Madras agric. J. 62 (10—12) : 698—701, Oct—Dec., 1975

Study on Personal and Social Characteristics of Farm Broadcast Listeners that are Associated with the Gain in Knowledge

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ABSTRACT

An experimental study was conducted in selected nine villeges of Kodumudi block of Coimbatore district during the year 1972-73 with a view to find out the gain in knowledge through the three modes of presentation i. e., straight talk, interview and discussion and to identify some personal and social characteristics of farm broadcast listeners that are associated with the gain in knowledge. The study revealed that there was positive correlation between gain in knowledge and value orientation (Cosmopoliteness-Localiteness) and contact with and knowledge of extension agency in respect of interview whereas straight talk had association with adoption stage. It must, therefore, be the endeavour of extension personnel to encourage the farmers to imbide these qualities in them by arranging field visits to demonstration plots and field trips to other blocks and districts and states.

INTRODUCTION

The All India Radio at Tiruchirapalli and Coimbatore broadcast farm programmes through their farm and home units. The A. I. R., Tiruchy broadcast hard-core agricultural programmes on all days from 7.30 p.m to 8.00 p.m., while the A.I.R. Coimbatore beams the farm programmes on four days a week on Monday, Wednesday, Thursday and Saturday. The hard-core agricultural programmes from the A. I. R. Tiruchi and Coimbatore are largely presented in three modes *viz*., straight talk, interview and discussion. There is no gain saying the fact that the best modes of presentation would result in effective communication which in turn would result in the farmers gaining knowledge of the subject-matter broadcast. This study presents the association or otherwise of some of the social and personal characteristics of farm broadcast listeners with the gain in knowledge through the three modes of presentation referred to above. The personal characteristics selected for the study were value orientation (cosmopoliteness-localiteness), mass media exposure and adoption stage and the social characteristics were social participation and contact with and knowledge of extension agency.

Kishore (1968) concluded that farmers belonging to different socio-econo-

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mic strata changed their knowledge significantly. Bhardwaj (1970) observed that the gain in knowledge from listening to radio varies with age, education, size of holding and farming experience. Singh (1972) in his investigation found that farmers of all the three socio-economic status groups acquired knowledge after hearing the farm broadcasts. This gain in knowledge depends upon the personal and social characteristics of farm broadcast listeners.

MATERIALS AND METHODS

Nine villages of Kodumudi block were selected by multi-stage and purposive sampling. The farm broadcast listening-cum-rice growing farmers were identified and were selected by random sampling. The experiment was conducted with the 3x4 research design constituting 3 age level and 4 education level respondents. Nintynine respondents were taken up for the study with 33 for each of the three treatments. The topic entitled "New techiques of fertilizer application to the high yielding varieties of rice" was chosen and the script was written for the three modes of presentation i. e., straight talk, interview and discussion. For measuring the knowledge gained a "teacher type achievement test" as developed by Sinha (1970) was adopted. The knowledge check-list was tested for its reliability through split-halves method and test-retest method. The validity was established through content validity. Three personal characteristics, namely, value orientation (Cosmopoliteness-Localiteness), mass media exposure and adoption stage, and two social characteristics, namely social participation and contact with and knowledge of extension agency were taken up to find out the association between such characteristics and gain in knowledge through the three modes of presentation in farm broadcasts which were under study. In this study, mass media exposure refers to utilization of different mass media such as radio, newspapers, magazines, leaflets and bulletins, exhibitions, field days and demonstration plots. The scoring was done based on the frequency of exposure to these media. For adoption stage, structured questions were asked in such a way that from the response the stage of the high yielding varieties of paddy was fixed. According to the stage of adoption and the number of adoption by the respondents scores were given.

Social participation referred to the degree with which the respondents were involved in formal organizations as members or office-bearers and regularity in their attendance to meetings. So the scores were given according to the degree of involvement or participation in formal organizations. Contact with and knowlege of extension agency was measured according to the frequency of contact or knowledge of extension personnel.

Paired 't' test was used to test the significance of difference of mean values of scores obtained at pre-broadcast stage and immediate post-broadcast stage by each of the respondents, through the three modes of presentation. By working out the correlation coefficient, the significance or other-

wise of the association of all the aforesaid five independent variables with the dependant variable of gain in knowledge under each mode of presentation in farm broadcasting at the immediate post-broadcast stage was assessed.

RESULTS AND DISCUSSION

Effectiveness of three modes:

The gain in knowledge at the immediate post-broadcast stage under treatments, straight talk, interview and discussion are persented in the Table 1.

TABLE 1. Knowledge gained from pre-broadcast to immediate post-broadcast

Mode	Mean knowledge score at		Mean gain in knowledge
	Pre-broadcast Y	Immediate post-broadcast X	
Straight talk	19.47	54.77	35.30
Interview	21.82	65.53	43.71
Discussion	26.07	58.94	32.87

The paired 't' test was worked out to study whether there had been any significant gain in knowledge from the pre-broadcast to 'immediate post-broad cast'. It has been found that in all the three modes of presentation, there was significant gain in knowledge from pre-broadcast to immediate post-broadcast.

Characteristics that are associated with the gain in knowledge:

The correlation coefficient values in respect of the gain in knowledge and the personal and social characteristics in the three modes of presentation are presented in Table 2.

TABLE 2. Correlation coefficient of the gain in knowledge and some personal and social characteristics in the modes of presentation in farm broadcasting

Characteristics	Correlation coefficient values of		
	Straight talk	Interview	Discussion
Personal			
Value Orientation (Cosmopoliteness-Localiteness)	.182	.371*	.304
Mass Media exposure	.274	.250	.000
Adoption Stage	.441*	.081	.112
Social			
Social participation	.175	.225	.058
Contact with and Knowledge of Extension agency	.102	.380*	.258

*Significant at 5 per cent level.

In the immediate post-broadcast stage of farm broadcasting there was positive correlation between the gain in knowledge and value orientation (cosmopoliteness-localiteness) in respect of Interview; adoption stage in respect of straight talk and contact with and knowledge of extension agency in respect of interview (Table 2). There was, however, no correlation between the gain in knowledge and value orientation (cosmopoliteness-localiteness) in respect of straight talk and discussion, mass media of straight exposure in respect of the three modes of straight talk, interview and discussion, adoption stage in respect of interview and discussion social participation in respect of the three modes of straight

talk, interview and discussion and contact with and knowledge of extension agency in respect of straight talk and discussion.

Since characteristics such as cosmoliteness, contact with extension agency and greater adoption have positive association with the gain in knowledge, it must be the endeavor of extension personnal to encourage the farmers to imbibe these qualities in them by arranging field visits to demonstration plots of other farmers; field trips to other blocks, districts and states and making their (extension workers) contacts with farmers more than at present and persuade them to adopt cultivation of high yielding varieties.

ACKNOWLEDGEMENT

The senior author wishes to express his sincere gratitude to Indian agricultural Research Institute, New Delhi for permission to publish the article which formed a part of the doctoral dissertion. He also wishes to record his deep sense of gratitude to the Director of Agriculture and Tamil Nadu Government for deputing him for the studies.

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