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Research Article

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Opinion of Respondents (UAS-B staff & Student) about the Articles in Print Media Sourced by Them

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ABSTRACT

A "Study on health, food and nutrition information communication in popular print media accessible to employees and students of UAS Bengaluru" was undertaken in the year 2016-2017 at UAS Bengaluru, analysis of readers opinion about food science and nutrition information published in selected two national english (The Hindu and Deccan Herald) and two regional kannada newspapers (Prajavani and Vijay Karnataka) and two popular local magazines (Gruha Shobha & Health Magazine) were covered for reader's opinion study, 120 UAS readers including staff (n=60) and students (n=60) reading identified dailies were considered. The data was collected with the help of pre-tested structured interview schedule. The food and nutrition information published was readable, adequate, clear and timely. Nutrient in food, areas of health covered and areas related to foods and balancing them were the most preferred topics. Important suggestions were publication of food and nutrition information on special supplements.

Key words: *Nutrition, Supplement, Food, Print media*

INTRODUCTION

Today, media has potential of bringing information from the remotest corner of the globe. This development has made communication scientists to rightly describe the present world as global village. Communication is the process of sending and receiving information. Communication is the vehicle through which we develop, maintain and improve human relationships. Man's need for communication is as strong and as basic as his need to eat, sleep and to be healthy. Communication involves interaction with our physical, biological and social environment. In the increasingly health conscious society we live, the benefits to the advertisers of making health claims about their products and services cannot be understated. It is a potential regulatory minefield. There is a great deal of pressure from consumer groups and regulatory bodies to ensure that there is possibility of misleading claims being made and to force advertisers to stand by their claim. As per the norms of advertising, the advertiser must make valid claims which can stand the test of factual truthfulness and nothing misleading should appear in the copy that goes public.

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Print medias are an important source of health and nutrition information for readers. India is the biggest print media market in the world with 109 million daily sales. More space needs to be provided for educative articles on health and nutrition, particularly in regional language dailies. Health and nutrition messages often need to be prioritized by page sequence in reports. In the present day context where in junk food and health is the center of focus, Children need to be educated more on nutrition and food habits. This calls for special pages like young world health meant for children. Could be an assets. In this context the "Study on health, food and nutrition information communication in popular print media accessible to employees and students of University of agricultural sciences Bengaluru" was attempted to know the coverage and content of food and nutrition related information published in dailies and perception of UAS readers towards this information.

MATERIAL AND METHODS

Reader opinion survey The study was conducted during July –December 2016 on UAS.B campus. The second part was to study the profile and reading habits of staff & student readers of the selected daily print medias and to know the opinion and suggestions given by readers for better coverage of food science aspects in the selected dailies. This was carried out as per the module developed by Bansal specially applied to assess Indian newspapers. The material and methods 1 Research design. 2 Locale of the study. 3 Sampling procedure.4 Instruments for data collection 5 Quantification of variables. 6 Statistical tools used in the study. The data was collected from 120 UAS newspaper readers (60 staff and 60 students) through personal interview method during November to December 2016. The respondents were contacted individually at their workplace as per their convenience. The filled interview schedules were checked immediately after the interview for their completion in all aspects. Age, Marital Status, Family type, Family size, Monthly income, Mass media participation. The Chi-Square Test is generally used to evaluate differences between experimental or observed data and expected or hypothetical data. As a "goodness of fit" test, it tells us how well a set of observations fits the outcome predicted by the hypothesis being tested. It tells us whether there is a statistically significant difference between what we observed and what we expected. It is used to measure the association between two groups/characteristics.

