



---

## **A study of the attitude of degree college lecturers of Karnataka state towards electronic media**

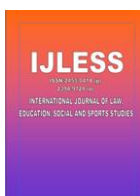
**Dr. Channabasappa Meti**

Principal, Sri Hemareddy Mallamma College of Education, Lingasugur

Email: [Rathan.chavan@gmail.com](mailto:Rathan.chavan@gmail.com)

DOI: [10.33329/ijless.12.S1.1009](https://doi.org/10.33329/ijless.12.S1.1009)

---



### **ABSTRACT**

The integration of electronic media into education has significantly transformed the teaching-learning process, making it more engaging and accessible. This study investigates the attitudes of Degree College Lecturers in Karnataka towards electronic media, focusing on variables such as gender, subject specialization, employment status, and locale. A sample of 400 lecturers was selected through stratified random sampling, and data were collected using a standardized attitude scale and a personal data sheet. The analysis utilized statistical methods including t-tests and F-tests via SPSS software.

Findings revealed a significant difference in the attitudes of male and female lecturers, with males showing a more positive attitude towards electronic media. However, no significant difference was found between science and arts lecturers or between employed and unemployed lecturers. A significant difference was observed between urban and rural lecturers, with urban lecturers expressing more favorable attitudes. The study highlights that while electronic media is widely recognized for its educational benefits, perceptions toward its use vary based on demographic and professional factors.

The findings underscore the need for targeted interventions and training to bridge these gaps, ensuring equitable integration of media in education across all groups. The study reaffirms electronic media's growing role in enhancing educational outcomes.

---

### **1. Introduction:**

Our daily lives now revolve around the media. Another important factor in the educational process is electronic media. It significantly influences how our next generation will live. Information can be downloaded, games can be played, information can be retrieved, and so on using electronic media like the internet. Additionally, distant learning makes extensive use of it. There are advantages and disadvantages to media. Nevertheless, the advantages exceed the disadvantages.

The introduction of electronic media has made learning and testing less challenging and tedious. Language, science, math, and other subjects are among the many educational topics covered by television shows. Numerous education-related programs are available to assist students in preparing for board and competitive exams. Through electronic media, kids are exposed to a variety of academics, teachers, and thinkers from around the globe. Students learn useful information about a range of educational topics and are better equipped to handle the demands of their studies.

Students are now more motivated to handle the current educational system thanks to electronic media. It has changed the way they view schooling. The advent of electronic media has given education a new purpose. A bright future for educational advancement in the upcoming generation is promised by the ongoing advancements in science and technology. Electronic media has unquestionably increased the entertainment value of education. Electronic media has drawbacks of its own and has a detrimental impact on the educational process.

**Attitude:** Refers to predisposition to perceive feel or behave towards specific objects in a particular manner. However Attitude for this study is defined as the feelings of the Degree College Lecturers towards the teaching profession, classroom teaching, child centered practices, educational process, pupils and teachers.

**Degree College Lecturers:** Refers to the experts and highly experiences in education, who are contributed on or other way in education.

## **2. Objectives of the Study:**

- 1) To study the attitude of male and female Degree College Lecturers towards Electronic media
- 2) To study the attitude of science and arts Degree College Lecturers towards Electronic media.
- 3) To study the attitude of Employed and Unemployed Degree College Lecturers towards Electronic media.
- 4) To study the attitude of Urban and Rural Degree College Lecturers towards Electronic media.

## **3. Hypotheses of the Study:**

- 1) There is no significant difference in the attitude of male and female Degree College Lecturers towards Electronic media.
- 2) There is no significant difference in the attitude of science and arts Degree College Lecturers towards Electronic media.
- 3) There is no significant difference in the attitude of Employed and Unemployed Degree College Lecturers towards Electronic media.
- 4) There is no significant difference in the attitude of Urban and Rural persons towards Electronic media.

