

EFFECT OF E-MAIL, VIDEO AND LECTURE MEDIA IN THE SOCIAL PERSONAL GUIDANCE OF UNDERGRADUATE

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ABSTRACT

The study aimed at comparing the effect of E-mail, video and lecture method in the provision of socio personal guidance (Sexuality Education) for undergraduates. The study used a non equipment pretest, post-test control group design. Purposive and accidental sampling techniques were combined to select 30 undergraduates for the study. Treatment consisted of exposure to the sexuality content (SEC) using different media. A researcher-made-instrument named sexuality adjustment scale (SAC) was used for both test. The SAC was subjected to validation and reliability procedure. Data was analysed using ANCOVA. Results revealed a significant gain in information, change in sexual behaviour and development of skill in all groups.

INTRODUCTION

Much of sexuality is influenced and shaped by popular culture, especially the mass media. The media depictions of sexuality are increasingly frequent and explicit.

Strong, Devault, Sayad and Yarber (2005) observed that for many, the world wide web has become an important part of the media. The internet's contribution has become an important part of the media. The spread of the web is making it easier to obtain information, social ties, and sexual gratification.

Conflicts over the positive and negative potentials of explicit materials were once based on two major theoretical camps. Modelling theory maintained that pornography actually prevented violence or unconventional sexual behaviour. More recently, sexually explicit material has been examined from the perspective that it might result in attitudinal change (Bogaert 2001).

Christenson, Griffiths and Evans (2002) cited in Brown (2003) reported after their on-line support groups are associated with a high degree of "participant satisfaction" kids help line (2003) observed that in 2002, counselors responded to about 8300 on-line counselling session in Australia using e-mail and web counselling. They concluded that young people valued the anonymity and less intensive style of communication provided by e-mail and/or web counselling for highly personal and sensitive issues such as sexuality. The growth of or preference for e-mail compared with other methods of contact shows that students clearly appreciate and value using e-mail as a means of contracting counsellors. Contrary to this belief. Yellowlees (2000) cited in Brown (2003), believes that e-mail counselling is "generally more trying for therapists than face-to-face counselling and also more strenuous" than seeing clients in an office.

Methodology

The study is a quasi experimental design. A non randomized pre-test post-test control group design was adopted for the study. Only the computer literate students who had e-mail address were assigned to the e-mail group. There were three groups. There were treatments for the three groups which consist of the exposure to the same content of matter on sexuality education as the social personal guidance for students.

Purposive and multistage random sampling techniques were used to select the needed sample for the study. A reliability co-efficient of 0.84 was obtained. This was found to be significant at 0.05 level. The instrument was found to be reliable.

RESULT

Hypothesis 1: There is no significant difference in the knowledge of reproductive health of those who were exposed to the three methods (E-Mail, Video and Lecture).

Table 1: ANCOVA showing the effect of the three methods of socio-personal guidance on knowledge of reproductive health of subjects.

Source	Ss	df	Ms	Fcal	Ftable
Corrected Model	40.407	3	13.469	16.629	2.98
Intercept	107.476	1	107.476	132.692	4.23
Covariate (Pre-test)	.341	1	.341	.421	4.23
Group	28.242	2	14.121	17.434	3.37
Error	21.059	26	.810		
Corrected Total	61.467	29			

Total	3142.000	30			
P<0.05					

Table 2 reveals that f_{cal} (17.433) is greater than f_{table} (3.37) at 0.05 level of significance. The null hypothesis is rejected. Therefore there is significant difference in the knowledge of reproductive knowledge of the subjects exposed to the three methods of socio-personal information. This means that the knowledge of reproductive health of subject varied significantly with treatment. A post-HOC Analysis using Turkey was carried out to locate the source of variability among the three methods; E-mail, video and lecture. Results of the analysis is presented below. Significant difference of 0.05 level is presented on table 2.

Table 2: Post-HOC Analysis showing the direction of difference in knowledge of reproductive health between the methods of socio-personal information

Variable	N	Unadjusted Dello	Ta	Unadjusted for Independent + Covariate	Beta
E-Mail	10	.87		0.89	
Video	10	.77	.346	0.31	.45
Lecture	10	-1.60		-1.19	

Multiple R squared

Table 2 (Analysis showing the direction of difference between the groups) revealed that the E-mail group contributed more to the difference than the other two methods followed by the video method than the lecture method.

Discussion

The findings show that E-mail is the most effective method of disseminating socio-personal information to undergraduates. The present

findings is supported by that of Kids Helpline (2003) who concluded that young people value the anonymity and less intensive style of communication provided by E-mail, and or web counselling for highly personal and sensitive issues such as sexuality education, thus findings of the study which confirms students clearly appreciate and value using e-mail as a means of contacting counselors. This findings is however contrary to the belief of Yellowees (2002) as cited in Brown (2003) that E-mail counseling is gradually more tasking for the therapist than face to face counseling and also more strenuous than seeing client in an office.

Conclusion and Recommendation

There is need for counsellors to acquire and use competent skill. The researcher therefore recommends that Governments and school proprietors should equip counsellors' office with internet ready computers and other equipment such as television sets, DVD, CD players and videos to retrain counselors as require for practicum. Since E-Mail is a cost effective means of reaching several students at a time especially the disadvantage groups or geographically inaccessible groups such as those in rural, nomadic or transit or students away in villages on holiday etc, internet counseling/e-mail counseling will be the most effective.

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