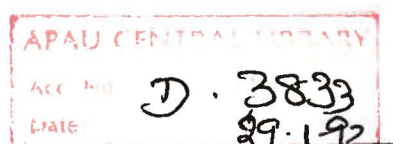


**STUDY OF DISTORTION OF AGRICULTURAL MESSAGES  
FROM DISTRICT TO VILLAGE LEVEL  
UNDER T & V SYSTEM**

**BY**  
**A. MURALIDHAR RAO**  
**B. Sc. (Agri)**



**THESIS SUBMITTED TO THE  
ANDHRA PRADESH AGRICULTURAL UNIVERSITY  
IN PART FULFILMENT OF THE REQUIREMENTS  
FOR THE AWARD OF THE DEGREE OF  
MASTER OF SCIENCE IN AGRICULTURE  
(EXTENSION EDUCATION)**

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RAJENDRA NAGAR, HYDERABAD.**



**AUGUST 1991.**

# DECLARATION

I A.MURALIDHAR RAD, here by declare that this thesis,entitled "STUDY OF DISTORTION OF AGRICULTURAL MESSAGES FROM DISTRICT TO VILLAGE LEVEL UNDER T & V SYSTEM" is a result of the original research work done by me.

It is further declared that the thesis,or any part thereof, has not been published, earlier in any manner.

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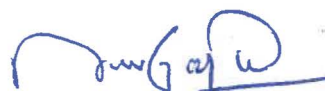
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CERTIFICATE

Sri A. MURALIDHAR RAO has satisfactorily presented the course of research and that the thesis entitled "STUDY OF DISTORTION OF AGRICULTURAL MESSAGES FROM DISTRICT TO VILLAGE LEVEL UNDER T & V SYSTEM".

Submitted is the result of original research work and is of sufficiently high standard, to warrant its presentation to the examination. I also certify that the thesis, or part thereof, has not been previously submitted by him for Master's Degree, of any University.



(DR. N. MRITHYUNJAYAM)  
MAJOR ADVISOR

Date:

# CERTIFICATE

This is to certify that the thesis entitled "STUDY OF DISTORTION OF AGRICULTURAL MESSAGES FROM DISTRICT TO VILLAGE LEVEL UNDER T & V SYSTEM", submitted in partial fulfilment of the requirements for the award of the degree of MASTER OF SCIENCE IN AGRICULTURE, of the Andhra Pradesh Agricultural University, Hyderabad, is a record of the bonafide research work carried out by Shri A. MURALIDHAR RAO, under my guidance and supervision. The subject of the thesis has been approved by the Students' Advisory Committee.

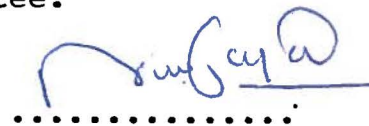
No part of the thesis has been submitted for any other degree or diploma, or has been published. Published part has been fully acknowledged. All the assistance and help received during the course of investigation have been fully acknowledged by him.



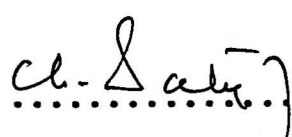
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### ABSTRACT

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Title of thesis : "STUDY OF DISTORTION OF  
AGRICULTURAL MESSAGES FROM DISTRICT TO VIL  
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Degree : M.Sc (Agri.), Extension Education

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Year of submission : 1991.

The present study on "STUDY OF DISTORTION OF AGRICULTURAL MESSAGES FROM DISTRICT TO VILLAGE LEVEL UNDER T & V SYSTEM", was intended to study the distortion of Agricultural Messages passed on from scientists to village level through communication system followed under T & V system. Scientists belonging to Agricultural Sciences are working round the clock and finding out new farm technologies for increasing the agricultural production. Technology includes use of High Yielding Varieties, effective use of fertilisers, pesticides soil and water conservation measures use of agricultural implements, multiple cropping system, going in for vegetable and horticultural complexes, sericulture, fisheries,



poultry, social forestry and other allied subjects, have gained importance for the farmers, thus there is great demand for agricultural information to be flown to farmers, very earnestly. Here comes the "Transfer of Technology" which is practiced through modern extension system i.e., T & V. This is originally a worldbank aided project and is continued in many states of India for properly training extension personnel at various levels through scientific forums.

In this, Master trainers i.e., Scientists, from State Agricultural Universities, subject matter specialists are from state department of Agriculture, and they undergo training from scientists at workshops, convened monthly or bimonthly as the case may be. The technology or the messages so recorded from workshops are transferred to ADAs and VEOs during fortnightly training classes and inturn it goes to contact farmers and from contact farmers to non-contact farmers. While transferring the total message, the messages are either changed, or totally distorted leading to breakdown in transformation of technology. This distortion of agricultural messages under T & V was taken as a prime subject for study for investigation knowing the fact that extension - workers are either fully, or partly aware of agricultural information paving way for distortion.

This study was conducted in Mahaboobnagar dist. of Andhra Pradesh. Two SMSs from each of the four divisions were taken for

study, four AOs from each of the four divisions were selected. (32) VEOs, (32) CFs and (32) NCFs were also selected for studying distortion. The total representative sample being (120). The object was to undertake detailed analysis on distortion from district to village level. They were administered with schedules for collection of data, one independent variable (Distortion of agricultural messages), with (6) independent variables for officials and (9) independent variables for non-officials were taken and measured with appropriate scales developed by researchers wherever necessary modifications were made for the scales already developed and investigation carried out.

For analysing the given data para metric statistical tests were used.

Findings revealed that :

The present study has amply demonstrated that there have been distortions of agricultural messages at different levels of information processing. The distortion was predominant among the VEOs and contact and non contact farmers , in comparison to officers in the higher level of heirarchy. The study has also revealed that the extent of distortion, among officials, was more at VEO level than at AO and SMS levels under the present set up of extension heirarchy VEOs work under the direct control of AOs and it becomes imperative for the AOs to be fully equipped technically to guide the VEOs for the successful implementation of programmes

under T&V system. But in the present study, it has become clear that the distortion of message at SMS level is responsible at a minimum level while the distortion is on a higher level at VEO level, from this it can be concluded that the AO plays a key role in the transfer of technology to the VEOs as well as supervise its implementation. Higher distortions at A.O level may be due to his work load and lack of adequate training. This lacunae has to be corrected by administrators to improve the process of transfer of technology by providing adequate facilities of more frequent training to the AOs and relieving them of additional duties, not connected with T&V system of extension service.

This study has also clearly revealed that simple messages pose least distortion and hence it becomes imperative on the part of extension workers to devise ways and means to communicate new and complex message by simplifying them, in the manner suitable to the local, to ensure its effectiveness.

Factors like age, education, experience and training were associated in one way or other in the distortion of messages among the VEO's for promoting effective communication, persons with younger, better education and adequate training might be chosen for the effectiveness of the system, particularly where ever it involves intern personal communication acts to be performed.

Further from the study it is clear that factors like age education, social participation, exposure to mass media communication and contact with extension agencies were associated with

extent of distortion among farmers. Distortion level was more with non contact farmers than contact farmers and was higher in case of complex messages. Even among farmers the levels of distortion was found to be comparatively less with simple messages, as in the case of VEOs or AOs these factors need adequate attention for locating key communicators in the rural areas for the effective implementation of the T & V programme.

Another aspect of the system which needs adequate attention is the prospective feed back on constraints in their implementation of programmers. This process again calls for the effectiveness of communication system from farmer level to the scientist level, to make it meaningful and purposeful.

Location specific and problem oriented technologies are now being discussed at research centres with a view to minimise the hardship of the rural masses. These technologies require to be understood grasped and effectively transferred by the extension workers to the ultimate adopters without distortions. This calls for a very high degree of competence on the part of extension workers in disseminating technology.

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# INTRODUCTION

## CHAPTER NO. I

### INTRODUCTION

Communication, in the context of modern agriculture and effective extension system, is a process of flow of message of improved technology from the scientists, down to the farmers through the extension machinery.

Effective communication is the heart of Extension Education and is also the key to the economic progress of a developing nation like India, where the gap between intellectually and traditional farmers, is very wide. Production statistics may show that India has achieved self sufficiency in food grains, but facts speak that the country is yet to see complete transformation of traditional agriculture into a modern and scientific endeavour, to compare itself with the technologically advanced nations.

Even the widely acclaimed "Green Revolution", was possible because of the adoption of high yielding varieties and improved agricultural practices by Indian farmers on a commercial scale. This success could be attributed, besides, to a merciful seasonal conditions, to the sustained efforts of the Departments of Agriculture and the publicity media, in the country on one hand, and the enterprising and knowledgeable farmers of agriculturally progressive states like Panjab, Haryana, parts of Uttar Pradesh, West Bengal, Andhra Pradesh, Tamil Nadu and Karnataka on the other. But, the Scientific discoveries and the new technologies, in farming practices, is yet to make a significant impact on the

traditionally minded, hundreds of thousands of ignorant cultivators, in the remote corners of Rural India. To exploit the inherent potential, of these hundreds of thousands of ignorant farmers, there is an urgent need for an effective communication system, which would bring forth the significant modifications, in their traditional cut looks and behaviour and accept change, for economic development, through increased production. Thus, effective communication plays a very important role in the rapid growth of agriculture, and economic development and has assumed global importance, in recent years.

There is abundant technological know how, readily available, from the Research Stations. New high yielding varieties of crops, suitable to local environment and entirely new technology and strategy in farming practices, evolved to suit local, soil and climatic conditions, which can impart new dynamism to our agriculture and increase further, the productivity and production. The need of the hour is a dynamic and effective information transfer system.

To have a significant impact on production, research messages have to be methodically and successfully communicated. Production increases, with the successful transfer of relevant technologies through acceptable techniques and patient persuasion by extension personnel. Thus, communication occupies a place of paramount importance in the technological advancement. Its

strategy has to keep pace with the rapid growth of production technology. The strategy requires, not only in minimising the time lag, between the creation of an idea and its application, but requires the message to be communicated in its entirety and true form and essence without distortion, at any stage. Thus communication of technology becomes complex and specialised, day by day, and innovative methods need to be evolved, to suit every situation.

Even though the I.C.T. system of extension has been adopted in Andhra Pradesh, for more than seven years, a consistent and workable strategy, particularly at the grass root level, is yet to be devised and stabilised, whereby the technology is still at the research laboratories, without being effectively transferred to the door steps of farmers, or to their fields. This, more than often, leads to break down in communication process and results in less effectiveness. Besides, there is a growing apprehension that the persons, responsible for effecting transfer of technology are inadequately prepared in receiving and understanding the messages, pertaining to the technology properly, resulting in modifications, either totally or partly, when they actually reach the farmers, who are the ultimate users. Such distortions, in the effective conveyance of messages, need to be eliminated, to achieve desired goals.

The role and importance of effective and successful communication, with regards to the transfer of technologies, a

detailed discussion was given and it needs no further emphasis. It is believed that, somewhere in the line of the extension heirarchy, under T and V system, right from the district level, down to the contact farmers, at the village level, the message, pertaining to the transfer of technology, is being distorted, and the relevent technology is not reaching the farmer s fields, as a result of which, the desired objectives are not being achieved .

The true essence and object of effective and successful communication process, requires that, at each level of information processing, under the T and V system, the transmitted message must be understood by the receiver, so meaningfully, that on passing, such message, to the subsequent receiver, it should provide the same amount of correctness and accuracy impact and meaning of the information. But, in practice it is not so. It is believed that the message transferring personnel do not possess adequate and accurate knowledge of the information themselves, and in a casual frame of mind and mood, they may not be attentive to what is being explained to them about the technology, or even forget, still, sometimes, about the impact points which they are supposed to pass on to subsequent receivers, as a result, they are not able to educate, convince the farmers properly and effectively, about the advantages of improved technologies. This being so, some where in the line of communication - transmission - setup, distorted versions of the message are inadvertently created and passed on to the subsequent receiver. It, therefore, becomes

imperative to examine this aspect of distortion in detail for the successful implementation of all agricultural production programs.

To detect any distortion in any message from the district level to door steps of the farmers, is a dedicated problem in which no systematic and empirical research has been conducted so far. The present study is one such attempt in this direction, in which it is desired to examine the source extent and nature of distortion of communication under the T&V system of extension service, and its role as a factor in the modernisation of India agriculture.

#### NEED FOR THE STUDY

Since communication technology gained universal recognition it also became complex and specialised in the context of the diversified India agricultural. Which is mostly dependent on rains and the traditional old fashionable farming practices. The need for viable strategy for effective and successful conveyance of messages to the rural farmers to transform the traditional agricultural to modern and scientific agriculture, thus became imperative.

In a sound communication network system, the communicator, who has been assigned the word with conveyance of message, should. first fully get himself through with the technology, understand meaningfully the message to be conveyed, and finally/ be fully confident that he had adequately equipped himself to convey the message, correctly and in



its original form without making additions, deletions or modifications of any level, totally or partly.

Similarly the receiver of the message. too should understand meaningfully the message conveyed to him by the communicator, and should also be able to pass on the information without modifications of any kind. Either fully or partly to subsequent receivers which will provide the same amount of intended information. Correctly and effectively. Then only the desired objective can be achieved.

Under T&V system of extension service, now being followed in the state technological information is passed on to the subject matter specialists. At the District level. Every month, in the monthly workshop meetings. The subject matter specialists and village Extension Officers, in their fortnightly Training Classes at Taluk level and the village Extension officers, in turn convey the message to the Contact farmer at village level and finally the contact Farmer are required to pass on the technology subsequently to other farmers are required to pass on the technology subsequently to other farmers in the village itself. It then becomes clear anew technology from the farmers has to pass through four stages any let up in concentration and application of mind and heart in understanding the meaning of message at any level of processing would lead to distortion of message itself and it becomes difficult to educate the farmers and convince them about the advantage of improved technology.

There has been a growing apprehension that extension workers

while transferring the technology, accurate information is not passed to the lowest level as a result of which the messages pertaining to new technologies are distorted and they may not be able to properly educate the farmers and convince them about the advantages of improved agricultural practices thereby hindering increased agricultural production.

To achieve desired results and to implement agricultural production programmes successfully, it becomes necessary to examine the extent of distortion of message occurring in the conveyance of message, from district level to village level with special reference to T & V system.

#### SPECIFIC OBJECTIVES OF THE STUDY

1. To study the personal and socio-Psychological characteristics of the respondents, under the T & V system.
2. To find out the extent of distortion of Agricultural information at different levels of information processing, i.e., from District level to village level, under T & V system.
3. To examine the difference between the personnel, at different levels of hierarchy, in the selected district, in terms of extent of distortion of Agricultural information, under T & V system.
4. Association of personal, Social, Psychological variables with distortions of Agricultural Messages at different levels of

information processing.

### LIMITATIONS OF THE STUDY

There are certain limitations to this study, and they can be described, briefly, as follows:-

1. The study being a student research project, it has constraints like time, finance and resources.
2. Because of the constraints explained above, this study was restricted to one district only, as such, can only be described as a representative study. The conclusions, derived from this, may not represent a generalised phenomena for a state or even to, region, in the state, but may provide some basis for the policy makers and extension personnel, connected directly or indirectly with the problems of communication distortions. To overcome the constraints, in the effective and successful communication of messages, besides broader and detailed institutionalised research, in the future.
3. Messages to study the distortion was taken from the monthly workshop for Officials, held at ARS, Palem, Mahaboobnagar Dist., and as such, the present study would be representative of areas, where similar Geo-physical and Agro-climatic conditions prevail.
4. The entire study was based on the individual expressed opinion of respondents, under study. As such, individual bias and

prejudices, of the respondents might have cropped in, at one or more points, though all possible precautions were taken to avoid them.

## PRESENTATION OF THE STUDY

This thesis is divided into eight chapters. The present chapter deals with introduction, need and importance of the study, its specific objectives and limitations.

Theoretical Orientation is taken up in second chapter.

In the third chapter, relevant literature, connected to the subject, reviewed is being cited.

District review at a glance is taken in setting chapter four.

The methodology used in the study is explained in chapter five, together with design of the study, sampling procedure, statistical procedures, scoring, besides definitions and concepts.

The findings and discussion have been divided into different sub-sections, based on the objectives of the study, and are discussed in Chapter six.

While chapter seven deals with the summary and conclusions, chapter ~~also~~ brings forth the implications and points for future research, on the subject.

In the end, bibliography and appendices are given.

# THEORETICAL ORIENTATION

CHAPTER II  
THEORETICAL ORIENTATION  
TRAINING AND VISIT SYSTEM

The Multi Extension Project aided by the World Bank otherwise known as Training and Visit system, is being implemented in Andhra-Pradesh from the year 1982, with a view to render efficient extension service for improving agricultural production.

IMPORTANT AIMS OF T AND V SYSTEM:

The scheme (T and V ) envisages strengthening and improving the organisational structure and methodology of agricultural extension service through :

- i. Establishment of a single line of command :
- ii. Promotion of close cooperation between agricultural extension and research activities:
- iii. carrying out time bound systematic training programmes for the extension personnel as a integral part of the extension services:
- iv. Application of extension methodology based on a system of regular and frequent farm visits as per pre-determined visit schedules, and continuous advisory services to farmers:
- v. Provision of incremental staff, fellowships for staff training ,housing,vehicles,equipments, and materials and provision of loans to field extension staff for the purchase of motor-cycles/cycles in order to create congenial

facilities to the extension workers to operate efficiently and without much difficulty.

#### OPERATIONAL SIZE OF THE FARM FAMILIES:

For achieving a high degree of professional competency, the extension staff at the primary worker level, entrusted with the specific — extension duties, are assigned an area to operate, with manageable number of operational farm families.

Under the scheme, it is envisaged that, for efficient and uniform coverage, one village extension officer, at the base level, can smoothly and efficiently cover and manage (800) farm families, in his operational circle, and one Agricultural Officer, in his jurisdictional range, can efficiently supervise the work of eight village extension officers. Accordingly 6254 V.E.O. circles and 846 Agricultural Officers ranges have been formed in the state.

#### ORGANISATIONAL STRUCTURE:

For effective and efficient functioning of the training and visit programme, the organisational set-up in the State Department of Agriculture, is as follows:

##### a. At State Level:

For effective functioning and supervision of the T and V scheme, the state is divided into six zones and each zone is being handled by one senior Joint Director of Agriculture.

##### b. At District Level:

For effective supervision of functioning of the T and V scheme in the districts, a Joint Director of Agriculture, according to

present set-up is made responsible.

c. At Divisional Level:

Field oriented functioning of the T and V scheme commences from the divisional level. There are in all 67 revenue divisions in the state and each revenue division is handled by the one Assistant Director of Agriculture (Regular) responsible for the administration of the division. In addition to him, three subject matter specialists, one each for training, agronomy and plant protection, are also based at the divisional head quarters. Their duties are to impart training. Both theoretical, and practical, to agricultural officers and village extension officers, fortnightly training classes (FT classes) based on the technology obtained in the monthly work - shops at district level.

d. At Panchayat Samithi, Block Level:

At the block level exclusively under T and V system 3 to 4 agricultural officers ranges are formed, depending on the size of the block, number of revenue villages, and operational farm family size etc., with one agricultural officer, in-charge of each range. This set-up is a part from the agricultural officers attached to the samithies and inputs etc., in all there are 846 agricultural officer ranges in the state.

With the inception of mandal system, from 1st Jan 1986 each mandal or as in some cases two mandals has become the operational jurisdiction unit of the agricultural officer range.



a. At Village Level:

Each agricultural officer range is further divided into 7 or 8 viable circles, with 3 to 5 or even more villages depending on the operational farm family size (about 800 farm families per circle), and each circle is manned by one village extension officer (V.E.O) who may be either a sub-assistant or field assistant in rank.

JOB CHART OR NATURE OF DUTIES AND RESPONSIBILITIES OF VARIOUS EXTENSION PERSONNEL UNDER T AND V SYSTEM:

In order to study the source, extent and nature of distortions in communication at various levels, it is necessary to have a clear - picture of nature of duties and responsibilities of various cadres in T and V system.

In fact, the responsibilities of the extension workers, at the base levels is as they are called upon to perform several other activities apart from the purely technical nature of work, such as supply of inputs carry out survey work to identify beneficiaries under various schemes that are to be implemented by the department, write the daily visit schedules, weekly and monthly reports pertaining to every scheme etc., and attend to emergency duties during adverse seasonal conditions, attend to fortnightly classes Agricultural Officer meetings etc..

As this study is confined to examine distortion in communication from district level to village level, only such of the nature of duties and responsibilities divisional subject

matter specialists up to the village Extension Officer level are discussed here, which are alone relevant study and other aspects of the responsibilities above, have been omitted.

#### NATURE OF DUTIES AND RESPONSIBILITIES OF THE SUBJECT MATTER SPECIALISTS:

I. To attend monthly work shop at district level, organised in collaboration with the scientists from Regional Agricultural Research Station and intellectuals from the Andhra Pradesh Agriculture University, and to obtain technology pertaining to the crops and their management aspects of their respective divisions, based on the feed back of problems or constraints noted earlier, from the agricultural officers and VEOs in the fortnight Training classes.

II. To conduct fortnight training classes and impart training to the agricultural officers and V.E.O.s and pass on the technology, obtained from the monthly workshops to them

III. To demonstrate methodology involved in the technology either in the class room or on the field, for the field level extension works to see for themselves and understand technology thoroughly.

IV. To make emphasis on the "Impact points" involved in the technology for the extension workers to understand them thoroughly and if necessary make each and every worker to respect them several times, in a chronological sequence, so that

they may not forget the impact points which they have to pass on to the cultivators, through the contact farmers.

v. To supplement their teaching with audio visual aids if possible to impress up on the extension workers, the "impact points", involved in the technology.

vi. To conduct rehearsals, for the benefit of workers, to become thorough in a particular operation, which they are requested to explain to farmers.

vii. To impact, at random, demonstration or minikit, trial plots, in the V.E.O circle to see for themselves whether they have been laid as per the guide line or not and find themselves the impact of technology and record their observations, and

viii. Finally, to obtain feed-back information, from the agricultural officers and V.E.Os with regard to the relevant technology, impressions and reactions of the cultivators to the technology its acceptance or rejection by them etc.,

#### NATURE OF DUTIES OF AGRICULTURAL OFFICERS:

i. To observe the implementation of the communicated technology in the farmers fields, by all the V.E.Os in his jurisdiction.

ii. To meet the contact farmers himself in the villages to ascertain whether the relevant technology was communicated to them in correct and accurate form by the V.E.Os.

iii. To impact farmer fields, to see for himself, the operation technology and to make observations.

iv. To conduct fortnightly meeting with all the V.E.Os under

his controls to assess the implementation technologies communicated to them in the fortnightly training classes and obtained factual reports with regard to the impression and reactions of the cultivator with regard to the technology ;and its acceptance or rejection by them.

V. To record obstacles problems or constraints in the complementation of the technology, and to find ways and means to overcome them, if he can do so on the spot or bring them to notice of his superiors, for solution.

VI To educate the V.E.Os motivate and guide them properly, in the implementation of the communicated technology and to clear any doubts or apprehensions in the minds of the V.E.Os with regard to technology.

VII. To re-emphasize the importance of the "impact points" taught to the V.E.Os in the fortnightly training classes, and to explain the impact points again and again to such of the V.E.O.s who have not properly understood them.

VIII. To inspect all the minikit trial plots and demonstration plots, in his jurisdiction and record his observation with regard to the functioning of technology, performance of the crop in such demonstration minikit trial plots and the reaction of the cultivators to the new technology, and

IX. Finally obtained "feed back " information, from the V.E.Os and the cultivators , on the relevant technology.

NATURE OF THE DUTIES AND RESPONSIBILITY OF THE VILLAGE EXTENSION OFFICERS:

- i. To ground all the departmental schemes as per the guide lines in the farmers fields in time.
- ii. To meet all the selected contact farmers in the village on the day specified in his pre-arranged visit schedule and pass on all such technical messages which he was repeatedly briefed in the fortnightly training class.
- iii. To make sure that contact farmers note all the impact points correctly and understand the meaning and substance of the message.

Further village extension worker is responsible for presenting relevant technical recommended practices to farmers. He will motivate farmers to adopt recommended practices and brings about production problems to the attention of SMS's and research. Area of operation is known as VEO circle.

Farmers are divided into (6) discrete equal sized groups. Visit each group one full day each fortnight separately on the specified day. This fixed schedule is made known to all farm families in each group.

He selects (10) farmers in each group to be contact farmers. Concentrate on contact farmers during visits but also reach as many other farmers if time permits. Contact farmers are encouraged to show

adopted practices and also to spread the knowledge to the other farmers. He spends most his time in farmers fields and observe:

- I
  - i. condition of the crop
  - ii. field operation and problems.
  - iii. Suggest appropriate action
  - iv. Later discuss the problem with AO's SMS's
- II. Recommendation adopted are noted and reasons for no observing the recommendations.
- III. Teach and demonstrate. What has been learnt in the previous training session.
- IV. Listen to farmers and encourage them to discuss their problems and difficulties.

Participate actively in fortnightly training classes and note all impact points before the messages are passed on to farmers. He also notes constraints and tries to solve them as far as possible with the help of SMS's. He also arranges field visits for SMS's in case if he is not satisfied.

REVIEW  
OF  
LITERATURE

### CHAPTER III

#### REVIEW OF LITERATURE

Review of literature has been collected from important studies made by several researchers in communications field, on distortion studies and a review of literature is presented in parts in chronological order.

#### PROCESS OF COMMUNICATION UNDER DISTORTION STUDIES

Schram (1955) pointed out that the successful communication will have the maximum capacity for handling information commensurate with separate capacities of each units on the chain.

