



Development of media mix package for mothers of new born babies

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ABSTRACT

Study is undertaken to develop a media mix package for the mothers of new born babies. Hundred mothers having babies from birth to six months were selected. An interview schedule was prepared for data collection. The finding of the study revealed that higher percentage of mothers has the feeling that they have knowledge about child care and development. But when these mothers were asked various questions on different aspects of child care all the mothers could not give correct responses. 70 per cent of mothers felt that the package will be handy to use and 95 per cent felt that the package will be very much helpful. On the basis of the views and expectations of the mothers the package has been prepared. It consisted of different media like folders, photograph and audio tapes to disseminate knowledge on different areas like developmental milestones, feeding, health and hygiene, language, cognitive, emotional, social development and stimulation.

INTRODUCTION

The development of media mix package is an idea that is perceived as new by the individual and the diffusion of this is the process by which an innovation spread in the social system. It may be said that an innovation is diffused in a society when many members of the society adopted the new ideas or new practices. It is possible that an individual may adapt the package regardless of whether the social system adopts it or not. Many first time parents really don't know what to expect in term of what their baby will like, what he or she will do or how to handle them. It can be very daunting. It is

believed that a mother will feel reasonably confident about coping with the new born baby when one leaves the hospitals and nursing home with handful of learning package containing all the required information relating to bringing up a baby. Ode and Omokara (2007) revealed that learners retain most of what they hear, see and feel than what they merely hear.

Individual who are ready to accept the learning package and adopt the new ways will definitely be eager to spread the information to other people and thereby encouraging them to adopt these new practices to bring up their children in an adequate ways. They may do this by bringing the people of the group to their home and

show them how they have adopted the learning package and how it is helpful and convenient to use in the rearing process both for the literate and illiterate mothers. Therefore a need has been felt to develop a media mix package with a combination of different media like audio tape, folders and photograph covering all the aspects related to care and development of the new born baby. Mothers can easily turn to the pages, see the photographs or listen to the audio tapes when required and learn necessary skills. The package will be very helpful for the illiterate mothers because it includes audio and visual media for imparting knowledge and help the mothers whenever they face any confusion in the child care and development process. Rahman (1994) found that village women registered significant greater scores for gain in knowledge and retention of knowledge while they were exposed to a package of several aids, *i.e.* black board, flip chart, flash card and slides.

The study was designed with the following objective preparation of media mix package for mothers of new born babies.

MATERIAL AND METHODS

The study was confined to the Jorhat district of Assam. For the present study, 100 numbers of mothers having babies from the age group of birth to six months were selected, from Government hospitals, nursing home and from rural and urban areas of Jorhat as per Fig. A. For the selection of samples from hospitals – one government hospitals and two nursing homes were selected purposively. For the selection of samples from

the urban areas, mother having infants of age group birth to six months were selected from the past record kept in the hospitals and nursing homes. After looking into the past records kept in the hospitals the mothers those who are at a nearby distance and within 10 km from the public transports were selected purposively. For the selection of samples from rural area the following steps were followed. Three villages were selected purposively. List of mothers having infants from birth to six months were collected from Anganawadi centres and primary health centre of the villages. From the list 10 numbers of mothers from each of the villages were selected randomly.

An interview schedule was prepared and before preparing, a few gynecologist and pediatric were consulted to know about the different types of information generally a mother want to know regarding child care and development. The package has been developed on the basis of the responses of hundred numbers of mothers having infant from the birth to six month. Following steps were followed while preparing the package.

- Assessment of the needs and knowledge of mothers regarding child care and development.
- Identification of different sources from where the mother received information.
- Analyzing the views of mothers on media mix package.
- Collection of information from the current literatures.

The package consist different media like folders, audio tape and coloured photographs. The package prepared under the study encompasses varied area of child development and care. Detail information on area like milestone of development, language and cognitive development, emotional and social development, health and hygiene, feeding pattern and stimulation were given through different media.

Mothers were interviewed personally to assess their needs regarding child care and development and the rearing practice through the interview schedule which was prepared for the study. For the analysis of surveyed data interview schedule was thoroughly coded and appropriate tables were designed. Analytical device expressed in frequency and percentages were used.

