

**MASS MEDIA UTILIZATION BEHAVIOUR OF
EXTENSION PERSONNEL**

*Thesis submitted in part-fulfilment of the requirements for the
Degree of Master of Science in Agricultural Extension to the
Tamil Nadu Agricultural University, Coimbatore.*

By

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CERTIFICATE

This is to certify that the thesis entitled "**MASS MEDIA UTILIZATION BEHAVIOUR OF EXTENSION PERSONNEL**" submitted in part fulfilment of the requirements of the Degree of Master of Science (Agriculture) in Agricultural Extension to the Tamil Nadu Agricultural University, Coimbatore is a record of bonafide research work carried out by **Selvi. T. SUGANYA** under my supervision and guidance and that no part of this thesis has been submitted for the award of any other degree, diploma, fellowship or other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journal or magazine.

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It is God who arms me with strength, and makes my way perfect. Psalms 18:32

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ABSTRACT

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Present day Agriculture involves sophisticated farm research system producing numerous technologies and innovations. But these technologies cannot themselves produce results. The result depends on how effectively the innovations are carried to the target groups.

The extension personnel of the state department of Agriculture are the prime carriers of farm innovations from the Agricultural University and Research Stations to the farmers. Hence, an efficient extension service is important for spreading agriculture technologies. There are many mass media sources to gather information, by the extension personnel. Hence, a study entitled "Mass Media utilization behaviour by extension personnel" was carried out to know how the extension personnel acquire, process, store and disseminate the information collected from mass media.

This study covered the entire Coimbatore district except Valparai taluk. Eighty AAO's, twenty AO's and nineteen ADO's were selected as respondents proportionately from all the 7 divisions. A well structured and pretested questionnaire was administered

to all respondents and data were collected. The data were analysed using statistical tools like Percentage analysis, Correlation and Regression.

The findings of the study showed that, out of thirteen variables included a majority (60.5%) of them were old aged and 39 per cent were middle aged. Regarding the variable education 45 per cent of them were SSLC and 20 per cent were B.Sc. (Agri.) graduates and 14 per cent had diploma in Agriculture.

Two to four trainings were undergone by 60 percent of respondents, 20 percent had 5 training's and the other 20 percent had undergone more than 6 training's. The variables, viz., Length of service, Media participation, Knowledge about AV equipments, Information Acquisition Behaviour were in medium level. Innovativeness and Progressiveness were in high level and information processing behaviour, information storage behaviour, information dissemination behaviour were in low level.

Out of nine characteristics Education, Occupation, Training's undergone and Knowledge about AV equipments showed positive and significant association with information acquisition behaviour. With information processing behaviour, the variable education, occupation, training undergone, innovativeness, progressiveness and knowledge about AV equipments showed significant association at 1 per cent level whereas age and media participation showed significant association at 5 per cent level but age had negative relation with information processing behaviour.

The variable, occupation and innovativeness showed positive and significant association at 1 per cent level with information storage behaviour, whereas education showed significant at 5 per cent level. Out of 9 variable, education and knowledge about AV equipment showed significant association at 1 per cent level with information dissemination behaviour, whereas age and occupation had significant association at

5 per cent level with age showing negative relationship. Out of 13 variables, education, Information Acquisition behaviour, Information processing behaviour showed positive and significant at 5 per cent level with their degree of communication effectiveness and the variable knowledge about AV equipment's was significant at 1 per cent level.

The major problems such as Inadequate infrastructural facilities, Lack of adequate staff, Lack coordination from other extension staff, Lack of time, Lack of field level training, Lack of cooperation from respondents (farmers), Lack of transport facilities and Over work load were expressed by all three categories of respondents but their percentages varied.

More number of Agricultural programmes in media, improvement in media talk, programmes timing should be changed, computer and internet facilities are to be provided, provision of transport facilities, modern extension aids are to be provided and providing more number of training in the use of modern equipments were the suggestions proposed by all the three categories of respondents.

The findings will be great use to the extension personnel to develop their mass media utilization for acquiring, processing and disseminating of farm information to the farmers.

CONTENTS

CHAPTER	TITLE	PAGE NO.
I	INTRODUCTION	1
II	REVIEW OF LITERATURE	5
III	RESEARCH METHODOLOGY	20
IV	FINDINGS AND DISCUSSION	29
V	SUMMARY AND CONCLUSION	58
	REFERENCES	
	APPENDICES	

LIST OF TABLES

Table No.	Title	Page No.
1	Division wise distribution of respondents	23
2	Measurements of variables	23
3	Distribution of respondents according to their differential characteristics	30
4	Correlation of characteristics with information acquisition behaviour	36
5	Multiple regression analysis of variables towards information acquisition behaviour	37
6	Correlation of characteristics with information processing behaviour	38
7	Multiple regression analysis of variables towards information processing behaviour	39
8	Correlation of information storage behaviour with characteristics of the extension personnel	40
9	Multiple regression analysis of variables towards information storage behaviour	41
10	Correlation of information dissemination behaviour with characteristics of extension personnel	42
11	Multiple regression analysis of variables towards information dissemination behaviour	43
12	Correlation of characteristics of extension personnel with communication effectiveness	44
13	Multiple regression analysis of independent variables towards communication effectiveness	46
14	Percentage distribution of respondents on practice adopted	47
15	Percentage distribution of respondents on consideration of merits of information	48
16	Percentage distribution of respondents who discussed with others	48
17	Percentage distribution of respondents on their method of discussion	49
18	Percentage distribution of respondents, written to media and got reply	50
19	Media preference	51
20	Problems encountered by extension personnel	52
21	Suggestions expressed by the extension personnel	55

LIST OF FIGURES

Figure No.	Title	Page No.
1	Agricultural divisions and Agricultural Blocks of Coimbatore district	21
2	Distribution of extension personnel according to their characteristics – I	32
3	Distribution of extension personnel according to their characteristics – II	34
4	Distribution of extension personnel according to their characteristics – III	35
5	Empirical model showing the relationship of characteristics of extension personnel with their communication effectiveness	45
6	Problems encountered by extension personnel	53

INTRODUCTION

CHAPTER I

INTRODUCTION

India after independence felt the need for augmenting the generation of farm technologies. This has paved the way for establishing State Agricultural Universities (SAUs) in each state of the country. As on date there are as many as 30 SAUs in India. One of the three major objectives of the SAUs is research, the others being teaching and extension. In Tamil Nadu Agricultural University was established during 1971. Since then there is a steady flow of innovations from the 36 research centres located throughout in state. There also exists a well structured and strong state department of agriculture, which is almost 100 years old. This department serves as a link between the research system and the client system and thereby help in the systematic dissemination of the innovations. The state department has developed enormous infrastructure facilities utilising the funds provided when T and V system was in operation. It has also undertaken many HRD efforts in improving the competencies of the extension personnel at different levels.

The extension wing is structurally very strong at the block and village levels. There is an Agricultural Development Officer to manage and administer the extension activities. Few Agricultural Officers and Assistant Agricultural Officers work under the ADO, and these three categories play a vital role in agricultural development.

In the communication process, the extension agents take a lead role to disseminate the technologies. They act as a linking pipe between the technologies derived by the research system and the clients (farmers). The performance of an extension agent is generally based on the sound knowledge he has over the technology.

A number of studies have been dealt on the usage of the various mass media by the extension officials to teach and communicate various information to their target groups. But, it is essential to study about the various mass media that influence the extension

official to acquire knowledge about the latest technologies. Many attempts have been made to study about the effectiveness of extension teaching methods in the transfer of technology process. No attempt has been made yet to study about the mass media utilization behaviour of the extension officials.

Extension workers are regularly exposed to various mass media channels of communication like Radio, Television, Newspapers and Farm publications. These media carry farm technologies covering various aspects of farming regularly. Extension personnel are also provided access to such mass media through the information centres of the department. Most of the extension personnel do subscribe to Newspapers and journals and also own radio receiver sets and Television sets. In the absence of regular visit to the research stations and meeting the farm scientists the mass media alone serve as important sources to the extension personnel in meeting their information requirements.

Unless and until the extension personnel utilize the available mass media they cannot update their knowledge which in turn will adversely affect their communication effects. Under such condition, a study on mass media utilization behaviour of the extension personnel with the following specific objectives.

- 1) To study the sociopersonal characteristics of the extension personnel.
- 2) To assess the extent of information source utilised by extension personnel.
- 3) To study the information processing behaviour of extension personnel.
- 4) To study the information storage behaviour of extension personnel.
- 5) To assess the information dissemination behaviour of extension personnel.
- 6) To identify the problems in utilizing the mass media by extension personnel and suggestions to improve the same.

Scope of the study

This study would throw light on the mass media utilization behaviour of the AAO's and ADO's. Sociopersonal characteristics of the extension personnel will be studied to elicit various social and personal factors that may influence the media utilization.

Extent of information source utilised by extension personnel will be helpful to find out how far the existing information sources are utilised. This will be helpful for the organisation to formulate steps to make their staff to utilize at maximum all the information sources, particularly mass media.

Generally extension personnel share information with fellow personnel. Investigation on information dissemination behaviour is important to understand how far information is shared.

Understanding the problems faced by the extension personnel in utilizing the mass media will help the policy makers to take steps to solve them.

Limitations of the study

The study also had the limitations of time, resources and other facilities, which a student researcher would normally encounter. Besides these usual limitations this study had to be restricted to one district.

Operationalisation of terms used :

Extension personnel

They are the persons who work in blocks and involved in agricultural extension programmes. For this study, the extension personnel refer to Agricultural Development Officers, Agricultural Officers and Assistant Agricultural Officers.

Agricultural Development Officer (ADO)

He is an Agricultural Department personnel, working in the block in the cadre of an officer and Head of the block office and involved in managing the agricultural extension activities at block level.

Agricultural Officer (AO)

He is also in the cadre of an officer in Tamil Nadu Agricultural extension service, working in the block and involved in the block extension activities.

Assistant Agricultural Officer (AAO)

Formerly known as Agricultural Assistant. He is also working in the block as an assistant to the Agricultural Officers and is the field level functionary.

REVIEW OF LITERATURE

CHAPTER II

REVIEW OF LITERATURE

A thorough review of literature is of paramount importance to any research endeavour. Relevant literature from earlier studies were reviewed and are presented in this chapter under the following subheadings.

- 2.1 Characteristics of the extension personnel in relation to their communication behaviour.
- 2.2 Information acquisition behaviour of the extension personnel.
- 2.3 Information processing behaviour.
- 2.4 Information storage behaviour.
- 2.5 Information dissemination behaviour
- 2.6 Problems faced by the extension personnel.

2.1. Characteristics of the extension personnel in relation to their communication behaviour

2.1.1. Age

As opined by Wilkening (1957) that age of the extension agents was positively related to their effectiveness in carrying extension work in their country.

Rahudkar (1963) reported that age was positively associated with village level workers' effectiveness.

Dey (1968) expressed that respondents between 30-35 years of age gained and retained higher amount of knowledge.

Patel and legans (1968) stated that the most effective village level workers were in the age of 20-25 years.

Shete (1974) inferred from his studies that age of the extension personnel was significantly associated with all the three communication acts namely information input, processing and output.

Reddy (1976) revealed that age of village level workers had no relationship with their communication behaviour.

2.1.2. Educational Qualification

Pelze and Andrews (1966) stated that agricultural Scientists having higher education, performed better in terms of initiating research, publishing papers and reports.

Salvi and Dudhani (1967) reported that village level workers with relatively better educational status tended to be effective in their job.

Patel and leagans (1968) found that the most effective village level workers were high school educated with agricultural diploma.

As opined by prodipto Roy *et al.* (1969) that more educated respondents are more apt to use mass media.

Sundaraswamy (1971) stated that with an increase in the level of education, there was an increase in the utilization of formal source and mass media and simultaneously there was a decrease in the utilization of informal sources.

Thiyagarajan (1979) in his report stated that the education of the Agricultural officers had no influence on their efficiency of work.

Education percentage of extension personnel observed by Samanta (2000) was 3.9, 27.6, 40.8, 25.3 and 4.4 per cent i.e. less than metric, High School Education, inter / Diploma, Graduate and Ph.D respectively.

2.1.3. Total experience

Patel and Leagans (1968) concluded that village level workers who have worked for more than five years in extension were belonging to more effective village level worker's group.

Ernest (1970) reported in his study that working efficiency of the extension workers increased with years of service.

Shete (1974) inferred that the total experience was found significantly associated with the information processing and inputs acts, but experience on extension work was not found significantly associated with any of the communication attributes.

Barret (1976) found that there was no significant relationship between their success and length of service and years of employment of agents leaving college before being appointed as county agents.

☞ Poornakumar (1988) reported that more than half of the farm Scientists possessed experience between 15 to 35 years i.e. (53.20%) followed by 5-10 years and less than 5 years. This was confirmed with Venugopalan (1989).

2.1.4. Trainings undergone

☞ Rao (1965) concluded from his study that three out of every 4 extension personnel wanted training in the use of various audio visuals for successfully carrying out the programme.

☞ Singh and Srivastava (1970) found in their study on extension personnel that formal training to extension officers in agriculture has been responsible for better understanding of their job.

Shete (1974) observed that the extent of special training received by an extension personnel was found to be significantly associated with all the basic communication acts-information inputs, information processing and information output.

2 According to Kanagasabai (1975), those who had undergone more number of trainings had exhibited relatively higher efficiency than those with one or two trainings.

Nanjaiyan (1981) observed that the number of trainings attended by Agricultural officers apparently increased their working efficiency.

Susilkumar (1984) in his study stated that the performance of Assistant Agricultural officers was positively and significantly associated with their inservice training received.

Jacob (1991) reported that the content of training programmes of Agricultural development officer's are Rural development programmes, social welfare, cooperatives, Animal husbandary, agro industry banking and social welfare apart from the agriculture and related subjects.

Alauddin *et al.* (1995) observed that 13 per cent of extension personnel stated the Training programme was very much effective to much effective for gain in knowledge on extension teaching methods followed by gain in knowledge on Training and use of local leaders.

Ajore and Singh, (1997) reported that Training is an essential for making the subject matter specialists more efficient and effective in playing their role in transfer of technology generally which helped in knowledge gain and improve skills.

2.1.5. Innovativeness

Ambastha (1974) reported that there exist a significant and positive relationship of innovation proneness with the information input.

Gnanasekaran (1978) found positive and significant relation between the innovativeness and information seeking behaviour.

Reddy (1980) found that innovativeness was found to be associated with the interpersonal communication behaviour of the respondents.

2.1.6. Mass Media participation

Sharma (1970) reported that in case of Television, it may not be necessary that increased media participation helps to gain more knowledge.

Singh (1974) found that the Krishi Darshan viewing behaviour was influenced by the extent of mass media exposure of the viewers.

According to Rao (1981) the mass contact was most important at awareness stage. He also stated that radio and exhibition were most effective at the awareness stage and interest stage, further cinema, newspaper and other published material were most effective at the awareness stage.

↘ Sekar (1982) concluded that the participations of extension personnel in farm broadcast programme only three out of total of 90 respondents participated directly in Farm broadcast especially in interviews.

↘ Gulothungan (1986) reported that 85 per cent of the Agricultural officers possessed medium to high level of mass media exposure and 15 per cent have low mass media exposure.

2.1.7. Knowledge about AV equipments

Marks (1955) stated that most people learnt about 10 to 15 per cent from reading, 30 to 35 per cent from seeing, 20 to 25 per cent from hearing 50 per cent and more from seeing and hearing together.

Wittch and Schuller(1967) defined that learning from auditory experience is called audio learning.

Marshall (1979) concluded that professional public administrators gained more information by listening to pre - recorded audio -cassette played under divided attention .

Horne (1980) concluded that the use of audio cassette for medical education was primarily for the purpose of acquiring new information.

