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Impact of **multimedia approach to
an awareness program on
Knowledge and Attitude regarding
Schizophrenia among students of
University**

Multimedia approach: Use of number of media devices or techniques in the teaching learning process. This includes text, graphics, audio, video, etc

Schizophrenia is a psychotic disorder (or a group of disorders) marked by severely impaired thinking, emotions, and behaviors



RESEARCH HYPOTHESIS

H1: There will be a significant difference in pretest and posttest Knowledge scores of students regarding schizophrenia

H2: There will be a significant difference in pretest and posttest Attitude scores of students regarding schizophrenia

Research Design

One group Pretest- Posttest design

$O_1 X O_2$

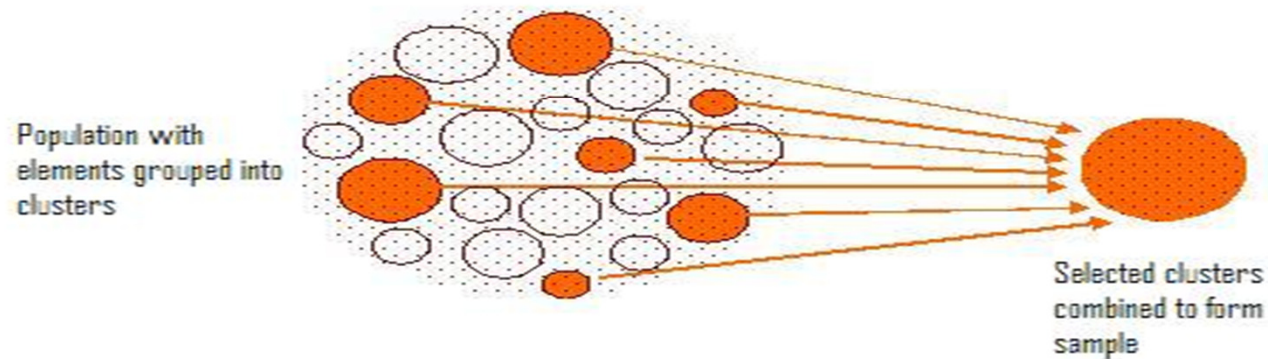
O1- Pretest, X- Intervention , O2- Posttest

Population

All students of Chitkara University from various streams (12000 approx.)



Two stage cluster sampling

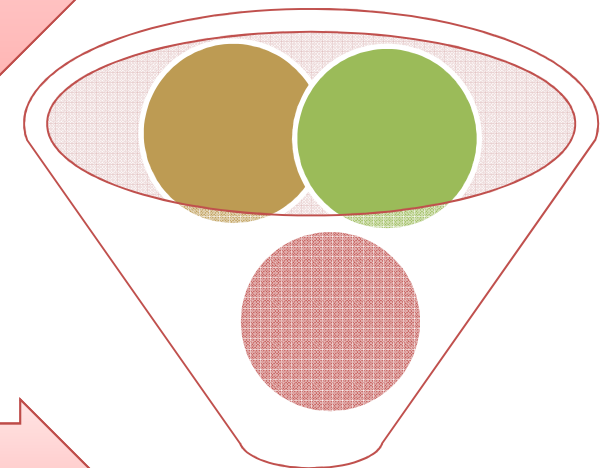


Stage I
(lottery
method)

