

## **THE EFFECTS OF SINGLE-GENDER GROUPS ON BROADCAST VIDEO PRODUCTION STUDENTS**

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### **ABSTRACT**

The purpose of this study was to determine the effects of single-gender grouping on Broadcast Video Production (BVP) students. Students in two first year broadcasting classes created a 45-sec Public Service Announcement (PSA) on bullying. One class consisted of the treatment of single-gender groups ( $N=24$ ) while the other consisted of mixed-gender groups ( $N=21$ ). Data was collected over 6-weeks and compared. Behavioral Checklists were used to determine which groups or gender remained focused on the project, and a Group Perception Questionnaire was given at the end of the study to establish student attitudes about group formation. Using a video rubric a statistically significant difference was found between the mean score of boys ( $M=77.3$ ) and girls ( $M=75.8$ ), but the comparison class of mixed-gender groups ( $M=78.1$ ) scored higher than students in the treatment class of single-gender groups ( $M=76.4$ ).