

CONTENT ANALYSIS OF DAIRY FARMING ACTIVITIES PUBLISHED IN PROGRESSIVE FARMING

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ABSTRACT

The present research effort was made to study the content analysis of dairy farming activities published in progressive farming (a monthly journal of PAU Ludhiana). The study was undertaken with 80 subscribers of the monthly journal which were randomly selected and personally interviewed. The findings supported that information regarding prevention and control of diseases, ticks, flies, mites and care of young calves was given maximum space. The information was useful, practical and timely for the farmers and all the farmers trusted the information. Technical words were understandable "up to some extent" to majority of the respondents.

INTRODUCTION

Dairy farming is an important subsidiary occupation in Punjab. Majority of the farmers have small dairy units. Punjab Agricultural University has done intensive efforts in giving dairy information through various media such as radio, T.V., agricultural magazines. It also publishes the progressive farming, a monthly journal wherein in its' one column dairy farming technologies are given under monthly activities. Therefore, it is planned to study whether the contents of this column are appropriate in various respects and to what extent the farmers are benefited.

In order to find out research based answers to these questions, the present study was taken up with the following objectives:

1. To study the awareness about various aspects of dairy farming covered in the monthly journal progressive farming.
2. To analyze reactions of respondents

about published information.

3. To study the opinion of subscribers regarding the usefulness and applicability of the various published information.

METHODOLOGY

To fulfill the aforesaid objectives, 12 issues of progressive farming i.e. from Sept 2000 to Aug 2001 were procured and were analyzed for their contents related to animal husbandry practices under monthly activities. To study the opinion of subscribers regarding usefulness and applicability of contents, 80 subscribers of the monthly journal were randomly selected. A structured interview schedule was prepared in consultation with the experts in the field. The respondents were personally interviewed. Frequencies, per cent and reading ease score were calculated to interpret the data. To find out reading ease score, the formula developed by Flesh (1951) was used.

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Table 1 Awareness of respondent subscribers about various aspects of dairy farming given in progressive farming
n = 80

Sr. No.	Aspects	Yes		No	
		F*	per cent	F*	per cent
1.	Green fodder	80	100	0	0
2.	Adding mineral mixture in diet	76	95.00	4	5.00
3.	Prevention from ticks, flies and mites	76	95.00	4	5.00
4.	Care of animals in hot and cold weather	74	92.50	6	7.50
5.	Deworming	72	90.00	8	10.00
6.	Prevention from diseases	70	87.50	10	12.50
7.	Care of teats	70	87.50	10	12.50
8.	Balanced diet	62	77.50	18	22.50
9.	Colostrum feeding	62	77.50	18	22.50
10.	Vaccination	60	75.00	20	25.00
11.	Dehorning of Calves	30	37.50	50	62.50
12.	Record Keeping	20	25.00	60	75.00

*F = Frequency

RESULTS AND DISCUSSION

The results of the study are presented hereunder. Various tips covered in the monthly activities column regarding dairy farming included heat symptoms, insemination of animals, care of pregnant animals, care of young calves, record keeping, prevention and control of diseases, vaccination, milking of animals, feeding, mineral mixture, deworming, prevention and control of ticks, flies and mites, protection of young calves from hot and cold weather etc.

As regards the space occupied in column in centimeters, 'prevention and control of diseases' and 'prevention and control of ticks, flies and mites' occupied 13.98 per cent and 131.30 per cent space respectively. Care of young calves and prevention of young calves from hot and cold weather occupied 12.91 and 12.54 per cent of space. Record keeping, grooming of calves and milking of animals occupied only 1.87 per cent of the space. It is apparent that maximum space was occupied to prevention and control of disease, ticks, flies, mites and care of young calves.

The information regarding repetition of information related to various aspects of dairy farming revealed that information regarding prevention and control of diseases was repeated for majority of the time (8 times). The information was also given according to the months in which a particular disease may spread. This may be due to the reason that information regarding control of diseases is very important to maintain good health of animals. If the health of the animals is poor then a farmer cannot get higher milk yield.

Prevention and control of ticks, flies and mites, protection of young calves from hot & cold weather and information regarding heat symptoms was repeated four times. Information regarding care of young calves was repeated three times.

