

A Preliminary Study on the Effectiveness of Extension Methods

In extension work, many extension methods are employed so as to educate the farmers. The extension methods may range from individual contact to mass contact. Generally in a block, the extension worker has occasion to educate the farmers through individual and group contacts. Wilson and Gallup (1955) have stated that effectiveness of extension methods in adoption of practices were in the order of method demonstration, general meeting, farm or home visit, news stories and radio, bulletins, office calls and result demonstration. When effectiveness was compared to cost, the cost increased from news stories and radio, circular letter, office calls, general meetings, bulletins, farm or home visits, method demonstration etc., to identify the best extension method making the farmers adopt the practices. a relatively cheaper rate, the present study has been taken up.

The study was conducted in four villages of Avanashi block. Forty non-adopters of the practice of fertilizer application of cotton were identified in these villages through census survey and their initial knowledge on the application of fertilizer for cotton was tested. In each village through one extension method, the fertilizer appli-

cation of cotton was taught. The extension methods used were, individual contact, lecture alone, lecture with flash cards, and tape recorded speech. After giving the information through these extension methods their gain in knowledge and adoption were tested.

The initial mean knowledge scores were in the range of 7.4 to 7.6. The mean gain in knowledge due to the different extension methods was individual contact —11.1 score, lecture —9.2 score, lecture with flash cards —9.9 score and tape recorded speech —9.9 score. The difference between the extension methods and mean gain in knowledge are presented in Table 1.

Table 1. Extension methods and mean gain in knowledge

Variation due to treatments	D. F.	S. S.	M. S.	F
Treatments	3	18.7	6.23	11.54**
Within treatments (error)	36	19.3	0.54	
	39	38.0		

The calculated value of 'F' exceeding the 't' value at 0.05 and 0.01 level showed that there is a significant difference between the extension methods. To identify the superiority of extension

methods C. D. ($P=0.05$) was worked out and presented in Table 2.

Table 2. Superiority of different extension methods

Treatments	Mean score	S. E. of means	CD ($P=0.05$)
A. Individual contact	11.1		
B. Flash cards with lecture alone	9.9	0.464	0.95
C. Tape recorded speech	9.9		
D. Lecture alone	9.2		

per cent) through individual contact, lecture with flash cards (40 per cent), tape recorded speech (40 per cent) and lecture alone (30 per cent).

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REFERENCE

This showed that individual contact is superior than other extension methods. The adoption was high (60

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Characteristics of Applicants for the Correspondence Course on Intensive Vegetable Cultivation

In the last two decades agricultural technology has changed considerably from conventional method to a modern one, from the use of local seed to the adoption of high yielding varieties. The technological changes have opened new vistas for the Indian Farming Community. Among the various inputs required to be supplied to the farmers for increasing agricultural production, know'edge in put stems as the most

important to be provided. Agricultural Universities have been charged with the responsibility of providing this much-needed input either directly to the farmers, whenever possible or through the extension agency.

In one of the attempts to provide the knowledge-input, the Tamil Nadu Agricultural University has for the first time among all the Agricultural Univer-