges of Vijayapura District. Therefore the null hypothesis is accepted and proved that there is no significant difference of awareness of multimedia among Rural and Urban teachers working at colleges of Vijayapura District.



**FINDINGS OF THE PRESENT STUDY:**

1. There is no significant difference of awareness of multimedia among Male and Female teachers working at colleges of Vijayapura District.
2. There is no significant difference of awareness of multimedia among Rural and Urban teachers working at colleges of Vijayapura District.

**EDUCATIONAL IMPLICATIONS OF THE PRESENT RESEARCH STUDY:**

1. Based on the first findings there is no significant difference of awareness of multimedia among Male and Female teachers working at colleges of Vijayapura District. Normally in society we differentiate teachers of higher Education based



on discipline, teaching experience, locality, gender, type of institution, and so on. Based on the findings of the present research we can understand that there is no significant difference exists in teachers as per awareness of multimedia. Since multimedia is a common tools of information, most of teachers are using it for personal and academic activities. Because of this reason the difference does not exist.

2. The present study reveals the fact that multimedia is common essential tool for all type of educational managements.
3. In globalization multimedia is a tool which is used as common media of communication in the world. This helped reducing the difference between rural and urban. In present research study it was revealed that multimedia is common tool of communication.
4. As per multimedia facilities in Indian education institutions is concerned, certain clues are found in present study that there are differences in availability in multimedia facilities in Education Institution, but there is no much impact on teachers working in those colleges. It reveals that teachers working in degree colleges manage the shortages of multimedia by using their own multimedia gadgets. Some teachers opined that they use smart phone, personal laptops and local internet resources to bridge the shortcomings of multimedia in their educational institutions.

#### **LIMITATIONS OF THE STUDY:**

The following are the Limitations of the present Study:

- 1) The proposed study is confined only to the Colleges of Vijayapura district.
- 2) The study is confined only to the assessment of awareness of multimedia among college teachers only.
- 3) The study is limited to the assessment of awareness of multimedia among selected sample only.

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