Raj. J. Extn. Edu. 19 : 156-160, 2011

AN ANALYSIS OF EXTENSION MEDIA EXPOSURE OF THE BER GROWERS

B. L. Dhayal* and I. M. Khan**

ABSTRACT

Communication media play a vital role in effective dissemination of o the technologies and the traditional media is no exception to this. Research studies have also shown the importance of effective communication in promoting technological change in farming system. This study was conducted in Chomu tehsil of Jaipur district of Rajasthan. From Chomu tehsil ten villages were selected on the basis of highest area and production of ber. A sample of 100 ber growers was selected by simple random sampling technique for the study purpose in such a manner that the number of ber growers selected was proportional to the size of the selected village. It was found that majority of the respondents (59.00 per cent) belonged to medium use of different communication media whereas only 20.00 per cent and 21.00 per cent respondents were having low and high communication media utilization, respectively. About 59.57 per cent peripheral ber growers had high communication media utilization, whereas only 58.49 per cent distant ber growers had high communication media utilization. It was also found that the 'radio' (Mean Percent Score 92.00), 'newspaper' (MPS 91.67) and 'traditional media' (MPS 88.33) were the most used impersonal cosmopolite channels among the respondents for seeking information in the study area. However, 'e-mail/internet' (MPS 37.00) and 'farm journals/magazines' (MPS 49.00) have contributed to the least extent for providing agricultural information to the respondents. The peripheral ber growers mostly used 'newspaper' (MPS 84.40) for seeking information on improved ber cultivation practices, whereas the distant ber growers mostly used 'radio' (MPS 99.37) information seeking. The findings also revealed that the 'farmers fair' (Mean Percent Score 89.67) was the most used personal cosmopolite channel for seeking information on improved ber cultivation by the ber growers. The peripheral ber growers mostly used 'farmers fair (MPS 95.74) for seeking information on improved ber cultivation practices, whereas the distant ber growers mostly used 'group meeting' (MPS 89.94) for information seeking.

INTRODUCTION

Today is the era of information explosion. Innumerable information is generated, synthesized and disseminated every moment. Information technology has revolutionized the transfer of information through new ways, i.e. internet, e-mail etc. Information from any part of the world could be made available through information technology thereby changing the world into global village. Therefore, the farmers should also be equally privileged to get informed of farm related informations without delay.

Research studies have also shown the importance of effective communication in promoting technological change in farming system. The success of agricultural information sources and channels largely depends on their effectiveness of communication to the receiver of their message.Under the backdrop of above importance of various sources and channels of agricultural information and varying preferences attached to those by ber growers, the present investigation "an analysis of Extension media exposure of the ber growers of Chomu tehsil in Jaipur district of Rajasthan" was under taken with following specific objectives.

1. To study the distribution of the ber growers according to their extent of use of agriculture information.
2. To analyse the extent of use of different personal and impersonal cosmopolite channels of agriculture information by the ber

* PG Scholar, Department of Extension Education, SKN College of Agriculture, Jobner, Jaipur.

** Associate Professor, Department of Extension Education, SKN College of Agriculture, Jobner, Jaipur.

growers for seeking information on improved ber cultivation.

RESEARCH METHODOLOGY

The present study was under taken in Jaipur district of Rajasthan. Jaipur district is having 13 tehsils, out of which Chomu tehsil was selected purposely due to having highest area and production of ber as compared to other tehsils. A list of all ber growing villages in the tehsil was prepared, out of which, 10 villages having highest area under ber cultivation were selected randomly for the study purpose. From the selected villages, a sample of 100 ber growers was selected by random sampling technique for the study purpose in such a manner that the number of ber growers selected were proportional to the total number of ber growers of the respective village.

An interview schedule consisting of measuring devices along with the face data of ber growers was used for collecting responses of the ber growers. The data were collected by personal interview method, the data colleted were classified, tabulated and inferences were drawn after subjecting the data to appropriate statistical analysis which led to the following major findings.

RESULTS AND DISCUSSION

There is a need of rapid transfer of improved agriculture technologies to the ber growers, but to carry information to the ber growers throughout the country is gigantic task. The success of improved practice or innovation largely depends upon the adoption of transferred technologies and messages. The adoption requires many kind of information at different stages. Although there are many sources and channels through which ber growers get information about technological change in farming, some of these sources or channels are not efficient comparing the others. So, there is a need to know more about different sources and channels of information through which ber growers become aware about the agricultural technologies. In some cases sources and channels of agricultural information are not accessible to the ber growers, which ultimately results in poor response towards technology. Therefore, it was felt necessary to identify different sources and channels of agricultural information used by the peripheral and distant ber growers for seeking information. With this view, the channels used by the ber growers for seeking information on improved ber cultivation have been studied in detail and findings have been presented in following sections.

