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## TABLE OF CONTENTS

<b>Contents</b>	<b>Page No.</b>
Title Page	i
Certificate	ii
Declaration	iii
Copyright Transfer Certificate	iv
Acknowledgement	v
List of Tables	xii
List of Figures	xx
List of Equations	xxiii
Abstract	xxiv
<b>Chapter-1 Introduction</b>	<b>1-41</b>
1.1 The problem and its background	1
1.2 Meaning of education	2
1.2.1 Education and child	3
1.3 School	4
1.4 Teacher	5
1.4.1 Secondary school teacher	6
1.5 Attitude	7
1.5.1 Definitions of attitude	8
1.5.2 Nature of attitude	10
1.5.3 Characteristics of attitude	11
1.5.4 Composition of attitude	12
1.5.5 Development of attitude	13

<b>Contents</b>	<b>Page No.</b>
1.5.6 Dimensions of attitude	13
1.5.7 Measurement of attitude	15
1.5.7.1 Bogardus' scale of social distance	16
1.5.7.2 Thurstone's method of equal appearing intervals	16
1.5.7.3 Likert's method of summated ratings	17
1.5.7.4 Guttman's cumulative scale	17
1.5.7.5 Osgood's semantic differential method	18
1.6 Educational media	18
1.6.1 Overhead projector	19
1.6.1.1 Types of projectors	20
1.6.1.2 Use in education	21
1.6.2 Computer	22
1.6.2.1 PowerPoint Presentation	22
1.6.3 Smartclass	24
1.6.3.1 Need of smartclass	27
1.6.3.2 Benefits of smartclass	28
1.6.3.3 Disadvantages of smartclass	29
1.7 Role of educational media programmes	30
1.8 Significance of the problem	31
1.9 Statement of the problem	34
1.10 Definition of key words	34
1.11 Objectives	34
1.12 Hypotheses	36
1.13 Delimitations	41
<b>Chapter-2 Review of Related Literature</b>	<b>42-78</b>
2.1 Introduction	42
2.2 Review of previous researches	43
2.3 Studies related to use of computer and OHP in education	44
2.3.1 Indian studies	44
2.3.2 Abroad studies	50
2.4 Studies related to use of smart boards in education	62

<b>Contents</b>	<b>Page No. 2.4.1</b>
Indian studies	62
2.4.2 Abroad studies	63
2.5 Inference	77
2.6 Conclusion	78
<b>Chapter-3 Research Methodology</b>	<b>79-103</b>
3.1 Introduction	79
3.2 Research design	79
3.3 Research method	79
3.3.1 Descriptive research	80
3.4 Variables	81
3.5 Population	82
3.6 Sample and sampling	82
3.6.1 Random sampling	83
3.6.2 Incidental sampling	83
3.6.3 Stratified random sampling	83
3.6.4 Nature and size of the sample	84
3.7 Tools used in the study	86
3.7.1 Construction of tools	87
3.7.1.1 Identification of aspects	87
3.7.1.2 Development of appropriate items	88
3.7.1.3 Collection of opinion of experts	88
3.7.1.4 Try out of the tools item analysis	88
3.7.1.5 Selection of items	88
3.7.1.6 Scrutiny of the aspects and the corresponding items	89
3.8 Final tools	90
3.8.1 ATEMS for Principals and Teachers	90
3.8.2 ATEMS for Students	92
3.8.3 UEMQ for Principals	93
3.8.4 UEMQ for Teachers	94
3.8.5 UEMQ for Students	96

