CONTENT ANALYSIS OF AGRICULTURAL INFORMATION IN SELECTED KANNADA DAILIES AND FARMERS' READING HABITS, PREFERENCES AND SUGGESTIONS

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CERTIFICATE

This is to certify that the thesis entitled "CONTENT ANALYSIS OF AGRICULTURAL INFORMATION IN SELECTED KANNADA DAILIES AND FARMERS' READING HABITS, PREFERENCES AND SUGGESTIONS" submitted by Mr. D. HANJAPPA, for the degree of MASTER OF SCIENCE (AGRICULTURE) in AGRICULTURAL EXTENSION, of the University of Agricultural Sciences, Bangalore, is a record of research work done by him during the period of his study in this University under my guidance and supervision and the thesis has not previously formed the basis of the award of any degree, diploma, associateship, fellowship or other similar titles.

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INTRODUCTION

I. INTRODUCTION

The success of agricultural development programme in developing countries largely depends upon the nature and extent of use of mass media in mobilization of people for development. The planners in these countries have realized that the development of agriculture could be hastened with the effective use of mass media, as the opinion of Lerner (1958) "Mass Media initiate psychic mobility in the people and trigger off change in them, they raise the general level of aspiration of the people and motivate them for action".

Among the several mass media newspaper is the most commonly used medium. This is the most practical means of disseminating the localized and specialized information to the people. Emphasising this aspect Gajapathi et al. (1977) made the following observations:

> "To achieve high production, farmers will have to master new skills and learn to manage and manipulate various inputs. This is possible only, if there is a sound communication strategy which would effectively and quickly disseminate the latest technology to the farming community and influence the individual farmers in adopting it, and combination of various communication channels is necessary so that the various agricultural innovations could reach all categories of farmers without loss of time".

The newspaper is primarily a means of disseminating news and influencing the public as to the current events. In addition it serves as an educational and entertainment

medium. Newspaper plays an important role in the field of agricultural development.

Agriculture being the biggest sector of the country, must be understood and appreciated by the farmers in particular and by the public in general.

According to Fox (1952) the two important roles of agricultural journalism are:

1. It must inform and educate the farmers about new methods in agriculture.
2. It must explain and interpret agriculture to the rest of the society.

Thus newspaper can play a meaningful and effective role in transfer of agricultural technology from research stations to the farmers fields. It helps to narrow the gap between scientific discovery and its application. This is the challenge the Indian Press has to face.

The advantage of print media are: (1) they can be read at the convenience of the reader, (2) they can be preserved for the future reference, (3) they can be passed on to others and (4) they also carry prestige for the people who possess them.

In India as on 1979 there were 17168 newspapers including dailies and other periodicals. The country is

currently publishing 1087 daily newspapers in 18 different languages. This indicates the potentialities of Indian Press for furthering the overall development of the country.

The importance of newspapers becomes still more dominant in view of the increasing literacy standards of the people.

The dailies in Karnataka began publishing agricultural information that was provided to them by the University of Agricultural Sciences, Bangalore from the year 1968. Today all the important dailies in Karnataka are devoting a considerable amount of space for agricultural information by many competent sources. This is an encouraging trend. These newspapers publish different categories of agricultural information, such as market price, weather, suggestion to farmers, success stories of farmers, agricultural news, questions and answer.

Statement of the problem

Inspite of publication of agricultural information in the dailies; no attempt has been made to study and critically analyse the usefulness of various aspects of it. Noting this deficiency Dube (1958) opined that in underdeveloped countries with respect to the mass media, little is known about their persuasion and influence.

Other experiments in mass communication were largely hit-and-run, trail-and-error ventures. Mass communication is yet a largely untried weapon in underdeveloped societies.

Thus there is a need to study the nature of agricultural information published in dailies.

Attempts made to find out the characteristics of newspaper readers in Karnataka are only few. As pointed out by Schramm (1964) the phenomenon of mass media exposure may be cumulative i.e., the newspaper subscribers may be also listening to radio, seeing films, reading magazines. Their reading habits differ according to their personal characteristics like age, education and socio-economic status. Hence it was considered as essential to investigate these aspects with reference to newspaper reading farmers.

Newspapers do not operate in vacuum. They are essentially meant to serve the needs and interests of the readers. Newspaper by virtue of being mass media receive very little feed back from its audience unlike interpersonal channels of communication where the feed back is spontaneous and abundant. In this context newspaper publishers need to make special efforts in knowing the needs and interests of the farmers. Majority of the newspapers are published in the urban centers, they rarely

cover the interests of the rural people. Ward (1959) stated that "daily newspapers are city products and that inevitably they have shared the urban philosophy, prejudices and blind spots. In otherwords, agriculture has to deal with the age long chasm between people in the cities and people who work the soil. A two way bridge is needed over that chasm. The urban press, with a few notable exceptions has contributed little to the building of a bridge and is still handicapped enormously by its own background".

Hence an attempt has been made to assess the needs and preferences of the newspaper reading farmers about the agricultural information published in dailies.

The main objective of this study was therefore to analyse the agricultural information published in Kannada dailies and to study the newspaper reading habits of farmers, their socio-economic characteristics and their preferences, opinion and suggestions on the publication of agricultural information in dailies. Following are the specific objectives of the study.

1. To find out the quantum of agricultural information in three selected Kannada dailies. And to know the space provided for the different categories of agricultural information in these dailies.

2. To study the characteristics of newspaper reading farmers.

3. To study the newspaper reading habits of farmers.

4. To relate the newspaper reading habits to the socio-economic characteristics of the farmers.

5. To know the opinions preferences, utility and suggestions made by the newspaper reading farmers about the publication of agricultural information in the dailies.)

Limitations of the study

One of the most important criticisms that is made on content analysis research is that the findings have no clear significance for either theory or practice. For instance, the findings obtained about the quantum of space on agricultural information cannot be compared with any standards and policies of the newspapers cannot also be questioned. Similarly the results obtained by content analysis may not lead to development of theories. Hence, the findings of this investigation are limited to this extent.

Regarding the survey research some of the findings which are location specific cannot be generalized to all areas.

REVIEW OF LITERATURE

II. REVIEW OF LITERATURE

The review of literature is dealt in the following subheadings in this chapter.

1. Empirical studies on content analysis of newspaper.
2. Procedures in content analysis.
3. Role of agricultural information through print media in extension education.
4. Newspaper reading habits of farmers.
5. Characteristics of newspaper reading farmers.
6. Attitude of farmers towards the agricultural information published in dailies and other agricultural publications.

1. Empirical studies on content analysis

Indian studies on content analysis of newspaper are rare, very few attempts have been made by the Indian researchers to quantify and analyse the different contents of daily newspapers. However many studies have been conducted elsewhere. It was found desirable to examine such studies and hence the review of literature under this heading covers both foreign and Indian studies.

Foreign studies: Riss (1924) studied seven types of news-business, sports, amusement, political, police,

foreign and art in papers representing different geographical areas. The author has found that how much the proportions in which they appeared differed in different localities.

Rowe (1927), in a comparison of the Boston evening transcript and the Christiana Science Monitor, studied that whether local news, national news, sports news and foreign news, came from the papers own agency or from the outside source. Willey (1929) found that on the whole the papers published in the smallest towns in the counties of United States of America with the greatest per cent of their population living in the open county and with from 50 to 75 per cent of their circulation is from rural areas more attention to rural interests is given. In the larger towns and larger counties city interests were predominant.

Indian studies: Kapen (1962) analysed three daily newspapers of Nagpur to find out the quantum of agricultural information published. The author found that all the three newspapers carried high proportion of national to international news, it was also found that these newspapers report more of national news rather than the local news.

A study conducted in India (1968) by the Indian Institute of Mass Communication on content analysis of Indian dailies for their coverage of election news items,

revealed that the language and the medium circulated dailies printed more election news than did the English and the big circulated dailies. In that study three content classification categories were as: "educative", "informative" and "opinery". The measurement was made in column per inch.

Gajapathi et al. (1977) have studied the sources and frequency of agricultural news published in "Dinamani" and "Malai marasu" which were dailies published from Madras, Tamilnadu.

Singh and Kumar (1977) found in their study of two Indian newspapers that the total space provided by the selected issues of "the Indian Nation" and "the Aryaverta" were 8,320 and 12,554 column per cm, respectively. There was no significant difference between these two papers in space provided for agricultural information. The authors in their content analysis categorized agricultural content as "news items", "editorials", "feature article", "letters to the editor" and "advertisements".

The space provided to different categories was as follows by the two papers.

Sl.No.	Items		Column/cm
1.	"News items"	...	20,874
2.	"Advertisement"	...	4,198
3.	"Feature article"	...	2,968

4. "Editorials" ... 767

5. "Letters to the editor" ... 762

2. Procedures in content analysis

Content analysis: Kaplan and Goldsen (1949) stated that "content analyst aims at a quantitative classification of a given body of knowledge in terms of a system of categories devised to yield data relevant to specific hypothesis concerning the content".

Berelson (1952) defined content analysis as "a research technique for the objective, systematic and quantitative, description of the manifest content of communication".

According to Riley and Stoll (1968) content analysis is a multipurpose research method developed for investigating a wide variety of problems that are encountered in the study of communication.

Steps in content analysis: Cartwright (1966) identified the following steps as essential for a satisfactory content analysis:

1. Specify needed data: The investigators need to have a clear idea of type of data required for their study, they should work out their plans in detail, so that they can tell what form their final tables will take.

2. Map out plans for tabulation: It is essential to make explicit plans for the tabulation of coded data.

3. Layout the selection of the outline: At this point, it will be useful to list the variables in terms of which the content is to be coded.

4. Fill in categories for each variables : There are many systems of categories which may be employed for any given variables. The one chosen will depend upon the objectives of the study and the type of measurement being undertaken.