- MJMC
- B.TECH (ECE)
- B.SC. Nursing
- B.Sc. Hospitality

Stage II

- Year/ Semester



167 participants

Development & Description of tool

Socio Demographic Data

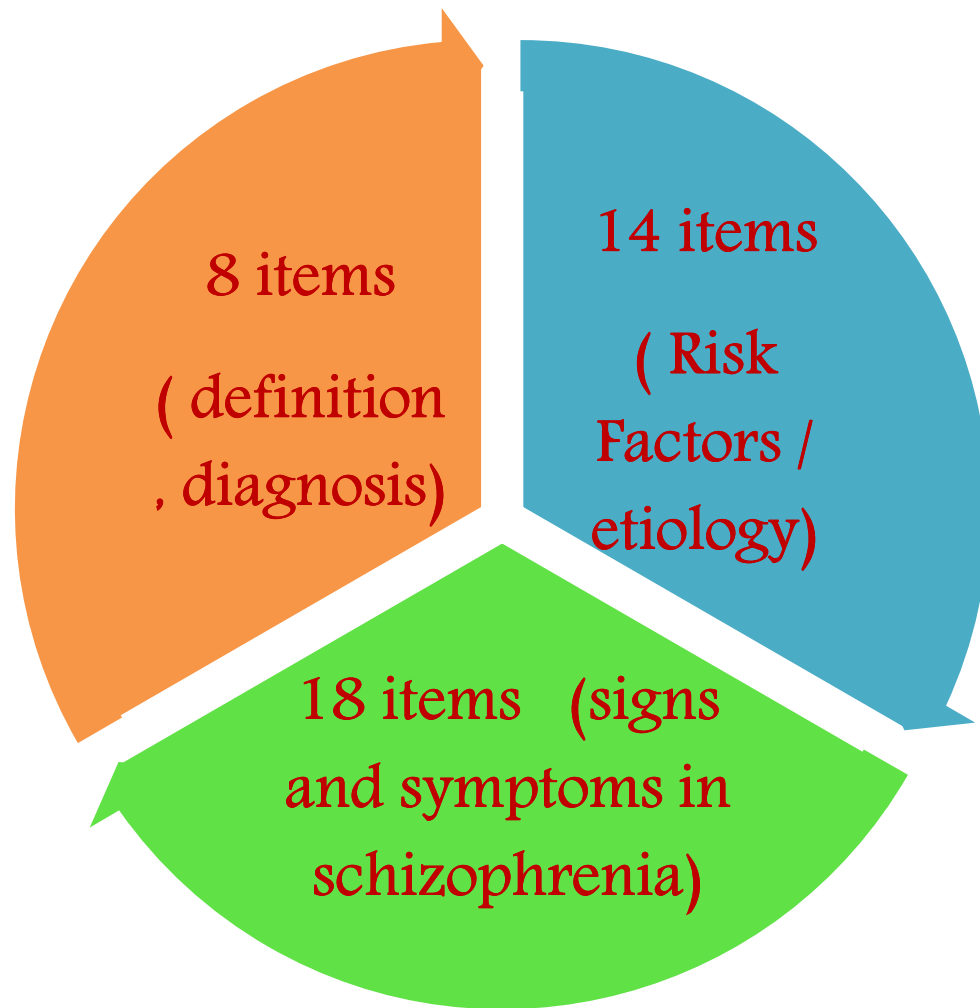
Knowledge Questionnaire

Attitude Scale

*P<0.000

Demographic Variables	Frequency (n)	Percent
Age Group (in yrs)		
15-18	50	29.9
19-21	93	55.7
22-24	24	14.4
Stream		
B.Sc. Hospitality	22	13.2
B.Sc. Nursing	41	24.6
MJAMC	33	19.8
B.Tech	71	42.5
Gender		
Male	79	47.3
Female	88	52.7

Knowledge Questionnaire- 40 items



Attitude Scale

Items	SA	A	N	DA	SDA
People who have schizophrenia never recover.					
People with schizophrenia are dangerous.					
People with schizophrenia have split or multiple personalities.					
People get schizophrenia because they had bad weak character or personalities.					
It is fearful to have a mental hospital near your vicinity					
It is frightening to live next door to someone who has schizophrenia					
One should not marry a person having schizophrenia					
A schizophrenic person should be allowed to do job					

Attitude Scale

Items	SA	A	N	DA	SDA
If I had schizophrenia, I would not tell it to others					
People with schizophrenia can handle any household responsibility					
People with schizophrenia should not be given any financial responsibility					
People with schizophrenia are a burden on society					
If any of my friend has schizophrenia, I would tell him/her not to tell anyone					
People with schizophrenia, should always be kept in asylum					
Anyone can have schizophrenia					
Increased spending on mental health services is a waste of money					

Attitude Scale

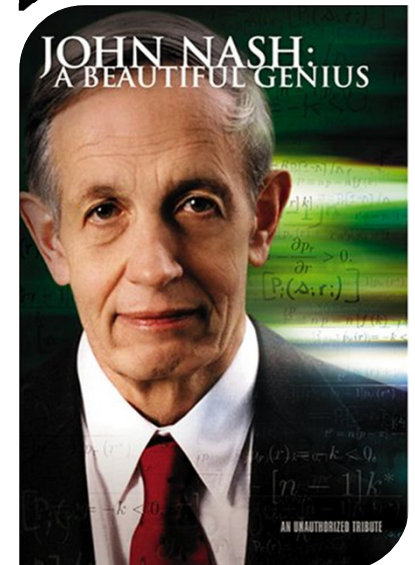
Items	SA	A	N	DA	SDA
People with schizophrenia are far less of a danger than most people suppose					
Schizophrenic patients should be part of a normal society					
Students with mental illness should not be in regular classes					
Schizophrenic patients should not get married, it may spoil somebody's life					
Women with schizophrenia will not be able to take care of small babies					
Schizophrenia is an illness like any other illness					
Divorce is the only way out if your partner develops schizophrenia					
People with schizophrenia should be removed from your neighbourhood					

