

Farm Telecast Viewing Behaviour of TV Owing Farmers

R. K. Dani¹ and B. B. Patel²

INTRODUCTION

Agricultural information is disseminated to the farmers through mass media like news paper, radio, television etc. They try to satisfy the information need of the people. But, TV is the most exciting means of communication ever devised by man. Ahmedabad Doordarshan has been entrusted the responsibility of providing an agricultural programme "GRAM JAGAT" for Gujarat state. The value of any programme can only be judged through audience response and hence, the present study entitled "Farm Telecast Viewing Behaviour of TV Owing Farmers" was carried out with the following objectives.

OBJECTIVES

1. To know the awareness about farm telecast programmes of tele-viewing farmers.
2. To identify the different viewing dimensions of respondents towards farm telecast.
3. To know the levels of televiewing behaviour of TV owning contact and non-contact farmers.

METHODOLOGY

The present study was conducted in Panchmahals district of Gujarat state. Santrampur taluka was purposively selected

because investigator belonged to this taluka and was aware of local people and no study has been carried out sofar related to farm telecast. A random sample of 120 respondents comprising 70 contact farmers and 50 non-contact farmers who possessed their own TV set and having land were selected from 10 villages of Santrampur taluka of Panchmahals district of Gujarat state with the help of VLW working under T&V system.

The tool of the study was interview schedule. To know the awareness and different viewing dimensions, frequencies and percentages were carried out to identify the level of farm telecast viewing behaviour of the respondents. The total score was calculated, summed up and grouped as low, medium and high level of behaviour with the help of S. D. and mean.

RESULTS AND DISCUSSION

In the present study, the theoretical framework for the concept of viewing behaviour was based on the assumption that behaviour being the function of knowledge, attitude and skills of an individual had different manifestation depending upon their level of need disposition. This vewing behaviour was defined as propensity of an individual (rural audience) to watch television of the farm television programmes with greater curiosity, so as to possess the capacity of inducing influence in

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1. P. G. Student (Extn.), BACA, GAU, Anand
 2. Assoc. Extension Educationist, EEI, GAU, Anand

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him. Specifically, it refers to the farmers pattern of watching farm telecast, their preferences and interest while viewing the programme as well as carrying its acquired information to influence others.

(A) Awareness Regarding the Agricultural Programme.

It is important to know whether the respondents were aware about the name and schedule of the agricultural programme replayed by Doordarshan Kendra. Information regarding this was collected from the respondents and presented in Table 1.

In terms of time and duration, majority (84.29 per cent) of the contact farmers and non-contact farmers (82 per cent) were aware

of agricultural programme telecast by Doordarshan kendra.

It is evident from Table 1 that, most of the contact (88.57 per cent) and non-contact (90.00 per cent) farmer respondents were knowing the name of agricultural programme. Nearly equal percentage (85.71 and 84 per cent) of both the contact and non-contact farmers were aware about the day of agricultural programme telecast by Doordarshan Kendra. This might be due to the fact that majority of the respondents had agriculture as their main occupation and they might be eager to get more and more information from the TV. This finding was in line with the findings of Bhople and Mouje (1989).

Table 1 : Distribution of respondents according to their awareness about farm telecast programme

Sr. No.	Particulars	Category of respondent			
		Contact farmers (N=70)		Non-contact farmers (N=50)	
		No.	%	No.	%
A	Name of programme				
	i. Knowing	62	88.57	45	90.00
	ii. Not-knowing	08	11.43	05	10.00
B.	Day of programme				
	i. Knowing	60	85.71	42	84.00
	ii. Not-knowing	10	14.29	08	16.00
C.	Time and Duration of programme.				
	i. Knowing	59	84.29	41	82.00
	ii. Not-knowing	11	15.71	09	18.00

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(B) Viewing Dimensions of Respondents Towards Farm Telecast

i) Type of viewers :

During the course of investigation, the respondents were questioned whether they witness the agricultural programme on television regularly, irregularly or casually. The data regarding this are presented in Table 2.