The system of categories should be exhaustive and mutually exclusive. It is exhaustive that if there is a category in which to place every relevant item, that may be found in the content. Its categories are mutually exclusive if there is one and only one place to put an item within that system of categories.

5. Establish procedures for utilizing the material : Specific working definitions, to be used in the study, should be established at this point of time in such a fashion that various codes can all utilize the same material in the same way.

The most important measuring units in communication research are (1) a single word, (2) a theme, (3) a character,

(4) a paragraph or other natural units of meaning and (5) an item such as an article, speech etc.

The unit of enumeration that seems to be most popular in communication research is that of physical length (eg. column inch) or temporal duration (eg., time in minutes). If such units are meaningful from a theoretical point of view, they should be used, because they have real advantages of reliability and susceptibility to mathematical manipulations.

6. Try out the outline : After the outline is developed, it must be applied to the content in a preliminary way in order to discover what modifications are needed. Ordinarily, this trying out of the coding procedures is also used as a training period for the people who are to do the final coding.

3. Role of agricultural information through print media in extension education

Hoffer (1942) reported that the readers of agricultural bulletins adopted some practices based on information contained in those publications.

Smith's study (1951) revealed the same incidences that 29 per cent of the newspaper reading farmers had adopted information in improving their practices.

Aiyer (1958), emphasized that the medium of printed word is very favourite in agricultural documentation and has been widely adopted since the beginning of extension education. And also he states that within the limits of illiteracy, however the space for printed material is still fairly wide. And this method could be made use of more and more since the information published regularly in the appropriate seasons can serve a very useful purpose as farmers are likely to read and also retain and discuss with the neighbours in the village.

Klapper (1961) stated that mass media serve two basic functions; to provide information and to provide escape. The first function is a medium for contributory effects: to reinforce existing opinion or recent decisions, to increase knowledge and information on a wide range of topics, or to provide a tool for personal growth and development. The second function is as escapist fase: to provide mental and physical relaxation, to stimulate the imagination and to act as a means of vicarious intension. The first function represents a search for instrumental information, the second, a search for the primarily expressive experience. The author in his study found that news articles have influenced the farmers in their adoption behaviour as reinforcement of the knowledge

about the practices already they were adopting, and also it helped them to correct the practices they were following as recommended in the agricultural news articles.

Bartz (1966) reported that the newspapers and magazines were found to be important sources of home information.

Hatch (1966) found that in the adoption of new ideas, mass media (including newspaper) ranks number one at the "awareness" and "interest" stage.

Oliver et al. (1975) found that agricultural articles influenced more number of farmers (17.8%) at awareness stage. But at adoption stage, the articles influenced only 6.6 per cent of farmers.

4. Newspaper reading habits of farmers

Williamson (1938) found that out of 401 subscribers, 246 read the farm page regularly, 96 seldom read it and 59 never read it. This author also observed that home economic column was read by 344, and out of them 326 used the material and 226 clipped article for future use.

Johnston and Busche (1942) studied reading habits of Indiana farmers. They observed that farmers spent about half an hour to three quarters of an hour per day in newspaper reading.

Delberts (1955) in his study among Wisconsin farmers revealed that 92 per cent of the respondents received atleast one farm magazine and 51 per cent read three or more regularly.

Schramm and David (1961) have found that the time spent daily on reading newspapers by the people in different countries is as follows:

(i) In America an average person spends 40 minutes.

(ii) In France an average person spends 15-30 minutes.

(iii) In Hongkong an average person spends 15-20 minutes.

(iv) In United Kingdom an average person spends 25-30 minutes.

Murphy (1962) reported that 19.5 per cent of the Wisconsin farmers devoted less than half an hour per day in reading agricultural publications, 26 per cent spent half an hour to one hour. 19.5 per cent of the farmers spent one hour a day and 0.14 per cent of farmers spent one to three hours a day, while 5.5 per cent spent more than three hours while 1.5 per cent of them did not mention.

Wilson (1963) while reviewing mass communication research observed that farmers who read were inclined to read more than one type of publication.

Marsh and Knox (1966) revealed through their study that more than 80 per cent of the respondents read newspaper daily.

Mishra (1969) in his study of mass media use patterns among Indians reported that 40 per cent of respondents read one or more newspaper, weekly.

Honnart (1970) observed that 57 per cent of Belgian farmers read regularly the agricultural news published daily in the paper while 18 per cent read less regularly and others never read it.

Veerabhadraiah and Sethu Rao (1970) have found that 57 per cent of farmers read the farm information regularly.

Siddaramaiah et al. (1976) found that mostly the subscribers read newspapers daily and 15.62 per cent of the farmers reading agricultural information adopted the information they read.

5. Characteristics of newspaper reading farmers

A study conducted at Illinois State of U.S.A. (1958) showed that farmers with better education were the heavier readers.

Mariol (1959) also observed that education was significantly associated with reading of farm publication.

Schramm and White (1960) reported that amount of reading increased with the education of the respondents.

Wilson (1963) observed that younger farmers read more farm publications than older farmers.

Kidwai (1965) observed that the reading of publications increased with the level of education of farmers. The author also found that young and middle aged farmers were heavier readers of farm publications than the others.

A study conducted by Marsh and Knox (1966) revealed a direct link with readership of publications and the education levels of the respondents. It was also found that mass media (other than newspapers) were used more by women who did not participate in community work. These women spent significantly more hours per day viewing television than did community oriented women. Print media were dominant for working women and who had high community participation.

Mishra (1969) observed in his study that there was a direct relation between the readership of publications and education levels of the respondents.

Veerabhadraiah and Sethu Rao (1970) revealed that over 77 per cent of subscribers of newspapers were in the young and middle age group.

Zalaki (1973) in his study found lack of association between the readership of agricultural publication and their age. However, there was association between the readership and the farmers education. The small farmers were not different in readership habit than big farmers when both were literates.

Oliver et al. (1975) found that farmers reading agricultural articles were of oldage group followed by young age and middle age. They also found that different levels of education had not influenced the reading of agricultural articles and also with the size of holding. Whereas only the socio-economic factor, occupation differences had significantly influenced the reading of agricultural articles.

6. Attitude of farmers towards the agricultural information published in dailies and other agricultural publication

Gallup and Fanning (1943) reported that simple writing, large print, and more illustrations were suggested by farmers as ways to improve agricultural print.

Gallup and Frutchery (1943) in their study found that in general, majority of the home makers read and understood the message contained in the leaflets.

Sample and Swain (1954) found that farmers wanted separate agricultural news section daily rather than weekly. They further wanted better market news.

Murphy (1960) found that 23 per cent of readers felt that the article a real practical help for them. While 46 per cent found something new in publication, 20.7 per cent expressed impracticability of the message and other 10.3 per cent made no comments.

Joseph (1973) observed that the question and answer column issued in Kannada dailies was used very widely by farmers and farmers had expressed their dissatisfaction when it was discontinued for some period.

Oliver et al. (1974) studied about the suitability of agricultural news articles to the readers farmers of Tanjavur district published in newspaper "Dinamani". The results are as follows:

(i) Timeliness of agricultural news articles : Most of the farmers considered the agricultural articles to be timely (93.5%).

(ii) Coverage of subject matter in agricultural news articles : Almost all the farmers (94.6%) indicated that the coverage of subject matter was quite sufficient to their needs.

(iii) Practicability of agricultural articles : 66.2 per cent of the farmers rated agricultural articles as "practicable" and 34.87 per cent as "partly practicable".

(iv) Accuracy of information : It was found that 64.4 per cent of the farmers rated the news articles published as "accurate" and 32.6 per cent as "exaggerated". The farmers who rated the article as exaggerated stated the yield given for the different varieties in the articles were not agreeing with the actual yields.

(v) Terminology used in the articles : It was felt by most of the respondents that agricultural articles contained mostly familiar and local words of Tanjavur delts.

(vi) Readability of agricultural articles : All the 92 respondents who needed agricultural articles found these articles easy to read.

(vii) The preferences for type of narration : The responses showed that the farmers preferred "Narration" type followed by "question and answer" type.

(viii) Preferences for type of materials : The farmers were given five alternatives and were asked to rank them in order of preference. To know the type of materials they would like to have. The farmers ranked the recommended package of practices of the varieties first

followed by farmers' experiences. The third preference was given to research findings and fourth to incidence of pests and diseases and their control measures.

(ix) Suggestions of farmers : A few suggestions from respondents as recorded by them are as below.

(a) Farmers preferred agricultural articles on the front page of a newspaper with bold captions (n=16).

(b) Farmers stated that it would be better to publish agricultural articles at monthly intervals (n=21).

(c) They (farmers) found that only paddy, the major crop, is given importance. They observed that other crops like groundnut, pulses and cotton should also be given preference (n=42).

Siddaramaiah et al. (1976) in their study on mass media consumption in few villages of Karnataka state obtained the following suggestions of farmers to improve the quality of agricultural information in daily newspapers:

(a) "Give more information in bold letters" 25.88 per cent.

(b) "More news in relation to price fluctuations and market rate" 20 per cent.

(c) "Information to be given in local language" 18.82 per cent.

(d) "More success stories and experiences of farmers" 15.29 per cent, and

(e) "Reading material on field verification trials" 12.94 per cent.

Hypothesis

Since the studies in India on content analysis of dailies are rare and limited the hypothesis pertaining to content analysis were not formed. However some hypothesis on certain aspects of survey research based on review of research have been formed as below:

1. There is no association between the reading habits of farmers and their age.
2. There is no association between the recording habits of farmers and their education.
3. There is no association between the reading habits of farmers and their size of land holding.
4. There is no association between the reading habits of farmers and their social participation.
5. There is no association between the reading habits of farmers and their media participation.

MATERIAL AND METHODS

III. MATERIAL AND METHODS

The present study was conducted in two parts, viz., content analysis of newspapers and survey research.

The content analysis of newspapers was concerned with the first objective stated earlier i.e., to find out the quantum of agricultural information published in selected Kannada dailies, and to know the space provided for the publication of different categories of agricultural information in these dailies.

