

Evaluation of an Educational Media Package

Kiranjot Sidhu

Punjab Agricultural University, Ludhiana 141 001, Punjab, India
E-mail: sidhs79@gmail.com

KEYWORDS Effectiveness. Electronic. Gain. Knowledge. Printed. Retention

ABSTRACT An appropriate media developed for a particular purpose has significant value in motivating people for action and helping them in correct concept formation. With this view in mind, a media package consisting of both printed and electronic media entitled 'Versatile *Neem* for Domestic use' was developed. The present study was undertaken to test the effectiveness of the developed media. Control and experimental groups were formed and pre post test were conducted immediately after the exposure to study the gain in knowledge and after seven and fourteen days to study the retention value. The results proved that the package was effective in terms of gain in knowledge and retention of information and knowledge. Hence, it was concluded that the developed media package was effective to serve the purpose for which it was designed and was recommended for further multiplication and use for dissemination of information /practices.