

Factors Affecting Mass Media Exposure and Attitude Towards Modern Agricultural Practices of Small Peasants

N.B. Chauhan¹, B.B. Patel², J.G. Patel³ and M.L. Sharma⁴

Mass media exposure and attitude towards modern agricultural practices have been considered as a "great multiplier" in the process of peasantry modernization. The amount of information available and wideness of its distribution thus, a key factor in the spread and smoothness of modernization. It is universally accepted fact that, an attitude of an individual effects in determining his behaviour with respect to particular object. Positive attitude is required towards modern technology for their adoption. Many factors are related to the mass media exposure and attitude towards modern agricultural practices of peasants. Pandey (1989) reported significant relationship of mass media exposure as well as attitude of the farmers with their adoption level.

Keeping this facts in view, present study was undertaken with following objectives :

- (1) To study the level of mass media exposure and attitude of the small peasants towards modern agricultural practices.
- (2) To study the factors affecting mass media exposure and attitude towards modern agricultural practices of small peasants.

METHODOLOGY

The study was conducted in Dungarpur district of Rajasthan State. A random sample of total 150 small peasants, who had below two hectares of land holding and adopted maize as a major crop with animal husbandry, was selected from the twelve villages of all three tehsils of Dungarpur district. The data were collected by personal interview with the help of interview schedule from the selected small peasants. Mass media exposure was measured with the scale adopted by Kamat (1993) and attitude was measured with the help of scale developed by Singh (1990). To find out the relationship of selected factors with mass media exposure and attitude of the small peasants, the co-efficient of correlation ('r') was used.

RESULTS AND DISCUSSION

It could be inferred from the result in Table 1 that, majority and half of the small peasants had low and medium level of attitude towards modern agricultural practices and mass media exposure, respectively.

The probable reason for this might be due to their low level of education, knowledge, economic condition, change agency contact and psychology.

1 Assoc. Prof. (Extn.), BACA, GAU, Anand.

2 Assoc. Prof. (Extn.), BACA, GAU, Anand.

3 Asstt. Prof. (Extn.), BACA, GAU, Anand.

4 Asstt. Prof. (Extn.), College of Agriculture, Raipur (M.P.).

Table 1. Distribution of small peasants according to their level of mass media exposure and attitude towards modern agricultural practices.

			N = 150
Sr. No.	Level	Number	Per cent
I. Mass media exposure			+
1.	Low (below 2.94)	65	42.67
2.	Medium (2.94 to 8.41)	75	50.00
3.	High (Above 8.41)	11	7.33
Total		150	100.00
II. Attitude			
1.	Low (below 16.67)	95	63.33
2.	Medium (16.67 to 25.50)	6	4.00
3.	High (Above 25.50)	49	32.67
Total		150	100.00

The data presented in Table 2 reveal that, among selected personal, social, communication, economic and psychological factors, education, caste, organisational participation, land holding, occupation, socio-techno-eco-change, educational aspiration for son, role taking empathy, non-fatalism, cosmopolitaness, economic motivation, risk orientation, scientific orientation, knowledge and adoption of maize and overall modernization were positively, while secularism was negatively significant with mass media exposure of small peasants.

Whereas, attitude towards modern agricultural practices of small peasant was found positively significant with education, caste, change agency contact, organisational participation, mass media exposure, occupation, socio-techno-economic change, level of educational aspiration for son, role taking empathy, non-fatalism, cosmopolitaness, economic motivation, risk orientation, scientific orientation, knowledge and adoption of maize

and overall modernization. In case of age and secularism of small peasants, attitude was found negatively significant.

Significant relationship of mass media exposure and attitude towards modern agricultural practices of small peasants with their majority of psychological variables indicated that, it is essential to make small peasants more exposed with mass media, if their psychological level has to be improved because psychology is one of the important pillars on which the peasantry modernization is constructed. Thus, it can be argued that, if overall modernization is a pre-requisite for allround development, mass media exposure and modern attitude are the pre-requisites for peasantry development.

IMPLICATIONS

From the above findings and discussion, it can be said that for the personal, social, economic and psychological development of small peasants, they should be properly motivated to change

Table 2. Relationship between selected variables and mass media exposure as well as attitude towards modern agricultural practices of small peasants.

Sr. No.	Independent variables	Correlation coefficients ('r' value) with			
		Mass media exposure		Attitude	
I.	PERSONAL				
1.	Age	-0.2982	**	-0.0445	NS
2.	Education	0.7543	**	0.5799	**
II.	SOCIAL COMMUNICATION				
3.	Caste	0.3075	**	0.4666	**
4.	Urbanpull	0.1154	NS	0.1077	NS
5.	Change agency contact	0.3619	**	0.1009	NS
6.	Organisational participation	0.3115	**	0.2492	**
7.	Political efficacy	-0.0653	NS	0.0080	NS
8.	Mass media exposure	0.05591	**	—	
III.	ECONOMIC				
9.	Land holding	0.2018	NS	0.2973	**
10.	Level of eco. achievement	0.2040	NS	0.1623	NS
11.	Occupation	0.2232	**	0.489	**
12.	Socio-techno-economic change	0.4794	**	0.8802	**
IV.	PSYCHOLOGICAL				
13.	Level of aspiration	0.2072	NS	0.1478	NS
14.	Level of educational aspiration	0.5402	**	0.3712	**
15.	Role taking empathy	0.5055	**	0.3168	**
16.	Secularism	-0.6534	**	-0.3468	**
17.	Non-fatalism	0.5773	**	0.4557	**
18.	Cosmopolitaness	0.9116	**	0.5451	**
19.	Economic motivation	0.8859	**	0.4876	**
20.	Risk orientation	0.8841	**	0.5209	**
21.	Scientific orientation	0.8777	**	0.5194	**
22.	Knowledge of maize	0.6747	**	0.3994	**
23.	Adoption of maize	0.6276	**	0.5152	**
24.	Overall modernization	0.6323	**	0.4881	**

** Significant at 0.01 level of probability

NS = Non-significant

their attitude from traditional one to modern one. Modern attitude is an inner quality, which requires for the personality development. Mass media exposure of small peasants has proved here as a "great multiplier" in allround development of the peasants. It is therefore recommended that, mass media like television, radio and news paper should be made available at community base in all villages to encourage peasants for better media exposure.

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