<b>Contents</b>	<b>Page No.</b>
3.9 Reliability of the tools	96
3.10 Validity of the tools	97
3.10.1 Content validity	97
3.10.2 Item validity	98
3.10.3 Face validity	98
3.10.4 Cross validity	98
3.11 Data collection	98
3.12 Analysis of data	100
3.12.1 Descriptive analysis	100
3.12.1.1 Mean	100
3.12.1.2 Standard deviation	101
3.12.2 Inferential analysis	101
3.12.2.1 <i>t</i> -test	102
3.12.2.2 Degree of freedom	102
3.12.2.3 Level of significance	103
<b>Chapter-4 Data Analysis and Interpretation</b>	<b>104-146</b>
4.1 Introduction	104
Objective No. 1	104
Objective No. 2	110
Objective No. 3	113
Objective No. 4	118
Objective No. 5	125
Objective No. 6	129
Objective No. 7	133
Objective No. 8	137
Objective No. 9	140
Objective No. 10	142
<b>Chapter-5 Discussion of the Results</b>	<b>147-163</b>
<b>Chapter-6 Summary, Conclusion, Suggestions and Implications</b>	<b>164-185</b>
6.1 Introduction	164
6.2 Statement of the problem	167

<b>Contents</b>	<b>Page No.</b>
6.3 Definition of key words	167
6.4 Objectives	168
6.5 Hypotheses	169
6.6 Delimitations	174
6.7 Methodology	174
6.7.1 Variables	175
6.7.2 Sample	175
6.7.3 Tools of the study	176
6.7.4 Data analysis	176
6.8 Findings	176
6.9 Conclusion	180
6.10 Suggestions	181
6.11 Educational implications	185
Bibliography	186-201
Appendices	202-256
Appendix I	202-204
Appendix II	205-207
Appendix III	208-209
Appendix IV	210-215
Appendix V	216-232
Appendix VI	233-241
Appendix VII	242-256
List of Publications	257

## LIST OF TABLES

<b>S. No.</b>	<b>Title</b>	<b>Page No.</b>
3.1	Distribution of sample of schools, principals, teachers and students according to the objectives for study	85
3.2	Section wise distribution of items of Attitude towards educational media scale (ATEMS) for principals and teachers before and after item analysis	90
3.3	Scoring pattern of ATEMS for principals and teachers of secondary school stage	91
3.4	Section wise distribution of items of Attitude towards educational media scale (ATEMS) for students before and after item analysis	92
3.5	Scoring pattern of ATEMS for students of secondary school stage	93
3.6	Section wise distribution of items of Utilisation of educational media questionnaire (UEMQ) for principals before and after item analysis	94
3.7	Scoring pattern of UEMQ for principals of secondary school stage	94
3.8	Section wise distribution of items of Utilisation of educational media questionnaire (UEMQ) for teachers before and after item analysis	95
3.9	Scoring pattern of UEMQ for teachers of secondary school stage for section I	95
3.10	Scoring pattern of UEMQ for teachers of secondary school stage for section II	95
3.11	Section wise distribution of items of Utilisation of educational media questionnaire (UEMQ) for students before and after item analysis	96
3.12	Scoring pattern of UEMQ for students of secondary school stage	96
3.13	Reliability of the tools used in the problem	97
3.14	Sample of principals according to their board of institution, gender, age and teaching experience	99
3.15	Sample of teachers according to their board of institution, gender, age, teaching experience and teaching subject	99



<b>S. No.</b>	<b>Title</b>	<b>Page No.</b>
3.16	Sample of students according to their board of institution and gender	99
4.1	Frequency of responses given by principals of CBSE and ICSE board on attitude towards educational media at secondary school stage	105
4.2	Significance of difference in the attitude of principals towards educational media with respect to their board of school at secondary school stage	105
4.3	Frequency of responses given by male and female principals on attitude towards educational media at secondary school stage	106
4.4	Significance of difference in the attitude of male and female principals towards educational media at secondary school stage	106
4.5	Frequency of responses given by principals in relation to their age on attitude towards educational media at secondary school stage	107
4.6	Significance of difference in the attitude of principals in the age group of 31-45 years and principals in the age group of 46-60 years towards educational media at secondary school stage	108
4.7	Frequency of responses given by principals in relation to their teaching experience on attitude towards educational media at secondary school stage	108
4.8	Significance of difference in the attitude of principals with teaching experience of 1-20 years and principals with a teaching experience of 21-40 years towards educational media at secondary school stage	109
4.9	Significance of difference in the extent of utilisation of educational media according to principals with respect to their board of school at secondary school stage	110
4.10	Significance of difference in the utilisation of educational media according to male and female principals at secondary school stage	111
4.11	Significance of difference in the utilisation of educational media according to the principals in the age group of 31-45 years and principals in the age group of 46-60 years at secondary school stage	111