The survey research was conducted in relation to the other four objectives of this study, viz., to study the characteristics of newspaper reading farmers, to study the newspaper reading habits of farmers, to relate the newspaper reading habits of farmers with their socio-economic characteristics and to know the opinion, preference, utility and suggestions made by the newspaper reading farmers about the publication of agricultural information in the selected dailies.

Content analysis of newspapers

The procedures followed in this part are reported under the following headings:

1. Selection of newspapers
2. Universe and sample

3. Subject matter

4. Variables included in the study

5. Enumeration

6. Tabulation and analysis of the data

7. Statistical techniques used.

Selection of newspapers

Among the six major Kannada dailies published viz., Samyukta Karnataka, Prajavani, Kannada Prabha, Janavani, Navabharath and Udayavani. Only first three newspapers were selected for the study, since the other three newspapers had restricted circulation. The first three newspapers had a wide circulation throughout Karnataka. All these three newspapers publish agricultural information under different headings. It was generally observed that these dailies were publishing agricultural information in one form or the other daily.

Universe

All the issues of the year 1978 in the three selected dailies formed the universe. The whole year i.e., from January 1978 to December 1978 was considered for the universe with the inference that these dailies covered all the three seasons of agriculture in Karnataka and, hence,

published agricultural information on all aspects of agriculture during this period.

Sample

To maintain the objectivity in including the universe in the sample the following procedure was followed:

1. 50 issues were selected from each daily with the help of random table. The percentage of the sample to the universe was 13.69. Hence a total of 150 issues 50 each from 3 dailies of the year 1978 were considered for the further analysis.

2. While random number coincided with general holidays on which day there was no publicatio. of the particular issue, either next random number was considered or the next day issue was considered for the selection while sampling..

Subject matter

The subject of the content analysis was to study the space provided for agricultural information on different categories of agricultural information on any page of the paper and in any part of the page. Agricultural information also covered related photographs and other figures printed in the newspapers. Information on

allied subjects relevant to farm people was also considered, example; information on forestry, animal husbandry, rural development news in relation to agriculture. Hence, agricultural information published in the dailies formed the subject matter of the content analysis.)

Variables included in the study

All the information published on agriculture was categorised under different aspects of agriculture. Totally the following ten categories were formed:

1. Agricultural news
2. Market price
3. Advertisement
4. Letters to the editor
5. Feature article
6. Editorial
7. Suggestion to farmers
8. Weather
9. Question and answer
10. Success stories

These categories were formed to decide on the importance given by each of the newspaper considered. The categories were exhaustive so that any relative items regarding agriculture in the paper could be measured in one or the other considered categories.

Irrespective of each paper publishing different categories and different number of categories in publishing agricultural information, these 10 categories were formed after going through the different issues of the selected dailies. The definition of categories are given below:

1. Agricultural news : Usually used for news information, fresh event reported on agriculture.

2. Market price : A report in a newspaper pertaining to recognised market rate, prevailing prices in recognised markets about various agricultural produce.

3. Advertisement : Advertisement either in the form of photographs or slogans appeared in the newspapers about the different agro inputs like, pesticides, herbicides, fertilizers and agricultural equipments.

4. Letters to the editor : Views and comments pertaining to agriculture addressed to the editor by farmers.

5. Feature article : An article which invites attention or prominence in the newspaper and it is an in depth analysis on a topic pertaining to agriculture.

6. Editorial : Views and opinion on agricultural topics of the newspaper institution and as reflected by the editor.

7. Suggestion to farmers : Information given by the State Department of Agriculture as suggestion to farmers regarding agricultural operations and other information on agriculture.

8. Weather : A report in the newspaper giving information pertaining to a report of atmospheric conditions prevailing at a specified time or place pertaining to heat or cold, quantity of sunshine, presence or absence of rain, or forecast of weather to be expected in an ensuring period.

9. Question and answer : A newspaper presentation answering queries of farmers on agricultural topic. Both question and answer are printed.

10. Success stories : The report of farmers involved in scientific agriculture and their progress due to scientific agriculture.

Enumeration

(a) Column centimetre : All the categories considered for agricultural information were measured in centimetres using a scale. Thus obtained measurement was called columncentimetre since the measurement was taken along the column in any of the three newspapers.

(b) Standard columncentimetre : It is the total length of any full published column of any of the paper measured in centimetre.

Conversion of columncentimetre to standard column-centimetre was done as follows:

$$\text{Standard column centimetre} = \frac{\text{Column centimetre published}}{\text{Whole length of the Standard column of the paper in cms}}$$

Tabulation and analysis of the data

Tables were formed to get meaning out of the data obtained by content analysis under different purposes stated below:

1. To compare the total space provided by the three papers in publishing 10 considered categories of agricultural information (Table I).

2. To know the space provided to publish different categories of agricultural information in these selected dailies (Table II, III and IV).

3. To compare among the papers in their preference in providing space to publish different categories of agricultural information (Table V). Ranks were given to different available categories in each of the selected paper to easy interpretation. The ranks were nominal and based on the percentage to the total agricultural information space, irrespective of the number of categories.

4. To know the contribution of each paper to the total space published for each category in the

three papers selected (Table VI). Ranks were given to all the three papers irrespective of the numbers of categories they covered, while publishing agricultural information, the ranks were nominal and based on the percentage to the total space of each of the categories contributed by one or the more newspaper/newspapers considered for the study.

Statistical techniques used for data analysis

The data on the quantum of space provided to publish agricultural information and the different categories of agricultural information were analysed with the use of simple percentage technique.

Survey research

The materialand methods employed in the second part of the study are given below, under the following heads:

1. Locale of the study
2. Population and sample
3. Variables included in the study
4. Collection of data
5. Analysis of the data

Locale of the study

The study was conducted in Bangalore district of Karnataka State during 1979-80. This district was selected based on census data that Bangalore district had more number of literates.

Population and sample

Since these dailies are having wide circulation in the State of Karnataka the newspaper reading farmers of the state who read newspaper/newspapers for agricultural information constitute the population of this study.

The study was directed to find out reading habits of farmers. Their socio-economic characteristics and the suggestions opinion and preferences including the utility of agricultural information by the reader farmers. Therefore, it was necessary to select villages which had more literate farmers. According to census data, it was found that Anekal and Doddaballapur taluks had relatively more number of literates compared to other taluks. Therefore, these taluks were selected for this study.

It was also considered essential to selecte villages having easy access to newspapers. Thus, all the villages within the radius of 10 kilometeres were listed in both these taluks. Out of these villages - six villages in Anekal taluk

and five villages in Doddaballapur taluk - were randomly selected. A list of all the literate farmers reading newspaper who read agricultural information in these selected dailies were listed, separately. From this list 6 newspaper reading farmers were selected randomly for the purpose of interview. Thus, the total number of respondents farmers who read agricultural information in the selected dailies were 66. These farmers constituted the sample of this study.

Variables included in the study

Socio-economic characteristics of the farmers were studied in the following way.

(a) Age : Respondents were grouped into three categories according to their age as shown below:

Sl. No.	Category	Age
1.	Young	18-30 years
2.	Middle age	31-45 years
3.	Old	46-60 years

(b) Education : Respondents were grouped with respect to their education as follows:

Sl. No.	Category	Education level
1.	Low	Primary and middle school education
2.	High	High school and college education

(c) Farm size : Respondents were grouped into three categories based on their land holding as small farmers, medium farmers and big farmers. The definition of small farmers used here was as per the project report of the small farmers' development agency, Bangalore district (1971). Farmers who had more than 5 standard acres and less than 10 standard acres were considered medium farmers and farmers with more than 10 standard acres of land were categorized under big farmers.

(d) Social participation : Respondents were categorized as high, medium, low according to their degree of participation in local organizations like village panchayat on the following basis.

Sl. No.	Category	Social participation
1.	Low	No participation Participation in one organization.
2.	Medium	Participation in more than one organization.
3.	High	Participation as an office bearer

(c) Participation in mass media : The participation in mass media other than newspapers was measured and scored as follows:

Radio

1. Listening to radio	(a) Yes	No		
	1	0		
	(b) Daily	Often	Occasionally	
	3	2	1	
2. Listening to Agricultural information in radio	(a) Yes	No		
	1	0		
	(b) Daily	Often	Occasionally	
	3	2	1	

Agricultural magazines

1. Subscription to agricultural magazines

Yes	No
2	0

2. Reading agricultural magazines

Yes	No
1	0

3. Number of agricultural magazines read

One	Two	More than two
1	2	3

The total possible scores on this dimension was 14.

After calculating the mean and standard deviation for the farmers mass media participation and based on formula mean ± 1 Standard deviation they were classified into three groups, which are as follows:

Sl. No.	Group	Scores
1.	Low	< Mean - 1 S.D.
2.	Medium	Mean - 1 S.D. to Mean + 1 S.D.
3.	High	> Mean + 1 S.D.

Reading habits of farmers : The concept of reading habits in general referes to various activities of the readers in their efforts to obtain relevant agricultural information. Farmers mostly refer agricultural information to seek ideas, information and recommendation to solve their farming problems. The farmers' redding habits of agricultural information, thus, includes many aspects like nature and extent of reading agricultural information, amount of time spent in reading it, subscription to newspapers and the like. The reading habits of farmers may also be considered to include their post reading behaviour like re-exposure to the old issues and the attempts made

to utilize this information in solving their day to day farm problems. The reading habits index was, therefore, developed to include the following six dimensions in the following lines:

1. Subscription : This refers to the farmers' subscription to any of the Kannada dailies selected, which published information on agriculture.

2. Extent of reading : This indicates the degree to which farmers read published agricultural information in the selected dailies.

3. Regularity of reading : This refers to the regularity in reading any of the three selected Kannada dailies.

4. Amount of time spent : This denotes the time devoted by the farmers for reading agricultural information published in the dailies.

