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 ($M=76.4$).