<b>S. No.</b>	<b>Title</b>	<b>Page No.</b>
4.12	Significance of difference in the utilisation of educational media according to principals with teaching experience of 1-20 years and principals with a teaching experience of 21-40 years at secondary school stage	112
4.13	Significance of difference in the extent of utilisation of OHP and Computer in CBSE board school according to the Principals at secondary school stage	113
4.14	Significance of difference in the extent of utilisation of Computer and Smartclass in CBSE board school according to the Principals at secondary school stage	114
4.15	Significance of difference in the extent of utilisation of smartclass and OHP in CBSE board school according to the principals at secondary school stage	115
4.16	Significance of difference in the extent of utilisation of OHP and computer in ICSE board school according to the principals at secondary school stage	115
4.17	Significance of difference in the extent of utilisation of computer and smartclass in ICSE board school according to the principals at secondary school stage	116
4.18	Significance of difference in the extent of utilisation of smartclass and OHP in ICSE board school according to the principals at secondary school stage	117
4.19	Frequency of responses given by teachers of CBSE and ICSE board on attitude towards educational media at secondary school stage	118
4.20	Significance of difference in the attitude of teachers towards educational media with respect to their board of institution at secondary school stage	119
4.21	Frequency of responses given by male and female teachers on attitude towards educational media at secondary school stage	119
4.22	Significance of difference in the attitude of male and female teachers towards educational media at secondary school stage	120

<b>S. No.</b>	<b>Title</b>	<b>Page No.</b>
4.23	Frequency of responses given by teachers in relation to their age on attitude towards educational media at secondary school stage	120
4.24	Significance of difference in the attitude of teachers in the age group of 21-40 years and teachers in the age group of 41-60 years towards educational media at secondary school stage	121
4.25	Frequency of responses given by teachers in relation to their teaching experience on attitude towards educational media at secondary school stage	122
4.26	Significance of difference in the attitude of teachers with teaching experience of 1-15 years and teachers with a teaching experience of 16-30 years towards educational media at secondary school stage	122
4.27	Frequency of responses given by teachers in relation to their teaching subject on attitude towards educational media at secondary school stage	123
4.28	Significance of difference in the attitude of teachers teaching science and teachers teaching arts towards educational media at secondary school stage	124
4.29	Significance of difference in the utilisation of educational media by teachers with respect to their board of school at secondary school stage	125
4.30	Significance of difference in the utilisation of educational media by male and female teachers at secondary school stage	126
4.31	Significance of difference in the utilisation of educational media by teachers in the age group of 21-40 years and teachers in the age group of 41-60 years at secondary school stage	126
4.32	Significance of difference in the utilisation of educational media by teachers with teaching experience of 1-15 years and teachers with a teaching experience of 16-30 years at secondary school stage	127
4.33	Significance of difference in the utilisation of educational media by teachers teaching science subjects and teachers teaching arts subjects at secondary school stage	128
4.34	Significance of difference in the extent of utilisation of OHP and computer in CBSE board school by teachers at secondary school stage	129

<b>S. No.</b>	<b>Title</b>	<b>Page No.</b>
4.35	Significance of difference in the extent of utilisation of computer and smartclass in CBSE board school by teachers at secondary school stage	130
4.36	Significance of difference in the extent of utilisation of smartclass and OHP in CBSE board school by teachers at secondary school stage	130
4.37	Significance of difference in the extent of utilisation of OHP and computer in ICSE board school by teachers at secondary school stage	131
4.38	Significance of difference in the extent of utilisation of computer and smartclass in ICSE board school by teachers at secondary school stage	132
4.39	Significance of difference in the extent of utilisation of smartclass and OHP in ICSE board school by teachers at secondary school stage	132
4.40	Significance of difference in the competence level of teachers in using educational media with respect to their board of school at secondary school stage	134
4.41	Significance of difference in the competence level of male and female teachers in using educational media at secondary school stage	134
4.42	Significance of difference in the competence level of teachers in using educational media who are in the age group of 21-40 years and teachers in the age group of 41-60 years at secondary school stage	135
4.43	Significance of difference in the competence level of teachers in using educational media with a teaching experience of 1-15 years and teachers with a teaching experience of 16-30 years at secondary school stage	136
4.44	Significance of difference in the competence level of teachers in using educational media who are teaching science and teachers teaching arts subjects at secondary school stage	136
4.45	Frequency of responses given by students of CBSE and ICSE board on attitude towards educational media at secondary school stage	138
4.46	Significance of difference in the attitude of students towards educational media with respect to their board of institution at secondary school stage	138