5. Contents read : It indicates number of different categories of agricultural information read by the farmers.

6. Re-exposure : This phenomenon is the behaviour of farmers to refer the old issues for recollecting agricultural information they needed later.

These dimension of the newspaper reading habits of farmers were measured and scored as follows to develop a newspaper reading habit index for the present study.

Dimension	Score						
1. Subscription	Yes	No					
	2	0					
2. Extent of reading	Completely	Partially	Specific items				
	3	2	1				
3. Regularity of reading newspaper	Daily	Once in 2-3 days	Once a week	Whenever they get it			
	4	3	2	1			
4. Amount of time spent	Above 40 minutes	20-40 minutes	Less than 20 minutes				
	3	2	1				
5. Contents read (categories of agricultural information read)	Seven	Six	Five	Four	Three	Two	One
	7	6	5	4	3	2	1
6. Re-exposure to old issues	Yes	No					
	2	0					

Thus these newspaper reading habit index had a maximum total score of 21 and minimum total of 4.

After calculating the mean and standard deviation for the farmers' reading habits, and based on formula Mean $\pm$ 1 Standard deviation they were classified into three groups, which are as follows:

Sl. No.	Group	Scores
1.	Low	< Mean - 1 S.D.
2.	Medium	Mean - 1 S.D. to Mean + 1 S.D.
3.	High	> Mean + 1 S.D.

Readers' preferences : The preferences of the readers towards the following presentation was studied by ranking method:

1. Feature article
2. Suggestion to farmers
3. Question and answer
4. Success stories of farmers

Farmers were requested to rank these type of presentation from 1 to 4, based on their interests. A score of 4 was given to first rank, similarly fourth rank got a score of 1. The total scores obtained by each of the categories decided their respective rank position.

Collection of data

The selected newspaper reading farmers were interviewed with the help of the structured questionnaire (Appendix I).

The respondents were contacted by the interviewer, the purpose of the study was explained to them. The respondents were assured of their anonimity, thus motivating them to give objective information.

Analysis of data

The data were scored, tabulated and analysed with the help of suitable statistical techniques.

Chi-square test was employed to find out the association between the farmers newspaper reading habits and some of their characteristics viz., age, education, land holding social participation and mass media participation.

The data on the preferences, opinions and suggestions of farmers were analysed with the use of simple percentage techniques.

RESULTS

IV. RESULTS

The results of the present study are presented under the following headings:

1. Content analysis of agricultural information published in selected dailies.
2. Personal and socio-economic characteristics of newspaper reading farmers.
3. Newspaper reading habits of farmers.
4. Association between newspaper reading habits and personal characteristics of farmers.
5. Newspaper reading farmers' opinions, preferences and suggestions.

1. Content analysis of agricultural information published in selected dailies

Table I shows the data on the average quantum of space provided to different categories of agricultural information combined in three selected Kannada dailies.

"Agricultural news" constituted 31.17 per cent of published agricultural information pooled in the three Kannada dailies. Second major amount (18.04%) of space was provided to publish "market price", "advertisement" occupied third place (15.9%), whereas "suggestion to

farmers" and "feature article" shared approximately equal average amount of space provided i.e., 8.78 per cent and 8.60 per cent, respectively. About 4 per cent of space was provided to "editorial", "weather" and "question and answer" categories of agricultural information. The least space was covered by "letters to the editor" and "success stories" with 2.03 per cent and 2.38 per cent, respectively.

When the space provided to agricultural information was considered with the total available space of the three selected dailies, it was 4.01 per cent.

Table II pertains to the average quantum of space provided to publish agricultural information in Samyukta Karnataka daily newspaper. Majority of the space (30.10%) was taken by the "agricultural news", second highest space (25.98%) was provided to "market price" and "advertisement" could get third major space (15.47%) out of the total space provided to publish agricultural information. Other categories viz., "feature article", "editorial", "suggestion to farmers", "question and answer" and "success stories" got about 6,00 per cent of the total space, while this paper had provided least space to publish "weather" and "letters to the editor". This paper has covered all the ten categories of agricultural information considered

TABLE I

Average quantum of space provided to different categories of agricultural information in the three selected Kannada dailies.

Sl. No.	Categories of agricultural information	Space in standard column, cm	% to the total agricultural information	% to the total space of the paper
1.	Agricultural news	143.17	31.17	1.25
2.	Market price	84.52	18.40	0.74
3.	Advertisement	73.07	15.91	0.64
4.	Letters to the editor	9.34	2.03	0.08
5.	Feature article	39.48	8.60	0.34
6.	Editorial	18.54	4.03	0.16
7.	Suggestion to farmers	40.32	8.78	0.35
8.	Weather	20.52	4.48	0.18
9.	Question and answer	19.39	4.22	0.17
10.	Success stories	10.92	2.38	0.10
	Total	459.27	100.00	4.01
	Total space of the newspaper	11452		4.01

TABLE II

Average quantum of space provided to different categories of agricultural information in Samyukta Karnataka daily.

Sl. No.	Categories of agricultural information	Space in standard column cm	% to the total agricultural information	% to the total space of the paper
1.	Agricultural news	58.09	30.10	1.52
2.	Market price	50.13	25.98	1.31
3.	Advertisement	29.85	15.47	0.78
4.	Letters to the editor	1.35	0.70	0.04
5.	Feature article	5.02	2.60	0.13
6.	Editorial	11.42	5.92	0.29
7.	Suggestion to farmers	13.40	6.94	0.35
8.	Weather	1.85	0.96	0.05
9.	Question and answer	10.96	5.68	0.29
10.	Success stories	10.92	5.65	0.28
	Total	192.99	100.00	5.04
	Total space of the newspaper	3824		5.04

earlier in the study. Total space provided to agricultural information was 5.04 per cent by this newspaper.

Table III shows the average quantum of space provided to publish different categories of agricultural information in Prajavani daily newspaper. This paper provided major space (33.5%) to publish "agricultural news", second major space (19.21%) to "Advertisement" and third major space (13.94%) to "market price", while 11.42 per cent of space was provided to "weather" and less than about 5.00 per cent of space to publish other remaining categories. This paper did not publish under category "success stories" out of the total 10 categories considered in the study. Total space provided to publish agricultural information was 4.13 per cent by this newspaper.

Table IV reveals the data on the average quantum of space provided to publish different categories of agricultural information in Kannada Prabha daily newspaper. The paper provided majority of its agricultural information space (29.46% and 28.38%) to publish "agricultural news" and "feature article". Second major space (14.24%) was covered by "suggestion to farmers" and third major space (11.49% and 11.27%) was covered by "advertisement" and "market price". 3.43 per cent of the total agricultural space was taken by "letter to the editor", while it provided least space (1.73%) to "editorial".

TABLE III

Average quantum of space provided to different categories of agricultural information in Prajavani daily.

Sl. No.	Categories of agricultural information	Space in standard column, cm	% to the total agricultural information	% to the total space of the paper
1.	Agricultural news	54.81	33.51	1.39
2.	Market price	22.81	13.94	0.58
3.	Advertisement	31.41	19.21	0.79
4.	Letter to the editor	4.47	2.73	0.11
5.	Feature article	5.30	3.24	0.13
6.	Editorial	5.34	3.27	0.14
7.	Suggestion to farmers	12.29	7.52	0.31
8.	Weather	18.67	11.42	0.47
9.	Question and answer	8.43	5.16	0.21
	Total	163.53	100.00	4.13
	Total space of the newspaper	3952		4.13

TABLE IV

Average quantum of space provided to different categories of agricultural information in Kannada Prabha daily.

Sl. No.	Categories of agricultural information	Space in standard column, cm	% to the total agricultural information	% to the total space of the paper
1.	Agricultural news	30.27	29.46	0.82
2.	Market price	11.58	11.27	0.32
3.	Advertisement	11.81	11.49	0.32
4.	Letters to the editor	3.52	3.43	0.10
5.	Feature article	29.16	28.38	0.79
6.	Editorial	1.78	1.73	0.05
7.	Suggestions to farmers	14.63	14.24	0.39
	Total	102.75	100.00	2.79
	Total space of the newspaper	3676		2.79

The paper did not publish "weather", "question and answer" and "success stories" categories of agricultural information, hence it had published only seven categories out of the 10 categories considered in the study. When the total agricultural information space was considered with the total space of the paper, the space provided to publish agricultural information was 2.79 per cent.

Table V presents the data about the relative importance in quantum of space provided to different categories of agricultural information in the three different dailies. All the three papers gave the highest priority in providing space to "agricultural news". Second major space to "market price" in Samyukta Karnataka daily, "advertisement" in Prajavani and "feature article" in Kannada Prabha daily. While Samyukta Karnataka gave third importance in space to "advertisement", Prajavani ,"market price' and Kannada Prabha "suggestions to farmers". "Suggestions to farmers" category in Prajavani got fourth major space and "advertisement" category got fourth major space in Kannada Prabha.

Samyukta Karnataka gave least space to publish "weather", Prajavani to "suggestion to farmers" and Kannada Prabha to "editorial".

It is noted that out of the total 10 categories of agricultural information considered in the study only

TABLE V

Relative importance in quantum of space given in publication of agricultural information in three different dailies.

Sl. No.	Categories of agricultural information	Samyukta Karnataka		Prajavani		Kannada Prabha	
		% to the total agricultural information	Ranks	% to the total agricultural information	Ranks	% to the total agricultural information	Ranks
1.	Agricultural news	30.10	1	33.51	1	29.46	1
2.	Market price	25.98	2	13.94	3	11.27	5
3.	Advertisement	15.47	3	19.21	2	11.49	4
4.	Letters to the editor	0.70	9	2.73	8	3.43	6
5.	Feature article	2.60	8	3.24	7	28.38	2
6.	Editorial	5.92	5	3.27	6	1.73	7
7.	Suggestion to farmers	6.94	4	7.52	9	14.24	3
8.	Weather	0.96	10	11.42	4	-	-
9.	Question and answer	5.68	6	5.16	5	-	-
10.	Success stories	5.65	7	-	-	-	-

Samyukta Karnataka daily had published all. Prajavani did not published "success stories" category and Kannada Prabha "weather", "question and answer" and "success stories".