## **4. Design of the study:**

### **4.1. Methodology:**

The main objective study is to find out the attitudes of Degree College Lecturers towards Electronic media. Hence I have a sample of 400 Degree College Lecturers was selected from different districts of Karnataka on the basis of stratified random procedures. Stratification was done on the basis of Gender, Employment status, locale and group of the subjects.

### **4.2. Construction of the Tool:**

The investigator constructed the two tools which were:

1. **Personal Data Sheet:** From this tool, investigator collected details of Gender, Employment status, locale and group of the subjects of sample.
2. **Attitude measurement scale:** This scale is prepared keeping in view of the Electronic media through areas like [video](#) recordings, audio recording, multimedia presentation and online content throughout the world. The scale consists of 50 statements. The investigator utilized Likert's method. It is a five point scale consists of three alternatives, Strongly Agree, (SA) Agree, (A) Undecided, (UD), Disagree (D) and Strongly Disagree (SD) weight age to various items given as indicated below.

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Undecided</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Positive items	4	3	2	1	0
Negative items	0	1	2	3	4

The scale was prepared and standardized on the basis standard procedure of preparation of tools.

#### 4.3. Administration of the Tool:

The investigator personally approached the Degree College Lecturers of various districts of Karnataka State and distributed the Personal Data Sheet and questionnaires. All 400 copies were received by the investigator.

#### 4.4. Statistic Used:

The statistical techniques like mean, Standard deviation, t- test and F-test were used. SPSS software were used to analyze the data

### 5. Analysis and Interpretation of the result:

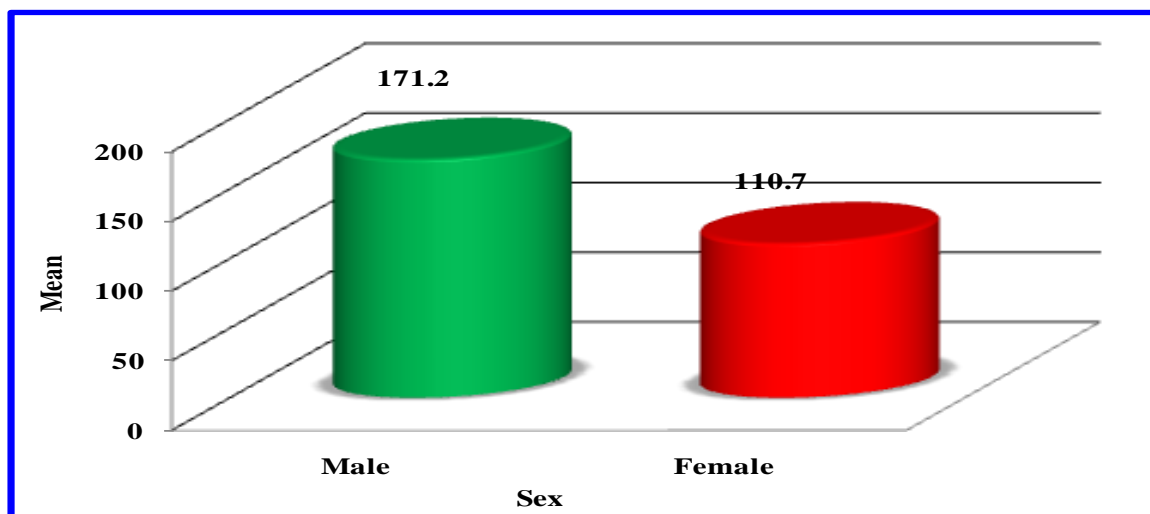
**Objective -1: To study the attitude of male and female Degree College Lecturers towards Electronic media**

**Table - 1 : Comparison of mean, S.D and t- values between Male and female students**

Sl. No	Sex	N	Mean	SD	t-Values
1	Male Degree College Lecturers	200	171.2	16.79	54.29
2	Female Degree College Lecturers	200	110.7	18.43	

It can be observed from the table-1, attitude of male and female Degree College Lecturers towards Electronic media has mean score 171.2 and 110.7 and standard deviation 16.79 and 18.43 respectively. The ratio between these two groups is 54.29 which is significant at 0.05 level. Hence hypothesis  $H_0$ 1 that is there is no significant difference in the attitude of male and female Degree College Lecturers towards Electronic media rejected and alternative hypothesis is accepted. It indicates that the male Degree College Lecturers having more positive attitude compared to female Degree College Lecturers towards Electronic media.