Loomis (1957) : Defines communication as the process by which information, decision and directions are transmitted among factors and the ways in which knowledge ,opinions,and attitudes are formed or modified by interaction .

Berlo (1960): Suggested a model of communications with six ingredients 1.The communication --source 2.The encoder 3. The message 4. The decoder 5. The channel 6. The communication receiver.

Lion Berger (1960): The role played by key communicator involves a process which has been termed as multistep flow or triple down theory according to which they secure new information



directly from institutionalised sources and pass on the same to those - who are less likely to have a direct contact with institutionalised sources or agencies.

Shanon and weaver (1949): They identified five components that make up a communication system i.e.1.Source 2.A Transmitter 3. A Signal Leagan (1961): Stated that communicator is the process by which two or more people exchange ideas,facts,feelings or impressions in ways that each gain a common understanding of the meaning intent and of messages.

According to him,successful communication requires skillful communicator,sending of useful message. Through proper channels effectively treated to appropriate audience to elicit the desire response.

Bettinghaus (1968): Reported that communication pattern can be described in terms of their direction,nature,and formality. The term direction indicates whether communication flow in an organisation is from the top to bottom of hierarchy or vice versa of across individuals.

Roger with Sevening (1969): In their study on the importance of communication also conceptualised development as a social change in which new ideas are introduced into a social system in order to produce higher per capita - income and levels of living through modern production methods and improved social organisation.

Roberts and Reilly (1973): Have suggested that if communication is good, an organisation performance and effectiveness will also be good.

Stretch distortion:

The information is rather changed or recorded in an orderly or systematic way.

Fog distortion:

The information is lost masked out 'fogged' over because of the transducer to respond to the smallest or largest differences in the input.

Mirage distortion:

We see something which is not there. Far from holding with information from us, mirage distortion gives us extra unwanted information. The same was supported by Sinha, Kolte and Arya (1976).

Emery et al (1969) reported two types of noises that effect fidelity of communication. One type is channel noise viz. anything which interferes with the fidelity of the physical transmission of the message. Another type of noise is known as Semantic noise which occurs when a message is misunderstood even though it is received exactly and transmitted.

Haque and Singh (1972): found that the levels of information processing as well as the message characteristics, both affected distortion of agricultural information in the I.A.D.P organisation. The extent of distortion was more in the case of very new practice than in the new and old practices, of all the

three levels of information processing. Also the extent of distortion increased with an increase in to no.of levels of hierarchy in the organisation. There was less distortion at the district,more at the block level and very high distortion at the village development officer's level.

Sinha ~~et al~~ (1973): Reported that a Signal does not travel from the source to the receiver unaffected. Usually there is some interference,some change due to which the receiver does not interpret the same meaning to Singnal as was intended by the source. According to them,such a change in the Signal or imputation of different meanings to the Signal by the receiver, unintended by the source is known as distortion or noise.

Nandayya (1977) found that factors like, age, education and training were associated with distortion of agricultural messages among the officials. For promoting effective communication persons with younger age,better education, and with training experience might be chosen to occupy the key position in the developmental administration,particularly whenever it involves interpersonal communication acts to be performed.

Vikram (1988) found that the high distorted score was notices in the case of new and complex messages followed by old and complex messages at all levels. At AEO circle level, high distorted score was found with respect to message which is new complex followed by message old and complex. At VEO circle, high distorted scores were found in all the messages when compared to

AEO and ADA circle level scores

Mean distorted scores of non-contact farmers were more than the mean distorted scores of contact farmers. He further found that there was significant difference between the extension personnel at different levels in terms of extent of distortion with respect to all the selected messages.

#### DIFFERENCE BETWEEN EXTENSION PERSONNEL AT DIFFERENT LEVELS INTERMS OF EXTENTS OF DISTORTION OF AGRICULTURAL INFORMATION:

Haque(1970): Observed that there was a significant difference between the district, block, and village level workers interms of distortion in all the messages. He observed that distortion was less at district level, more at block level and very high distortion at the village level worker's level.

Nandayya (1977): Noted that there was a significant difference among the district block and village level workers in terms of extent of distortion. He noted that distortion was more noticed among the farmers and village level workers in comparison with the block and district level workers.

#### PERSONEL AND SOCIO - PSYCHOLOGICAL VARIABLES ASSOCIATED WITH DISTORTION:

Rogers EM and Be-alGM,(1958): Stated that every individual reacts to the world as he experiences and perceive it.

Berlo (1960): said that knowledge, skills, attitudes etc., are very important for effective communication. He further pointed out

that communication behavior of the source is effected by his knowledge about his own attitudes, the characteristics of the receiver the ways in which he can produce, or treat messages, the kinds of choices he can make about communication channels. He felt that fidelity of communication is associated with communication skills of the source as well as receivers.

Singh (1967): Has pointed out that values and behavior relationships would be completely understood if we have the knowledge of certain personal variables. According to him, age, education, professional experience training etc., which have been reported to influence job performance of individuals by several researchers, can also be expected to influence their communication performance on the job.

Singh and Jha (1965): Reported that the communication fidelity in case of high yielding programme is the function of socio - economic status of receivers frequency of use of the channel, profitability of the message receivers past experience with communicators message and communicators degree of contact with receiver.

Jha (1970): Concluded that receivers level of education has significant positive association with communication fidelity.

Nandayya (1977): Observed that education level of farmers was associated with extent of distortion. He further noted that the socio economic status of farmers was not associated with extent of distortion of agricultural messages.

Sinha (1973): Found that farmers in younger age group with

medium size of holding were better disposed to achieve new knowledge on farming after viewing the farm telecast programmes.

He further found that there was significant relation between information acquired and achievement motivation of respondents. Besides, the following findings were also reported in his study.

1. There was significant relation between information acquired and change proneness. Respondent with higher change proneness acquired more information.
2. There was partial relation between levels of education of farmers and amount of information acquired.
3. Farmers with high change proneness and high education found to have acquired more amount of information.
4. Farmers with high change proneness and achievement motivation and absence of formal education did not make any differences in acquiring information from farm telecast that educated farmers.

Bhaskaram et al (1978) : Found that farmers with large sized holding capacity and 15 - 20 years of experience gained more knowledge. They also found out that farmers with high school education gained more knowledge followed by primary school and illiterates.

Reddy (1980) : Stated that the socio economic status of receiver was associated with the interpersonal behavior of contact farmers.

Phatak (1981) : Found that material possession level of living and agricultural infrastructure of the farmer associated

with communication fidelity.

And Extension contact was associated with interpersonal contact behavior of contact farmers.

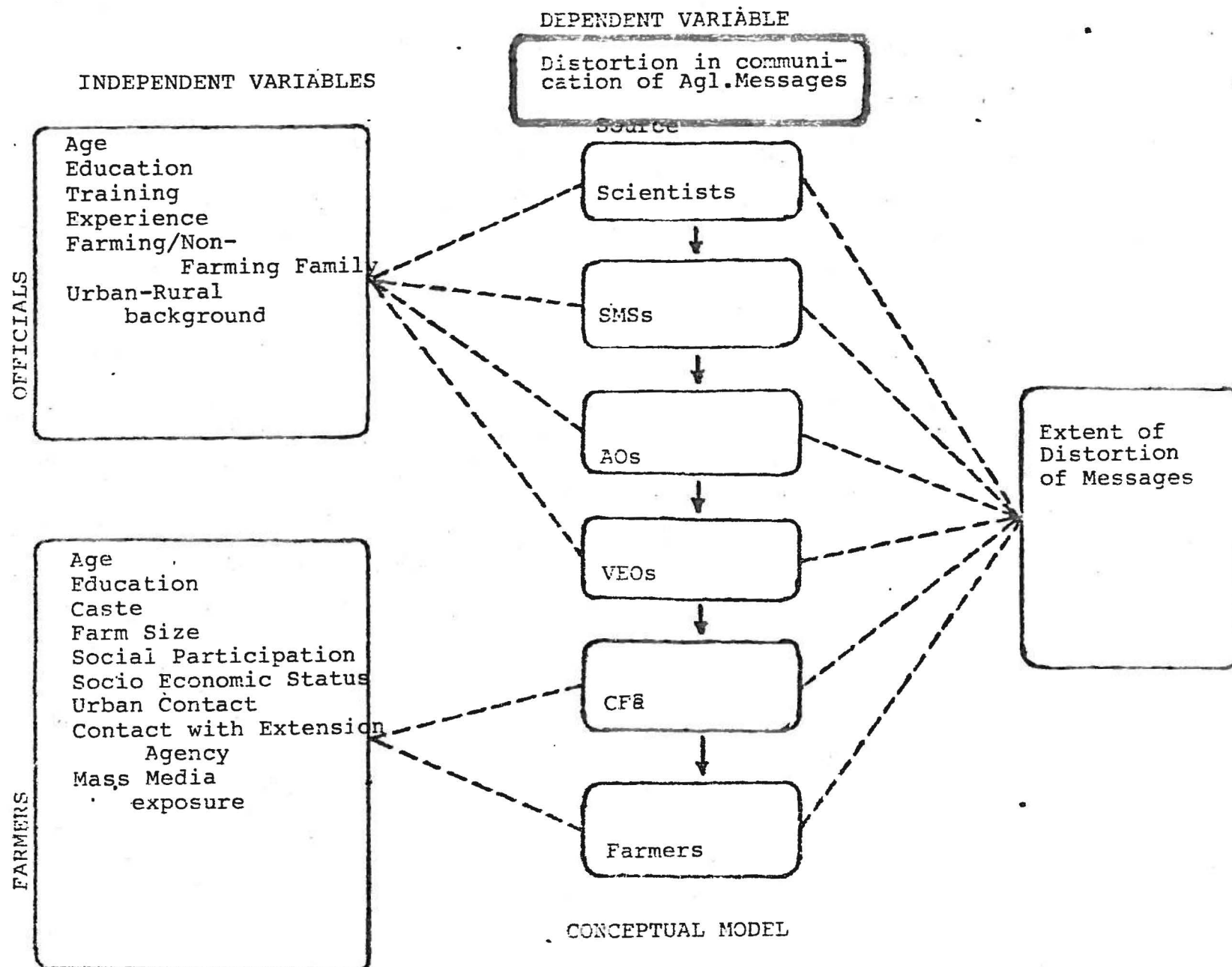
Mohd Siddiqui Mohiuddin (1983) : Reported that socio economic status of the farmers significant and positively associated with communication fidelity. And the farmers contact with Extension agency was positively and significantly associated with communication fidelity.

Vikra (1988): Found that the socio economic status of the farmers in non-significant and positively not significantly correlated with distortion.

#### CONCEPTUAL MODEL OF THE STUDY

In the light of inferences derived from the recorded evidences in the literature conceptual frame work has been developed for the study; which diagrammatically represents the important dimensions and postulated relationship among the variables.

Communication is a conscious effort to share information ideas, skills etc., with others. Communication is the process having a continuity. The process consists of (4) distinct elements namely source,message,channel and receiver. The principle focus in communication of idea is a specific purpose of achieving desirable changes in the receiver. the source communication utilizes the message on Agricultural technology, to





be communicated and the mean or the channels to carry the message in such a manner that the communication is successful. The literature cited infers that communication aim at the changes in what a receiver thinks, knows, understands and does. Faulty or weakness in anyone of the elements of communication process may lead to break down of the entire process or produce distorted messages. Distortion of messages during communication is the heart of the matter in this investigation

**DISTORTION:** When the transmitted messages by the source/communicator is not reproduced by the receiver in a pattern that corresponds to its original form, it is distortion. In distortion some information, out of total recommendation about agricultural practices may be lost, may not be understood by the receiver, may be changed or may be added. Distortion of information may happen because the source/communicator may not possess adequate or clear information on the subject to be communicated or he may; not encode the message effectively or may not utilise a channel or means in which the message could be communicated fast enough and accurately enough despite interferences or the receiver may not decode the message in a pattern that corresponds to the encoding or the receiver is unable to handle the decoded message so as to produce a desired response thus one or more factors of the communication process may lead the original message (M) about agricultural practices to a distorted message (m). A conceptual framework has been

established and presented. This model is conceived to give an objective assessment of extent of distortion of messages from source (Scientist) to receiver(farmer). The relationships are represented diagrammatically in fig() which helps to derive hypothesis for empirical testing.

Hypothesis of study : The following general hypothesis were framed and tested in the study.

General hypothesis 1 : There will be significant difference between the personnel at different levels in terms of extent of distortion (5) five selected messages.

General hypothesis 2 : There will be an association between the independent variables and extent of distortion of agricultural information on the (5) five selected messages.

## CHAPTER V

### SETTINGS

#### i. General :

Mahboobnagar district is having geographical area of 18,47,241 hectares. The district consist of 64 revenue mandals carved out of 16 earst while panchayat samithi blocks. There are 4 revenue division in the district comprising 1459 villages according to 1981 census, the total population of the district is 24,44,619. The total cropped areas in the district is 1,01,900 hectares which is about 55.1% of the total geographical area.

#### ii. Land utilization particulars:

The land utilisation particulars of Mahaboobnagar district is as follows:

S.no	Land utilisation particulars	Area in 1000 hectares	% of the total geographical areas
1	Total geographical area	1847	---
2	Forests	303	16.4
3	Barren and uncultivable waste	116	6.3
4	Land put to non agricultural use	102	5.5
5	Cultivable waste	11	0.6
6	Permanent pastures & grazing lands	45	2.53
7	Miscellaneous trees crops crops and grooves not included in the net area sown	7	0.38

8	Other fallow lands	54	2.9
9	Current fallows	251	13.59
10	Net area sown	957	51.8
11	Area sown more than once	62	3.3

### iii. Soil:

Mainly three types of soils are found in Mahaboobnagar district. Majority of soils are of chalka type (sandy) forming 67% of the area, followed by dubba soils (loamy sands), to extent of 13% and the remaining 20% are black soil. Blacksoils are generally found as narrowstrips along side the bank of river Krishna and Tungabhadra natural streams and small vagus.

### iv Climate and rain fall:

The climate of the district is generally hot. The maximum, average temperature during summer varies between 40°C and during winter between 19 °C to 24°C .

The average normal annual rainfall of the district is 704.8mm with 44 rainy days. Bulk of this total rainfall is received during the south west monsoon period.

### v Crops grown:

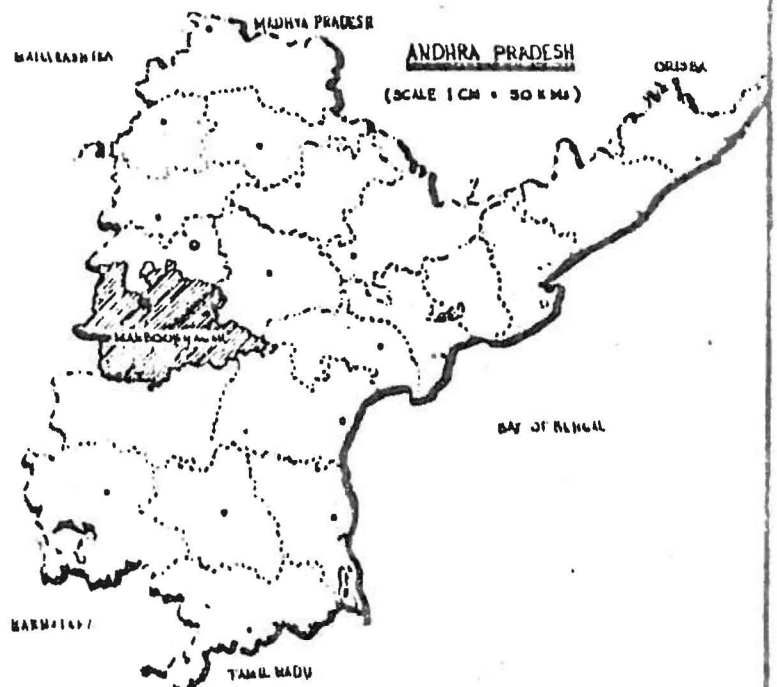
Principle crops grown in the district are :

- 1 Paddy (under wet cultivation)
- 2 Jowar (as dry under rainfed cultivation)

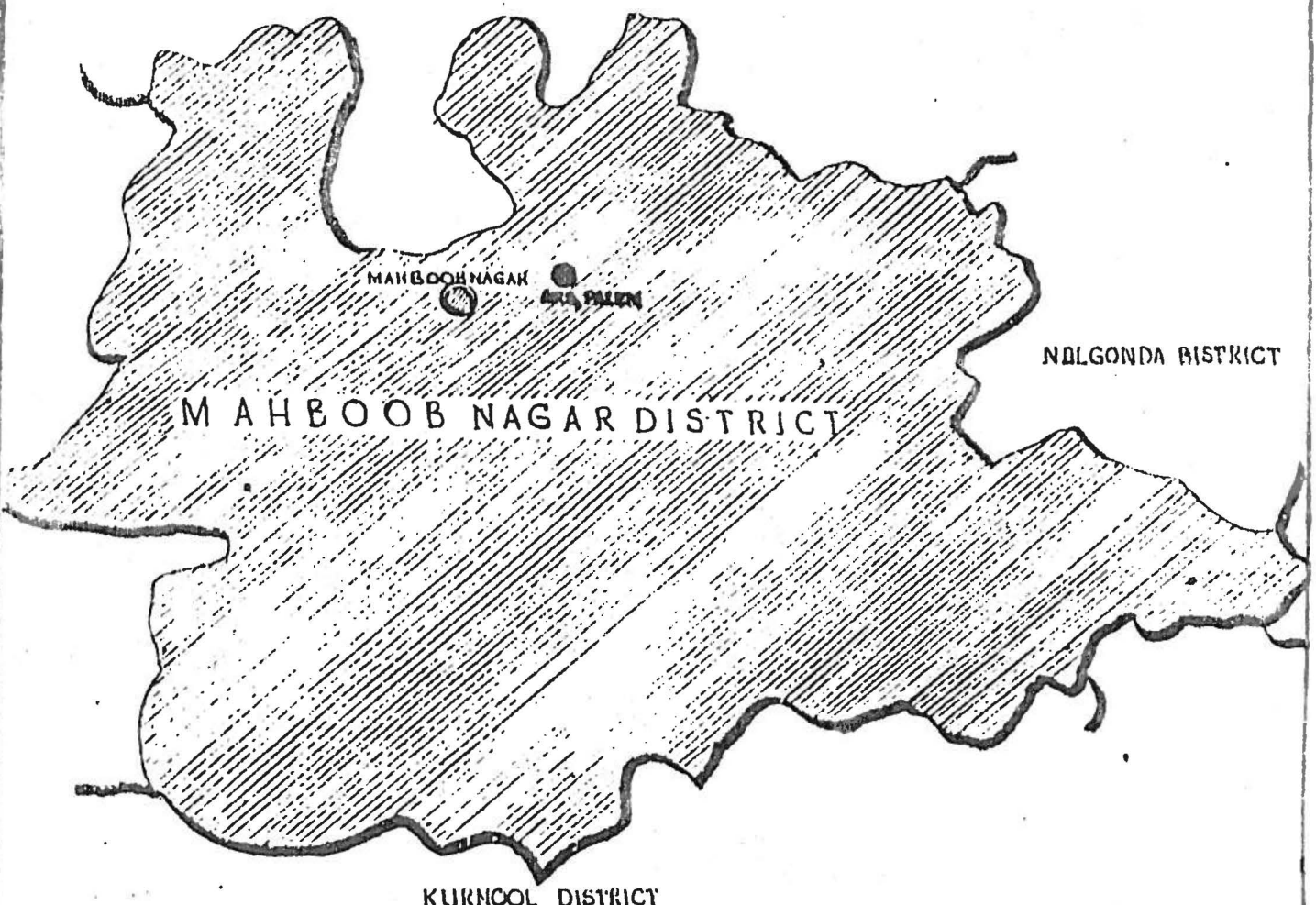
- |    |            |   |
|----|------------|---|
| 3  | Eajra      | " |
| 4  | Ragi       | " |
| 5  | Red gram   | " |
| 6  | Black gram | " |
| 7  | Green gram | " |
| 8  | Horse gram | " |
| 9  | Ground nut | " |
| 10 | Castor     | " |

ILLUSTRATION - I

MAP OF MAHBOOBNAGAR DISTRICT.  
SELECTED FOR THE STUDY



RANGA REDDY DISTRICT



KURNOOL DISTRICT

RESEARCH  
METHODOLOGY

## CHAPTER NO. V.

### RESEARCH METHODOLOGY

This section deals with the design, sampling, selection of messages variables and their empirical measurement, tools of data collection and statistical procedures followed in the present investigation.

#### Research design:

Expost facto research design. .

#### Sampling:

#### Selection of State:

Andhrapradesh state was selected purposively, as the researcher represented the state department of Agriculture, deputed prosecuting higher studies, and results of such research shall benefit the parent department.

#### SELECTION OF THE DISTRICT:

Mahaboonagar district was purposively selected for this research study. The selection of the district was motivated by the fact that the investigator is familiar with the geographical, socio-cultural and political aspects of the district. The investigator is also familiar with the officials connected, with the agricultural information processing, as well as the socio-cultural milieu of the people, of the district, which, in turn, facilitated for building up quick rapport with the villagers and helped in the research study. Besides, being one of the biggest, most backward and chronically drought affected districts, in Telangana region, depending



entirely on the lowest, average, rainfall, in the state with no assured sources of irrigation, the scope for application of latest dry land technologies, is wider and is ideally suited, for the present study, as both research and extension activities, to boost up the productivity of drylands, are steady and is on the increase.

#### **selection OF DIVISION:**

All the four Divisions of the district have been selected for the study, to cover the entire district they are:

1. Mahaboobnagar Division
2. Narayanpet Division
3. Gadwal Division
4. Nagar kurnool Divison

#### **SELECTION OF VILLAGES:**

Villages, in each division, were selected, following the purposive sampling procedure. They were selected to suit the researcher to overcome constraints, coming in the way of collection of data. Of the 1459 villages, in the district, only 22 villages were selected for the present study. In the villages selected, there was high percentage of coverage under area, with high yielding varieties and adoption of improved package of practices. Besides, the cultivators, in the selected villages, were progressive, receptive to innovative technology and have established close rapport with the extension agency and as such, were ideally suited to investigate any distortion in

communications. The Division wise villages selected are as follow:

- |                           |                     |
|---------------------------|---------------------|
| 1. Mahboobnagar Division  | 1. Sherpally        |
|                           | 2. Appayapally      |
| 2. Narayanpet Division    | 1. Chinna Nandigama |
|                           | 2. Praspur          |
|                           | 3. Kachwar          |
|                           | 4. Taklair          |
|                           | 5. Tekulapally      |
|                           | 6. Tolapur          |
|                           | 7. Uppapally        |
|                           | 8. Lingampally      |
| 3. Gadwal Division        | 1. Venkanapet       |
|                           | 2. Chenigonipally   |
|                           | 3. Ananthapur       |
|                           | 4. Beerole          |
|                           | 5. Lattipur         |
|                           | 6. Dharur           |
|                           | 7. Mannepuram       |
| 4. Nagar Kurnool Division | 1. Desi Itikyala    |
|                           | 2. Nallavelly       |
|                           | 3. Nagnur           |
|                           | 4. Vempati          |
|                           | 5. Chandugapally    |

SELECTION OF RESPONDENTS:

Officials from Department of Agriculture and

farmers from the selected villages, together, constituted the sample. In all 56 official respondents were selected, from the Department of Agriculture and 64 non-officials, comprising 32 contact farmers and 32 non-contact farmers, were selected, for the study, based on the purposive sampling procedure.

Selection of respondents is furnished below:

Officials:

a. Subject matter specialists:

All the (8) Assistant Directors of Agriculture two from each of the four Divisions were who are Subject Matter Specialists and are concerned with general extension services, under the T and V system, were selected as respondents. As they form the first link in the chain of extension hierarchy, in the transmission of message, from the district level, down to the door steps of the farmers, at village level, their involvement in the present study, not only becomes relevant, but is vital.

b. Agricultural Officers:

Sixteen Agricultural officers, at the rate of (2) for each of the 8 ADAs, were selected, following the purposive sampling method, to elicit purposeful information. The Agricultural Officers are not only instrumental in disseminating messages, from block level to village level, through the VEOs, but also catalytic, and have access to the contact farmers and Non-Contact-farmers, besides receiving the message, directly from the district level.

c. Village Extension Officers:

Thirty two Village Extension Officers, at the rate of two,

for each of the selected sixteen Agricultural officers range, were selected, for studying the various types of distortions, at village level. VEOs are the last, in the official hierarchy and are the key functionary, in the ultimate transmission of message to the contact farmers. VEOs comprise both Sub - Assistants and Field - Assistants, and their recruitment eligibility requires better qualifications (S.S.C) for Sub-Assistants, where as, even middle school qualifications are enough for the recruitment of Field Assistants. As such, Sub-Assistant VEOs are better equipped qualitatively, to understand and grasp the meaning of any message, when compared to Field-Assistants, though such a concept cannot also be generalised. But this is one spot, in the official set-up which has potential, enough to open up possible avenues for distortion of messages and hence these thirty two VEOs were selected, following the purposive sampling method.

#### NON - OFFICIALS:

##### a. Contact Farmers:

Thirty two, Contact Farmers were selected, based, again, on purposive sampling method. Contact Farmers are the last link, in the chain of extension line up, in the transmission of the message. From them, the technology would finally pass on to the cultivators. All contact farmers need not necessarily be literates and as they are drawn from different communities, to give uniform representation to all persons belonging to lower castes, such as scheduled castes and scheduled tribes, who tend to exhibit

casualness and distnterstedness,paving way,again,for possible distortion,when their turn comes in passing the message to fellow cultivators.