From the Table 2, it can be inferred that about 56 percent of both, contact and non-contact farmer viewers were watching the

agricultural programme regularly means regular viewers dominate the irregular and casual viewers. Thus, it is clear that the respondents were interested in watching agricultural programme. It might be due to majority of the respondents were farmers and naturally they preferred agricultural programme. This finding was supported by the findings of Rao *et. al* (1994) and Dharmadhikari *et al.* (1994).

ii) Purpose of viewing programme :

Table 2 clearly indicates that, about four-fifth (80.00 per cent) of non-contact farmers

Table 2 : Districution of respondents according to their different viewing dimensions towards farm telecast.

Sr. No.	Particulars	Group	Category of repsondents			
			Contact farmers (N=70)		Non-contact farmers (N=50)	
			No.	%	No.	%
A	Type of viewers	- Regular	39	55.71	28	56.00
		- Irregular	18	25.72	10	20.00
		- Casual	13	18.57	12	24.00
		Total	70	100.00	50	100.00
B.	Purpose of viewing Programme	- To gain knowledge	58	82.86	40	80.00
		- To pass time	12	17.14	10	20.00
		Total	70	100.00	50	100.00
		C.	Extent of viewing programme	- Completely	42	60.00
- Incompletely	07			10.00	11	22.00
- Specific programme	21			30.00	09	18.00
Total	70			100.00	50	100.00

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Table 3 : Distribution of respondents according to their level of farm telecast viewing behaviour

Sr. No.	Particulars	Category of respondents				
		Contact farmers (N=70)		Non-contact farmers (N=50)		Chisquare value X ²
		No.	%	No.	%	
A	Low	07	10.00	11	22.00	6.56*
B.	Meidum	46	65.71	34	68.00	
C.	High	17	24.29	05	10.00	
	Total	70	100.00	50	100.00	

Significant at 0.05 per cent level
Combine Mean = 16.02

d. f. = 2
Combine S. D. = 2.74

viewed the programme to gain knowledge. Thus, it can be inferred that large majority of the respondents watch the programme to increase their knowledge which would ultimately help in increasing their farm production.

iii) Extent of viewing programme :

The information regarding extent of viewing agricultural programme was collected and presented in Table 2. This indicates that both the categories i.e. contact and non-contact viewing farmers viewed the programme completely (60 per cent) and rest of them were unable to view the complete programme because they feel tired after a day long working in the field.

It means, the information disseminated through TV was worth trying and they might have grasped the information easily.

C) Farm Telecast Viewing Behaviour :

Farm telecast viewing behaviour is an important factor which influenced upon the effectiveness of farm telecast and on gain in knowledge about agricultural technology through farm telecast. To know the level of farm telecast viewing behaviour of the respondents, total score was calculated for each respondent. After that they were categorised into low, medium and high level of behaviour. The data are presented in Table 3.

The data presented in Table 3 indicate that majority of the contact farmers (65.71 per cent) and non-contact farmers (68.00 per cent) belonged to the category of medium level of farm telecast viewing behaviour followed by 24.29 per cent of high and 22.00 per cent of low level of viewing behaviour belonged to contact and non-contact farmers respectively, while equal percentage of both contact and

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non-contact farmers were belonged to low and high level (10 per cent) of farm telecast viewing behaviour respectively. The X^2 value 6.56 showed that the contact and non-contact farmers differed significantly in their farm telecast viewing behaviour.

Thus, it can be concluded that majority of the contact and non-contact farmers belonged to medium level of farm telecast viewing behaviour. These findings were in agreement with the findings of Dharmadhikari *et. al.* (1993) and Rao *et. al.* (1994).

CONCLUSION

From the above study, it can be concluded that majority of the contact and non-contact viewing farmers were aware about the

name, day, time and duration of agricultural programme telecasted by Doordarshan kendra. About half of them were regular viewers who were completely viewing the farm telecast programme to gain the agriculture knowledge and showed the medium level of farm telecast viewing behaviour.

IMPLICATIONS

The planner and programme producer of farm telecast should always keep in mind the personal and socio-economic characteristic of the target audience and information related to advance technology in agricultural programme should be telecasted at suitable time considering local situation and fulfilling the changing need of the farmers.

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❖ The best creed we can have is charity toward the creeds of others
- JOSH BILLINGS

❖ The secret of happiness is curiosity
- NORMAN DOUGLAS