OBSERVATIONS AND ANALYSIS

Majority of the mothers are within the age range of

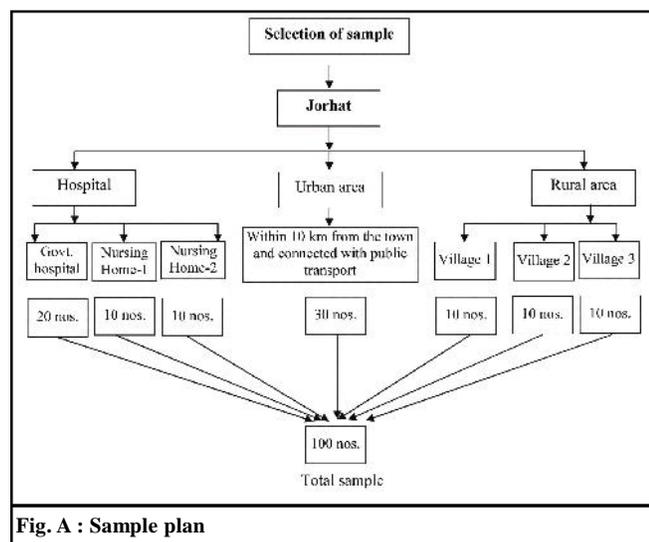


Fig. A : Sample plan

24-29 year. 59 per cent were from nuclear family out of which 42 per cent belongs to small family. Again it was found that 52 per cent were having their 1st born child within the age group of birth to six month. 50 per cent mothers were from rural areas and remaining 50 per cent were from urban areas. Regarding education of mother it was seen that 31 per cent were under matric and 25 per cent of them were graduate. 70 per cent of them were housewives. To assess the needs and knowledge of mothers in the area of child care and development, different types of question related to mothers knowledge, their source of knowledge were asked and when the responses were analyzed it has been seen that 72 per cent mothers felt that they have knowledge about child care and they have acquired the information from book 49 per cent, from people 43 per cent, television 21 per cent, newspaper 16 per cent and radio 10 per cent. 79 per cent of mothers said that they discussed with their friends and relatives about child care during pregnancy, but 58 per cent mothers felt that the information and knowledge they have is not sufficient to bring up a baby. Although most of the mothers felt that they know how to take care of their babies, when they were asked various questions on different aspects of child care and development all the mothers could not come out with correct answers. Munya (2000) had reported that print, media, television, films, slides, pictures, drama, dance, folkdance, group discussion, meeting, exhibition and demonstration have also been used to spread up the flow of information. An effort was made to explain in details the area like – physical growth and development, social and emotional development, language and cognitive development. Likewise separate folders were prepared for mothers of new born babies in different areas like health and hygiene, feeding pattern of new born and stimulation (Gogoi, 2015).

When the responses have been analyzed on mothers view on media mix package it was revealed that majority 34 per cent mothers want to know more relevant information regarding child care and among them 26 per cent mother would like to get the information through audio tapes, 4 per cent through books, 20 per cent from pictures and photographs, 9 per cent from folders and other 20 per cent from combination of all the media. It was also revealed from the analysis that the 70 per cent mothers have said that the package will be handy to use and 95 per cent mothers have also said that the package

Sr. No.	Preferred area	Percentage (%)
1.	Developmental milestone	49
2.	Infant feeding	30
3.	Health and hygiene	35
4.	Immunization	33
5.	Stimulation	40

will be helpful too.

The findings from Table 1, further reveals that majority of the respondent showed their interest to know more about child care and development and according to them each and every area were very much important in bringing up a healthy baby. It also paved the way to develop a media mix package for mother of new born babies. High percentage of the mother showed keen interest to acquire knowledge through the media mix package for better upbringing of their infants.

While selecting the area on which the package was prepared the mother responses were taken into consideration. The area on which the mother showed poor knowledge was much more emphasized. For example under developmental milestone, perceptual abilities and children emotion were given much more emphasis.

An effort was taken to explain the specific areas through different medias like audio tape, folders and photographs so that both the educated and uneducated mothers could easily understand the information. In folders all the aspects were included separately with different self explanatory photographs and writing materials so that all the mothers could easily read and understand. Photograph included in the package showed how to feed the child, how to prepare the baby for bath, what are the different stimulatory toys and play materials that can be provided to the infants. In the same way all these messages were audio taped in lucid mother tongue (Assamese) to make it understandable for the illiterate section of mothers. Rathore and Upadhyay in 1991 reported that high gain in knowledge was found when a message was disseminated through traditional projected and non-projected visual aids.

Conclusion:

It is evident from the above result that there are still some mothers who are not aware of different aspects of child care and development. So effort has been taken to develop a media mix package for mothers of new born

babies so that the mothers can learn about different aspect and techniques of child development and care easily. Majority of the mothers showed their interest to have the media mix package and to use this for better upbringing of the children.

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