Criterion Measure

Variable	Category	%age	Total Score Range	Score
Knowledge	Adequate Knowledge	Above 75%	0-40	31-40
	Moderate Knowledge	51-75%		21-30
	Inadequate Knowledge	Up to 50%		<20
Attitude	Positive Attitude	67- 100%	30- 150	111-150
	Neutral Attitude	34-66%		71-110
	Negative Attitude	Upto 33%		30-70

Intervention- Awareness Program

- ❑ **Video Instructional Module** was shown to the participants by editing the movie, “ **A Beautiful Mind**” based on the life of Dr John Nash, a Nobel Laureate who also was a patient of paranoid schizophrenia. The editing of the movie was done with the help of one of computer science engineering student Mr Deep Sodhi.
- ❑ It was followed by a **Powerpoint presentation** on schizophrenia, its signs and symptoms, etiology and treatment modalities used
- ❑ **Open Forum Discussion** was done with the participants to discuss various myths regarding the illness





SPSS 20

Mean Pretest & Posttest Knowledge scores among students regarding Schizophrenia

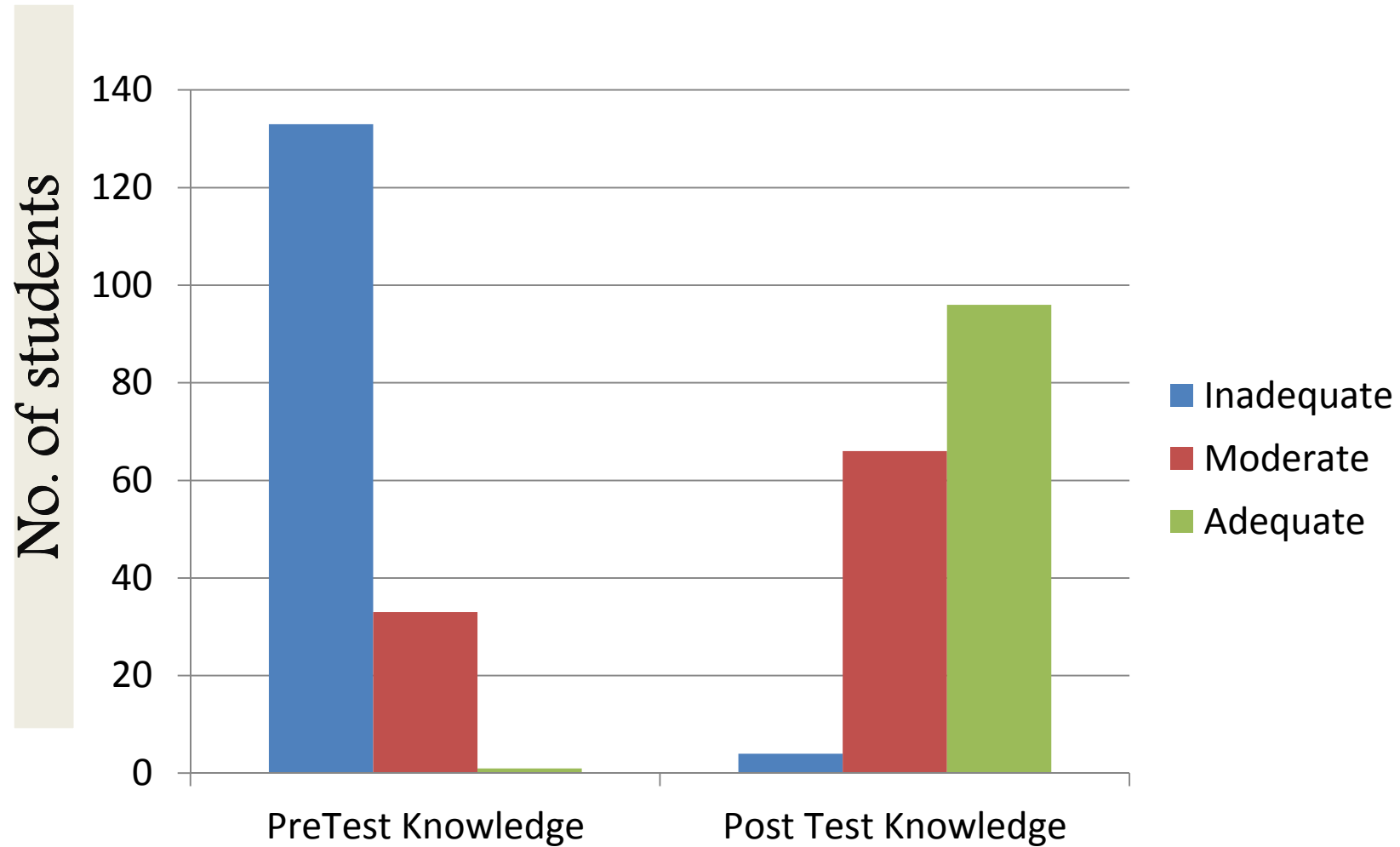
Knowledge regarding Schizophrenia	Mean	N	SD	't' value
Pre test Score	17.43	167	6.733	19.382*
Post test Score	30.17	167	5.175	

