

## Scale Development to Measure Attitude of Farmers towards Krushi Mahotsav

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### ABSTRACT

*The study was confined to develop a scale which can scientifically measure the attitude of farmers towards Krushi Mahotsav. Considering the capacity of summated rating technique to measure the broadness, value and intensity of the study area, the researcher has selected the methods suggested by Likert (1932) and Edward (1959) to construct the attitude scale. The final scale constitutes 17 statements. The calculated reliability coefficient is 0.84.*

**Keywords :** Attitude, Krushi Mahotsav

### INTRODUCTION

Attitude is often defined as a tendency to react towards a designated class of stimuli such as an idea, technology, custom or an institution. For the purpose of this study, the definition of attitude refers to the degree of favorableness or unfavorableness towards *Krushi Mahotsav* as responded by the farmers.

The success, progress and development or failure of any social reforms or development programme mainly depends on peoples' attitude toward it. Thurstone (1946) defined an attitude as the degree of positive or negative affect associated with some psychological object. In this study attitude was conceptualized as beneficiary farmers' degree of favourable or unfavourable disposition towards *Krushi Mahotsav*. Attitude towards *Krushi Mahotsav* has been reported as an important factor in adoption process.

It refers as the degree of positive or negative effect associated with some psychological object. Attitude is a state of readiness or a tendency to react in a certain manner. Individual's attitude is present but dormant most of the time. Attitude scale has been proved useful tools to measure the attitude of large number of individuals towards specific areas. Such instrument stimulates people to express their attitude.

The psychological object for the present study has been conceptualized. Hence the attitude in present study means negative or positive reaction of the respondents towards *Krushi Mahotsav*. For measuring the attitude of the farmers toward *Krushi Mahotsav*, the scale was developed.

### METHODOLOGY

Considering the capacity of summated rating technique to measure the broadness, value and intensity of the study area, the researcher has selected the methods suggested by Likert (1932) and Edward (1959) to construct the attitude scale.

#### Collection of statements

In initial stage of developing scale fifty-seven attitudinal statements about *Krushi Mahotsav* were collected from relevant literature and discuss on with experts of agricultural department and SDAU scientists. The statements thus selected were edited on the basis of the criteria shown by Edward (1957). From the fifty-seven statements, 47 statements were selected as they were found to be non ambiguous and non factual.

#### Item analysis

The items of the attitude scale were called statements. All the 47 statements were converted into a schedule. The schedule was mailed to a panel of 120 judges/experts drawn from various agricultural universities scientists / teachers (not below Assistant Professor), Post-Graduates students and extension personnel of KVKs. They were requested to judge each statement critically with regard to measure attitude towards *Krushi Mahotsav* and give response on five point continuum as strongly agree, agree, undecided, disagree and strongly disagree with the scores of 5, 4, 3, 2 and 1, receptively for positive statements. The scoring was reversed

for negative statements.

Among 120 judges, eighty judges responded in time. Frequency distribution of the scores of the judges was then done. The statements were then arranged in descending order on the basis of total score obtained by them. For item analysis, 25.00 per cent (*i.e.*, 20 judges) of the subjects with the highest score and the other 25.00 per cent of the subjects with the lowest score were selected.

The each statement contained responses of 20 experts. The higher and lower quartiles were used as criterion group to evaluate individual statement. The probability value for each statement was calculated by applying 't' test. The thirty statements found significant at 0.01 level of probability were selected for the final scale. The final attitude scale is given in Table 1.

