PREFERENCES OF FARMER READERS TOWARDS VARIOUS CONTENTS OF THE FARM INFORMATION

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ABSTRACT

The study was conducted to know the farmer readers' preference towards various contents of the farm information at T. Vadipatti block of Madurai district. The following are the various contents of the farm information, agriculture farmer's experience, press correspondent (Agriculture), messages with quoting instances and colour photographs.

KEY WORDS: Preferences, Farmer readers and Content analysis

The print media plays a vital role in disseminating farm information and latest technologies. Realistic and scientific information of specific topics are presented in simple language and generally illustrated with pictures. Newspapers are popular among people and widespread all over the local region. The publication of farm technologies in newspapers has gained added importance in the wake of sharp increase in the rural literates. By knowing preference of farmers towards needed farm information preferred modes, format, content and illustration components, the press and contributors will formulate suitable strategies for different clientele. Keeping this in view the study was undertaken with the objective to identify farmers preference towards various contents of farm information.

METHODOLOGY

The study was conducted in selected seven villages of T.Vadipatti block of Madurai district, Tamil Nadu. The list of farmer readers of the Dinamalar and Dinamani newspapers for its seven selected villages were obtained from newspaper agents subscribers and village librarians. The total number of farmer readers were 783 and 445 for Dinamalar and Dinamani, respectively. A sample of 120 farmer readers were selected by proportionate random sampling. Preference of farmer readers were studied in dimensions like subject matter areas, contributors of information, modes of presentation, content components, format components and illustration components.

The farmer readers were asked to indicate their order of preferences on different dimensions of farm information. The scores of 3, 2 and 1 were given for I, II and III ranks respectively. The dimensions of content analysis were ranked to their preferential scores.

FINDINGS AND DISCUSSION

A. Preference towards subject matter areas

The subject matter areas preferred by farmer readers are depicted in Table 1.

It could be observed from the table that the subject agriculture was most preferred followed by horiculture and agricultural economics. Similar trend was observed from the findings of Nataraju (1994). It is obvious that the subjects given with more coverage on (Agriculture and Horiculture) were more preferred. However a wide gap was observed in the case of agricultural economics between observed and preferred.

Table 1. Preference towards subject matter areas

Sl.No.	Subject matter areas	Scores	Rank
1.	Agriculture	339	I
2.	Horticulture	179	II
3.	Agricultural economics	166	III
4.	Animal husbandry	19	IV
5.	Forestry	3	V
6.	Agricultural engineering	5	VI

B. Preference towards modes of presentation

The preference of farm readers towards modes presentation are furnished in Table 2.

Farmer's experience was the most preferred mode followed by popular articles and question-answers. The tit bits and news and announcements were less preferred. But in content analysis it was found that popular article was the most abundant used mode. Farmer's experience articles might create a homopholous situation, which may lead to more credibility. The popular articles were preferred next, as they were in simple language in an understandable manner. The question-answer was ranked third.

The above results implied that publications have to include more number of experience type, success stories in addition to popular articles and question-answer to hold the attention of the farmers.

C. Preference towards contributors of farm information

The findings on readers preferences on contributors of farm information are projected in Table 3.

It is observed that press correspondent (Agriculture), university scientists, extension personnel and farmers were ranked first, second, third and fourth respectively based on preference scores. As press correspondents (Agriculture) more information in a simple and understandable manner, they were ranked first.

Table 2. Preference towards modes of presentation

Sl.No.	Modes of presentation	Scores	Rank
1.	Farmers' experience	309	I
2.	Popular articles	222	II
3.	Question-answer	121	III
4.	Titbits	42	IV
5.	News and announcements	26	V

Table 3. Preferences towards contributors of farm information

Sl.No.	Contributors of farm information	Scores	Rank
1.	Press correspondents (Agriculture)	249	I
2.	University scientists	226	II
3.	Extension personnel	149	III
4.	Farmers	86	IV
5.	Input agency	9	V
6.	Administrators	1	VI

D. Preference towards content components

The findings on preference of farmer readers towards various content components are presented in Table 4.

It is evident that the information with citing instances was preferred by almost all the respondents (96.67%). The information ending

Table 4. Preference towards content components

$(n=120)^*$

Sl.No.	Content components	Number of respondents	Percentage
1(a)	Messages with citing instances	116	96.67
(b)	Messages without citing instances	4	3.33
2(a)	Messages ending with economic returns	109	90.83
(b)	Messages ending without economic returns	11	9.17
3(a)	Messages with simplicity	117	97.50
(b)	Messages with somewhat complex	3	2.50
4(a)	Seasonal information	97	80.83
(b)	Total information	23	19.17
5	Bold lettering the importance points	99	82.50
6(a)	Issues with one technology	40	33.33
(b)	Issues with many technologies	80	66.67

* Multiple responses

with economic returns was liked by most of the readers (90.83%). It is obvious that simple messages were preferred by almost all farm information readers (97.50%). Around two-fifth of the readers (80.33%) preferred seasonal information and the rest preferred total information, most of the farmer readers (82.50%) liked the important points to be marked with bold letters.