<b>S. No.</b>	<b>Title</b>	<b>Page No.</b>
4.47	Frequency of responses given by boys and girls on attitude towards educational media at secondary school stage	139
4.48	Significance of difference in the attitude of boys and girls towards educational media at secondary school stage	139
4.49	Significance of difference in the utilisation of educational media according to students with respect to their board of school at secondary school stage	140
4.50	Significance of difference in the utilisation of educational media according to boys and girls of secondary school stage	141
4.51	Significance of difference in the extent of utilisation of OHP and computer in CBSE board school according to the students at secondary school stage	142
4.52	Significance of difference in the extent of utilisation of computer and smartclass in CBSE board school according to the students at secondary school stage	143
4.53	Significance of difference in the extent of utilisation of smartclass and OHP in CBSE board school according to the students at secondary school stage	143
4.54	Significance of difference in the extent of utilisation of OHP and computer in ICSE board school according to the students at secondary school stage	144
4.55	Significance of difference in the utilisation of computer and smartclass in ICSE board school according to the students at secondary school stage	145
4.56	Significance of difference in the extent of utilisation of smartclass and OHP in ICSE board school according to the students at secondary school stage	145
AII.1	List of ICSE board schools in the sample	205
AII.2	List of CBSE board schools in the sample	206

<b>S. No.</b>	<b>Title</b>	<b>Page No.</b>
AIV.1	List of items and their discriminative value of Attitude towards educational media scale (ATEMS) for principals and teachers at secondary school stage	210
AIV.2	List of items and their discriminative value of Attitude towards educational media scale (ATEMS) for students at secondary school stage	211
AIV.3	List of items and their discriminative value of Utilisation of educational media questionnaire (UEMQ) for principals at secondary school stage	213
AIV.4	List of items and their discriminative value of Utilisation of educational media questionnaire (UEMQ) for teachers at secondary school stage of section I and Section II	213
AIV.5	List of items and their discriminative value of Utilisation of educational media questionnaire (UEMQ) for students at secondary school stage	215
AVI.1	Item wise frequency distribution of responses given by principals on attitude towards educational media of CBSE and ICSE board schools at secondary school stage	233
AVI.2	Item wise frequency distribution of responses given by teachers on attitude towards educational media of CBSE and ICSE board schools at secondary school stage	234
AVI.3	Item wise frequency distribution of responses given by students on attitude towards educational media of CBSE and ICSE board schools at secondary school stage	235
AVI.4	Item wise frequency distribution of responses given by principals on utilisation of OHP, computer and smartclass of CBSE and ICSE board schools at secondary school stage	238
AVI.5	Item wise frequency distribution of responses given by teachers on utilisation of OHP, computer and smartclass of CBSE and ICSE board schools at secondary school stage	239
AVI.6	Item wise frequency distribution of responses given by teachers on competence level of CBSE and ICSE board schools at secondary school stage	240

AVI.7 Item wise frequency distribution of responses given by students on utilisation of OHP, computer and smartclass of CBSE and ICSE board schools at secondary school stage	241
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## LIST OF FIGURES