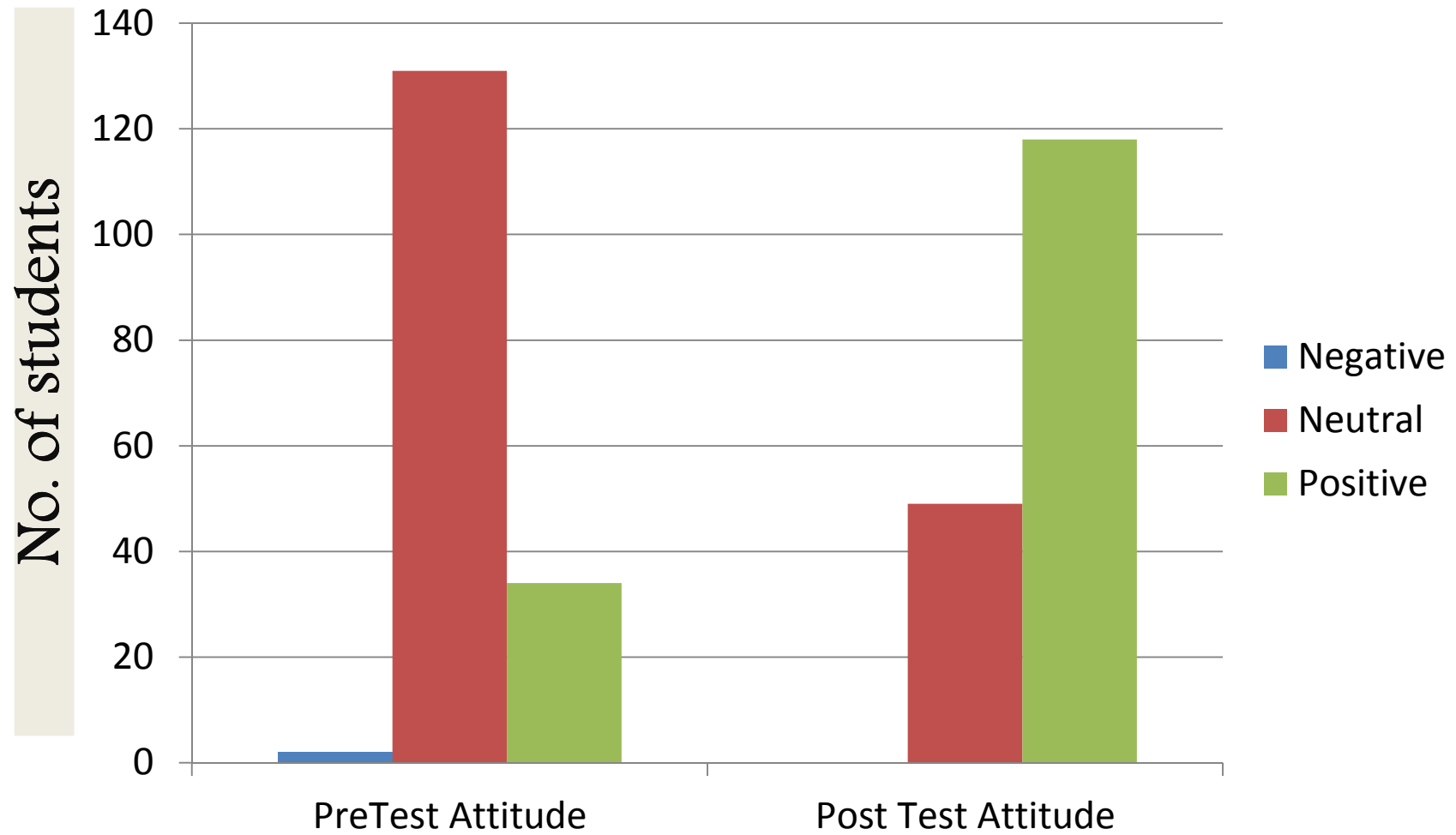
*P<0.000

Mean Pretest & Posttest Attitude scores among students regarding Schizophrenia

Attitude regarding Schizophrenia	Mean	N	SD	't' value
Pre test Score	99.68	167	14.31	12.682*
Post test Score	115.79	167	15.29	

*P<0.000





DISCUSSION

The image of people with mental illness in movies: effects on beliefs, attitudes and social distance, considering as example the movie "The white noise".2003 [Article in German]Baumann A1, Zaeske H, Gaebel W.

