COMPUTER INCLINATION AND ITS RELATIONSHIP WITH ATTITUDE OF AGRICULTURAL PERSONNEL TOWARDS E-AGRICULTURAL PORTAL

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ABSTRACT

Computer inclination plays an important role in shaping attitude of an individual towards e-agricultural portal. Keeping this in view, an attempt has been made to study Computer inclination and its relationship with attitude of agricultural personnel towards e-agricultural portal. The result of study revealed that more than three-forth (77.00 per cent) of the respondents had medium to high level of computer inclination. The result of study also revealed that positive and highly significant relationship between computer inclination of agricultural personnel and their attitude towards e-agricultural portal.

Keywords: computer inclination, attitude towards e-agricultural portal, agricultural personnel

INTRODUCTION

E-Agriculture is an emerging field focusing on the enhancement of agricultural and rural development through improved information and communication processes. E-Agriculture is a relatively new term and we fully expect its scope to change and evolve as our understanding of the area grows. The knowledge, skill and attitude of different aspects of computer applications are important factors in shaping the favourable attitude of an individual towards the e-agricultural portal. Keeping the above facts in view, an attempt has been made to study the computer inclination and its relationship with attitude of agricultural personnel towards e-agricultural portal (Chauhan et al. 2016).

OBJECTIVE

To know the computer inclination and its relationship with attitude of agricultural personnel towards e-agricultural portal

METHODOLOGY

The present study was undertaken in Gandhinagar district of Gujarat state. In the Gandhinagar district, personnel from departments of Agriculture, Horticulture, Animal Husbandry, Government of Gujarat working at Krushibhavan, Gandhinagar were selected purposively. From that 100 agricultural personnel were selected by using simple random sampling method for the study.

Computer Inclination

Computer inclination of the respondents was practically measured considering knowledge of computer and IT connected six areas viz,

(1) Knowledge of computer's components

(2) Knowledge of computer software

(3) Knowledge about internet communication

(4) Knowledge of internet service providers

(5) Knowledge about browser and

(6) Knowledge about search engine. The responses of the respondents were collected in three continuums viz. complete knowledge, partial knowledge and no knowledge, respectively.

No.	Frequency of mass media	Score
1	Complete	3
2	Partial	2
3	Nil	1

The total knowledge score for each agricultural personnel was obtained by summing up scores of all 27 items in the six areas obtained by him. Maximum score one could obtain was 81 and minimum 27.

No.	Level of computer inclination	Score
1	Very low	Up to 37.80
2	Low	>37.80 to 48.60
3	Medium	>48.60 to 59.40
4	High	>59.40 to 70.20
5	Very high	>70.20 to 81.00

Table 1: Distribution of the respondents according to their computer inclination   **n=100**

Sr. No.	Computer inclination with Score	Frequency	Percent
1	Very low (Up to 37.80)	09	09.00
2	Low (>37.80 to 48.60)	11	11.00
3	Medium (>48.60 to 59.40)	23	23.00
4	High (>59.40 to 70.20)	54	54.00
5	Very high (>70.20 to 81.00)	03	03.00

RESULTS AND DISCISSION

Computer Inclination

Computer inclination denotes the knowledge, skill and attitude of the agricultural personnel related to different aspect of the computer application. The knowledge, skill and attitude of different aspects of computer applications are important factors in shaping the favourable attitude towards the e-agricultural portal. So, the information regarding their computer inclination was collected from the agricultural personnel in terms of frequency of their exposure of computer inclination. The data in this respect are presented in Table 1 and diagrammatically depicted in Fig.1.

From the table 1 it is observed that more than half (54.00 per cent) of the respondents had high level of computer inclination, followed by 23.00 per cent, 11.00 per cent, 09.00 per cent and 03.00 per cent had medium, low, very low and very high, respectively.

Thus, it can be concluded that more than three-forth (77.00 per cent) of the respondents had medium to high level of computer inclination. The probable reason might be that having higher education and higher mass media exposure, they understood the importance of computer inclination in agricultural development. The finding is less or more in conformity with Sukla (2012).
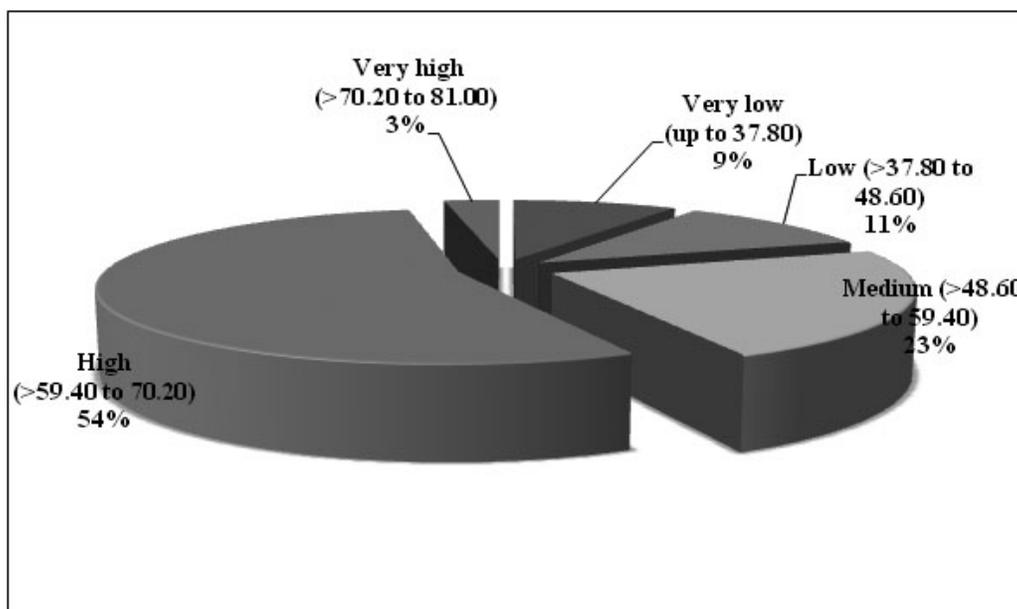

Fig.1: Distribution of respondents according to their computer inclination

Computer inclination and attitude

It is clear from calculated value of r = 0.260** that there existed positive and highly significant relationship between computer inclination of agricultural personnel and their attitude towards e-agricultural portal. Hence,

the null hypothesis that "there is no relationship between computer inclination of the agricultural personnel and their attitude towards e-agricultural portal" was rejected with the conclusion that computer inclination had played significant role in shaping their attitude towards e-agricultural portal.

The probable reason might be that higher computer knowledge in different aspect of computer application leads to favourable attitude towards e-agricultural portal. This finding has been supported by the findings of Chauhan (2005), Jat (2009), Darji and Patel (2017) and Darji et al. (2017).

CONCLUSION

From above study it is revealed that more than three-forth (77.00 per cent) of the respondents had medium to high level of computer inclination. It is also revealed that positive and highly significant (r = 0.260**) relationship between computer inclination of agricultural personnel and their attitude towards e-agricultural portal.

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