**Graph-1: Comparison of mean Attitude scores of Male and female students towards Electronic media**



Objective -2: To study the attitude of science and arts Degree College Lecturers towards Electronic media.

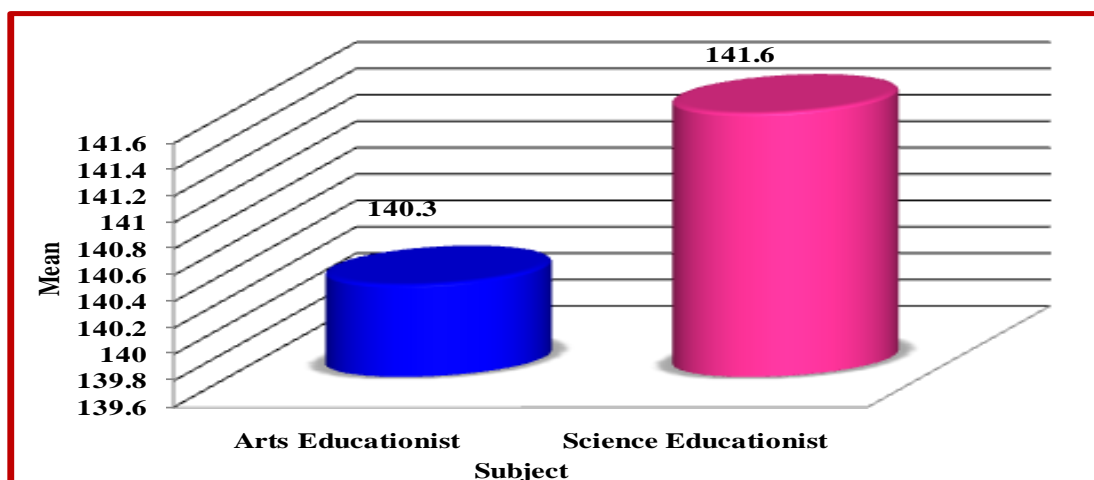
**Table - 2: Comparison of Mean, SD, and t -values between Arts and Science subject**

Sl. No	Subject	N	Mean	SD	t-Values
1	Arts Degree College Lecturers	100	140.3	34.64	1.12
2	Science Degree College Lecturers	100	141.6	35.63	

Ns - Not significant

It can be observed from the table-1, attitude of male and female Degree College Lecturers towards Electronic media has mean score 140.0 and 141.6 and standard deviation 34.64 and 35.63 respectively. The ratio between these two groups is 1.12 which is no significant at 0.05 level. Hence it is conformed that there is no significant difference in the attitude of science and arts Degree College Lecturers towards Electronic media. It also indicates that the science Degree College Lecturers having more positive attitude compared to arts Degree College Lecturers towards Electronic media.

**Graph-2: Comparison of mean attitude scores of Arts and Science subjects Degree College Lecturers towards Electronic media**



**Objective -3: There is no significant difference in the attitude of Employed and Unemployed Degree College Lecturers towards Electronic media.**