- OBJECTIVE: To examine the impact of the movie "The White Noise" on the audience's beliefs and attitudes towards schizophrenia.
- RESULTS: Differences between the audience's knowledge about schizophrenia and expert opinion increased. **Negative stereotypes reinforced and social distance increased.**

- **Knowledge about schizophrenia and attitudes towards people with schizophrenia in Greece. Economou M1, Richardson C, Gramandani C, Stalikas A, Stefanis C (nt J Soc Psychiatry. 2009)**
- **This study was the first national survey ever conducted in Greece aiming to monitor the level of stigma Greeks hold against people with schizophrenia (PWS).**
- **RESULTS: Television was the main source of information (65.9%). Negative portrayals of PWS were recalled by 60.5%. Respondents believed that PWS are dangerous (74.6%), have split personalities (81.3%) and cannot work (83.2%). Regarding attitudes, a negative relationship between closeness and social distance was observed.**
- **CONCLUSIONS: The Greek public has stigmatizing attitudes towards PWS. The role of television can be crucial in educating people**

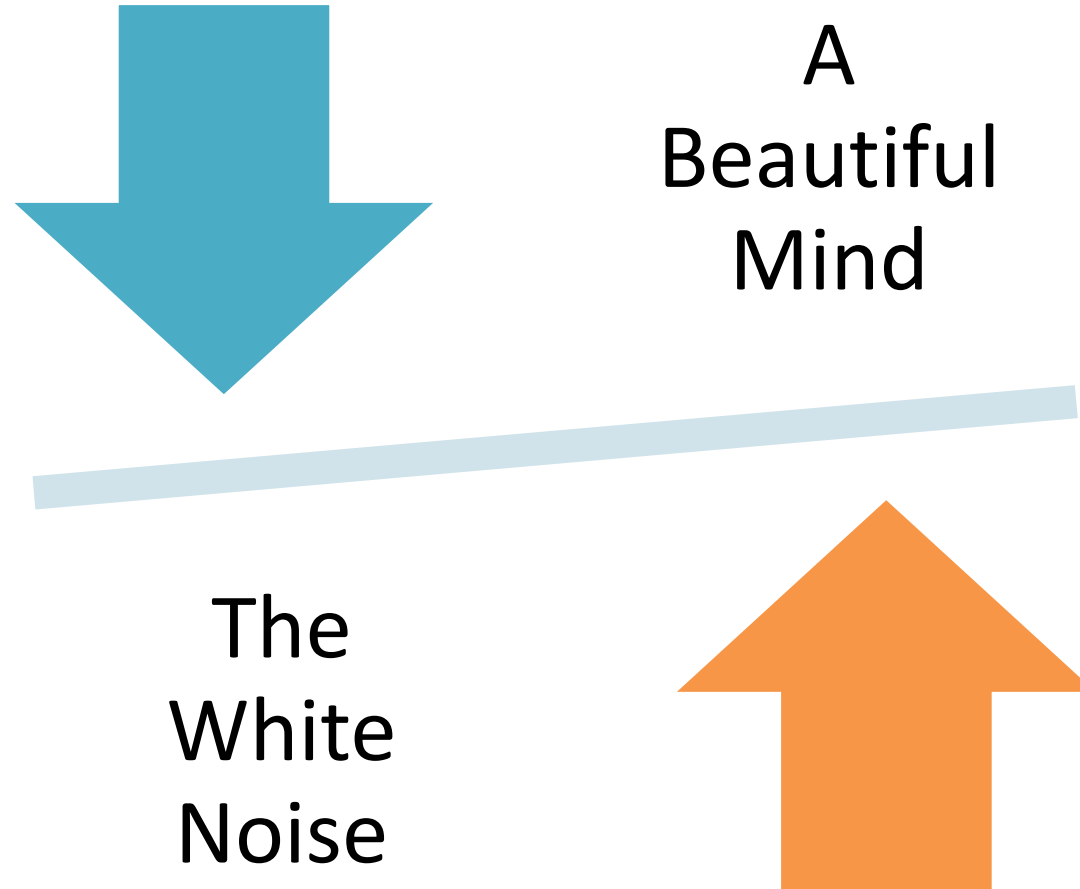
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Conclusion

Media Portrayal





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