

## **Effectiveness of Interactive Multimedia Compact Disc (IMCD) in knowledge gain on organic farming practices**

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### **ABSTRACT**

The study was taken up in Thiruvannamalai district of Tamil Nadu state. A sample size of 120 paddy growing farmers were selected comprising of 10 respondents from each village fixed in consultation with the statistician for the study. The research design followed in this study was 'Before and After (Pre-test and post-test)' design. Twelve groups with 10 respondents under each were selected for the study. Of the twelve groups, eight were experimental groups and the remaining was the control group. Assignment of experimental groups and control group was done by using random procedure. Two different learning modules (treatments) such as Interactive Multimedia compact Disc (IMCD) on organic farming practices on paddy as a tool for group learning through Liquid crystal Display (LCD) projection screen with interaction by the researcher and IMCD on organic farming practices on paddy as a tool for group learning through LCD projection screen without interaction by the researcher were selected and tested for their relative effectiveness using this research design. The result indicated that the IMCD as a group learning tool with interaction by the researcher had the maximum knowledge gain followed by the IMCD as a group learning tool without interaction by the researcher. But, in the control group there was no gain in knowledge level.

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**F**arming community in India is normally endowed with fragmented land holdings, containing marginal and small sectors to the maximum, the affordability, accessibility and possibility to travel a long distance and to hunt the information is seldom possible. As the traditional agriculture is transforming into hi-tech agriculture, the need for updated information is also essential for agricultural production and productivity, eventually resulting with a lucrative yield and income to the farming community. To help to ensure this situation, it is essential to effectively communicate the useful agricultural technologies to the farmers. For this, they should also be able to access the expertise in the field of agriculture. Improved communication and information access are directly related to social and economic development.

Among all the means of mass communication, multimedia of the most versatile audiovisual medium of communication (Brun and Mangsti, 2001). Multimedia instructional material allows the learner actually to see, hear and use the content to be learned (Roden, 1991). Interactive multimedia compact disc can be used as an effective tool for the transfer of technology (Senthil Kumar, *et al.*, 2003). Multimedia provides a higher level of mastery over the subject matter, which gives students "hands on" learning, better retention, specific feedback

and increased levels of understanding (Roden, 1991). Multimedia communication is the representation, storage, retrieval and dissemination of machine processable information expressed in multimedia such as text, voice, image, audio and video. Multimedia tools are ideally suited to demonstrate complex and dynamic process that cannot be explained easily with conventional media and methods. Keeping the above views in mind, it was decided to develop Interactive Multimedia Compact Disc on organic farming practices in rice in Tamil language. So the study was carried out on the effectiveness of Interactive Multimedia Compact Disc in terms of knowledge gain.

### **METHODOLOGY**

The study was taken up in Thiruvannamalai district of Tamil Nadu state. A sample size of 120 paddy growing farmers were selected comprising of 10 respondents from each village fixed in consultation with the statistician for the study. For each of the treatments under experimental group, 40 respondents were assigned and 40 respondents were assigned for control group using random sampling procedure. Further, it was decided to select the respondents who have ability to read Tamil. The number of respondents was limited to 10 respondents per village considering the time available for a student researcher to contact the farmers. A standardized knowledge test was developed to measure the knowledge level of the farmers on organic farming practices. The data were analysed by