Chadrakandan (1982) found that significant difference in knowledge gain, and different between age groups and educational groups.

2.2. Information acquisition behaviour

As reported by Rogers and Yost (1960) that extension scientists, experimental bulletins, Farm magazines, direct contact, Publication from agricultural improvement, radio, newspaper, meetings and seminars, phone calls to scientists, trainings and personnel visit to researchers and research stations were acted as the information input sources for the extension functionaries. This was confirmed with Lionberger and Chang (1970) Reddy (1976), Sanoria and Singh (1976).

Wilkening (1962) reported in his study that farm papers, magazines, the mass media and official agencies were important at the first knowledge stage and getting further information and making final decision stage respectively.

Singh and Sahay (1970) reported that even for the progressive and non progressive village farmers, personal cosmopolite source and mass media forms the first-source of information, it is also confirmed with Singh (1970).

Kolte (1972) concluded in his study that the information sources for Agricultural Extension officer were technical literature, experts, agricultural centres, farmers trainings and also their personal technical knowledge.

Akhouri (1973) reported that extension publication and visits to experimental plots and discussion with scientists were the most commonly used channels by extension personal and he also reported that farm broadcast was least used by them. These findings were confirmed by Ambastha (1974), Sonoria and Singh (1976).

Balasubramanian (1976) inferred that the important sources of information about high yielding varieties of paddy for extension personnel were found to be superior officers in the department (93.75%), University Publications and farm journals (84.37%) and Personal visit to researchers (71.17 %).

Kanthaswamy (1979) found that nearly one third of the respondents of both the regular and special VLEW's of small farmers Development Agency Utilized technical publications of Tamil Nadu Agricultural University - Leaflets bulletins and package of practices booklets and salesman of fertilizers as their information sources.

Vellaichamy (1979) concluded that the rural welfare officer, block officials and demonstration were the first three personal cosmopolite sources utilized and friends, neighbours, relations, progressive farmers and input agents were the personal localite sources most used for getting information.

Perinbam (1981) reported that village Extension workers obtained information from subject matter specialists, leaflets and pamphlets. He also reported that 25 per cent of VEW's used booklets as a main source of information.

Bhat (1982) inferred that the Agricultural Assistants had rated the Agricultural officer as the most-credible information source followed by subject-matter specialists, Rural Development Training Centre, extension literature, radio and research stations.

Nagarajan (1982) reported that the degree of consumption of the print media was at high level among the Agricultural Officer's, medium level among the Rural worker officer's and at the low level among the Assistant Agricultural Officer.

Swamy *et al.* (1992) found that Scientists mostly used research journals to acquire scientific knowledge, professional meetings or seminars, discussion with colleagues. The other sources used were discussion with superiors, visit to research stations and

discussion with extension personnel, personal experience, farm radio broadcast, discussion with farmers, membership of professional societies were the least used sources to acquire scientific knowledge.

Prabha (1994) reported that the most utilized sources of information input by the scientists are research journals followed by seminars / workshops, professional meetings, books and colleagues, personal experience, visit to other Research stations and daily newspapers.

Mangaraj (1997) reported that the extension personnel use mass media for gathering information secondly posters, charts, leaflets etc.

2.3. Information processing behaviour

2.3.1. Information evaluation

According to Thayer (1968) information processing deals with evaluation of received information, that is diagnosis, analysis, synthesis or decisioning, storage of information i.e. noting, indexing, categorizing and transformation i.e. reproduction in suitable form. Hence, the information processing refers to all the activities performed by an individual (Researcher or extension personnel).

Rothkirchtrach (1964) reported that in some countries the task of evaluating and translating the research findings into suitable form has been entrusted to a special institution established for this purpose which works to close contact and cooperation with the research.

Majority of the extensions personnel evaluated the research information in the light of past experiences or assessed for its local feasibility or they discussed with there in colleagues, progressive farmers and specialists regarding its feasibility as indicated by Rogers (1962), Singh and Pareek (1965), Akhouri (1973), Balasubramanian (1976) and Rakuman (1983).

Sandhu (1970) reported that 61 per cent of the respondents discussed the content after listening with family members or others but only about 37 per cent were doing it regularly. The purpose of discussion was to clear doubts / evaluate ideas, share information / arrange inputs.

Reddy (1976) observed that weighing in the light of past experience, assessing the technical feasibility, discussing with the fellow village level workers, progressive farmers, Agricultural Extension Officers and the specialists were the most common methods of informations evaluations adopted by VLWs and also reported that all the VLW's used more than one informations evaluations procedures.

Kanthaswamy (1979) reported that information was evaluated by considering its economic and local feasibility and discussing with local progressive farmers by most of the regular VLW's while such methods were followed by only half of the special VLW's. It was confirmed with Nagarajan (1982).

Kalaichelvan (1984) observed that 13.33 per cent of the VLW's accepted all the messages without any reservation. More than 50.00 to 80.00 per cent discussed with AO, SMS's to evaluate the worth of the messages.

Swamy *et al.* (1992) indicated that conducting field survey, discussion with farmers and extension workers, discussions with co-scientists, consuming literature and experiment were used for exploring the possible transformation.

2.3.2. Information treatment

As opined by Arnon (1968), Farm Scientists translate the research findings in to a language suitable to farmer, prepared popular bulletins, radio talk, simple package of practices, posters, stogans, cyclostyled materials, writing research papers and popular articles for transferring the research informations also reported by Chamala (1979) and Rockett and Smith (1982), Balasubramanian (1976).

Reddy (1976) inferred in his study that the transforming information into lecture text in popular languages' (73.00%) and preparing charts and other visual aids (35.00 %) were being followed by VLWs, but there were 20.00 per cent of the village level workers who did not follow any method of information transformation.

Kanthaswamy (1979) found that preparing lecture note in popular language was used by special VLEWs more than the regular VLWs, but preparing charts was used only by regular VLEWs of SFDA.

Nagarajan (1982) reported that information transformations method was used by cent per cent of all the three categories of respondents (AO's, AAO's and RWO's). First method is to be preparing lecture in local language and second method used by AO's, was "develop circular letters on the topic" but, for the AAOs and RWO's it was prepare charts, posters and other visual aids.

2.4. Information storage behaviour

Akhouri (1973) revealed that extension personnel used memorizing and noting down in a note book as information storage procedures.

Balasubramanian (1976) found that the extension personnel started information in separate subject-wise files followed by noting in a common note book. He further stated that 50.00 per cent of the extension workers memorized the information for further use.

Reddy (1976) reported that noting down in a classified note book, maintaining information received as it is in files and memorizing were found to be most commonly followed methods of information storage and he observed that majority of the VLWs used two or three methods for information storage.

Ambastha (1978) reported that the most commonly used methods by village level extension personnel were making note in a common note book (87.85%) and memorizing (67.29%).

Perinbam (1981) concluded that the VEWs maintained files for preserving the information for future reference, further they maintained a diary in which all the technical information's were noted for future use. They were reported to have memorized the message.

Nagarajan (1982) observed that larger proportion of AOs used to store the information by keeping it in mind and by maintaining the information received as it is in files. But larger proportion of the AAO's and RWOs used to store information by making notes in a common note book and by keeping in mind.

Sargunam (1987) reported that 80 per cent of AAO's of both the respondent categories were found to store information by noting in a classified note book and by memorizing.

Swamy *et al.* (1992) inferred that for preserving the information, the Scientists maintain project files, specified notebooks and reference cards.

Prabha (1994) reported that most of the scientists make notes to preserve the information's they gather, followed by project files and reference cards and the other information systems.

Veerasamy *et al.* (1994) also reported that extension personnel maintain subject files for future reference.

2.5. Information dissemination behaviour

Singh (1965) indicated that individuals occupying the central position in an organisation passed on more information. Training, meeting were the most frequently used methods by scientists for dissemination of farm information.

Hiranand and Jain (1967) reported that personal contact meetings, group discussions and demonstrations were the main extension methods used by block extension personnel for extension work, film shows, posters, wall newspaper, tours etc were used rarely.

Nagoke (1967) concluded that farm and home visits were used to the maximum extent and by the highest number of extension personnel in promoting the acceptance of agricultural practices.

Williams (1971) concluded that 82 per cent of the change agents used visits to farms and 75 per cent used addressing farmers meetings as methods of transmitting information's to farmers.

Ramakrishnan (1974) reported that farmers discussion group members disseminated agricultural innovations received through AIR to other fellow members of the locality.

Balasubramanian (1976) observed that extension personnel transformed the stored information into leaflets and simple package of practices followed by posters, slogans, radio talk and cyclostyled materials for dissemination's.

Somasundaram (1976) reported that farm and home visit, result demonstration office call, progressive farmers, gossip group, farm leaders, printed material and posters were mostly used by the extension personnel for giving information's.

Somasundaram and Singh (1978) stated that print media was the most useful channel for giving information's by extension personnel.

Chamala (1979) stated that agricultural scientists visits and stay in rural areas and this interpersonal contact being tremendous method of reducing many steps in the diffusion of information from scientists to ultimate users.

Nagel (1979) observed that the research workers in Germany disseminated the research finding mainly through extension workers.

Kulhari (1981) noticed that the trainers mostly used lecture methods, lecture cum group discussion and literature support to transfer the latest knowhow to the Agricultural Extension Officers and Village Extension Personnel.

Duraisingh (1982) found that the extension workers mainly used personal contact (100.0 %) posters (100.0 %) handouts (100.0%) and exhibition (100.0 %) for disseminating the technology. The field days, demonstration and group meetings were used by 93.3, 90.0 and 86.6 per cent of village extension personnel respectively. In the order of use the least used technique was radio broadcast and phone call.

Kalaichelvan (1984) reported that all the VEWs adopted farm and home visits while only one third of the respondents adopted the method of conducting demonstrations and explaining skills, conveying the message while meeting farmers in common places were adopted by nearly half of the VEW's. Giving lecture and explaining the practices were adopted by only one-fifth of the VEW's.

Varma (1988) reported that Home Science Scientists disseminated the information's to rural women generally through publications.

Sampath (1994) concluded in his study that nearly half of the extensions personnel were reported to belong to low level of Information dissemination behaviour followed by high and medium informations dissemination behaviour.

2.6. Problems faced by extension personnel

According to Bhandari (1959), Agricultural Officer should be thorough in technical knowledge as applied to local conditions. They should understand the extensions method techniques have ability to work with groups.

Bisen (1962) remarked that Agricultural Officers were having too much of paper work, larger area of operation and lack of co-ordinations among extensions workers. It was confirmed by Agarwal (1966).

Suryanarayanamoorthy (1965) indicated that the non-availability of books, bulletins and latest research findings were the main inhibiting factors in the efficient work of Agricultural Extension Officers.

Reddy and Bhaskaran (1966) recorded that 15.62 per cent of Agricultural Extension Officer expressed the existence of too much of non agricultural work as a barrier to effective extension work. He mentioned that 57.82 per cent of the respondents felt that the existing communication facilities did not permit them to visit farmers in their respective place frequently, quickly and in time.

Ernest (1970) in his study on the time utilization of Agricultural Extension Officers, found that the provision of suitable conveyance would be a wise investment that could remarkably cut down time utilization on travelling.

Sandhu and Singh (1977) recommended that the administrations should look into the possibilities of constructing and providing residential accommodation on rental basis at the block head quarters to the Extension Officers.

Pandey (1980) identified that the extension personnel had no regular contact or link with the research farm in the command area and also lack of advance training in their own subjects for the extension personnel in the extension system.

Reisbeck (1980) stated that the newsletter would be worthwhile to read only if its content is related to the real needs, interests and opportunities of the person receiving it.

Perumal and Menon (1981) reported several problems encountered by extension personnel i.e. Non-availability of transport facility, Housing facilities were inadequate, High cost of input and labour, lack of qualified subject matter specialists, lack of adequate linkage between Research and the extension personnel.

Patted (1984) reported that most of the time is being spent on information processing by the college teachers. Inadequate transport facilities, salary and housing, office accommodation, teaching aids, opportunity for promotion, no uniformity in getting training lack of incentives were expressed by the teachers of farmers training centres in India, reported by Kumar (1990).

Sargunam (1987) revealed that AAO's are facing problems in getting information due to, lack of supply of farm journals, lack of refresher training courses, non availability of radio / transistor sets, lack of opportunity to conduct agricultural scientists and officers.

√ Jacob (1991) inferred that emphasis on the training of Trainers has so far been very inadequate and many of the training institute do not have sufficient infrastructure facilities.

Vanniarajan (1996) reported that insufficient pages for farm information's and articles without instances were the major constraints perceived by more or less one third of the respondents.

RESEARCH METHODOLOGY

CHAPTER III

RESEARCH METHODOLOGY

This Chapter deals with the brief description of the methods, measurements and procedures followed in the study. The various aspects included are presented under the following sections.

- 3.1. Locale of research
 - 3.1.1 Selection of district and Block
 - 3.1.2 Description of the study area.
- 3.2 Selection of Respondents.
- 3.3 Operationalisation of variables and their measurement.
- 3.4 Method of data collection.
- 3.5 Statistical tools used.

3.1. Locale of Research

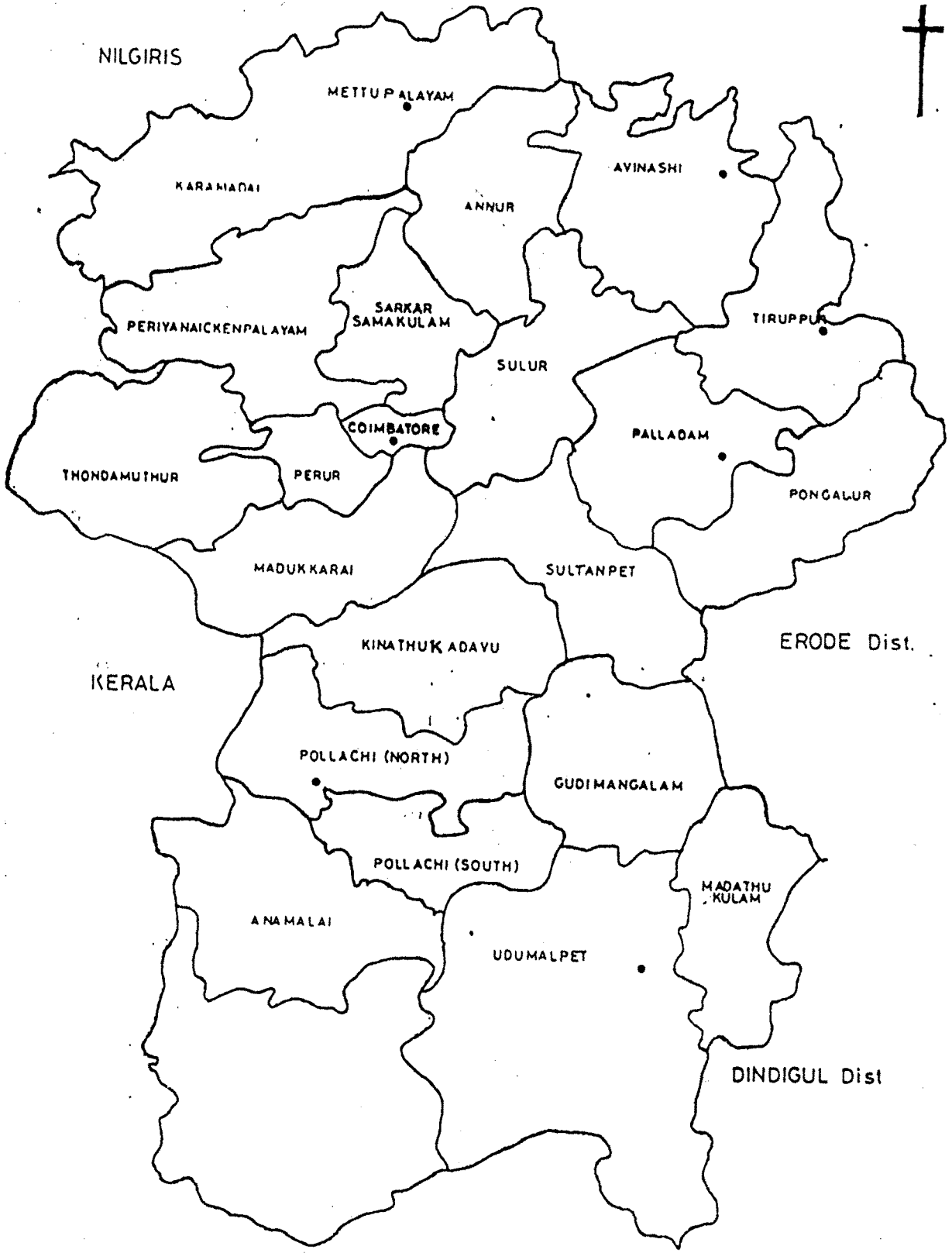
3.1.1. Selection of district and Block

The objectives of the study warranted the selection of a district where various mass media are available to the users.

