

SCALE TO MEASURE ATTITUDE OF FARMERS TOWARDS DD KISAN CHANNEL

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ABSTRACT

Television is a great wonder of modern science for effective communication. So according to present need of an era GOI established DD Kisan TV channel which gives information on newer ways of agricultural practices. Realizing need of research on current topics, a scale was developed to measure the attitude of farmers towards DD Kisan channel. Among the techniques available for construction of scale, the methodology suggested by Likert (1932) and Edward (1957) was used in for the construction of the attitude scale was "Scale Product Method" which combines the technique of Thurstone's equal appearing interval scale (1946) for selection of statements and Likert's techniques of summated rating for ascertaining the response. Twenty-four (24) statements were selected for judgement; a panel of 50 judges was requested to assign the score for each statement in five continuums, based on the scale (median) and Q values, ten (10) statements were finally selected to constitute the scale to measure attitude towards DD Kisan channel. The co-efficient of reliability was calculated by the Rulon's formula (Guilford, 1954), which came to 0.729. Correction factor was also calculated by using Spearman Brown formula, which came to 0.834 and content validity was worked out for the study. The responses can be collected on five points continuum viz. strongly agree, agree, undecided, disagree and strongly disagree with respective weights of 5, 4, 3, 2, and 1 for the favourable statements and with the respective weights of 1, 2, 3, 4 and 5 for the unfavourable statements..

Keywords : attitude, DD kisan channel

INTRODUCTION

Agriculture is one of the strongholds of the Indian economy. India's diverse economy encompasses traditional village farming, modern agriculture, handicrafts, a wide range of modern industries and a multitude of services. More than 50 per cent of India's population is still living in the villages and depend on the agriculture for their living. Indian industrial growth and foreign trade also depend directly or indirectly on agriculture. Communication is very powerful tool to impart information to upgrade our agriculture. Television is a great wonder of modern science for effective communication. The DD Kisan is 24x7 Channel established by GOI on 26/5/2015 to telecast updated information on agriculture and related subjects for the benefit of its target audience including farmers, cattle keepers, bee keepers, poultry owners, mechanics and craftsmen. The channel gives information on newer ways of agricultural practices being followed world over and the R & D in the agriculture sector across the world. DD Kisan plays a very significant role in transferring information so it is necessary to find out present status of farmers' attitude and factor responsible for forming attitude towards DD Kisan channel. However, till today any systematically and scientifically developed tool is not available to measure attitude of the farmers towards this

channel to understand quality of agricultural programmes being telecasted on DD Kisan channel. Considering this, it has been planned to develop a scale to measure attitude of farmers towards DD Kisan channel.

OBJECTIVE

To develop scale to measure attitude of farmers towards DD Kisan channel

METHODOLOGY

Among the techniques available for construction of scale, the methodology suggested by Likert (1932) and Edward (1957) was used in this study for scale construction and for ascertaining the response of the scale. The technique chosen to construct the attitude scale was of "Scale Product Method" which combines the technique of Equal Appearing Interval Scale of Thurston (1946) for selection of the items and Likert's techniques of Summated Rating for ascertaining the response on the scale.

Item collection

The items making up an attitude scale are known as statements. A statement may be defined as anything that is said about a psychological object. As a first step in the developing the scale, 24 statements about attitude towards

DD Kisan channel were collected from the relevant literature, experts of extension personals. The statements, thus selected were edited on the basis of the suggested criteria.

Judge’s rating of attitude statements

In order to judge the degree of ‘Unfavorableness’ to ‘Favorableness’ of each statement on the five point equal appearing interval continuum a panel of 50 judges was selected. The judges selected for the study comprised extension educationist, economist and statisticians from different Agricultural University. The judges were visited personally along with letter of instructions to guide them for rating the statements in desired manner for each set of the statements.

Determination of scale and quartile value

The five points of the rating scale were assigned, ranging from 1 for most unfavourable and 5 for most favourable. On the base of judgment, the median value of the distribution, and the Q value for the statement concerned was calculated, the inter-quartile range ($Q = Q3 - Q1$) for each statement was also worked out for determination of ambiguity involved in the statement.

Final statements for attitude scale

When there was a good agreement among the judges, in judging the degree of agreement or disagreement of a statement, Q was smaller compared to the value obtained, when there was relatively little agreement among the judges it was reverse. Only those items were selected whose median (scale) values were greater than Q values. However, when a few items had the same scale values, items having lowest Q value were selected. Based on the median and Q values 10

statements were finally selected to constitute attitude scale.

Reliability of the scale

A scale is reliable when it consistently produces the same results when applied to the same sample. In the present study, split-half method of testing reliability was used. The 10 statements were divided into two halves with five odd numbered in one half and other five even-numbered statements in the other. These were administered to 20 respondents. Each of the two sets of statements was treated as a separate scale and then these two sub-scales were correlated. The co-efficient of reliability was calculated by the Rulon’s formula (Guilford, 1954), which came to 0.729. Correction factor was calculated by using Spearman Brown formula, which came to 0.834. Thus, the developed scale was found reliable.

Content validity of the scale:

The validity of the scale examined for content validity by determining how well content were selected by discussion with specialists, extension academicians, etc. thus, the present scale satisfied the content validity

Scoring system

The selected 10 statements for the final format of the attitude scale are randomly arranged to avoid response biases, which might contribute to low reliability and detraction from validity of the scale. The responses can be collected on five points continuum viz, strongly agree, agree, undecided, disagree and strongly disagree with respective weights of 5, 4, 3, 2, and 1 for the favourable statements and with the respective weights of 1, 2, 3, 4 and 5 for the unfavourable statements.

Table 1 : Final statements of the scale to measure attitude of farmers towards DD Kisan channel

| Sr. No. | Statements | SA | A | UD | DA | SDA |
|---------|---|----|---|----|----|-----|
| 1 | I like to watch DD Kisan channel. (+) | | | | | |
| 2 | I feel that presentation styles adopted on DD Kisan channel are hard to understand. (-) | | | | | |
| 3 | I think DD Kisan is ideal source to know about government farm policies. (+) | | | | | |
| 4 | I feel that exposure of DD Kisan means wastage of time. (-) | | | | | |
| 5 | DD Kisan is a credible source of farm information. (+) | | | | | |
| 6 | I think DD Kisan suggests impractical ways of farming. (-) | | | | | |
| 7 | DD Kisan motivates me to adopt modern ways of farming. (+) | | | | | |
| 8 | I feel that DD Kisan is a solution of complicated problems of farmers. (+) | | | | | |
| 9 | DD Kisan motivates me to produce quality farm products. (+) | | | | | |
| 10 | I would like to advocate my relatives to explore DD Kisan for farm information. (+) | | | | | |

SA = Strongly Agree, A = Agree, UD = Undecided, D = Disagree, SD = strongly disagree

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