

## Use of Information Sources at Different Stages of Innovation Decision Process

<sup>1</sup> P.P. Patel, <sup>2</sup> G.K. Sangle and <sup>3</sup> R.R. Kulkarni

### INTRODUCTION

It is well recognised that adoption is a sequential process involving number of mental stages through which an individual passes. It has been also agreed that different information sources were effective at different stages of innovation decision process. However, it is necessary to have knowledge of the information sources that are effective at particular stage of adoption, so that appropriate information sources can be made available to the farmers in time and the rate of adoption of farm innovation can be increased.

Beal and Rogers (1960) pointed out that the Iowa farmers received information from different sources and channels at different stages. The cosmopolite channels are relatively more important at knowledge stage and localite channels are relatively more important at persuasion stage in the innovation-decision process. This has been reported by Ryan and Gross (1943), Wilkening (1956), Beal and Rogers (1957), Singh and Jha (1965). The cosmopolite channels were especially important at knowledge stage in developing nations, as Rahim (1961) suggested.

With this background in mind, an

investigation was carried out to study the information sources used by the adopters of cotton hybrid NHH-44 in kinwat tribal block of Nanded district of Maharashtra.

### OBJECTIVES

1. To findout the sources of information about selected agricultural innovation at various stages of innovation-decision process.
2. To study the relative effectiveness of different sources of information about selected agricultural innovation at various stages of innovation-decision process.

### METHODOLOGY

The study was carried out in tribal area of Kinwat block of Nanded district (Maharashtra State). In all, 210 tribal cotton growers were selected randomly. Moreover, a new hydrib variety of cotton viz. NHH-4 evolved by Marathwada Agricultural University in 1983 was selected as an innovation for this study. In order to find out use of various sources of information about the cotton hybrid NHH-44, a structured schedule was developed. All the possible 17 sources available in the tribal area were classified into three cate-

1. Associate Training Co-ordinator, Directorate of Extension Education, Gujarat Agricultural university, Ahmedabad.
2. Head, Department of Extension Education, Marathwada Agricultural University, parabhani (M.S.)
3. Assistant Professor, Department of Extension Education, Marathwada Agricultural University, parbhani (M.S.)

gories viz. personal localite, personal cosmopolite and mass media. The five stage paradigm of innovation-decision process was considered for the study. The respondents were asked to give their opinion about the sources of information utilized by them at different stages. The replied of the respondents to each question was marked yes/no. The affirmative answers to each source at each stage was summed and percentages were worked out.

### **FINDINGS AND DISCUSSION**

Sources of information at various stages of innovation-decision process utilized by the respondents for cotton hybrid NHH-44 presented in the Table.

It was observed from the table that mass media sources were relatively more utilized by the respondents followed by personal cosmopolite and personal localite sources at the knowledge stage. The reason reported by Copp. *et. al.* (1958) that a temporal sequence is involved in agricultural communication in that messages are sent out through media directed to awareness, then to groups, and finally to individuals. At the persuasion stage, higher percentage of the respondents (39.91 per cent) utilized personal localite sources. The reason might be that at persuasion stage an individual, seeks and evaluates information about innovation. They discuss with their fellow farmers and with peers. The data also indicated that about equal percentage of respondents (40.52 and 39.22 per cent) has utilized the personal localite and personal cosmopolite sources of information at the decision stage. Mass media sources were relatively less important at this stage further, data implied that personal cosmopolite sources were relatively more utilized by

the respondents (42.86 and 44.45 per cent) followed by personal localite and mass media sources at the implementation and confirmation stage. This indicated sufficient personal contacts were established by the extension workers. Intensive personal contacts either directly or through contact farmers had become possible due to fixed visit schedule maintained in the Training and Visit System.

Further, the table indicates sub-classification of sources of information utilized by the respondents. It was observed that crop demonstration was relatively more utilized by the respondents (22.51 per cent) at the knowledge stage whereas at the remaining four stages VEW was relatively more utilized as a source of information for hybrid cotton variety NHH-44. Non has utilized the voluntry worker as information source.