**b.Non-Contact Farmers:**

The ultimate beneficiary and judge of the technology is the Non Contact Farmer. If the technology has reached him,from the workshop level,without modifications or distortion. The cultivator would spontaneously react positively,to the technology,as it must have benefited him. He is the ultimate person,either to approve or disapprove of a technology,judging from the 'good' or 'bad' the technology has done to him. He can be considered as an index,for acceptance or rejection of a technology,and as such should form the main plank for the study of distortions in communication. It is with the object to elicit purposeful information,on the ultimate fate of a communicated technology,32 non-contact farmers were also chosen,as respondents.

**c.Total sample size:**

The sample size been consisted of 8 ADAs,16 ADs,32 VEOs,32 CFs,32 NFCs. Thus 56 officials and 64 farmers making a total 120 repondents.

**SELECTION OF MESSAGES:**

**i. Criteria followed,in the selection of messages:**

Messages,taken for the present study,were selected,based on following 3 criteria.

- a) That the messages,selected,should have been recommended

by the State Agricultural University in the monthly work shop, and should either District specific, Division specific or Local specific, and should pertain to the crops grown, in the districts, and the crop management, practices, followed.

b) That all such messages, selected, should have been communicated, to the Divisional Subject Matter Specialists and through to the Agricultural Officers. VEDs contact farmers and finally to non-contact farmers, through the respective couriers of message, either personally, or in a meeting conducted for the purpose, or through literature, and

c) While selecting a message, from the work-shop, the simplicity or complexity of the message, the type or nature of message, is not taken in to consideration, but the whole message is taken for studying any distortion, during its transit.

Messages selected for the study, on dry land agriculture:

a) Through ploughing of the land, before the commencement of kharif season, helps dry land agriculture.

b) Normal seed requirements, seed treatment along with varieties grown in the tract.

c) Inter cropping practices adopted in the district

d) "Bud Necrosis" on ground nut crop.

e) "Timely sowing is advantageous"

Extension activities under the T and V system is closely associated with the research in agriculture. Effective linkage with AP Agricultural University has been established for taking the results of research to the door -steps of the farmers or to their fields.

STATE AGRICULTURAL UNIVERSITY through its 17 regional agricultural research stations, imparts training to all the departmental officers working under T and V system in the monthly workshops, at district level. An year long schedule of monthly workshops will be prepared in advance by the Commissioner and Director of Agriculture, and communicated to all the officers in the district and allots the 23 districts to the 17 research stations in the state. In these monthly workshops all localised problems pertaining to agriculture are discussed and suitable remedies evolved.

The source of message, pertaining to any technology, in the present extension oriented organisational set up, is the monthly work-shop, at the district level and the message evolved there in, is passed on to the Agricultural Officer, at the Block level and the VEOs at the village level, by the subject matter specialists, in the fortnightly training classes. The VEOs, at the village level, in their turn, pass on the message to the contact farmers and through them, to the non-contact farmers.

For conducting present study, messages have been taken from one such monthly work shop conducted at Regional Agricultural Research Station, Palem, Mehboobnagar district, and study conducted on "distortion of messages" from work shop level to the contact and non-contact farmers level.

## DEVICES USED FOR THE COLLECTION OF DATA

For collection of information from respondents, the following schedules were made use of, for data collections:

### A. INTERVIEW SCHEDULE FOR OFFICIALS:

An interview schedule was designed, for collecting specific information, from the officials, from district level to village level. The schedule consisted of two parts. The first part dealt with the back-ground information of the official respondents, such as age, qualifications, total service in extension, and the area of operation. The second part of the schedule was designed to elucidate data on distortion of agricultural information, with respect to the selected messages.

The respondents from the VEO level, upwards, in the ascending order, were personally interviewed and were requested to reproduce the information, pertaining to the messages, that they had received from their superiors, either personally or through literature, in order to find out about distortion of information. This was done to test the recollection capability of the VEOs, Agricultural Officers and the Subject Matter Specialists (ADAs), without their knowing, that their recollection capability, was being tested.

### B. INTERVIEW SCHEDULE FOR FARMERS:

While preparing the interview schedule, for collecting information from respondent farmers, problem objectives were kept



in mind. Since majority of farmers are illiterates, it became inevitable to translate the schedule in to a language which they could understand, to elicit information. The interview schedule, devised, consisted of two parts.

The first part dealt with socio economic status, Social Participation urban contact, and mass media exposure, besides age, education, caste etc., of the respondent farmers, while the second part dealt with the selected messages, in order to know about the distortion of information.

#### C. ESTABLISHING THE NECESSARY RAPPORT:

Sufficient rapport was established, with officials and farmers, during the preliminary visits. To gain confidence and faith, the Subject Matter Specialists and the Divisional Asst. Director of Agriculture, introduced the researcher, to the Agriculture Officers. The Agricultural Officers, introduced the VEOs, the VEOs introduced the contact farmers and the contact farmers and village non-officials, introduced the cultivators. All the respondents were informed that the information, sought from them, was for academic purpose only, and not for any thing else. Local language was used, during the conversation, with the respondent farmers, to gain their confidence and elicit information, to the questionnaire, and purely academic interest was shown to project, to arrive at proper conclusions.

#### **D. PROCEDURES FOR DATA COLLECTION:**

Researcher has approached the Subject Matters Specialists, Agricultural Officers and VEOs and sought their cooperation and help. Similar approaches, were also made to the Subject Matter Specialists, Agricultural Officers and VEOs and sought their cooperation, in the research work. The interview schedules, given to all of them, were filled up and returned to the investigator.

But with regard to contact farmers, and not contact farmers, the researcher had to talk to them in a cordial manner, and in the local language, to elucidate the required information from them. Since majority of them were illiterates, the investigator had to fill in the schedule, himself, by putting the question to the respondent, and obtaining the information. The investigator had tried his best to elicit correct and relevant information from the respondents, but, however, still certain constraints, such as lack of capacity to express and hesitation etc., prevailed, through necessary precautions and care were taken, for which this investigator is not responsible.

#### **E. PREPARATION OF REPORT:**

The data, collected from all the (120) respondents were coded, analysed and presented in tables, to make the findings easily understandable. Based on the processed data, inferences and conclusions were drawn.

### THE VARIABLES - MEASUREMENTS AND SCORING:

The relevant variables for this study have been selected, based on the review of work done on the subject and after intensive consultations with the experts of the APAU.

Variables selected for this study have been presented in the table below.

#### \*VARIABLE AND THEIR EMPIRICAL MEASUREMENTS\*

S.No.	Variable	Measurement
INDEPENDENT VARIABLES : OFFICIALS:		
a.	Age	Chronological age of respondents
b.	Education	Schedule developed for the study
c.	Training	-do-
d.	Experience	-do-
e.	Farming & Non-farming family	-do-
f.	Urban and Rural back ground	Schedule developed for the study

#### INDEPENDENT VARIABLES FOR FARMERS:

- 1) Age ..... Chronological age of respondents
- 2) Education ..... Socio-economic scale developed by Trivedi '63
- 3) Caste ..... -do-
- 4) Farm size ..... -do-

- 5) Social participation ..... -DO-
- 6) Socio Economic status..... -DO-
- 7) Urban contact..... Schedule developed for the study
- 8) Contact with Extension agency ..... scale developed by Bhaskaram '76
- 9) Mass media exposure ..... Scale developed by verma '70 modified to suit the study.

#### DEPENDENT VARIABLE

In order to measure distortion, the selected messages were split into information bits, The respondents were interviewed personally, by the investigator. They were provided with the questionair schedule and were asked to furnish information. They were also asked to reproduce the information, pertaining to the message, which they had received from their superiors. Based on their replies, and judging by the interpretation of the information provided, by the respondents, the distorted bbits were grouped into flour categories and scores were assigned. The categorisaton, thus, made are as follows:

1. Correct interpretation (Not at all distorted information)  
Score .....0
2. Partially different interpretation (Partially distorted bit of information ) Score ....1
3. Mostly different interpresstion (Mostly distorted bit of information) Score.....2
4. Totally different interpretation (Totally distorted bit of information )  
Score.....3

Thus, the total distorted score was worked out for all the 8 messages, for each respondent, and results interpreted.

#### **CATEGORISATION OF FARMERS BASED ON:**

The measurement, scoring and categorisation, of the independent variables, used in this study, have been described in this section.

##### **1. Age :**

In expecting the age, the chronological age, reported by the respondents, were taken into consideration. Based on the chronological age, the respondents were categorised into four groups:

- Group I .... Younger... Upto 30 yrs. of age
- Group II ... Middle... between 31 yrs. and 45 yrs.
- Group III .... Elder .....between 46yrs and 60 yrs
- Group IV .....Older ..... above 60 years.

##### **2. Education:**

It was operationalised as the formal schooling attended by the respondents and for the measurement, scoring and categorisation. Socio-Economic scale developed by Trivedi-1963 was used for the study. Based on the scale, the respondents were grouped into the following 5 categories and score allotted.

S.no.	Educational Standard	Score
1.	Illiterates	0
2.	Can read or write only	1

3.	Can read and write	3
4.	Primary education	3
5.	Middle education	4

### 3. Caste:

Apart from the general categorisation based purely on castes such as SCs, STs, Lower castes and dominated castes categorisation of the non-official respondents was done based on profession also. The variable, was measured, categorised and scores allotted based on the scales developed by Trivedi (1963) and Murthy (1974), as under.

S.no.	Caste consideration	Score
1.	Schedule Caste/Scheduled Tribe	1
2.	Lower Caste(Golla, Dhobis and barber)	2
3.	Artisan caste(Kammari and Gold smiths)	3
4.	Farming community(Naidu, Munnur Kapu, Veerashiva etc..)	4
5.	Privileged caste (Brahmins)	5
6.	Dominant Caste (Reddy, Velma, Kapu and Kamma)	6

Farm Size: To measure the land owned by the respondent and report as farm size of a particular respondent. Socio-Economic

scale developed by Trivedi (1963) has been followed. In most of the cases, it has been noticed that some respondents owned dry lands while some owned wet land and some both wet and dry lands. Varying types of lands, owned by the respondents, were converted into wet lands for simplification, by using the factor; 2.5 Acres of dry land is equal to 1 acre of wet land. This type of simplification facilitated the quantifications and classification of the holdings better and easier. Based on the size of holding, the respondent farmers were grouped into three categories following the categorisation and scoring developed by Trivedi's scale. The categorisation and scoring, done, were, as follows:

Categorisation	Score
1. Small farmers ..... upto 5 acres	1
2. Medium farmers ..... 5 to 10 acres	2
3. Big farmers ..... 10 acres and above	3

#### 5. Social participation:

Based on the individual's participation in an organisation, his status has been measured. This was operationalised basing on whether an individual is a member of one organisation; more than one organisation; any office bearer in any one or more than one organisation, and other distinguishing features, if any. The measurement, scoring and categorisation of the respondents has been done in accordance with the Socio-Economic scale developed by Trivedi (1963) which are as follows and grouped into two, viz, low social participation and high social participation:

Categorisation	Score
1. No membership in any organisation.....	0
2. Membership in one organisation .....	1
3. Membership in more than one organisation....	2
4. Office bearer in one organisation.....	3
5. Office bearer in more than one organisation ...	4
6. Other distinguishing features, if any.....	5

Socio Economic Status: The socio-economic status, of non-official respondents, was measured by applying the socio-economic scale developed by Trivedi (1963) with slight modifications, to suit the locale of the study. The socio-economic status score of each respondent was obtained by administering the scale. The farmers were grouped into the categories based on mean and standard deviation as follows:

1. Higher Socio-economic Status.... (Mean + one standard deviation) 1
2. Medium Socio-economic status..( Mean + one standard deviation) 2
3. Lower Socio-economic status..( Mean - one standard deviation) 3

Economic Status: (Income groups) Based on the annual income, from all the sources, of the respondents the farmers were categorised in to eight groups and scores allotted as follows:

S.no	Income group	Score
1.	upto Rs. 5000	0
2.	Rs.5001 to 10000	1
3.	Rs.10001 to 15000	2

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4.	Rs. 15001 to 20000	2
5.	Rs. 20001 to 25000	4
6.	Rs. 25001 to 30000	5
7.	Rs. 30001 to 35000	6
8.	Rs. 35001 to 40000	7

#### Mass media exposure:

A schedule has been developed to know the readability of news papers, magazines, books etc., and of listening radio, and seeing of films. This will expose an individual about his behavior on the above subjects. This has been quantified as for mass media-exposure scale developed by Verma (1970) and then the farmers were grouped into two categories with more exposure with high mean and low exposure with low mean score.

#### Contact with Ext. Agency:

Contact with extension agency is based on the frequency based meetings /visits with village extension officer/village development officer, Agricultural officer, Block development officer, Asst. Director of Agriculture, University officers and others. Response is recorded in (3) point continue scale.

Monthly, fortnightly, weekly, scores allotted for the above Monthly - 1. Fortnightly - 2 Weekly - 3 and the scores are pooled to get the degree of extension contact.

Respondents were categorised into (4) groups based on the mean score.

mean score.

No. extension contact	- -
Higher extension contact	- (Above mean)
Average extension contact	- (Average mean)
Lower extension contact	- (Below mean)

9. Urban Contact: Based on the frequency of visits to urban areas scores were assigned to each categories.

Nil visits to urban areas	( 0 )
Quarterly visits to urban areas	( 1 )
Monthly visits to urban areas	( 2 )
Fortnightly visits to urban areas	( 3 )
Weekly visits to urban areas	( 4 )

The respondents were grouped in to 2 categories based on the high and low mean scores of having more and less urban contact respectively.

### INDEPENDENT VARIABLES FOR OFFICIALS

1. Age: Based on the chronological age of the respondents as reported by them is taken into consideration and grouped into (4) categories.

Group I	Young	up to 30 years
Group II	Middle	between 31 and 45 years
Group III	Elder	between 46 and 60 years
Group IV	Older	above 60 years.

## 2.Education :

Officials and non-officials have been distinctly categorised under this item. Illiterate can read ,can write, can read and write,have been given separate scores as indicated.

Illiterate .....0

Can read or write.....1

Can read and write.....3

Scores for others have been categorised:

Primary .....3

Middle .....4

SSLSC .....5

Inter.....6

Graduate & Agri.Graduate.... 7

Master Degree..... 8

Doctor Degree..... 9

The above scores have been measured by socio-economic status scale developed by Trivedi (1963) and the repondents were categorised into (7) categories and as given below

/primary/middle/higher secondary/Inter/graduate/post graduate/doctor

### 3. Farming and Non-farming family:

With the basic information of farming and non-farming families, the researcher will have better idea of how farming families, non farming families react to distortion. -so researcher is doing research work pertaining to farm families, schedules to evolve information of farming and non-farming families has been evolved with scores given to farming and non farming families as

Farming .....1

Non farming .....2

The scores have been tabulated to find out the farming contact with distortion and thus of non farming contact, with frequencies and percentages.

### 4. Training :

To ascertain, how frequently the officials are trained, this has been included in the researchers work. The trainings have been categorised into (4) and as given below

1. Pre service 2. Induction - Orientation 3 Inservice 4 fortnightly 5 Any other and tabulated into (4) groups viz. untrained, low intensity training, medium intensity and high intensity training .

The trainings are measured on single contium score.

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i.e. no. of days trained/individual in the service given a mark for each day. For the more number of days he is trained, he is more experienced and qualified, and for less no. of days trained and he is less qualified, accordingly high mean values and low mean values are tabulated.

#### 5 Experience:

Based on the total period of service and variability of department, the experience of an individual counts. To measure experience, total length of service in the department is taken into consideration and measured on single continuum of having experience at one score per year, being the scoring rate. Person having more experience with high mean and low or no experience with low mean value are measured. Results are categorised into (4) viz. 0-5, 5-10, 10-15, 15 years and above.

#### Urban Rural Back ground:

To ascertain the back ground information of the individual either coming from rural or urban area, questionnaire has been so developed, which on answer, give a back ground picture of an individual. This information will help the researcher in finding out the variability of distortion between, an urbanite to ruralite. Scores intended to measure this variable are Rural -1; Urban -0. For officials and non officials:

Persons with urban background are exposed to high mean value and those of low urban background with low mean scores, and tabulated as rural and urban background.

## STATISTICAL TESTS AND ANALYTICAL PROCEDURES

The Statistical methods used in order to analyse the data in tune with the objective and empirical hypothesis of the study were as follows.

### Frequencies and percentages:

Some of the data was subjected to and interpreted in terms of frequencies and percentages.

#### 1. Mean:

The arithmetic mean is the sum of the scores of measures divided by this number.

$$\bar{x} = \frac{\sum x}{N}$$

where

$\bar{x}$  = The mean

$\sum x$  = Sum of scores or means

$n$  = Number of scores

### Standard deviation:

The standard deviation ( $\sigma$ ) is formed by taking the difference of each item in the series from the arithmetic means ( $\bar{x}$ ) squaring this differences ( $x^2$ ) summing all the squares

differences ( $\sum x^2$ ), dividing by the number of items ( $N$ ) and then extracting the square root.

Where  $\sigma$  = Standard deviation.

$\sum Ex^2$  = Sum of square deviation from mean  
 $N$  = Number of items.

### Analysis of Variance :

The following procedure was adopted for the calculation of analysis of variance.

Correction factor:

The correction factor was calculated by the following formula

$$C.F. = \frac{(\sum Ex)^2}{N} - \frac{(\text{Grand total})^2}{\text{Total No}}$$

Total sum of squares:

The total sum of squares is the sum of squares of the deviation of the distortion from these means. It was calculated as follows.

$$\begin{aligned} T.SS &= (X_1^2 + X_2^2 + X_3^2 + \dots + X_n^2) - C.F. \\ &= \sum_{ij} x_{ij}^2 - C.F. \end{aligned}$$

Where  $\sum_{ij} x_{ij}^2$  = Summation over each cell entry after squaring it.

Sum of squares between factors:

$$\frac{(\sum Ex_1)^2}{N_1} + \frac{(\sum Ex_2)^2}{N_2} + \frac{(\sum Ex_k)^2}{N_k} - C.F.$$

Sum of squares within factors or error sum of squares. This was obtained by subtracting the sum of squares between factors =

T.SS -- S.S Between factors

Between groups =  $R - 1$

Total =  $N - 1$

Within groups

or errors =  $N - K$

Mean sum of squares for groups and Errors:

The mean sum of squares for both the groups and error were calculated by using the following formula.

$$M.SS = \frac{S.S}{D.F}$$

Correlation of Co-efficient (r)

Correlation Co-efficient was used to ascertain the significant relationship, if any, between the scores on independent variables.

$$r = \frac{Exy - \frac{(Ex)(Ey)}{n}}{\sqrt{Ex^2 - \frac{(Ex)^2}{n} \quad Ey^2 - \frac{(Ey)^2}{n}}}$$

where r = Co-efficient of correlation

Exy = Sum of product of pairs

Ex = Sum of the first sample

Ey = Sum of the second sample

If 'r' calculated value is greater than or equal to the table value the null hypothesis was rejected. otherwise the null hypothesis was accepted.



FINIDINGS  
AND  
DISCUSSIONS

## CHAPTER.VI

### SECTION-A

Distribution of Respondents on their Personal and Socio-psychological variables:

In this section the respondents both the farmers and the Officials, were categorised into different groups and levels, with respect to their personal and socio psychological nature and attitudes. This categorisation of respondents were made on the basis of mean, standard deviation and scales, being followed by the investigator.

#### DISTRIBUTION OF FARMER RESPONDENTS ON THE BASIS OF THEIR PERSONAL AND SOCIO-PSYCHOLOGICAL VARIABLES

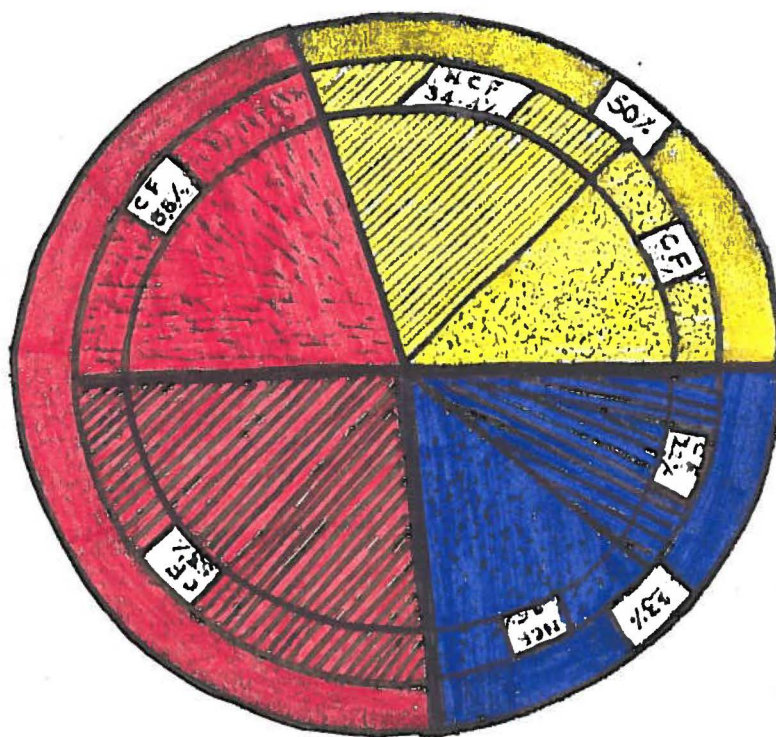
Before proceeding to analysis the distribution of respondents, based on their Personal, and Socio-psychological variables, it becomes necessary to explain that 50% among the choosen sample of farmer respondents for this study are contact farmers, who under the T & V system form an important link in the chain of extension service and though identified separately, they form a single unit as farmers, for the purpose of this study

##### 1.AGE:

The variable was measured at the chronological age, reported by the respondents. The respondents, were first identified, separately as contact farmers and Non-contact farmers, and later were categorised in to three groups based on their ages, as indicated in the table I below:

# ILLUSTRATION - II

## CATEGORISATION BASED ON AGE GROUPS AMONG THE FARMER RESPONDENTS






INDEX	
	YOUNGER AGE GROUP
	MIDDLE AGE GROUP
	ELDER AGE GROUP

TABLE 1

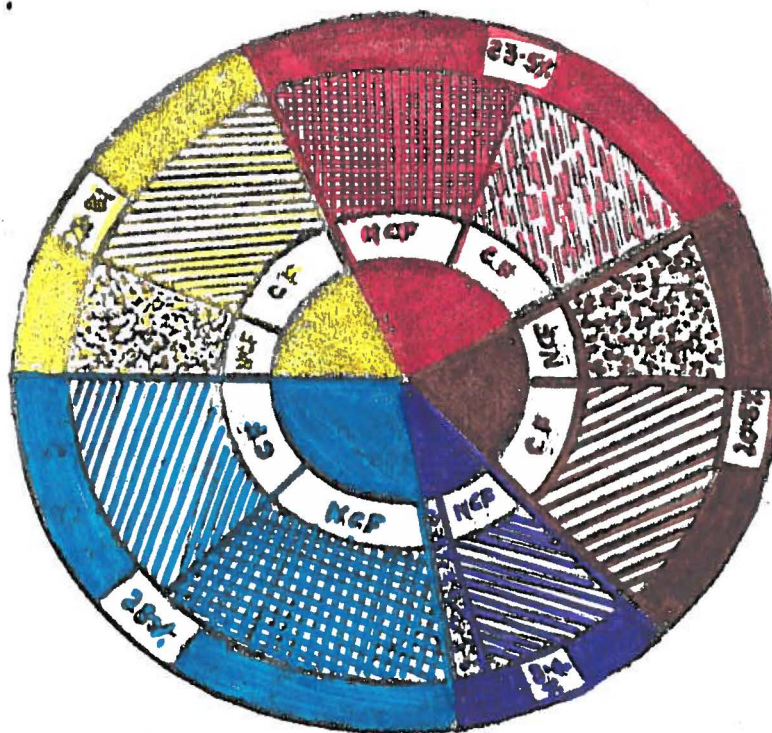
## CATEGORISATION BASED ON AGE GROUPS AMONG FARMER RESPONDENTS






Age group	Contact Farmers		Non-contact farmers		Total	
	No.	%	No.	%	No.	%
Younger Age group (Up to 30 Years)	8	25.00	11	34.40	19	30.00
Middle Age group (31 to 45 years)	17	53.00	13	40.60	30	47.00
Elder age group (45 to 60 years)	7	22.00	8	25.00	15	23.00
TOTAL:	32	100	32	100	64	100

From the table above, it becomes evident that of the 64 sample chosen for study, 47 percent fall into the middle age group of 31 to 45 years, 30 percent fall in the younger age group (below 30 years) while 23 percent fall in the Elder age group, 25 percent in the younger age group while only 22 percent fall in the elderly age group of CFs. Among the non-contact farmers, about 40.6 percent fall in the middle age group, 34.4 percent in the younger age group while 25 percent fall in the elderly age group. Collectively 77 percent of the farmers are in the active age group of below 45 years while 75 percent and 78 percent fall under this category among non contact farmers and contact farmers, respectively, and hence are ideally suited for this study

# ILLUSTRATION - III

DISTRIBUTION OF FARMER RESPONDENTS  
BASED ON THEIR LEVEL OF EDUCATION



INDEX	
	ILLITERATES
	CAN READ ONLY
	CAN READ AND WRITE
	PRIMARY EDUCATION
	MIDDLE EDUCATION

## 2. EDUCATION.

Education, among farmers, is an important factor which contributes significantly for grasping technologies and adopting them in improving the levels of production of crops. With a view to measure the levels of education, the sample respondents were grouped into five categories, as shown in the table below:

TABLE-2

DISTRIBUTION OF FARMER RESPONDENTS BASED ON LEVEL OF EDUCATION

S.No. Levels of Education	Contact Farmers		Non-contact farmers		TOTAL	
	No.	%	No.	%	No.	%
1. Illiterates	8	25.00	10	31.20	18	28.00
2. Can read only	1	3.20	5	15.60	6	9.40
3. Can read & write	8	25.00	5	15.60	13	20.30
4. Primary Education	7	21.80	8	25.00	15	23.50
5. Middle Education	8	25.00	4	12.60	12	18.80
TOTAL	32	100	32	100	64	100

From the table it is seen that majority of farmers are illiterates, forming about 28 percent of the sample respondents followed by 23.5 percent of the sample respondents with primary education and 18.8 percent with middle education.