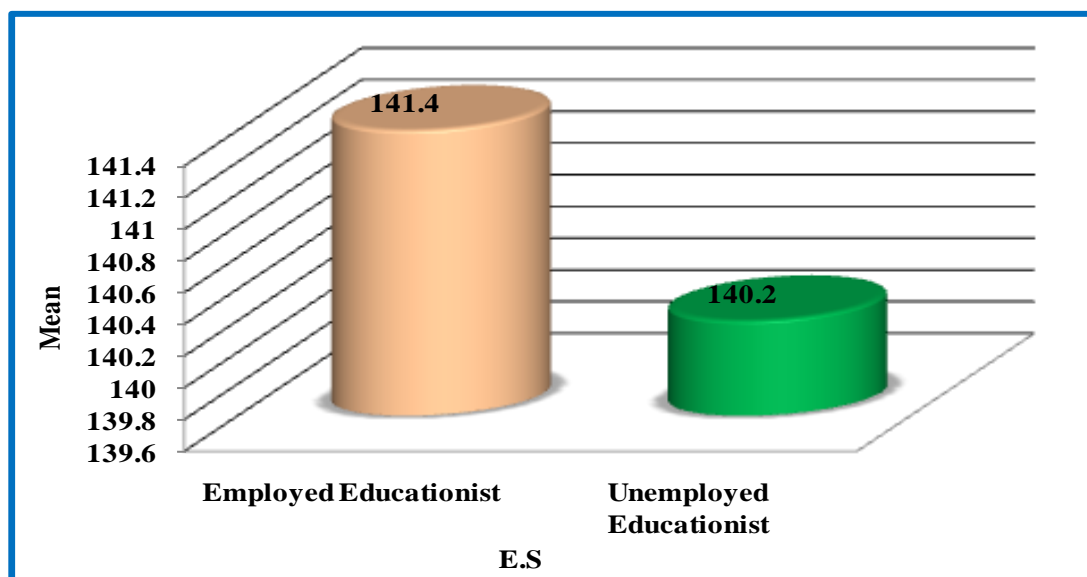
**Table -3 : Comparison of Mean, SD, and t -values between Employed and Unemployed Degree College Lecturers**

Sl. No	E.S	N	Mean	SD	t-Values
1	Employed Degree College Lecturers	200	151.4	34.29	1.110
2	Unemployed Degree College Lecturers	200	150.2	36.39	

Ns - Not significant

It can be observed from the table-3, attitude of Employed and Unemployed Degree College Lecturers towards Electronic media has mean score 151.4 and 150.2 and standard deviation 34.29 and 36.39 respectively. The ratio between these two groups is 1.110 which is not significant at 0.05 level. Hence it is conformed that there is no significant difference in the attitude of Employed and Unemployed Degree College Lecturers towards Electronic media. It also indicates that the Employed Degree College Lecturers having more positive attitude compared to Unemployed Degree College Lecturers towards Electronic media.

**Graph-3: Comparison of mean attitude scores of Employed and Unemployed Degree College Lecturers towards Electronic media**



**Objective -4: There is no significant difference in the attitude of Urban and Rural Degree College Lecturers towards Electronic media.**