The present study was conducted in Coimbatore District as it is served by many mass media like AIR station Coimbatore, Doordharshan Relay Station, Coimbatore and important news papers like The Hindu, The New Indian Express, Dhinamani (Tamil), Dhinathanthi (Tamil) and Dhinamalar (Tamil). Apart from the above, monthly farm journals are published from Coimbatore. The valarum velanmai (Growing Agriculture) published by TNAU and Sakthi News, published by a private corporate body are two examples for the same. All the above mass media provide adequate information support to the extension personnel.

Coimbatore district is administratively divided into eight taluks (Fig. 1). Seven taluks of the district were selected for the study except Valparai as it happened to be a hilly area.

FIG.1. AGRICULTURAL DIVISIONS AND AGRICULTURAL BLOCKS OF COIMBATORE DISTRICT



• AGRICULTURAL DIVISIONS

3.1.2 Description of the study area

Coimbatore District lies in the North Western part of Tamil Nadu. It is lying between 70° and 77° of east longitude and 10° and 11° of North latitude. It is bounded by western ghats of which the Velliangiri and Nilgiris on the North west and Anamalais on South are the chief ranges that attain the height over 2400 meters.

Coimbatore district is one of the progressive districts of Tamil Nadu. This district has recorded rapid growth in the field of agriculture, agriculture allied activities, trade and transport and it is well known for its textile industries, steel industries and factories.

3.2. Selection of Respondents

In Coimbatore district, the Agricultural Development Officers (ADO), the Agricultural Officers (AO) and Assistant Agricultural Officers (AAO) working in the Department of Agriculture were considered for this study where 20 Agricultural Development Officers, 27 Agricultural Officers and 235 Assistant Agricultural Officers are working under the State department of Agriculture. All the names of the extension personnel were arranged separately cadrewise and a sample size of 120 was selected, were ADO's were taken as it is, due to one vacant post in Tirupur Block, 19 ADO's selected. AAO's and AOS were selected proportionate to the population of the personnel. The final sample size arrived at 19 ADO's, 20 AO's and 80 AAO's. The details on the selection of the number of respondents are furnished in Table (1).

3.3. Operationalisation and measurement of variables

3.3.1 Selection of independent variables

Based on the Literature collected and discussion with experts the Independent variables were selected.

The different variables chosen for the study and the instruments used for measuring the same are described here under (Table 2)

Table 1. Division wise distribution of respondents

Name of Agricultural Division	Total Staff			Number selected		
	ADO	AO	AAO	ADO	AO	AAO
Coimbatore	5	6	45	5	5	15
Mettupalayam	1	3	24	1	2	8
Avinashi	2	2	30	2	2	10
Tirupur	2	3	26	1	2	9
Palladam	3	3	38	3	3	13
Pollachi	4	6	40	4	4	14
Udumalpet	3	4	32	3	2	11
Total	20	27	235	19	20	80

Table 2. Measurement of variables

Variables	Empirical Measurements
Independent variables	
X ₁ Age	Rajendran (1982)
X ₂ Educational Qualification	Reddy (1976)
X ₃ Occupational Status	Reddy (1976)
X ₄ Total experience	Sargunam (1987)
X ₅ Trainings undergone	Sekar (1982)
X ₆ Media participation	Singh (1972)
X ₇ Innovativeness	Singh (1977)
X ₈ Progressiveness	Sinha (1963)
X ₉ Knowledge about Audio visual equipments	Test developed for the study
X ₁₀ Information acquisition behaviour	Sekar (1982)
X ₁₁ Information processing behaviour	Reddy (1976)
X ₁₂ Information storage behaviour	Reddy (1976)
X ₁₃ Information dissemination behaviour	Nagarajan (1982)
Dependent variable	
Y ₁ Communication Effectiveness	Scale developed for the study

3.3.2. Operationalization of Independent Variables

3.3.2.1. Age

Age was operationalised as the no. of completed years of a respondent at the time of enquiry and the chronological age was taken as a measure. The respondents were classified into three age groups viz., young, middle and old age as classified by Rajendran (1978) is given below.

Category	Age group
Upto 30 years	Young
31-45 years	middle
above 46 years	old

3.3.2.2. Educational qualification

Educational qualification means the extent of formal education a respondent has acquired with success in his educational endeavour, developed by Reddy (1976).

Middle school + Training	1
SSLC + Training	2
Diploma in Agriculture	3
Other Degree	4
BSc (Agri)	5
BSc (Agri) + Other Degree	6
MSc (Agri)	7

3.3.2.3. Occupational status

Occupational status referred to the extent to which a respondent is occupied professionally. The scale developed by Reddy (1976) was used.

(i) Agricultural development officer	3
(ii) Agricultural officer	2
(iii) Assistant Agricultural officer	1

3.3.2.4. Total Service (Experience)

Service of the respondent was operationalised as the number of years of service completed at the time of enquiry and the scale developed by Sargunam (1987) was used.

3.3.2.5. Trainings undergone

Training undergone was operationalised as the number of trainings undergone by the respondent from the time of his recruitment to the present job till date. The scale developed by Sekar (1982) was adopted in this study.

3.3.2.6. Innovativeness

It was operationalised as the degree to which a respondent is relatively earlier in adopting new ideas. The scoring procedure developed by Singh (1977) was used to measure innovativeness.

3.3.2.7. Progressiveness

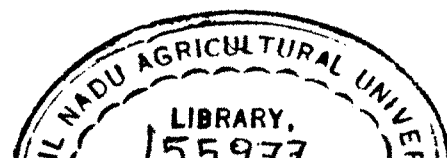
It refers to the relative receptivity of a respondent towards modern values and practices. The scale was developed by Sinha (1963) was used in this study.

3.3.2.8. Media participation

It means the degree to which different media sources utilized by the respondents based on the frequency of exposure and the scale developed by Sekar (1972) was used.

Frequency	Score
Regularly	3
Occasionally	2
Rarely	1
Never	0

The scores given for the response under the above mentioned items were summed up to get total score on an individual for media participation.



3.3.2.9. Information acquisition behaviour

It refers to the activities performed by the extension personnel in acquiring scientific information on farming from different sources. Frequency with information sources was quantified by the following scoring procedure adopted by Sekar (1982).

Frequency	Score
Regularly	3
Occasionally	2
Rarely	1
Never	0

3.3.2.10. Information processing behaviour

This refers to all activities performed by the respondent for evaluation and treatment of information gathered by him. Scale was developed by Reddy (1976) was adopted in this study.

(a)	Information evaluation	Scores
(i)	Economic feasibility	5
(ii)	Local seasonal conditions	4
(iii)	Availability of input	3
(iv)	Easiness in operation	2
(v)	Accepted as it is	1
(b)	Information treatment	
1)	Preparing points in local language	
2)	Preparing impact points	
3)	Preparing teaching aids	

For each response one score was given. The sum total of the scores represented the respective respondents information processing behaviour.

3.3.2.11. Information storage behaviour

This was developed by Reddy (1976). This refers to the activity performed by the respondent for storing of information gathered by him. Each method of storing is given a score which, summed up to get the total score of the respondent.

3.3.2.12. Information dissemination behaviour

This refers to the activities undertaken by the respondents to communicate the gathered information to farmers viz., using various communication methods and media. The number of channels used were counted and used as scores for individual's output pattern.

3.3.2.13. Knowledge about Audio visual equipments

This refers to the actual knowledge possessed by the respondents at the time of enquiry. Teacher made test was constructed from which 12 questions were finally selected. A score of 1 and 0 for each Yes or No answer was given respectively. The sum total of the score represented the respective respondents score.

3.3.3. Operationalisation of Dependent variable

3.3.3.1 Communication effectiveness

This refers to the cumulative behaviour of the extension personnel as a result of information acquisition, information processing, information storing and information dissemination activities performed by them.

3.4. Method of data collection

A draft questionnaire was prepared covering all the measurement procedure for all variables under study after consulting experts and available literature. Then the questionnaire was finalised based on the pretest made in a non sample area, accordingly changes were made in the questions.

Preliminary visits were made to Joint Director of Agriculture office to collect secondary data. Pilot survey was conducted in Tiruvallur district, with 20 respondents and based on that modifications were done in the questions.

The questionnaire was prepared in Tamil version also, and care was taken to see, that questions were unambiguous, clear, complete and comprehensive.

The data were collected from the respondents during the fortnight meetings and in weekly review meetings. The researcher explained to the respondents in detail, about the purpose of the study before distributing the questionnaire. Thus, the data collected was tabulated for further statistical analysis and interpretation. The data collection was done between the months of January and February of 2000. A copy of the questionnaire is given in Appendix.

3.5. Statistical Tools used

3.5.1. Cumulative Frequency

This method is used to categorise the respondents into groups viz., low, medium and high.

3.5.2. Percentage analysis

To make simple comparisons, percentage analysis done. It is worked out to 4 decimals and corrected to 2 decimals.

3.5.3. Simple correlation coefficient

Pearson's simple correlation coefficient is used to find out the relationship between dependent and independent variables.

3.5.4. Multiple regression analysis

To find out the influence of the independent variables on the dependent variable, multiple regression analysis is used.

FINDINGS AND DISCUSSION

32

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter focuses on the findings with relevant discussion on mass media utilization behaviour of the extension personnel. The results are presented under the following subheadings.

- 4.1. Socio - personal characteristics of the extension personnel with their mass media utilization
- 4.2. Characteristics of the extension personnel
 - 4.2.1. Information acquisition behaviour
 - 4.2.2. Information processing behaviour
 - 4.2.3. Information storage behaviour
 - 4.2.4. Information dissemination behaviour
 - 4.2.5. Communication effectiveness
- 4.3. Communication effectiveness of the extension personnel
- 4.4. Problems encountered by the extension personnel in utilizing media.

4.1. Sociopersonal characteristics of the Extension personnel with their mass media utilization

In order to know the background and socio economic aspects, it is important to analyze the characteristics of respondents, which would bring clear idea about them. The data are furnished in table (3).

It could be observed from table (3) and fig. (2) that 72 per cent of the respondents belonged to old age group, 46 per cent belonged to middle age group, whereas only one respondent belonged to young age group.

Table 3. Distribution of respondents according to their differential Socio Personal Characteristics

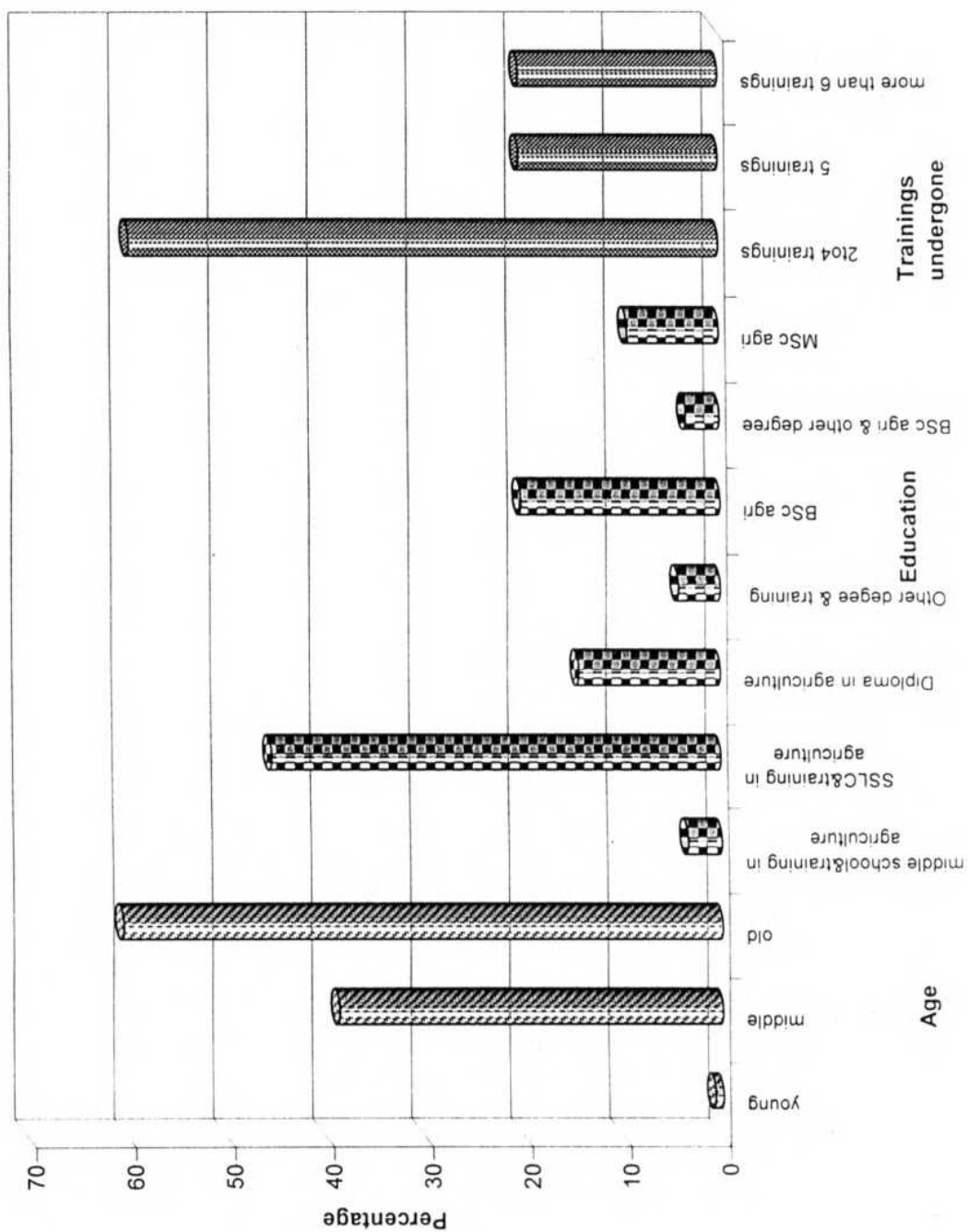
Sl. No.	Characteristics	Extension personnel	
		(AAO/AO/ADO)	n = 119 (%)
1	Age		
	a) Young	1	0.8
	b) Middle	46	38.7
	c) Old	72	60.5
2	Educational Qualification		
	a) Middle school + Training in Agriculture	4	3.36
	b) SSLC + Training in Agriculture	54	45.4
	c) Diploma in Agriculture	17	14.28
	d) Other degree + Training	5	4.20
	e) B. Sc (Agri)	24	20.16
	f) B. Sc (Agri) + Other degree	4	3.36
	g) M.Sc (Agri)	11	9.24
3	Occupational status		
	a) AAO	80	80
	b) AO	20	20
	c) ADO	19	19
4	Total experience		
	a) Low	42	35.3
	b) Medium	44	37.0
	c) High	33	27.7
5	Trainings undergone		
	a) Two to four trainings	71	59.6
	b) Five training	24	20.2
	c) More than six trainings	24	20.2
6	Media participation		
	a) Low	33	27.7
	b) Medium	49	41.2
	c) High	37	31.1
7	Innovativeness		
	a) Low	45	37.8
	b) Medium	-	-
	c) High	74	62.2

Table 3. (Contd...)

