

Attitude of Extension Educationists towards Agricultural FM Radio

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ABSTRACT

FM radio can be an excellent tool for agrarian communication to transfer information to the cultivators. To achieve desirable success in the implementation of FM Radio technology to strengthen agricultural communication, there was a need to understand feelings of agricultural extension educationists towards the potentiality of this system. Realizing this, a study on attitude of the extension educationists towards agricultural FM radio was conducted with objectives viz. to measure the attitude of extension educationists towards Agricultural FM radio and to find out relationship between attitude of the extension educationists towards AFM radio and their profile. The study was conducted on a random sample of 60 extension educationists working at Anand Agricultural University, Anand of Gujarat state. The data were collected by personal contacts. The data were classified, tabulated and analyzed in order to make the finding meaningful. The statistical measures, such as percentage, mean score, standard deviation and correlation coefficient. It was observed from the result that majority (71.67 per cent) of the extension educationists working at Anand Agricultural University, Anand had favourable to strongly favourable attitude towards Agricultural FM Radio system. The attitude was observed positively significant with their level of mass media liveliness and degree of job satisfaction, while it was observed insignificant with their age, academic performance, native place, job experience, training received, perception of professional development, basic knowledge of computer, basic knowledge of internet, materialistic aspiration and professional aspiration. Understanding positive feeling of extension educationists towards Agricultural FM Radio system, it is advocated that FM radio can be used as an effective tool for agrarian communication to transfer area specific agricultural information from research stations to the cultivators using local resources.

Keywords : Attitude, FM Radio

INTRODUCTION

Currently FM radio system offers a great possibility for the commercial advertisers to advertise their products and services. The FM Radio has become very accepted in both urban and rural areas. FM radio system is more admired in satisfying area specific information needs. Realising its great scopes, it can be used for the advancement of agriculture and rural areas of India. The 'community' aspect of FM or local radio initiatives combines a number of approaches. The most obvious is that a FM or local radio station gives the community a voice, and by encouraging the active participation of the audience in the making and scheduling of programmes this voice can play empowering and potentially uniting functions. Hence, FM radio can be

an excellent tool for agrarian communication to transfer information to the cultivators. To achieve desirable success in the implementation of FM Radio technology to strengthen agricultural communication, there was a need to understand feelings of agricultural extension educationists towards the potentiality of this system. Realizing this, a study on attitude of the extension educationists towards agricultural FM radio was conducted with following objectives

- 1 To measure the attitude of extension educationists towards Agricultural FM radio.
- 2 To find out relationship between attitude of the extension educationists towards AFM radio and their profile.

METHODOLOGY

The study was conducted on a random sample of 60 extension educationists working at Anand Agricultural University, Anand of Gujarat state. The data were collected by personal contacts. The data thus, collected were classified, tabulated and analyzed in order to make the finding meaningful. The statistical measures, such as percentage, mean score, standard deviation and correlation coefficient were used to analysis data.

RESULT AND DISCUSSION

The attitude of extension educationists towards AFM radio

Table 1 : The extension Educationists according to their overall attitude towards AFM Radio n=60

Sr. No.	Types of Attitude	Number	Per cent
1	Strongly Favourable (Above mean + SD)	16	26.67
2	Favourable (Between mean +0.5 SD and mean + SD)	27	45.00
3	Neutral (Mean Value)	07	11.67
4	Unfavourable (Between mean – SD and mean -0.5 SD)	02	3.33
5	Strongly Unfavourable (Below mean – SD)	08	13.33

The Table 1 shows the fact that more than two - fifth (45.00 per cent) of the extension educationists possessed favourable attitude towards AFM Radio, while slightly more than one-fourth (26.67 per cent) of them were found with strongly favourable attitude towards AFM Radio, about 11.67 per cent of the extension educationists were found with the neutral attitude and 13.33 per cent of the extension educationists were found in the strongly unfavourable category, while very less (3.33 per cent) of the extension educationists were having a unfavourable attitude towards the AFM Radio. It can be concluded from the result of the Table 1 that majority (71.67 per cent) of the extension educationists had favourable to strongly favourable attitude towards AFM Radio. It can be said that majority of the extension educationists had realized significant of AFM Radio for transfer of agricultural technology, rural development and effective tool to develop farmers and farming. This might be due to the recognition and understanding amongst the extension educationists about

tremendous usefulness of AFM Radio and its application to make agricultural extension, research and rural development work more smooth and successful. This result is in line with the result of Patel (2007) and Joshi (2009).

Relationship between profile of the extension educationists and their attitude towards agricultural AFM Radio

The data presented in Table 2 show the relationship of personal, social, situational and psychological characteristics of extension educationists with their attitude towards AFM Radio. The result indicates that the attitude of the extension educationists was observed positively significant with their level of mass media liveliness and degree of job satisfaction, while it was observed insignificant with their age, academic performance, native place, job experience, training received, perception of professional development, basic knowledge of computer, basic knowledge of internet, materialistic aspiration and professional aspiration.

Table: 2 Relationship between profile of the extension educationists and their attitude towards agricultural FM Radio n=60

Sr. No.	Independent variable	Correlation Coefficient ('r' value)
A Personal Variable		
1	Age	0.114
2	Academic performance	-0.097
B Social Variable		
3	Native Place	-0.053
C Situational Communication		
4	Job Experience	0.091
5	Training Received	0.125
6	Mass Media Liveliness	0.339**
D Psychological Variable		
7	Perception of professional Development	0.0949
8	Basic Knowledge of Computer	-0.107
9	Basic Knowledge of Internet	0.075
10	Materialistic Aspiration	0.040
11	Professional Aspiration	0.088
12	Job Satisfaction	0.467**

Note: * Significant at 5 % and ** Significant at 1%

It means that positivity towards application of FM Radio system especially for agricultural information was better significantly among those extension educationists who were with high level of job satisfaction and prominent experience to work as communicators in different mass media.

The result indicates that more or high level of

working experience of extension educationists with mass media as communicator have made them more positive towards application of FM Radio for rural and agricultural development. During their course of working with mass media like TV and Radio, they must have seen tremendous opportunity of FM Radio system for rural and agricultural development; this might have made them more positive towards application of FM Radio for rural and agricultural development. The result is same with the result of Joshi (2009) and differed with result of Shah (2006).

It is also natural that the person with high degree of satisfaction with his job will always try to engage more and more in his job, this makes him more positive in collecting and using useful information through modern media about the development of his job. This might be the reason to have high level of attitude towards AFM Radio amongst those extension educationists, who had high level of job satisfaction.

CONCLUSION

It can be concluded from the result that majority (71.67 per cent) of the extension educationists working at Anand Agricultural University, Anand had favourable to strongly favourable attitude towards Agricultural FM Radio system. The attitude of the extension educationists was observed positively significant with their level of mass media

liveliness and degree of job satisfaction.

IMPLICATION

Understanding positive feeling of extension educationists towards Agricultural FM Radio system, it is advocated that FM radio can be used as an effective tool for agrarian communication to transfer area specific agricultural information from research stations to the cultivators using local resources.

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