

EFFECT OF MEDIA ON HEALTH AND NUTRITIONAL AWARENESS OF FARMERS**Preeti H. Dave**

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ABSTRACT

Health and nutritional awareness is very important for prevention and treatment of diseases amongst farmers and rural mass. Both print and digital media are influencing medium for spreading health and nutritional awareness amongst farmers. Hence, it was found interesting to study the effect of media on health and nutritional awareness amongst the farmers of Khedbrahma taluka. Ten villages and total 120 farmers (60 male, 60 female) were randomly selected. An interview schedule was used for data collection. Statistical analysis of the data was carried out. From the present study it is concluded that both print and electronic media played important role on health and nutrition related awareness amongst the farmers of Khedbrahma taluka. However, electronic media especially mobile and internet are more preferred and found to be more useful in getting information on health and nutrition as compared to print media. Seventy five percent farmers showed medium level of health and nutrition related awareness availed through media. Sixty six percent farmers used to follow the information received from media. Large numbers of respondents (65%) agreed that they could bring changes in their lifestyle and dietary habits due to information received from media.

Keywords: *print media, electronic media, health awareness, nutritional awareness*

INTRODUCTION

Health and nutritional awareness is an important tool for preventing and treating diseases among society. Both print (news papers, magazines, informative literature etc.) and digital media (radio, television, computer, mobile etc.) are very influencing medium for spreading health and nutritional awareness among society (Soni *et al.* (2020); Jadeja *et al.* (2020) and Shinde *et al.* (2021)). Media Technologies are the fastest medium to spread information among masses collectively and individually. (Mythraye, V. P. and Kanozia R. (2021)). India is a huge market for social media that is constantly expanding into the rural areas and that improves the scope of reaching not only the farmers but the farm families and youth altogether for higher impact. As the social media use for agriculture sector and extension has gained momentum. (Saravanan R. and Bhattacharjee S. (2017)). Easily accessed from mobile phones, These potentials make social media a highly relevant and beneficial platform for social media are becoming popular among rural people. (Chauhan *et al.*, (2016); Surabhi and Panda (2020); Patel and Vinaya (2021)). Now a day print and electronic media are flooded with such articles, messages and videos. Many times information of such sources is scientific and useful while many times based on half truth and misleading. The farmers now a days are well versed with such media and using it on regular bases. Hence, it will be interesting to study the effect of media on health and nutritional awareness of farmers.

OBJECTIVES

- (1) To study socio-economic profile of the respondents
- (2) To study the effect of media on health and nutritional awareness of farmers
- (3) To study co-relation of level of health and nutrition related awareness of the respondents with independent variable

METHODOLOGY

The present study was conducted in the Khedbrahma taluka of Sabarkantha district. Ten villages were randomly selected for the study. From each village twelve farmers (six male and six female) were randomly selected. An interview schedule was used for data collection and to study the effect of both print and electronic media on health and nutritional practices of farmers. Statistical analysis (percent, frequency etc.) of the data was carried out.

RESULTS AND DISCUSSION

In the present study, socio-economic information of the respondents shows that the mean age of respondents was 31.63 years which shows that most of the respondents were of young age. They were well versed of both print and electronic media. The highest respondents were from OBC (37.50 %) followed by ST (29.20%), ST (20 %) and

general category (13.30%). Large numbers of respondents were possessed secondary education (44.20%) followed by graduation (35%). Other researchers who worked on Tribal women of sabarkantha district also reported about the poor

socio-economic background i.e. low income, large family size, and poor education level. (Dave and Mistry (2017), Dave and Chaudhary (2019)^a, Dave and Chaudhary (2019)^b).

Table 1 : Use of media to obtain health and nutrition related information (n=120)

Sr. No.	Statements	Always		Sometimes		Never	
		F	P	F	P	F	P
1	News paper, magazine periodicals	23	19.20	79	65.80	18	15.00
2	Watching health / nutrition related programmes on TV	13	10.80	76	63.30	31	25.80
3	Listening health / nutrition related programmes on radio	03	02.50	33	27.50	84	70.00
4	Watching of health / nutrition related videos on YouTube	23	19.20	77	64.20	20	16.70

Table 2 : Use of media to obtain health and nutrition related information (n=120)

Sr. No.	Statements	F	P
1	Use of leaflet, pamphlet, booklet	55	45.80
2	Member of social media group which provides authentic information related to health/ nutrition	44	36.70
3	Preferred media to receive health / nutrition related information is		
a	News paper, magazine, periodicals	17	14.20
b	TV	21	17.50
c	Radio	01	00.80
d	Mobile - Internet	81	67.50

The Table 1 & 2 whows that lmost 66 per cent respondents said that they sometimes read health and nutrition related information in newspapers, magazines etc. More than half of them said they never received such information from leaflet, pamphlet and booklet. Almost 63 percent respondents said they sometimes watch TV programmes on health and nutrition while their use of radio is very limited.

In one similar study researcher noted that television and social media was found most often used media followed by newspapers for gathering nutrition information. (Surabhi

and Panda, C. K. (2020).