Sl. No.	Characteristics	Extension personnel	
		(AAO/AO/ADO)	n = 119 (%)
8	Progressiveness		
	a) Low	25	21.0
	b) Medium	19	16.0
	c) High	75	63.0
9	Knowledge about AV equipments		
	a) Low	63	36.2
	b) Medium	13	52.9
	c) High	43	10.9
10	Information Acquisition behaviour		
	a) Low	33	27.7
	b) Medium	49	41.2
	c) High	37	31.1
11	Information Processing Behaviour		
	a) Low	72	60.5
	b) Medium	24	20.2
	c) High	23	19.3
12	Information Storage Behaviour		
	a) Low	98	82.0
	b) Medium	19	16.0
	c) High	2	2.0
13	Information Dissemination Behaviour		
	a) Low	66	55.5
	b) Medium	-	-
	c) High	53	44.5

There were 3.36 per cent respondents who had only middle school education and Training in Agriculture, followed by SSLC and Training in Agriculture (45.4%). Diploma in Agriculture was held by 14.28 per cent of the respondents. Degree other than Agriculture were held by only 4.2 per cent. It was found that 20.16 per cent of respondents had BSc(Agri) as the degree, whereas MSC (Agri) education accounted for 9.24 per cent and BSc (Agri) with some other degree with 3.36 per cent of the respondents (Fig.2).

Fig 2. Distribution of extension personnel according to their Socio Personal Characteristics]



The characteristic occupation showed that 80 per cent were AAO's, 20 per cent were AO's and the rest to per cent belonged to ADO category

With regard to training (Fig 2), 59.6 per cent of the respondents had undergone two to four training's, whereas 20.2 per cent of the respondents had undergone five training's, but 20.2 per cent of them had undergone more than six training's

The table and fig. (3) also indicates that 35.3 per cent of respondents has less level service, 37 per cent of them had medium level service and 27.7 per cent of respondents had high level service.

Regarding the media participation of the respondents, 41.2 per cent of them were in medium degree, whereas high degree of media participation was with 31.1 per cent and 27.7 per cent of them were in low degree of media participation.

It could be observed from the table and fig (3) that 62.2 per cent of respondents had high level of innovativeness, whereas 37.8 per cent of them had only low level. But there was no respondent in the medium level of innovativeness

Progressiveness showed high degree with 63 per cent followed by 21 per cent in low level of progressiveness and only 16 per cent in medium level

The table also indicates that 36.2 per cent of the respondents had low level of knowledge about AV equipments, 52.9 per cent of them had medium level knowledge and only 10.9 per cent of respondents had high level knowledge in AV equipments

It could also be seen from the table and fig (4) that 41.2 per cent of the respondents had medium level of information acquisition behaviour, followed by high level with 31.1 per cent of the respondents, only 27.7 per cent of the respondent were in low level of information acquisition behaviour

Fig 3. Distribution of extension personnel according to their Socio Personal Characteristics I)

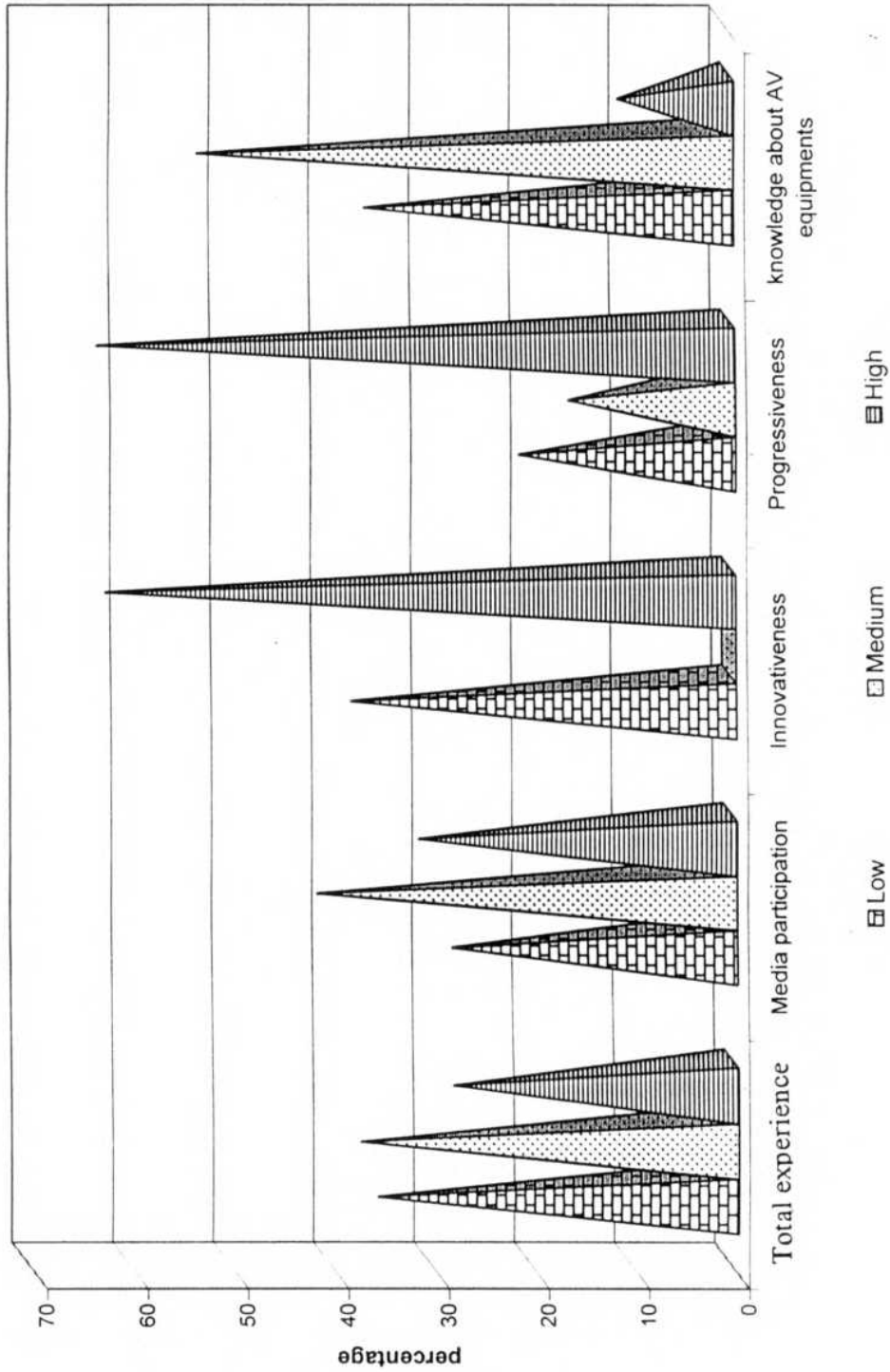
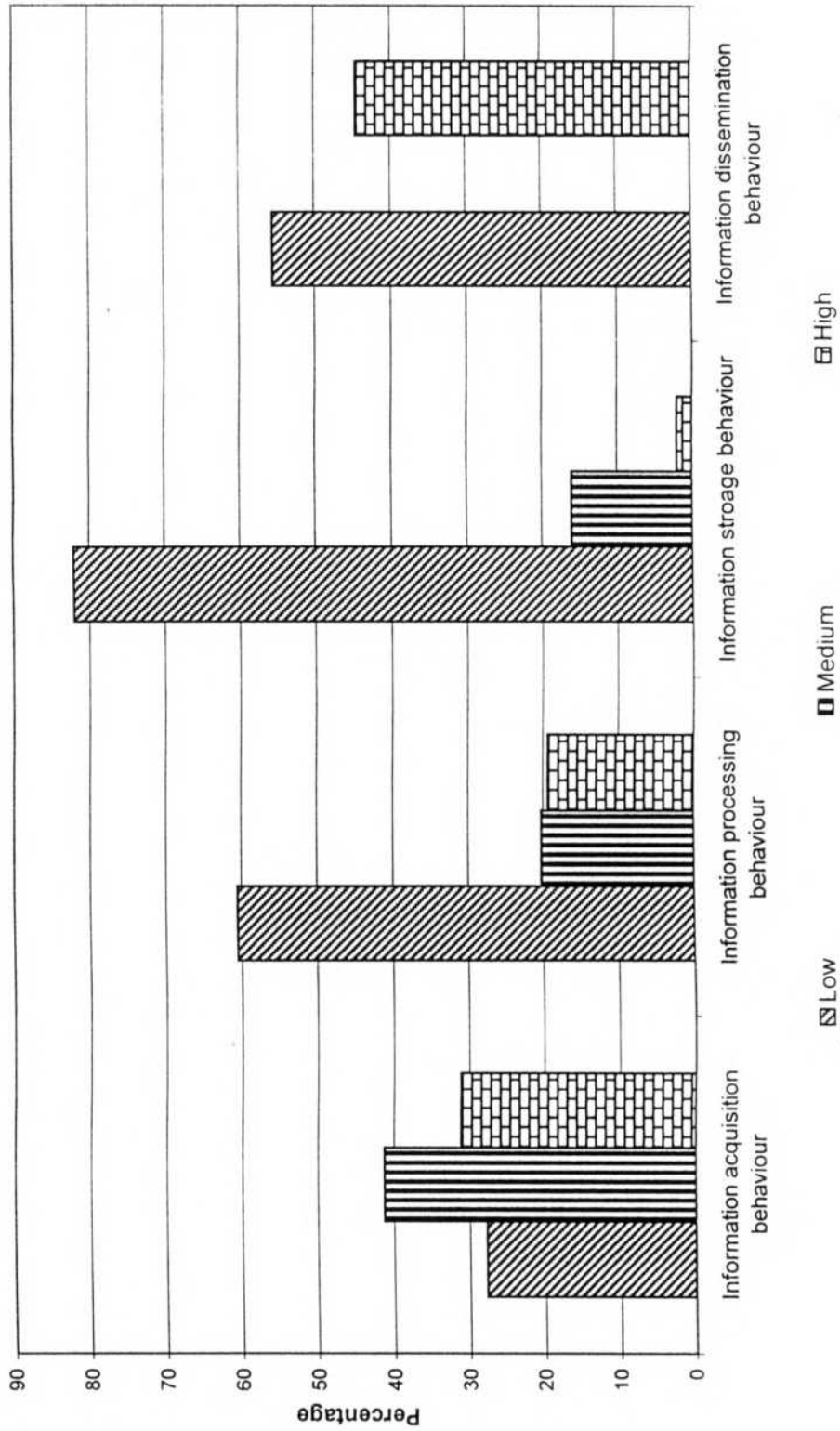


Fig 4 . Distribution of extension personnel according to their Socio Personal Characteristics III



With regard to information processing behaviour, 60.5 per cent of respondent had low level, 20.2 per cent medium level, behaviour.

It could be observed from the table and fig. (4) that 82.0 per cent of respondent had low level of information storage behaviour, they used mostly notebook to store, followed by 16 per cent with medium level who used two methods (notebook and files) for storing information and the respondents who use more methods to store were very less i.e. only 2 per cent.

With regard to information dissemination behaviour there was no respondents at medium level but 55.5 per cent belonged to low level of dissemination behaviour, whereas 44.5 per cent belonged to high level.

4.2. Characteristics of the extension personnel

4.2.1. Information acquisition behaviour

4.2.1.1. Relationship between Independent variables and information acquisition behaviour

The results of relationship of the characteristics of the extension personnel with their information acquisition behaviour are presented below.

Table 4. Correlation of socio personal characteristics with information acquisition behaviour

Independent variables		r values (n = 119)
X ₁	Age	-0.071 ns
X ₂	Educational Qualification	0.419**
X ₃	Occupational status	0.384**
X ₄	Total Experience	-0.045 ns
X ₅	Trainings undergone	0.332**
X ₇	Innovativeness	0.042 ns
X ₈	Progressiveness	0.100 ns
X ₉	Knowledge about AV equipments	0.460**

** - Significant at 1% level

ns – Non significant

From the table (4) it could be inferred that education, occupation, trainings undergone and knowledge about audio visual equipments had showed positive and significant relationship with information acquisition behaviour. Age, experience, innovativeness and progressiveness had non - significant relationship.

4.2.1.2. Variation in information acquisition behaviour

Eight selected independent variables were subjected to multiple regression analysis with the information acquisition behaviour of extension personnel. The results are given in table (5).

Table 5. Multiple Regression Analysis of Independent variables towards information acquisition behaviour

Independent variable		b	SE	t value
X ₁	Age	0.0840	0.0636	1.32 ns
X ₂	Educational Qualification	0.5997	0.4633	1.29 ns
X ₃	Occupational status	-0.5225	1.0036	-0.52 ns
X ₄	Total experience	-0.0324	0.0512	-0.63 ns
X ₅	Trainings undergone	0.2718	0.2028	1.34 ns
X ₇	Innovativeness	0.1380	0.4299	0.32 ns
X ₈	Progressiveness	0.0087	0.3599	0.02 ns
X ₉	Knowledge about AV equipments	0.3486	0.1315	2.65**

** - Significant at 1% level

$R^2 - 0.25^{**}$

ns - Non significant

$F - 4.70^{**}$

It is inferred from the table that all the 8 independent variables together contributed for 25 per cent of the variation in the information acquisition behaviour of the respondents keeping other variables at constant. The F value (4.70) was found to be highly significant.

Of the variables taken for analysis only one variable i.e. knowledge about audio visual equipments contributed significantly towards information acquisition behaviour. This indicated that a unit change in the variable knowledge about AV equipment would increase the extent of the information acquisition behaviour of the extension personnel to an extent of 0.3486 units keeping other variables at constant.

4.2.2. Information processing behaviour

4.2.2.1. Relationship between Independent variables and Information processing behaviour

The results of relationship of the characteristics of the extension personnel with their information processing behaviour are presented in the table (6).

Table 6. Correlation of socio personal characteristics with information processing Behaviour

Independent variables		r values (n = 119)
X ₁	Age	-0.231*
X ₂	Educational Qualification	0.436**
X ₃	Occupational status	0.463**
X ₄	Total experience	-0.105 ns
X ₅	Training undergone	0.349**
X ₆	Media participation	0.214*
X ₇	Innovativeness	0.319**
X ₈	Progressiveness	0.264**
X ₉	Knowledge about AV equipments	0.323**

** - Significant at 1% level

* - Significant at 5% level

ns - Non - significant

From the table (6) it could be observed that Education, Occupation, Training undergone, Innovativeness, progressiveness and knowledge about AV equipments had shown positive and significant relationship towards information processing behaviour. Whereas, Age and Media participation showed significant association but age showed negative relation.

4.2.2.2. Variation in information processing behaviour

Nine selected independent variables were subjected to multiple regression analysis with the information processing behaviour. The results are given in the table (7).

Table 7. Multiple regression analysis of Independent variables towards information processing behaviour

Independent variable		b	SE	t value
X ₁	Age	-0.0358	0.0565	-0.63 ns
X ₂	Educational Qualification	0.2981	0.4112	0.72 ns
X ₃	Occupational status	0.8348	0.8851	0.94 ns
X ₄	Total experience	-0.0226	0.0452	-0.50 ns
X ₅	Training undergone	0.3099	0.1801	1.72 ns
X ₆	Media participation	0.0192	0.0839	0.23 ns
X ₇	Innovativeness	1.0493	0.3788	2.77**
X ₈	Progressiveness	0.4460	0.3170	1.41 ns
X ₉	Knowledge about AV equipments	-0.0324	0.1195	-0.27 ns

** - Significant at 1% level

$R^2 - 0.32^{**}$

ns - Non significant

F - 5.69**

It could be inferred from the table that all the 9 independent variables together contributed for 32 per cent of the variation in the information processing behaviour keeping other variables at constant. The F value (5.69) was found to be highly significant.