A. Distribution of the ber growers according to their extent of use of agriculture information

The extent of use of agriculture information was measured by getting responses on a four point continuum namely 'most often', 'often', 'some time' and 'never' with a weightage of 3, 2,1 and 0 respectively. The scores of each item were added to obtain the overall use score. The lowest information use score obtained by the respondents was 63.0 and the highest was 109, out of the total maximum possible score of 129. The respondents were categorized into three groups 'low', 'medium' and 'high' by using mean (86.53) and standard deviation (8.35). The extent of use of agriculture information by the peripheral and distant ber growers has been presented in Table 1.

Table 1. Distribution of the ber growers according to their extent of use of agriculture information

Degree of use	Peripheral ber growers (n=47)		Distant ber growers (n=53)		Total ber growers (N=100)		'Z' value
	F	%	F	%	F	%	
Low utilization (Below78.18)	8	17.02	12	22.64	20	20.00	
Medium utilization (From 78.18 to 94.88)	28	59.57	31	58.49	59	59.00	4.20**
High utilization (Above 94.88)	11	23.41	10	18.87	21	21.00	
Total	**47**	**100**	**53**	**100.0**	**100**	**100.0**	

** Significant at 1 per cent level

The data in Table 1 indicates that majority of the ber growers (59.00 per cent) were having medium information use followed by 20.00 per cent having low information use and 21.00 per cent were having high information utilization.

The data in Table 1 further shows that majority of the peripheral ber growers (59.57 %) were having medium level of information use followed by 17.02 per cent having low information use and 23.41 per cent having high information utilization. In case of the distant ber growers 58.49 per cent were having medium information use followed by 18.87 per cent having high information use and 22.64 per cent were having low information utilization.

The analysis of the data further indicates that the 'Z' values (4.20) between the scores of the extent of use of different information sources and channels by the peripheral and distant ber growers is significant at 1 per cent level of significance. This shows that there was a significant difference between the peripheral and distant ber growers in use of different sources and channels of agriculture information.

B. Extent of use of different channels of agriculture information by the ber growers for seeking information on improved ber cultivation.

The findings are presented in following sub heads :

1. Extent of use of impersonal cosmopolite channels

Table 2 clearly indicated that 'radio' (MPS 92.00), 'news paper' (MPS 91.67), 'traditional media' (puppet, local songs, drama) (MPS 88.33) and 'youth club/mahila mandal' (MPS 87.67) were the most used impersonal cosmopolite channels of agriculture information as perceived by the ber growers in the study area. The 'E-mail/Internet' (MPS 37.00) was used by less number of ber growers for seeking information about improved ber cultivation practices in the study area.

Table 2. Extent of use of different impersonal cosmopolite channels of agricultural information source used by the ber growers for seeking information on improved ber cultivation practices

S. No.	Impersonal cosmopolite channels	Peripheral ber growers (n=47)		Distant ber growers (n=53)		Total ber growers (N=100)		'Z' value
		MPS	Rank	MPS	Rank	MPS	Rank	
1.	Radio	83.69	II	99.37	I	92.00	I	30.15**
2.	Television / film shows	78.72	III	91.82	V	85.67	V	18.44**
3.	News paper	84.40	I	98.11	II	91.67	II	35.81**
4.	Farm journals / magazines	51.06	VIII	47.17	IX	49.00	IX	6.03**
5.	Traditional media	83.69	II	92.45	IV	88.33	III	10.28**
6.	Exhibitions	73.76	V	67.29	VII	70.33	VII	13.84**
7.	E-mail/Internet	30.50	IX	42.77	X	37.00	X	35.42**
8.	Poster/charts/ circulars	63.12	VII	64.78	VIII	64.00	VIII	11.49**
9.	Telephone/ mobile phone	68.79	VI	81.76	VI	75.67	VI	31.98**
10.	Youth club / mahila mandal	78.01	IV	96.23	III	87.67	IV	29.65**
	Overall MPS	**69.57**		**78.18**		**74.13**		

** = Significant at 0.01 level of probability

It is also apparent form the Table 2 that 'news paper' (MPS 84.40), 'radio' (MPS 83.69), 'television/ film shows' (MPS 78.72) were the most used impersonal cosmopolite channels of seeking information in peripheral ber growers, whereas in case of the distant ber growers 'radio' (MPS 99.37) 'news paper' (MPS 98.11), 'youth club/mahila mandal' (MPS 87.67) were the most used impersonal cosmopolite channels of seeking information. The 'e-mail/Internet' was the least used impersonal cosmopolite channel of information in both peripheral (MPS 30.50) and distant (MPS 42.77) ber growers in the study area.