It is evident that two-third of the readers (66.67%) preferred publishing many technologies in an issue and the rest preferred of single technology in an issue.

E. Preference to format components

Five format components were identical and the data collected are furnished in Table 5.

It is obvious that, more than two-third of the respondents (65.83percent) preferred one full page to be allotted for farm information and the rest preferred two pages. The results of content analysis showed that 0.55 page in Dinamalar and 0.95 pages in Dinamini were allotted for farm information.

More than two-third of the readers (69.16%) preferred publishing farm information twice in a week. But it is observed that in both the newspapers farm information are being published weekly once.

Captions highlighting economic aspects were preference by two-third of the respondents (65.00%). But is observed that captions highlighting economic aspects were found published very less in both the newspapers. In the case of letter size, 36 point for headline and 10 point for text were preferred by most of the readers (80.00%). This is being followed in Dinnamani.

Table 5. Preference towards format components

Sl.No.	Format components	Number of respondents	Percentage
1.	No.of pages to be allotted		
	One	79	65.83
	Two	41	34.17
2.	Frequency of farm information page issues		
	Daily	14	11.67
	Weekly twice	83	69.16
	Weekly once	23	19.17
3.	Caption type		
	Questioning	20	16.67
	Economical	78	65.00
	Descriptive	10	8.33
	Suggestive	12	10.00
4.	Letter size		
	Headline 36 points	96	80.00
	24 points	24	20.00
	Text : 10 points	96	80.00
	8 points	24	20.00
5.	Column arrangement		
	Six	104	86.67
	Eight	16	13.33

Table 6. Preference towards illustration components

	Illustrations	Number	Percent
1.	Type of illustrations		
	1. Photographs	96	80.00
	2. Lines sketches	10	8.33
	3. Cartoons	12	10.00
	4. Drawings	2	1.67
2.	Colour of illustrations		
	1. Colour	118	98.33
	2. Black and white	2	1.67
3.	Size of illustrations		
	Big	9	7.50
	Medium	102	85.00
	Small	9	7.50
4.	Mode of illustrations		
	Action	100	90.83
	Still	11	9.17
5.	Placement of caption		
	At the top	21	17.50
	At the bottom	99	82.50
6.	Number of illustrations per articles		
	One	13	10.83
	Two	90	75.00
	Three	17	14.17

It is obvious that six column arrangement was mostly preferred (86.67percent) by readers. This arrangement was also found in Dinamani.

F. Preference to illustration components

The readers preference towards illustration components were elicitated using suitable specimens and models exposed to respondents. The results are given in Table 6.

Photographs were preferred by most of the readers (80.00 percent). Among these, colour photographs were preferred by almost all readers (98.33 percent).

Medium sized illustrations were preferred by most of the respondents (85.00 percent), more medium sized illustrations were found in both newspapers.

Action pictures were preferred by most of the respondents (90.83%). Only few action pictures were seen in both the newspapers. Bottom placement of caption was found preferred by 82.50 percent of respondents.

On an average, two illustrations for article were preferred by the readers. Contrary to this preference, most of the articles were published without any illustrations in both the dailies.

CONCLUSION

Most of the farmer readers preferred various components of content analysis like agriculture, farmers' experience, press correspondent (agriculture), messages with quoting instances and colour photographs.

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ASSOCIATION ANALYSIS OF YIELD AND ITS COMPONENTS IN SOYBEAN (Glycine max L) Merrill.

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ABSTRACT

The study of genotypic, phenotypic and environmental correlations between yield and yield and components of soybean (*Glycine max* (L) merr.) revealed that seed yield per plant possesses highly significant possitive associations with plant height, pods per plant, and days to flowering, seeds per plant, branches per plant, and days to maturity. The characters which showed significant positive correlation with yield were also positively associated among themselves, except days to maturity with seeds per plant. A weaker positive or negative associations among the characters at environmental level were observed.

KEY WORDS :   Soybean, Phenotypic, genotypic and environmental correlation, plant breeding

Yield is dependent on its component characters. A clear understanding of the association of plant characters and yield helps a good deal in carrying out crop improvement programme successfully. Estimates of genetic associations along with the phenotypic correlations, not only display a clear picture of the extent of inherent association but also indicate level of phenotypically expressed correlation influenced by the environment. Hence, the present investigation was undertaken to find out the extent of such relationship between yield components and yield of soybean, which in due course can be utilized in selecting desirable plant types for increasing the yield.