

Study on the Communicability and Utility of the Information Materials Prepared for Extension Work

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The three information materials - Booklet, Circular letter and Folder were found to be effective in enriching the knowledge of the farmers. Among the three, folder is found to be superior over other two. Folder was found to be better utilized by the farmers for adoption of package of practices. Considering the communicability and utility, folder was found to be superior over the other two materials. Therefore, folder is recommended for wide use in extension work in communicating innovations for effective adoption.

The success of our developmental programmes largely depends upon the ability of the community worker to ensure deliver and direct a steady and increasing flow of right and correct information to the farming community in time. Thus the community worker should be a better communicator of innovation. He should be able to use the modern communication techniques so as to reach more farmers in time which may pave way for adoption.

To achieve this, the extension worker seeks to use various aids that help in making the farmers learn more, learn better, learn faster and remember longer. Strauss and Kidds (1948) state, "through the use of visual aids students learn 35 per cent more in a given period of time and remember up to 55 per cent longer". The major problem confronting the extension worker is the proper selection of the available aids

for the varied learning situations. Hence he may look to the researcher to inform him the better aid for the purpose.

In extension work we employ very many different literatures. The pamphlets, booklets, folder, leaflet, circular letter, magazines etc., are prepared and supplied to the farmers to educate them about innovation. Rao (1961) found that the booklet and information folders were the most effective in changing the knowledge of the farmers. Mohanty (1962) stated, "many people think that the only powerful medium for any educative propaganda is cinema and by its side the other aids appear to be lifeless". Nagoke (1964) found that 'few extension methods, like, personal letter, news stories, bulletins and circular letters were conspicuous by their absence from the responses of the cultivators. This indicated that the extension agency has paid no attention to these methods'. Different types of

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literature are prepared and supplied by the extension officers to the farmers thinking that all of them will serve the purpose. There is no empirical data in hand now to evaluate the communicability and utility of these different types of printed literature. If necessary data can be obtained to know the communicability and utility of these different types of literature, then it will be possible to use the appropriate literature in the extension work.

Having all these facts in mind, the present investigation with particular reference to booklet, folder and circular letter was undertaken with the following objectives: a) To assess the communicability of the different information materials in extension work, b) To assess how far the farmers have utilised those materials to adopt the recommended practices, and c) To find out the association between socio-economic characteristics of the farmers and the utilisation of these materials.

METHODS

The investigation was carried out in the jurisdiction of the Deputy Agricultural Officers (Oil seed) at Annur, Avinashi and Coimbatore. The farmers were listed in each of the jurisdictions mentioned. Sixty farmers who could read and write were selected in each jurisdiction in consultation with the random table. The study was conducted in three phases. In the first phase the initial knowledge of the farmers was assessed with a structured pretested questionnaire. The questionnaire was prepared and constructed to fit in

all the three phases. In the second phase the information materials selected viz., circular letter, folders and booklets were distributed among the respondents with a request to read. Immediately their knowledge was tested so as to assess the communicability of the information materials. The difference between the second phase and first phase will tell the communicability of the information materials. In the third phase the utility of the information materials was tested i. e., after the crop period was over. The respondents were contacted and the utility of the information materials was assessed. The statistical methods employed were 't' test and Zero order correlation.

RESULTS AND DISCUSSION

The gain in knowledge score was calculated by subtracting the pretest score (1st phase) from the post test score (IInd phase): 't' test was applied to find out whether the difference between the mean gain in knowledge scores on the information materials, was significant or not and Zero order correlation coefficients were computed to determine the relationship between the gain in knowledge score on these aids and the socio-economic factors. The results have been presented below in tables and discussed.

TABLE I. Communicability of the materials:
Mean gain in knowledge

Name of the material	Mean difference	't' value
Circular letter	2.966	11.529**
Folder	4.360	15.854**
Booklet	3.350	9.795**

** Significant at 0.01 level

Three pairs of 't' tests were computed for testing the significant differences between the pretest and post test knowledge gained through the selected information materials. Looking to 't' values it is found that the mean difference of test scores differed significantly at 0.01 level. The bar notation presented below will indicate the superiority of one material over the other.

Folder	Circular letter	Booklet
15.85	11.53	9.79

Though all the three materials were found effective in enriching the knowledge of the farming community, it is seen from the bar notation that the folder is significantly superior over the other two materials in imparting knowledge. Next in order of the superiority are circular letters and booklets. The superiority of folder over the other two information materials might be due to the crisp and simple presentation of the information in it.

Utilisation of the information materials: After the crop period was over, the farmers were contacted to assess utility of the information materials by them and the same is presented below:

TABLE II. Utilisation of information materials and adoption of practices

Information materials utilized	Percentage of practices adopted
Folder	73.09
Booklet	65.27
Circular letter	23.54

It is vivid from the table that folder again stands first in utilisation. In the total practices 73.09 per cent of practices have been adopted only through folder. Next in order are booklet, 65.27 per cent and circular letter 23.54 per cent. Though circular letter stood next to folder in imparting knowledge to the farmers, it is found that its utility value is low. Booklet is found to be have utility value only next to folder. The reason for its second rank might be due to the fact that in the booklet for a single practice more number of alternatives were given. But in folder it is not so and hence easy to remember and adopt. So it may be stated that in the utility value folder stands first, booklet second and circular letter third.

Considering the better communicability and utility value of folders, the extension agencies can be advised to use this material for extension education.

Relationship between gain in knowledge and socio-economic factors: Since majority of the respondents are members of only one institution - Co-operative - the factor social participation was not taken into account for calculation. The rest of the factors considered were age, education and farm size. The relationship between the age, farm size and education of the respondents were examined with a view to find out whether there is any influence of these factors in terms of gain in knowledge and the same has been given below:

TABLE III. Zero-order correlation coefficients between gain in knowledge through information materials and socio-economic factors

Information material	Age	Educational level	Farm size
Gain in knowledge through Booklet	0.1721	0.4526*	0.2103
Gain in knowledge through circular letter	0.0198	0.3421*	0.1837
Gain in knowledge through Folder	0.2031	0.4512*	0.3928*

The above table shows the Zero order correlation co-efficients among 3 variables and the gain in knowledge through the information materials. Most of the 'r' values were found to be non-significant except the correlation co-efficient between the gain in knowledge through all the materials and the educational levels and also gain in knowledge through folder and farm size. Zero order correlation co-efficients also revealed the significance of folder because it has significant relation with the factor farm size.

The conclusion that can be drawn out of this study is that the three information materials - Booklet, Circular

letter and Folder would prove to be effective regardless of age, education and farm size. But considering the communicability and utility value of the information materials, folder can be better utilised in the extension work in communicating innovations to farmers and making them to adopt the innovations better.

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