

DEVELOPMENT OF SCALE TO MEASURE ATTITUDE OF GOAT KEEPERS TOWARDS GOAT FARMING

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ABSTRACT

Goat farming is the employment generating occupation in rural area with low risk involvement and dependable source of income to 40% of the rural population below poverty line in India and too many who do not possess any land. For betterment of goat farming, it is necessary to understand attitude of goat keepers towards goat farming. The scale was developed by using 'scale product method'. 50 statements were selected for judgment of 50 judges. 12 statements were selected based on the scale and quartile value. Finally, these 12 statements were selected for the measurement of the attitude towards goat farming. Reliability of scale was found 0.77.

Keywords: goat farming, goat keepers, attitude, statement, reliability

INTRODUCTION

The goat is a versatile animal. It is known as the 'poor man's cow' in India and as 'wet nurse' of infants in Europe. Goats farming can do with little expense, marginal or undulating lands, unsuitable for other types of livestock, may be used and inexpensive shelter will suffice. Goat farming provides a dependable source of income to 40.00 per cent of the rural population below poverty line in India and to many who do not possess any land. The vast majority of the poorer section of the rural population depends on the goat rearing for subsistence and to meet the house-hold occasional needs for meat and milk. Goats are important part of rural economy, particularly in the arid, semi-arid and mountainous regions of the country. They provide food and nutritional security to the millions of marginal and small farmers and agricultural labourers. However, the productivity of goats under the prevailing traditional production system is very low. It is because they are maintained under the extensive system on natural vegetation on degraded common grazing lands and tree lopping. Moreover, adoption of improved production technologies/ management practices in the farmers' flock is very low. Therefore, rearing of goats under intensive and semi-intensive system using improved technologies for commercial production has become imperative not only for realizing their full potential but also to meet the increasing demand of chevon (goat meat) in the domestic as well as international markets. Responding to the market signals, the

goat production system in India has been slowly moving from extensive to intensive system of management for commercial production. Because of above given reason and improvement of the socio-economic status of the rural people, to bring change in goat farming system, it is necessary to understand attitude of goat keepers.

METHODOLOGY

To measure the degree of positive or negative feelings of the goat keepers towards goat farming, a scale was developed by adopting systematic methodology. Among the techniques available, researcher had selected 'Scale product method' which combines the Turnstone's technique of equal appearing interval scale (1928) for selection of items and Likert's technique of summated rating (1932) for ascertaining the response on the scale as proposed by Eysenck and Crown (1949).

Statement Selection

The statements were collected from the relevant literature as well as constructed through discussion with major guide, extension personnel and experts of animal science. The statements thus selected were edited on the basis of the criteria laid down by Edward (1957).

Statement Analysis

In order to judge the degree of 'Unfavourableness'

to 'Favourableness' of each statement on the five point equal appearing interval continuum, a panel of judges was selected. Fifty slips of the selected statements were handed over to the experts connected with extension educational work. The judges were requested to judge each statement in terms of their most agreement or most disagreement with the statements with the five equal appearing interval continuums. Out of these experts, all the experts returned the statements after duly recording their judgments and were considered for analysis.

Determination of scale values

Based on judgment, the median value of the distribution and the S value for the statement concerned were calculated with the help of

The inter-quartile range ($Q = Q3 - Q1$) for each statement was also worked out. Only those statements were selected whose median values were greater than Q value. When a few statements had the same scale values, the statements having lowest Q Values were selected. Thurstone and Chave (*Edwards, 1957*) described another criteria in addition to Q as a basis for rejecting statement in scales constructed by the method of the equal appearing interval. Accordingly when a few items had the same scale values, the item having lowest Q Values were selected.

RESULTS

Based on the scale and Q values out of 27 statements 12 statements were finally selected to constitute scale to measure attitude of goat keepers towards goat farming.

Table: 1 Final selected statements to measure attitude of goat keepers towards goat farming

Sr. No.	Statement	SA	A	UD	DA	SDA
1	I am confident that goat farming is a profitable venture (+)					
2	I see limited scope of goat farming as compared to other livestock farming (-)					
3	I feel that goat farming is employment generating occupation for rural area(+)					
4	I think that goat farming does not give more production per unit of investment (-)					
5	I like to say that the initial investment needed for goat farming is low(+)					
6	I think that obtaining credit for goat farming is difficult (-)					
7	I like goat farming as goat is cow of low income group family (+)					
8	I think goat rearing is an insurance against crop failure (+)					
9	I think religious taboo against goat farming is present in India (-)					
10	I believe that no elaborated shelter is required for goat farming (+)					
11	I feel that goat farming is economically low risk oriented business (+)					
12	I think that farmer should adopt goat farming(+)					

SA = Strongly Agree, A = Agree, UD = Undecided, DA = Disagree, SD = Strongly Disagree

Reliability of the scale

The split-half technique was used to measure the reliability of the scale. The 12 statements were divided into two equal halves with 6 odd numbered and 6 even numbered. These were administered to 20 goat keepers at TVCC of Veterinary College, AAU, Anand. Each of the two sets was treated as separate scales having obtained two score, for each of the 20 goat keepers. Co-efficient of reliability between the two sets of score was calculated by Rulon's formula (Guilford 1954). This was found 0.77.

Validity of the scale

The validity of the scale was examined for content validity by determining how well content were selected by discussing it with specialists, of extension and statisticians.

Administration of the scale

For application of the scale, the researcher can collect information against each 12 statements in five point continuum viz. 'Strongly agree', 'Agree', 'Undecided', 'Disagree' and 'Strongly disagree' with weighted score of 5,4,3,2 and 1 for

positive and reverse to negative statements.

CONCLUSION

From the various methods available for constructing the attitude scale, scale product method' which combines the Thrustone's technique of equal appearing interval scale, for selection of items and Likert's technique of summated rating for ascertaining the response on the scale as proposed by Eysenck and Crown was used to measure the attitude of goat keepers towards goat farming.

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