

## ATTITUDE OF RADIO LISTENERS TOWARDS FARM BROADCAST PROGRAMMES

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**Abstract:** The majority of the radio listening respondents had a favourable attitude towards farm broadcast programmes. The study also indicated that majority of the radio listening farmers strongly agreed with the statements like “Radio programmes tell us latest technical know-how about improved farm technologies” whereas, majority of them were strongly disagreed with the statements like “Owning a radio is useless and wastage of money”. It was also observed that there was positive and significant relationship between attitude and selected independent variables viz., age, education occupation, social participation, mass media exposure and scientific orientation while the variable occupation was found non-significant.

**Keywords:** Attitude, Radio, Farm Programmes.

### Introduction

Radio is one of the important components of mass media, which became an integral part of the human life and society since ages. In agriculture sector, the role of radio is instrumental especially in disseminating the agricultural information to the farmers quickly and in time. In a developing country like India where agriculture is the primary activity for majority of the rural population and where the farmers are largely illiterates and confined to the remote villages, radio could play key role not only in quick spreading of farming information but also to broaden the knowledge base of the farmers also help to bridge the gap between scientists and farmers..

Attitude of individual plays an important role in determining ones behaviour and adoption of technologies. The favourable attitude would help to adopt new innovation and increase farm production. As a corollary of this, one can say that listening or non-listening of farm radio programme by farmers in partially a function of their attitude towards farm radio

programme. Keeping all these facts in mind the present investigation has been undertaken with following specific objectives.

- To assess the attitude level of farmers towards farm broadcast programmes
- To explore the relationship between the selected independent variables and the attitude of the farmers

### **Methodology**

The present study was carried out taking two blocks namely Pusa from Samastipur district and Muraul from Muzaffarpur district which are situated in North-East penetration range of Patna Aakasvani Kendra. Out of these two blocks, two villages from each block namely Mahmada and Harpur from Pusa Block and Lautan and Iteha from Muraul Block were selected purposively. Fifteen radio listening farmers were taken from each of the selected villages. Thus, a total number of 60 farmers were constituted as the sample for the present study. The investigator collected data by using a pretested structured schedule employing personal interview technique. The data were subjected to put under statistical analysis in order to get the meaningful results.

### **Results and discussion**

#### **Attitude of farmers towards farm broadcast programmes**

The respondent was classified into three groups viz., least favourable, favourable and highly favourable on the basis of their attitude score obtained by them. The results have been presented in table 1.

**Table 1.** Attitude of farmers towards farm broadcast programmes (N=60)

<b>Level of attitude</b>	<b>f</b>	<b>%</b>
Least favourable	16	26.66
Favourable	34	56.66
Highly favourable	10	16.66

This table indicates that the maximum number 56.66 percent of respondent was having favourable attitude. This was followed by highly favourable (16.66) and least favourable (26.66) attitude towards farm radio programme. This finding support the finding of Chahal (1992) and Shareef-Ud-Din (1994) who observed that majority of respondents had favourable attitude towards radio programmes. Patel et al. (2006) observed that the majority of respondents (88.84 per cent) had favourable attitude, followed by 8.33 per cent

respondents who had unfavourable attitude and only 3.33 per cent of the respondents had neutral attitude towards watershed management technology.

**Table 2.** Statement - wise attitude of farmers towards farm radio programme (N=60)

S.No.	Statements	SA	A	N	DA	SDA	Total score	Rank
1	Owning a radio is useless and wastage of money	1 (1.66)	2 (3.33)	5 (8.33)	41 (68.33)	11 (18.33)	239	I
2	Listening of farm broadcast is wastage of one's time	1 (1.66)	3 (5.00)	8 (13.33)	37 (61.66)	11 (18.33)	234	II
3	Listening of farm broadcasts is beneficial for all the farmers	7 (11.66)	36 (60.00)	9 (15.00)	6 (10.00)	2 (3.33)	220	VI
4	Radio is considered as most credible medium for dissemination of farm information	6 (10.00)	26 (43.33)	22 (36.66)	4 (6.66)	2 (3.33)	210	IX
5	Farm radio programmes help in decision making process of farmers	5 (8.33)	34 (56.66)	13 (21.66)	6 (10.00)	2 (3.33)	214	VIII
6	Radio programmes tell us latest technical know how about improved farm technologies	10 (16.66)	39 (65.00)	8 (13.33)	2 (3.33)	1 (1.66)	230	IV
7	Effective use of farm broadcasts boost up production	6 (10.00)	32 (53.33)	18 (30.00)	3 (5.00)	1 (1.66)	219	VII
8	Those who follow the recommendations made in farm radio programmes incur heavy losses	1 (1.66)	2 (3.33)	13 (21.66)	39 (65.00)	5 (8.33)	225	V
9	Farm radio listening is beneficial for	1 (1.66)	3 (5.00)	10 (16.66)	34 (56.66)	12 (20.00)	233	III