### **IMPLICATIONS**

Finding on use of sources of information for cotton hybrid NHH-44 at the various stages of innovation-decision process indicated that tribal farmers depended largely on localite sources of information such as tribal leaders, neighbours, friends, family members and relatives at the persuasion and decision stage. Further, they depended mostly on cosmopolite source of information at the later two stages. Newspapers, radio, films, demonstrations and printed materials were also used as sources of information at knowledge stage but their use was very limited. Hence, it is desirable to combine these sources for effective communication of innovations/techniques. It is also necessary to organise training in villages to communicate technology effectively.

Table : Distribution of respondents according to their use of information sources at different stages of innovation-decision process for cotton hybrid NHH-44.

( N = 210 )

S. No.	Sources of information	Knowledge		Persuasion		Stages Decision		Implementation		Confirmation		Per cent Total of row	
		No.	Percent	No	Percent	No.	Percent	No	Percent	No	Percent	Total	Total
<b>(A) Personal localite</b>													
1.	Family members	13	6.80	19	10.98	17	11.12	10	12.99	9	12.50	68	10.88
2.	Neighbours	10	5.23	14	9.09	12	7.84	5	6.49	6	8.33	47	7.20
3.	Friends	6	3.15	9	5.20	8	5.22	2	2.59	2	2.78	27	3.79
4.	Other farmers	-	-	1	0.58	2	1.30	-	-	-	-	3	0.37
5.	Tribal leaders	15	7.86	22	12.71	21	13.74	9	11.69	8	11.11	75	11.42
6.	Relatives	2	1.05	3	1.75	2	1.30	-	-	-	-	7	0.82
TOTAL(A)		46	24.09	68	39.31	62	40.52	26	33.76	25	34.72	227	34.48
<b>(B) Personal cosmopolite</b>													
7.	V.E.W.	28	14.65	29	16.75	31	20.26	20	25.28	19	26.39	127	20.80
8.	A E O	2	1.05	2	1.15	1	0.66	-	-	-	-	5	0.57
9.	B D O	2	1.05	1	0.58	1	0.66	-	-	-	-	4	0.46
10.	Co-op employees	23	12.05	25	14.46	26	16.98	13	16.88	13	18.06	100	15.69
11.	Voluntary workers-	-	-	-	-	-	-	-	-	-	-	-	-
12.	Bank personel	1	0.52	2	1.15	1	0.66	-	-	-	-	4	0.47
TOTAL (B)		56	29.32	59	34.10	60	39.22	33	42.86	32	44.45	240	37.99
<b>(C) Mass Media</b>													
13.	News papers	9	4.71	5	2.89	2	1.30	1	1.30	-	-	17	2.04
14.	Radio	23	12.04	12	6.94	8	5.22	3	3.90	3	4.17	49	6.46
15.	Films	8	4.18	5	2.89	3	1.97	2	2.59	1	1.38	19	2.60
16.	Demonstrations	43	22.51	21	12.14	16	10.47	12	15.59	11	15.28	103	15.20
17.	Journal & Magazine	6	3.15	3	1.73	2	1.30	-	-	-	-	11	1.23
TOTAL(C)		89	46.59	46	26.59	31	20.26	18	23.38	15	20.88	199	27.53
GRAND TOTAL(A+B+C)		191	100.00	173	100.00	153	100.00	77	100.00	72	100.00	666	100.00

## REFERENCES

- Beal, G.M. and Rogers, E.M. 1957 Information sources in the adoption process of new fabrics. *Journal of Home Economics* 632-634 RS(E).
- 
- \_\_\_\_\_ 1960 The adoption of two farm practices in Central Iowa Community. Ames: Iowa Agricultural and Home Economics Experiment Station, Special Report No.26.
- Copp, J.H. Sill, M.L. and Brown, E.J. 1958 The function of information sources in the farm practices adoption process. *Rural Sociology*, 23 : 146-157.
- Rahim, S.A. 1961 The diffusion and adoption of agricultural practices: A study in a village in East Pakistan, Comilla, Pakistan Academy for village development.
- Ryan, B. and Gross, N.C. 1943 The diffusion of hybrid seed corn in two Iowa communities. *Rural Sociology* 8: 15-24.
- Singh, B.N. and Jha, P.N. 1965 Utilization of sources of information in relation to adoption of improved agricultural practices, *Indian Journal of Extension Education* 1 (1) : 34-42.
- Wilkening, E.A. 1956 Role of communicating agents in technological change in agriculture, *Social Forces*, 34 : 361-367.