Influence of selected variables on commuication behaviour of Contact Farmers

M.N. Popat[1] and V.J. Savaliya[2]

INTRODUCTION

The contact farmers selected under T and V system occupay a kee position in the communication network in farming community. They receive new information from extension workers and pass on these messages to other farmers. In view of the importance of contact farmers in effective communication of new ideas in farming community, the study was undertaken to know the direct and indirect effects of the selected independent variables on communication behaviour of the contact farmers.

METHODOLOGY

The study was conducted in Mendarda and Keshod taluka of Junagadh district in Gujarat State, where T and V system is introduced since 1978. Multistage random sampling technique was adopted for the study. From each sub-division, 5 VLW circles were selected at random. Out of the ten VLW circles one village with more than ten contact farmers from each of these villages were selected, making a total sample of 100. The list of contact farmers was obtained from AEOs of the respective talukas. The data was collected through a structured interview schedule. Measurement of communication behaviour.

As many as 19 information sources which are used mostly by the farmers were selected on the basis of past studies. The communication behaviour was measured as under :

Communication= (Inward +(Outward
Behaviour score exposure   exposure
          Score)   score)

The maximum score to inward exposure and outward exposure of the contact farmers with the various information sources both for receiving as well as passing on the information were assigned 80 and 20 respectively. Thus, the maximum communication behaviour score that a contact farmer could get in the present study was 100 (80+20). The scoring procedure as suggested by Sandhu and Darbarilal (1976) was adopted.

The path coefficient analysis was carried out as per the formula suggested by Dewey and Lu (1959). Independent variables were selected on the basis of their zero order correlation coefficients with communication behaviour of contact farmers. Only those variables which had significant relationship with communication

1. Asstt. Professor of Extension, College of Agriculture, GAU, Junagadh.
2. Agril. Officer, Dept. of Extension, College of Agriculture, GAU, Junagadh

behaviour were selected for path analysis. Thus, finally 9 variables were considered effects of selected independent variables on communication behaviour of contact farmers are reported in Table1.

FINDINGS AND DISCUSSION

The data regarding direct and indirect

Table 1 : Direct and indirect effects of selected variable on Communication behaviour of contact farmers.

Variable No.	Independent Variables	Direct effect		Total indirect effect		Largest indirect effect through single variable	
		Effect	Rank	Effect	Rank	Effect	Variable No.
X_1	Age	-0.1222	VI	-0.3840	V	-0.1478	X_8
X_2	Education	0.2391	II	0.5085	III	0.2512	X_8
X_3	Opinion	0.0724	VIII	0.2236	VIII	0.1173	X_8
X_4	Social Participation	0.2079	IV	0.2346	VII	0.1428	X_8
X_5	Socio-economic status	0.2178	III	0.0738	IX	0.0592	X_8
X_6	Adoption level	0.1017	VII	0.5655	II	0.2233	X_8
X_7	Localite cosmopolite value orientation.	0.1391	V	0.3017	VI	0.1731	X_8
X_8	Extension contact	0.4015	I	0.3969	IV	0.1496	X_2
X_9	Extension participation	-0.0622	IX	0.5973	I	0.2037	X_8

An examination of Table 1 reveals that the variable extension contact (x_8), education (x_2), socio-economic status (x_5) and social participation (x_4) had maximum direct effects on communication behaviour of contact farmers in descending order.The remaining variable had comparatively smaller direct effects on communication behaviour. The variable x_1 and x_9 had negative direct effects, whereas variable x_2 to x_8 had positive direct effects.

In case of total indirect effects, the variables extension participation (x_9), adoption level (x_6), education (x_2) and extension contact (x_8) had maximum total indirect effects on communication behaviour in descending order. This shows that these variables contributed maximum to the total communication behaviour of contact farmers indirectly. The variable x_1 had negative indirect effect whereas variables x_2 to x_9 had positive indirect effects on commu

nication behaviour. Eight out of nine selected independent variables had their largest indirect effects through extension contact (x_8) and only one variable had their indirect effect through education (x_2).

CONCLUSION

The results of path analysis indicated that extension contact, education and socio-economic status had maximum indirect adoption level and education had maximum total indirect effects on communication behaviour of contact farmers. Hence, the farmers having average socio-economic status and education should be selected as contact farmers. Similarly contact farmers should be encouraged to participate in extension activities to a great extent and extension workers should put efforts to increase extension contacts with them through various extension methods.

REFERENCES

Sandhu, A.A. and Darbarilal   1976   Some correlates of Communication behaviour of the Punjab farmers. Indian Journal of Extension Education, 12 (3-4): 6-13.

Dewey, D.R. and Lu. K.H.   ,   1959   A correlation and path coefficient analysis of components of crested wheat grass seed production. Agron. Journal, 51 (9) : 515-518.