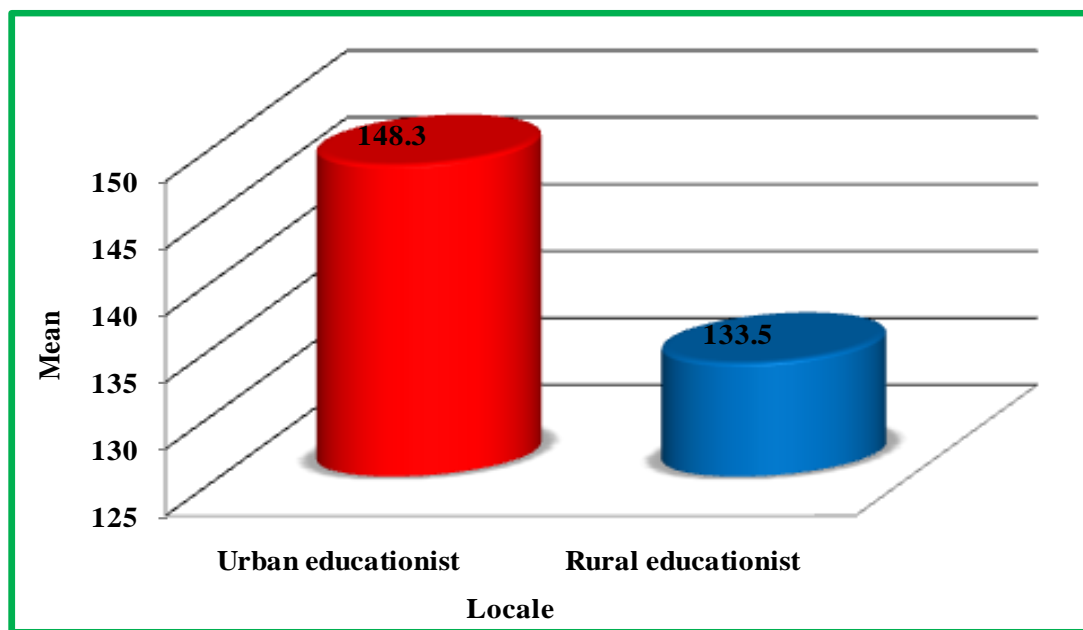
**Table - 4 : Comparison of Mean, SD, and t -values between Urban and Rural Degree College Lecturers**

Sl. No	Locale	N	Mean	SD	t-Values
1	Urban Degree College Lecturers	100	148.3	33.40	5.33
2	Rural Degree College Lecturers	100	133.5	35.26	

S- Significant

It can be observed from the table-4, attitude of Urban and Rural Degree College Lecturers towards Electronic media has mean score 141.4 and 140.2 and standard deviation 34.29 and 36.39 respectively. The ratio between these two groups is 5.33 which is significant at 0.05 level. Hence it is conformed that there is no significant difference in the attitude of Urban and Rural Degree College Lecturers towards Electronic media. It also indicates that the urban Degree College Lecturers having more positive attitude compared to rural Degree College Lecturers towards Electronic media.

**Graph-4: Comparison of mean attitude scores of Urban and Rural Degree College Lecturers towards Electronic media**



## 6. Findings of the Study:

- 1) There is significant difference in the attitude of male and female Degree College Lecturers towards Electronic media.
- 2) There is no significant difference in the attitude of science and arts Degree College Lecturers towards Electronic media.
- 3) There is no significant difference in the attitude of Employed and Unemployed Degree College Lecturers towards Electronic media.
- 4) There is significant difference in the attitude of Urban and Rural persons towards Electronic media.

## 7. Conclusion:

The Findings of the study reveals that Degree College Lecturers are quite aware of the advantage of electronic media in education. It is also come to know that science Degree College Lecturers showed more favorable attitude when compared with Science Degree College Lecturers. Employed Degree College Lecturers showed more favorable attitude when compared with unemployed Degree College Lecturers, urban Degree College Lecturers showed more favorable attitude when compared with rural Degree College Lecturers.

## Reference:

- [1]. Change, J., & Moores, T., & Smith, D. K. (2005): Prepare your mind for learning. [3] Communications of the ACM, 48(9), 115-118. [4]

- [2]. Clark, R. E. (1994): Media will never influence learning. *Educational Technology Research and Development*, 42(2), 21-29.
- [3]. Crick, R. D., & Wilson, K. (2005): Being a learner: a virtue for the 21st century. *British Journal of Educational Studies*, 53(3), 359-374.
- [4]. Bansal K. and Chaudhary S.S. (1999): 'Interactive Audio for Supporting Distance Education: An Evaluation Study', *Indian Journal of Open Learning*, Vol. 8, No. 1, pp. 61-71.
- [5]. Arulchelvan S. and Viswanathan D. (2006): 'Role and effectiveness of electronic media in higher education with special reference to Tamil Nadu', *Turkish Online Journal of Distance Education-TOJDE*, ISSN 1302-6488 Vol. 7, No. 4, Article: 2.