Table VI shows the average space provided by the three different Kannada dailies in publishing each categories of agricultural information. Considering the "agricultural news", "market price", "editorial" and "question and answer" Samyukta Karnataka daily gave relatively more space and it was the only paper to publish "success stories" category of agricultural information. And it provided relatively less space to "letters to the editor" and "feature article" compared to other two dailies.

Prajavani paper ranked 1st in providing space to "advertisement" and "letters to the editor" compared to other two papers, while it gave relatively more space to "weather" than Samyukta Karnataka daily, whereas Kannada Prabha did not publish "weather". It gave relatively less space to "suggestion to farmers" category of agricultural information.

Kannada Prabha published only 7 out of 10 considered categories of agricultural information. It had provided relatively more space to "feature article" and "suggestion to farmers" categories, and remained relatively less in other five categories.

TABLE VI

Average space provided by the three different dailies in publishing each categories of agricultural information.

Sl. No.	Categories of agricultural information	Samyukta Karnataka		Prajavani		Kannada Prabha	
		% to the total space of the category	Ranks	% to the total space of the category	Ranks	% to the total space of the category	Ranks
1.	Agricultural news	40.57	1	38.28	2	21.14	3
2.	Market price	59.31	1	26.99	2	13.70	3
3.	Advertisement	40.85	2	42.99	1	16.16	3
4.	Letters to the editor	14.45	3	47.86	1	37.69	2
5.	Feature article	12.72	3	13.42	2	73.86	1
6.	Editorial	61.60	1	28.80	2	9.60	3
7.	Suggestion to farmers	33.23	2	30.46	3	36.29	1
8.	Weather	9.02	2	90.98	1	0.00	-
9.	Question and answer	56.52	1	43.48	2	0.00	-
10.	Success stories	100.00	1	0.00	-	0.00	-

2. Socio-economic characteristics of newspaper reading farmers

Table VII gives the information about the selected personal and socio-economic characteristics of the farmers. As it could be observed from the Table, 42.42 per cent of the respondents belong to younger age group, while 34.84 per cent belong to middle age group. Thus, it could be concluded, that majority of the newspaper reader-farmers were younger in age.

With regards to education as high as 43.94 per cent belonged to high education group with High School and College education, whereas 37.88 per cent were in the middle group with the educational level of middle school. This leads to the conclusion that majority of the newspaper readers had education above middle school level.

Classification of newspaper readers according to their size of land holding indicated that nearly half of the respondents (48.49%) operated larger size of the land holdings, while the remaining respondents were equally distributed between low and medium categories of land holding.

Considering the social participation of newspaper reader-farmers, it was noted that slightly over 50 per cent of the respondents had low social participation. The

TABLE VII

Selected socio-economic characteristics of newspaper reading farmers.

Sl. No.	Characteristics of farmers	Classification of farmers							
		Low		Medium		High		Total	
		No.	%	No.	%	No.	%	No.	%
1.	Age	28	42.42	23	34.85	15	22.73	66	100.00
2.	Education	12	18.18	25	37.88	29	43.94	66	100.00
3.	Land holding	16	24.24	18	27.27	32	48.49	66	100.00
4.	Social participation	34	51.52	12	18.18	20	30.30	66	100.00
5.	Media participation	16	24.24	37	56.06	13	19.70	66	100.00

percentages of farmers in high and medium categories of social participation were 30.30 and 18.18, respectively.

In respect of media participation of the respondents, as high as 56.06 per cent belonged to medium participation, while the percentages of farmers belonging low and high groups were 24.24 per cent and 19.10 per cent respectively.

3. Newspaper reading habits of farmers

Table VIIIa presents the information about the subscription to the newspaper. The data indicated that majority of the farmers (78.79%) were non-subscribers for the newspapers.

Table VIIIb shows the information about the readership of the farmers. The data revealed that majority of the farmers (54.54%) read two newspapers for agricultural information. And 31.82 per cent of farmers read only one newspaper, while 13.64 per cent read three newspapers.

Table IX indicates the extent of reading of newspaper reading-farmers for agricultural information. It may be observed from the table that 57.58 per cent of respondents read all the items of agricultural information, while 30.30 per cent of them read specific items. Only 12.12 per cent of the farmers read only some items in the information.

TABLE VIIIa

Newspaper subscription of the respondent farmers.

Subscription	No.	%
Subscription to - One newspaper	14	21.21
- two newspaper	0	0.00
- three newspaper	0	0.00
- nil	52	78.79
Total	66	100.00

TABLE VIIIb

Readership of the respondent farmers.

Readership of newspapers	No.	%
Reading one newspaper	21	31.82
Reading two newspapers	36	54.54
Reading three newspapers	9	13.64
Total	66	100.00

TABLE IX

Extent of reading of newspapers for agricultural information by farmers.

Extent of reading	No.	%
Completely	38	57.58
Partially	8	12.12
Specific items	20	30.30
Total	66	100.00

The amount of time spent on reading newspaper for agricultural information daily by the respondents is shown in Table X. Majority of the respondents i.e., 54.55 per cent spent less than twenty minutes while 31.82 per cent devoted twenty to forty minutes in reading newspaper for agricultural information. Only about 13.63 per cent reported that they spent more than 40 minutes daily in reading newspaper for agricultural information.

Table XI presents the information about the nature of reading different categories of agricultural information by the respondents. A perusal of this table reveals that there is variation in reading different categories of agricultural information. As high as 96.96 per cent of farmers read "suggestions to farmers" followed by advertisement (90.90%), "market price" and"weather" information (81.81%), "Agricultural news" (74.24%), "feature articles" and "success stories" (51.51%) "letters to the editor" and "question and answer" (50.00%) and "editorial" (46.96%).

In respect of regularity of reading, it was encouraging to note that approximately two-thirds of the farmers among the readers read these items 'regularly'. And about one-fifth of the farmers read these items 'often'.

TABLE X

Amount of time spent in reading newspaper for agricultural information by the farmers.

Amount of time in minutes	No.	%
20 minutes	36	54.55
20 to 40 minutes	21	31.82
40 minutes	9	13.63
Total	66	100.00

TABLE XI

Nature of items read and regularity of reading by the farmers.

Categories	Read		Regularity of reading							
			Regularly		Often		Occasionally		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
1. Agricultural news	49	74.24	32	65.31	10	20.41	7	14.28	49	100.00
2. Feature article and success stories	34	51.51	24	70.59	6	17.65	4	11.76	34	100.00
3. Market prices and weather	54	81.81	38	70.37	7	12.96	9	16.67	54	100.00
4. Advertisement	60	90.90	44	73.34	8	13.33	8	13.33	60	100.00
5. Editorial	31	46.96	20	64.52	7	22.58	4	12.90	31	100.00
6. Letters to the editor and question and answer	33	50.00	22	66.67	9	27.27	2	6.06	33	100.00
7. Suggestion to farmers	64	96.96	42	65.63	17	26.56	5	7.81	64	100.00

The above responses are not mutually exclusive column-wise.

Table XII gives the information about the re-reading habits of agricultural information by the respondents. Majority of the respondents i.e., 68.18 per cent had not re-read the previous issues for agricultural information however 31.82 per cent of farmers used the previous issues of newspapers for re-reading agricultural information.

4. Association between newspaper reading habits and Personal characteristics of farmers

Table XIII indicates the newspaper reading habits of respondents under three categories of age viz., young, middle and old. The chi-square test applied on these set of data showed non-significant results. This indicates that there was no association between age of the respondents and their newspaper reading habits.

Newspaper reading habits in association with the education levels of newspaper reader farmers is shown in Table XIV. The chi-square test applied on these set of data showed non-significant results. This indicates that there was no relation between the education levels of farmers and their newspaper reading habits.

Table XV shows the newspaper reading habits of farmers under three categories of farmers viz., 'small', 'medium' and 'large'. The chi-square test applied on these set of data indicated that there was non-significant

TABLE XII

Re-reading of the previous information on agriculture in old issues of the dailies by the farmers.

Re-reading	No.	%
Re-read	21	31.82
Do not re-read	45	68.18
Total	66	100.00

TABLE XIII

Association between age and newspaper reading habits of farmers.

N = 66

		Newspaper reading habit index							
		Low		Medium		High		Total	
		No.	%	No.	%	No.	%	No.	%
Farmers age	Young	6	33.33	11	36.67	11	61.11	28	42.42
	Middle	7	38.89	12	40.00	4	22.22	23	34.85
	Old	5	27.78	7	23.33	3	16.67	15	22.73
	Total	18	100.00	30	100.00	18	100.00	66	100.00

$X^2 = 3.58$ d.f. = 4 Not significant

TABLE XIV

Association between education and newspaper reading habits of farmers.

N = 66

	Newspaper reading habit index							
	Low		Medium		High		Total	
	No.	%	No.	%	No.	%	No.	%
Primary and middle school education	12	66.67	18	60.00	7	38.89	37	56.06
High school and College education	6	33.33	12	40.00	11	61.11	29	43.94
Total	18	100.00	30	100.00	18	100.00	66	100.00

$x^2 = 3.14$ d.f. = 2 Not significant

TABLE XV

Association between land holding and newspaper reading habits of farmers.

N = 66

		Newspaper reading habit index							
		Low		Medium		High		Total	
		No.	%	No.	%	No.	%	No.	%
Land holding of farmers	Small farmers	6	33.33	9	30.00	1	5.55	16	24.24
	Medium farmers	6	33.33	9	30.00	3	16.67	18	27.27
	Big farmers	6	33.33	12	40.00	14	77.78	32	48.49
	Total	18	99.99	30	100.00	18	100.00	66	100.00

$X^2 = 9.12$ d.f. = 4 Not significant

result. This confirms that there was no relation between size of land holding and farmers reading habits of newspapers for agricultural information.