Of the nine variables taken for analysis, only Innovativeness contributed significantly towards information processing behaviour. This indicated that one unit increase in the innovativeness would increase the extent of the information processing behaviour of extension personnel to an extent of 1.0493 units keeping other variables at constant.

4.2.3. Information storage behaviour

4.2.3.1. Relationship between Independent variables and Information Storage Behaviour

The results of correlation analysis on the relationship of characteristics of the extension personnel with information storage behaviour are presented in the table (8).

Table 8. Correlation of information storage behaviour with socio personal characteristics of the extension personnel

Independent variables		r values n = 119
X ₁	Age	0.097 ns
X ₂	Educational Qualification	0.198*
X ₃	Occupational status	0.276**
X ₄	Total experience	0.030 ns
X ₅	Training undergone	-0.004 ns
X ₆	Media participation	-0.006 ns
X ₇	Innovativeness	0.249**
X ₈	Progressiveness	0.124 ns
X ₉	Knowledge about AV equipments	0.042 ns

** - Significant at 1% level

* - Significant at 5% level

ns - Non – significant

The table pointed out that occupation and Innovativeness had showed positive and significant association towards information storage behaviour, whereas, education showed significant association at 5 per cent level. But other variables viz., Age, Service, Training undergone, Media participation, Innovativeness and Progressiveness showed non significant association towards information storage behaviour.

4.2.3.2. Variation in the information storage behaviour

Nine selected variables were subjected to multiple regression analysis with the information storage behaviour. The results are presented in the table (9).

Table 9. Multiple regression analysis of Independent variables towards information storage behaviour

Independent variable		b	SE	t value
X ₁	Age	0.1548	0.0070	2.19*
X ₂	Educational Qualification	0.0606	0.0514	1.18 ns
X ₃	Occupational status	0.1808	0.1107	1.63 ns
X ₄	Total experience	-0.0027	0.0056	-0.48 ns
X ₅	Training undergone	-0.0426	0.0225	1.89 ns
X ₆	Media participation	-0.0090	0.0105	-0.86 ns
X ₇	Innovativeness	0.1018	0.0473	2.15*
X ₈	Progressiveness	0.0320	0.0396	0.81 ns
X ₉	Knowledge about AV equipments	-0.0197	0.0149	-1.32 ns

* - Significant at 5% level

ns – Non significant

R² – 0.21**

F – 3.23**

From the table it could be inferred that all the nine independent variables together contributed to 21 per cent of the variation in the dependent variable keeping other variables at constant. The F value (3.23) was found to be highly significant.

Of the nine variables taken for analysis only two variables viz. age and innovativeness contributed significantly towards information storage behaviour. This indicated that unit increase in age and innovativeness would increase the extent of information storage behaviour to the extent of 0.1548 and 0.1018 units respectively keeping other variables at constant.

4.2.4. Information dissemination behaviour

4.2.4.1. Relationship between Independent variable and Information dissemination behaviour

The results on relationship of the characteristics of the extension personnel with their information dissemination behaviour is shown in the table (10).

Table 10. Correlation of information dissemination behaviour with socio personal characteristics of the extension personnel

Independent variables		r values (n = 119)
X ₁	Age	-0.215*
X ₂	Educational Qualification	0.305**
X ₃	Occupational status	0.207*
X ₄	Total experience	-0.045 ns
X ₅	Training undergone	0.171 ns
X ₆	Media participation	0.160 ns
X ₇	Innovativeness	0.00 ns
X ₈	Progressiveness	0.177 ns
X ₉	Knowledge about AV equipments	0.364**

** - Significant at 1% level

* - Significant at 5% level

ns - Non – significant

From the table it could be observed that education and knowledge about AV equipments showed positive and significant associations towards information dissemination behaviour. The variables occupation and age showed significant relationship at 5 per cent level but age showed negative relationship.

4.2.4.2. Variation in the information dissemination behaviour

Nine selected independent variables were subjected to multiple regression analysis with the information dissemination behaviour. The results are presented in the table (11).

Table 11. Multiple regression analysis of Independent variables towards information dissemination behaviour

Independent variable		b	SE	t value
X ₁	Age	-0.0115	0.0135	-0.85 ns
X ₂	Educational Qualification	0.1155	0.0986	1.17 ns
X ₃	Occupational status	-0.2760	0.2123	-1.30 ns
X ₄	Total experience	0.0062	0.0108	0.58 ns
X ₅	Training undergone	0.0192	0.0432	0.45 ns
X ₆	Media participation	-0.00196	0.2015	-0.10 ns
X ₇	Innovativeness	-0.0156	0.0909	-0.17 ns
X ₈	Progressiveness	0.0749	0.0760	0.99 ns
X ₉	Knowledge about AV equipments	0.0648	0.0286	2.26*

* - Significant at 5% level

$R^2 - 0.17^{**}$

ns - Non significant

$F - 2.52^{**}$

It is inferred from the table (11) that all the 9 independent variables together contributed to 17 per cent of the variation in the information dissemination keeping other variables at constant. The F value (2.52) was found to be significant at 5 per cent level.

Of the nine variables taken for analysis only knowledge about audio visual equipments contributed significantly towards information dissemination behaviour. This indicated that one unit increase in the variable would increase the extent of information dissemination behaviour to an extent of 0.0648 units keeping other variables at constant.

4.2.5. Communication Effectiveness

4.2.5.1. Relationship between Independent variable and Communication Effectiveness

The results of relationship of the characteristics of the extension personnel with their communication effectiveness shown the variables information acquisition, processing, storage and dissemination behaviour also related are presented in table (12).

Table 12. Correlation of socio personnel characteristics of extension personnel with communication effectiveness

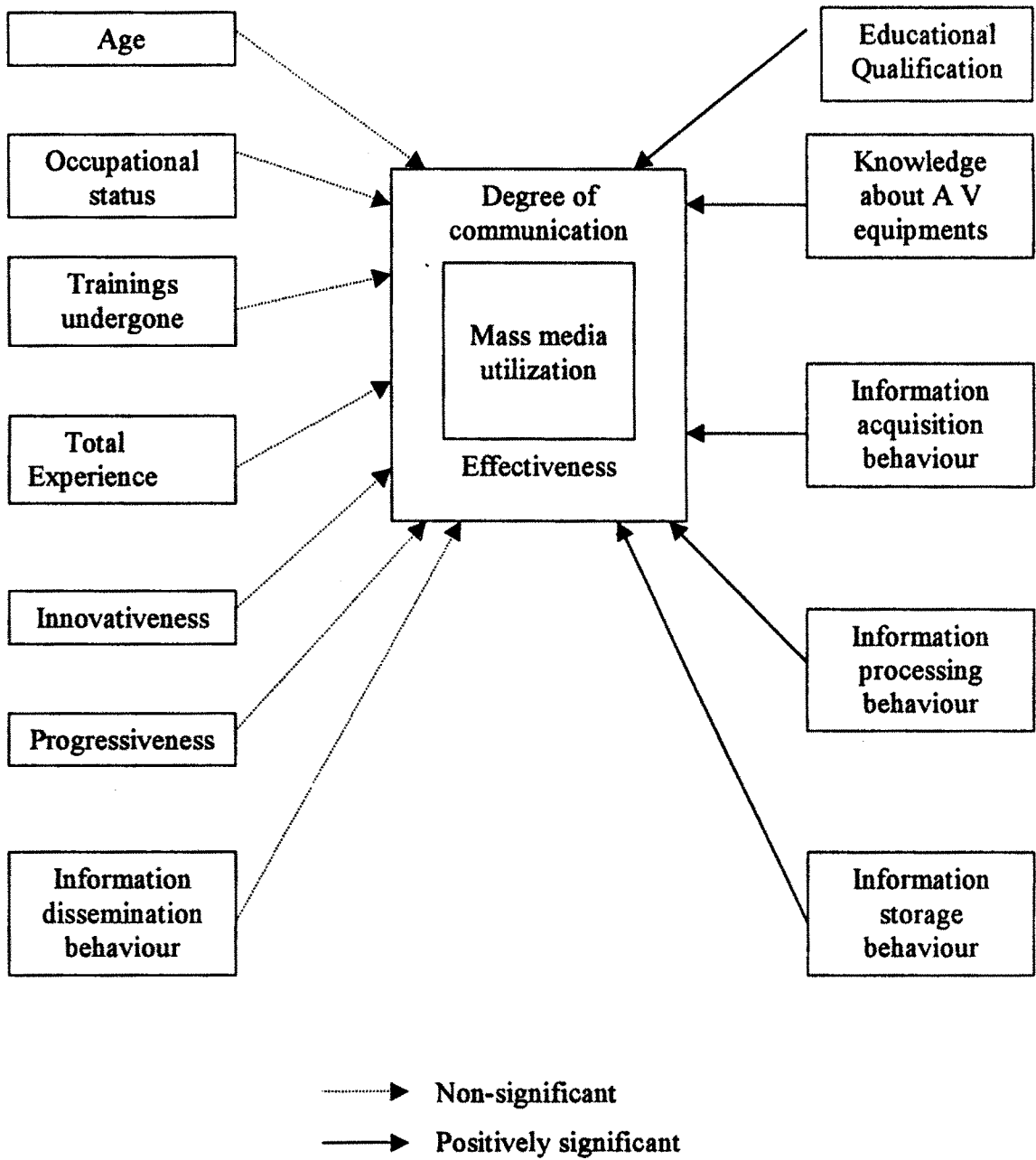
Independent variables		r values (n = 119)
X ₁	Age	0.045 ns
X ₂	Educational Qualification	0.182*
X ₃	Occupational status	0.170 ns
X ₄	Total experience	0.091 ns
X ₅	Training undergone	0.143 ns
X ₇	Innovativeness	0.170 ns
X ₈	Progressiveness	0.161 ns
X ₉	Knowledge about AV equipments	0.236**
X ₁₀	Information acquisition behaviour	0.234*
X ₁₁	Information processing behaviour	0.191*
X ₁₂	Information storage behaviour	0.220*
X ₁₃	Information dissemination behaviour	0.004 ns

** - Significant at 1% level

* - Significant at 5% level

ns - Non – significant

FIG 5. EMPIRICAL MODEL SHOWING THE RELATIONSHIP OF CHARACTERISTICS OF EXTENSION PERSONNEL WITH THEIR COMMUNICATION EFFECTIVENESS



From the table (12) and fig. (5) it could be inferred that education, information acquisition, processing and storage behaviour had shown significant association towards communication effectiveness at 5 per cent association at 1 per cent level. Other variables viz., Age, Occupation, Length of service, Training undergone, Innovativeness, Progressiveness and Information dissemination behaviour found to be non - significant.

4.2.5.2. Variation in the communication effectiveness

The variables selected were subjected to multiple regression analysis with communication effectiveness. The results are shown in the table (13).

Table 13. Multiple regression analysis of independent variables towards communication effectiveness

Independent variable		b	SE	t value
X ₁	Age	0.0335	0.0514	0.65 ns
X ₂	Educational Qualification	0.3011	0.3674	0.82 ns
X ₃	Occupational status	-1.2650	0.8037	-1.5 ns
X ₄	Total experience	0.0284	0.0400	0.71 ns
X ₅	Training undergone	0.0783	0.1644	0.48 ns
X ₇	Innovativeness	0.3698	0.3525	1.05 ns
X ₈	Progressiveness	0.2376	0.2835	0.84 ns
X ₉	Knowledge about AV equipments	0.1977	0.1095	1.81 ns
X ₁₀	Information acquisition behaviour	0.11290	0.0744	1.52 ns
X ₁₁	Information processing behaviour	0.0783	0.0863	0.91 ns
X ₁₂	Information storage behaviour	1.4756	0.6878	2.15*
X ₁₃	Information dissemination behaviour	-0.5608	0.3625	-1.55 ns

* - Significant at 5% level

ns – Non significant

$R^2 - 0.19^{**}$

F – 2.02^{**}

The data in table, point out that all the variables contributed to 19 per cent of the variation in the communication effectiveness. The F value (2.02) was found to be significant at 5 per cent level.

Of the variables taken for analysis only information storage behaviour contributed significantly towards communication effectiveness. This indicated that one unit increase in the variable would increase the extent of communication effectiveness to an extent of 1.4756 units keeping other variables constant.

4.3. Communication effectiveness of extension personnel

4.3.1. Practice adopted through mass media

The number of respondents who have adopted the new practices through the media are pooled and presented in table (14).

Table 14. Percentage distribution of Respondents on practice adopted

Respondent (n)	f	Percent
AAO (80)	43	53.75
AO (20)	8	40.00
ADO (19)	12	63.15

Though the practices recommended by the various media may be similar, the adoption by the users were different. Under the ADO category, 63.15 per cent of ADO have adopted the practice, whereas in case of AO's and AAO's is 40 per cent and 53.75 per cent respectively.

Agriculture Development Officer should have more information than others, in case of AAO's, they are the grass root level workers and have more contacts with the farmers, which might be the reason for the medium level. Moreover they are the easily available persons to be contacted by farmers. They have to adopt the technologies so as to clear the doubts of farmers. Whereas with AO's it was low and it may be due to more work and no time to attend to media.

4.3.2. Consideration of merits of information gathered through media

Respondents who had considered the merits of the information gathered through media are pooled and given in table (15).

Table 15. Percentage distribution of Respondents on consideration of merits of information

Merits Consl.	f	%
AAO	66	82.5
AO	12	60
ADO	13	68.4

The table (15) indicates that 82.5 per cent of AAO's, 68.4 per cent of ADO's and 60 per cent of AO's had considered the merits of information before implementing. This may be due to more contact with the farmers by AAO's and as discussed earlier ADO's should update the information in order to clarify the doubts of AAO's and AO's in the fortnight meetings and review meetings.

4.3.3. Information discussed by extension personnel

Information acquired from media or any other source is discussed and further details of the information are gathered.

Table 16. Percentage distribution of Respondents who discussed with others

Persons Discussed	AAO (n (80))		AO (n = 20)		ADO (n=19)	
	f	%	f	%	f	%
Friends	38	47.5	5	25	7	36.84
Scientists	9	11.25	8	40	11	57.89
Extension workers	49	61.25	19	95	14	73.68
Media persons	4	5	3	15	2	10.52
Progressive Farmers	58	72.5	16	80	16	84.21

The data in table (16), reveals that 47.5 per cent of AAO's, 36.84 per cent of ADOs and 25 per cent of AOs had discussed with friends, 57.89 per cent of ADO's, about 40 per cent of AOs and only 11.25 per cent of AAO'S consulted with scientists. Whereas with extension workers was by 61.25 per cent of AAO's, 95 per cent of AOs and 73.68 per cent of ADOs. The media persons were consulted only by few. Among the 3 categories 15 per cent of AOs, 10.52 per cent of ADOs and 5 per cent of AAO's discussed with media persons. Nearly 73 per cent of AAOs, 80 per cent of AOs and 84.21 per cent of ADOS had reported to have showed information with progressive farmers.

Extension personnel discussed the information gathered mostly with other extension workers and with progressive farmers. This may be due to many reasons such as farmers are the target of everyone and they will respond to them very promptly as they want to clarify their doubts regarding the information gathered by themselves. Whereas media persons are considered least by all the three categories. In the case of scientists, who are not available at all times are less contacted by AAO's but ADO's and AO's contacted in their training programmes or in other meetings.