Among the rest 20.6 percent could read and write while a meagre of 9.4 percent could manage with reading only.

Illiterates, among non contact farmers, dominate the sample respondents with 31.2 percent followed by 25% with primary education. Those who can read and write and just manage to read only, comprise 15.6 percent each, while farmers with middle education account for 12.6 percent only.

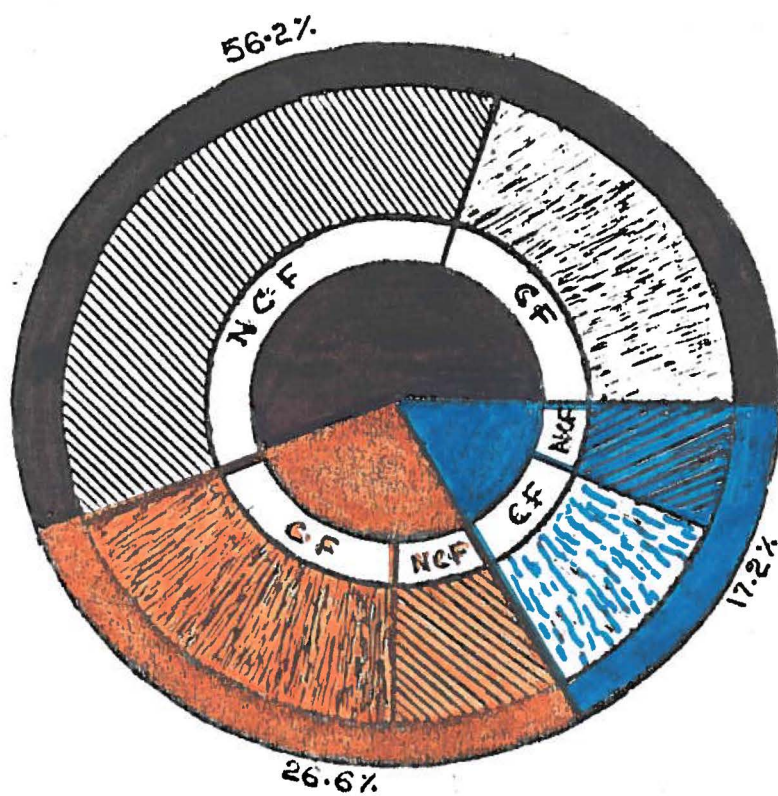
Education levels, among the contact farmers, comparatively better as middle educated farmers comprise 25 percent, closely followed by primary educated Farmers with 21.8 percent. Among this group those who can read and write are also in good numbers with 25 percent and collectively the literates comprise 71.8 percent, which is a good sign for farmers who form a vital link in extension services, in the transfer of technology. The illiterates are 25 percent among the contact farmers.

### 3. SIZE OF FARM HOLDINGS:

Size of Farm holding plays an important role in determining the socio-economic status of the farmer. Based on the extent of individual holdings, the respondent farmers, were categorised into three groups. viz., small, medium and large farmers, as shown in the Table below:

# ILLUSTRATION - IV

## CATEGORISATION OF FARMER RESPONDENTS BASED ON THEIR LAND HOLDINGS.






INDEX	
	SMALL FARMERS
	MEDIUM FARMERS
	BIG FARMERS



TABLE 3

CATEGORISATION OF FARMER RESPONDENTS BASED ON THEIR LAND HOLDINGS

Sl.No.	Holding categories	Contact Farmers		Non-contact farmers		TOTAL	
		No.	%	No.	%	No.	%
1.	Small farmers (upto 5 acres)	13	40.60	23	72.00	36	56.2
2.	Middle farmers (5 acres to 10 acres)	12	37.50	5	15.60	17	26.6
3.	Large farmers (above 10 acres)	7	21.90	4	12.40	11	17.2
TOTAL		32	100	32	100	64	100

It becomes evident from the above table that there is wide variation in the distribution of farmers with different farm sizes.

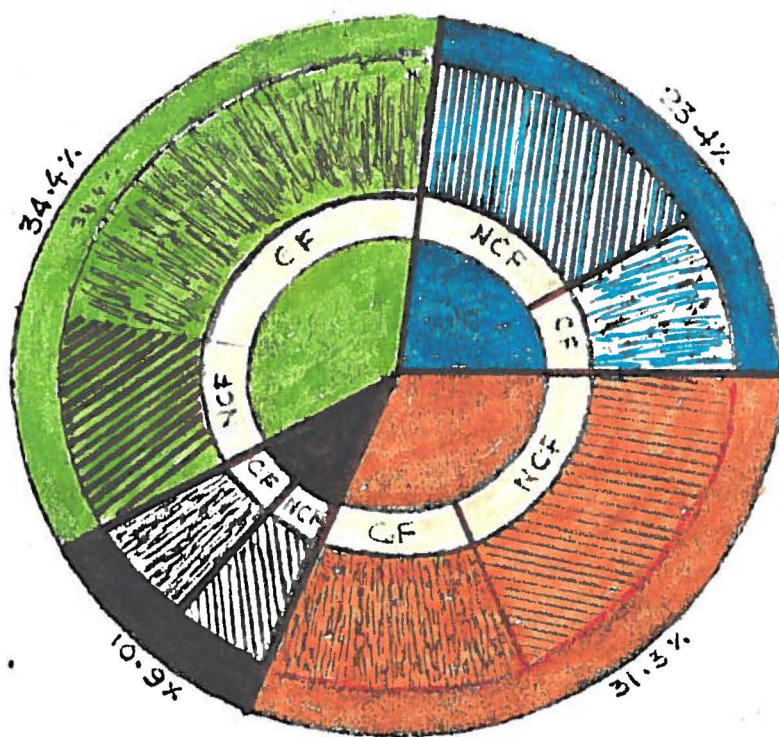
Of the sample farmers, selected for the study majority were small farmers, with 56.2 percent followed by 26.6 percent of medium farmers with 5 to 10 acres of holding while large farmers comprised 17.2 percent. Small farmers were in majority in both non contact and contact farmer groups with 72 and 40.6 percent, respectively. Medium farmers comprised 37.5 percent, among contact farmers while in non contact farmers the percentage was 15.6 followed by large farmers with 21.9 and 12.4 percent respectively in the farmer groups.

#### CASTE:

In table 4 below, the respondent farmers, were categorised into six groups based on their caste and profession.

# ILLUSTRATION - V

## CATEGORISATION OF RESPONDENT FARMERS ON THE BASIS OF THEIR CASTE









INDEX	
	SCHEDULED CASTES/ SCHEDULE TRIBES
	LOWER CASTES
	ARTISAN CASTES
	AGRICULTURAL CASTE
	PRESTIGE CASTE
	DOMINANT CASTE

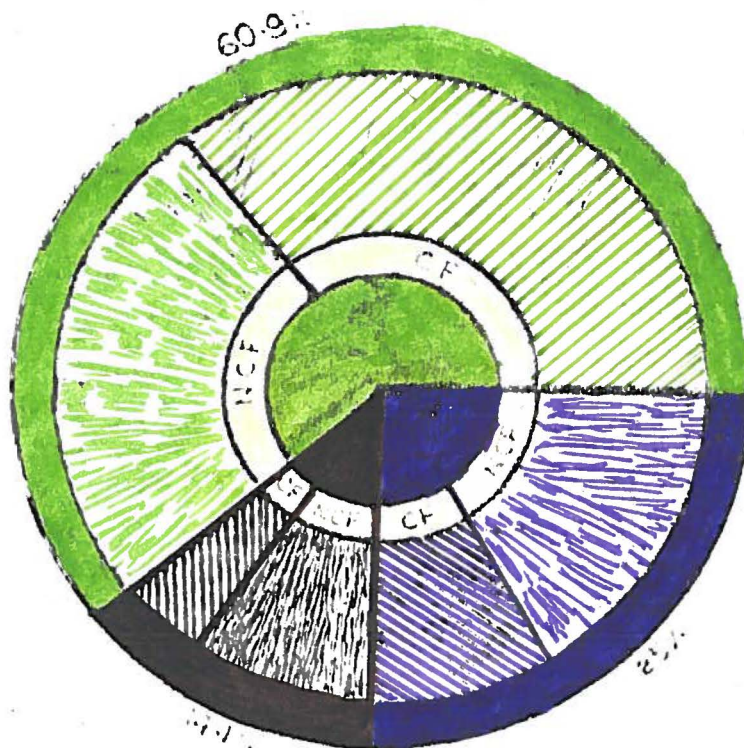
TABLE 4  
DISTRIBUTION OF FARMER RESPONDENTS ON THE BASIS OF THEIR CASTE




Sl.No.	Caste category	Contact farmers		Non-contact farmers		TOTAL	
		No.	%	No.	%	No.	%
1.	Schedule Caste/Tribe	5	15.60	10	31.20	15	23.40
2.	Lower Caste (Golla/ Mangali/Dhobi/etc)	15	46.90	7	21.90	22	34.40
3.	Artisan caste (Goldsmith/ Kummari etc.)	-	-	-	-	-	-
4.	Agricultural caste (Naidu/Munnuru kapu Veera shiva etc.,)	-	-	-	-	-	-
5.	Prestige Caste (Caste)	4	12.50	3	9.40	7	10.90
6.	Dominant Caste (Reddy\Velma\Kapu\ Kamma\etc.)	8	25.00	12	37.50	20	31.30
TOTAL:		32	100	32	100	64	100

From the table, it becomes clear that the lower castes, such as Golla, Mangali, Dhobi etc., are in majority among the sample respondents with 34.4 percent, followed by dominant caste, such as Reddys, Velmas, Kapus, Kmmas.etc. with 31.3 percent. Scheduled Caste and Scheduled Tribe constitute 23.4 percent while prestige caste such as Brahmins constitute 10.9 percent.

Lower castes again dominate among the selected contact farmers with 46.9 percent while dominant caste are in majority with 37.5

ILLUSTRATION - VI  
 DISTRIBUTION OF FARMERS BASED ON THEIR SOCIO-  
 ECONOMIC STATUS



INDEX	
	LOW
	SOCIO-ECONOMIC STATUS
	MEDIUM
	SOCIO-ECONOMIC STATUS
	HIGH
	SOCIO-ECONOMIC STATUS

percent among the sample of non contact farmers. 31.2 percent of contact farmers belong to Scheduled Caste/ Scheduled Tribe among non-contact farmers against 15.6 percent among the contact farmers. Prestige caste constitute 12.5 and 9.4 percent respectively among contact and non-contact farmers. As caste plays an important role in the personal and socio psychological factors among the rural folks, the presence of large number of lower castes and scheduled castes and Tribes put together (57.3%) will have negative impact on their social behaviour and way of living in view of the presence of equally large number of dominant and prestige caste (42.2%) among the respondents.

#### 5. SOCIO ECONOMIC STATUS:

To measure the socio economic status of the farmers in the study the respondent farmers were grouped into three categories based on the mean and standard deviation. The groupings are shown in Table below:

TABLE 5

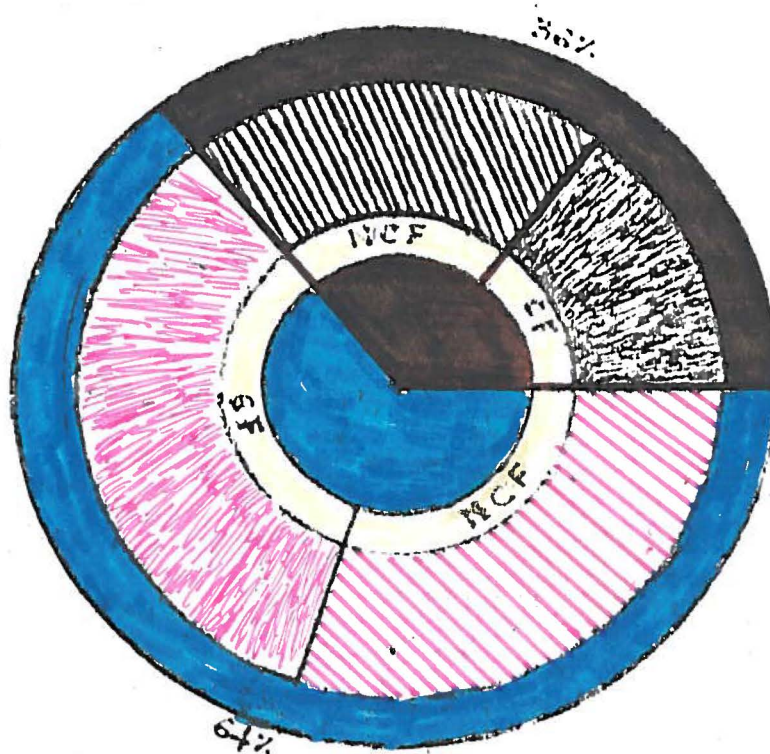
#### DISTRIBUTION OF FARMER RESPONDENTS BASED ON THEIR SOCIO ECONOMIC STATUS

Sl.No.	Socio Economic Categories	Contact Farmers Non contact farmers				Total
		No.	%	No.	%	No.
1.	Low Socio Economic Status (Less than Mean (-) Standard deviation)	3	9.40	6	18.70	9 14
2.	Medium Socio-Economic Status (Mean (+) I.S.D.)	23	71.90	16	50.00	39 60
3.	High Socio-Economic Status (Mean + 1 SD)	6	18.70	10	31.30	16 25
TOTAL:		32	100	32	100	64 100



# ILLUSTRATION - VII

CATEGORISATION OF RESPONDENT FARMERS  
BASED ON THEIR SOCIAL PARTICIPATION







INDEX	
	LOW
	HIGH
	SOCIAL PARTICIPATION
	SOCIAL PARTICIPATION

TABLE 6

CLASSIFICATION OF FARMERS RESPONDENTS BASED ON THEIR SOCIAL  
PARTICIPATION

Sl.No.	Classification of categories	Contact Farmers		Non-contact farmers		Total
		No.	%	No.	%	No.
1.	High Social participation	10	31.20	13	40.60	23
2.	Low Social participation	22	68.80	19	59.40	41
TOTAL:		32	100	32	100	64

From the above table, it could be seen that 64% of the farmers come under low social participation category while 36% under high social participation category.

Among the contact farmers 68.8% had low social participation while 31.2% had high social participation.

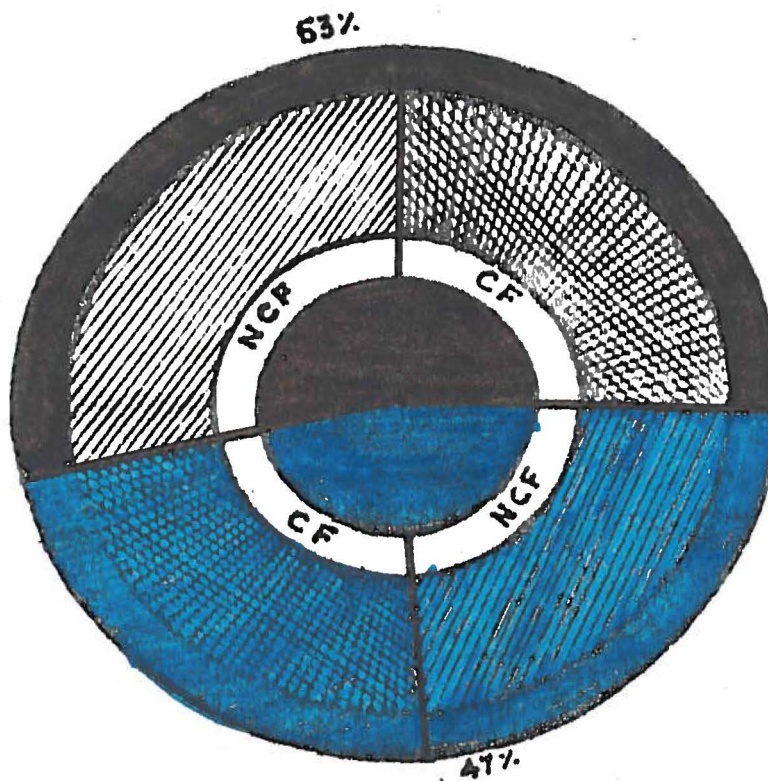
From among the non contact farmers, low social participants comprised 59.4% while those with high social participation comprised 40.6%.



#### 7. URBAN CONTACT:

The farmer respondents were classified into two categories on

ILLUSTRATION - VIII

DISTRIBUTION OF FARMER RESPONDENTS  
BASED ON THEIR URBAN CONTACT



INDEX	
	ABOVE MEAN
	BELOW MEAN



the basis of mean score, depending on the frequency of visits to the urban areas.

Those with more urban contact and those with less or no urban contact, as shown in the table below:

TABLE-7

DISTRIBUTION OF FARMER RESPONDENTS BASED ON THEIR URBAN CONTACT

Sl.No.	Categories	Contact Farmers		Non-contact farmers		TOTAL	
		No.	%	No.	%	No.	%
1.	More frequent urban contact	15	46.90	15	46.90	30	47.00
2.	Less frequent urban contact	17	53.10	17	53.10	34	53.00
TOTAL		32	100	32	100	64	100

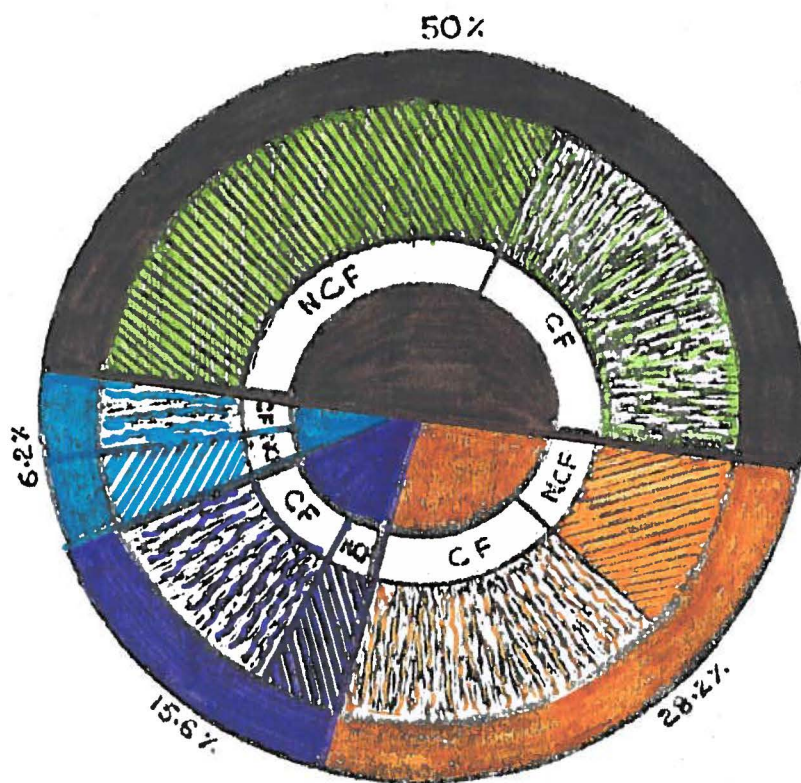
	MEAN	S.D.		MEAN	S.D.
C.F.	.65625	.8273	N.C.F.	4.5	4.8





The table above shows that 53 percent of the farmers were either had no contact or frequenting the urban areas to lesser extent compared to 47% of the farmers who were frequently visiting the urban areas.

Among both the contact and Non-contact farmers, equally 53.1% were either had no contact with urban areas or were frequenting the urban areas to lesser degree, while 46.9% had more frequent contacts with urban areas.

# ILLUSTRATION.- IX

## CATEGORISATION OF FARMERS BASED ON THEIR EXPOSURE TO MASS MEDIA



INDEX	
	ZERO LEVEL EXPOSURE
	CASUAL EXPOSURE
	MODERATE EXPOSURE
	HIGH LEVEL EXPOSURE

## MASS MEDIA EXPOSURE

Basing on their exposure to different sources of mass-media, the respondent farmers were grouped into four level of exposure, as shown in the following table:

TABLE - 8  
DISTRIBUTION OF FARMER RESPONDENTS BASED ON THEIR EXPOSURE TO MASS MEDIA

S.NO.	LEVELS OF MASS MEDIA EXPOSURE	CONTACT FARMERS		NON-CONTACT FARMERS		TOTAL	
		NO	%	NO.	%	NO.	%
1.	Zero level exposure to mass media	13	40.60	19	59.40	32	50.00
2.	Casual exposure to mass media	2	6.20	2	6.20	4	6.20
3	Moderate level of exposure to mass media	7	22.00	3	9.40	10	15.60
4.	Higher level exposure to mass media	10	31.20	8	25.00	18	28.20
Total:		32	100	32	100	64	100

It is evident, from the table above, that 50% of the sample respondents, in the study, have had no exposure to any mass media communication sources, such as news papers, journals, magazines, books or literatures and audio visual media like radio or T.V while 28.2% had a 'higher' level exposure to all these media sources.

Among non-contact farmers, it is again those who had no exposure to any mass media constitute about 59.4%, while those with high level exposure follow with 25%, 9.4% of farmers were moderately exposed and 6.2% had casual exposure to mass media.

Even among contact farmers, 40.6% had no exposure to any of the mass media while 31.2% had high level exposure, followed by 22% with moderate level exposure and 6.2% with casual exposure.

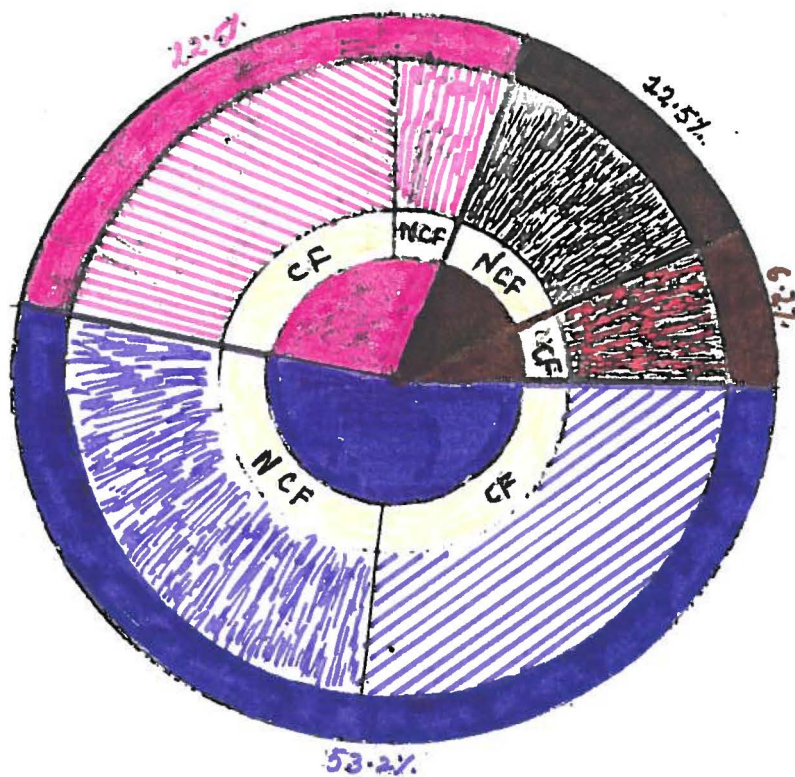
From the statement above it becomes clear that 50% of the sample respondents have had low exposure to any of the mass media which reflects on their backwardness and is in commensurate with their levels of education. Among the contact farmers, it is again those with primary or middle level education and those who could read or write had moderate to high levels of exposure to mass media, justifying their selection as contact farmers. Among non contact farmers, it is surprising that about 60% of the farmers were reluctant even to view any agricultural programmes on T.V leave alone listening to agricultural programmes on radio or read news papers or journals.





#### 9. CONTACT WITH EXTENSION AGENCY:

Based on their frequency of contact with extension agencies, the respondent farmers were classified in to four categories such as no contact, low frequency level, moderate frequency level and

# ILLUSTRATION - X

CLASSIFICATION OF FARMER RESPONDENTS BASED ON THEIR  
FREQUENCY OF CONTACT WITH EXTENSION AGENCIES,



INDEX	
	NO CONTACT
	LOW FREQ. CONTACT
	Mod. FREQ. CONTACT
	HIGH FREQ. CONTACT

high frequency level of contact with extension agencies, as detailed in the table below:

TABLE - 9

CLASSIFICATION OF FARMER RESPONDENTS BASED ON THEIR FREQUENCY OF CONTACT WITH  
EXTENSION AGENCIES

SNO	CLASSIFICATION OF CATEGORIES	CONTACT FARMERS		NON CONTACT FARMERS		TOTAL	
		NO	%	NO	%	NO	%
1.	No contact	-	-	4	12.50	4	6.20
2.	Low frequency level contact (0-10)	-	-	8	25.00	8	12.50
3.	Moderate frequency level contact (10-15)	14	43.80	4	12.50	18	28.10
4.	High frequency level contact(15 and above)	18	56.20	16	50.00	34	53.20
TOTAL		32	100	32	100	64	100

From the table it can be seen that farmers, in majority, have moderate to high level frequency contact with one or the other extension agencies, 53.2% of farmers have high frequency level contact with extension agency followed by 28.1% with moderate frequency level contact while 12.5% have low frequency level contact and a meagre of 6.2% with no contact, of any kind, with extension agencies.

