

## THE ROLE OF FARM TELEVISION ON THE PSYCHOLOGICAL TRAITS OF THE FARMERS

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### ABSTRACT

*This present study was conducted in Ahmedabad district of Gujarat, with a sample size of 120 television viewing farmers. The ex-post facto research design was used for the research study. The result revealed that the independent variable farm television viewing behaviour of farmers had positive and significant co- relation with psychological traits viz. basic general knowledge about agriculture and animal husbandry, achievement motivation, symbolic behavioural adoption for improving farming, risk orientation, scientific orientation, economic motivation, market orientation, attitude towards IPM, neem based bio-pesticides, bio-fertilizers, mixed farming and kisan credit card and cosmopolitaness had failed to show significant co-relation with television viewing behaviour of farmers.*

**Keywords:** farm television viewing behaviour, attitude, role

### INTRODUCTION

The role of agriculture in the economic development of India can never be under evaluated because about 58.00 per cent of people depend upon agriculture in India for their subsistence (Kusmakara, 1987). Agricultural showing 19.90 per cent shares in real GDP in 2020-21. Recognizing this importance of the day, number of production oriented research and extension programme have been launched from time to time to rise agricultural production. There is necessary to providing relevant information of agricultural technology from research station to the cultivators. Television is a standardize source of information for creating awareness about the innovations. It is one of the most adaptable audio-visual aids ever developed and its ability to reach illiterate farmers. Television due to its mass nature, promises to gratify the informational and entertainment needs of the masses in general and farmers in particular. Effectual assess of information through farm telecast required some inner and external motives coupled with favourable behaviour towards farm telecasting must be present amongst the farmers. There are lot of studies on televiewing behaviour of farmers but there is dearth of studies on role of farm television on the psychological traits of the farmers. Keeping this in view present study has been made in this investigation to know role of farm television on the psychological traits of the farmers.

### OBJECTIVE

To study the role of farm television on the psychological traits of the farmers

### METHODOLOGY

The present study was carried out in Ahmedabad district of Gujarat State. Ahmedabad district consists of total ten talukas including Ahmedabad city, out of which four talukas were selected randomly. Three villages from each taluka were selected randomly and thus twelve villages were selected. Ten farm television viewers were selected randomly from each selected villages and thus, total 120 farm television viewers were selected to serve as the respondents for the study. On the basis of extensive review of literature and discussions with the experts, some important psychological traits have been selected in present study. Based on the Karl Pearson's coefficient correlation the relationship was assessed and analyze the data to draw the meaningful conclusion. The statistical tools used were percentage, arbitrary method and Pearson's co-efficient correlation.

### RESULTS AND DISCUSSION

#### **The role of farm television on the psychological traits of the farmers**

One of the major aspects of the present study was to identify the role of farm television on psychological traits of the farmers. These factors were identified by testing the relationship between farm television viewing behaviour and their psychological traits. Hence, considering the importance of these characteristics and review of past research studies, attempt has been made in this research to ascertain the relationship if any, between the farm television viewing

behaviour of farmers and their psychological traits.

**Table 1: Relationship between the role of farm television on psychological traits of the farmers**

(n = 120)

| Sr. No.         | Dependent variables  | Correlation-Coefficient |
|-----------------|--|-------------------------|
| X <sub>1</sub>  | Basic general knowledge about agriculture and animal husbandry | 0.655**                 |
| X <sub>2</sub>  | Achievement Motivation   | 0.602**                 |
| X <sub>3</sub>  | Symbolic behavioural adoption for improving farming            | 0.207*                  |
| X <sub>4</sub>  | Risk orientation   | 0.304**                 |
| X <sub>5</sub>  | Scientific Orientation   | 0.372**                 |
| X <sub>6</sub>  | Economic Motivation  | 0.530**                 |
| X <sub>7</sub>  | Market Orientation   | 0.534**                 |
| X <sub>8</sub>  | Cosmopoliteness  | 0.101NS                 |
| X <sub>9</sub>  | Attitude towards IPM   | 0.223*                  |
| X <sub>10</sub> | Attitude towards neem-based biopesticide                       | 0.325**                 |
| X <sub>11</sub> | Attitude towards mixed farming                                 | 0.379**                 |
| X <sub>12</sub> | Attitude towards bio-fertilizers                               | 0.202*                  |
| X <sub>13</sub> | Attitude towards KCC   | 0.206*                  |

\* Significant at 0.05 level of probability

\*\* Highly Significant at 0.01 level of probability

#### **Farm televiewing behaviour and basic general knowledge**

The data presented in the Table-1 that farm television viewing behaviour had positive and highly significant correlation ( $r = 0.655^{**}$ ) with basic general knowledge about agriculture and animal husbandry. It can be concluded that farmers having high farm television viewing behaviour might have had obtained more knowledge through different agriculture related programmes on television. This finding is in line with the findings reported by Chauhan (1994).

#### **Farm televiewing behaviour and achievement motivation**

The data presented in the Table-1 that farm television viewing behaviour had positive and highly significant correlation ( $r = 0.602^{**}$ ) with achievement motivation. To epitomize the result, it can be stated that achievement motivation of farmers can be manipulated by farm telecast and farm telecast play a significant role for promoting achievement motivation as due to exposure of success stories of different farmers, farm viewers himself motivate to achieve higher might be the possible explanation of the above finding. This finding is in line with the findings reported by Pithiya (2019).

