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RESEARCH ARTICLE

COMMUNICATION BEHAVIOUR PATTERN OF FARMERS

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ABSTRACT

The transfer of improved technology and their effective adoption is influenced by the method of its transfer to the farmers in accordance to their need. The media is playing an important role in passing on meaningful information at faster rate to the large number of farmers in country. It has emerged as one of the powerful sources of seeking relevant scientific information by our farm families, therefore, tapping and utilization of media for transferring the newly generated technologies in agriculture among the farm families is crucial and significant. This is mainly due to the fact that the vast majority of farm families belong to remote rural areas where facilities could not be arranged for sustainable individual or group approaches of technology transfer as it could be highly expensive and difficult in managing information infrastructure, therefore, responsibility and intervention of media in rural transformation is becoming more imperative and challenging. In this way the farmers can get hold of their future planning in a better way. The present study was conducted in Haryana state. Two districts viz. Sirsa and Fatehabad and 2 blocks from each district were selected purposively. Fifty farm families from each village selected randomly, thus comprising 200 farm families and total 400 respondents. It was evident from the study that communication means, news paper, T.V. and mobile phone were possessed by majority of the respondents. Regarding communication behavior, information input pattern, use of individual sources was of medium, whereas group and mass media sources were used to low extent. Information processing pattern and output pattern of respondents was found to be medium level.

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INTRODUCTION

Media in the modern world are a force to reckon with. No task in the world today can be accomplished successfully and adequately without media support. Therefore, an active role of media in development of human beings at national, regional or international spheres has to be endowed and fully acknowledged. More the media inputs and greater the media consumption by the masses, will be the increased welfare of the nation and happiness and capacity building of farmers and farm women. Through electronic media farmers can be informed quickly and swiftly about diseases and pest control, flood and changing weather. Farmers can also get the appropriate advices of experts through these media to cope with the emerging problems. In this way the farmers can get hold of their future planning in a better way. Important electronic media pertinent to agriculture include radio, television, audio/video cassettes or CDs, telephone, mobile phone, internet and agriculture help line. Anonymous (2009) reported that audio/video cassettes or CDs are only used for entertainment. However, these may also be used as an effective source of agricultural information. Farmers' awareness of these sources of agriculture information reflects its worth as an information sources. Access to information and improved communication is a crucial requirement for sustainable agricultural development. Modern information and communication technologies including the internet, if adapted to the specific conditions of rural areas can help to improve knowledge and skills. Improved communication and information access is directly related to social and economic development. Thus, the present study was conducted with the objective of access of communication means by the farmers and their communication behavior pattern.

MATERIALS AND METHODS

The study was conducted in Sirsa and Fatehabad district of Haryana state, purposively. Two blocks viz. Nathusari Chopta and Sirsa from Sirsa district and Bhuna and Bhattukalan from Fatehabad district were selected purposively. From each block one village was selected randomly. 50 farm families from each village were selected, thus making 200 families and total 400 respondents (husband and wife from each family). For the collection of relevant data, a well structured interview schedule was prepared and researcher directly interviewed the farmers. For the data assessment and to draw inferences desired

statistical tools, like frequency and percentages and weighted mean scores were computed. Communication behaviour in this study included information input, processing and information dissemination pattern. Communication behaviour was measured with the help of scale developed by Varma (1987). Frequency percentage and weighted mean score were used to assess the data.

RESULTS AND DISCUSSION

Result was analyzed in terms of possession of the print and electronic media by the respondents. Communication behavior patterns of the respondents were also analyzed in terms of communication input, processing and output pattern.

The data regarding possession of print media presented in figure 1 pointed to the fact that one third of the respondents (33.5%) possessed news papers followed by leaflets/pamphlets/ handouts (14.5%) and newsletters/bulletins (10.5%) respectively. Almost equal percentage of respondents possessed poster/flex (8.5%), books (8.5%) and charts (8.0%) respectively. Only 5.5 per cent respondents possessed farm magazine. The data pertaining to electronic media possession reported in figure 2 brought to light that majority of the respondents (99.0%) possessed mobile phones followed by television (89.5%) and radio (16.5%) respectively. An equal percentage of the respondents had possession of computer (13.0%) and compact disc (13.0%) followed by internet facility (11.0%). Landline phones were possessed by only 6 per cent of the respondents.