Among the contact farmers, 56.2% have had high frequency



level contact with almost all the extension agencies while the rest 43.8% had moderate frequency level contact with two or more extension agencies. This finding is over whelmingly an encouraging sign, for the contact farmers who are the last link in the extension heirarchy were keeping in touch with different levels of extension agencies.

Among the non contact farmers, also 50% had the benefit of high frequency level contact with the extension agencies while 25% had low frequency level and 12.5% moderate frequency level contact, but 12.5% had no contact with any extension agencies.

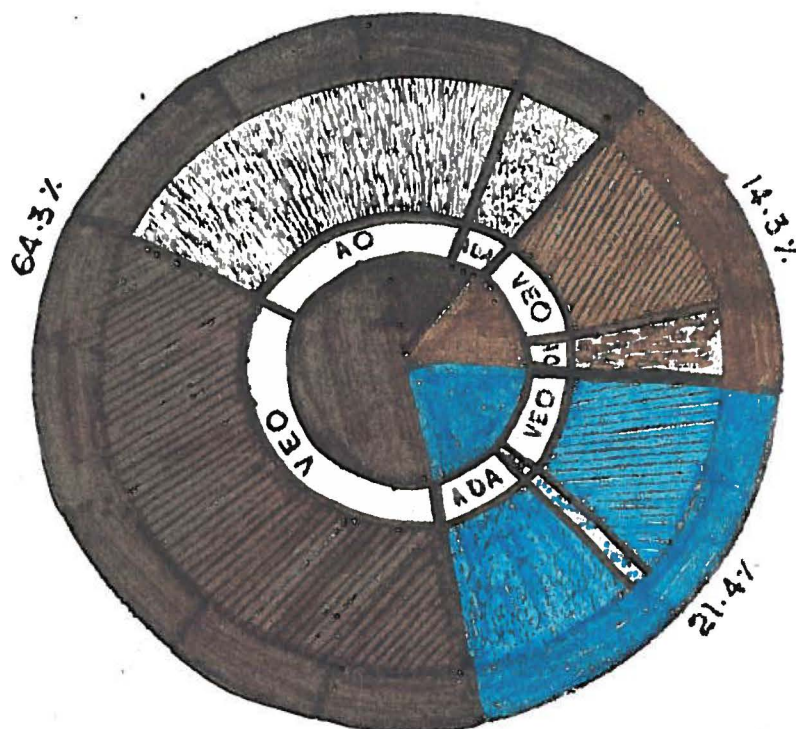
On the whole a close look on the personal and socio-psychological factor of the selected respondent farmers would reveal that a good majority of (77%) among the sample respondents, were below 45 years age group with 78% of the contact and 75% of the non contact falling under this category. 42.3% of the farmers had either primary or middle school education comprising 46.8% of the selected contact farmers and 37.6% of non contact farmers coming under this category. Majority of them (57.8%) belong to the lower castes such as golla, mangali and dhobi and scheduled caste and scheduled tribes, out of which 62.5% were from contact farmers and 53.1% from non contact farmers. Most of them operated on small holdings (56.2%) of which 72% were from non contact farmers and 40.6% from contact farmer groups, with 64 in the low social participation group, comprising of 68.8% of

contact farmers and 59.4% of non contact farmers. Majority of them were with medium socio-economic status, comprising of 71.9% of contact farmers and 50% of non contact farmers. Majority of respondents were with less frequent visits to urban areas (53%) of which 53% were, from among the contact farmers and 53% from non contact farmer respondent groups. Half of the selected respondents (50%) had no exposure to any of the mass media sources in which 59.4% were from the selected non contact farmers and 40.6% were from the contact farmer groups. Majority of farmers (81.3%) had moderate to higher frequency level of contact with extension agency with 100% from the contact farmer group and 50% from the selected non contact farmers group, falling under this category.

These findings, depicts, the characteristics of the two groups of farmers ( contact and non contact) the farmers acting as the key link in the extension heirarchy in transfor of technology and later as the adopters of the technology transferred to them by the contact farmers. This also, to a reasonable extent, confirms the methodology followed by the extension workers in locating a viable media of contact farmers in transferring the technology for successful implementation of programmes connected with agricultural development.



ILLUSTRATION-XI  
CATEGORISATION OF OFFICIALS BASED ON THEIR AGE  
GROUP






INDEX	
	YOUNGER AGE GROUP
	MIDDLE AGE GROUP
	ELDER AGE GROUP.

TABLE 10

## INDEPENDENT VARIABLES FOR OFFICIALS

## CATEGORISATION BASED ON AGE GROUPS AMONG OFFICIALS

Age group	TOTAL							
	ADAs		AOs		VEOs			
	No.	%	No.	%	No.	%	No.	%
Younger age Group (up to 30 years)	-	-	2	12.50	6	18.70	8	14.30
Middle age Group (31 to 45 years)	3	37.50	13	81.00	20	62.60	36	64.30
Elder age Group (46 to 60 years)	5	62.50	1	6.50	6	18.70	12	21.40
TOTAL:	8	100	16	100	32	100	56	100

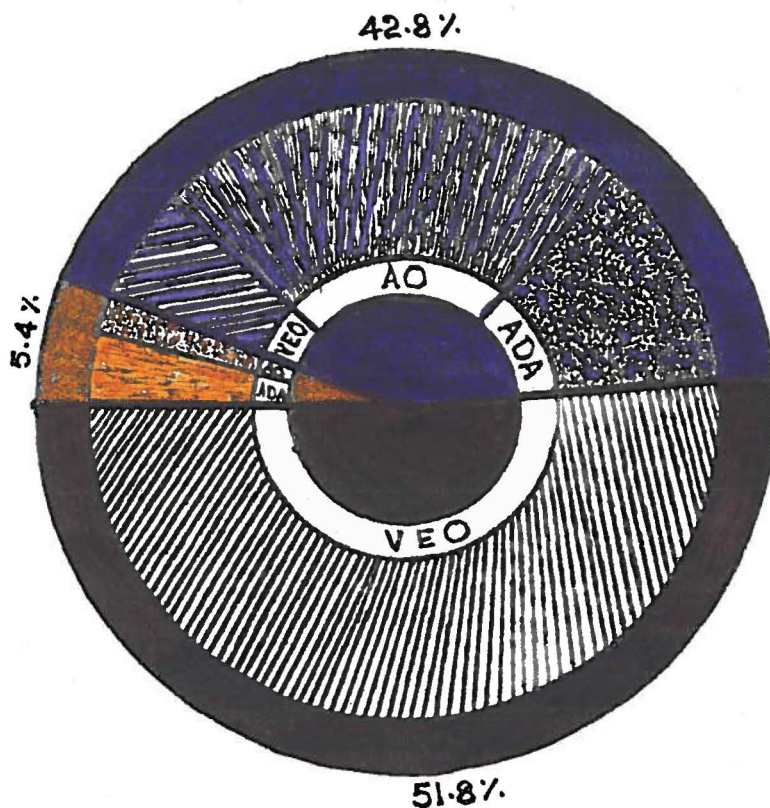
As seen from the above table, 64.3% comprise of middle age group followed by 21.4% with elder age group, and 14.3% with younger age group. In all 78.6% form the Middle and Younger group, below 45 years.

Among ADAs, elder age group form 62.5%, followed by 37.5% with middle age group.




Among AOs, middle age group comprises of 81% followed by younger age group with 12.5% and elder age group with 6.5%.

# ILLUSTRATION - XII

## CATEGORISATION OF OFFICIALS BASED ON THEIR EDUCATION



### INDEX

-  LOW-LEVEL EDUCATION
-  MEDIUM-LEVEL EDUCATION
-  HIGH-LEVEL EDUCATION

Among VEOs, middle age group from 62.6% followed by younger and elder age groups, each, with 18.7%.

Since majority of the respondents have fallen under Middle and younger age groups, the sample is ideally suited for the current study.

TABLE 11

DISTRIBUTION OF RESPONDENTS BASED ON LEVEL OF EDUCATION (OFFICIALS)

Sl.No.	Levels of Education	TOTAL							
		ADAs		AOs		VEOs			
		No.	%	No.	%	No.	%	No.	%
1.	Low (SSLC/HSC)	-	-	-	-	29	90.60	29	51.8
2.	Medium (Graduation)	7	97.50	14	87.50	3	9.40	24	42.8
3.	High (Post-graduation)	1	12.50	2	12.50	-	-	3	5.4
TOTAL:		8	100	16	100	32	100	56	100

Table (11) shows the distribution of official respondents based on their educational status. The level of education has been categorised into (3) groups, the low, medium and high.

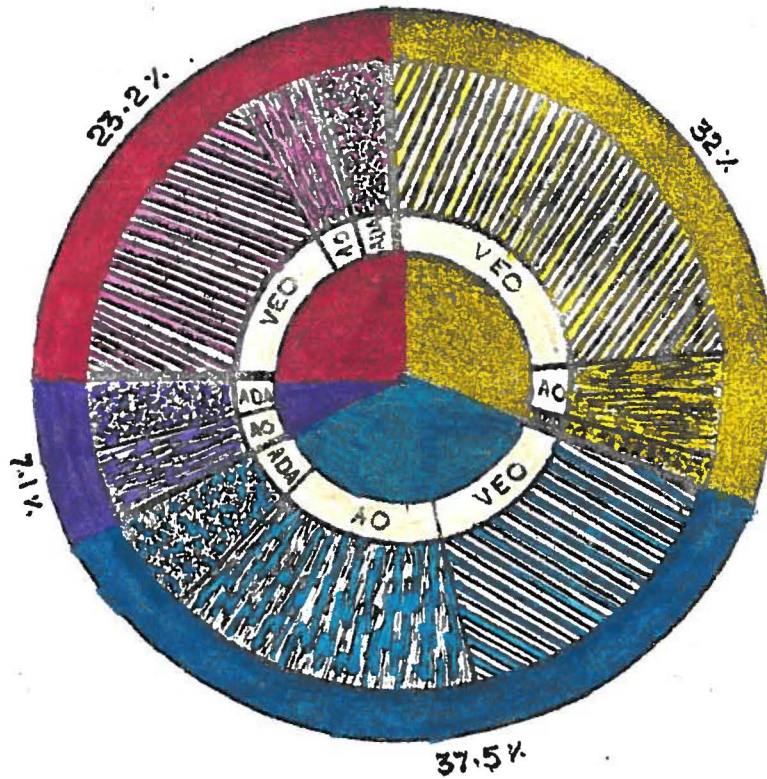
As can be seen, 51.8%, of the respondents have low education, followed by 42.8% with medium education and 5.4% with high education.

Over all picture of the table represents that low level education is predominant among VEOs compared to medium + high



# ILLUSTRATION - XII

## DISTRIBUTION OF OFFICIALS BASED ON THEIR TRAINING



### INDEX

- UNTRAINED
- LOW-INTENSITY TRG.
- MEDIUM-INTENSITY TRG.
- HIGH-INTENSITY TRG.

level educational status among officials.

Among ADAs 87.5% comprise of medium level educational (Graduation), followed by 12.5% with high level education (Post-graduation).

Among AOs. 87.5% comprise of medium level education status (i.e., Graduation followed by 12.5% percent with high level education (Post-graduation).

Among VEOs 90.6 percent have low level education while 9.4 percent fall in the medium level education category.

TABLE 12  
DISTRIBUTION OF OFFICIALS BASED ON THE TRAININGS RECEIVED

Sl.No. Intensity of Training (frequency in days)	TOTAL							
	ADAs		AOs		VEOs			
	No.	%	No.	%	No.	%	No.	%
1. Untrained	2	25.00	2	12.50	-	-	4	7.10
2. Low intensity training (upto 45 days)	3	37.50	9	56.20	9	28.10	21	37.50
3. Medium intensity training (45-90 days)	1	12.50	3	18.80	14	43.80	18	32.00
4. High intensity training (90 days and above)	2	25.00	2	12.50	9	28.1	13	23.40
TOTAL:	8	100	16	100	32	100	56	100

Trainings have been categorised into (4) groups, among official respondents, viz: untrained, low intensity training, medium intensity training and High intensity training.

The above table indicates 37.5% with low intensity training, 32.0% medium intensity training, followed by 23.4% and 7.1% under high intensity and untrained categories, respectively.

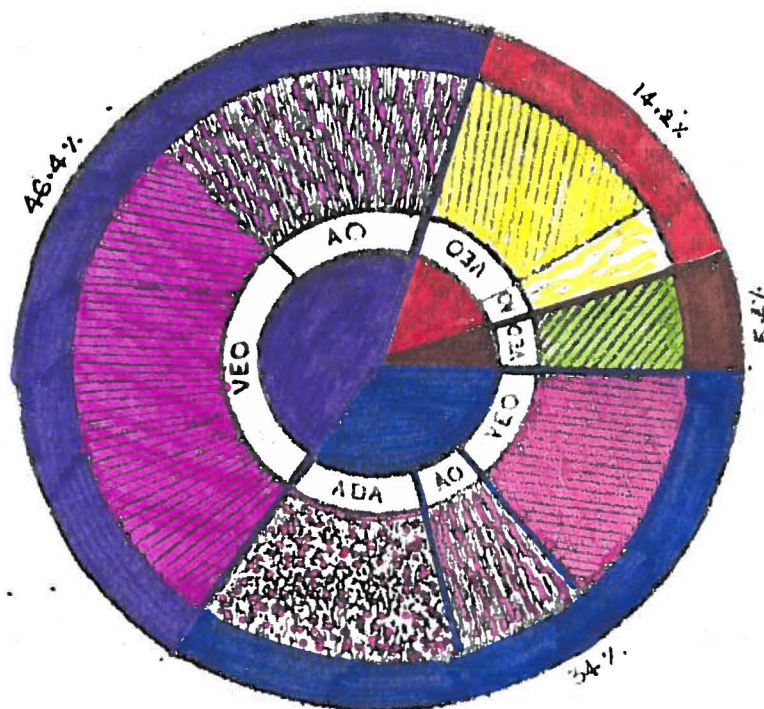
Among ADAs, 37.5% are with low intensity (i.e., 45 only) trainings followed by high intensity (90 days and above) and untrained (training) with 25% each respectively and medium intensity training (45 to 90 days) with 12.5%.

Among AOs, low-intensity (45 days) training was found in 56.2% cases, followed by 18.8% with medium intensity (45 to 90 days); and 12.5% each in case of high intensity training (90 days and above) and no training at all respectively.

Among VEOs, 43.8% received medium intensity training (45-90 days) followed by low and high intensity trainings with 28.1% each, respectively, while 7.1 percent received no training at all (untrained).

# ILLUSTRATION - XIV

## DISTRIBUTION OF OFFICIALS BASED ON THEIR EXPERIENCE



### INDEX

- 0-5 YEARS
- 5-10 YEARS
- 15-20 YEARS
- 25 YEARS AND ABOVE



TABLE 13

## DISTRIBUTION OF OFFICIAL RESPONDENTS BASED ON THEIR EXPERIENCE

Sl.No.	Experience (Length of service) frequency in years	TOTAL							
		ADAs		AOs		VEOs			
		No.	%	No.	%	No.	%	No.	%
1.	0 - 5	-	-			3	9.40	3	5.40
2.	5 - 10	-	-	2	12.50	6	18.90	8	14.20
3.	10 - 15	-	-	10	62.50	16	50.00	26	46.40
4.	15 and above	8	100	4	25.00	7	21.80	19	34.00
TOTAL		8	100	16	100	32	100	56	100

Based on the total length of service experience of officials categorised into (4) frequency groups viz., 0-5 years, 5 to 10 years, 10-15 years and 15 years and above.

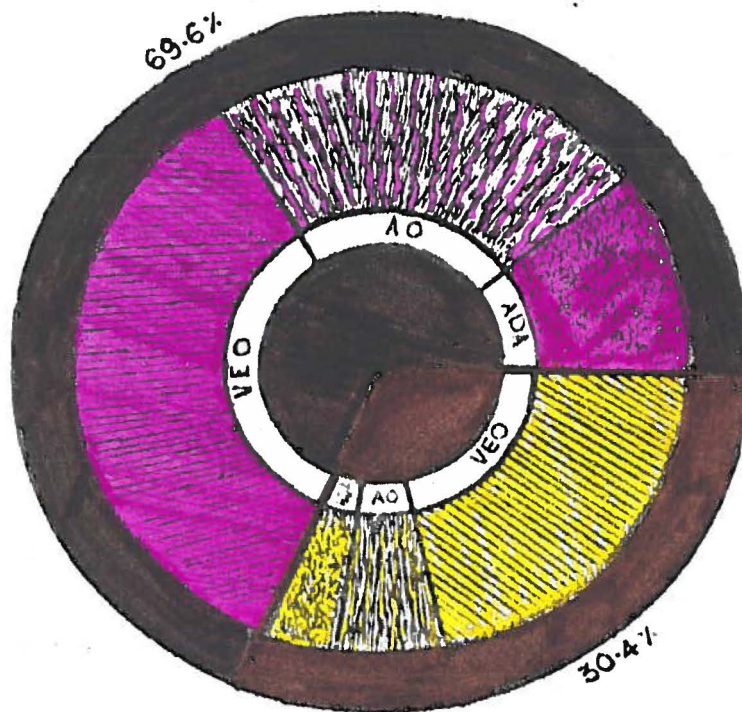
It is evident from the table that 46.4% respondents have 10-15 years of service, while 34% of respondents have 15 years and above experience, followed by 14.2%, and 5.4% with 5-10 years, and 0-5 years, experience, respectively.

Among ADAs, 100% are in the category of 15 years and above experience, forming largest group among officials.

Among AOs, 62.5% of respondents have 10-15 years of experience, followed by 25% with 15 years and above experience. The smallest group 12.5% among AOs have experience between 5-10 years.

ILLUSTRATION - XV

DISTRIBUTION OF OFFICIALS BASED ON THEIR ORIGINAL  
FAMILY BACKGROUND



INDEX



RURAL BACKGROUND.



URBAN BACKGROUND

Among VEOs, 50% have, between 10-15 years of experience. 21.8% have 15 years and above experience, 18.8% have between 5-10 years of experience, while 9.4% have experience between 0-5 years. From the above table, it is evident that 100% of ADAs, 62.5% of AOs followed by 50% of VEOs have got sufficient experience in their favour.

TABLE 14  
DISTRIBUTION OF OFFICIAL RESPONDENTS BASED ON THEIR FAMILY BACK GROUND

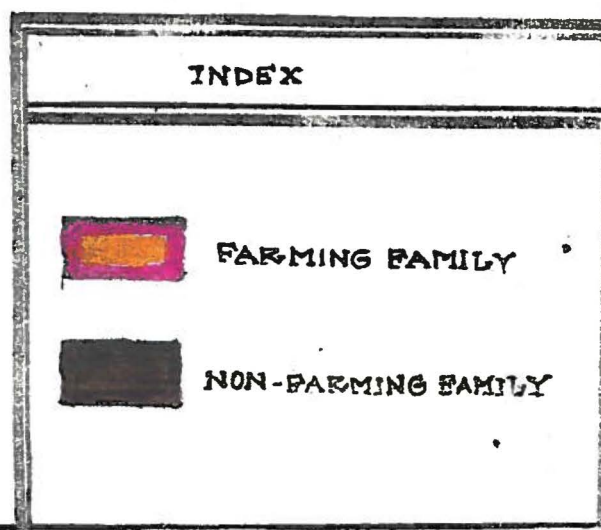
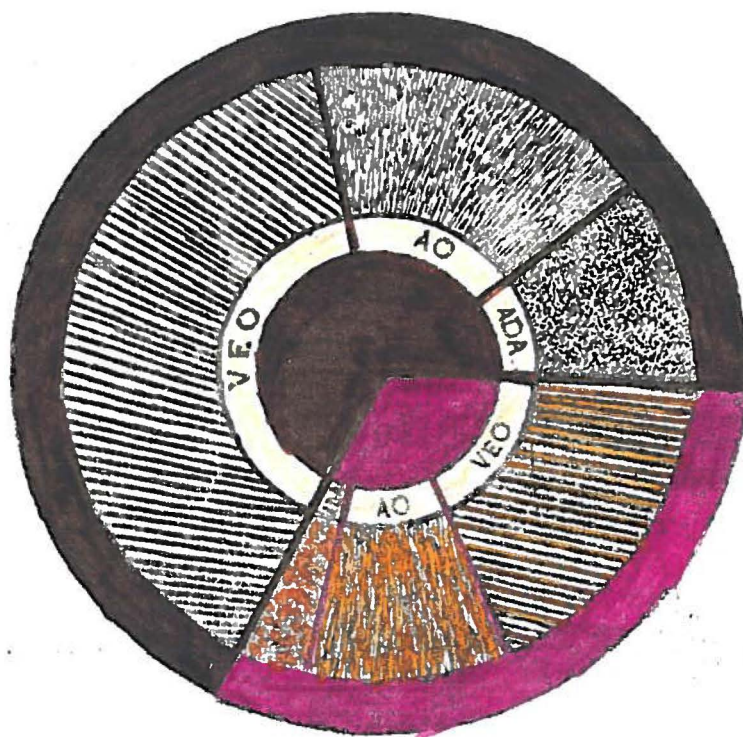
S.No.	Family background	Total							
		ADAs		AOs		VEOs			
		No.	%	No.	%	No.	%	No.	%
1.	Rural Background	6	75.00	13	81.20	20	62.5	39	69.60
2.	Urban Background	2	25.00	3	18.80	12	37.5	17	30.40
TOTAL		8	100	16	100	32	100	56	100

The above table indicates about the family back ground of official respondents, who are categorised into two groups Rural and Urban.

The overview of the above findings reveals that a majority of the officials in the selected sample of extension hierarchy fall under the achieve age group of 45 years and below of which 93.5% are AOs, 81.3% are VEOs and 37.5% ADAs. While all the ADAs and AOs, chosen for the study are well educated, with

ILLUSTRATION - XVI

DISTRIBUTION OF OFFICIALS BASED ON THEIR FAMILY  
OCCUPATION



degree. 81.3% of the VEOs, selected fall under the low level education group. While all the ADAs respondents possess more than 10 years of service experience, 87.5% of AOs and 71.8% VEOs have more than 10 years experience in their respective positions, while all the VEOs had the benefit of one kind of training or other of various durations, 75% of ADAs underwent trainings of various durations ranging from low, medium and high velocity based on the no. of days of training followed by, 87.5% of AOs had similar trainings. Majority of the official respondents hail from rural background of which 81.2% were AOs, followed by 75% ADAs and 62.5% VEOs, 75% of the ADAs were descendants of farming families, while 68.5% VEOs and 62.5% AOs come from families whose actual occupation was farming.

TABLE - 15

DISTRIBUTION OF OFFICIAL RESPONDENTS BASED ON THEIR PROFESSION IN  
THEIR ORIGINAL FAMILY

S.NO.	PROFESSIONAL CATEGORY	ADAs		AOs		VEOs		TOTAL	
		NO.	%	NO.	%	NO.	%	NO.	%
1.	Farming family	6	75.00	10	62.50	22	68.80	38	68.00
2.	Non farming family	2	25.00	6	37.50	10	31.20	18	32.00
TOTAL		8	100	16	100	32	100	56	100

The official respondents have been categorised by their original family professional back ground into two categories viz. farming and non-farming in the above table.

As evident from the table it is clear that 68% of the respondents hail from Farming family, while 32% and from Non-farming family.

Among ADAs, 75% come from Farming family followed by 25% with Non farming family.

Among AOs, 62.5% hail from Farming family and 37.5% from Non-Farming family.

Among VEOs, 68.8% come from Farming Family and 31.2% from Non-Farming family.

The above table clearly indicates that majority of the ADAs, AOs and VEOs, hail from Farming Family. Which is good for this study.



## SECTION F

The entire data has been computerised for further investigations objective-wise and analysed in this chapter. To emerge a clear picture of this chapter it is discussed in the seriatum of the following headings.

1. To study the personal and social characteristics of the respondents under T & V system.

2. To findout extent of distortion of agricultural information at different levels of information processing i.e., districts, block and village level under T & V system.

3. To examine difference between the personnel at different level of hierarchy in the selected districts in terms of extent of distortion of agricultural information under T & V system.

4. Association of Personal, Social, Psychological variables with distortion of agricultural messages at different levels of information processing .

Extent of distortion of agricultural messages at ADA, AO and VEO levels.

In order to obtain distorted score of the respondents, the given agricultural messages were divided into different bits and for each of the distorted information bit based on intensity of distortion a score of 3,2,1,0 scores were assigned for the

messages. For totally distorted message a score of '3' was given, if it is mostly distorted a score of '2', if it is partially distorted a score of '1' and if there is no distortion a score of '0' was assigned and scores tabulated and incorporated in tables 16 and 17.

Review on the tables is indicated below:

The table 16 shows the total and mean distorted scores at ADA, AO and VEO level pertaining to different messages selected for study.

Message 1: It is evident from the table 16 that mean distorted scores for ADA is 2.63, and that of AOs 4.50, 6.03 for VEOs. The score reveals that it is more at VEO level, followed by AO and less at ADAs level.

