

FACTORS RESPONSIBLE TO FORM ATTITUDE OF THE POSTGRADUATE SCHOLARS OF AGRICULTURAL EXTENSION AND COMMUNION TOWARDS EXTENSION

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ABSTRACT

The current investigation was conducted on a proportionally selected random sample of a total of 120 postgraduates pursuing post-graduation in the agricultural extension and communication discipline from all the SAUs of Gujarat. The study reveals that majority (83.30 per cent) of the scholars pursuing post graduation in agricultural extension and communication had positive to strongly positive attitude towards extension. The attitude towards extension amongst the postgraduate scholars was observed positive and significant with their skill to operate e-extension related components, family occupation, participation in extracurricular activities, library exposure, information collection behaviour, job preference, professional zeal and attitude towards e-extension employability. However, it was also noticed that attitude towards extension amongst the postgraduate scholars of agricultural extension and communication was observed non- significant with their academic performance, medium of education at school level, native of the scholar, father's education, mother's education, annual family income, possession of e-extension tools, achievement motivation, self confidence, interpersonal communication, innovativeness and knowledge about e-extension related components.

Keywords : postgraduate scholars, attitude, agricultural extension and communication

INTRODUCTION

In psychology, attitude is a psychological construct, a mental and emotional entity that inheres in or characterizes a person. They are complex and are an acquired state through consideration of positive or negative aspects. An attitude is sometimes acquired by experiences (Munetsi and Chauhan, 2020). It is a person's predisposed state of mind regarding a value and it is precipitated through a responsive expression towards an individual, situation, technology, thing, process, organization, technology, event, system or any object which in turn influences the individual's thinking and action. It is a position of the body suggesting an action, purpose, emotion or mental state. It is an accepted fact that the attitude of an individual plays an important role in determining his behaviour. Attitude towards extension is the degree of positive or negative feeling of postgraduate scholars towards extension. The postgraduate scholars studying agricultural extension and communication are believed to the potential and new generation of extension personnel to develop farmers and farming. It is thus, expected that the scholars pursuing post-graduation in agricultural extension and communication should have a positive and constructive attitude towards an extension to be a productive, successful and progressive future generation of extension personnel to develop farmers,

farming and rural India. Keeping this fact in mind, the present study was conducted with two objectives viz. (1) to study attitude of the postgraduate scholars of agricultural extension and communion towards extension and (2) factors responsible to form attitude of the postgraduate scholars of agricultural extension and communion towards extension.

OBJECTIVES

- (1) To know the postgraduate scholars according to their attitude towards extension work
- (2) To know the factors responsible to form attitude of the postgraduate scholars of agricultural extension and communion towards extension

METHODOLOGY

The current investigation was conducted on a proportionally selected random sample of a total of 120 postgraduates pursuing post-graduation in the agricultural extension and communication discipline from all the four State Agricultural Universities of Gujarat situated at Navsari, Anand, Junagadh and Sardarkrushinagar Dantiwada. With a view to measuring attitude towards extension, the

procedure adopted by Gulkari and Chauhan (2014) and Patel and Chauhan (2015) were utilized. To measure various independent variables, scales developed by Patel (2009), Patel and Chauhan (2008), Shah and Chauhan (2006) and Shukla and Chauhan (2016) were used. The coefficient of correlation was computed to analyze the factors responsible to form the attitude of the postgraduate scholars of agricultural extension and communion towards extension.

RESULTS AND DISCUSSION

Attitude of the postgraduate scholars of agricultural extension and communion towards extension

It is observed in Table 1 that slightly more than two-fifth (43.30 per cent) of the scholars pursuing post-graduation in agricultural extension and communication had a strongly positive attitude towards extension, followed by 40.00 per cent of them were with positive and 16.70 per cent were with the neutral attitude towards extension, respectively. It was pleasant to note that none of the scholars pursuing post-graduation in agricultural extension and communication was with a negative or strongly negative attitude towards extension. The finding discloses that a great majority (83.30 per cent) of the scholars pursuing post-graduation in agricultural extension and communication were with the constructive, encouraging and helpful sensitivity to accept extension as vocation or profession. The great majority of them felt that they have great respect to be a part of extension vocation because the extension has been a need of hours, money spent on the extension by agencies has great utility to develop farmers and farming related systems. They realized that the future of the nation’s agriculture can be changed through extension and extension has been a good medium for serving the farming community.

Factors responsible to form attitude of the postgraduate scholars of agricultural extension and communion towards extension

Table 1: Postgraduate scholars according to their attitude towards extension work (n=120)

Sr. No	Attitude towards extension work	Number	Percent
1	Strongly negative (0-20 Percent)	00	00.00
2	Negative (21-40 Percent)	00	00.00
3	Neutral (41-60 Percent)	20	16.70
4	Positive (61-80 Percent)	48	40.00
5	Strongly positive (81-100 Percent)	52	43.30

The result revealed in Table 2 indicates the relationship between the personal, economic, social, communicational and psychological factors of the postgraduate scholars of agricultural extension and communion and their attitude towards extension.