Table XVI presents the newspaper reading habits of farmers under low, medium and high categories of social participation. The chi-square test applied to know the relationship between the social participation of farmers and their reading habits was found non-significant. Thus there was no association between the newspaper reading habits and the social participation of farmers.

Table XVII reveals the newspaper reading habits of farmers in relation to their mass media participation. The chi-square test applied to know the said relation was found non-significant, hence it is inferred that there was no relationship between farmers' participation in mass media and their newspaper reading habits.

5. Newspaper reading farmers opinions, preferences and suggestions ✓

Table XVIII pertains to the opinion of farmers about the readability of agricultural information published in dailies. Majority of the farmers (53.03%) opined that the agricultural information in dailies was 'easy' to read while 30.30 per cent of farmers considered that the presentation was 'readable' and 9.09 per cent 'very easy', only 7.58 per cent of farmers opined that the presentation

TABLE XVI

Association between social participation and newspaper reading habits of farmers.

N = 66

		Newspaper reading habit index							
		Low		Medium		High		Total	
		No.	%	No.	%	No.	%	No.	%
Farmers Social participation	Low	12	66.67	14	46.67	8	44.45	34	51.52
	Medium	3	16.67	5	16.67	4	22.22	12	18.18
	High	3	16.66	11	36.66	6	33.33	20	30.30
Total		18	100.00	30	100.00	18	100.00	66	100.00

$X^2 = 2.86$ d.f. = 4 Not significant

TABLE XVII

Association between mass media participation and newspaper reading habits of farmers.

N = 66

		Newspaper reading habit index							
		Low		Medium		High		Total	
		No.	%	No.	%	No.	%	No.	%
Mass media participation of farmers	Low	6	33.33	8	26.67	2	11.11	16	24.24
	Medium	11	61.11	16	53.33	10	55.56	37	56.07
	High	1	5.56	6	20.00	6	33.33	13	19.69
	Total	18	100.00	30	100.00	18	100.00	66	100.00

$X^2 = 5.58$ d.f. = 4 Not significant

TABLE XVIII

Opinion of farmers about the readability of agricultural information published in dailies.

Readability	No.	%
Very easy	6	9.09
Easy	35	53.03
Readable	20	30.30
Difficult	5	7.58
Very difficult	0	0.00
Total	66	100.00

was 'difficult' to read but none of them felt it was 'very difficult'.

Table XIX reveals the data on the opinion of farmers about the adequacy of agricultural information published in dailies. Majority of farmers (63.64%) opined that the information was "sufficient", whereas 18.18 per cent of them considered it as "satisfactory", 4.55 per cent "more satisfactory" whereas 12.12 per cent expressed the information published was "unsatisfactory" and only 1.51 per cent "more unsatisfactory".

Table XX shows the opinion of farmers about the accuracy of agricultural information published. The highest majority (84.85%) of farmers opined the information published was "accurate" only 4.55 per cent reported that the information was "not accurate" and 10.60 per cent of farmers expressed that information was 'exaggerated'.

Table XXI shows the opinion of farmers about the clarity of agricultural information published. Majority of farmers (46.97%) opined that the information was 'not clear', considerable percentage of farmers (37.88%) that it was "clear" and 15.15 per cent were of the view that information given was "confusing".

Table XXII presents the data on the opinion of reader farmers about the practicability of agricultural

TABLE XIX

Opinion of the farmers about the adequacy of agricultural information published in the dailies.

Adequacy	No.	%
More satisfactory	3	4.55
Satisfactory	12	18.18
Sufficient	42	63.64
Un-satisfactory	8	12.12
More un-satisfactory	1	1.51
Total	66	100.00

TABLE XX

Opinion of farmers about the accuracy of agricultural information published in the dailies.

Accuracy	No.	%
Accurate	56	84.85
Not accurate	3	4.55
Exaggerated	7	10.60
Total	66	100.00

TABLE XXI

Opinion of farmers about the clarity of agricultural information published

Clarity	No.	%
Clear	25	37.88
Not clear	31	46.97
Confusing	10	15.15
Total	66	100.00

TABLE XXXI

Opinion of farmers about the practicality of agricultural information published.

Practicality	No.	%
Practical	61	92.42
Some are practical	2	3.03
Not practical	3	4.55
Total	66	100.00

information. Majority of the farmers (91.42%) opinion that the information was 'practical' and only 3.03 per cent and 4.55 per cent of the farmers opinion that 'some are practical' and 'not practical' respectively.

Table XXIII pertains to the data on the utilization of agricultural information by the farmers. About half of the respondents (51.52%) became "aware of practices", while 27.27 per cent of the respondents had "adopted the practices", as a result of reading the agricultural information in newspapers. It was also observed that 21.21 per cent of the farmers did not utilize the information published on agriculture in dailies.

Table XXIV gives the opinion of the farmers about the timeliness of agricultural information published in dailies. All the farmers (100.00%) said that the information published in dailies was timely.

Table XXV represents the data on the preferences of the farmers for the type of presentation of agricultural information. "Success stories" was preferred most by the farmers followed by "suggestion to farmers", "question and answer" and lastly "feature article".

Table XXVI gives the data on the preference for agricultural information on cultivation aspects of crops.

TABLE XXIII

Utility of agricultural information by the reader farmers.

Utility	No.	%
Aware of practices	34	51.52
Adapted the practices	18	27.27
Not utilized	14	21.21
Total	66	100.00

TABLE XXIV

Opinion of farmers about timeliness of the agricultural information published.

Timeliness	No.	%
Timely	66	100.00
Not timely	0	0.00
Total	66	100.00

TABLE XXV

Preferences of the farmers for the type of presentation of agricultural information.

Type of presentation	Score obtained	Rank order
Success stories	254	I
Suggestion to farmers	208	II
Question and answer	149	III
Feature article	88	IV

TABLE XXVI

Farmers preference for agricultural information on cultivation aspects of few crops.

Crops	No.	%
Ragi	14	21.21
Mulberry	14	21.21
Vegetable crops such as potato, cabbage and beans	32	48.48
Paddy	11	16.66

The above responses are not mutually exclusive

As many as 48.48 per cent of farmers preferred information on cultivation aspects of vegetable crops. And 21.21 per cent of farmers preferred information ragi, an equal percentage of farmers on mulberry and 16.66 per cent on paddy.

Table XXVII pertains to the data on suggestions of farmers about the agricultural information publication in dailies.

More than 80 per cent of farmers felt the following two suggestions will help to improve agricultural information publication in dailies.

(a) "Publication of all the categories of agricultural information in a particular page".

(b) "Publication of more easily understandable statistical figures".

Nearly two-thirds of the respondents gave the following suggestions:

(a) "Illustration with more number of photographs".

(b) "Publication of agricultural information in front page, and

(c) "To use less technical words".

TABLE XXVII

Suggestions of farmers about the agricultural information publication in the dailies.

Suggestions of farmers	No.	%
1. Publication of agricultural information is particular page	60	90.90
2. Publication of more information in "success stories" category	60	90.90
3. Publication of more of easily understandable statistical figure	55	83.33
4. More information on vegetable crops	55	83.33
5. Illustration with more number of photographs	51	77.27
6. Publication of agricultural information in front page	45	66.18
7. Use of more local and familiar words	40	60.60
8. Publication of all categories of agricultural information daily	39	59.09
9. Publication of agricultural information weekly	25	37.87
10. Use of bigger size of letters	22	33.33
11. Use of short sentences	14	21.21

Other suggestions were : (a)"to publish agricultural information daily" (59.09%) or weekly (37.87%).
(b) "to use bigger size of letters" (23.33%) and
(c) "use of short sentences" (21.21%).

DISCUSSION

V. DISCUSSION

The discussion of this study is presented below in two parts. The first part relates to content analysis and second part deals with the survey research.

Content analysis

Quantum of space provided to different categories by three dailies

The findings revealed that all the three Kannada dailies, differed in providing space for the 10 different considered categories of agricultural information. However, in general, "agricultural news" occupied the major quantum of space in these dailies combined, whereas the least quantum of space was provided to "editorial". Thus it is concluded that the major space occupied by the "agricultural news" was due to the reason that events on agriculture covered in news occurred almost daily in one or the other part of the state and also accumulated when it was on all aspects of the agriculture. When papers had provided least space to "editorial" it is inferred that the newspaper institutions had not much comments in the happenings regarding agriculture in the state. The total quantum of space provided by the three papers was only 4.01 per cent when compared with the total space of all these papers.

Samyukta Karnataka newspaper

The findings of the study revealed that the Samyukta Karnataka daily, apart from the "agricultural news" category gave more space to "market price" category which covered the market prices of agricultural commodities. The paper gave third major space to "advertisement". All the 10 categories considered in this study were covered by this newspaper. It gave least space to publish "letters to the editor" and "weather" hence it may be inferred that the farmers have had not participated in feed back or they were clear about the information published in this daily. Whereas the reason for providing less space to "weather" might be due to the limitation of space in the newspaper on due to the lack of availability of the particular information. Of particular significance is that this was the only daily to publish "success stories" category of agricultural information. The paper provided 5.04 per cent of itsspace in publishing agricultural information.

Prajavani newspaper

The findings of the study revealed that this daily apart from the "agricultural news", relatively more space to "market price" and "weather" compared to the other categories of agricultural information.

And it did not published under "success stories" one of the 10 categories considered. Thus it may be concluded that the difference in providing space to different categories of agricultural information might be due to the lack of information availability in few categories or it might be the policy matter of the concerned institution of the daily. The newspaper had provided 4.13 per cent of its space in publishing agriculture information.