Message 2 : Mean distorted scores for 2nd message for ADAs, AOs and VEOs is 5.25, 7.06 and 8.31 respectively, showing distorted score. At VEO level it is high compared to moderate at AO, and less at ADA circle level.

Message 3 : As seen from the table mean distorted score for ADA with 4.50, followed by AO with 6.25 and 8.25 for VEO respectively. Again the trend of distortion is low at ADA, average with AO and high with VEO circle level.

Message 4 : As seen from the table at 16 where in the mean distorted scores for ADA with 11.4, followed by 13.13, and 15.15 for AOs and VEOs respectively. Again it is high at VEO circle,



followed by AO circle and low with SMSs.

Message 5: Mean distorted score for the SMSs is 2.90 and that of AOs 4.40, and VEOs 5.40, are seen from table 16. Again it represents higher level of mean distorted score with VEOs followed by AOs with average and less with SMS circle.

Summing up the total of (5) messages mean distorted scores **Vertical** it is 26.68 for ADAs, 35.34 for AOs followed by 43.14 for VEOs, respectively represents the overall trend of 'high' for VEOs, 'Average' for AOs and 'low' for SMSs.

Summing up mean distorted scores **horizontal** from table 16 for three categories of official ADAs, AOs and VEOs. for (5) messages it is 13.16, 20.62, 19.00, 39.68, 12.70 respectively. This variation in the mean distorted scores is on the simple and complex-nature of message that has been passed on to them.

#### EXTENT OF DISTORTION OF AGRICULTURAL MESSAGES AT CONTACT AND NON CONTACT FARMERS LEVEL

Table No. 17 shows the mean - distorted score -level of contact and non contact farmers for the selected messages of study.

Message 1: As seen from the table mean distorted score of contact farmer is 7.34 and that of non-contact farmer is 8.35 and

indicates the distortion values at two levels high - with NCF and low with C.F.

Message 2 : As per table 17 the recorded values of mean distorted scores for contact is 9.72 and N.C.F. 12.19 respectively. For contact low distorted values and for N.C.F with distorted vlues are recorded showing the difference between C.F and N.C.F.

Message 3 : The mean distorted values of contact farmers is 10.34 and that of N.C.F. is 12.19 with - high distorted values for NCF and low distorted values for C.F.s. same are tabulated in table 17.

Message 4 : As seen from table 17 mean distorted scores for N.C.F. is 19.16 and that of C.F. is 16.84, indicating high distorted values for N.C.F and low distorted values for C.Fs.

Message 5: Table 17 represents the values of mean distorted scores for 5th message for C.Fs and N.C.F.s at 6.31 and 6.87 respectively and rocorded high distorted values for N.C.Fs and low distorted values for C.Fs.

Summing up the ~~horizontal~~ total of mean distorted scores for C.Fs and N.C.Fs it is 15.68, <sup>21.91</sup> 22.53, 36.00, 13.18 for all the (5) messages and show the intensity of values based on the complexity of messages that they have received.

Vertical summation of mean distorted scores represent 50.56 for C.Fs and 58.75 for N.C.F.s, showing less distortion with contact farmers compared to that of non-contact farmers as the same is shown in table 17.

# ILLUSTRATION - XVII

## MEAN DISTORTED SCORE OF MESSAGES AT DIFFERENT LEVELS OF OFFICIALS

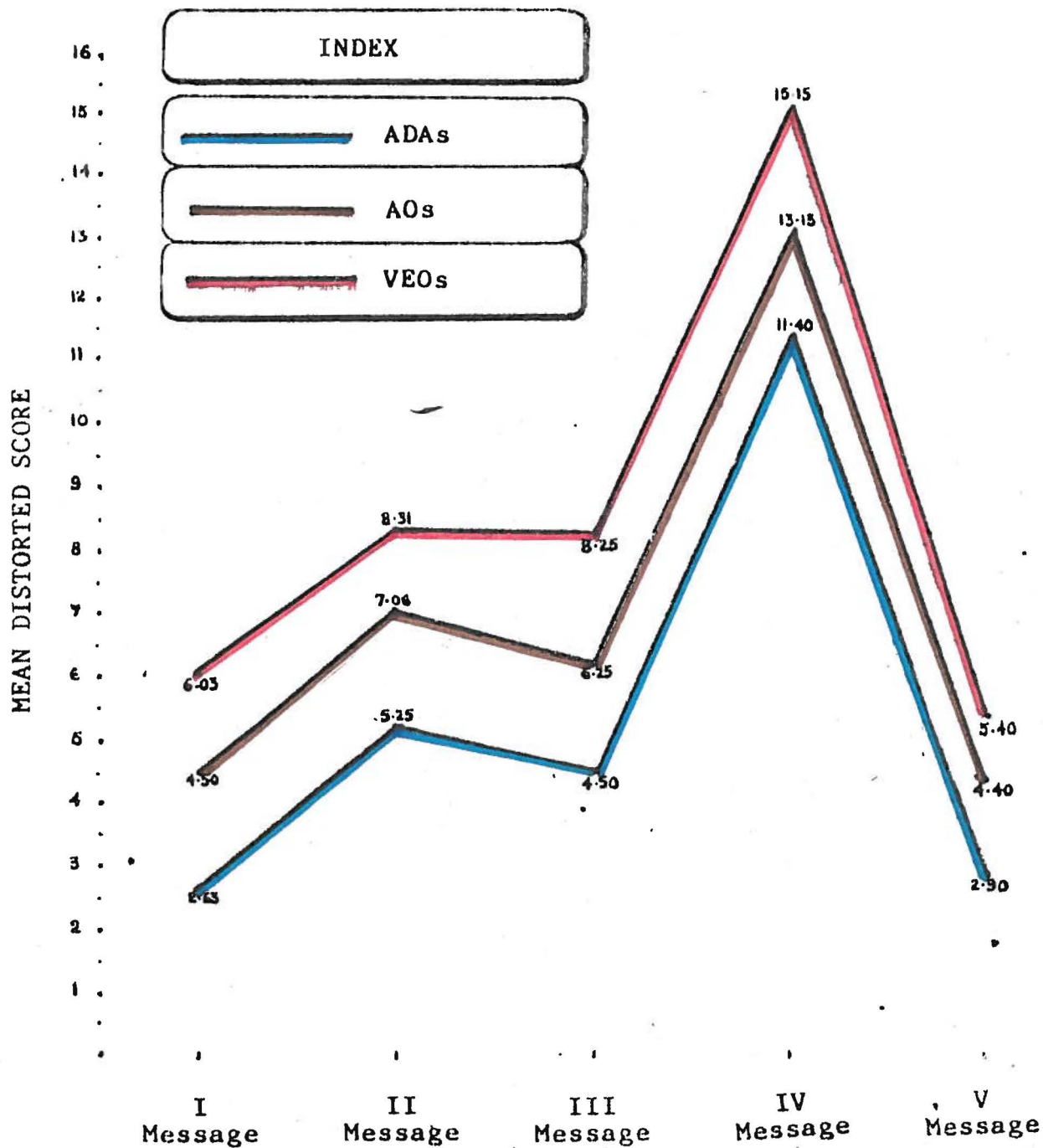


TABLE 16

MEAN DISTORTED SCORE OF EACH OF THE MESSAGES, AT DIFFERENT LEVELS, AMONG THE OFFICE RESPONDENTS

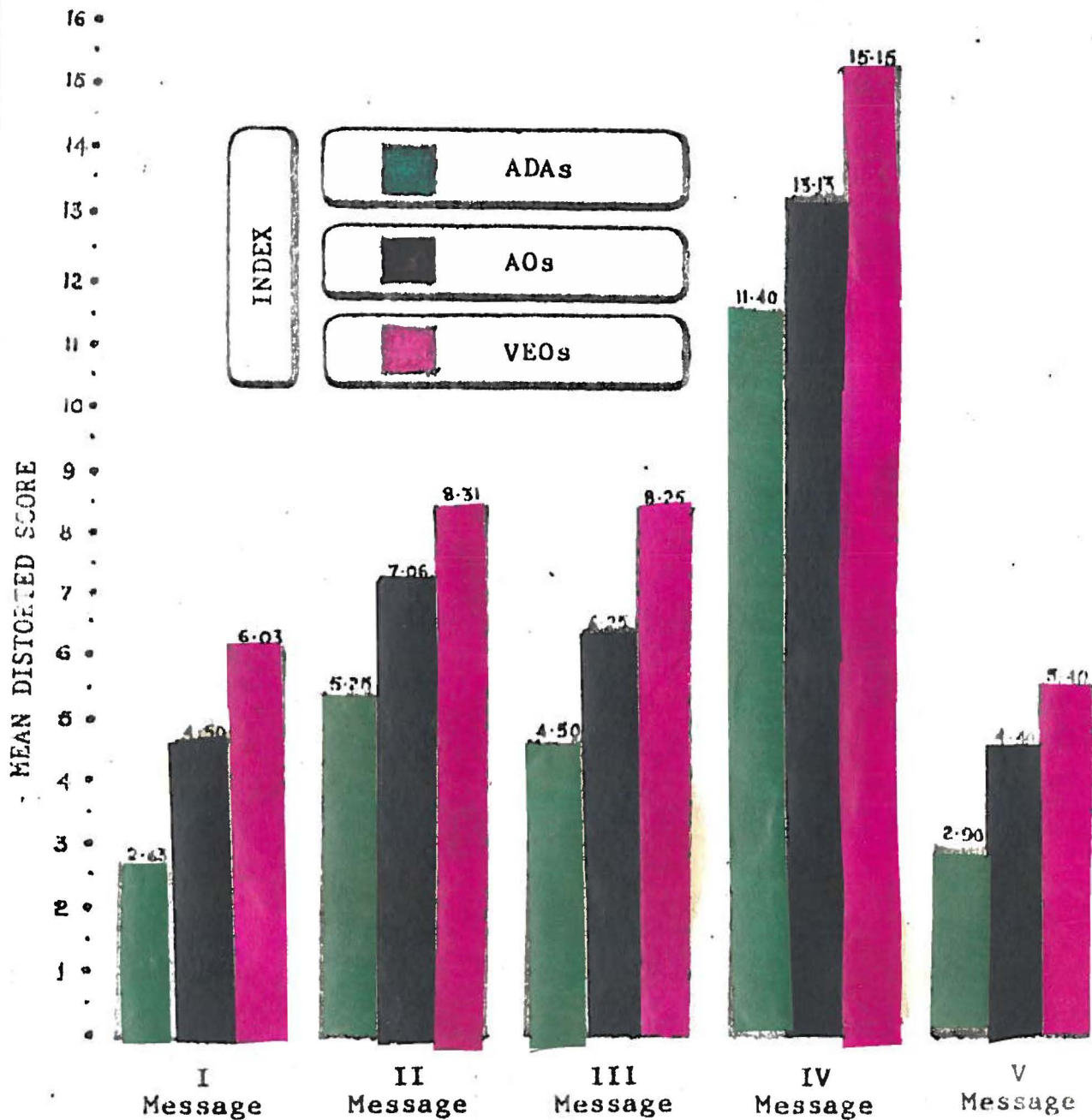
messages	LEVELS OF INFORMATION PROCESSESING						TOTAL (N=56)	
	ADAs (N= ) Score	Mean	AOs (N= ) Score	Mean	VEOs (N= ) Score	Mean	Score	Mean
M1	21	2.63	72	4.50	193	6.03	286	13.16
M2	42	5.25	115	7.05	296	8.71	453	20.00
M3	36	4.50	100	6.25	265	8.25	401	19.00
M4	91	11.40	210	13.13	485	15.15	786	39.68
M5	23	2.90	70	4.40	172	5.40	265	12.70
TOTAL:	213	26.68	565	35.34	1381	43.14	2159	105.16

Note:

- M1 - Message 1 ... Thorough ploughing of land, before the commencement of Kharif season helps dry land agriculture.
- M2 - Message 2 .. Seed requirement and seed treatment, with varieties, grown in the tract.
- M3 - Message 3 . Inter cropping practices, adopted in the area.
- M4 - Message 4 .. Bud Necrosis in groundnut
- M5 - Message 5 ... Timely sowing is advantageous

# ILLUSTRATION - XVIII

## DISTORTION OF MESSAGES AT DIFFERENT LEVELS OF OFFICIALS (MEAN)



# ILLUSTRATION - XIX

20 • DISTORTION OF MESSAGES AT DIFFERENT LEVELS OF FARMERS  
(MEAN)

MEAN DISTORTED SCORE

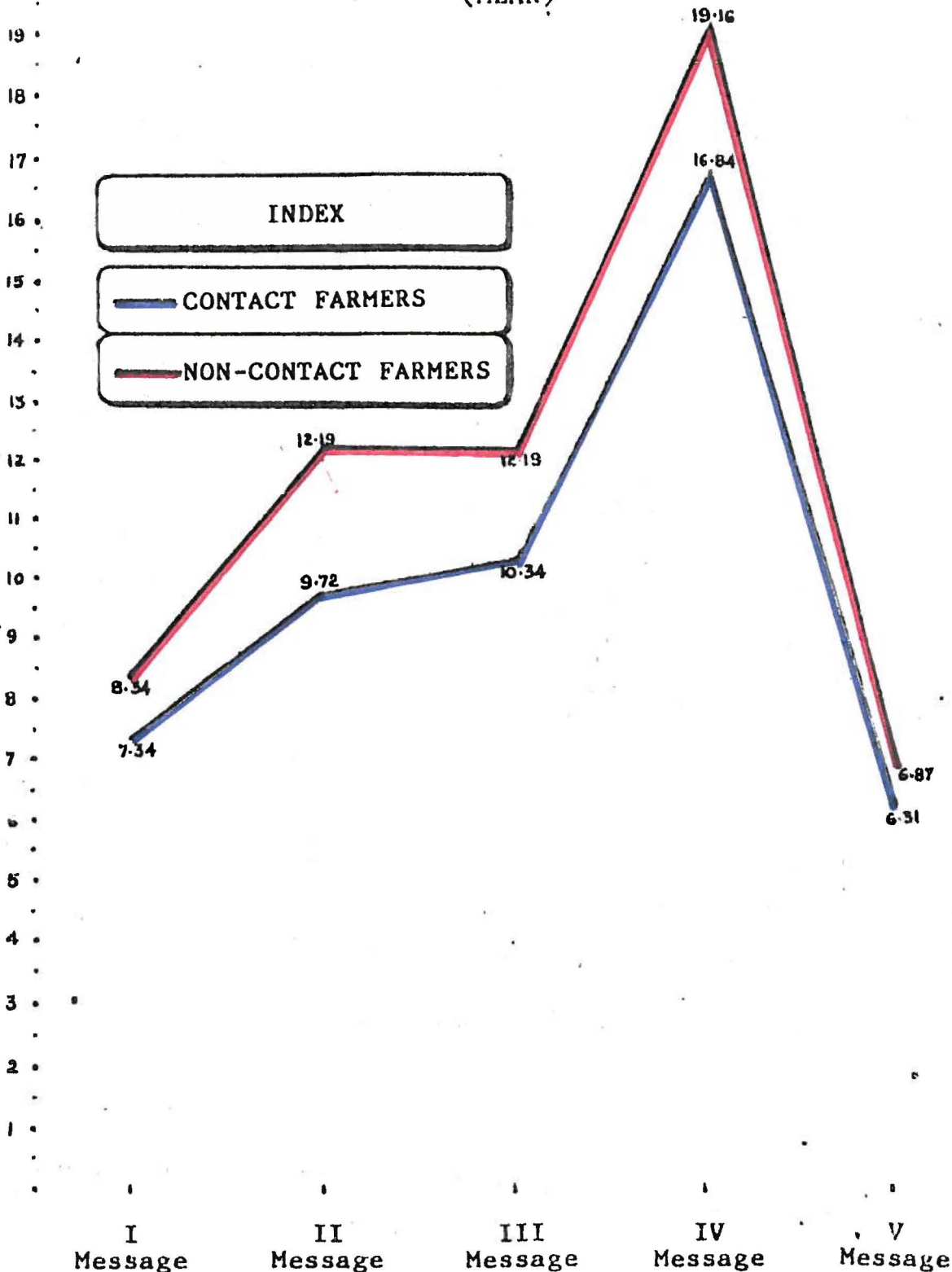




TABLE 17

MEAN DISTORTED SCORE OF THE MESSAGES AMONG THE CONTACT &amp; NON CONTACT FARMER RESPONDE

Messages	LEVELS OF INFORMATION PROCESSESING				Total	
	Contact Farmers		Non-contact Farmers		Score	Mean
	Score	Mean	Score	Mean		
M 1	232	7.34	267	8.35	502	15.68
M 2	311	9.72	390	12.19	701	21.91
M 3	331	10.34	390	12.19	721	22.53
M 4	539	16.84	613	19.16	1152	36.00
M 5	202	6.31	220	6.87	422	13.18
TOTAL	1618	50.56	1880	58.75	3498	109.31

M 1	232	7.34
-----	-----	------

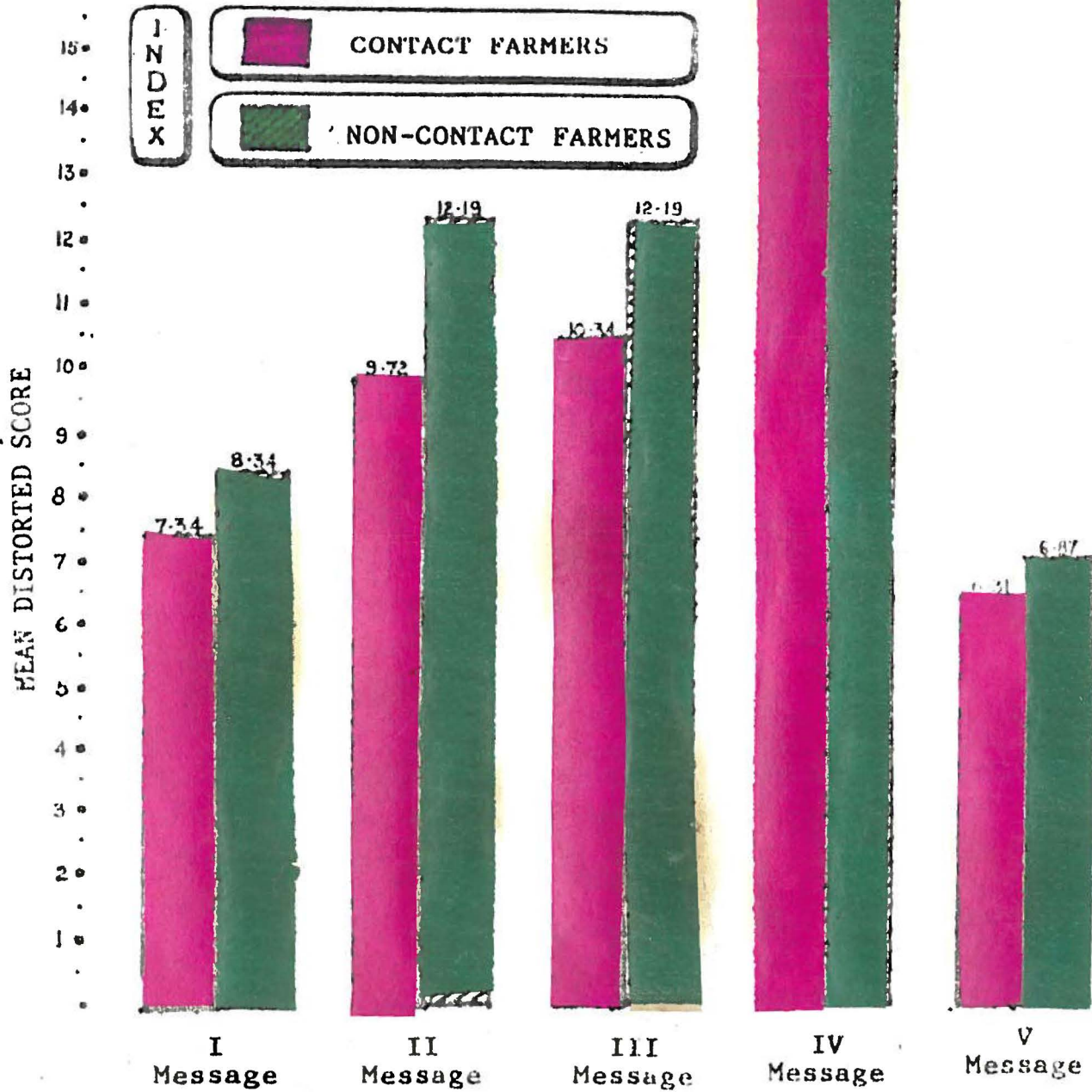
Note:

- M1- Message-1 Thorough ploughing of the land before the commencement of the Kharif season helps dry land agriculture.
- M2- Message-2 Seed requirement and seed treatment along with varieties, grown in the tract.
- M3- Message-3 Intercropping practices adopted in the area.
- M4- Message-4 Bud Necrosis in Groundnut
- M5- Message-5 Timely sowing is advantageous.



# ILLUSTRATION - XX

## MEAN DISTORTED SCORES OF MESSAGES AT DIFFERENT LEVELS OF FARMERS



## DISCUSSION

Table 16 represents extent of distortion among official respondents and table 17 represents non-official respondent distortion values.

From the above two tables the inference drawn among official cadres is that, at ADA level distortion is low and that of AOs is moderate compared to VEOs at high level.

Similarly distortion values are high for non-contact farmers compared to contact farmers.

Perhaps officials having basic degree qualification in agriculture are well versed with subject and are able to go through literature, have contact with scientists read reference books, see T.V and hear Radio, for their knowledge, therefore their distortion level is low compared to other level of official respondents. SMSs are well contacted, knowledgeable and highly placed in the hierarchy, they attend seminars, workshops, Zonal meeting and analyse research results.

AOs are busy with their official works, including the works posed by their superiors. Time consumed on this aspect is more, perhaps, they are not able to adjust their time or not getting time to go through literature on latest developments in agricultural field: though they are basically agricultural

graduates. Further they have problem with VEOs, which have got to be solved at their level. Therefore it can be attributed to time factor and business in their official administration.

The Agricultural Officers are often over burdened with other works, other than T & V programmes during the season such as drought, flood, contingency plan, supply and monitoring of inputs, besides, mobility hurdles etc., There by concentration as per pre scheduled programme suffers during such unavoidable contingencies of work. This factor also play an important note in distortion.

VEOs are basically grass root level workers with minimum educational qualification of SSC/HSC and not well versed with agricultural subjects. He has to depend purely on AO, and obtain his guidance, therefore more distortion values are noted at VEO circle level. VEOs are lowest rung of hierarchy under T & V system.

It is evident from the study that majority of candidates are overaged with low to nil level of education there by their concentration on the subjects during fortnightly classes reduce, leading to distortion. Further, most of the VEOs in the elder age group tend to show scant interest on the T & V programmes as they feel that at the fag end of their service, it would be futile to exert any additional strain on their mind and body. Besides most of the VEOs in the elder age group are a frustrated lot without

any avenues of further promotion and hence exhibit a tendency towards lethargy and disinterest.

Further, if the message is simple, distortion scores are less compared to complex questions that have more distorted values for both officials and non-officials respondents. The same can be inferred from the above tables.

The extent of distortion is less in case of contact farmers compared to N.C.F. The reason here is, C.Fs are in contact with official machinery and get equipped with some basics of agricultural development. Further officials reciprocate with C.Fs as the problem, they pose. More so it is impossible to contact each N.C.F. in their jurisdiction and solve problems. C.Fs are liaison to officers as well as N.C.Fs. Here contact with extension agency implies for better co-ordination among official respondents and C.Fs and vice versa.

The above findings are in line with the findings of Nandayya (1977) and Vikram (1988). The distortion at district level was lower than the distortion at block and village levels.

Thus the hypothesis that there will be variation in the extent of distortion of agricultural messages processed at different levels and accepted based on this study. Further distortion at VEO level is high, more at AO level, and less at ADA level, based on the complexity of messages.

Hypothesis is fully accepted based on the facts enumerated above.



SECTION C

DISTORTION OF DIFFERENT AGRICULTURAL MESSAGES

BETWEEN DIFFERENT LEVELS

The discussions presented in this section reveal the:

Extent of distortion of selected five messages and its difference between the SMS, AO and VEO levels.

DISTORTION OF MESSAGES:

Analysis of variance and critical difference were computerised and the result is presented as indicated in table.

1. Difference between the SMS at district level.  
AO level and VEO level interms of Message - 1
2. Difference between the SMS at district level.  
AO level and VEO level interms of Message - 2
3. Difference between the SMS at district level.  
AO level and VEO level interms of Message - 3
4. Difference between the SMS at district level.  
AO level and VEO level interms of Message - 4
5. Difference between the SMS at the district  
level, AO level and VEO level interms Message - 5

DIFFERENCE BETWEEN THE SMS AT THE DISTRICT LEVEL, AO LEVEL AND VEO  
LEVEL FOR MESSAGE-1

**TABLE NO:18**

SOURCE OF VARIATION	DIFF.	SUM OF SQUARE	M.S.S.	F
With in Levels	2	82.5134	11.2567	30.0178 **
Error	53	72.8138	1.3711	
TOTAL	55	155.3572		

\*\* = Significant at 1% level of probability.

Levels -	SMS level personnel	AO level personnel	VEO level personnel
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Mean Distorted Score	2.6250	4.5000	6.0313
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C.D. @ .1 level of probability

0.9950	0.9083	0.7036
--------	--------	--------

From the above table it is observed that there is significant difference between SMS, AO and VEO circle level in terms of the extent of distortion for the message - I. As the calculated value 'F' 30.0178 was highly significant at 1% level of probability.