	only progressive farmers							
10	Technical information of farm broadcasts is easily understandable to the farmers	6 (10.00)	25 (41.66)	20 (33.33)	8 (13.33)	1 (1.66)	207	X

SA= Strongly agree, A=Agree, N=Neutral, DA= Disagree, SDA= Strongly disagree  
Figure in parentheses indicate percentage.

The data in table 2 illustrated that in positive attitude statements about farm radio programme the statements to which the farmers had favourable attitude were “Radio programme tell us latest technical known-how about improved farm technologies”( Total score-230) as 16.66 percent farmers were “strongly agree” and 65.00 percent were “agreed” to this statements and it was ranked first. The second rank was awarded to “Effective use of farm broadcasts boost of production” (Total score-219),followed by “Listening of farm broadcasts is beneficial for all the farmers”(Total score-220), “Farm radio programs helps in decision making process of farmers”(Total score-214), “Radio is considered as most credible medium for dissemination of farm information”(Total score-210) and “Technical information of farm broadcasts is easily understandable to the farmers”(total score-207)`

However, in negative attitude statement about radio the statements to which the farmers had unfavourable attitude were “Owning a radio is useless and wastage of money” (Total score-239) followed by “Listening of farm broadcast is wastage of one’s times” (Total score=234), Farm radio listening is beneficial for only progressive farmers” (Total score-233) and those who follows the recommendations made in farm radio programmes incur heavy losses (Total score-225)

### **Relationship between selected socio-economic and personal characteristics of farmers and their attitude**

The attitude of farmers towards farm broadcast programme is often affected by the socio-economic and personal characteristic of the farm community. Therefore, an attempt has been made with the help of this study to explore the relationship between the selected independent variables and the attitude of farmers in order to make programme more effective and useful to them. The zero order correlation method was adopted to assess the relationship between the attitude and selected variables viz; age, education, occupation, land holding,

social participation, mass media exposure and scientific orientation. The results are being presented here through the table3.

**Table 3.** Correlation between profile characteristics of respondents and their attitude

Variables	Value of 'r' (correlation coefficient)
Age	0.2761**
Education	0.2904**
Occupation	0.2164 *
Land holding	0.0433 NS
Social participation	0.2158*
Mass media exposure	0.2467*
Scientific orientation	0.3036**

\*\* Significance of 1 percent level of significance

\*Significance of 5 percent level of significance

NS – Non Significance

The value of coefficient of correlation furnished in table 3 clearly show that attitude of respondents was positively and significantly associated at 1 per cent level of significance with their age, education and scientific orientation. Similarly the attitude of respondents was positively and significantly associated at 5 percent level of significance with their occupation, social participation and mass media exposure.

It can, therefore, be generalized that higher the age, education, scientific orientation, occupation, social participation and mass media exposure of the respondents higher would be their attitude level. The variables age, education and scientific orientation had positively and significantly associated at 1 percent level of significance. It is fact that the majority of respondents were literate and they were oriented towards the scientific information source like newspapers, magazines, radio, TV, Internet etc. Further coefficient of correlation indicated that the variable land holding had positive and non- significant relationship with the attitude among the farmers. It means that this variable did not have a significant role on the attitude among the farmers.

### CONCLUSION

It can be concluded that maximum number of farmers had favourable attitude towards farm broadcast programmes. There was positive and significant relationship between attitude and selected independent variables viz., age, education occupation, social participation, mass

media exposure and scientific orientation. These attributes of the listeners should be kept in mind while producing the farm broadcast programmes.

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