Kannada Prabha newspaper

The findings of the study showed that this daily provided a total space of 2.79 per cent to publish agricultural information out of its total space. The paper gave relatively larger space in publishing "agricultural news", "feature article" and "suggestion to farmers" compared to the other categories it published. And the paper published under only 7 categories out of the 10 considered for the study. The exact reason for not publishing the remaining three categories viz., "weather" "question and answer" and "success stories" is not known, whereas it provided least space to publish "editorial". Hence it could be concluded that the institution might as such had no much comments on the agricultural happenings in the state.

Relative importance given by the three dailies in providing space to different categories of agricultural information

The results of the study show that when all the dailies compared for the space they provided to different categories of agricultural information, "agricultural news" category occupied the major space in all these dailies. It was natural that this category gained more space since it had appeared as news in agriculture of the state daily and had occurred in almost all the categories of agricultural information as news.

The dailies differed in giving providing space for the publication of different categories of agricultural information. No proper reason could be attributed to this behaviour of the concerned institutions when all these were based at Bangalore, except for their style of operation and policy decision.

Average space provided by the three dailies to the categories of agricultural information

The results of the study indicated that irrespective of the number of categories of agricultural information published by these dailies, Samyukta Karnataka provided relatively more to most of the categories.

Thus it could be concluded that the reason for this newspaper to publish more agricultural information is that it was started at Hubli, which had to cover predominantly rural set up and hence started covering more information on agriculture. And might have retained its tradition in covering more agricultural information after it started its Bangalore based edition.

Whereas Kannada Prabha had provided the least space and Prajavani came in between these two dailies. Thus apart from the reason that it might be due to their style of operation, it might also be because of the lack of technical personnel to cover the categories or due to the difficulty in availability of the information.

Survey research

Socio-economic characters of farmers

The results of the study revealed that majority of newspaper reading farmers were young in age. This finding is in line with the findings of Wilson (1963) and Kidwai (1965).

The respondents had higher education. It is supported by the findings of Mariol (1959). Marsh and Knox (1966) and Mishra (1969).

The respondents had large size of farm land, low social participation and medium media participation.

It was natural that large farmers had access to newspapers either by subscribing or by visiting the nearby towns daily. It is said that the farmers had easy accessibility to newspapers by visiting towns, with the general observation that farmers read newspapers in hotels, cloth shops and the like. And few might also visit library situated in towns. The newspaper readers were informed about the happenings elsewhere through newspapers and hence they might not have had participated in any of the organizations and other social occasions. However, the readers had exposed to other mass media considerably with the nature that they were already found oriented towards newspapers as one of the mass media.

Association between newspaper reading habits and socio-economic characteristics of farmers

Age and reading habits

The results of the study indicated that there was no significant association between the farmers' age and their reading habits of newspaper for agricultural information. The hypothesis that there is no association between reading habits of farmers and their age is

accepted. Thus the reading habits of farmers were not influenced by their age. This finding is in conformity with that of Zalaki (1973), which revealed that there was lack of association between age and readership of agricultural publication.

Education and reading habits

The findings of the study revealed that there was no significant association between the farmers' education and their reading habits. Thus the hypothesis that there is no association between reading habits, and their education is accepted. This finding is in conformity with that of Oliver et al. (1975) which revealed that the education had not influenced the farmers in reading agricultural articles in newspaper.

Size of land holding and reading habits

The results pertaining to this aspect revealed that there was no significant association between farmers' size of land holding and their reading habits. Thus the hypothesis that there is no association between the reading habits of farmers, and their size of land holding is accepted. And hence it is concluded that farmers irrespective of the size of the land holding were similar in reading habits pertaining to agricultural information in the dailies. This finding is in line with those of Zalaki (1973) and Oliver et al. (1975) which revealed that farmers

with different size of land holding were not influenced in reading agricultural publications or newspapers for agricultural articles.

Social participation and reading habits

The findings of the study revealed that there was no significant relation between the farmers' levels of social participation and their reading habits. Hence the hypothesis that there is no association between the reading habits of farmers and their social participation is accepted. Thus it is concluded that farmers being aware of the world around them by reading newspapers might had felt not important in participating in any of the organizations such as village panchayath. This finding may be compared with the findings of Oliver et al. (1975).

Media participation and reading habits

The findings of the study showed that there was no significant association between the farmers' levels of media participation and their reading habits. Hence the hypothesis that there is no association between the reading habits of farmers and their media participation is accepted. Thus, it may be concluded that farmers with any level of participation in other mass media like radio and agricultural magazines had not influenced

newspaper reading habits, which leads to infer that participation by farmers in different types of mass media was mutually exclusive or not interdependent.

Newspaper reading habits of farmers

Subscription

The results of the study revealed that majority of the farmers (78.79%) were not subscribers. It could be concluded that most of the farmers were either unable to afford the cost of the newspapers or they had easy accessibility to newspapers by visiting nearby town. Where they get newspapers to read in tea shops, cloth shops and the like. Farmers might also be having the habit of going to public library in the town.

Readership

The results of the study show that about half the respondent farmers could read two newspapers. This shows the farmers interest in reading newspapers for agricultural information. It might also because the farmers might had felt the information published on agriculture in one newspaper was not sufficient.

Extent of reading

The findings of the study indicated that majority of the farmers read the newspapers completely for agricultural information. Hence it was natural that the study involved

only those farmers who were reading dailies for agricultural information. It could be said that most of them were committed to a habit of getting agricultural information from the dailies.

Amount of time spent

The results of the study revealed that most of the farmers had spent less than 20 minutes in reading newspaper/newspapers for agricultural information. The reason should be that the duration was sufficient to read the agricultural information in the daily/dailies they had read.

Nature and contents read

The results of the study indicated that majority of the farmers read "success stories" and "suggestion to farmers" category followed by "advertisement" and "market price" and "weather" and other categories in the order and the least number of farmers had read "editorial". category. Hence, it could be concluded that majority of farmers had orientation towards the suggestions to farmers. The farmers might feel this category as more reasonable and also they might have derived practical ideas. Knowing market price for their produce and deciding agricultural operations depending on the weather forecast and reports may be other reason for selecting these items. Farmers might have noticed the advertisements

as they are prominently placed in the dailies. The findings that more number of farmers had not read "editorial" might be due to the reason that editorial was not attractive.

The findings of this study also revealed that a big majority of the readers who were reading the above said categories were regular in reading. Thus it may be concluded that farmers had more interest in reading these categories or else the information in these categories was regularly appearing.

Re-exposure to old issues

The results of the study revealed that most of the farmers had not read the old issues of the dailies for the agricultural information. It may be thus concluded that either the farmers could not get the old issues of the dailies as majority of them were not subscribers, or else they had not felt the need of the old issues for refering agricultural information published in them.

Opinions, preferences and suggestions of newspaper reading farmers

Readability

Results of the study indicated that most of the farmers considered that the agricultural information was

easy to read. Thus it was concluded that information published was simple in presentation to be read by the most of the farmers.

Adequacy

The findings of the study revealed that most of the farmers opined that the information was sufficient. This indicated that coverage of agricultural information in the dailies was sufficient as it was relevant to their needs.

But farmers opinion about the adequacy is not based on what they have not felt as their needs. So still there is a scope for the newspapers to fulfil the needful agricultural information which could be felt as needed by the farmers later. And also it can satisfy the minority of the reader farmers (12.12%) who had felt information published as unsatisfactory.

Accuracy

The findings showed that majority of the farmers accepted that the agricultural information published in the dailies as accurate. Thus, it was concluded that dailies had provided accurate information regarding the agriculture to the farmers.

Clarity

The findings of the study indicated that most of the farmers opined that the agricultural information published was not clear. Thus it is an important point to be noted by the newspapers' institutions to present the information with more clarity to make their effort in reaching farmers more effectively. The reason for the newspapers to publish less clear information might be due to the possibility of the paper institutions not having special correspondents to deal agricultural information publication.

Practicality

The results of the study revealed that majority of the farmers declared that the information was practical. Hence it is important that the papers had provided information of practical help to farmers in solving their day to day problems.

Preference for the type of information

The findings revealed that most of the farmers preferred the newspapers to cover more information on vegetable crops such as potato, cabbage and beans. This was due to the reason that most of the respondents were vegetable growers.

Preferences for the type of presentation

The results of the study indicated that farmers had given first rank as their preference to "success stories" category of agricultural information. Thus there was a wide gap between what the farmers wanted and what the newspapers covered. It was only 'Samyukta Karnataka' out of the three dailies that published 'success stories' and that too it had given last but one place in providing space to that particular category. So the newspaper institutions may in future consider to provide more space to most liked category, "success stories".

The respondents also had preferred "suggestion to farmers" as they had given second rank whereas the "feature article" was least preferred. It is important to note that Kannada Prabha daily out of the only seven categories it published had given most of its space apart from the agricultural news to publish "feature article". Hence that paper institution to consider the farmers preference and could correct itself to reach farmers with information in interesting manner to farmers.

Since the farmers ranked "question and answer" in third place it may be inferred that they did not like to either write their agricultural problems to newspapers

or the "question and answer" category was problem specific and could not be generalized to their problems.

Utility

The findings of the study revealed that most of the farmers were made aware of agricultural information by dailies through their publications. This finding is in conformity with those of Hatch (1966), Hoffer (1942) and Oliver et al. (1975), which had revealed that mass media had played important role in influencing farmers awareness in farmers about the information on agriculture and also in influencing few farmers to adopt.

Hence it could be concluded that newspapers as one of the mass media has really helped the farmers in becoming aware of recent technologies in agriculture and persuading them to adopt by the virtue of their reliability by the farmers.

Timelyness

The results of the study revealed that all of the respondents considered the published agricultural information to be timely. Thus, it could be concluded that the agricultural information published were communicating the message to the farmers almost in time.