### Validity of the statements

The validity of a scale is a property that ensures the constructed measures, the variables, which are suppose

**Table 1 : List of statements showing attitude of beneficiary farmers towards *krushi mahotsav***

| Sr. No. | Statements  | Response category |    |      |      |      |
|---------|---|-------------------|----|------|------|------|
|         |   | S.A.              | A. | U.D. | D.A. | S.D. |
| 1       | Farmer's knowledge regarding improved scientific technology has been increase due to <i>Krusha Mahotsav</i> .   |                   |    |      |      |      |
| 2       | The economic condition of the farmers has improved due to advice obtained from <i>Krusha Mahotsav</i> .   |                   |    |      |      |      |
| 3       | Farmers of north Gujarat area still continue the traditional farming even after starting of <i>Krusha Mahotsav</i> .                                      |                   |    |      |      |      |
| 4       | Area under improved practices of cotton has increased due to <i>Krusha Mahotsav</i> .   |                   |    |      |      |      |
| 5       | To reap the fruits of innovations, <i>Krusha Mahotsav</i> should be organized every year.   |                   |    |      |      |      |
| 6       | <i>Krusha Mahotsav</i> has played a significant role in increasing per unit production of major crops of north Gujarat.                                   |                   |    |      |      |      |
| 7       | Various combined activities carried out by different department of government through <i>Krusha Mahotsav</i> confuse the farmers instead of helping them. |                   |    |      |      |      |
| 8       | <i>Krusha Mahotsav</i> creates employment opportunities in rural area.  |                   |    |      |      |      |
| 9       | <i>Krusha Mahotsav</i> is an institution to all family members for their development.   |                   |    |      |      |      |
| 10      | <i>Krusha Mahotsav</i> has helped the farmers to get loans from the bank.   |                   |    |      |      |      |
| 11      | <i>Krusha Mahotsav</i> helps the farmers to get improved seeds, fertilizers and pesticides in time.   |                   |    |      |      |      |
| 12.     | Scientist and functionaries work together to plan and implement <i>Krusha Mahotsav</i> activities in the village.   |                   |    |      |      |      |
| 13.     | <i>Krusha Mahotsav</i> is well through practical approach for boasting the agricultural production.   |                   |    |      |      |      |
| 14.     | <i>Krusha Mahotsav</i> creates more interest in participating other extension activities.   |                   |    |      |      |      |
| 15.     | Only contact farmers of government officers are benefited through <i>Krusha Mahotsav</i> .  |                   |    |      |      |      |
| 16.     | Because of <i>Krusha Mahotsav</i> agricultural production has considerably increased during last four year.   |                   |    |      |      |      |
| 17.     | <i>Krusha Mahotsav</i> has great impact on popularity of MIS in North Gujarat   |                   |    |      |      |      |

S.A.= Strongly Agree, A.= Agree, U.D. = Undecided, D.A.=Disagree, S.D.= Strongly Disagree.

to measure. While, selecting the statements due to care was taken in obtaining a fair degree of content validity. All the 30 statements were significant at 0.01 probability levels which inferred that the statements of the attitude scale had discriminating value to measure the attitude of the farmers towards *Krusha Mahotsav*.

### Reliability of the scale

The reliability of the scale was tested by using 'split half method.' The odd number and even number statements were separated for making two halves. The agreement between two halves of scores on each half of the scale was determined by calculating correlation for those half tests. From the reliability of the half tests, the self-correlation of the whole test was then estimated by the Spearman-Brown formula.

The calculated value of reliability co-efficient for whole test was 0.84, which was highly significant. Therefore, it is concluded that the scale was reliable.

### Scoring techniques

There were 17 statements in the final scale which were administered to the farmers and asked to express their reactions on five point continuum viz., strongly agree, agree, undecided, disagree and strongly disagree with the scores of 5, 4, 3, 2 and 1, respectively. The scoring for negative statements was reversed. The total attitude score for each respondent was obtained by adding the weights of his responses made to individual scale item.

An attitude scale was developed for measurement of the attitude of respondents towards *Krushis Mahotsav* using Likert (1932) summated rating technique. The scale was consisted of several positive and negative sentences. Five point continuums were used to measure the attitude of the respondents. The scoring procedure was followed as under.

The respondents were asked to express their reaction in terms of their agreement or disagreement with each item by selecting any one of response categories ranging from strongly agree to strongly disagree.

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