<b>Fig No.</b>	<b>Title</b>	<b>Page No.</b>
3.1	Number of principals, teachers and students in the sample	84
AI.1	Permission letter from Library of Delhi University, New Delhi	202
AI.2	Receipt received from Library of ICSSR, New Delhi	203
AI.3	Permission letter from Library of NCERT, New Delhi	204
AI.4	Receipt received from Library of Lucknow University, Lucknow	204
AI.5	Library card of Jamia Millia Islamia, New Delhi	204
AVII.1	Response given by principals of CBSE and ICSE board under different categories for measurement of attitude towards educational media at secondary school stage	242
AVII.2	Total score of responses given by principals of CBSE and ICSE board for the measurement of attitude towards educational media at secondary school stage	242
AVII.3	Response given by male and female principals under different categories for the measurement of attitude towards educational media at secondary school stage	243
AVII.4	Total score of responses given by male and female principals for measurement of attitude towards educational media at secondary school stage	243
AVII.5	Response given by principals in relation to their age under different categories for the measurement of attitude towards educational media at secondary school stage	244
AVII.6	Total score of responses given by principals in relation to their age for the measurement of attitude towards educational media at secondary school stage	244
AVII.7	Response given by principals in relation to their teaching experience under different categories for the measurement of attitude towards educational media at secondary school stage	245



<b>Fig No.</b>	<b>Title</b>	<b>Page No.</b>
AVII.8	Total score of responses given by principals in relation to their Teaching experience for the measurement of attitude towards educational media at secondary school stage	245
AVII.9	Utilisation of computer, OHP and smartclass in CBSE and ICSE board school according to principals at secondary school stage	246
AVII.10	Response given by teachers of CBSE and ICSE board under different categories for measurement of attitude towards educational media at secondary school stage	246
AVII.11	Total score of responses given by teachers of CBSE and ICSE board for measurement of attitude towards educational media at secondary school stage	247
AVII.12	Response given by male and female teachers under different categories for measurement of attitude towards educational media at secondary school stage	247
AVII.13	Total score of responses given by male and female teachers for measurement of attitude towards educational media at secondary school stage	248
AVII.14	Response given by teachers in relation to their age under different categories for measurement of attitude towards educational media at secondary school stage	248
AVII.15	Total score of responses given by teachers in relation to their age for the measurement of attitude towards educational media at secondary school stage	249
AVII.16	Response given by teachers in relation to their teaching experience under different categories for the measurement of attitude towards educational media at secondary school stage	249
AVII.17	Total score of responses given by teachers in relation teaching experience under different categories for the measurement of attitude towards educational media at secondary school stage	250

<b>Fig No.</b>	<b>Title</b>	<b>Page No.</b>
AVII.18	Response given by teachers in relation to their teaching subject under different categories for measurement of attitude towards educational media at secondary school stage	250
AVII.19	Total score of responses given by teachers in relation to their teaching subject for the measurement of attitude towards educational media at secondary school stage	251
AVII.20	Utilisation of computer, OHP and smartclass in CBSE and ICSE board school by teachers at secondary school stage	251
AVII.21	Response given by students of CBSE and ICSE board under different categories for measurement of attitude towards educational media at secondary school stage	252
AVII.22	Total score of responses given by students of CBSE and ICSE board for measurement of attitude towards educational media at secondary school stage	252
AVII.23	Response given by boys and girls of CBSE board under different categories for measurement of attitude towards educational media at secondary school stage	253
AVII.24	Response given by boys and girls of ICSE board under different categories for measurement of attitude towards educational media at secondary school stage	253
AVII.25	Response given by boys and girls under different categories for measurement of attitude towards educational media at secondary school stage	254
AVII.26	Total score of responses given by boys and girls for measurement of attitude towards educational media at secondary school stage	254
AVII.27	Response given by boys of CBSE and ICSE board under different categories for the measurement of attitude towards educational media at secondary school stage	255
AVII.28	Response given by girls of CBSE and ICSE boards under different categories for measurement of attitude towards educational media at secondary school stage	255

<b>Fig No.</b>	<b>Title</b>	<b>Page No.</b>
A VII.29	Utilisation of computer, OHP and smartclass in CBSE and ICSE board school according to students at secondary school stage	256

