

## Attitude of the farmers towards Farm telecast

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### INTRODUCTION

Television, a versatile dynamic and powerful medium, has immense capabilities for disseminating information. It serves the people by disseminating the information in the field of agriculture, family planning and entertainment programme. Such information is an important factor in bringing about change in human behaviour. It is universally accepted fact that an attitude of an individual plays an important role in determining his behaviour with respect to a particular object. With this view in mind, a study on attitude of the farmers towards farm telecast was undertaken with following specific objectives;

- i) To know the attitude of the farmer televiewers towards farm telecast.
- ii) To ascertain the relationship between personal and socio-economic characteristics of the farmer televiewers with their attitude towards farm telecast.

### METHODOLOGY

The study was conducted in Kalol taluka of Panchmahals district of Gujarat State. The villages having more than 5 T.V. sets were selected for this study. A sample of 120 farmer televiewers having their own television set from 15 villages was randomly selected for the study. The

study was confined to "Garm Jagat" programme only which was relayed and telecast by Ahmedabad TV centre five times in a week on Monday to Friday at 6.40 in the evening.

The data were collected by personal interview of the farmer televiewers with the help of pre-tested structured schedule. Attitude of the farmer televiewers towards farm telecast was measured with the help of five point attitude scale developed by Chandrakadan and Knight (1987) with due modifications. According to their agreement (positive or negative) the score was given to each statement and the total score for each respondent was then calculated by summing over the score value of each statement. Mean and standard deviation was calculated and on the basis of those score the farmer televiewers were stratified into three groups namely.

- (1) favourable, (2) neutral, (3) unfavourable.

In order to ascertain the existence and non-existence of relationship, correlation coefficient test was applied in case of qualitative characters like age, family size, farm size and animal wealth  $\chi^2$  test was used in qualitative characteristics like education, family type social participation and occupation.

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## FINDINGS AND DISCUSSION

**Table 1 : Distribution of the farmer televiewers according to their attitude towards farm telecast.**

N=120		
Attitude	Frequency	Percentage
Unfavourable	26	21.66
Neutral	50	41.77
Favourable	44	36.67
Total	120	100.00

A perusal of data presented in table 1 show that majority (41.77 per cent) of the farmer televiewers had neutral attitude towards farm telecast followed by favourable and unfavourable with 36.67 and 21.66 per cent respectively.

**Table 2 : Relationship between qualitative characteristic of the farmer televiewers and their attitude towards farm telecast.**

N=120	
Relationship	Coefficient of Correlation
Age and attitude	0.2933 **
Family size and attitude	0.1852 *
Farm size and attitude	0.5597 **
Animal wealth and attitude	0.3627 **

\* Significant at 0.01 Level

\*\* Significant at 0.05 Level

An examination of the data presented in table 2 indicate that out of four qualitative characteristic, age of the farmer televiewer was negatively and significantly correlated with their attitude towards telecast. Such findings may be due to the fact that aged farmers are skeptical in general to adopt the new technology and lack of curiosity to know new things. The attitude

of farmer televiewer was positively and significantly correlated with their family size, farm size and animal wealth.

It may be due to the fact that being farmers are venture some and are always prepared to take risk in adoption of recommendation made by the farm telecast.

**Table 3 : Relationship between qualitative characteristics of the farmer televiewers and their attitude towards farm telecast.**

Relationship	Chi-square Value (X <sup>2</sup> )
Educational level and attitude	12.99 *
Family type and attitude	2.30 NS
Social participation and attitude	4.81 NS
Occupation and attitude	2.83 NS

\* Significant at 0.05 Level

Table 3 reveals that among qualitative characteristics, education had significant association with the attitude of the farmer televiewers towards farm telecast, whereas family type, social participation and occupation of the farmer televiewers had no association with their attitude. The probable reasons for significant association between education and attitude of the farmer televiewers towards farm telecast may be that educated farmer have progressive outlook and have easily access the messgae.

that more than two-fifth of the farmer televiewers had neutral attitude towards farm terlecast. It also can be summarised that out of four qualitative characteristics, age had negative and signrificant association with the attitude of the farmer televiewers towards farm telecast, whereas family size, farm size and animal wealth had positive and significant association with the attitude of farmer televiewers towards telecast. Out of the qualitative characertistics, education had significant association with the attitude of the farmer televiewers.

### CONCLUSION

The above discussion tends to conclude

### REFERENCES

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