



Computer Literacy Among Media Student

KEYWORDS

Computer Literacy, Media Students, ICT

Mr. Sampat Pimpale

M.Cm.S, (Communication Studies) NET, School of Media Studies, Swami Ramanand Teerth Marathwada University, Nanded.

Prof. Dr. Deepak Shinde

MMCJ & Ph.D. in Mass Communication, School of Media Studies, Swami Ramanand Teerth Marathwada University Nanded.

ABSTRACT *This paper attempts to understand the computer literacy among Media Student furthermore it tries to analyze the important factors influencing computer literacy of media students in New Arts College, Ahmednagar. This study classifies computer literacy into three categories i.e. hardware literacy, software literacy and internet literacy. The instrument used in this study was a survey with which background information on the respondent was collected. 160 samples from New Arts College, Ahmednagar were administered. 150 responses were usable, giving a response rate of approximately 94%. The major finding are as follows: (1) overall computer literacy of male students are better than that of female (2) computer literacy of students graduated in science is better than those students graduated in non-science streams (3) there is gradual decrease in media students hardware, software and internet literacy.*

Introduction

Presently the Information Technology touches its peak. The total world is globalised through Computerization. Each and every phase of life is categorized through the development of this technology. Today, with the advent of E-mail & Internet, information retrieval has come down within the snap of fingertips. Computers have changed information processing in a dramatic way. Computer and network technology are developing rapidly and become the essential tool for life in current society.

The integration of computer science and network communication technology changes the work, the life and the way of learning of human beings. However, how to obtain the information, complete the work and improve the living through computer skills are becoming the essential ability for the human being for living in the future. Therefore, the knowledge of information seeking and computer application abilities is the important issues of educational policy. In other word, teaching student learning the basic information knowledge and skills are important for education reformation and development.

For meeting the coming information society, it is clear that having the basic knowledge of software hardware, can operate the computer system and has abilities to use internet and having the positive attitude to use information are all the essential computer literacy for the modern people in the near future.

Background And Concept

According to USCTAW (US Congress of Technology Assessment Washington) Computer literacy is defined as, "The knowledge and ability to use computers and related technology efficiently, with a range of skills covering levels from elementary use to programming and advanced problem solving." Computer literacy can also refer to the comfort level someone has with using computer programs and other applications that are associated with computers. Another valuable component of computer literacy knows how computers work and operate.

The precise definition of "computer literacy" can vary from group to group. In current paper authors have divided

computer literacy in three components a) Hardware literacy, b) Software literacy and c) Basic internet application literacy.

Hardware literacy is the ability of student teacher to identify computer hardware parts CPU, Monitor, key board, mouse, speakers and printer and to know their function; here hardware parts like web camera, joystick, and plotters were intentionally excluded as they are not used exclusively. Software literacy is confined to student teachers ability to use windows operating systems and/or MS office application. Student teachers were assumed to know windows operating system if they were able to open close and create file and folder in windows OS. In addition media students were also asked if they know MS office applications like MS-word, Excel and power point. Media students were assumed to have basic internet application literacy based on their ability to browse internet through search engine.

Rationale Of The Topic

Current study tries to understand the computer literacy among media students it also tries to analyze the important factors influencing computer literacy of media students. Study will inform them about the current status of computer literacy among media students. The study will also helpful for educational policy makers, Computer Education. Syllabus framing committees, departments of media education and educational scholars, who are always interested in qualitative evaluation of the current education system. Most importantly, through this paper, teachers who teach computer will have a better understanding of contributing factors for improving students' computer literacy.

This study used a questionnaire administered to New Arts College in Ahmednagar. The assumption of this study is that students of New Arts College are representative of college students in Maharashtra. The main purpose of this study is to examine the current status of media student's computer literacy. The results and suggestions of this study can be served as the basic reference. Also, the computer teachers can have better understanding of contributing factors for improving students' computer literacy, help college student leaning computer skills practically and finally promote their computer literacy.