For message - I, mean distorted score at SMS level was 2.6250, at AO level 4.5000 and at VEO level it was 6.03. The significant difference between the mean distorted scores of any two of the three categories of personnel were worked out by finding out C.D. values at 0.1 level probability.

The difference between the mean distorted scores of any two of the three categories of personnel was significant at 0.1 level of probability.

DIFFERENCE BETWEEN SMS CIRCLE, AO CIRCLE AND VEO CIRCLE IN TERM OF  
EXTEN OF DISTORTION OF MESSAGE 2

TABLE NO:19

Source	Diff	sum of Squares	MSS	F
within level	2	61.6697	32.3319	10.3667 **
Error	53	165.3135	3.1191	
Total	55	229.9922		

\*\* Significant at 1% level of probability.

Levels	= SMS personnel	AO personnel	VEO personnel
Mean dis- torted score	= 5.2500	7.0625	8.3125

CD at .1% level of probability:

	1.4989	1.3683	1.0599
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As seen from the above table it is observed that there was significant difference between SMS, AO and VEO circle levels in terms of extent of distortion of message - 2 : as the calculated value of distortion of message - 2 as the calculated value of 'F' 10.3667 was highly significant at 1% level of probability.



For message (2) mean distorted scores at SMS, AO and VEO circle level was 5.2500, 7.0625, 8.3125 respondents. The significant differences between the mean distorted score of any two of the (3) categories of personnel were worked out by finding out the CD values at .1% level of probability. Difference between the mean distorted scores of any two of the three categories was significant at .1% level of probability.

DIFFERENCES BETWEEN SMS, AO, VEO CIRCLE LEVEL IN TERMS OF DISTORTION  
FOR MESSAGE 3

TABLE NO:20

Source	Diff	Sum of scores	MSS	F
with in levels	2	119.2634	59.6317	18.5128 **
Error	53	170.7199	3.2211	
Total	55	289.9833		

\*\* = significant at 1% level of probability.

Levels	=	SMS personnel	AO personnel	VEO personnel
Mean distorted score	=	4.5000	6.2500	8.1063
C.D. at .1% level of probability	=	1.5232	1.3905	1.0771

It is observed from the table that there was significant difference between the SMS circle, AO circle and VEO circle level

in terms of extent of distortion of the 3rd message as calculated value of 'F' (18.5128) was highly significant at 1% level of probability.

Distorted mean score for the message (3) at SMS level was 4.500, at AO level it was 6.2500 and at VEO level 9.1000.

The significant difference between the mean distorted scores of any two of the three categories of personnel was significant at .1% level of probability.

#### DIFFERENCE BETWEEN SMS CIRCLE, AO CIRCLE AND VEO CIRCLE IN TERMS OF EXTEN OF DISTORTION OF MESSAGE 4

TABLE NO:21

Source	Diff.	Sum of square	MSS	F
With in levels	2	109.6975	51.9138	5.3997 **
Error	53	539.3135	10.1568	
TOTAL	55	619.0000		

\*\* Significant at 1% level of probability.

Levels	SMS personnel	AO personnel	VEO personnel
Mean distorted scores	11.3750	13.0625	15.1250

C.D. at .1% level of probability =

2.7048

2.4691

1.9126

It is observed that there was significant difference between the SMS circle, AO circle and VEO circle levels in terms of the extent of distortion for message (IV) as the calculated value of 'F' (5.3997) was significant at 1% level of probability.

Distorted mean scores for message (4) at SMS, AO and VEO circle levels was 11.3750, 13.0625, and 15.1250. Between any two of the three levels the significant difference between the mean distorted scores worked out by finding out the C.D value at .1% level of probability. It was found that the difference between the mean distorted score of any two of the, three categories was significant at .1% level of probability.

DIFFERENCE IN TERMS OF EXTENTS OF DISTORTION BETWEEN SMS, AO AND  
VEO CIRCLE LEVEL FOR MESSAGE 5.

TABLE :22

Source	Diff	sum of square	MSS	F
with in levels	2	42.8572	21.1286	15.3216 **
Error	53	74.1250	1.3986	
TOTAL	55	116.9822		

\*\* significant at 1% level of probability.

Levels	SMS	AO	VEO
Mean distorted scores	2.8750	4.3750	5.3750

C.D value at .1% level of probability =

1.0037	0.9162	0.7097
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As seen from the above table there was significant difference between SMS, AO and VEO circle levels, in terms of extent of distortion for message (5), as the calculated value of 'F' 15.3216 was significant at 1% level of probability.

Distorted - mean scores for message (5) at SMS level is 2.8750, AO level is 4.3750 and that of VEO level is 5.3750. Between any two or three levels of categories the significant

difference between mean distorted score worked out by finding out C.D values at .1% level of probability. The difference between mean distorted scores any (2) of the (3) categories of personnel was significant at .1% level of probability.

SECTION D

ASSOCIATION BETWEEN INDEPENDENT VARIABLES AND DISTORTION OF  
AGRICULTURAL MESSAGES

This section deals with the association of independent variables observed and distortion of agricultural information. in case of officials and farmers, separately. This was determined through simple correlation. To study this, agricultural information of extension personnel and farmers, the scores on different independent variables were computed and they are presented here under .

1. Association between independent variables and distortion of agricultural information in case of ADAs.
2. Association between independent variables and distortion of agricultural information in case of AOs.
3. Association between independent variables and distortion of agricultural information in case of VEOs.
4. Association between independent variables and distortion of agricultural information in case of contact and non-contact farmers.

TABLE : 22

Correlation Coefficient between independent variables and distortion of Agricultural Information in the case of ADAs.

S.No.	Independent variable	Dependent variable
1.	Age	- 0.6635 N.S.
2.	Education	- 0.2985 N.S.
3.	Experience	- 0.2432 N.S.
4.	Urban rural background	0.2455 N.S.
5.	Farming and Non Farming family	0.2465 N.S.
6.	Training	0.1880 N.S.

NS - Not significant

#### Null Hypothesis

There will be no significant relationship between the scores as independent variables and the extent of distortion in the case of ADAs .

The computed "r" values for ADAs, for independent variables like Urban/Rural background, Farming/Non-farming family and training were found to be statistically not significant. Hence the Null Hypothesis was accepted, which implies that the independent variables viz: Urban\Rural background, Farming\Non-farming family and training had no relation with the extent of distortion of messages.

The computed "r" values for Age, Education and Experience were found to be statistically, negatively not significant and

hence the Null Hypothesis was accepted. It can be inferred that age, education and experience, had no relation on the extent of distortion of message.

TABLE : 24

Correlation Coefficient between Independent variables and distortion of Agricultural Messages, in the case of AOs

S.No.	Independent variables	Dependent variables
1.	Age	- 0.1254 N.S.
2.	Education	- 0.0969 N.S.
3.	Experience	- 0.1656 N.S.
4.	Urban\Rural background	0.1231 N.S.
5.	Farming\Non-farming family	0.2427 N.S.
6.	Training	0.4951 **

-NS: Negatively not significant

NS: Not significant

\*\* : Significant at 0.5 percent level

#### NULL HYPOTHESIS

" There will be no significant relationship between the scores on independent variables and the extent of distortion, in the case of AOs".

The computed "r" values for the independent variables in the case of AOs, like Age, Education and Experience were found to be statistically negatively not significant and hence the null hypothesis was accepted, implying that the independent variables



like, age, education and experience had no relation with the extent of distortion of messages.

The computed "r" values for urban/rural background and farming and non-farming families were found to be statistically not significant and hence the null hypothesis was accepted, implying that the 5 variables urban/rural background and farming and non-farming families too had no relation with the extent of distortion of messages.

The computed "r" value for the independent variable, "training" was found to be statistically significant at 0.5 percent level, and hence the null hypothesis was rejected. It is therefore, informed that the variable, training had relation with the extent of distortion of messages, in the case of AOs.

TABLE :25

Correlation Coefficient between independent variables and distortion of Agricultural Messages, in the case of VEOs

S.No.	Independent variables	Dependent variables
1.	Age	- 0.8119 **
2.	Education	0.8046 **
3.	Experience	- 0.4876 **
4.	Urban\Rural background	0.7960 **
5.	Farming/Non-farming families	0.0961 NS
6.	Training	0.6596 **

\*\* .. Significant at 0.1% level

NS .. Not significant

### Null Hypothesis

There will be no significant relationship between the scores on independent variables and the extent of distortion in the case of VEOs.

The computed "r" values of independent variables like Age and Experience were found to be statistically negatively significant at 0.1% level, and hence the null hypothesis was rejected. It implies that the independent variables, Age and Experience had relation with the extent of distortion of agricultural messages.

The computed "r" values of independent variables, such as education, urban\rural background and training were found to be statistically significant at 0.1% level and hence the null hypothesis was rejected. It implies that the independent variables, viz: Education, Urban\Rural background and Training, had relation, with the extent of distortion of messages.

The computed "r" value of the independent variable, farming and non farming family was found to be statistically not significant and hence the null hypothesis was accepted, which implies that the variable farming/non-farming family, had no relation with the extent of distortion of messages.

TABLE: 2A

Correlation coefficient of independent variables and the distortion of  
Agricultural messages, in the case of contact farmers

S.No. Independent variables	Dependent variables
1. Age	0.6560 **
2. Education	0.0769 NS
3. Caste	0.4172 *
4. Farm size (Holdings)	0.1319 NS
5. Socio-economic status	- 0.3602 -*
6. Urban contact	0.1483 NS
7. Social Participation	0.4659 **
8. Mass Media Exposure	0.4193 *
9. Contact with Extension Agency	- 0.5662 -**

\* Significant at 0.5% level

\*\* Significant at 0.1% level

NS Not significant

Null Hypothesis: " There will be no significant relationship between the scores on independent variables and the extent of distortion", in the case of contact farmers.

The computed "r" values for contact farmers, for independent variables like education, Farm Size and Urban contact were found to be statistically not significant, hence the Null Hypothesis was accepted which implies that the above three independent variables were not associated with the extent of distortion of messages.

The computed "r" values for independent variables like caste and Mass Media exposure were found to be statically significant at 0.5% level and had relation with the extent of distortion of messages and hence the null hypothesis was rejected.

The computed "r" value for the independent variable viz: socio-economic status, was found to be statistically, negatively significant at 0.5% level of probability and hence the null hypothesis was rejected.

The computed "r" values for independent variables like Age and Social participation were found to be statistically significant at 0.1% level of probability and was associated with the extent of distortion of messages and hence the null hypothesis was rejected.

The computed "r" value for the independent variables viz: contact with extension agency, was found to be statistically negatively significant at 0.1% level of probability, and hence the null hypothesis was rejected, which implies that the variable was associated with the extent of distortion of the messages.

TABLE: 25

Correlation Co-efficient between Independent Variables and Distortion of Agricultural Messages, in the case of farmers (non contact).

S.NO	Independent Variables	Dependent variables.	
1.	Age	0.6621	**
2.	Education	0.0821	NS
3.	Caste	0.3830	*
4.	Farm size (Holding)	0.0630	NS
5.	Socio-economic status	- 0.3747	*
6.	Urban contact	0.0154	NS
7.	Social Participation	0.5372	**
8.	Mass Media exposure	-0.4020	**
9.	Contact with extension Agencies	0.3418	**

NS : Not significant

- \* : Negetively significant

-NS : Negetively Not Significant

\* : Significant at 0.5%

\* \*: significany @0.1% level

Null hypothesis:

" There will be no significant relationship between the sacores of independent variables and the extent of distortion in the case of farmers (non-contact farmers).

The computed 'r' values of the independent variables, viz: Education Farm Size Urban contact and cast were found to be statistically, not significant implying that the variable, had no relation with the distortion of messages, and hence the null hypothesis was accepted.

The computed "r" values of independent variables viz: age contact with Extension Agency, social participation were found to be statistically significant at 0.1% level of probability hence the null hypothesis was rejected. It implied that the above named variables had relation with the distortion of messages.

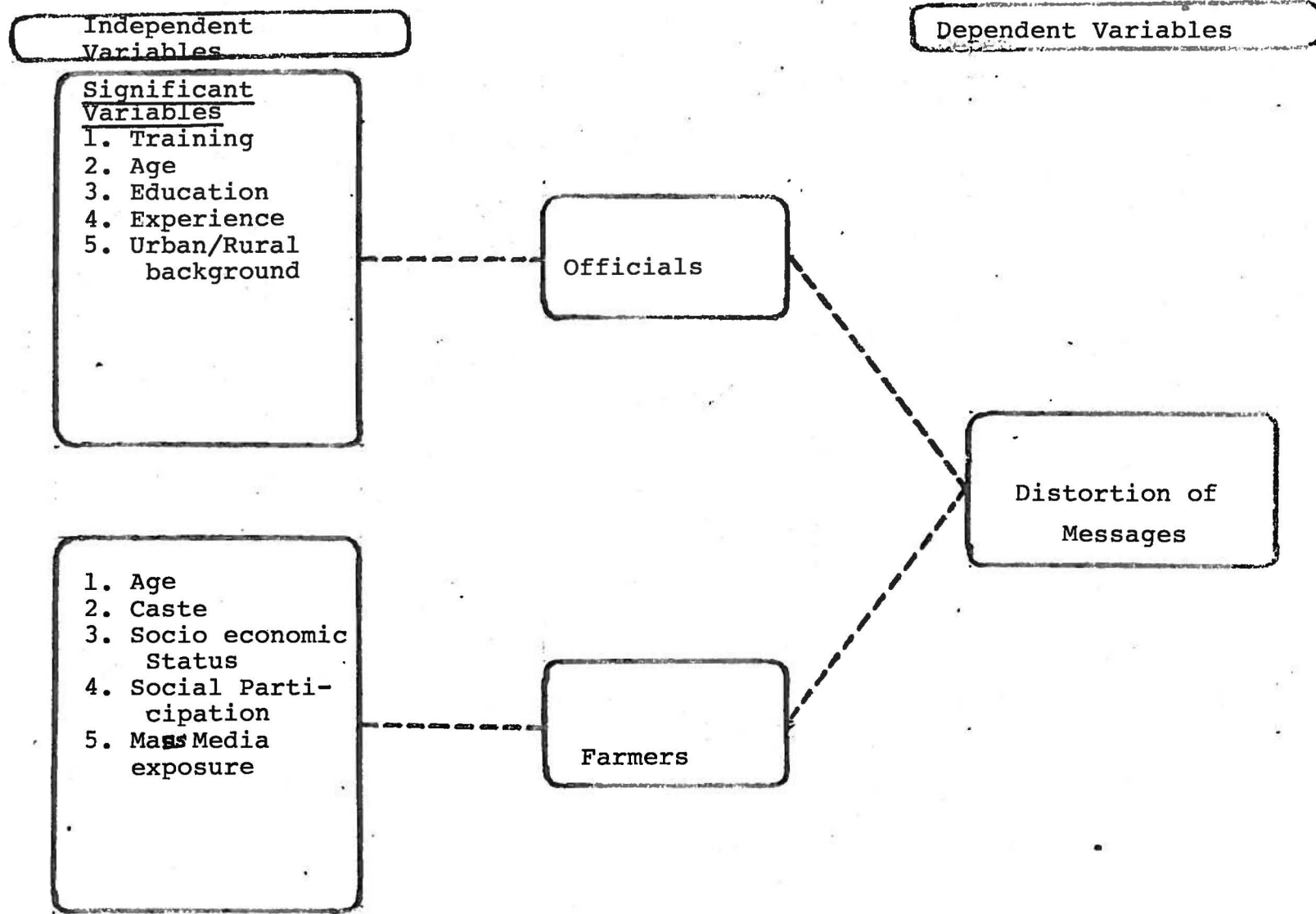
The computed 'r' values for variable like Socio-Economic Status was found to be negatively not significant while the Mass Media Exposure was, found to be significant at 0.5% level of probability, negatively.

Summing up it can be concluded that while independent variables like age, education and experience were found to be statistically negatively not significant among ADAs and AOs, with distortion of messages, while they, along with variables rural/urban background and training were either statistically negatively significant or significant at 0.1 percent level of probability, in the case of VEOs. The variables training among AOs was found to be significant at 0.5% level in the distortion of messages.

Among the farmers variables like education, farming and

urban contact were not associated with the extent of distortion of messages while variables like caste and mass media exposure were associated, at 0.5% level of probability with the extent of distortion, while socio-economic status of the farmers was statistically found to be negatively significant at 0.5% level of probability with the extent of distortion. Age and Social participation among the farmers were associated with the extent of distortion at 0.1% level while contact with extension agencies was found to be negatively significant at 0.1% level of probability with the extent of distortion.

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### EMPERICAL MODEL OF THE STUDY

Conceptual model (Fig. ) was developed to analyse the factors related to dependant variable namely distortion of Agricultural messages occurring from district to village level under T & V system.

The conceptual model evolved to give an objective assessment on the distortion of Agricultural messages.

This model was formulated with the help of analysis of variance and correlation and Emperical model drawn as shown in Fig ( ). It indicates distortion took place from source to communicater.

In all (6) independent variables for officials (9) independent variables for non officials with one (1) dependent variable as indicated are selected to study the associations between independent variables with the dependent variable.

The associations of (15) independent variables with extent of distortion was treated and found the factors like "Training" for AOs, Age, education, experience, urban and rural background, Training for VEOs, were significantly correlated. Age, caste, socio economic status, social participation, mass media exposure, contact with extension agency were significantly correlated for CFs. All (6) variables were not significant among SMScadre.

## CHAPTER-VII

### SUMMARY AND CONCLUSION

" Transfer of technology" predicts further aspirations of farming community thereby calls for greater dissemination of the same. The farmers have to know. Understand accept, and adopt. If any of the factors is not properly digested, it becomes difficult to adopt, thereby resulting in distortion in the communications of technology from Lab to Land . A strong communication system be developed for disseminating the knowledge at different levels of hierarchy under T & V system . Therefore this study was essential to study the "Distortion" from district to village level in the selected district. This study entitled "Study of distortion of agricultural messages from district to villages level under T & V System " was formulated with the following objectives and chronologically presented in (8) chapters viz; Introduction, Review of Literature, Research Methodology, Setting, Findings and Discussions summary conclusion.

#### Objectives:

1. To study the personal and socio-psychological characteristic of the respondents under T & V system.
2. To find out extent of distortion of agricultural information (messages) at different levels of information processing from district to village level under T & V System.
3. To examine difference between the personnel at different level of hierarchy in the selected district in terms of

extent of distortion of agricultural information under T & V system.

4. Association of personnel, Social, Psychological variables with distortion of Agricultural messages at different levels of information processing.

Study on the subject has been revised keeping a view of the above objectives and a conceptual model for the study has been evolved duly analysing and synthesising " Expost facto research design was used for conduct of study". Mahaboobnagar district was taken for studying the respondents (8) SMSs, (16) AOs, (32) VEOs, (32) CFs, and (32) NCFs have been selected for the study. They were administered with schedules for collection of data. Dependent and independent variables have been measured with appropriate scales developed by researchers; if necessary modifications were made according to the study in the present investigation. Parametric statistical tests were used to analyse the data. The findings emerged from the present study have been summarised and presented below.

#### Socio Psychological Character of Respondents

##### 1. Officials:

Majority of the officials were found to be under the above age group of 45 years and below, of which 93.5% were AOs, 81.3% were VEOs, and 37.5% SMSs. All the SMS and AOs were well educated with degrees, while 90.6% of VEOs had low level education. While all the SMSs are well experienced with more than

15 years service. 37.5% of AOs and 71.3% of VEOs were found to have more than 10 years of the experience, 75% of the SMSs had the benefit of trainings of various intensities, ranging from low, medium and high, based on the no. of days of training followed by 87.5% of the AOs and 100% of the VEOs. Majority of the Officials hail from rural background of which 81.2% were AOs, 75% were SMSs and 62.5% of the VEOs were descendants of farming families.

2. Farmers: Majority of the farmers were below 45 years age of which 78% were contact and 75% were non contact farmers 42.3% of the farmers had either primary or middle education, comprising of 46.8% of contact farmers and 37.6% non contact farmers. Majority of them belong to lower castes of which 62.5% were from contact farmers and 53.1% from non contact farmer groups. Most of them operated on small holdings of which 72% were Non contact farmers and 40.6% were contact farmers. Majority of the farmers evinced less interest in social participation of which 68.8% were contact farmers and 59.4% non contact farmers. Majority of the farmers were found to have medium socio-economic status of which 71.9% were contact farmers and 50% were non contact farmers. Majority of the farmers had either less frequent or no visits to urban areas of which both the contact and non contact farmers were equal in number with 53.1% half of the farmers, selected had no experience to any of the mass media source, in which 59.4% were non contact farmers and 40.6% were

contact farmers. All the contact farmers and 50% of the non contact farmers, had moderate to high frequency contact with one or the other extension agency.

11 Extent of distortion of Agricultural information of different levels of information processing, from district to village level.

High mean distorted score was noticed in the case of VEOs followed by more distorted score in case of AOs and comparatively less distorted score in the case of SMSs from among the five messages, less distortion was observed in the case of SMSs, slightly more in the case of AOs and high in the case of VEOs. In message (4) mean distorted scores were high in all the levels, very high in case of VEOs more in case of AOs and marginally less than the AO in case of SMSs. This can be attributed to the complex nature of technology involved in the message.

Very high mean distorted scores was noticed in case of non contact farmers, followed by contact farmers with comparatively less distorted mean scores. In four out of the five messages, the mean distorted scores were also found to be high in case of non contact farmers compared to contact farmers. In message (4) again, the distorted mean scores were very high in case of non contact farmers than the contact farmers, compared to the rest of the messages.

### III Significant difference between the personnel at different levels of hierarchy in term of extent of distortion

There was significant difference between the extension personnel at different levels in terms of extent of distortion with respect to all the selected messages. There was significant difference between VEO and AO and SMS in that order. Distortion was high at VEO level compared to AO. Distortion at AO level was average compared to SMS level.

There was significant difference between the farmers groups at different levels, in terms of extent of distortion. There was significant difference between noncontact farmers and contact farmers in that order. There was significant difference in the extent of distortion of messages at non contact farmer level compared to contact farmer level.

### IV Factors associated with the distortion of messages at different levels of information processing

Independent variables like age, education and experience were found to be negatively not significant among SMSs and AOs in the extent of distortion of messages, while they along with other variables were either negatively but significant or significant at 0.1% level of probability in the case of VEOs. Training was found to be significantly associated in the case of AOs at 0.5% level of probability in the distortion of message.

Among the contact farmers, education size of holding and urban contact were not associated with the extent of distortion while caste and mass media exposure were associated at .5% level of probability with the extent of distortion. Socio-economic status of the contact farmers was negatively significant at .5% level of probability with the extent of distortion. Age and social participation were associated with the extent of distortion while contact with extension agency was found to be negatively significant.

Among non contact farmers, education size of holding, urban contact and contact with extension agencies were not associated with the distortion while caste, socio-economic status and mass media exposure were associated with the extent of distortion. Age and social participation were associated negatively in the distortion of messages.

### Implications

On the basis of findings, those variables which are positively associated with distortion of age. Messages need review independently for the extension personnel at different levels of T & V system hierarchy as extent of distortion is increasing with an increase in levels. AOs and VEOs need intensive training for effective transformation of modern agricultural technology. Independent variables like urban/rural background farming/non farming and training had no relation with the extent of distortion for SMSs. Further age, education, and experience is also not having relation on the extent of distortion of messages for SMSs.

For AOs independent variables like age, education and experience had no relation with the extent of distortion, sometimes farming /non farming urban/rural background.

For AOs "Training" has proved to have significant relation therefore this variable has relation with the extent of distortion.

For VEOs independent variables age, experience are negatively significant and have relation with the extent of distortion of agricultural messages.

Education, urban/rural background and training for VEOs are statistically significant and has relation with the extent of distortion of messages. Farming /non farming independent variable for VEOs is not significant and has no association with the



dependent variable .

#### ASSOCIATION BETWEEN INDEPENDENT VARIABLE AND DISTORTION OF AGRICULTURAL MESSAGES IN CASE OF CONTACT FARMERS

Education, farm size and urban contact are statistically not significant hence there is no association with dependent variable i.e., distortion of agricultural messages for contact farmers.

It is needless to say that simple messages create better understanding among lower ranks . The desired results have got to be verified through effective feed back system.

#### Suggestions and Improvements

After having gone through this study meticulously the following points can be considered for future research and improvements there on.

1.This study is part of one district representing representative sample alone and not the entire study. In depth study may be considered by the future researchers.

2. No. of variables can be increased and studied.

3.Type of study can be spread over to other parts of the state and country for verification of data and to further improve this study.

### CONCLUSION

The present study has amply demonstrated that there have been distortions of agricultural messages at different levels of information processing. The distortion was predominant among the VEOs and contact and non contact farmers, in comparison to officers in the higher level of heirarchy. The study has also revealed that the extent of distortion, among officials, was more at VEO level than at AO and SMS levels under the present set up of extension heirarchy VEOs work under the direct control of AOs and it becomes imperative for the AOs to be fully equipped technically to guide the VEOs for the successful implimentation of programmes under T & V system. But in the present study, it has become clear that the distortion of message at SMS level is responsible at a minimum level while the distortion is on a higher level at VEO level, from this it can be concluded that the AO plays a key role in the transfer of technology to the VEOs as well as supervise its implimentation. But the competance of AOs is due to his work load and lack of adequate training. This lacunae has to be corrected by administrators to improve the process of transfer of technonology by providing adequate facilities of more frequent training to the AOs and relieving them of additional duties, not connected with T & V system of extension service.