Table: 4.2.1 Personal and socio-economic characteristics of staff and student's readers of print media (n=120)

Characteristics	Categories	Distribution of respondents		total	Test
		Staff (n=60)	Students (n=60)		
Age	Young (below 35 years)	19 (31.67)	60 (100.00)	79 (65.83)	0.0000(NS)
	Middle (36-55 years)	33 (55.00)	-	33 (27.50)	
	Old (Above 55 years)	8 (13.33)	-	8 (6.67)	
Education	Primary (1-4 std.)	-	-	-	0.0000**
	Middle school (5-7std.)	-	-	-	
	High school (8 -10 std.)	10 (16.67)	-	10 (8.33)	
	PUC	8 (13.33)	-	8 (6.67)	
	Graduation	27 (45.00)	18 (30.00)	45 (37.50)	
	Post-graduation	15 (25.00)	42 (70.00)	57 (47.50)	
Marital status	Married	51 (85.00)	4 (6.67)	55 (45.83)	0.0000(NS)
	Unmarried	9 (15.00)	56 (93.33)	65 (54.17)	
Family size	Small (<5 members)	44 (73.33)	20 (33.33)	64 (53.33)	0.0000(NS)
	Medium (5-7 members)	9 (15.00)	11 (18.33)	20 (16.67)	
	Large (>7 members)	7 (11.67)	29 (48.33)	36 (30.00)	
Family type	Nuclear	41 (68.33)	22 (36.67)	63 (52.50)	0.0005(NS)
	Joint	19 (31.67)	38 (63.33)	57 (47.50)	
monthly income	Low (<Rs. 30,000)	21 (35.00%)		21 (35.00%)	
	Medium (Rs. 30,000 to 50,000)	29 (48.03%)		29 (48.03%)	
	10(16.67%)	10(16.67%)		10(16.67%)	
Mass media participation	Low	-	-		0.0317 (NS)
	Medium	12 (20.00)	4 (6.67)	16 (12.90%)	
	High	48 (80.00)	56 (93.33)	108 (87.10%)	

NS- Non-significant Figures in parenthesis indicates percentages*- Significant at 5 % level **-Significant at 1% level

Relationship between the independent variables and print media reading habit of student and staff

Sl. No	Variable	'r' values	
		Student	Staff
1	Age	-0.081^{NS}	-0.165
2	Education	0.201	0.183^{NS}
3	Family size	-0.025^{NS}	-0.041^{NS}
4	Family type	-0.047^{NS}	0.81^{NS}
5	Monthly income	0.091^{NS}	0.072^{NS}
6	Mass media participation	0.333*	0.515*

NS – Non-significant * - Significant at 0.05 leve

In respect of mass media participation of UAS readers, it was observed that many of the respondents had high participation (86.67%) followed by medium (13.33%). UAS staff readers were more under medium category (20.00%), whereas, UAS student readers were more in high mass media participation category (93.33%). The test results showed non- significant difference (0.0317NS) Relationship between the independent variables and reading habit of student and staff with the help of Karl Pearson correlation coefficient (r).

Age, education, marital status, family size,fmily type, monthly income, mass media participation:

Majority of the UAS readers were found to be in the young age category (65.83%) followed by middle age (27.50%). Thus the results are in confirmation with the results of Manjunath[1] and Amaresh[6]. Statistical test showed non-significant difference between groups. The findings of the study indicated that majority of the uas readers were having education up to post-graduation (47.50 %). The chi-square test showed significant difference significant at 1per cent level between groups. Similar findings were reported by Manjunath[1] and Amaresh[6]. The critical evaluation of the results (5.2.1) showed that majority of the UAS readers were unmarried (54.17 %) as they were students of various educational programs. All most all uas working staff were in family life (45.83 %). These findings are similar with the findings of Manjunath[1] and Amaresh[6]. Whose study was with an institutional approach. More than 50 per cent of the respondents were having small families (54.17 %). They might have found it beneficial to have small families to lead a better and comfortable healthy life. When family is small, better care is extended. The findings are in confirmation with Manjunath[1] and Amaresh[6]. Most of the uas readers were living in joint families (52.50 %). Joint family system is the representative family type in rural and urban India since centuries. It was observed that maximum respondents had medium annual income (83.33 %). The range being very large i.e. Rs. 30.000-50.000. Majority of the respondents (86.67 %) belonged to high mass media participation category. Since, majority of the uas readers belonged to medium annual income (13.33 %) category, test results showed non- significant difference (0.0317 NS) As also revealed in a study by Manjunath[1] and Amaresh[6].

