Madras agric J. 62 (10—12) : 668—672, Oct—Dec. 1975.

Mode and Programme Preferences of Farm Broadcast Listeners

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ABSTRACT

The All India Radio Tiruchy and Coimbatore broadcast hard-core agricultural programme between 7.30 and 8.00 p.m. daily using different modes of presentation and programmes. From an analysis at A. I. R. it has been found that A. I. R. is using eight different modes and ten types of programmes. The present study conducted at Kodumudi block reveals that of the eight modes of presentation, the farmers prefer the modes like interview with farmers, question and answer and dialogue in that order of preference. So also the programmes preferred were cultivation hints, weather forecast and current topics in the descending order. This shows that farmers prefer to hear farmers' experiences first, followed by clarifying doubts through questions and answers. So also they like to hear seasonal cultivation hints so that they can take up timely operation during the season.

INTRODUCTION

The All India Radio, Tiruchy and Coimbatore broadcast the hard-core agricultural programme between 7.30 and 8.00 p. m. daily. It was found that eight different modes were commonly used in the day-to-day broadcasts. These were straight talk by a scientist, dialogue between two farmers who are A. I. R. artistes, interview by A. I. R. staff with farmers. interview by A. I. R. staff with scientist, discussion between three A. I. R. artistes who act as scientist, farmer and farmer's wife, announcement, documentary and question and answer. Similarly, different kinds of programmes are cultivation hints, weather report, current topic, farm news, market rates, service announcement. agricultural news reel, folk song with agricultural bias, monlhly calendar of operation and film song. The farm broadcast listeners' preference to the different modes and programmes may vary. Sharma and Dey (1971) reported that the respondents of radio group perferred the experience of farmers and hence interview with the farmers was most preferred. Straight talk method of presentation was not liked much by the respondents. Singh and Sandhu (1971) reported that by far. the five most liked programme items were crop cultivation. daily farming hints, weather forecasts, market reports and plant protection measures. They went on to say that a majority of 60. 44 per cent preferred, what-to-do'

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type information. So a study has been conducted to identify the farm broadcast listener preferences in respect of modes of presentation and programmes broadcast.

MATERIALS AND METHODS

This exploratory study was concucted in nine villages of Kodumudi block of Coimbatore district Tamil Nadu. Interviewing technique was employed and responses were gathered from 99 farm broadcast listeners selected at random. Eight modes that were commonly adopted in farm broadcasts and rural programmes were tested. To measure the mode preference, paired-comparison technique was employed. The eight modes were presented to the respondents in pairs of all possible combinations. The total number of pairs was determined by the formula $\frac{n(n-1)}{2}$ and in this case it was 28. From the responses of the respondents, F-matrix, P-matrix and Z-matrix were constructed and scale value for each mode was fouud out. The scale values of all the eight modes having been obtained were placed on a least preferred to most preferred continuum to show the ranks and distance between the ranks.

The respondents' programme preferences were elicited on a 5-point continuum commencing with the "like-most" at the one end followed by "like some what", "like least", "dont like" and "not heard" at the other end. The frequency distribution among these five categories in terms of percentage was given. Scores were also respectively assigned as 4, 3, 2, 1, and O for the five responses. Total score for each programme was calculated and the score obtained by each programme was arrived at to know the highest to lowest preference. The age-wise and education wise preferences were also worked out.

RESULTS AND DISCUSSION

Mode Preferences:

The 'Z' matrix relating to the mode preference derived through 'P' and 'F' matrix of the paired-comparison technique employed, is presented in Table 1.

The 'Z' values under each column were summed and the means for each column worked out. A positive number in absolute value to the lowest negative mean was added to all the means. By this, the first column was given a zero value and the others were obtained in positive values. The modes preferred ranked on the basis of the scale values are portrayed in Figure 1.

The respondents have given their first preference to "interview with farmers" followed by "question and answer" and "dialogue", the latter two close to each other. The finding