Majority (63.30%) respondents said they do not receive reliable information from their social media group. Large numbers of respondents are using YouTube for watching videos on health and nutrition. Mobile and internet is the first preference to receive such information. This findings are in line with the observations of Salehan and Negahban (2013). Mobile platform integration is highly capable for increasing intake of healthy diet, nutritional behavior and knowledge (Mythraye V. P and Kanozia R. (2021)).

Table 3 : Perception regarding health and nutrition related information received from media (n=120)

No.	Statements	Always		Sometimes		Never	
		F	P	F	P	F	P
1	Information regarding food, nutrition and health on internet is all true	19	15.80	85	70.80	16	13.30
2	Information received is to be practiced	24	20.00	71	59.20	25	20.80
3	Health and nutrition related social media messages are actually created by the doctor / hospital whose name is written as the message writer	19	15.80	48	40.00	53	44.20
4	Circulation of health and nutrition related messages in your social media group	21	17.50	42	35.00	57	47.50

From Table 3, it is observed that respondents have not much faith on health and nutrition related information circulating in media as only 15 percent of them believed in

truthfulness of such information and most of them (70%) believed that information is sometimes true. Almost 60 percent respondents said that they have put such information

into practices. Ramadasmurthy *et. al.*, (1992) said that a greater need for ‘trust’ in the nutrition information is required which may create only by presenting balanced information from credible sources, and from

communicating these in ways which the general population will understand. There are several challenges exist when communicating balanced scientific information to consumers.

Table 4 : Effect of media on health and nutritional awareness of farmers (n=120)

No	Statements	F	P
1	Print media increased health and disease related information	84	70.00
2	Print media increased food and nutrition related information	91	75.83
3	Electronic media increased health and disease related information	98	81.67
4	Electronic media increased food and nutrition related information	99	82.50
5	Whether gained information is put into practices	80	66.67
6	Gained information has helped in treating of any disease	55	45.83
7	If interested to get information about the disease prevailing in the family	109	90.83
8	If any changes happened in cooking style after getting information	85	70.83
9	If any changes happened in dietary pattern	77	64.17
10	If any positive changes you are able to brought in your lifestyle	79	65.83
11	Started preferring organic foods after getting information	84	70.00
12	Started consuming milk and milk products of Deshi cow	82	68.33
13	If started kitchen gardening	62	51.67
14	If started preparing home made remedies	78	65.00
15	If fruit and vegetable consumption is increased	108	90.00
16	Purchase of any product / machines / equipments for maintaining health	29	24.17
17	Information regarding various nutrients and their functions	66	55.00
18	Information regarding various nutrients and their functions	94	78.33
19	Information about dietary modifications in diseases	85	70.83
20	Information about child health and nutrition	81	67.50
21	Information about health and nutrition for pregnant women	71	59.17
22	Information about scientific cooking methods and food safety	100	83.33

Table 4 shows effect of media on health and nutritional awareness of farmers. Electronic media was found to be more useful in getting information on health and nutrition as compared to print media. Large numbers (66%) of respondents said they put this information into practices. Almost all (90%) showed their interest to get information for the disease prevailing in their family and also about its dietary management. In their study Dave *et. al.* (2019) studied food consumption patter of tribal farm women Sabarkantha district and they found that balanced meal based on five food groups and proper meal spacing was also not followed by them. This may be the reason that respondents of this study showed interest in getting health and nutritional related information. Large numbers of respondents (almost 65 %) agreed that they could bring some changes in their lifestyle and dietary habits due to information received from media. Most of them (78%) said that they have received information on dietary modifications in different diseases and also put them into practices. There is big concern in the reliability of

the apps and the credibility of the content including its long term-effects. (Mythraye and Kanozia, (2021))

Table 5 : Level of health and nutrition related awareness availed through media among respondents (n=120)

Sr. No.	Awareness level	Frequency	Per cent
1	Low (< 10)	16	13.33
2	Medium (10-20)	91	75.83
3	High (>20)	13	10.83
Mean = 14.98		S.D.= 4.60	

** Correlation is significant at the 0.01 level (2-tailed),

*Correlation is significant at the 0.05 level (2-tailed)

From the present study, it was observed that almost 75.83 percent respondents showed medium level of awareness health and nutrition related awareness availed through media.

Table 6: Co-relation level of health and nutrition related awareness of the respondents with independent variable (n=120)

Sr. No.	Variables	Level of awareness
X ₁	Age	-0.018
X ₂	Sex	0.273**
X ₃	Cast	0.147
X ₄	Education	0.217*
X ₅	Income	0.170

From the table 6, it can be said that education has highly positive correlation with level of awareness on health and nutrition while age, cast and income has not much influence on level of awareness.

CONCLUSION

From the present study it is concluded that both print and electronic media played important role on health and nutrition related awareness amongst the farmers of Khedbrahma taluka. However, electronic media especially mobile and internet are more preferred and showed more influence as compared to print media. Role of media was also observed in changing dietary pattern and lifestyle of the farmers. It was observed that majority of the farmers used the information on health and nutrition received from media, in their life. It also observed that they have doubts regarding truthfulness of such contents.

Good quality and scientific electronic informative materials on health and nutrition should be developed and circulated among farmers to create health and Nutritional related awareness.

CONFLICT OF INTEREST

There is no conflict between author.

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