4.3.4. Method of Discussion

The information which was gathered and discussed by the respondents are given in table (17).

Table 17. Percentage distribution of Respondents on their method of discussion

Method of Discussion	AAO (n =80)		AO (n = 20)		ADO (n=19)	
	f	%	f	%	f	%
Personal Discussion	41	51.25	14	70	11	57.89
Informal Discussion	66	82.5	9	45	14	73.68

It could be seen from table (17) that informal discussion method was utilized by 82.5 per cent of AAOs, 73.68 per cent of ADOs and only 45 per cent of AO's. Whereas 70 per cent of AO's used personal discussion method, but 57.89 per cent and 51.25 of AAO's have used personal discussion. This may be due to the more social gathering of AAO's who discussed informally with each other and only less informal meeting of AO's with ADO's.

4.3.5. Respondents who had written to media as well as got reply from media persons

In the table (18) the number of respondents who have written to media as well as obtained reply from them is pooled and presented.

Table 18. Percentage distribution of Respondents, written to media and got reply

Written and Reply	AAO (n (80))		AO (n = 20)		ADO (n=19)	
	f	%	f	%	f	%
Doubts clarification	12	15	5	25	7	36.84
Seeking information	8	10	6	30	9	47.36
Reply from media	8	10	6	30	6	31.57

4.3.6. Reply from media

If the message received were not satisfactory, the individual can also ask for clarification or seek more information from the media. The table reveals that in overall the personnel were not in the habit of writing to media. Among the ADO's 36.84 per cent were found to write and 25 per cent and 15 per cent of AO's and AAO's respectively wrote for doubt clarification. In case of seeking more information 47.36 per cent of ADOs, 30 per cent of AOs and only 10 per cent AAO's were writing. From those who had written 31.5 per cent of ADO's had obtained reply from media, whereas, AO's and AAO's had not got any reply.

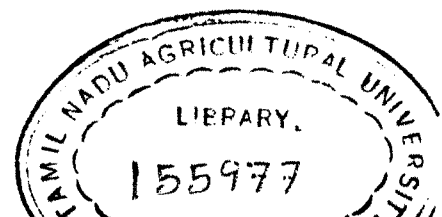
This shows that feedback through mass media is very less. The reason may be, the ADO's who have more contact with media give some programme when asked by the media and next is AO's who also sometimes give same programmes but AAO's are the grass root level persons who do not have much contacts with the media persons.

4.3.6. Media preference

The respondents' preference of media was decided by many factors that are associated with the media utilization. The individual's media preference were obtained from both those who own the media and also from those who don't have. The first, second and third choice, the individual wishes to make among the three (Radio, Newspaper and Television) were obtained. The number of first choice, second choice and third choice were added to rank the media as preferred by the extension personnel.

Table 19. Media Preference

Media		AAO	AO	ADO	Total	Rank
		f	f	f	f	
Radio	I	30	3	8	41	II
	II	32	6	5	43	
	III	18	11	6	35	
Television	I	40	10	8	58	I
	II	22	5	5	32	
	III	18	5	6	29	
Newspapers	I	10	7	3	20	III
	II	20	9	9	44	
	III	44	4	7	55	



It was found that the preference given by the respondents were in the order Television, Radio and Newspapers. The priority given to Television might be due to its attraction towards it, moreover television has visual effect appealing to all senses. In addition to this it may be also due to more number of programmes presented in the different cable channels.

Next to Television, Radio was ranked. It might be due to its easy availability. About 42 per cent of the ADO's preferred Radio as their first choice. The third preference to Newspapers may be due to lack of time to concentrate and read them.

4.4. Problems and Suggestions

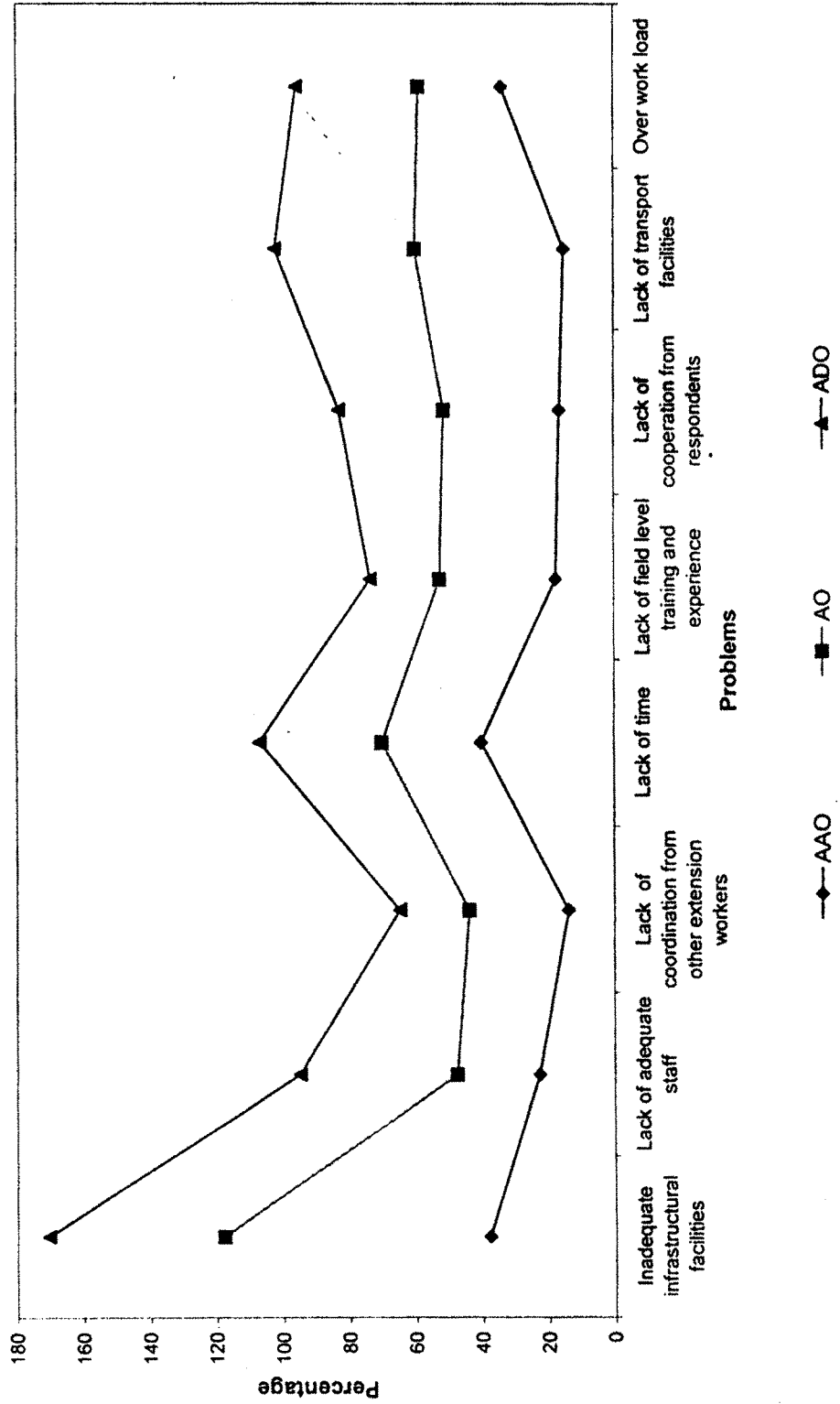
Problems encountered by the extension personnel in their communication behaviour and suggestions expressed by them.

The list of perceived problems as expressed by the extension personnel is presented in table (20) and fig. (6).

Table 20. Problems encountered by extension personnel

Problems	AAO (n = 80)		AO (n = 20)		ADO (n = 19)	
	f	%	f	%	f	%
1. Inadequate infrastructural facilities	27	33.75	16	80	10	52.63
2. Lack of adequate staff	18	22.5	5	25	9	47.36
3. Lack of coordination from other extension workers	11	13.75	6	30	4	21.05
4. Lack of time	32	40	6	30	7	36.84
5. Lack of field level training and experience	14	17.5	7	35	4	21.05
6. Lack of cooperation from respondents	13	16.25	7	35	6	31.57
7. Lack of transport facilities	12	15	9	45	8	42.10
8. Over work load	27	33.75	5	25	7	36.84

Fig 6 . Problems encountered by extension personnel (AAD's, AO's & ADO's)



It could be noticed that 33.75 per cent of the AAO's, 80 per cent of AO's and 52.63 per cent of ADO's had reported inadequate infrastructural facilities as a problem in using media. This might be due to lack of provision of basic amenities such as telephone, TV, radio and other AV aids for effective use.

Lack of adequate staff was expressed as a problem by 22.5 per cent of AAO's, 25 per cent of AO's and 47.5 per cent of ADO's. This may be due to the policy of the Government and the Staffing pattern sanctioned in the districts.

The problem, lack of coordination from other extension workers was reported by 30 per cent of AO's, 21.05 per cent of ADO's, but only 13.75 per cent of AAO's reported it. The reason for low per cent of AAO's may be due to more cooperation at grass root level but with ADO's and AO's it may be due to differences in their job activities.

Lack of time was expressed as a problem by 40 per cent of AAO's, 36.84 per cent of ADO's and 30 per cent of AO's. Due to lack of adequate staff and attending to number of unspecified miscellaneous works might be the reasons for the same.

Nearly 18 per cent of AAO's, 35 per cent of AO's and 21.05 per cent of ADO's had expressed lack of field level training and experience as problems. Though all categories of staff have been trained well under the TandV system, they may need specific problem oriented field level trainings.

Cooperation from the farmers was lacking. This was considered as a problem by 16.25 per cent of AAO's, 35 per cent of AO's and 31.57 per cent of ADO's. Farmers may not have been satisfied with the technologies and advises they receive from the extension personnel. This would have lead to poor cooperation from the farmers.

Lack of transport facilities was expressed as a problem by 15 per cent of AAO's, 45 per cent of AO's and 42.10 per cent of ADO's. This problem may be due to the withdrawal of the training and visit system from the state department and department cannot provide every individual with vehicles for performing tours. The AO's and ADO's have to cover the entire block and hence this problem.

About 44 per cent of AAO's, 25 per cent of AO's and 36.84 per cent of ADO's have expressed over work load as a problem. This can be linked with inadequate staff and lack of infrastructure facilities. More and more scriptory works are done by the extension personnel in addition to the works related to state and central government sponsored schemes.

4.4.2. Suggestions proposed by extension personnel

The suggestions expressed by the extension personnel to overcome the problems in using the media are discussed here. The details are presented in table (21).

Table 21. Suggestions expressed by the extension personnel

Suggestions	AAO (n = 80)		AO (n = 20)		ADO (n = 19)	
	f	%	f	%	f	%
1. More number of Agricultural programmes in media	20	25	8	40	13	68.42
2. Improvement in mediataalk	9	11.25	10	50	3	15.78
3. Programmes timing should be changed	35	43.75	11	35	9	47.36
4. Computer and Internet facilities are to be provided	15	18.75	17	85	14	73.68
5. Provision of transport facilities	40	50	15	75	8	42.10
6. Modern extension aids are to be provided	12	15	10	50	5	26.37
7. Providing more number of trainings in the use of modern electronic equipments	25	31.25	14	70	12	63.15

Suggestions expressed by extension personnel included, increasing the number of agricultural programmes in media, provision of computer and internet facilities, programme's timing should be changed. Improvement in media talk, provision of transport facilities providing more number of training and providing modern extension aids.

The foremost suggestion was to increase the number of Agricultural programme in media was reported by 25 per cent of AAO's, 40 per cent of AO's, 68.42 per cent of ADO's. This might be due to very less number of agricultural programmes broadcasted through the media like radio, television and published through newspaper.

The second suggestion given by them was improvement in media talk. The respondents have suggested this because they think that experienced people have to share their information and ideas which will be effective through media.

The suggestion i.e. programme's timing should be changed was reported by 43.75 per cent of AAO's, 55 per cent of AO's and 47.36 per cent of ADO's. This was given by the respondents mainly due to programmes being broadcasted during their office hours.

Provision of computer and internet facilities was suggested by 18.75 per cent of AAO's, 85 per cent of AO's and 73.68 per cent of ADO's. This may be due to the reason that the extension personnel require latest and complete information relating to their profession.

The respondents also suggested that transport facilities should be provided and this was reported by 50 per cent of AAO's, 75 per cent of AO's and 42.10 per cent of ADO's. The reason for this suggestion may be that the respondents would have felt at times that inadequate transport facilities have inhibited their reaching the media.

Requirement of modern extension aids was reported by 15 per cent of AAO's, 50 per cent of AO's and 26.37 per cent of ADO'S. If better extension aids are provided, the respondents can use them for effective dissemination of the message among their clients.

The suggestion i.e. providing number of trainings was reported by 31.25 per cent of AAO's, 70 per cent of AO's and 63.15 per cent of ADO's. Only when they are trained in the use of various modern media gadgets they can acquire, process, store and disseminate information effectively.

SUMMARY AND CONCLUSION

CHAPTER V

SUMMARY AND CONCLUSION

Different technologies are generated by the farm research system. Adoption of these technologies by farmers will lead to increased production and prosperity. In this context, the mass media are considered as the most potential communicators of farm information. Therefore, effective utilization of mass media in agricultural communication is the need of the day.

Though various forms of mass media are engaged in the act of knowledge transfer, the extension personnel are also the key functionary in the technology transfer. They should possess up-to-date knowledge and ability to perform new skills. Massmedia are the main channels which help the extension personnel to gain up-to-date knowledge in farm technologies. So it was planned to analyse the mass media utilization behaviour by extension personnel. Hence, the present study was taken up with the following specific objectives.

- 1) To study the sociopersonal characteristics of the extension personnel.
- 2) To assess the extent of information source utilized by extension personnel.
- 3) To study the information processing behaviour of extension personnel.
- 4) To study the information storage behaviour of extension personnel.
- 5) To assess the information dissemination behaviour of extension personnel.
- 6) To identify the problems in utilizing the mass media by extension personnel and suggestions to improve the same.

The study was conducted with 19 ADO's, 80 AAO's and 20 AO's working in the six agricultural divisions of the Coimbatore district. The AAO's and AO's were selected proportionate to the population, whereas all ADO's were considered.

Thirteen independent variables were selected for studying the characteristics of extension personnel and their association with communication effectiveness. The data gathered by questionnaire were analysed through suitable statistical tools.

The salient findings of the study are given below:

5.1. Characteristics of extension personnel

Majority of the respondents (60.5%) belonged to old age group, 38.7 per cent belonged to middle age group, but only one person belonged to young age group.

With reference to education, 20.16 per cent were BSc (Agri) graduates, 9.24 per cent had MSc (Agri) degree and 45.4 per cent with SSLC and 2 years training in agriculture, whereas 3.36 per cent were with middle school + training and BSc (Agri) + other degrees. With regard to total service, 35.3 per cent had less service, 37 per cent had medium service and 27.7 per cent were with more service.

About 60 per cent had attended 2 to 4 trainings, whereas 20.2 per cent had attended 5 trainings and more than 6 trainings.

With regard to media participation and information acquisition behaviour 27.7 per cent were in low level, whereas 41.2 per cent were at medium level and 31.1 per cent at high level.

About 62 per cent belonged to high level of innovativeness and 37.8 per cent to low level, whereas with medium level there was no respondents. Most of the respondents (63%) belonged to high level progressiveness, 21 per cent to low level, and 16 per cent was at medium level.

Fifty two per cent of the respondents were in medium level of knowledge in AV equipments, 36.2 per cent of them in low level and only 10.9 per cent in high level.

In information processing behaviour 60.5 per cent of respondents were at low level, 20.2 per cent at medium level and 19.3 per cent at high level.