The Table 2 also indicates that the 'Z' values

of all the impersonal cosmopolite channels are significant at 1 per cent level of significance. It can be concluded that there is a significant difference in the peripheral and distant ber growers in the extent of use of the selected impersonal cosmopolite channels of information.

2. Extent of use of personal cosmopolite channels

Table 3 indicates that 'farmers fair (Kisan mela)' (MPS 89.67) was the most popular personal cosmopolite channel of agriculture information as perceived by the ber growers in the study area. The 'group meeting' (MPS 83.00), 'training' (MPS 80.00) 'result demonstration' (MPS 74.00) were accorded 2nd, 3rd and 4th ranks respectively, whereas the 'field visit' (MPS 38.00) and 'educational tour' (MPS 26.67) were the least important personal cosmopolite channel of the agricultural information for the ber growers.

Table3. Extent of use of different personal cosmopolite channels of agriculture information used by the respondents for seeking information as improved ber cultivation practices

S. No.	Personal cosmopolite channels	Peripheral ber growers (n=47)		Distant ber growers (n=53)		Total ber growers (N=100)		'Z' value
		MPS	Rank	MPS	Rank	MPS	Rank	
1.	Training	75.18	III	84.28	II	80.00	III	10.34**
2.	Farmer's fair (Kisan mela)	95.74	I	84.28	II	89.67	I	22.35**
3.	Result demonstration	74.47	IV	73.58	III	74.00	IV	2.870**
4.	Method demonstration	75.89	II	71.70	IV	73.67	V	15.21**
5.	Kisan seva kendra	71.63	V	70.44	V	71.00	VI	6.69**
6.	Literature	51.06	VII	4088	IX	45.67	VIII	19.39**
7.	Group meeting	75.18	III	89.94	I	83.00	II	16.73**
8.	Group discussion	54.61	VI	71.70	IV	63.67	VII	41.28**
9.	Field day	36.88	VIII	42.77	VII	40.00	IX	20.19**
10.	Field visit	34.04	IX	41.51	VIII	38.00	XI	29.81**
11.	Educational tour	17.02	XI	35.22	X	26.67	XII	70.54**
12.	Workshop/ seminars	30.50	X	45.28	VI	38.33	X	23.45**
	Overall MPS	**57.68**		**62.63**		**60.31**		

**Significant at 0.01 level of probability

It is also apparent from the Table 3 that 'farmer's fair' (MPS 95.74) was the most used personal cosmopolite channels of information in peripheral ber growers, whereas in distant ber growers 'group meeting' (MPS 89.94) was the most used personal cosmopolite channel of information. The 'educational tour' was the least used personal cosmopolite channels of information in both peripheral ber growers (MPS 17.02) and distant ber growers (MPS 35.22).

Table 3 also indicates that the 'Z' values of all the personal cosmopolite channels are significant at 1 per cent level of significance. Hence it can be concluded that there is a highly significant difference between the peripheral and distant ber growers in the extent of use of these personal cosmopolite channels of information.

CONCLUSION

Majority of the peripheral and distant ber growers had medium use of different sources and channels of agriculture information. 'Farmers fair' and 'group meeting' were mostly used personal cosmopolite channels for seeking information. 'Radio' and 'newspaper' were the most used impersonal cosmopolite channels for seeking information. The use of traditional media was awarded third rank by the ber growers.The impersonal cosmopolite channels were more used by ber growers as compared to personal cosmopolite channels for seeking information by the ber growers.

REFERENCES

Galindo, G.C. 1994. Communication media used by farmers in the central region of Zacateca, Maxico.

Turriabla 44 (3) : 140-146.

Girace, K.A. and Desai, B.R. 1993. Communication behaviour of tribal farmers selected under training and Visit system. Maharastra Journal of Extension Education 12 : 47-50.

Nath, A., Rab, G.G., Babu, V. and Girdar, I.K. 2001. Communication behaviour of opinion leaders in Saline black soils in Gujarat. *Indian Journal of Extension Education* 31 (1) : 77-80.

Patel, M.C., Vekaria, R.S. and Washmore, S.K. 1995. Communication media used by tribal and non-tribal farmers. Communicator 30 (1) : 16-17.

Roy, S. 2004. Communication sources of rural farm youth. Agricultural Extension Review 2 (1) : 6-9.

❐❐❐