### **LIST OF EQUATIONS**

<b>Eq. No.</b>	<b>Title</b>	<b>Page No.</b>
3.1	Formula used for calculating discriminating values of each item of the tool	89
3.2	Formula used for calculation of Mean	100
3.3	Formula used for calculation of Standard Deviation	101
3.4	Formula used for calculation of $t$ - test	102
3.5	Formula used for calculation of Degree of Freedom	102

## **ABSTRACT**

This research work presents the findings on attitude of principals, teachers and students towards educational media and its utilization at secondary school stage in Lucknow city. The role of educational media and its significance in this gigantic effort is obvious and this has been realized and appreciated at least at conceptual level and to a considerable extent at the implementation level. But the effective use of educational media in classroom depends on the attitudes of administrator and principals and educators and teachers to apply technology in schools' daily pedagogical practices.

The independent variables of the study are personal information of principals, teachers and students as: board of the institution, gender, age, teaching experience and teaching subject; while dependent variables are: attitude of principals, teachers and students towards educational media and utilisation of educational media according to/by them. The research is a descriptive survey research that has all the principals, teachers and students of secondary school stage as population. The sample includes 40 principals, 160 teachers and 1200 students that are selected using multi stage sampling technique. At first stage 40 schools are selected using random sampling technique; the principals of these schools represented the sample of the study. At the second stage 160 teachers are selected from sample schools using incidental sampling technique. At the third stage 1200 students from sample schools are selected using stratified random sampling technique.

To get the desired result of the problem, five standardized self-made tools are prepared. This includes attitude scale for principals, teachers and students and utilisation questionnaire for principals, teachers and students. Data obtained through scale and questionnaire were

analysed and compared for different variables using *t*-test method. The same was represented through graph and charts.

The results show that female principals and principals in the age group of 31-45 have more favourable attitudes as compared to male principals and principals in the age group of 46-60 years respectively towards educational media at secondary school stage. Usage of any type of educational media is done more according to female principals and principals with a teaching experience of 21-40 years as compared to male principals and principals with a teaching experience of 1-20 years respectively of secondary school stage. Usage of computer is more than OHP followed by smartclass according to Principals of CBSE board while usage of computer is more than smartclass according to principals of CBSE and ICSE board of secondary school stage.

The results show that female teachers and teachers teaching science subjects have more favourable attitudes as compared to male teachers and teachers teaching arts subject respectively at the secondary school stage. The usage of any type of educational media is done more by teachers with a teaching experience of 1-15 years and teachers teaching science subjects as compared to teachers with a teaching experience of 16-30 years and teachers teaching arts subjects respectively of secondary school stage. Usage of computer is more than smartclass followed by OHP by teachers of secondary school stage while computer is most used followed by OHP and smartclass in CBSE board school and smartclass is most used followed by computer and OHP in ICSE board school by teachers at secondary school stage. Competence level of teachers with a teaching experience of 1-15 years and teachers teaching science subject is found to be better to teachers with a teaching experience of 16-30 years and teachers teaching arts subject respectively of secondary school stage.

The results show that attitude of boys of CBSE Board is more favourable than boys of ICSE Board towards educational media at secondary school stage. Usage of any type of educational media is more according to the boys and boys of CBSE board as compared to girls and girls of CBSE board and Boys of ICSE board respectively of secondary school stage. Usage of computer is more than OHP followed by smartclass according to students of secondary school stage while usage of smartclass is more in ICSE board school followed by computer and OHP and usage computer is more in CBSE board followed by OHP and smartclass according to students of secondary school stage.

It can be concluded that all the variables in the study are by and large related as in different contexts of principals, teachers and students of secondary school stage in terms of their attitude towards educational media and its subsequent utilization. Despite the differences observed in terms of board of institution, gender, age, teaching experience and teaching subject among principals, teachers and students of secondary school stage there is universalisation among them for attitude towards educational media and its utilisation.

The present study provides valuable suggestions for school authorities, principals, teachers and students which may be useful for their progress. This study can be used as a source of information to design new strategies and techniques for improving teacher effectiveness, competence level and upgradation of the personnel engaged in the teaching learning process.

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