Table: 4.3.3 Reading habit index of UAS, GKVK staff and students

Dependent variable	Categories	Staff	Student	Total	Chi-square test
Reading habit index	Low	19 (31.67)	23 (38.33)	42 (35.00)	0.7230(NS)
	Medium	21 (35.00)	20 (33.33)	41 (34.17)	
	High	20 (33.33)	17 (28.33)	37 (30.83)	

NS- Non-significant Figures in parenthesis indicates percentages

Dependent variable	UAS student		UAS staff		t value
	Mean	S D	Mean	S D	
Reading habit index	14.97	2.89	14.67	3.23	0.536^{NS}

NS- Non-significant

Reading habit index of UAS staff and UAS students. Is explained in Table 4.3.3. It was observed that almost equal percentage of respondents were having low (35.00 %) and medium (34.17 %) reading habit index followed by high reading habit index (30.83 %).

Approximately equal number of student and staff readers were having medium reading habit index with 35.00 and 33.33 percent respectively. Comparison between students and staff showed that higher percentage of students were having low reading habit index (38.33 %), whereas, more staff were having high reading habit index (33.33%). However chi-square test showed non- significant difference in reading habit index between staff and students (0.7230NS),

Statistical analysis showed the comparison between student and staff readers about their reading habit. It was evident that there was no significant difference between reading habit of student and staff readers.

It was clear from the study that almost equal percentage of respondents were having low (35.00%) and medium (34.17 %) reading habit index followed by 30.83 per cent high reading habit index.

in case of extent of reading majority of the respondents read the print media partially (42.50 %) followed by specific items (35.83 %) and completely (21.67 %). With regard to amount of time spent, most of the respondents spent 20 to 40 minutes (53.33 %) followed by less than 20 minutes by 29.17 per cent and more than 40 minutes by 17.50 per cent for reading food and nutrition information. It was evident that there was no significant difference between reading habit of student and staff readers.

Table 4.4.1: Opinions of the UAS reader's, staff and students about food and nutrition information published in dailies:

Sl. No.	Dimension	Categories	Distribution of respondents (%)				Total	(%)	Chi-square test
			Staff (n=60)	(%)	Student (n=60)	(%)			
1	Readability	Easy	29	9.67	25	8.33	54	45.00	0.4315 (NS)
		Readable	30	10.00	35	11.67	65	54.17	
		Difficult	1	0.33	-		1	0.83	
2	Adequacy	More adequate	17	5.67	11	3.67	28	23.33	0.1438 (NS)
		Adequate	37	12.33	36	12.00	73	60.83	
		Inadequate	6	2.00	13	4.33	19	15.83	
3	Clarity	Clear	50	16.67	46	15.33	96	80.00	0.3643 (NS)
		Not clear	9	3.00	10	3.33	19	15.83	
		Confusing	1	0.33	4	1.33	5	4.17	
4	Practicality	All are practical	14	4.67	13	4.33	27	22.50	0.827 (NS)
		Some are practical	46		47	15.67	93	77.50	
		Not practical			-	-		0.00	
5	Timeliness	Timely	45	15.00	40	13.33	85	70.83	0.3153 (NS)
		Not Timely	15	5.00	20	6.67	35	29.17	

A cursory look of Table 4.4.1 showed the opinion of the UAS readers about food and nutrition information published in terms of readability, adequacy, clarity, practicality and timeliness. According to most of the UAS readers (54.17 %) the food and nutrition information published in the dailies was readable. The information was easily understood as opined by 45.00 per cent of them. Very few of them felt the information was difficult (0.83 %). Percentage of staff (50.00 %) opined that the information was readable. Most of the student reader's opined easily readable (41.67 %) compared to staff (48.33 %).On chi-square test feasibility on reading as expressed by staff and student had

no significant difference (0.4315 NS). More than fifty percent of the respondents reported that the food and nutrition information was adequate (60.83 %), whereas, 23.33 per cent of them reported that it was more adequate and 15.83 per cent of them felt that it was inadequate. Both the categories the staff and students expressing that information published was adequate were equal in number (30.00 %). About 15 per cent of the student readers expressed that the published information was more adequate. And these was non-signif Manjunath[1] and Amaresh[6] and difference between the groups (0.1438 NS).Majority of the respondents (80.00 %) were of the opinion that the food and nutrition information was clear. About 15.83% said that it was not clear and few said that it was confusing (4.17 %). UAS student were more in percentage (15.33 %) than UAS staff opining the information was clear (16.67 %).Most of the uas readers considered that the food and nutrition information was readable. It could be concluded that the food and nutrition information published in print Medias was convinient to be read by most of the respondents. Manjunath[1] and Amaresh[6].

