

Association between Attitude of Respondents towards Farm T.V. Programmes and Selected Independent Variables in Jammu and Kashmir, India

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ABSTRACT The transfer of science to rural people in India and gradual inoculation of scientific attitude in everyday life, needs to be demonstrated in the language which would be understood and appreciated by the rural people. Television as an audio-visual medium of communication offers immense potential for disseminating technological information to remote corners of the country, through the nationwide T.V. network. The present study was conducted in Kathua district of Jammu and Kashmir which was selected purposively. A sample of 120 respondents was selected by using simple random sampling technique. The number of selected farmers from each village was proportional to the size of villages. The association between the attitude of farmers towards farm T.V. programmes and independent variables namely, socio-economic status, education, size of land holding, age and caste was measured by computing coefficient of correlation. It was found that the attitude of the farmers was positively and significantly associated with their socio-economic status, level of education, size of land holding and age, while caste was positively and non-significantly associated with their attitude.

INTRODUCTION

Communication is the vital aspect to changing the behaviour of the receiver. As a matter of fact, no executive can be successful without communicating effectively with his superiors or subordinates. Messages could be in the form of words, symbols, signs, letters or actions. The importance of communication has been greatly emphasised by all the management experts. Communication like birth and death is a part of an individual's life as well as organisational existence. Its importance is self-explanatory and is common experience of all as well.

T.V. is an ideal medium to convey information and news to illiterate and literate, urban and rural viewers on whom it would have profound impact. An instructional device is being used in variety of ways, that is, for direct teaching, for supplementary formal education, for developing psychomotor skills, for adult education and for diffusion of agricultural know-how etc. It is expected that the rural oriented T.V. programmes can solve the problems of inaccessibility, literacy and shortage of skilled persons in India. T.V. speeds up the entire process of adoption. It is considered as a credible source of information and is taken as authentic, trustworthy and prestigious medium of communication. It has become one of the most important

media of mass communication for rural people. In India where the rural masses are isolated in villages, the communication is difficult and challenging. In this situation television is one of the important sources of mass media which plays a pivotal role in reaching large number of people in no time. Keeping in mind the importance of television for agricultural information in rural areas the present study was undertaken with the specific objective:

1. To find out association between attitude of respondents towards farm T.V. programmes and selected independent variables.

METHODOLOGY

The study was conducted in Kathua district of Jammu and Kashmir which was selected purposively. Out of 9 *Panchayat Samities*, two *Panchayat Samities* were selected purposively. Three *Gram Panchayats* from each *Panchayat Samiti* were selected randomly. Thus, 6 *Gram Panchayats* were selected for study purpose. A sample of 12 villages was selected from all 6 *Gram Panchayats* by using simple random sampling technique. Numbers of selected villages from each *Gram Panchayat* were proportional to the size of *Gram Panchayat*. A sample of 120 farmers was selected from 12 villages. The numbers of selected farmers from each village were

proportional to the size of villages. The interview schedule was designed in line with the objectives of the study. The data collected for the study were classified, tabulated and correlation and multiple regressions were employed to analyse and interpret the data.

RESULTS AND DISCUSSION

A critical analysis of the data presented in Table 1, reveal that the socio-economic status, level of education, size of land holding and age were positively and significantly correlated with the attitude of the farmers towards farm T.V. programmes at 1% level of significance. It means that these four variables have contributed in developing positive attitude of the farmers towards farm T.V. programmes, while the caste of the respondents was found to be non-significantly associated with the attitude of the farmers towards farm T.V. programmes. It means that the caste could not exert a significant influence on the attitude of farmers towards farm T.V. programmes.

Table 1: Relationship of the selected independent variables with the attitude of farmers towards farm T.V. programmes (N=120)

S. No.	Independent variables	Correlation coefficient
1.	Socio-economic status	0.3871**
2.	Level of education	0.4288**
3.	Size of land holding	0.4288**
4.	Age	0.3200**
5.	Caste	0.1003

** Significant at 0.01 level of probability.

Multiple Regression Analysis of the Independent Variables with the Attitude of the Farmers towards Farm T.V. Programmes

Besides finding out the relationship between each of the independent variables and attitude of the farmers towards farm T.V. programmes, it was felt essential to analyse critically the relative influence of different selected independent variables on the attitude of the farmers towards farm T.V. programmes, separately as well as jointly. For this purpose multiple regression technique was used. The findings have been presented in Table 2.

The data in Table 2 reveals that all the five independent variables taken together explained

Table 2: Multiple regression analysis of the independent variables with the attitude of the farmers towards farm T.V. programmes

S. No.	Independent variables	b value (P.R. Coeff.)	S.E. of b value	't' value
1.	Socio-economic status	0.086	0.047	1.83
2.	Level of education	0.451	0.201	2.24*
3.	Size of land holding	0.605	0.581	1.04
4.	Age	0.227	0.067	3.39**
5.	Caste	0.147	0.585	0.251

**Significant at 0.01 level of probability

*Significant at 0.05 level of probability

Multiple correlation coefficient(R)=0.3654

Coefficient of determination (R²)=0.1335

F value of R=3.51**

to the extent 36.54 per cent variation in the attitude of the farmers towards farm T.V. programmes. The calculated 'F' value was 3.51** at and 114 degree of freedom which was significant at 0.01 level of probability. Thus the result implied that all the five independent variables would account for a significant amount of variation in the attitude of the farmers towards farm T.V. programmes.

Further, the 't' test of significance expressed that the coefficient of regression ('b' value) was found non-significant for socio-economic status, size of land holding and caste which means these variables were not much important in predicting the attitude of farmers towards farm T.V. programmes. On the other hand, coefficient of regression was found positively significant for education at 0.05 level of probability. Hence, this variable is highly important in predicting the attitude of the farmers towards farm education programmes. The age was also found positively and significantly correlated with the attitude of farmers towards farm T.V. programmes at 0.01 level of probability. This is also important for predicting the attitude of the farmers towards farm T.V. programmes.

The results are in accordance with the observations of Sekhon (1970), Pandgaonkar (1976), Deo (1983), Bajpai (1987), Saroha (1989), Rajawat (1991), Galindo (1994) and Chauhan (1997).

CONCLUSION

It can be concluded that the attitude of the farmers was positively and significantly associated with their socio-economic status, level of education, size of land holding and age. Caste

was positively and non- significantly associated with their attitude towards farm education programmes. Level of education and age were highly important variables whereas socio-economic status, size of land holding and caste were not much important in predicting the attitude of the farmers towards farm education programmes.

RECOMMENDATIONS

The farm T.V. programmes should be designed as per needs of the farmers. The discussion of specific agricultural programmes should be conducted in such a way that the farmers take utmost interest in it. Monthly calendar of T.V. programmes should be published well in advance. Crop field of local farmers should be flashed on T.V. screen.

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