#### **Farm televiewing behaviour and symbolic behavioural adoption for improving farming**

The data presented in the table-1 that there was positive and highly significant correlation ( $r = 0.207^{*}$ ) between farm television viewing behaviour had and symbolic adoption behaviour. It can be concluded that farmers with favourable farm television viewing behaviour had better knowledge might they were mentally prepared to adopted

improved farming in better way. There was a significant influence of farm television on symbolic adoption behaviour of improved agricultural technologies This finding is in line with the findings reported by Rao (1994).

#### **Farm televiewing behaviour and risk orientation**

The data presented in the Table-1 that farm television viewing behaviour had established positive and significant correlation ( $r = 0.304^{**}$ ) with risk orientation. It can be concluded that farm television had made significant contribution for convection of farmers to take calculated risk for higher profitability form farming. This finding is more or less similar to the findings reported by Chouhan, (2009).

#### **Farm televiewing behaviour and scientific orientation**

The data presented in the Table-1 that farm television viewing behaviour had established positive and highly significant correlation ( $r = 0.372^{**}$ ) with Scientific orientation. It can be concluded that farm telecast had series of programme which shares technical know- how based on scientific testing and interaction with scientist through farm television and build credibility of information related to develop orientation towards science. This finding is in line with the findings reported by Chauhan (1994).

#### **Farm televiewing behaviour and economic motivation**

The data presented in the Table-1 that farm television viewing behaviour had positive and highly significant correlation ( $r = 0.530^{**}$ ) with economic motivation. It can be concluded that farmers with higher farm television viewing behaviour might have been motivate to improve economic activities through different farm television programmes. This

finding is more or less similar to the findings reported by Malgaya, (2016).

#### **Farm televiewing behaviour and Market orientation**

The data presented in the Table-1 that farm television viewing behaviour had positive and highly significant correlation ( $r = 0.534^{**}$ ) with market orientation. It can be concluded that farmers with farm televiewing behaviour might have had obtained market related information through farm television programmes. Thus, farm television play significant role for enhancing market orientation. This finding is in line with the findings reported by Wagle (1996).

#### **Farm televiewing behaviour and cosmopolitaness**

The data presented in the Table-1 that farm television viewing behaviour had positive and non significant correlation ( $r = 0.101NS$ ) with cosmopolitaness. It can be concluded that irrespective of farm television viewing behaviour the level of cosmopolitaness is alike and farm television viewers behaviour is trivial factor for deciding cosmopolitaness. This finding is in line with the findings reported by Shinde (2016).

#### **Farm televiewing behaviour and attitude towards IPM**

The data presented in the Table-1 that farm television viewing behaviour had positive and significant correlation ( $r = 0.223^*$ ) with attitude towards IPM. It can be concluded that broadcasting of specific programmes on television channels on IPM for controlling pest, modified the disposition of farmers towards IPM as it is an integrated approach to controlling pest without disturbing ecology and it minimized the environmental risk. This finding is in line with the findings reported by Patel and Chauhan (2004).

#### **Farm televiewing behaviour and attitude towards neem based biopesticides**

The data presented in the Table-1 that farm television viewing behaviour had positive and highly significant correlation ( $r = 0.325^{**}$ ) with attitude towards neem based bio-pesticides and their farm television viewing behaviour. Through television awareness is credited among the farmers about hazards use of pesticides on environment and human health and hence farm televiewers has realized about importance of bio-pesticides and which lead to for positive disposition towards bio-pesticides.

#### **Farm televiewing behaviour and attitude towards mixed farming**

The data presented in the Table-1 that farm television viewing behaviour had positive and highly significant correlation ( $r = 0.379^{**}$ ) with attitude towards mixed

farming. It can be concluded that television programme like calf farming, how to do honeybee farming, mixed farming- A model for viable and sustainable agriculture, integrated fish farming, agriculture with animal husbandry etc. Which plays a significant role in influencing farmers attitude towards mixed farming. This finding is in line with the findings reported by Onima (2014).

#### **Farm televiewing behaviour and attitude towards bio-fertilizers**

The data presented in the Table-1 that farm television viewing behaviour had positive and significant correlation ( $r = 0.202^*$ ) with attitude towards bio-fertilizers. It can be concluded that the farmers were aware about harmful effect of continuous use of chemical fertilizers that degraded their soil and also adversely effects on environment had make them to use bio fertilizer. This might be due to bio-fertilizer is eco friendly, cheaper than chemical fertilizers and improves the quality of products. Realized the fact farmers were more disposed to bio fertilizer resulted into favourable to moderate attitude among farmers having favourable behaviour. This finding is in line with the findings reported by Bachubhai (2014) and Jyothi et al., (2020).

#### **Farm televiewing behaviour and attitude towards kisan credit card**

The data presented in the Table-1 that farm television viewing behaviour had positive and significant correlation ( $r = 0.206^*$ ) with attitude towards KCC and their farm television viewing behaviour. It can be concluded that credit on hand is an important instrument to buy agri-input and kisan credit card is hassle free card and lower rate of interest which is popular among the farmers having favourable farm televiewing behaviour and television play important role for better inclination towards different programme of agricultural finance including kisan credit card.

#### **CONCLUSION**

The result concluded that farm television viewing behaviour of farmers had positive and significant co- relation with psychological traits *viz.* basic general knowledge about agriculture and animal husbandry, achievement motivation, Symbolic behavioural adoption for improving farming, risk orientation, scientific orientation, economic motivation, market orientation, attitude towards IPM, neem based bio-pesticides, bio-pesticides, mixed farming and kisan credit card. Whereas, farm television viewing behaviour of farmers had positive and non significant co- relation with cosmopolitaness.

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