About 82 per cent of respondents had low level of information storage behaviour, whereas 16 per cent at medium level and only 2 per cent with high level. With regard to information dissemination behaviour there was none at medium level, 55.5 per cent were at low level and 44.5 per cent at high level.

5.2. Characteristics related to information behaviour and variation in their utilization

5.2.1. Information acquisition behaviour

The variables age, education, occupation, training undergone and knowledge about AV equipments had shown positive and significantly high association towards information acquisition behaviour.

Out of the eight variables taken for analysis only knowledge about AV equipment contributed significantly towards information acquisition behaviour.

5.2.2. Information processing behaviour

Results showed that education, occupation, trainings undergone, innovativeness, progressiveness and knowledge about AV equipments had significant relationship with information processing behaviour; whereas age and media participation showed significant relation but age showed negative relation.

From the selected variables, innovativeness only contributed significantly towards information processing behaviour.

5.2.3. Information storage behaviour

Occupation and Innovativeness showed positive and highly significant association whereas, education showed significant relation with information storage behaviour.

Out of nine variables selected for analysis, only two variables, viz., age and innovativeness contributed significantly towards information storage behaviour.

5.2.4. Information dissemination behaviour

The variables education and knowledge about AV equipments showed positive and significantly high association, whereas age showed negative and significant association. The variable occupations showed positive and significant association with information dissemination behaviour.

Only knowledge about AV equipments contributed significantly towards dissemination behaviour.

5.2.5. Communication Effectiveness

The variables education, information acquisition behaviour, information processing behaviour and information storage behaviour showed positive and significant association with communication effectiveness whereas, knowledge about AV equipment had highly significant association towards communication effectiveness.

Out of the variables selected, only information storage behaviour had contributed significantly towards communication effectiveness.

5.3. Communication effectiveness of extension personnel

5.3.1. Practice adopted after media participation

It was observed that from the three categories 63.15 per cent adopted. When AAO's and AO were analysed it revealed that 53.75 per cent of AAO's and 40 per cent of AO's adopted the practices.

5.3.2. Consideration of merits

The findings showed that 82.5 per cent of AAO's considered the merits gathered through media before implementation, whereas only 60 per cent of AO's and 68.4 per cent of ADO's considered the merits.

5.3.3. Discussion with others

The information gathered through media was discussed with different persons i.e. friends, scientists, extension workers, media persons and progressive farmers. AAO's discussed more with progressive farmers compared to others and least with media persons but 95 per cent of AO's discussed with extension workers and only 15 per cent with media persons but 80 per cent with progressive farmers, 40 per cent with scientists, 25 per cent with friends. ADO's discussed more with progressive farmers (84.25%), 73.68 per cent with extension workers 57.89 per cent with scientists, 36.84 per cent with friends and only 10.52 per cent with media persons.

5.3.4. Method of Discussion

It was observed that 52.5 per cent of AAO's used informal discussion and only 51.25 per cent by personal discussion. AO's used personal discussion (70%) and 45 per cent with informal discussion and 73.68 per cent of ADO's considered informal discussion and 57.89 per cent have used personal discussion.

5.3.5. Letter to media and reply obtained

Among the three categories, ADO's had only written more letters for seeking information (47.36 %) and for doubt clarification. But only 36.84 per cent of ADO's had written from them. Next to ADO's, AO's had written to media. Thirty per cent of them had written for seeking information and 25 per cent of them for doubt clarification. Reply obtained was by 30 per cent of AO's and 10 per cent of AAO's.

5.3.6. Media Preference

The study revealed that the respondents preferred Television as the first choice followed by Radio and Newspaper.

5.4. Problems faced by extension personnel

It was observed that extension personnel faced many problems in their communication process. Inadequate infrastructural facilities was reported by 33.75 per cent of AAO's, 80 per cent of AO's and 52.63 per cent of ADO's.

Lack of adequate staff was felt by 22.5 per cent of AAO's, 25 per cent of AO's and 47.36 per cent of ADO's. Lack of coordination from other extension workers was stated by 13.75 per cent of AAO's, 30 per cent of AO's and 21.05 per cent of ADO's, Forty per cent of AAO's, 30 per cent of AO's and 36.84 per cent of ADO's considered lack of time as a problem for utilizing media.

Nearly 18 per cent of AAO's, 35 per cent of AO's and 21.05 per cent of ADO's reported lack of field training and experience as a problem for further gathering information. Lack of cooperation from farmers was stated by 16.25 per cent of AAO's, 35 per cent of AO's and 31.57 per cent of ADO's.

Only 15 per cent of AAO's considered lack of transport facilities as a problem whereas 45 per cent of AO's and 42.10 per cent of ADO's reported them. It was also observed that 33.75 per cent of AAO's, 25 per cent of AO's and 36.84 per cent of ADO's revealed over work load as a problem for utilizing media.

5.5. Suggestion offered by extension personnel

Including more number of agricultural programmes in media was suggested by 68.42 per cent of ADO's, 40 per cent of AO's and 25 per cent of AAO's. Half of the AO's suggested improvement in media talk, whereas only 11.25 per cent of AAO's and

15.78 per cent of ADO's suggested it. About 44 per cent of AAO's, 55 per cent of AO's and 47.36 per cent of ADO's suggested that the programme timing should be changed.

Provision of computers and internet facilities was suggested by 18.75 per cent of AAO's, 85 per cent of AO's and 73.68 per cent of ADO's.

Half of the AAO's and one third of AO's suggested the provision of transport facilities whereas only 42.10 per cent of ADO's suggested it. Provision of extension teaching facilities was suggested by 15 per cent of AAO's, 50 per cent of AO's and 26.37 per cent of ADO's. Providing more number of training was suggested by 31.25 per cent of AAO's, 70 per cent of AO's and 63.15 per cent of ADO's.

5.6. Implication of the findings

As per the major findings of this study the following broad implications may be drawn.

Based on the study, it was found that only ADO's wrote to media persons for seeking information compared to AO's and AAO's and got reply also (less persons). So it is suggested to media persons to attend to the letters and reply should be prompt which inturn encourage the personnel to perform better.

The three categories, AO, ADO and AAO's preferred Television in the first followed by Radio and Newspaper. Hence it is suggested to media persons to rectify the programmes and add new programmes.

Suggestions such as more number of agricultural programmes in media, improvement in media talk, programmes timings changing, computer facilities, more trainings expressed by the extension personnel may also be taken into account for further actions.

Suggestions for future research

- 1) Since this study was confined to only three categories of extension personnel viz., AO's, AAO's and ADO's, similar studies may be conducted among other categories like Assistant Director of Agriculture, Deputy Director of Agriculture, Joint Director of Agriculture, etc.

- 2) A similar study on utilization behaviour of media by extension personnel of other developmental departments such as Animal Husbandry, Sericulture, Cooperatives and also the scientists working in various Research stations may be taken up.

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APPENDICES

15

APPENDIX - I

From

Dr. R. NETAJI SEETHARAMAN,
Professor,
Department of Agricultural Extension and Rural Sociology,
Tamil Nadu Agricultural University,
Coimbatore - 641 003.

Dated :

Sir,

Sub: Research – Post Graduate Studies – Certain
Particulars required – requisition to Furnish –
Regarding.

One of my Post graduate student **Ms. T. SUGANYA**, has proposed to conduct Research work on, **MASS MEDIA UTILIZATION BEHAVIOUR OF EXTENSION PERSONNEL**. Hence I request you to kindly provide her the necessary help and suggestions for carrying out the research work.

Thanking You,

Yours Sincerely,

(DR. R.NETAJI SEETHARAMAN)

APPENDIX - II
DEPARTMENT OF AGRICULTURE

From

Thiru. K. Ganesan, B.Sc. (Ag),
Joint Director of Agriculture,
Manavalanagar,
Tiruvallur

To

The Agricultural Dev. Officer,
Poonamallee.

Lr. No. E5. Pdl 2/99 dt. 30.12.99.

Sir,

Sub: Research – Post Graduate studies – certain in particulars - required.

Ref: Lr. dt. 15.12.99 of the Professor, Dept. of Agrl. Extn. & Rural Sociology,
TNAU, Coimbatore.

As per the reference, you are hereby informed to render necessary assistance for carrying out Research works of Post Graduate student **Tmt. T. Suganya**. After completion of work, you should furnish detailed report accordingly.

Sd/K. Ganesan,
Joint Director of Agriculture
Tiruvallur

- by order -

Agri. Officer (M & E)

APPENDIX - III

MASS MEDIA UTILIZATION BEHAVIOUR OF EXTENSION PERSONNEL

QUESTIONNAIRE

NO OF THE RESPONDENT:

NAME OF BLOCK :

- 1. Name of the Respondent
- 2. Age in years
- 3. Educational Qualification
- 4. Occupational status
- 5. Total experience
- 6. Trainings Undergone ✓

Sl.no	Name of the Training	Duration	Place of Training	Organization

7. Media Participation (put a (✓) against the appropriate answer)

i. Do you subscribe for Newspapers?

Yes / No

If Yes, Name the Newspaper?

(a)

(b)

ii. Frequency of Reading?

Regularly

Occasionally

Rarely

Never

iii. Do you use to gather Agricultural information from the Newspaper?

Yes / No

If yes, Give details.

- what type of news do you collect?
- for what purpose do you use it ?

iv. Do you subscribe for any farm magazines?

Yes/No

If yes, what are the magazines you subscribe?

- Specify (i)
(ii)

v. Frequency of Reading?

- Regularly
- Occasionally
- Rarely
- Never

vi. Do you own a Radio set ?

Yes/No

vii. Frequency of Listening?

- Regularly
- Occasionally
- Rarely
- Never

viii. What kind of programmes do you listen?

- Agriculture
- Non-agriculture
- Other programmes

Specify? (a)
(b)

ix. Do you own a Television set?

Yes/No

x. Frequency of viewing

Regularly

Occasionally

Rarely

Never

xi. Do you see any Agricultural films?

Yes/No

If yes, Mention the films viewed?

(a)

(b)

xii. Frequency of viewing

Regularly

Occasionally

Rarely

Never

xiii. Do you use any computers for gathering information / through Internet?

Yes/No

If yes, give details ?

(a) For what purpose do you use computers?

(b) What information did you gather from the computers?

(c) Have you used internet ,e-mail ,fax facilities for gathering agricultural information ?

8. Innovativeness

When would you prefer to adopt the new technique in the communication process.

- (a) As soon as it is brought to my knowledge?
- (b) After I have seen others using?
- (c) I prefer to wait and take my own time?

9. Progressiveness (put a (✓) in the appropriate column)

	Statements	Agree	Undecideness	Disagree
1.	A progressive person should be upto date in knowledge of latest technology			
2.	A progressive person should be helpful to others in adopting			
3.	A progressive person should have more information sources			

10. Information processing behaviour (put a (✓) mark)

(a) **Information Evaluation** : Do you evaluate the received informations value. If yes, state which of the following criteria, you apply to evaluate information.

- ⇒ Economic feasibility
- ⇒ Local seasonal conditions
- ⇒ Availability of inputs
- ⇒ Easiness in operation
- ⇒ Accepted as it is

(b) **Information Treatment** : Do you communicate information received by you as such?

If no, what methods do you use to treat the information?

- ⇒ Preparing points in local language
- ⇒ Preparing impact points
- ⇒ Preparing teaching aids.

(c) **Information storage** : How do you retain the information?

- ⇒ By memorizing
- ⇒ By noting in a classified note book
- ⇒ By maintaining information received as it is in files

11 **12) Information Dissemination behaviour**

Which of the methods or media do you use in disseminating information and state the regularity of their use.

Methods	Regularity
1. Leaflets Folders Booklets	Daily / Once in 2 days/Once in a week/ Never
2. Meetings Radio Television	
3. Office calls	

12 **Knowledge about using AV equipment's**

1. Name the important AV equipment's?

- (a) (d)
- (b) (e)
- (c) (f)

2. Do you know how to prepare transparencies for over head projector ?

3. Do you know how to use the over head projector?

4. What is the size of the photographic slide?

82

5. What type of the film is used for preparing slides?
6. Do you know how to load the slides in the projector?
7. Do you know how to operate slide projector?
8. Do you know how to load (threading) the film in a cine projector ?
9. Do you know how to operate cine-projector?
10. Do you know how to record a TV program into a VCR?
11. Do you know how to operate the VCR/VCP?

Where is the slide deck box - 13, information
available in the box and 14, information

COMMUNICATION EFFECTIVENESS

1. Which media do you utilize (put a (✓) mark)
 - (a) Radio
 - (b) TV
 - (c) Newspaper
 - (d) Others, Specify (i)
(ii)

2. For what purpose do you use it?
 - (a) General
 - (b) Agriculture
 - (c) Both
 - (d) Others Specify (i)
(ii)

3. Mention the various items for which do you utilize media for agriculture purpose?
 - (a) To inform the weather forecast
 - (b) To disseminate new technology
 - (c) Others Specify (i)
(ii)
(iii)

4. On an average how much time do you spend to utilize media?
 - (a) Daily One hr
30 minutes
a day
others, specify, i)
 - (b) Monthly
 - (c) Very rarely

5. On which topic do you spend more time?

(a) Agriculture

(b) General

if agriculture, in what aspects?

(a) Production aspects

⇒ preharvest

⇒ harvest

⇒ post harvest

(b) Marketing aspects

(c) Others specify.

6. Do you take down notes?

Yes/No

If yes, on what aspects?

Specify (i)

(ii)

(iii)

7. Any practices/innovation, you have adopted in your field after gathering information from media in last one year?

Yes/No?

If yes, From which source did you gather the information? what are the practice you followed?

8. Do you consider the merits or demerits for adopting a practice gained by media?

Yes / No

If Yes? which practice you have adopted ?

specify a)

b)

85

9. Do you have any habit of discussing the gathered information with others?

Yes/No

If Yes? with whom

Friend and Relatives

Scientists

Extension workers

Media persons

Progressive farmers

Others specify (i)

(ii)

10. How do you usually discuss?

(a) Personal discussion

(b) Informal group discussion

(Social gathering, leisure time)

11. Have you written any letter to AIR/TV/Newspaper?

Yes/No

If Yes a) To clarify doubts?

b) To seek further information?

c) others, specify (i)

(ii)

(iii)

12. Have you got any feed back from the Media persons?

Yes/No

If yes, in which topic do you got?

Specify? (i)



13. Do you got any feedback from your actual Respondent? (Farmers)

Yes/No

If yes- on what aspects?

Specify? i)

ii)

14. What are the common problems do you face in the communication process?

- a) Inadequate infrastructure facilities
- b) Lack of adequate staff
- c) Lack of coordination from other extension workers
- d) Lack of time
- e) Lack of field level training and experience
- f) Lack of transport facilities
- g) Lack of cooperation with Respondents
- h) Over work load
- i) Others, Specify (i)
(ii)
(iii)

15. Media preference

Please list out the media which you prefer as best for better communication,
Rank them I, II, III.

- Radio ()
- Television ()
- Newspaper ()

16. Give your suggestions to improve the effectiveness of communication.

மக்கள் தொடர்பு சாதனங்களை வேளாண்மை விரிவாக்க அலுவலர்கள் பயன்படுத்தும் முறைகள்

வினாத்தாள் படிவம்

1. பெயர்
2. வயது (ஆண்டுகளில்)
3. கல்வித் தகுதி
4. தொழில்
5. தற்போதைய பதவியின் அனுபவம் (ஆண்டுகளில்)
6. பயிற்சி பெற்ற விவரங்கள்

எண்	பயிற்சியின் பெயர்	நாட்கள்	பயிற்சிபெற்ற இடம்	பயிற்சி பெற்ற நிறுவனம்

7. தொலைத் தொடர்பு சாதனங்களின் பங்கு

உங்களுக்கு சரியென தோன்றும் விடைகளை (டிக்) குறியிடவும்

- i. நீங்கள் தினசரி செய்தித்தாள்களுக்குச் சந்தாதாரரா?