This study has also clearly revealed that simple and new messages pose least distortion and hence it becomes imperative on

the part of extension worker to devise ways and means to communicate new and complex message by simplifying them, in the manner suitable to the local, to ensure its effectiveness.

Factor like age, education, experience and training were associated in the way of other, in the distortion messages among the VEOs for promoting effective communication, persons with younger age, better education and adequate training might be chosen for the effectiveness of the system particularly wherever it involves inter personal communication acts to be performed.

Further from the study it is clear that factors like age, education, social participation, experience to mass media communication and contact with extension agencies were associated with extent of distortion among farmers. Distortion level was more with non contact farmers than contact farmers and was higher in case of complex messages. Even among farmers the levels of distortion was found to be comparatively less with simple messages, as in the case of VEOs or ADs these factors need adequate attention for locating key communicators in the rural areas for the effective implementation of the T & V programme.

Another aspect of the system which needs adequate attention in the prospective feed back on constraints in their implementation of programmes. This process again calls for the effectiveness of communication system from farmer level to the scientist level, to make it meaningful and purposeful.

Location specific and problem oriented technologies are now

being discussed at research centres with a view to minimise the hardship of the rural masses. These technologies require to be understood grasped and effectively transferred by the extension workers to the ultimate adopters without distortions. This calls for a very high degree of competence on the part of extension workers in disseminating technology.

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## BIBLIOGRAPHY

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# APPENDICES

APPENDIX - I

A STUDY OF DISTORTION OF AGRICULTURAL MESSAGES FROM  
DISTRICT TO VILLAGE LEVEL UNDER T&V SYSTEM  
IN ANDHRA PRADESH

SCHEDULE FOR OFFICIAL RESPONDENTS

Code number

PART - A

I. BACKGROUND INFORMATION OF THE OFFICIAL

- |  |     |     |     |                    |
|--|-----|-----|-----|--------------------|
| 1. Name                                | ... | ... | ... | ...                |
| 2. Designation                         | ... | ... | ... | ...                |
| 3. Head Quarters                       | ... | ... | ... | ...                |
| 4. Jurisdiction (Area of<br>operation) |     |     |     | ...                |
| 5. Age in completed years              | ... | ... | ... | ...                |
|  |     |     |     | <u>Score</u>       |
|  |     |     | ... | Younger (below 30) |
|  |     |     |     | Middle (31 to 50)  |
|  |     |     |     | Elder ( 50 to 60)  |
|  |     |     |     | Older (Above 60)   |
| 6. Married/Unmarried/Widow             | ... | ... | ... | ...                |
| 7. No. of Members in the family        | ... | ... | ... | ...                |

II. BASIC EDUCATIONAL QUALIFICATION (Please mark (    ) tick  
against appropriate item.

- |                            |     |     |     |    |       |
|----------------------------|-----|-----|-----|----|-------|
| 1. Primary                 | ... | ... | ... | .. | ( 3 ) |
| 2. Middle                  | ... | ... | ... | .. | ( 4 ) |
| 3. SSLC/HSMP               | ... | ... | ... | .. | ( 5 ) |
| 4. Intermediate            | ... | ... | ... | .. | ( 6 ) |
| 5. Graduate (Arts/Science) | ... | ... | ... | .. | ( 7 ) |

- |                                  |     |     |     |     |       |
|----------------------------------|-----|-----|-----|-----|-------|
| 6. Graduate (Agriculture)        | ... | ... | ... | ... | ( 7 ) |
| 7. Masters Degree in Agriculture | ... | ... | ... | ... | ( 8 ) |
| 8. Doctorate in Agriculture      | ... | ... | ... | ... | ( 9 ) |
| 9. Any other ( Specify )         | ... | ... | ... | ... |       |
| (i)                              | ... | ... | ... | ... | ( )   |
| (ii)                             | ... | ... | ... | ... | ( )   |

### III. TRAINING

Any Trainings you have undergone since last one year. Please furnish the following particulars:

S.NO.	NAME OF THE TRAINING	(Years)	(Duration)	(place of Training)
-------	----------------------	---------	------------	---------------------

- |                          |       |       |       |       |
|--------------------------|-------|-------|-------|-------|
| 1. Pre Service           | ...   | ..... | ..... | ..... |
| 2. Induction/Orientation | ..... | ..... | ..... | ..... |
| 3. Inservice             | ..... | ..... | ..... | ..... |
| 4. Fortnightly           | ..... | ..... | ..... | ..... |
| 5. Any Other, Specify    | ..... | ..... | ..... | ..... |

### IV. EXPERIENCE

1. Since how long had you been in service ..... Years
2. Since how long, in the service of Agriculture Department

	<u>Designation of post</u>			<u>Duration</u>		
a.	....	.....	...	....	....	...
b.	....	.....	...	....	....	...
c.	....	.....	...	....	....	...
d.	....	.....	....	....	....	...
e.	....	.....	.....	....	....	...

V. RURAL = URBAN BACKGROUND

1. Do you belong to rural area ? ..... Yes/No.
2. If, yes, mention the period of your stay... ..... Years.
3. Nature of the present residence: ( Mark ( ) tick )
  - (a) Living in rented house ..... ( )
  - (b) Living in Govt. Quarters ..... ( )
  - (c) Living in own house ..... ( )
  - (d) Any other (Specify) ..... ( )
4. Distance between the working place (office) and the place of living (residence) ..... K.Mtrs.

VI. FARMING AND NON-FARMING FAMILY:

1. Parents occupation  
..... Farming/Non farming.
2. If non-farming, Please specify the following:
  - a) Money lender                      b) Merchant
  - c) Teacher                              d) Any other (specify)

PART - F

Reaction towards messages for measuring distortion  
of agricultural information from subject  
matter specialists of T&V to village level.

MESSAGE

On:

Thorough ploughing of the land before the commencement of the Kharif season helps dry land agriculture.

-----  
0 1 2 3

1. In which month you prefer  
to plough the land thoroughly  
for sowing of dry crops.

April / May / June

2. What are the advantages of  
summer ploughing.  
(1 Conserves moisture 2 eradicates  
Weeds 3 Helps timely sowing of the  
seeds.)  
1 2 3 or all the three.

3. What type of ploughing you  
prefer for summer ploughing.  
(1 Single direction 2 crosswise  
ploughing 3 contour ploughing  
4 deep-ploughing.)  
1 2 3 4 or with any combination

4. What type of plough (implement)  
you prefer to use for ploughing

for different soils.

( 1 Country plough )

( 2 Gorra )

( 3 Danti )

1 2 3 or any other combination.

5. Which is better ploughing in

graded lands.

( 1 Crosswise ploughing

2 contour ploughing

3 across the slope)

1 2 3 or any combination

MESSAGE = 2

On:

Seed requirement and seed - treatment along with varieties grown  
in the tract.

-----

0

1

2

3

1. What is the seed rate

required for.

a Green gram      Kg/Hec.

b Red gram        Kg/Hec

c Jowar            Kg/Hec

d Ground nut      Kg/Hec

e Bajra            Kg/Hec

2. What type of seed you prefer. Do you know the improved/Hyv. seeds of the crops. Yes/No.

a Local.

b Improved/Hyv.

c Self seed grown.

If 'yes' what are they?

a            b            c

3. Do you agree that seed supplied by seed supply-  
ing agency is sufficient or not.

Yes/No.

If 'No' what is the quantity for Jowar, Bajra, green-gram, groundnut korra,

4. Mention varieties grown in your area for the following crops.

a Green gram

b Jowar

c Groundnut

d Bajra/ Korra.

5. Are you aware of chemical  
treatment of seed ?

Yes/No.

If yes, what chemicals  
are used for seed treat-  
ment.

6. How much chemical is  
used for seed treatment

Thiram/Captan.

@ 3 to 5 gms/ Kg for  
seed borne disease.

YES / NO

**MESSAGE = 3**

Timely sowing of Agricultural crops is advantageous.

-----  
0 1 2 3

1. Whether timely sowing is  
advantageous to protect  
the crops free from pests  
and diseases.

Yes/No.

If Yes.



i) What is the correct sowing time for the following crops.

- |   |            |           |
|---|------------|-----------|
| a | Green gram | May/June  |
| b | Red Gram   | June/July |
| c | Jowar      | May/June  |
| d | Bajra      | June/July |

or specify

2. Taking advantage of early showers, sowing

of green gram should be taken up in May 2nd fortnight.

Yes / No.

3. Whether green gram crop taken up early is ready for harvest before 1st fortnight of July.

Yes /No.

4. Whether green gram is followed by Red gram in your area.

Yes/No.

If 'yes'

i) Is this practice

advantageous over local  
practice.

Yes / No.

MESSAGE = 4

On:

Inter-cropping practices adopted in the area:

-----  
0 1 2 3

1. Are you aware of inter  
cropping practice.

If yes,

What is the general  
inter cropping practice adopted  
in your area ?

i) Jowar with Red gram

ii) Jowar with green gram

iii) Maize with castor

iv) Any other specify

2. What are the general  
cropping combinations  
followed in your area.

1. 2. 3.

3. Do you advocate hybrid  
varieties for inter  
cropping.

Yes/ No.

If Yes,

What are the varieties

followed.

(a) C.S.H.S 9.1 (b) LRG 4.30

(c) WC 75 (d) or specify any  
other

4. Which ratio of inter-

cropping you feel is

more appropriate.

1. 2. 3.

1 : 4 1 : 3 2 : 4

or any other specify.

5. What is the ratio of

main crop with inter crop followed by

farmers in your area

and the one suggested by

scientists.

6. What are the advantages

in intercropping as

suggested by scientists.

1. 2. 3.

Legumes	Increase	gives
enrich	cropping	additional
soil	intensity	income

MESSAGE - 5

On:

Ground Nut bud/Neurosis

0 1 2 3

1. What are the common ground  
nut varieties grown in the  
tract.

(i) (ii) (iii)  
Local TMV - 2 JL - 24  
(IV) Kadiri - 3

2. Do you use local seed or  
improved seed for groundnut  
cultivation.

Local / Improved.

If improved seed.

i) What is the variety.

3. Are you aware of bud necrosis  
in groundnut crop.

Yes/No.

4. If Yes.

What is the control measuree ?

i) ii) iii)

Seed Treat Crop Using  
ment rotation Resistant variety

5. Which is the variety resistant  
to bud necrosis.

a) TMV -2 ;b)K - 3 ;c)JL - 24.

6. To get good yields of ground  
nut crop optimum population  
should be maintained.

Yes / No.

If Yes.

What is the optimum plant popu-  
lation.

- a) 1,50,000      b) 2,00,000  
c) 2,50,000 Hectare

7. Whether you follow gap  
filling in ground nut.

Yes / No.

If yes, what is the extra  
seed you use.

- a) 1/4 kg    b) 1/2 kg    c) 3/4 kg  
d) 1 kg seed/acar

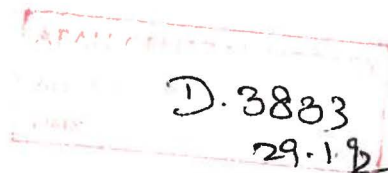
8. Bajra / Korra and other  
crops can be grown as  
intercrops in Ground nut  
to maintain cropping intensity.

Yes / No.

If yes.

What are the benefits in income ?

- a) sufficient    b) sufficient    c) a + b  
food grain      straw



APPENDIX - II

A STUDY OF DISTORTION OF AGRICULTURAL MESSAGES FROM  
DISTRICT TO VILLAGE LEVEL UNDER T & V SYSTEM  
IN ANDHRA PRADESH

INTERVIEW SCHEDULE FOR FARMERS

Village .....Panchayath Samithi.....  
Talug..... Division.....  
District .....

PART - A

I. PERSONAL AND SOCIO-ECONOMIC STATUS DATA OF THE RESPONDENT

1. i) Name of Respondent.....
- ii) Sex.....
- iii) Age..... Years.

2. Educational Qualifications

- a) Illiterate
- b) Literate
- c) Can read only
- d) Can write only
- e) Can read and write
- f) Primary School
- g) Middle School
- h) Any other ( Specify ) .....

3. Caste

- a) Scheduled Caste /Scheduled Tribe
- b) Lower Caste : Golla, Barbar, Dhobi.
- c) Artisan Caste : Kummari, Gold smith
- d) Agricultural Caste ( Naidu, Munnuru kapu, Veerashiva etc..)
- e) Prestige Caste : Brahmins
- f) Dominant Caste : Reddy, Velama, Kapu, Kamma.

4. Farm Size

- |              |     | <u>Acres</u> |
|--------------|-----|--------------|
| a) Total Dry | ... | ...          |
| b) Total Wet | ... | ...          |

Total Standard Acres

( 1Wet = 2.5 Dry Acres)

5. Social Status:

- a) Are you a member/office bearer of any  
institution/association/organisation ?

If yes, please give the following details:

<u>S.No.</u>	<u>Institutions</u>	<u>Yrs. of Membership</u>	<u>Position</u> <u>held</u>
--------------	---------------------	---------------------------	--------------------------------

- |    |       |       |       |
|----|-------|-------|-------|
| 1. | ..... | ..... | ..... |
| 2. | ..... | ..... | ..... |
| 3. | ..... | ..... | ..... |
| 4. | ..... | ..... | ..... |

- b) If you are also a Sirpanch/Chairman of Panchayath Samithi.

please specify stating the year in which you held the office:

Offices held

Year of election

.....

.....

6. Economic status

a) Family Income:

i) Total annual income ..... Rs. ....

ii) Income from Agriculture:

a) Area under different crops .....

b) Total cost of cultivation:.....Rs.....

c) Total yield obtained:.....

d) Cost of Produce:.....Rs.....

e) Net Income :.....Rs.....

iii) Income from other than Agriculture.....Rs.....

iv) Total Net Income.....Rs.....

b) Which of the following items do you possess?

<u>S.No.</u>	<u>Items</u>	<u>No. of Items possessed</u>
--------------	--------------	-------------------------------

1.	No. of houses owned	... ..
----	---------------------	--------

2.	Type of houses owned:	
----	-----------------------	--

i)Katcha ... ..	... ..
-----------------	--------

ii)Pacca ... ..	... ..
-----------------	--------

iii)Mixed ..... ..	... ..
--------------------	--------

3.	Bullock cart:.....	
----	--------------------	--

4.	Cycle :.....	
----	--------------	--

5.	Radio :.....	
----	--------------	--



6. Transistor: .....
7. Chairs: .....
8. Furniture (Specify).....
9. Motor cycle/Scooter.....
10. Car :.....
11. Improved implements:.....
12. Telephone :.....
13. Watches :.....
14. Farm power possessed:
  - a) Tractor:.....
  - b) Oil Engine/Motor.....
  - c) Power Sprayer.....
15. Any other (Specify) eg. Bullocks, etc.,.....

7. URBAN & RURAL BACKGROUND

- a) Whether you come from urban or rural family.....
- b) What is your parents occupation:.....Farming/Non-farming.
- c) If your parent's occupation is non-farming, please indicate the occupation.
  - i. Money lender.    ii. Merchant    iii. Teacher    iv. Any other (specify)

8. Contact with extension Agency:

How often do you meet the following officials and discuss the matters, related to farming:

<u>S.No.</u>	<u>Officials contacted</u>	<u>Frequency of visits</u>
1.	VDO/ VEO	... ..
2.	AAC	... ..

- |    |                      |      |      |
|----|----------------------|------|------|
| 3. | EDU                  | .... | .... |
| 4. | ADA                  | .... | .... |
| 5. | University Officials | .... | .... |
| 6. | Any other            | ...  | .... |

( Specify : Weekly, Fortnightly, monthly, Bi monthly, Quarterly, Half yearly or Yearly)

9. Mass Media Exposure:

<u>Mass Media Source</u>	<u>Nature of exposure</u>	<u>Extent of Participation</u>
a) Read News paper	S/NS	Daily/Occasionally/Never
b) Read farm Magazines	S/NS	Regularly/Occasionally/Never
c) Read Books on Agriculture	S/NS	Regularly/Occasionally/Never
d) Listen to rural T V / Radio Programmers	S/NS	Regularly/Occasionally/Never
e) Any others (specify)	S/NS	....

A. Radio listening

- |                                 |                     |                                     |
|---------------------------------|---------------------|-------------------------------------|
| 1) Do you listen to the radio   | ....                | Yes/No                              |
| 2) If Yes, how often?           | ....                | Daily/ Usually/Occasionally/Rarely. |
| 3) What programmes, you listen? |                     |                                     |
| i) Film songs                   | ii) News            |                                     |
| iii) Local programmes           | iv) Market prices   |                                     |
| v) Weather                      | vi) Agril. Bulletin |                                     |
| vii) Any other, specify.        |                     |                                     |

B. News paper and other paper Readership:

1. Do you read any news paper or other kind  
of literature ? ..... Yes/No.
2. If yes, name the literature .....
3. How often do you read ? Daily / Usually /Occassionally/Rarely/  
Never.
4. Are there other persons in your village who read news papers to  
you? ..... Yes/No.

C. Films

1. Do you see films ..... Yes/No
2. If yes, how often ? .... Every new change/  
Usually/Occassionally/Rarely.
3. Have you seen films, as shown by the  
Panchayath Samithi in your village or elsewhere?.... Yes/No

PART = B

Reaction towards messages for measuring distortion  
of Agricultural in formation from subject matter, specialists  
of T and V to village level.

MESSAGE = 1

Thorough ploughing of the land before the commencement of the  
Kharif season helps dry land agriculture.

- 0 1 2 3 -----
1. In which month you prefer

to plough the land thoroughly  
for sowing of dry crops.

April/ May / June.

2. What are the advantageous of  
summer ploughing.

( Conserves moisture eradicates  
weeds timely sowing of the  
seeds.)

3. What type of ploughing you  
prefer for summer ploughing.

(Single direction crosswise  
ploughing contour ploughing  
deep-ploughing.)

4. What type of plough (implement)  
you prefer to use for ploughing  
for different soils.

( Country plough )

( Gorru )

( Danti )

5. Which is better ploughing in  
graded lands.

( Crosswise ploughing  
contour ploughing  
across the slope)

MESSAGE :

Seed requirement and seed - treatment along with varieties grown in the tract.

-----

0 1 2 3

1. What is the seed rate required for.

Green gram Kg/Hec

Red gram Kg/Hec

Jowar Kg/Hec

Ground nut Kg/Hec

Bajra Kg/Hec

2. What type of seed you prefer. Do you know the imp-roved/Hyv.seeds of the crops. Yes/No.  
Local.

Improved/Hyv.

Self seed grown.

If 'yes' what are they.

3. Do you agree that seed supplied by seed supplying agencies is sufficient or not.

Yes/No.

If 'No' what is the quantity.

4. Mention varieties grown  
in your area for the  
following crops.

Green gram

Jowar

Groundnut

Bajra/ Korra.

5. Are you aware of chemical  
treatment of seed ?

Yes/No.

If yes, what chemicals  
are used for seed treatment.

6. How much chemical is  
used for seed treatment  
Thiram/Captan.  
@ 3 to 5 gms/ Kg for  
seed borne disease.

MESSAGE - 2

Timely sowing of Agricultural crops in advantageous.

---

0 1 2 3

1. Whether timely sowing is  
advantageous to protect  
the crops free from pests  
and diseases.

Yes/No.

If Yes,

- i) What is the correct sowing  
time for the following  
crops.

Green gram

Red Gram

Jowar

Bajra

2. Taking advantage of sowing  
of green gram should  
be taken in May 2nd fortnight.

Yes / No.

3. Whether green gram crop  
taken up early is ready  
for harvest before 1st

fortnight of July

Yes /No.

4. Whether green gram is followed by Red gram in your area.

Yes/No.

If 'yes'

- i) Is this practice advantageous over local practices.

Yes / No.

**MESSAGE - 4**

Inter-cropping practices adopted in the area:

-----  
0                      1                      2                      3

1. Are you owner of inter cropping practice.

If yes,

What is the general inter cropping practice in your area ?

i)

ii)

iii)

2. What are the general



cropping combinations  
followed in your area.

1.            2.            3.

3. Do you advocate hybrid  
varieties for inter  
cropping.

Yes/ No.

If Yes,

What are the varieties  
followed for the follow-  
ing crops.

4. Which ratio of inter-  
cropping you feel is  
more appropriate.

1.            2.            3.

5. What is the ratio of  
main crop followed by  
farmers in your area  
and the one suggested by  
scientist.

6. What are the advantageous  
in intercropping as  
suggested by scientists.

1.            2.            3.

MESSAGE - 5

Ground Nut bud Neurosis

0 1 2 3

1. What are the common ground  
nut varieties grown in the  
tract.

(i) (ii) (iii)

2. Do you use local seed or  
improved seed for groundnut  
cultivation.

Local / Improved.

If improved seed.

i) What is the variety.

3. Are you aware of bud neurosis  
in groundnut crop.

Yes/No.

4. If Yes,

What is the control measuree ?

i) ii) iii)

5. Which is the variety resistant  
to bud neurosis.

TMV -2 ;K - 3 ; JL - 24.

6. To get good yields of ground  
nut crop optimum population  
should be maintained.

Yes / No.

If Yes.

What is the optimum population.

7. Whether you follow gap-filling in ground nut.

Yes / No.

If yes, what is the extra seed you use.

8. Bajra / Korra and other crops can be grown as intercrops in Ground nut to maintain crop intensity.

Yes / No.

If yes,

What are the benefits in income ?

### APPENDIX - III

#### SOCIO - ECONOMIC STATUS SCALE DEVELOPED BY TRIVEDI ( 1963 )

S.No.	Items	Score
	Age	chronological age of respondents
	<u>Education</u>	
	a. Illiterate	0
	b. Can read only	1
	c. Can read and write	2
	d. Primary	3
	e. Middle	4
	f. High School	5
	g. Inter	6
	h. Graduate	7
	<u>Economic Status</u>	
	a. Number and type of house	
	One	1
	Two	2
	Three	3
	b. Type	
	Katcha	1
	Mixed	2
	Pacca	3
	c. a. Bullock Cart	1
	b. Cycle	1

c. Chairs	1
d. Furniture	1
e. Motor cycle/Scooter	2
f. Car	3
g. Improved Agricultural implements	2
h. Telephone	4
i. Utencils (Modern)	1
j. Watches	1
k. Crockeries	1
l. Any other (Specify) Radio	2
d. <u>Farm power</u>	
a. Bullocks	--
b. Tractors	6
c. Oil Engine/Motor	4
d. Power sprayer/sprayer (Hand compressed)	3
e. Any other	2
e. <u>Bullocks</u>	
Nil	0
One to Two	2
Three to four	4
Five to Six	6
Seven to Eight	8
<u>Social status</u>	
a. Members of one organization	1
b. Members of more than one	

organizational	2
c. Office bearers	3
d. Distinctive features	6
<u>Urban &amp; Rural background</u>	
a. Labour	1.
b. Cast occupation	2
c. Business	3.
d. Independent profession	4
e. Cultivation	5
f. Service	6

Caste (Modified to suit the locale of the study)

a. Detribalized castes and others (Yerukulas, Yanadis, Lambadis, Batrajas, Bogums, Pitchaguntla, Dudekulas, Gandla, Muslims, Christians etc.)	1
b. Harijans and untouchables Madigas, Malas, Dakkalas, Dasari	2
c. Service Castes: Mangali, Chakali, Kummari, Vadders, Bestas, Gowndlas, Edgi, Upparis, Satanis, Pusalas, Boyas, Mudiraj	3
d. Artisan Caste: Kamsali, Selipi, Kammari, Vadrangis	4
e. Upper Caste:	

Reddis. Kammas. Kapu. Velmas. Karmams.	
Palisias. Lingayaths. Gollas. Kurma.	
Tenagas. Padmashali. Veerashivas.	
Jangamas. Tambali.	5
f. Vaishyas and allied castes	6
g. Kshatriyas	7
h. Brahmins and allied groups	8

#### Farm Size

a. No land	0
b. Up to 1 acre	1
c. Up to 5 acres	2
d. Up to 10 acres	3
e. Up to 15 acres	4
f. Up to 20 acres	5
g. Above 20 acres	6

## V I T A

I A. Murali dhar Rao born on 1st July, 1940, to late smt. Laxminarasamma and late Sri A. Narasinga Rao, at Gopalapet village, in Nagarkurnool taluq of Mahabubnagar Dist., of Andhra Pradesh.

I had my education at the following places.

Primary Education	---	Andhra Vidyalaya Primary School, Hyd.
Middle Education	---	Nampally Middle School for Boys, Hyd.
Higher Secondary Education	---	Lashkar Bazar High School, Hanumakonda.
Intermediate Course	---	Arts and Science College, Warangal & Sri Venkateshwara Arts & Science College, Tirupathi.
Graduation in Agriculture	---	Osmania University & Andhra Pradesh Agricultural University, Rajendra Nagar, Hyderabad.

I joined the State Department of Agriculture on 7th Feb 1966 as Agricultural Officer and was promoted as Assistant Director of Agriculture, in the year 1983.

I was deputed by the State-Department of Agriculture, to pursue M.Sc. (Agri.) Course Majoring Extension Education at Extension Education Institute, College of Agriculture, Rajendranagar, Hyderabad, in 1985.

I worked on Thesis entitled "Study of Distortion of



Agricultural Messges from Distract to Village under T & V System  
under the ableguidance of Dr. N. Mruthyun,javam, Associate  
Professor, Extension Education Institute, College of Agriculture.  
(APAU), Rajendranagar, for my research.