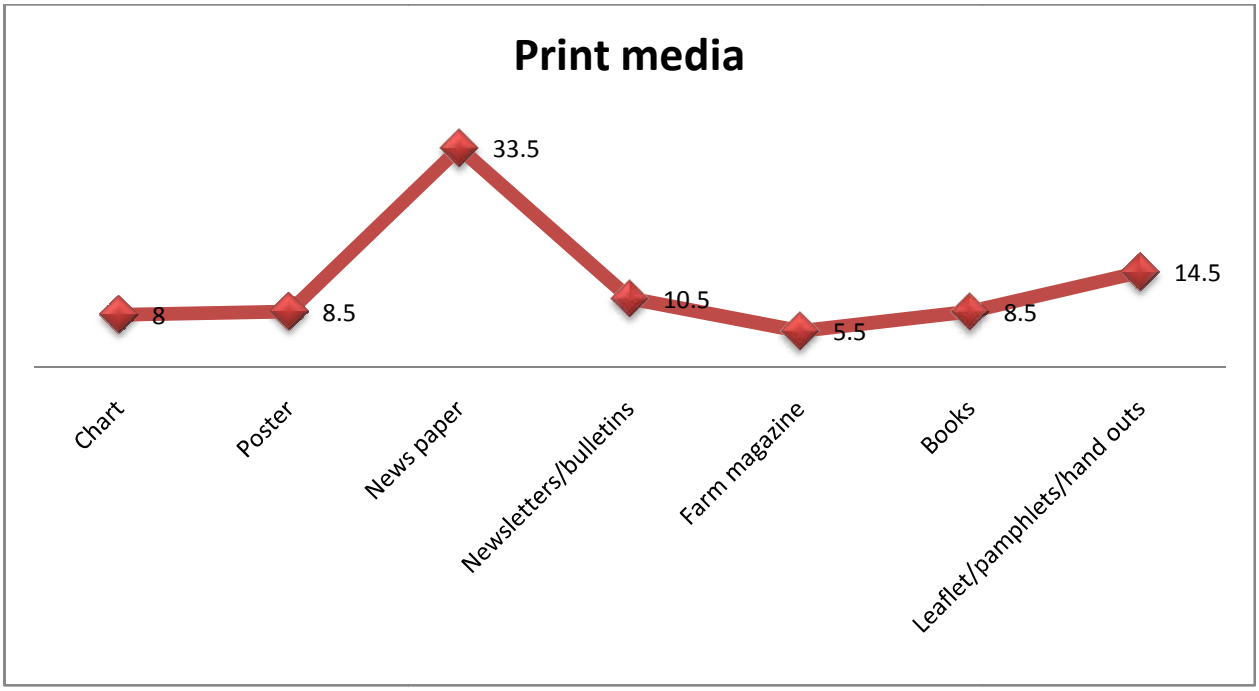
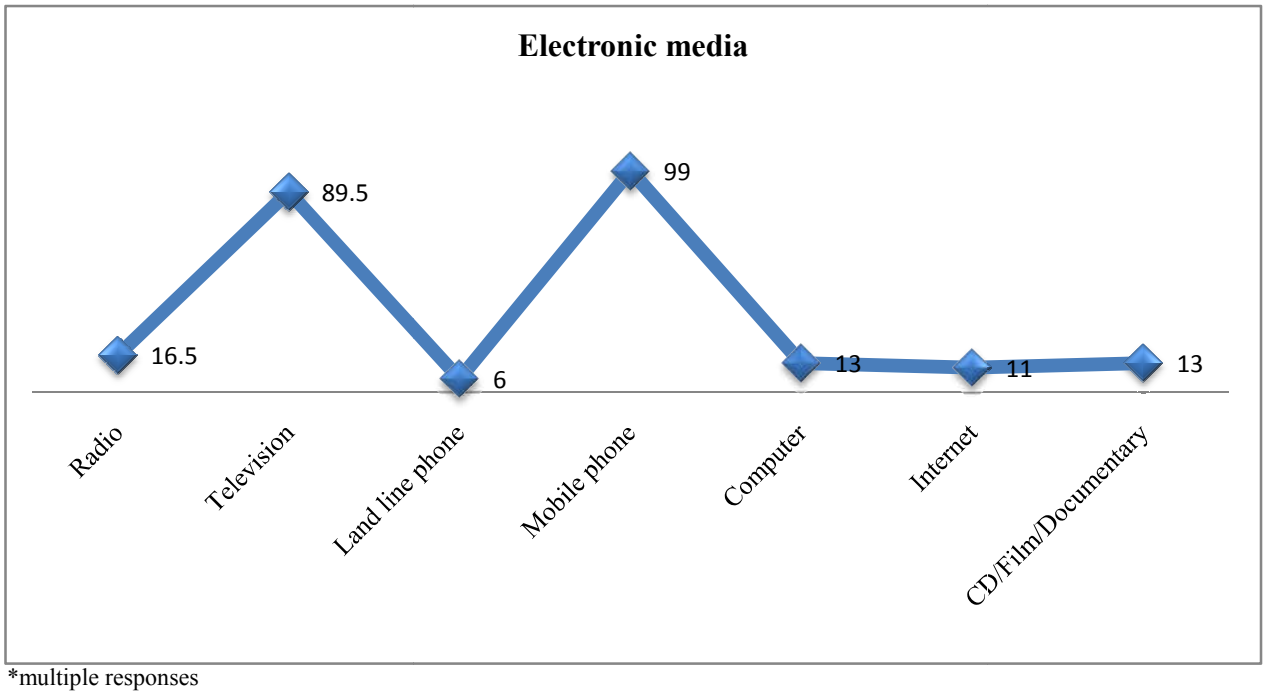