ஆம் / இல்லை

ஆம் எனில், வாங்கும் தினசரி செய்தித்தாளின் பெயரைக் குறிப்பிடவும்.

அ.

ஆ.

இ.

- ii. தினசரி செய்தித்தாள்களை படிக்கும் முறை

தினமும் / எப்பொழுதாவது / அடிக்கடி / எப்பொழுதும் இல்லை

- iii. நீங்கள் தினசரி செய்தித்தாள்களில் இருந்து விவசாய சம்பந்தான

கருத்துக்களைச் சேகரிப்பீர்களா?

ஆம் / இல்லை

ஆம் என்றால் கீழ்கண்ட விவரங்களைத் தரவும்

a. எந்த வகையான செய்திகளைச் சேகரிப்பீர்கள்?

b. சேகரித்த செய்திகளை எவ்வாறு பயன்படுத்துவீர்கள்

iv. நீங்கள் விவசாய சம்பந்தமான இதழ்களின் சந்தாதாரரா?

ஆம் இல்லை

ஆம் எனில் சந்தா செலுத்தும் இதழ்களின் பெயரைக் குறிப்பிடவும்

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v. விவசாய இதழ்களைப் படிக்கும்முறை

தினமும் / எப்பொழுதாவது / அடிக்கடி / எப்பொழுதும் இல்லை

vi. உங்களிடம் சொந்தமாக வானொலிப் பெட்டி உள்ளதா?

ஆம் / இல்லை

ஆம் எனில், நீங்கள் வானொலியை கேட்கும் முறையைக் குறிப்பிடவும்

தினமும் / எப்பொழுதாவது / அடிக்கடி / எப்பொழுதும் இல்லை

எந்த வகையான நிகழ்ச்சிகளை நீங்கள் விரும்பி கேட்பீர்கள்

அ. விவசாயம்

ஆ. மற்ற நிகழ்ச்சிகள் குறிப்பிடவும்

vii. உங்களிடம் சொந்தமாக தொலைக்காட்சிப் பெட்டி உள்ளதா?

ஆம் / இல்லை

ஆம் எனில், நிகழ்ச்சிகளைப் பார்க்கும் விதத்தைக் குறிப்பிடவும்.

தினமும் / அடிக்கடி / எப்பொழுதும் இல்லை

ix. நீங்கள் கடந்த வருடம் விவசாய சம்பந்தமான திரைப்படங்கள் அல்லது பொருட்காட்சிகள் பார்த்தீர்களா?

ஆம் / இல்லை

ஆம் எனில், விவரம் குறிப்பிடவும்

அ.

ஆ.

இ.

x. திரைப்படங்கள், பொருட்காட்சிகள் பார்க்கும் முறை

எப்பொழுதும் / அடிக்கடி / எப்பொழுதும் இல்லை

xi. நீங்கள் கணிப்பொறியைப் பயன்படுத்துகிறீர்களா?

ஆம் / இல்லை

ஆம் எனில் விவரம் தரவும்

a. எதற்காக நீங்கள் கணிப்பொறியைப் பயன்படுத்துகிறீர்கள்?

b. கணிப்பொறி மூலம் எந்த வகையான செய்திகளைச் சேகரிக்கிறீர்கள்?

c. நீங்கள் இதுவரை இண்டர்நெட் / ஈ - மெயில் வசதிகளை உபயோகித்து உள்ளீர்களா?

8. தொலைத் தொடர்பு மூலம் நீங்கள் பெற்ற புதிய தொழில்நுட்பத்தை எப்பொழுது பயன்படுத்துவீர்கள் என்பதைக் கீழ்க்கண்டவற்றில், உங்களுக்கு சரியெனத் தெரியும் விடையை டிக் ✓ குறியிடவும்

i. தொழில்நுட்பத்தை அறிந்த உடன்

ii. மற்றவர்கள் பயன்படுத்தியதை பார்த்தப்பின்

iii. நீண்ட சிந்தனைக்கு பின் சிறிது காலம் கடந்தபின்

9. முன்னேற்றத்தன்மை

உங்களுக்குச் சரியென தெரியும் விடையை ✓ குறியிடவும்

எண்	செய்தி	ஏற்கிறேன்	மறுக்கிறேன்	தீர்மானத்தில் இல்லை
1.	முன்னோடி மக்கள் புதிய தொழில் நுட்பங்களை உடனுக்குடன் தெரிந்து கொள்பவர்களாக இருப்பார்கள்			
2.	முன்னோடி மக்கள், புதிய தொழில்நுட்பங்கள் மற்றவர்கள் பயன்படுத்துவதற்கு உதவுவார்கள்			
3.	பல தொலைத் தொடர்பு சாதனங்களைக் கொண்டு உள்ளவராக முன்னோடி மக்கள் இருப்பார்கள்			

10. செய்திகளைப் பயன்படுத்தும் தன்மை

அ. செய்திகளைத் தேர்வு செய்தல் : தொலைத்தொடர்பு சாதனங்கள் மூலம் நீங்கள் பெறும் செய்திகள் மற்றும் கருத்துக்களை எதன் அடிப்படையில் நீங்கள் தேர்வு செய்வீர்கள் என்பதை கீழ்க்கண்டவற்றில் இருந்து டிக் ✓ குறியிடவும்

- பொருளாதாரத்தை மேம்படுத்தக்கூடியதால்
- உள்ளூர் கால சூழ்நிலைக்கு ஏற்ப
- தேவையான மூலப்பொருட்கள் உள்ளபடியால்
- எளிதாக உள்ளபடியால்
- அப்படியே ஏற்றுக்கொள்ளுதல்

ஆ. செய்திகளை நேர்த்தி செய்யும் தன்மை

நீங்கள் தொலைத் தொடர்பு சாதனங்கள் மூலம் பெற்ற செய்திகளை மற்றவர்களுக்கு எவ்வாறு தெரிவிப்பீர்கள்?

- முக்கியமான தகவல்களை மட்டும் வழக்கு மொழியில் தெரிவிப்பேன்
- முக்கியமான கருத்துக்களை மட்டும் தெரிவிப்பேன்
- கற்பிக்கும் சாதனங்களை பயன்படுத்தி தெரிவிப்பேன்

இ. செய்திகளைப் பாதுகாக்கும் தன்மை

தொலை தொடர்பு மூலம் நீங்கள் பெற்ற செய்திகளை எவ்வாறு பாதுகாப்பீர்கள்

- மனப்பாடம் செய்து கொள்வேன்
- தனியாக செய்திகளை கையேட்டில் குறித்துக்கொள்வேன்
- செய்திகளைத் தனியாக கோப்புகளில் பாதுகாத்து வைத்துக்கொள்வேன்

11. செய்திகளை வெளியிடும் முறைகள்

கீழ்கண்டவற்றில் எந்த வகையான சாதனங்கள் மூலம் மற்றவர்களுக்கு செய்திகளை தெரிவிப்பீர்கள்

எண்	தொலைத்தொடர்பு சாதனம்	உபயோகிக்கும் தன்மை
1.	மடிப்பிதழ்கள் துண்டு பிரசுரங்கள்	தினமும் இரண்டு நாட்களுக்கு ஒரு முறை வாரத்திற்கு ஒரு முறை எப்பொழுதும் இல்லை
2.	வானொலி தொலைக் காட்சி கூட்டங்கள்	30 நாட்களுக்கு ஒருமுறை 45 நாட்களுக்கு ஒருமுறை 60 நாட்களுக்கு ஒருமுறை
3.	அலுவலக பரிமாற்றங்கள்	தினமும் / 2 நாட்களுக்கு ஒருமுறை வாரத்திற்கு ஒருமுறை எப்பொழுதும் இல்லை

12.

1. முக்கியமான கேள் காண் கருவிகளின் பெயர்களைக் கூறுக.

- | | |
|----|----|
| a. | d. |
| b. | e. |
| c. | f. |

2. உங்களுக்கு ஓவர் ஹெட் புரொஜெக்டரில் பயன்படுத்தும் டிரான்ஸ்பரன்சிகளை தயாரிக்க தெரியுமா?
3. உங்களுக்கு ஓவர் ஹெட் புரொஜெக்டரை கையாளத் தெரியுமா?
4. போட்டோகிராபிக் சிலைடின் அளவு என்ன?
5. எந்த வகையான படச்சுருள் சிலைடு தயாரிக்க பயன்படுகிறது?
6. புரொஜெக்டரில் சிலைடுகளை வைக்கத் தெரியுமா?
7. உங்களுக்கு சிலைடு புரொஜெக்டரை கையாளத் தெரியுமா?
8. உங்களுக்கு சிலைடு புரொஜெக்டரில் படச்சுருளை வைக்கத் தெரியுமா?
9. உங்களுக்கு சினிபுரொஜெக்டரை கையாளத் தெரியுமா?
10. உங்களுக்கு தொலைக்காட்சி நிகழ்ச்சியை வி.சி.ஆரில் பதிவு செய்யத் தெரியுமா?
11. உங்களுக்கு வி.சி.ஆர் / வி.சி.பி யை கையாளத் தெரியுமா?

தொலைத்தொடர்பு சாதனங்களின் தாக்கம்

1. கீழ்க்கண்ட தொலைத் தொடர்பு சாதனங்களில் நீங்கள் உபயோகிக்கும் சாதனங்களை டிக் ✓ குறியிடவும்
 - வானொலி
 - தொலைக்காட்சி
 - தினசரி செய்திதாள்கள்

- மற்றவை, குறிப்பிடவும்

அ.

ஆ.

இ.

2. எதற்காக நீங்கள் இச்சாதனங்களை உபயோகிக்கிறீர்கள்?

i. பொதுவான செய்திகளுக்காக

ii. விவசாயத்திற்காக

iii. இரண்டுக்கும்

iv. பிற, குறிப்பிடவும்

அ.

ஆ.

இ.

3. விவசாயத்திற்காக நீங்கள் இச்சாதனங்களை உபயோகிக்கும் முறையினைக் குறிப்பிடவும்

அ. தட்பவெப்ப பருவநிலைகளைத் தெரிவிப்பதற்காக

ஆ. புதிய தொழில்நுட்பங்களைப் பரப்புவதற்காக

இ. பிற குறிப்பிடவும்

i.

ii.

iii.

4. சராசரியாக நீங்கள் எவ்வளவு நேரம் இச்சாதனங்களைப் பயன்படுத்துகிறீர்கள்?

i. தினமும்

மணி நேரம்

1 மணி நேரம்

மற்றவை, குறிப்பிடவும்

1.

2.

ii. வாரத்திற்கு ஒருமுறை

iii. மாதத்திற்கு ஒருமுறை

iv. எப்பொழுதாவது

5. எந்த நிகழ்ச்சிக்கு நீங்கள் அதிக நேரம் செலவிடுகிறீர்கள்

1. விவசாயத்திற்காக
2. பொதுவான செய்திகளுக்காக

விவசாயம் எனில், எந்த விதத்தில்

i. பயிரிடும் காலங்களில்

- அறுவடைக்கு முன்
- ஆறுவடையின் பொழுது
- அறுவடைக்கு பின்

ii. விற்பனை செய்யும் பொழுது

iii. பிற, குறிப்பிடவும்

அ.

ஆ.

இ.

6. நீங்கள் தொலை தொடர்பு சாதனங்களை உபயோகிக்கும் போது கருத்துக்களை தனியாக நோட்டில் பதிவு செய்வீர்களா?

ஆம் / இல்லை

ஆம் எனில் எந்த வகையான கருத்துக்களை என்பதைக் குறிப்பிடவும்

அ.

ஆ.

இ.

7. தொலைதொடர்பு சாதனங்களில் இருந்து நீங்கள் பெற்ற புதிய கருத்துக்கள் மற்றும் தொழில்நுட்பங்களை அன்றாட செயல்களில் நீங்கள் உபயோகித்து உள்ளீர்களா?

ஆம் / இல்லை

ஆம் எனில் எந்தவகையான தொழில்நுட்பம் மற்றும் தொழில் நுட்பத்தை கிடைக்கப் பெற்ற சாதனத்தின் பெயரைக் குறிப்பிடவும்.

8. தொழில்நுட்பத்தை பயன்படுத்துவதற்கு முன் அதன் நன்மை தீமைகளை நீங்கள் பரிசீலிப்பீர்களா?

ஆம் / இல்லை

ஆம் எனில் எந்தவகையான தொழில்நுட்பத்தை நீங்கள் செயல்முறை வாழ்வில் பயன்படுத்தி உள்ளீர்கள் குறிப்பிடவும்

9. தொலைத்தொடர்பு சாதனங்கள் மூலம் கிடைக்கப்பெற்றத் தகவல்களை நீங்கள் மற்றவர்களுடன் விவாதிப்பீர்களா?

ஆம் / இல்லை

ஆம் எனில், யாருடன் என்பதைக் குறிப்பிடவும்

அ. நண்பர்கள் / உறவினர்கள்

ஆ. விஞ்ஞானிகள்

இ. விரிவாக்க அலுவலர்

ஈ. தொலைத்தொடர்பு அலுவலர்

உ. முன்னோடி விவசாயிகள்

ஊ. பிற

1.

2.

10. நீங்கள் மற்றவர்களுடன் எந்த விதத்தில் விவாதம் செய்வீர்கள்

அ. தனியாக சந்திக்கும்போது

ஆ. கூட்டங்களில் சந்திக்கும்போது

இ. பொது இடங்களில்

ஈ. ஓய்வாக இருக்கும்பொழுது

11. நீங்கள் வானொலி நிலையம் / தொலைக்காட்சி நிலையம் / செய்தித்தாள் அலுவலகங்களுக்கு கடிதம் எழுதி உள்ளீர்களா?

ஆம் / இல்லை

ஆம் எனில் எதற்காக என்பதைக் குறிப்பிடவும்

சந்தேகங்களை நிவர்த்தி செய்வதற்காக

மேலும் தகவல்களைச் சேகரிப்பதற்காக

பிற

1.

2.

12. நீங்கள் எழுதிய கடிதங்களுக்கு பதில் பெற்று உள்ளீர்களா?

ஆம் / இல்லை

ஆம் எனில், எந்த தொலைத் தொடர்பு அலுவலகத்திலிருந்து என்பதையும், எந்த வகையான தொழில்நுட்பம் பற்றியது என்பதையும் தெரிவிக்கவும்

13. விவசாயிகள் இடமிருந்து எந்தவகையான பதில் தொடர்புகள் ஏற்பட்டுள்ளது. மேலும் எந்த நோக்கத்திற்காக என்பதையும் குறிப்பிடவும்.

14. பொதுவாக தொலைத்தொடர்பில் உங்களுக்கு ஏற்படும் பிரச்சனைகளைக் குறிப்பிடவும்.

- போதிய வசதியின்மை
- குறைவான வல்லுநர்கள்
- குறைவான நேரம்
- போதிய செயல்முறை பயிற்சி மற்றும் அனுபவம் இன்மை
- போதிய வாகன வசதியின்மை
- பதிலளிப்பவருடன் போதிய தொடர்பு இன்மை
- அதிக வேலை பளு
- பிற
 - i.
 - ii.
 - iii.

15. அதிகம் விரும்பக்கூடிய தொலைத் தொடர்பு சாதனம்

தொலைத் தொடர்புக்காக நீங்கள் மிகவும் விரும்பி பயன்படுத்தும் சாதனங்களை 1, 2, 3 .. என்ற வரிசையில் கீழே குறிப்பிடவும்.

வானொலி

தொலைக்காட்சி

தினசரி செய்திகள்

16. தொலைத் தொடர்பில் ஏற்படும் பிரச்சனைகளை நிவர்த்தி செய்ய உங்களுடைய ஆலோசனைகளைக் குறிப்பிடவும்.

