

Awareness of Audio Visuals

By

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ABSTRACT

Out of twelve audio-visuals selected, demonstration adopted as one of the methods ranked first, followed by radio, leaflets and exhibition. For the high yielding varieties growers seek information through different sources. High awareness had positive association with adoption of package of practices, of high yielding varieties. There was positive association between age, education, farm income and awareness of audio-visuals whereas there was negative association with farm size.

INTRODUCTION

The role of extension worker is to bridge the gap between the research laboratory and the farmer's field. The research findings are communicated through various extension methods. Somasundaram (1967) reported that 73 per cent of extension officers used different audio-visual materials. Ranga Rao and Patel (1966), and Agarwal (1968) found that exhibition and radio were most effective at the awareness and interest stages of adoption. Agarwal (1968) further reported that the college and high school educated farmers gave their first choice to mass contact methods at awareness and interest stages. The sources utilized at awareness stage were radio (4 per cent), newspaper (2.54 per cent), tours (0.76 per cent), leaflets (0.36 per cent), posters (0.72 per cent) and films (0.12 per cent) (Anon., 1968).

In order to find out what audio-visuals were used by the extension workers for imparting knowledge about the high yielding varieties programme farmer's awareness of audio-visual aids and also their influence at awareness stage of high yielding varieties programme cultivation, the present study was taken up.

MATERIALS AND METHODS

The study was conducted in three villages of Perur block in Coimbatore district. Thirty eight growers, of high yielding varieties were taken up for this study. They were interviewed with a well structured interview schedule. The high yielding variety growers were classified into high, medium and low adopters based on the number of package of practices adopted by them. Chi-square test was applied to bring about statistical significance of the factors.

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RESULTS AND DISCUSSION

Extent of awareness of audio-visuals: The audio-visuals utilized by the extension workers to disseminate agricultural information about high yielding varieties might they have been known by the farmers if were exposed to them. Farmers were aware of eleven audio-visuals in total. In that, demonstration ranked first with 92.16 per cent, followed by radio (86.84 per cent) leaflets (79.36 per cent), exhibition (76.80 per cent), posters and charts (75.24 per cent), newspaper (64.00 per cent) and photographs (61.44 per cent). Study tour (48.64 per cent), magazines (43.62 per cent), films (28.16 per cent) and slides (15.36 per cent) were least aware among the audio-visuals.

Because of the effective utilization of demonstration, radio, leaflets and folders, news papers, posters and charts, and photographs by the extension workers, many of the farmers were

aware of these audio-visuals. In the case of exhibition, the nearness of Agricultural College and Research Institute had given them opportunity to become aware of the same. High cost involved in the production of slides, films, magazine and study tour might be the reason for the least utilization by the extension workers and in turn less awareness among farmers.

Awareness of audio-visuals and adoption of high yielding varieties: The farmers were categorised as high awareness category if they were aware of more than 8 audio-visuals, medium awareness category if aware of 6-8 audio visuals and below six as low awareness category. Of the total population, 28.95 per cent fall under high awareness category, 50.00 per cent under medium awareness category, 21.05 per cent under low awareness category of the respondents, 28.94 per cent were high adopters, 50.00 per cent medium adopters and 21.06 per cent low adopters.

TABLE 1. Awareness Vs adoption of high yielding varieties

| Awareness category | High | Medium | Low | Total |
|--------------------|-------|--------|-------|-------|
| Adopter Category | | | | |
| High | 9 | 3 | 0 | 12 |
| Medium | 2 | 12 | 5 | 19 |
| Low | 0 | 4 | 3 | 7 |
| | 11 | 19 | 8 | 38 |
| Percentage | 28.95 | 50.0 | 21.05 | |

Chi Square Value 19.96**

Thus it reveals that high awareness leads to high rate of adoption and medium and low awareness to medium adoption of package of practices. There is a trend that as the awareness of audio visuals increases, the adoption also increases. The statistical analysis also revealed that there is positive association between awareness of audio visuals and adoption of package of practices. (Table 1).

Age versus awareness of audio-visuals

Of the total respondents, 18.42 per cent were young, 57.50 per cent middle aged and 23.68 per cent old aged.