Figure 1. Possession of print media



*multiple responses

Figure 2. Possession of electronic media

Table 1. Communication Behavior Pattern (Information input pattern) n=400

Information input pattern			
S.No.	**Source**	**Extent of information (weighted mean score)**	**Rank**
		Individual	
1.	Husband/family	2.66	I
2.	Relatives	2.01	IV
3.	Friends	2.28	III
4.	Neighbour	2.38	II
5.	Extension personnel	1.43	V
	Over all mean score	2.15	
		Group	
1.	Visits	1.22	I
2.	Trainings	1.05	IV
3.	Demonstration	1.16	II
4.	Meetings	1.07	III
	Over all mean score	1.13	
		Mass	
1.	Exhibition	1.22	IV
2.	Television	1.94	I
3.	Radio	1.19	V
4.	Melas	1.43	III
5.	Newspaper/magazine	1.47	II
	Over all mean score	1.45	

Low: 1-1.66; Medium: 1.67-2.32; High: 2.33- 3.00

Table 2. Information processing pattern n=400

S.N.	Information processing pattern		
	Source	**Extent of information (weighted mean score)**	**Rank**
1.	Exchange with other members of family	2.11	II
2.	Discuss with friends	2.15	I
3.	Assess the suitability in terms of needs, economic gain, social values etc.	1.56	IV
4.	Discuss with elders and experienced fellow villagers	1.63	III
5.	Compare it with old one	1.39	V
	Over all mean score	1.78	

Low: 1-1.66; Medium: 1.67-2.32; High: 2.33- 3.00

Table 3. Information output pattern n=400

S.N.	Information output pattern		
	Source	**Extent of information (weighted mean score)**	**Rank**
1.	Among the women/men of locality/neighborhood	2.51	I
2.	Within the village	1.89	II
3.	Outside the village	1.85	III
	Over all mean score	2.08	