Personal factors

It can be seen from Table 2 that from the personal factors, the skill of e-extension related components of the postgraduate scholars of agricultural extension and communion was noticed positive and significant with the attitude towards extension. The highly skilful scholars to apply modern ways of ICT linked e-extension were found very positive and encouraging towards extension. This might be noticed due to realization amongst the research scholars to have needed skills to apply them in the modern and new generation of extension. The result also indicates that considering the wide scopes to be a part of the future generation of extension task being the scholars of agricultural extension and communication, irrespectively highly constructive and positive attitude towards extension was noticed amongst the scholars with irrespectively levels of their academic performance, the medium of education at the school level, native and parents’ education.

Economic factors

It can be visible in Table 2 that from the economic factors, attitude towards extension amongst the postgraduate scholars of agricultural extension and communion was noticed more positive, whose family had an association with more number of occupations to earn money. The wide experience with more number of occupations might have made them more wide, prosperous and positive thinkers to accept extension as a career option.

The results also disclosed that positivism towards extension was noticed almost similarly positive to highly positive amongst the research scholars with low to high levels of annual family income as well as more or less possession of e-extension tools considering extension as a noble option to be happy adopting it as a career.

Situational and communicational factors

It can be visible in Table 2 that in case of situational and communicational factors, positivism towards extension was noticed more constructive amongst those scholars of agricultural extension and communication, who were more active in extracurricular activities of colleges, more lively to explore library facility and more curious in collecting information to make their future bright and prosperous. It is natural that the scholars who have a tendency to learn

extension job oriented soft skills by actively participating in various personality developing activities organized at college and university levels with a high level of eagerness to develop knowledge through collection of information keeping them

more active in the library to be able human resource of agricultural extension and communication will always be positive towards extension as the best career option.

Table 2 : Factors responsible to form attitude of the postgraduate scholars of agricultural extension and communion towards extension (n=120)

Sr. No	Independent variables	Correlation Coefficient (r)
A	Personal factors	
X1	Academic performance	0.115
X2	Medium of education at school level	0.006
X3	Native of the scholar	0.106
X4	Father's education	-0.031
X5	Mother's education	-0.02
X6	Skill of e-extension related components	0.314**
B	Economic factors	
X7	Annual family income	0.175
X8	Family Occupation	0.250**
X9	Possession of e-extension tools	0.063
C.	Situational and communication factors	
X10	Involvement in extracurricular activities	0.343**
X11	Library exposure	0.191*
X12	Information collection behaviour	0.347**
D	Psychological factors	
X13	Job preference	0.456**
X15	Achievement motivation	0.087
X16	Self confidence	-0.042
X17	Interpersonal communication	-0.153
X18	Innovativeness	-0.144
X19	Professional Zeal	0.223**
X20	Knowledge about e-extension related components	0.011
X21	Attitude towards e-extension employability	0.689**
X22	Attitude towards internet exposure	0.600**
X23	Attitude towards application of mobile in TOT	0.649**
X24	Purposes of use of e-extension components	0.227*
* Significant at 0.05 level of probability ** Significant at 0.01 level of probability		

Psychological factors

It can be observable in Table 2 that in the case of psychological factors, positivism towards extension was observed highly constructive and positive amongst those scholars of agricultural extension and communication, who had more capability, willingness, preferences to work with multiple agricultural jobs, high level of enthusiasm to develop professional abilities to make the career more bright, more constructive feeling to develop e-extension related employability or workability, positive and active feeling in exploring internet facility and positive mindset towards the application of mobile in transferring farm technology to the farmers. The result also discloses that attitude towards

extension was observed identically highly constructive and positive amongst those scholars of agricultural extension and communication, who had more or less enthusiasm to achieve a respected level of status in life, low or high confidence in own abilities, more or less skill to have interpersonal communication, innovativeness and understanding about e-extension related components considering extension as the best source from the available career options. The result partially matches with the results noticed by Darji *et al.* (2017).

CONCLUSION

From the results it can be observed that majority

43.30 per cent of the scholars pursuing post graduation in agricultural extension had strongly positive attitude towards extension, followed by 40.00 per cent of them were with positive and 16.70 per cent with neutral attitude towards extension, respectively. The attitude towards extension amongst the postgraduate scholars of agricultural extension and communication was observed positive and significant with their skill to operate e-extension related components, family occupation, participation in extracurricular activities, library exposure, information collection behaviour, job preference, professional zeal and attitude towards e-extension employability. However, it was also noticed that attitude towards extension amongst the postgraduate scholars of agricultural extension and communication was observed non- significant with their academic performance, medium of education at school level, native of the scholar, father's education, mother's education, annual family income, possession of e-extension tools, achievement motivation, self confidence, interpersonal communication, innovativeness and knowledge about e-extension related components.

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Received : September 2021 : Accepted : November 2021