This indicated that coverage of food and nutrition information in the dailies was sufficient to their needs. The findings are in line with the findings of Manjunath[1] and Amaresh[6]. Hence, they did not find difficulty in understanding the information given in these dailies. Similar results were found by Manjunath[1] and Amaresh[6].

Amaresh[6]. Maximum number of uas readers declared that some of the published food and nutrition information was practical.and some were difficult The possible reason behind this could be all food and nutrition technologies or innovations may not be applicable for uas readers of all socio-economic strata with available resources and existing conditions.Most of the readers considered the published food and nutrition information as timely. Thus, the food and nutrition information published was communicating the neady message to the readers almost in time. The findings were similar with findings of Manjunath[1] and Amaresh[6].

Table 4.4.2: Preferences of food and nutrition information in newspaper by the students and staff readers:

Sl no	Topic of food science information	Staff		Students		Total		Priority	Chi-squire test
		(n=60)	%	(n=60)	%	No.	%		
1	Nutrients in Foods	16	26.67	18	30.00	34	28.33	I	0.993(NS)
2	Areas of health covered	14	23.33	12	20.00	26	21.67	II	
3	Areas related to foods & balancing them	11	18.33	11	18.33	22	18.33	III	
4	Recipes	9	15.00	8	13.33	17	14.17	IV	
5	Specified Health related claimed foods	6	10.00	7	11.67	13	10.83	V	
6	Future /prospective information,	4	6.67	4	6.67	8	6.67	VI	

Preference of food and nutrition topics such as Areas of Health Covered, Areas related to foods, Nutrients in Foods, Specified Health related claimed foods, Recipes, future /prospective information that the readers Majority of the respondents mentioned their preference as first to Nutrients in Foods (24.03%), second to Areas of health covered (22.48%), third to Areas related to foods (19.38%) and fourth to Recipes (17.05%), last one was specified health related claimed foods (8.53%). The test results showed non-significant difference Readability 0.4315(NS), Adequacy 0.1438(NS), Clarity 0.3643(NS), Practicality 0.827(NS), Timeliness 0.3153(NS) between staff and student group groups. Majority of the respondents mentioned their preference as first to nutrient in foods (24.03 %) second to areas of health covered (22.48 %) third to areas related to foods and balancing them (19.38 %) and fourth to recipes (17.05 %). Nowadays people are very much conscious about their health and nutrition which ultimately contributes to their health and fitness. This may be the probable reason due to which "Nutrient in Food" was given first preference. At present, government is implementing policies to various areas related

to foods and balancing them to tackle the problems such as availability, food groups, malnutrition etc. Thus respondents gave third preference to areas related to foods and balancing them.

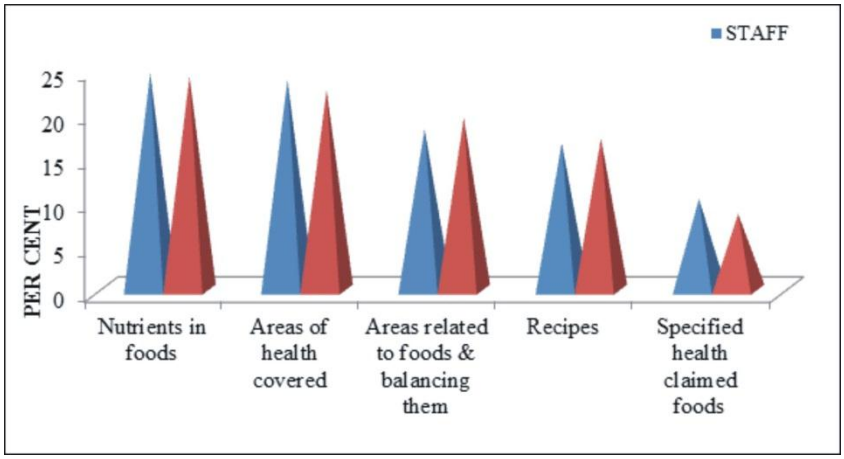
Recipes are very much important issue for for developing varied lifestyle foods for good future citizens. UAS readers expressed the need for proper and supporting knowledge about health indicated and body fitness specific practices/foods. Thus they gave fourth preference to recipes. The test results showed non – significant difference between preferences of the UAS readers.