Low: 1-1.66; Medium: 1.67-2.32; High: 2.33- 3.00

Regarding communication means, news paper, T.V. and mobile phone were possessed by majority of the respondents. Similar results were reported by Yadav (2004). Regarding communication behavior, information input pattern, use of individual sources was of medium, whereas group and mass media sources were used to low extent. Information processing pattern and output pattern of respondents was found to be medium level. Similar results were reported by Suresh (2004), Jain (2005) and Tayal (2012). Communication behavior of the farmers was measured in terms of information input pattern, information processing pattern and information output pattern. Data presented in Table 1 on the basis of weighted mean scores and ranks indicated that family members/husband (Rank I and WMS 2.66) were the most frequently used individual sources followed by neighbours (Rank II and WMS 2.38), friends (Rank III and WMS 2.28), relatives (Rank IV and WMS 2.01) and extension personnel (Rank V and WMS 1.43). Regarding group contact method visit was the most frequently used group source followed by demonstration (Rank II and WMS 1.16), meetings (Rank III and WMS 1.07) and trainings (Rank IV and WMS 1.05). Under mass method of contact television (Rank I and WMS 1.94) was the most frequently used source, followed by news papers/magazine (Rank II and WMS 1.47), *melas* (Rank III and WMS 1.43), exhibition (Rank IV and WMS 1.22) and radio (Rank V and WMS 1.19). Table 2 indicated the information processing pattern of the respondents explored under various parameters of assessment. Rank wise distribution of the respondents as per weighted mean scores indicated that discussion with friends (Rank I and WMS 2.15) followed by exchange with other family members (Rank II and WMS 2.11), discuss with elders and experienced fellow villagers (Rank III and WMS 1.63), assess the suitability in terms of needs, economic gain, social values etc.(Rank IV and WMS 1.56) and compare with old one (Rank V and WMS 1.39). The data presented in Table 3 revealed that most of the respondents disseminated information among the women/men of locality/neighbourhood (Rank I and WMS 2.51) followed by within village (Rank II and WMS 1.89) and outside the village (Rank III and WMS 1.85). Similar findings were reported by Varma *et al.* (2012) regarding information input sources, use of localite sources were of high extent, while low cosmopolite and mass media exposure. Devi *et al.* (2012) in a study conducted in Haryana over 150 farm women to study the technological communication source utilization pattern for cotton cultivation, reported that most of the respondents used localite sources of information, whereas, the respondents using cosmopolite and mass media sources of information least frequently. Radio, farm magazine, television

and cassette recording were frequently used. It can also infer from the findings that family members, friends and neighbours as localite source of information were found to be fully satisfied. All mass media and cosmopolite sources of information were perceived most needed for repetition of information except radio and television regarding cotton cultivation.

Conclusion

The transfer of improved technology and their effective adoption is influenced by the method of its transfer to the farmers in accordance to their need. The media is playing an important role in passing on meaningful information at faster rate to the large number of farmers in country. It has emerged as one of the powerful sources of seeking relevant scientific information by our farm families, therefore, tapping and utilization of media for transferring the newly generated technologies in agriculture among the farm families is crucial and significant. This is mainly due to the fact that the vast majority of farm families belong to remote rural areas where facilities could not be arranged for sustainable individual or group approaches of technology transfer as it could be highly expensive and difficult in managing information infrastructure, therefore, responsibility and intervention of media in rural transformation is becoming more imperative and challenging. The print media possession was that only 33.50 per cent farmers possessed news papers followed by leaflets/pamphlets/ handouts and newsletters/bulletins. The data pertaining to electronic media possession brought to light that majority of the respondents (99.0%) possessed mobile phones followed by television and radio, only 13.00 per cent of the respondents also had possession of computer. Regarding communication pattern it was evident that family members/husband were the most frequently used individual sources while group contact method visit was the most frequently used group source followed by demonstration. Under mass method of contact television was the most frequently used source, followed by news papers/magazine, *melas* and exhibition.

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