

Listening and Post-Listening Behaviour of Farm Broadcast Listeners

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ABSTRACT

The present study aims at finding out the regularity in listening, period of listening and post-listening discussion on the hard-core agricultural programme of the All India Radio broadcast between 7.30 p.m. and 8.00 p.m. The study was conducted on 99 farm broadcast listening rice growers of Kodumudi block selected at random. The majority are listening to this programme, irrespective of their age. There is greater regularity in listening as the education increases. Similarly majority listen to a period of 20 to 30 minutes. As the education increased, the period of listening also increased. After listening they generally discussed most by with other farmers followed by family members and extension agency.

INTRODUCTION

The All India Radio, Tiruchy broadcasts hard-core agricultural programme on all days from 7-30 p.m. to 8-00 p.m. while the All India Radio, Coimbatore beams farm programmes, on Monday, Wednesday, Thursday and Saturday. Though these farm broadcast programmes are useful, yet, not all farm broadcast listeners listen to these programmes regularly or fully or care to discuss after listening to them. Johnston and Busche (1942) found that 22 per cent of the farmers and 26 per cent of home-makers listened to the agricultural extension programme regularly while 53 per cent listened to them occasionally. Singh and Sandhu (1971) reported that 40.77 per cent of farmers were listening regularly, 28.85 per cent several days a week, 8.46 per

cent once a week, 16.15 per cent less than once a week while 5.77 per cent had seldom or never listened to them. Singh (1972) found that 44 per cent of listeners listened to farm programmes every day in a week; 39 per cent listened to them often and 17 per cent listened twice a week. So there was distinct variation among the listening habit.

After listening, the farmers may discuss with family members, other farmers or extension agency. Singh and Sandhu (1971) reported that, 66.50 and 69.62 per cent of farmers were in the habit of discussing the contents of the programme after listening with family members and other farmers respectively. However, only 58.14 and 64.23 per cent were discussing from regularly to occasionally with their

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family members and other farmers respectively. Thus, about one-third of the farmers were not discussing the content of the farm broadcast with any other person while another 5 to 8 per cent had discussed only rarely. Singh (1972) in his study found that 84 per cent used to discuss the content of the topic broadcast with others after listening it from the broadcasts; 16 per cent did not discuss at all. Out of 84 listeners who used to discuss only 24.52 per cent discussed with others regularly, 67.14 per cent did it occasionally and 8.33 per cent rarely. In regard to the persons with whom the content of the broadcast was discussed, Singh (1972) stated, that 84.52 per cent of listeners used to discuss the topic with neighbours, 42.85 per cent with family members and 4.76 per cent with block extension workers. The present study was aimed at knowing the varying behaviour of farm broadcast listeners in listening and post-listening to farm broadcasts and the association between personal characters and listening.

MATERIALS AND METHODS

The study was conducted with 99 farm broadcast listening rice growers selected at random in nine villages of Kodumudi block in the year 1973 with a pre-tested interview schedule. This is an exploratory study mainly concerned with regularity and period of listening to the hard-core agricultural programme between 7-30 p.m. and 8-00 p.m. daily. Responses to regularity in listening were categorised as 'daily', 'more than twice a week', 'twice a week', 'once a week', 'rarely and "not

at all" and scores of 5, 4, 3, 2, 1 and 0 were given respectively. Response to the duration of listening to the programme 'fully (for 30 minutes)', 'for about 20 minutes', 'for about 10 minutes', 'for about 5 minutes', and 'for less than 5 minutes' was gathered and the frequency distribution obtained and depicted after giving the scores of 5, 4, 3, 2 and 1 respectively.

RESULTS AND DISCUSSION

Regularity in listening: The regularity in listening the hard-core programme is presented in Table 1. Majority of the farm broadcast listeners (45.64) listened to the programme daily. All the three age-groups are somewhat equally regular in listening to the evening programme. In regard to education, though all the listeners were listening to this programme, the illiterates and the less educated were not as regular in listening as the other groups.

Period of listening: The actual period of listening by the respondents is furnished in Table 2. The data reveals that a great majority (82.83 per cent) listen to agricultural programme for 20 to 30 minutes. Youth listen for the longest period of time (451.86 score value). Progressive increase in the period of listening is observed from the illiterates to the college-educated, which is quite understandable, because the innovators and early adopters are usually in the higher-educated farmers.

