

RESEARCH NOTE

Awareness Level and Extent of Utilization of Different Mass Media Sources by Dairy Farmers of Punjab

Manisha Chauhan¹ and S.K. Kansal²

1. M.V.Sc Scholar, 2. Assoc. Prof., Department of Veterinary and Animal Husbandry Extension,
Guru Angad Dev Veterinary and Animal Sciences University, Ludhiana.

Corresponding author e-mail: chauhan.manisha9@gmail.com

ABSTRACT

The importance of improved technology for the dairy farmers to a large extent depends upon the effective sources of information and the channels to which they are generally exposed directly or indirectly. The present study was conducted to know the awareness and extent of utilization of different mass media sources viz. radio, television, newspapers, magazine and internet by the dairy farmers of Punjab for receiving knowledge about Animal Husbandry practices. For this, 250 dairy farmers were randomly selected to obtain information through pre-structured schedule. The dairy farmers who were aware about a particular mass media information source were taken into consideration to study their extent of utilization. The study revealed that 100 percent of respondents of all categories viz. small, medium and large were aware about radio and television as animal husbandry information sources. However it was found that the awareness about internet as an animal husbandry information source was high in large dairy farmers as compared to the small and medium dairy farmers. The mean level of utilization was the highest for newspapers (1.68) followed by magazines (1.42). It was concluded that newspapers and magazines have been maximally used to obtain information about animal husbandry practices.

Key words: Awareness; Extent of utilization; Animal Husbandry Practices; Information Sources;

Dairy farming is a large and dynamic segment of the agricultural economy of India, which is being promoted by Government and voluntary organizations through financial assistance, incentives; veterinary input services as well as scientific information to the rural community for their economic upliftment. A number of improved technology or innovations have been generated by the research system. The importance of improved technology for the dairy farmers to a large extent depends upon the effective sources of information and channels to which they are generally exposed directly or indirectly. Among various information sources, mass media sources viz. radio, television, newspapers, magazines and internet play a very important role for disseminating new technologies related with dairy farming to the farmers. A farmer relies on a few information sources and rejects many others. The preference and selectivity of mass media as information sources varies among the farmers depending upon

several conditions such as cosmopolitan/local, richness/poverty, liking/disliking, sources of availability and credibility of source. So, it is very necessary to identify the different mass media sources and channels of animal husbandry information available to the dairy farmers and to locate the most utilized sources and channels so as to develop a suitable communication strategy. Keeping in view of the above observations on the importance of mass media sources in dissemination of technologies, the present study envisaged with the following objectives was :

- i. To know the awareness level of dairy farmers about different mass media sources for perceiving knowledge on animal husbandry practices.
- ii. To study the extent of utilization of different mass media sources by the dairy farmers.

METHODOLOGY

The study was conducted in the State of Punjab,

India. For the study in all 250 dairy farmers with four or more than four dairy animals were randomly selected from the farmers visiting the veterinary clinic of GADVASU, various training programmes, animal welfare camps, pashu palan mela. The respondent were categorized as small (4-15 animals), medium (16-45) and large (>45 animals) on the basis of herd size. For measuring the awareness of the dairy farmers regarding various mass media sources simple question related with particular mass media source were asked to dairy farmers and their awareness were tested by 'yes' and 'no' response. For every 'yes' response a score of one and for every 'no' response a score of zero was given. The extent of utilization of different mass media sources were measured through response categories as 'regularly', 'frequently', 'occasionally' and 'never' giving score 3 for regularly, 2 for frequently, 1 for occasionally and 0 for never. The data were collected through personal interview techniques with a structured interview schedule. The data were statistically analyzed with the help of mean score, percentage, Z test and ANOVA.

RESULTS AND DISCUSSION

Awareness level of dairy farmers about different mass media sources: The findings presented in Table 1 revealed that all the dairy farmers (100%) were aware about radio programmes and television programmes related with animal husbandry (A.H.) broadcast/telecast from different stations. This result is in line with the findings of Abbas *et al* (2003), Overall (72.80%) of dairy farmers were aware that animal husbandry section/supplement published in newspaper, maximum (82.69%) large farmers followed by (77.78%) medium farmers and (64.96%) small farmers, there was significant difference ($p < 0.05$) between small and large farmers in relation to their awareness about newspapers as animal husbandry information source. Oladeji (2011)

also reported similar observation. Regarding awareness of magazines, a total of 79.20 per cent of dairy farmers were aware that animal husbandry related articles were published in different magazines. A significant difference has been observed between small, medium and large farmers in relation to their awareness about magazines as A.H. information source. This finding was in agreement with the observation of Paliwal and Chandra (2003). 26.80 per cent of dairy farmers were aware about internet as A.H. information source, maximum (50.00%) large farmers followed by (23.46%) medium farmers and 18.80 percent small farmers. There was significant difference ($p < 0.01$) between small and large farmers and also between medium and large farmers in relation to their awareness about internet as an animal husbandry information source.