Suggestions of the farmers in improving the agricultural information publication in dailies

The findings of the study revealed that farmers had many suggestions regarding different aspects of the publication of agricultural information. The suggestions made by farmers are as follows:

1. Publication of agricultural information in particular page (n = 60).
2. Publication of more information in 'success stories' category (n = 60).
3. Publication of more of easy understandable statistical figures (n = 55).
4. More information on vegetable crops (n = 55).
5. Illustrations with more number of photographs (n = 51).
6. Publication of agricultural information in front page (n = 45).
7. Use of more local and familiar words (n = 40).
8. Publication of all categories of agricultural information daily (n = 39).
9. Publication of agricultural information weekly (n = 25).
10. Use of bigger size of the letters (n = 22).
11. Use of short sentences (n = 14).

Thus except for the fourth, suggestions made by farmers for the improvement of agricultural information in the dailies, the institutions may consider favourably in helping themselves in communicating agricultural technology to the large number of farmers quickly and effectively.

SUMMARY

VI. SUMMARY

Newspaper is one of the important mass media employed in providing useful information to farmers. It serves as educational and entertainment medium, though it is primarily a means of distributing news and influencing the public as to the events of the day.

In view of rare attempts made to study various aspects relating to publication of agricultural information in dailies and regarding its influence in communicating agricultural information to farmers, it will become essential to study the characteristics of newspaper reading farmers, to know their opinions, preferences and suggestions. Hence the study was carried out with the following objectives:

1. To find out the quantum of agricultural information in three selected Kannada dailies and to know the space provided for different categories of agricultural information.

2. To study the characteristics of newspaper reading farmers.

3. To study the newspaper reading habits of farmers.

4. To relate the newspaper reading habits to the personal characteristics of the farmers.

5. To know the opinions preferences, utility and suggestions made by the newspaper reading farmers about the publication of agricultural information in the dailies.

The present study was conducted in two parts, viz., content analysis of newspapers and survey research.

In the content analysis was included the investigation included the first objective of this study. The 150 issues out of one years publication from January 1978 to December 1978 of three selected major dailies formed the sample of the universe. The data were analysed with the help of simple percentage technique.

The survey research was conducted with the other four objectives of the study. The farmers selected from Anekal and Doddaballapur taluks of Bangalore district formed the respondents of the study. The data was collected with the help of a structured questionnaire by personal interview with the 66 respondent farmers. The data was analysed with the help of X^2 method and percentage technique wherever they suited.

The main findings of the study are as follows:

1. All the three selected newspapers combined provided 4.01 per cent of the total space to publish agricultural information in them.

2. Only Samyukta Karnataka daily published all the 10 considered categories of agricultural information, while Prajavani did not published one category viz., "success stories" and Kannada Prabha three categories viz., "weather", "question and answer" and "success stories".

3. All the three dailies differed in providing space to the ten categories, irrespective of the number of categories they published.

4. 'Samyukta Karnataka' daily gave 5.04 per cent, Prajavani 4.13 per cent and Kannada Prabha 2.79 per cent of space respectively to publish agricultural information.

5. Majority of the farmers were younger in age, had higher education level, low social participation and medium media participation.

6. Age, education, land holding, social participation and media participation were not associated with their reading habits.

7. Majority of the farmers opined agricultural information published as,easy to read, sufficient in quantum, accurate, practical but not clear, while all the farmers felt the information was timely.

8. Majority of farmers 51.52 per cent were aware of agricultural information due to reading in newspapers and 21.21 per cent of the farmers had adopted the practices they were made aware by the newspapers.

9. Majority of the farmers preferred "success stories" as the type of presentation in the dailies and had least preferred "feature article".

10. The farmers in majority preferred information in cultivation aspects of vegetable crops in dailies.

11. Farmers had given eleven different suggestions to improve agricultural information published in the dailies. As high as 90.90 per cent of farmers suggested to publish all the categories of agricultural information in a particular page and the paper to provide more space to "success stories" category of agricultural information.

Implications of the study

1. When the space provided to agricultural information was viewed with farm population it was less. And hence there is a need to increase space for publication agricultural information.

2. Since the socio-economic characteristics and other mass media participation was not significantly associated with reading habits, it is seen that there is a wide scope for reaching all types of reader farmers effectively through newspapers.

3. All the categories of farmers are capable of easily reading and utilizing the agricultural information published. Thus it shown potentialities of daily newspapers in using them as effective means of communicating the agricultural technologies to the reader farmers.

4. Majority of farmers opined the agricultural information as not clear. When the newspapers had published all other qualities of information favourable to farmers it is not difficult for the concerned institutions to improve clarity of the agricultural information published.

5. Since majority of farmers preferred "success stories" type of presentation regarding agriculture, there is a need to establish such a net work by the newspaper institutions to get "success stories" of farmers in becoming effective in their attempt to communicate effectively.

6. Some of the practicable suggestions of the farmers may be taken seriously by the newspaper institutions in improving the agricultural information publication.

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APPENDIX

APPENDIX I

QUESTIONNAIRE

Part A: General information, size of land holding, social participation and media participation of the respondent.

1. Name of the respondent : _____
2. Village : _____
3. Age : _____
4. Education : _____
5. Land holding
   - (a) Dry land : _____ acres
   - (b) Wet land : _____ acres
   - (c) Garden : _____ acres

   Total : _____ acres

6. Social participation

Organizations	Member	Office bearer
(a) Village panchayat	_____	_____
(b) Co-op. Society	_____	_____
(c) Youth club	_____	_____
(d) Taluk Development Board	_____	_____
(e) Land Development Bank	_____	_____
(f) Any other	_____	_____

7. Participation in mass media other than newspaper:

Radio:

(a) Listening to Radio : Yes/No

(b) Regularity of listening :

1. Daily : _____

2. Often : _____

3. Occasionally : _____

(c) Listening to agricultural information in radio : Yes/No

(d) Regularity of listening to Radio for agricultural information.

1. Daily : _____

2. Often : _____

3. Occasionally : _____

Agricultural magazines

(a) Subscription to agricultural magazines : Yes/No

(b) Reading of agricultural magazine : Yes/No

(c) Number of agricultural magazines read :

1. More than two : _____

2. Two : _____

3. Only one : _____

Part B: Reading habits of farmer.

1. Please name the daily newspaper you read for agricultural information.

   (a) Samyukta Karnataka : _____

   (b) Prajavani : _____

   (c) Kannada Prabha : _____

2. Are you a subscriber of any of these dailies? Yes/No

   If, yes please mention which is the daily you subscribe.

   (a) Samyukta Karnataka : _____

   (b) Prajavani : _____

   (c) Kannada Prabha : _____

3. To what extent you read agricultural information in daily?

   (a) Completely : _____

   (b) Partially : _____

   (c) Specific items : _____

4. How much time you spend in reading agricultural information in daily?

   (a) More than 40 minutes : _____

   (b) 20-40 minutes : _____

   (c) Upto 20 minutes : _____

5. Please mention about the regularity of reading the below presented categories:

Categories	Reading		Regularity of reading		
	Yes	/ No	Regularly	Often	Occasionally
(a) Agricultural news	___	___	___	___	___
(b) Feature articles and success stories	___	___	___	___	___
(c) Market price and weather	___	___	___	___	___
(d) Advertisement	___	___	___	___	___
(e) Editorial	___	___	___	___	___
(f) Letters to the editor and question and answer	___	___	___	___	___
(g) Suggestion to farmers	___	___	___	___	___

6. Do you read old issues of daily to know about the agricultural information for your present use?

Yes/No

Part C: Opinions, preferences and suggestions of farmers.

1. To what extent the agricultural information published in newspaper is readable for you?

(a) Very easy to read : _____

(b) Easy to read : _____

(c) Readable : _____

(d) Difficult to read : _____

(e) Very difficult to read : _____

2. Please mention the degree of adequacy of the agricultural information published in the newspaper.

(a) More satisfactory : _____

(b) Satisfactory : _____

(c) Sufficient : _____

(d) Unsatisfactory : _____

(e) More unsatisfactory : _____

3. Please give your opinion about the accuracy of agricultural information published in the newspaper you read.

(a) Accurate : _____

(b) Not accurate : _____

(c) Exaggerated : _____

4. Is the agricultural information you read in the newspaper is clear to you?

(a) Clear : _____

(b) Not clear : _____

(c) Confusing : _____

5. Please give your opinion about the practicality of agricultural information in the newspaper you read.

(a) Practical : _____

(b) Some are practical : _____

(c) Not practical : _____

6. Considering your agricultural needs, do you think the agricultural information published in newspaper you read is timely

(a) Timely : _____

(b) Not timely : _____

7. Did you ever come to know about any of the agricultural practice by reading only newspaper?

Yes/No

If yes what are they?

(a) _____

(b) _____

(c) _____

8. Did you adopt in your farm any of the practices you come to know through newspaper?

Yes/No

If yes what are they?

(a) _____

(b) _____

(c) _____

9. Please rank the following types of presentations of agricultural information in newspaper according to your preference.

Type of presentation	Rank
(a) Feature article	_____
(b) Question and answer	_____
(c) Suggestion to farmers	_____
(d) Success stories	_____

10. Do you feel that the newspapers should give preference, while covering information on any of the crops?

Yes/No

If yes, please mention the crops.

(a) _____

(b) _____

(c) _____

11. Do you consider any of the following suggestions to be helpful in improving the agricultural information publication in the newspaper?

Suggestions	Yes / No
1. Publication of agricultural information in particular page	___ ___
2. Publication of more information in "success stories" category	___ ___
3. Publication of more of easily understandable statistical figure	___ ___
4. More information on vegetable crops	___ ___
5. Illustration with more number of photographs	___ ___
6. Publication of agricultural information in front page	___ ___
7. Use of more local and familiar words	___ ___
8. Publication of all categories of agricultural information daily	___ ___
9. Publication of agricultural information weekly	___ ___
10. Use of bigger size of letters	___ ___
11. Use of short sentences	___ ___