Table 4.4.3: Suggestions of the UAS readers for improving coverage of food science information

Sl. No.	Suggestions of respondents	Distribution of respondents				Total		Chi-squire test
		Staff (n=60)		Student (n=60)				
		No.	%	No.	%	No.	%	
1	Publishing special supplement on food science information	16	9.88	14	9.72	26	8.61	0.0007**
2	Detailed information on specific topics	12	7.41	17	11.81	29	9.60	
3	Use of more local and familiar language	22	13.58	13	9.03	35	11.59	
4	Use of more number of illustrations in Food science related articles	08	4.94	5	3.47	13	4.30	
5	Publication of more practical utility	23	14.90	36	25.00	59	19.54	
6	Regular publication of food science related articles	18	11.11	21	14.58	39	12.91	
7	Improved quality of food science articles	31	19.14	12	8.33	43	14.24	
8	Articles by subject matter specialists	2	1.23	9	6.25	11	3.64	
9	Publication of information applicable to all socio economic strata	11	6.79	13	9.03	24	7.95	
10	Any other	19	11.73	4	2.78	23	7.62	

Suggestions of UAS readers for improving coverage of food and nutrition information are presented in Majority of the UAS readers (19.14 %) suggested that a special supplement on food and nutrition information should be published. Nearly 9.60 per cent of them desired for detailed information on specific topics was (9.60 %). Local and familiar language was suggested by 11.59 per cent and articles with more number of illustrations were requested by 4.30 per cent. Comparison of the two categories of UAS readers showed that almost equal number of UAS student and staff readers suggested publication of a improved quality articles on food and nutrition information (19.14 %) with scientific back up and information having practical utility (14.20 %).Majority of the UAS students suggested for more information on publication of more practical utility topic (25.00 %), regular publication of food science related articles (14.58 %) and articles with detailed information on specific topics (11.81 %).

Very few of respondents suggested publication of foreign food and nutrition information, attractive competitions, awards and rewards through print media which were included under ‘any other’ category. The test reslts showed a significant difference between student and staffgroup.



CONCLUSION

Coming to the second part of the study opinion of readers: majority (65.83 %),of them were below 35 years of age followed by 27.50% were in the age group 36-55years of age and 6.67% of the readers were above 55 years. Nearly 47.50% readers were post graduates followed by graduates 37.50%, PUC 6.67% and SSLC 3.33%.Reading habit supported by self-subscription was observed to be 51.00%, the rest were depending up on other source. 34.17% respondents had the habit three newspapers daily followed by 33.33% reading two newspapers and 8.33% were accessing only one paper. Reading habit index of UAS-B readers reviled that 35.00 per cent were in the low category followed by 34.17 per cent medium& high category 30.83 per cent with high category index. Majority of the uas reader's expressed that the food science information published in print media covered under the presence study were readable, adequate, clear and timely. Majority of the readers expressed first for information on nutrients in food (24.03%), second preference was "areas of health covered" (22.48 %), third preference was for areas related to foods and balancing them (19.38 %) and fourth to Recipes (17.05 %).Most of the UAS readers suggested to publish food and nutrition information under special supplement (83.33 %) followed by more information on specific topic (65.83 %), use of more local and familiar language (59.17 %) and articles with more number of illustrations (58.33 %) Implications related to food, nutrition, and life style disorders management through food.

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