Extent of utilization of different mass media sources by dairy farmers: The findings presented in Table 2 revealed that the among mass media sources i.e. Radio, TV, Newspapers, Magazines and Internet, the mean level (1.68 ± 0.06) of extent of utilization of Newspapers was higher among dairy farmers of Punjab, maximum by large dairy farmers (1.93 ± 0.02) followed by medium (1.62 ± 0.09) and small (1.59 ± 0.07) dairy farmers. The possible reason may be due to more circulation, low price and easy accessibility of the newspaper in local language i.e. Punjabi in the villages. Sharma *et al* (2008) also reported similar observation. A significant difference has been found among all the three categories of dairy farmers viz. small, medium and large in relation to their extent of utilization of radio, TV and internet as animal husbandry information source. The average value (0.69 ± 0.30) of utilization of internet was found to be the maximum by large dairy farmers as compare to small and medium, the reason may be because large farmers were more aware about internet and also they were resource rich.

Table 1. Awareness level of dairy farmers about different mass media sources

| Mass media | Small | medium | Large | Total | Z-value | | |
|------------|-----------|-----------|-----------|------------|---------|--------|--------|
| | | | | | SvsM | SvsL | MvsL |
| Radio | 117(100) | 81(100) | 52(100) | 250(100) | - | - | - |
| TV | 117(100) | 81(100) | 52(100) | 250(100) | - | - | - |
| Newspapers | 76(64.96) | 63(77.78) | 43(82.69) | 182(72.80) | 1.94 | 2.33* | 0.69 |
| Magazines | 83(70.94) | 68(83.95) | 47(90.38) | 198(79.20) | 2.12* | 2.77** | 1.60 |
| Internet | 22(18.80) | 19(23.46) | 26(50.00) | 67(26.80) | 0.80 | 4.15** | 3.16** |

Table 2. Mean level (Mean±SE) of extent of utilization of different mass media sources by dairy farmers

| Mass media | Small | Medium | Large | Total | F-ratio |
|------------|-----------|-----------|-----------|-----------|---------|
| Radio | 1.23±0.05 | 0.99±0.07 | 0.77±0.12 | 1.06±0.03 | 4.18* |
| TV | 1.31±0.06 | 1.16±0.07 | 0.83±0.10 | 1.16±0.04 | 3.45* |
| Newspapers | 1.59±0.07 | 1.62±0.09 | 1.93±0.02 | 1.68±0.06 | 2.16 |
| Magazines | 1.29±0.09 | 1.43±0.08 | 1.64±0.08 | 1.42±0.04 | 2.38 |
| Internet | 0.36±0.35 | 0.47±0.35 | 0.69±0.30 | 0.52±0.12 | 5.69** |

* P<0.05, ** P<0.01

CONCLUSION

The study revealed that all the categories of dairy farmers are fully aware of radio and television as compared to the newspapers, magazines and internet. However, the extent of utilization of different mass media sources varies among different categories of dairy

farmers and that newspapers and magazines have been maximally used to obtain information about animal husbandry practices.

Paper received on : June 17, 2014

Accepted on : July 27, 2014

REFERENCES

- Abbas M, Sheikh A D, Muhammad S and Ashfaq M. (2003). Role of electronic media in the adoption of agricultural technologies by farmers in the central Punjab-Pakistan. *Intl. J. of Agric. and Bio.*, **5** (1): 22-25.
- Oladeji J O. (2011). Farmers perception of agricultural advertisements in Nigerian newspapers in Ibadan municipality Oyo State. *Nigeria. J. of Media and Comm. Studies*, **3** (3): 97-101.
- Paliwal and Chandra S. (2003). Analytical study of newspapers for agricultural information in transfer of technology. M.Sc. Thesis submitted to Maharana Pratap University of Agriculture and Technology.
- Sharma A K, Jha S K, Kumar V, Sachan R C and Kumar A. (2008). Critical Analysis of Information Sources and Channels Preferred by Rapeseed-Mustard Farmers. *Indian Res. J. of Ext. Edu.*, **8** (2&3): 42-45.