It is evident that 71.43 per cent of young followed by 22.74 per cent of middle aged and 11.10 per cent of old aged farmers fall under high awareness category (Table 2). The positive trend of the percentage analysis could indicate that lower the age level of the farmer the higher was his awareness of audio visual aids. The young and middle aged group fall under high and medium awareness category. The low awareness in old age group might be due to the fatalistic view of farmers. Thus it could be concluded that age of the farmers was positively associated with awareness of the audio-visuals and the significant value of chi-square also supported this. The findings of

TABLE 2. Age versus awareness of audio-visuals

| Age/Awareness category | High | Medium | Low | Total | |
|------------------------|-----------|------------|-----------|------------|---------|
| Young | 5 (71.43) | 0 (0.0) | 2 (28.57) | 7 (18.42) | 11.49** |
| Medium | 5 (22.74) | 14 (63.63) | 3 (13.63) | 22 (57.50) | |
| Old | 1 (11.10) | 5 (55.50) | 3 (33.40) | 9 (23.68) | |
| Total | 11 | 19 | 8 | 38 | |

Figures in the parenthesis indicate the percentage

Singh and Sahay (1970) support this findings.

Education versus awareness of audio-visuals

As indicated in Table 3 more number of farmers were in the high school educated group (55.29 per cent) followed by primary school (31.56 per cent),

collegiate (10.52 per cent) and illiterates (2.63 per cent).

It is clear then, 75.00 per cent of collegiate educated and 38.09 per cent of the high school educated were highly aware of audio-visuals and the rest of the two group were not under high awareness category. The highly significant value of the statistical ana-

TABLE 3. Education versus awareness of audio-visuals

| Awareness category/ Level of education | High | Medium | Low | Total |
|---|-----------|------------|-----------|--------------------|
| Illiterate | 0 (0.0) | 0 (0.0) | 1 (100.0) | 1 (2.63) 30.343*** |
| Primary | 0 (0.0) | 6 (50.0) | 6 (50.00) | 12 (31.56) |
| High school | 8 (38.09) | 12 (57.15) | 1 (4.76) | 21 (55.29) |
| Collegiate | 3 (75.0) | 1 (25.0) | 0 (0.0) | 4 (10.52) |
| | 11 | 19 | 8 | 38 |

Figures in the parenthesis are the percentage value to the total

lysis proved that educational level of the farmer had independent influence in the awareness of audio-visuals.

Farm size versus awareness of audio-visuals

Majority of farmers were under medium holding (47.37 per cent), followed by small holding (36.84 per cent) and large holding (15.79 per cent).

38.89 per cent of medium holding farmers were under high awareness category followed by 21.43 per cent of small holding and 16.67 per cent of larger holding farmers (Table 4). Similarly in the medium awareness category the trend was larger holding followed by medium and small. But the test of independence proved that there was a negative association between farm size

TABLE 4. Farm size versus awareness of audio-visual

| Awareness Category/ Size of Holding | High | Medium | Low | Total |
|--|-----------|-----------|-----------|--------------------|
| Small | 3 (21.43) | 6 (42.86) | 5 (35.71) | 14 (36.84) 4.41 NS |
| Medium | 7 (38.88) | 9 (50.00) | 2 (11.12) | 18 (47.37) |
| Large | 1 (16.67) | 4 (66.66) | 1 (16.67) | 6 (15.79) |
| Total | 11 | 19 | 8 | 38 |

Figures in the paranthesis are the percentage to total

and awareness of audio-visuals. This contradicts the view of Jha and Singh (1965).

Farm income versus awareness of audio-visuals

The total respondents, 39.47 per cent were under high income group, 31.58 per cent low income and 28.95 per cent medium income. It can also

reveal that majority of farmers had medium and high farm income (Table 5).

The percentage analysis of data in table show that 54.55 per cent of medium income group came under high awareness category followed 33.33 per cent high income group. As none came under low awareness category from medium and high income, they

TABLE 5. Farm income versus awareness of audio-visuals

| Awareness/ category/ Income Level | High | Medium | Low | Total | |
|---|-----------|------------|-----------|------------|---------|
| Low | 0 (0.00) | 4 (33.33) | 8 (66.67) | 12 (31.58) | 24.85** |
| Medium | 6 (54.55) | 5 (45.45) | 0 (0.00) | 11 (28.95) | |
| High | 5 (33.33) | 10 (66.67) | 0 (0.00) | 15 (39.47) | |
| Total | 11 | 19 | 8 | 38 | |

Figures in the parentheses are the percentage value to the total

were found superior to low income. The highly significant statistical value proved that farm income had positive relation with awareness of audio visual aids.

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