TABLE 1. 'Z' Matrix of the mode preferences

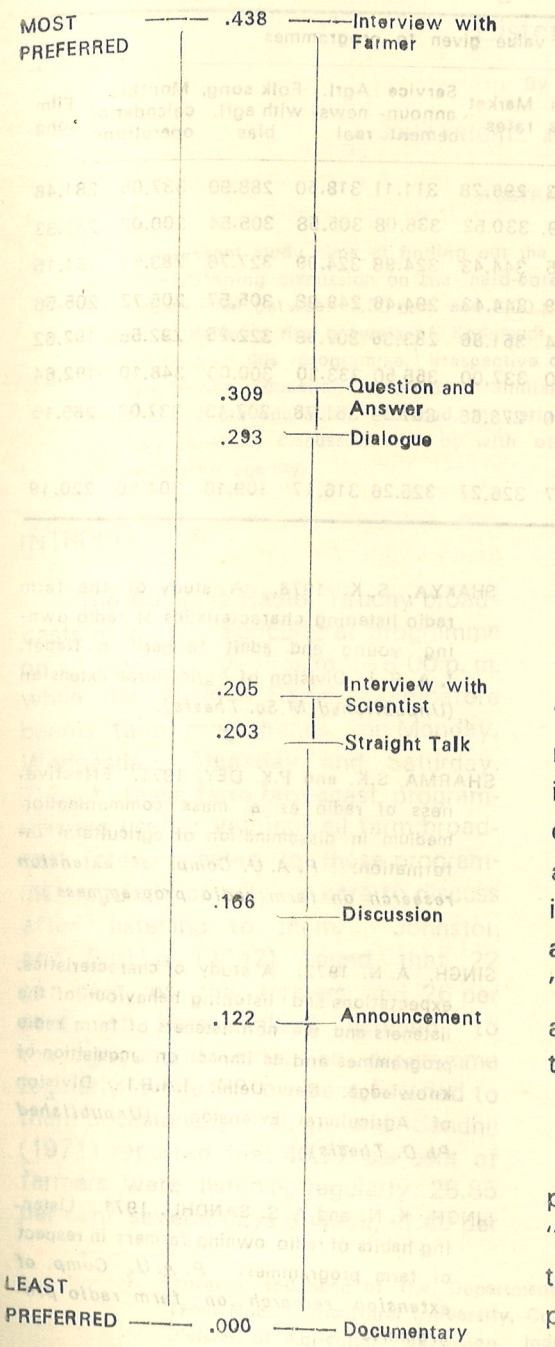
Modes of presentation	Documentary	Announcement	Discussion	Straight talk	Interview with Agrl. Scientist	Dialogue	Question and answer	Interview with farmer
1	2	3	4	5	6	7	8	9
Documentary	—	.088	.269	.295	.269	.113	.459	.243
Announcement	—.088	—	.192	—.013	—.013	.217	.166	.295
Discussion	—.269	—.192	—	.141	—.038	.166	.166	.432
Straight Talk	—.295	.013	—.141	—	.088	.113	.013	.321
Interview with Agrl. Scientist	—.269	.013	.038	.088	—	.243	—.166	.321
Dialogue	—.113	—.217	—.166	—.113	—.243	—	.243	.013
Question and answer	—.459	—.166	—.166	—.013	.166	—.243	—	.141
Interview with farmer	—.243	—.295	—.432	—.321	—.321	—.013	—.141	—
Sum	—1.736	—.756	—.406	—.112	—.092	.596	.740	1.766
Means	—.217	—.095	—.051	—.014	—.012	.076	—.092	.221
Mean + .217	.000	.122	.166	.203	.205	.293	.309	.438

that first preference is given to the mode of "interview with farmers" corroborates with the findings of Crile *et al* (1945), Hanson (1946), WABI Radio by the University of Maine (1948) and Sharma and Dey (1971). The mode, "interview with farmers" could be exploited in the act of persuading farmers to adopt modern methods of farming to augement agricultural production. The question and answer may be given additional time since generally farmers seek for information to clarify doubts. Dialogue also can be used to simplify the complex and intricate subject matter in an understandable and acceptable form to farm broadcast listeners. The other modes less preferred were in the order of interview with scientist, straight talk, discussin, announcement and documentary. They were less preferred probably because in some of them use of technical words or dialect other than that of farmers would have been resorted to.

Programme Preference

The programme preferences have been ranked according to the score values given to them based on the response elicited on a five point continuum and presented in Table 2.

Fig 1. Mode Preference



The farm broadcast listeners seem to prefer programmes that provide hard-core agricultural information needed by them, without the interference of any entertaining forms such as film song or folk song in between them (Table 2). The present finding that first preference is given to "cultivation hints" is in agreement with the findings of Singh. (1972), Singh and Sandhu (1971) and Shakya (1973). This shows that farmers have greater appreciation for this programme. Weather report had been placed second in rank possibly because rain had been the main source of irrigation for rainfed crops, which command more area than those grown under irrigated conditions. The third place of preference is given to "current topic". Current topic has news value since things that are new in the realm of farming is given. While considering the preference according to age-wise and education-wise groups, irrespective of the age and education, all preferred most, the prngramme. "cultivation hints". Except for youth and college-educated, the rest preferred the "weather report" next.

Thus the farm broadcast listeners prefer "interview with farmers" "question and answer", dialogue" in that order of preference. In respect of programmes, they preferred "cultiva-

Table 2. Programme preference of farm broadcast listeners

Category	Score value given to programmes									
	Cultivation hints	Weather report	Current topic	Farm news	Market rates	Service announcement	Agrl. news-real	Folk song with agrl. bias	Monthly calender of operations	Film song
A_1 (N=27)	374.00	362.98	370.36	325.93	296.28	311.11	318.50	288.90	337.05	281.48
A_2 (N=36)	377.77	363.88	350.00	338.89	330.52	336.08	305.58	305.54	300.02	233.33
A_3 (N=36)	374.99	372.21	344.42	341.65	344.43	324.98	324.99	327.76	283.31	161.15
E_1 (N=18)	361.16	349.98	322.21	299.99	344.43	294.46	249.98	305.57	205.72	205.56
E_2 (N=27)	374.00	370.37	348.16	355.54	351.86	233.36	307.38	322.25	292.55	192.62
E_3 (N=27)	388.88	381.50	370.38	337.00	337.00	355.50	333.30	300.00	348.10	192.64
E_4 (N=27)	374.07	359.20	362.98	340.70	278.66	307.39	351.78	307.43	337.00	285.10
Overall-position (N=99)	375.76	366.67	353.54	336.37	326.27	325.26	316.17	309.10	304.50	220.19

tion hints", "weather forecasts", and "current topic" in that order.

ACKNOWLEDGEMENT

The first author is grateful to the Indian Agricultural Research Institute, New Delhi for their kind permission to publish the article which formed a part of the doctoral dissertation. He also expresses his sincere gratitude to the Government of Tamil Nadu and State Department of Agriculture for deputing him for studies.

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