Post-listening behaviour: The regularity with which farmers discuss with others, be they, their family mem-

Table 1. Regularity in listening

Category	Daily	Percentage listening (n=99)					Score value
		More than twice a week	Trice a week	Once a week	Rarely	Not at all	
Youth (25 years and below) (n=27)	37.00	33.36	14.82	11.12	3.70	—	388.84
Mid-adulthood (26-45 years) (n=36)	47.21	27.78	11.12	8.33	8.33	—	402.75
Late-adult hood (46 and above) (n=36)	50.00	27.78	5.56	8.33	8.33	—	402.79
Education							
Illiterate (n=18)	38.88	22.22	11.11	—	27.79	—	344.40
Primary school educated (n=27)	29.64	48.14	11.12	7.40	3.70	—	392.62
High school educated (n=27)	48.14	29.64	11.11	11.11	—	—	414.81
College educated (n=27)	62.90	14.85	7.40	14.85	—	—	425.80
Overall position (n=99)	45.64	29.29	10.10	9.09	6.06	—	399.00

Table 2. Period of listening

Category	Percentage listening for					Score value
	30 minutes	20 mts	10 mts	5 mts	Less than 5 mts	
Age						
Youth (n=27)	66.66	22.24	7.40	3.70	—	451.86
Mid-adulthood (n=36)	58.34	22.22	13.88	2.78	2.78	430.56
Late-adulthood (n=36)	61.12	19.44	16.66	2.78	—	438.90
Education						
Illiterate (n=18)	44.44	22.22	27.78	—	5.66	400.08
Primary school educated (n=27)	51.80	22.30	18.50	7.40	—	418.5
High school educated (n=27)	66.66	18.54	11.10	3.70	—	448.16
College educated (n=27)	77.78	22.22	—	—	—	477.78
Overall position (n=99)	61.62	21.21	13.13	3.30	1.01	439.40

bers or other farmers or any other, such as extension agency is given in Table 3. Majority of the Farm-broadcast listeners (54.6 per cent) do not discuss at all after listening to farm broadcasts while only very few (10.1 per cent) discuss with family members regularly. Discussion is high among late-adults compared to other age groups. The discussion among family members increases as the education level increases. Majority of the farm broadcast

listeners discuss after listening to the agricultural programme with other farmers. The age-wise group did not reveal anything spectacular. In the education group, however, it was found that majority of the illiterates (61.2 per cent) rarely discuss and 38.84 per cent never discuss. Among the College educated most of them (29.6 per cent) discussed regularly when compared to other education groups.

Table 3. Post-listening discussion

Category	With family members				With other farmers				With extension agencies			
	1	2	3	4	1	2	3	4	1	2	3	4
Age												
Youth (n=27)	11.1	26.0	14.8	48.1	11.1	40.7	14.8	33.4	—	3.7	3.7	92.6
Mid-Adulthood (n=36)	2.8	27.8	—	69.5	13.9	25.0	27.8	33.3	5.6	—	—	94.4
Late-adulthood (n=36)	16.7	16.7	22.2	44.4	13.9	19.5	30.6	36.1	—	2.7	—	97.2
Education												
Illiterate (n=18)	—	5.6	11.1	83.3	—	—	61.2	38.8	—	—	—	100.0
Primary school educated (n=27)	7.4	14.8	18.5	59.3	3.7	33.3	18.5	44.4	—	—	3.7	96.3
High school educated (n=27)	14.8	33.4	7.4	44.4	14.8	40.7	11.1	33.3	—	—	—	100.0
College educated (n=27)	14.8	33.4	11.1	40.7	29.6	26.0	22.2	22.2	7.4	7.4	—	85.2
Overall position (n=99)	10.1	23.2	12.1	54.6	13.1	27.3	25.6	34.4	2.0	2.0	3.7	94.9

1. Regularly, 2. Occasionally, 3. Rarely, and 4. Never having discussion

Irrespective of the age groups and education groups the non-discussion with extension agency was high. To give an overall picture of the post-listening behaviour in terms of regularity with which post-discussions were held with family

members, other farmers and extension agency, the score values worked out are given in Table 4. In respect of each of the category, discussion had been most, only with other farmers and least with extension agency (Table 4). The late-adults, youth and mid-adults had

Table 4. Regularity in post-listening discussion

Category	Family members	Other farmers	Extension agency
Age			
Youth (n=27)	100.10	129.58	11.10
Mid-Adulthood (n=36)	63.88	119.42	16.80
Late-Adulthood (n=36)	105.57	111.10	5.56
Education			
Illiterate (n=17)	22.23	16.16	0.00
Primary school educated (n=27)	70.34	96.29	3.70
High School educated (n=27)	118.52	137.08	0.00
College educated (n=27)	122.22	163.00	37.00
Overall-position (n=99)	88.88	119.18	11.11

been most irregular in having post-listening discussion with members of family, other farmers and extension agency respectively. Among the education-groups, however, college-educated had scored highest in all the three.

Thus a great majority of the listeners under study had demonstrated their interest in listening to this valuable educational programme. Age had no influence over regularity in listening to the programme and as the education increased the regularity in listening progressively increased. The period of listening was high among youth. Progressive increase in the period of listening from the illiterate to the college educated was also observed. After listening, the discussion was most, with other farmers, because they would have shared experiences over similar problem.

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