Reading ease, is an estimate of the ease with which a reader is going to read and understand what has been written. It is observed that in majority of the cases (7 times) the reading ease score came out to be 70 to 80. This value of reading ease score meant that readability of the subject matter

Table 2 Reactions of subscribers about information given in progressive farming
n = 80

Sr. No.	Subscribers reactions	Frequency	per cent
1.	Usefulness of information		
	Yes (1)	72	90.00
	No (0)	8	10.00
2.	Practicability		
	Completely practical (2)	50	70.00
	Up to some extent (1)	20	25.00
	Not at all (0)	4	5.00
3.	Understandability of technical words		
	Completely understandable (2)	10	12.50
	Up to some extent (1)	60	75.00
	Not at all (0)	10	12.50
4.	Trustworthiness		
	Yes (1)	80	100
	No (0)	0	0
5.	Timeliness		
	Yes (1)	80	100
	No (0)	0	0
6.	Type of information given		
	Skill based	30	37.50
	Knowledge based	10	12.50
	Attitude based	40	50.00
7.	Improved dairy farming		
	Yes	80	100
	No	0	0

contained in this column could be termed as fairly easy. The readability was very easy in three cases and easy in two cases.

AWARENESS ABOUT PUBLISHED INFORMATION

Data presented in Table 1 revealed that all the subscribers were aware about information regarding green fodder published in monthly dairy farming activities column. Of the respondents, 95 per cent were aware about adding mineral mixture in diet, prevention from ticks, flies and mites whereas, 25 per cent of the subscribers reported that they were not aware about record keeping. This may be due to the reason that they don't think it is important to keep records.

REACTIONS ABOUT PUBLISHED INFORMATION

The expressed opinion of the respondents about various dimensions of the dairy farming activities column was ascertained and presented in Table 2. From the table it was observed that majority of the subscribers (90 per cent) reported that the information published in monthly activities column regarding dairy farming was useful for them in managing their dairy farms. These results are in conformity with the results of Sohal (1978).

By giving a cursory look at the Table 2, it can be observed that majority of the subscribers (70 per cent) reacted that the information was practicable. There were 25 per cent respondents who considered the

Table 3 Perceived suggestions of subscribers for improving the column of monthly activities on dairy farming n = 80

S.No.	Suggestions	F	per cent
1.	Need to use less technical words	34	42.50
2.	Characteristics of model dairy farms	18	22.50
3.	Detail information about diseases and their control	16	20.00
4.	Information about exotic breeds	12	15.00

information was somewhat practicable, while meager numbers (5 per cent) opined that the information was not practicable to them. These findings are in agreement with the results of Sinha (2001).

Data in the table showed that three fourth of the subscribers (75 per cent) reported that the technical words used in the dairy farming information was understandable up to some extent, whereas an equal percentage of the subscribers reported that the information was completely understandable and not understandable at all (12.50 per cent).

The perusal of the data in this respect showed that all the subscribers had trusted the information given in the monthly activities column. Lack of trustworthiness was not reported by even a single respondent. These findings are in concurrence with the results of Gill (1981), who found that more than 81 per cent of the respondents trusted the contents.

The data showed that all the subscribers reported that the information was always timely. It can be said that the most of the information given in this column was in time. Further, as many as 50 per cent of the subscribers reported that the information published in the monthly activities column was on changing attitude. The analysis of data also reflected that all the subscribers reported that after reading the information regarding dairy farming activities there was

a considerable improvement in managing the dairy farms.

SUGGESTIONS OF SUBSCRIBERS

The subscribers were asked to suggest some points which could help improve the monthly dairy farming activities column. It is clear from the data in Table 4 that 42.50 per cent of the subscribers reported that the use of technical words should be minimized. Almost an equal percentage of the respondents (22.50 per cent and 20 per cent) reported that characteristics of model dairy farms and detailed information about diseases and their control should be published in the monthly activities column, respectively. There were 15 per cent of the respondents suggested that information about the exotic breeds should be given in monthly activity column.

CONCLUSION

The findings of the study clearly indicated that maximum space was given to the information regarding prevention and control of diseases, ticks, flies, mites and care of young calves. Information regarding prevention and control of diseases was repeated for majority of the time. Majority of the respondents reported that information was useful, practicable, and timely for them. All the farmers trusted the information. It is suggested that simple words should be used and detailed information regarding diseases and their control should be published.

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