

Socio-economic Factors and Adoption Through News Articles

Farmers seek information from various sources of which news paper is one. Exposure to any information should result in a change in knowledge, physical action etc. Copp (1958) found that mass media are very important in influencing the adoption of improved practices. Sharma (1966) generalised that mass media are supporting devices in the adoption of improved practices. Such learning through selected information sources has a bearing on the socio-economic conditions of the farmers. Torat (1969) stated that for high caste group, high level living group only news paper reading and change agency contact significantly influenced the level of adoption. Perumal (1970) found that age does not constitute one of the criteria in farmer's choice of the sources and farm income has positive relation with choice of sources.

The present study was carried out in Thanjavur district during the year 1970-71. One hundred and twenty "Dinamani" news paper reading farmers were selected through multi stage random sampling. The paddy varieties IR 8, IR 20, CO 33 and CO 32 were treated as new varieties and CO 25 and ADT 27 were treated as old varieties for the purpose of the study.

Of the total respondents, 76.7 per cent were readers of agricultural articles. Reading agricultural articles in news paper had resulted in learning

Table 1 Influence of agricultural articles on learning and adoption

Practices	Learners (n=92)	Adopters (n=92)
New varieties of paddy		
Seeds	34.8	9.8
Fertilizer recommendation	31.5	9.8
Plant protection measures	30.4	9.8
Old varieties of paddy		
seeds	—	40.00
Fertilizer recommendation	—	46.7
Plant protection measures	—	37.0

about new varieties of paddy to greater extent while the adoption behaviour was not influenced to an appreciable extent. But in the case of old varieties of paddy reading of agricultural articles in news paper helped to reinforce the knowledge which resulted in adoption of the practices by a larger proportion of respondents.

The socio-economic factors which helped in learning of new varieties of paddy and adoption of old varieties of paddy by reading news paper as detailed in Table 2.

The data reveal that the socio-economic factors like education, income, and farm size have significant bearing on learning and adoption of practices of paddy through news paper "Dinamani".

Table 2. Socio-economic factors and adoption

		X ² value (2)	
S. E. Factors		Learners of new varieties	Adopters of old varieties
Age			
	Seeds	2.755 NS	2.731 NS
	Fertilizer application	5.352 NS	5.792 NS
	Plant protection measures	3.321 NS	2.752 NS
Education			
	Seeds	14.660**	15.938**
	Fertilizer application	14.107**	24.998**
	Plant protection measures	16.524**	17.385**
Income			
	Seeds	7.070*	12.219**
	Fertilizer application	7.293*	21.910**
	Plant protection measures	7.551*	15.450**
Farm size			
	Seeds	9.638**	10.287**
	Fertilizer application	8.854**	10.617**
	Plant protection measures	9.176**	18.535**
Occupation			
	Seeds	0.569 NS	0.748 NS
	Fertilizer application	0.204 NS	0.002 NS
	Plant protection measures	0.003 NS	0.005 NS

* Significant at 0.05 level

** Significant at 0.01 level

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