

# EFFECTIVENESS OF MULTIMEDIA PACKAGE ON KNOWLEDGE REGARDING PARENTING ROLES AMONG COUPLES OF SELECTED URBAN AND RURAL COMMUNITY

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## Abstract

The present research study was carried out to compare the effectiveness of multimedia package on knowledge regarding parenting roles among the couples of urban and rural community. The sample of the study consisted of 60 couples, 30 from urban and 30 from rural with 1-6 years of married life and having children who were residing at selected rural and urban communities of Thiruvallur and Chennai district, Tamil Nadu. Multimedia package on parenting roles was administered to the couples of urban and rural community. The findings revealed that there was a significant improvement in the level of knowledge among urban and rural couples after providing the multimedia package on parenting roles and there was a significant difference in the level of knowledge among urban and rural couples on selected parenting roles.

**Key words** Multimedia package, Parenting

## Introduction

*“Our children’s problems begin in the home, and can be solved at home.”*

Parenting is fundamental to the survival and success of the human race. The world is experiencing a crisis in parenting. Every day, there are increasing reports of child and teen violence, low self-esteem, Attention Deficit Disorder, drug use, teen pregnancy, and suicide. Almost all parents today are questioning both the new and old ways of parenting. Nothing seems to be working, and our children’s problems continue to increase.

The urgent need for knowledge on parenting to contemporary parents has urged the investigator to conduct this study to bring about awareness on the importance of parenting among couples.

## Statement of the problem

“A Comparative Study to Assess the Effectiveness of Multimedia Package On Knowledge Regarding Parenting Roles Among

Couples of Selected Urban and Rural Communities”.

## Objectives

To assess the effectiveness of multimedia package on knowledge regarding parenting roles among couples of urban and rural communities.

## Null hypotheses

NH<sub>1</sub>: There is no significant difference between the pretest and post-test level of knowledge regarding parenting roles among the urban and rural couples.

## Research Methodology

**Design:** Between subject’s comparison study design

**Sampling:** Non probability sampling – using snow ball sampling method was used to select the samples. The sample of the study consisted of 60 couples, 30 from urban and 30 from rural with 1-6 years of married life and having children residing at selected rural and urban

communities' of Thiruvallur and Chennai district, Tamil Nadu.

Description of the tool: The tool consisted of three sections.

Section I - Consisted of demographic profile which includes age, gender, educational status, occupation, family income per month, religion, type of family, no of years of married life, no of living children, age of the child and place of living.

Section II - Consisted of structured questionnaire to assess the level of knowledge on parenting roles among the couples of urban and rural community which comprised of 25 questions brought under 6 categories.

Section III - Consisted of the intervention tool the multimedia package on parenting roles.

## Results and Discussion

The collected data was analyzed by using descriptive and inferential statistics. The overall improvement mean score for knowledge on parenting roles among the urban and rural couples were 't' 37.58 and 35.18 respectively which was highly significant at  $p < 0.001$  level which showed the effectiveness of multimedia package in improvement of knowledge among urban and rural couples.

The comparison between urban and rural couples showed that the urban couples had better knowledge than rural couples with 't' value of 7.797 for pretest which was highly significant at  $p < 0.001$  and 2.763 for the posttest which showed less significance at  $p < 0.01$ .

The comparison between the male and female parents of urban and rural couples showed that female parents had better knowledge than male parents regarding selected parenting roles with 't' value of 1.133 for pretest which was not significant and 3.031 which showed high statistical significant at  $p < 0.001$  for the urban couples and 't' value of 3.84 for pretest which showed high statistical significance at  $p < 0.001$  and 2.33 for posttest which was less significant at  $p < 0.02$  for the rural couples.

The comparison between the males of urban and rural areas and females of urban and rural areas showed that urban males and females had better knowledge than rural males and females with 't' value of 6.418 for pretest and 5.385 for posttest of urban area and 't' value of 4.933 for pretest and 6.156 for posttest of rural couples which showed high statistical significance at  $p < 0.001$ .

**Table 1: Mean and standard deviation on the level of knowledge among urban and rural couples in the pretest and posttest.**

Couples	Urban						Rural					
	Male		Female		Mean improvement		Male		Female		Mean improvement	
	Mean	S.D	Mean	S.D	Male	Female	Mean	S.D	Mean	S.D	Male	Female
Pretest	11.9	1.42	12.3	1.68	10.6	11.1	8.56	2.43	10.5	1.52	11.44	10.7
Posttest	22.5	1.16	23.4	1.16			20.0	2.39	21.2	1.83		

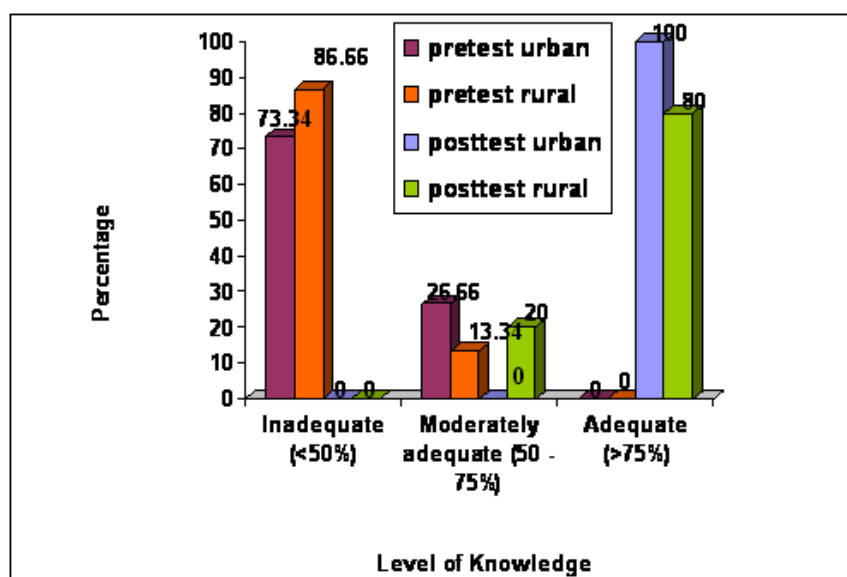


Fig. 1 : Percentage distribution of pre and post test level of knowledge score regarding parenting roles among urban and rural couples.

## Conclusion

The findings of the study revealed that there was a significant improvement in the level of knowledge among urban and rural couples after providing the multimedia package on parenting roles and there was significant difference in the knowledge of urban and rural couples on selected parenting roles.

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