Objectives of the Present Study

The main objectives of the present study on which the author focused are as following:

1. To study the hardware literacy among media students
2. To study the basic computer software literacy among media students
3. To study the internet based application literacy among media students

Methodology

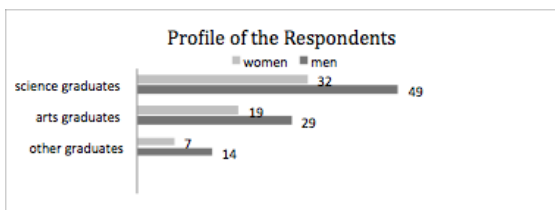
The authors have based their present research work on the survey method, keeping in view of availability of the resources. The author through his present research studies tried to understand the computer literacy among Media Students of New Arts College, located in Ahmednagar district of Maharashtra. The researcher selected a sample of one hundred and fifty media students. These Media Studies students were from Natural science and Social science branches. Non-probability (available) Sampling method was adopted for the survey. The researcher prepared questionnaire, divided in three sections. Section one was designed to understand the hardware literacy among media students. Second section was designed to understand basic computer software literacy among media students and the last i.e. third section was designed to gauge the student teacher's ability to use the internet based applications

The questionnaire containing 42 questions applications which elicited information from the respondents on the extent of computer literacy and various facets of teaching and learning ICT, gathered valuable data and identified different problems that media students face while learning computer and various ICT application.

Analysis and discussion

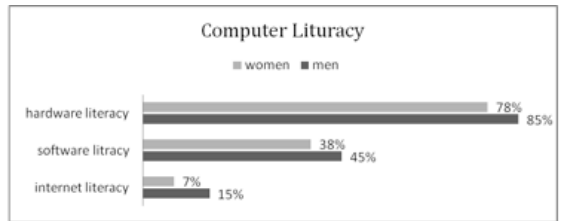
The target of this study is freshman of New Arts College. 160 samples were administered. 150 responses were useable in which 95 were male students and 55 were female students giving a response rate of approximately 94%. Out of 150 respondents 78 respondents i.e. 52% were arts graduates (49 men and 29 women), 51 out of 150 i.e. 27% were science graduates (32 men and 19 women) and 14% respondents were graduates from other disciplines (like commerce and low) 21 (14 men and 7 women)

The profile of the respondents can be summarised as follows

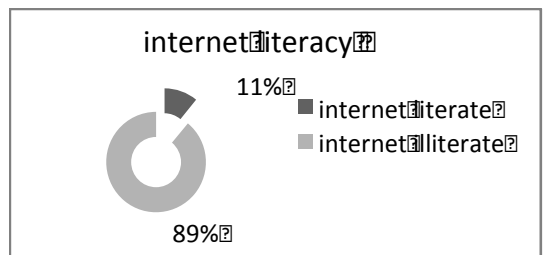
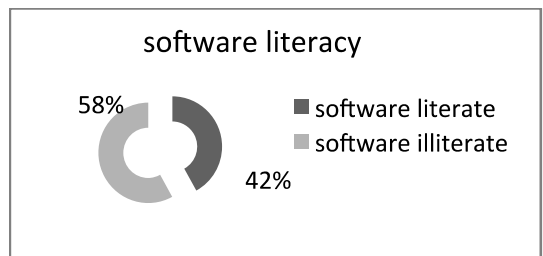


Computer literacy among media students was divided in three distinct categories i.e. Hardware literacy, software literacy and internet application literacy. Data interpretation shows that the computer literacy of gender is different significantly. The level of computer literacy of men media students is higher than of the women student teacher

The data set can we presented pictorially as follows



Gender-neutral observation shows that that most of the media students are well acquainted with computer hardware but their software literacy and internet literacy decreases gradually. Overall hardware literacy is 82% i.e. 123 out of 150 know basic hardware of computer and its function. 42% of media students i.e. 63 out of 150 know basic software applications. And only 11% of student teachers i.e. 17 out of 150 know basic internet applications.



Conclusion

As the results of analysis and discussion, the conclusions are summarized as follows:

1. The effect of gender on each category of computer literacy: Study indicated that the computer literacy of gender is different significantly. The level of computer literacy of men media students is higher than the women student. From the mean of each score of category, know that men media students' performance in each category is better than that of women media students.

This leads to obvious suggestions that there is an urgent need to create more awareness among women student teachers about computer literacy.

2. The study shows that science graduates have better computer literacy in all three categories (i.e. hardware, software and internet) in both men and women media students. This demands better computer curriculum for graduate students.
3. Study reveals that internet literacy is as low as 11% and software literacy is only 42% which means more emphasis should be given on giving students orientation about internet and basic software applications.

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