# MODE OF PRESENTATION AND VIEWER PREFERENCE OF AGRICULTURAL PROGRAMMES THROUGH VARIOUS CHANNELS OF TELEVISION

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# DECLARATION

I hereby declare that this thesis entitled "**Mode of presentation and viewer preference of agricultural programmes through various channels of television**" is a bonafide record of research work done by me during the course of research and that the thesis has not previously formed the basis for the award to me of any degree, diploma, associateship, fellowship or other similar title, of any other University or Society.
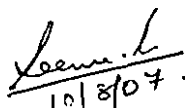
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# CERTIFICATE

Certified that this thesis entitled **"Mode of presentation and viewer preference of agricultural programmes through various channels of television"** is a record of research work done independently by Mr. Mathew V. Oommen (2004-11-28) under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship or associateship to him.

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# To my loving mother

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# INTRODUCTION

# Chapter - 1

## INTRODUCTION

This present age can be rightly called as the "Age of Information". There is an information revolution going on and today information means power. Mass media tools like newspaper, radio and television have become an important part of human life. They have become the main source of dissemination of information. Among these media, television has gained popularity as the medium for dissemination of information, entertainment, sports, news and views, weather forecast, and agricultural programmes.

Television was invented in the year 1936. It has reached most part of the globe within a short period. It provides viewers with realistic experiences which capture their attention and motivates them in proper direction. TV was introduced in India in 1959 and its expansion has been phenomenal. An UNESCO funded pilot TV project was commissioned in Delhi in September 1959 for carrying out studies in the use of this medium for imparting social education.

In August 1961, educational programme for Delhi schools was introduced with the prime objective of imparting education. TV service for general public was introduced on 15 August 1965 which marked the beginning of entertainment oriented programme in TV. In 1967 "Krishi Darshan" programme was started. Community receiving sets were installed in the rural areas around Delhi and attempts were made to encourage people to watch and discuss the TV programmes. The second TV station in India came into existence in Bombay on 2nd October 1972. Within a year two more stations were commissioned at Srinagar and Amritsar, respectively and in the same year a relay center was set up at Pune to transmit the programmes from Bombay. In 1975, new stations were established in three other state capitals namely Madras, Calcutta and Lucknow.

The Satellite Instructional Television Experiment (SITE) was launched on August 1, 1975 with the purpose of providing instruction and education to far flung areas in six states of India i.e., Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan on an experimental basis. The SITE programmes contained three instructional programmes a week on farm technology.

On the basis of encouraging feedback received from various studies, Government of India decided to go ahead with the rural oriented television device to 40 percent of the villages covered by SITE. Accordingly, TV transmitters one in each state were installed in Jaipur, Hyderabad, Raipur, Gulbarga, Sambalpur and Muzaffapur to provide television coverage to a total number of 9000 villages including about 1000 SITE villages.

Television was delinked from AIR on 1st April 1976 and a new organization – known as "Doordarshan" was started and a noticeable shift in emphasis on educational aspect of TV communication has taken place after 1977. Since then a number of TV centers have been installed all over the country by expanding its network on campaign basis particularly during 1984-85 and there after which covered about 75 to 80 per cent of the population. So on 1st October 1989 there were about 18 TV production centres in India.

The Trivandrum Doordarshan Kendra was started on a limited scale from 1-1-1985 and it has grown substantially with 10 relay stations located all over Kerala. The Trivandrum Doordarshan Kendra had started "Nattinpuram", an exclusive Farm and Home programme twice a week from the first week of 1988. Today apart from Doordarshan Kendra many private channels are there like Asianet, Jeevan TV and Kairali TV and they have programmes almost five days a week. They cover various subject matter areas like Agriculture, Horticulture, Agricultural Marketing, Agricultural Engineering, Animal Husbandry, Cooperative, Fisheries, Rural Development and Forestry. They employ various modes of presentation like drama, straight talk, interview, question and answer,

discussion, agricultural songs, debates, announcements, documentary, quiz programme, seminars and success story. The sources of information utilized by various channels are successful farmers, extension workers of State Government, scientists, officials of private agencies, NGO's, executives of AIR, co-operative officials and panchayat officials.

This study was mainly conducted to compare the mode of presentation, subject coverage, time and frequency of different Malayalam channels and to find out the viewers behaviour towards these programmes and to suggest steps to improve the efficiency of these farm programmes.

**Objectives :**

a) To compare the mode of presentation, subject matter coverage, time and frequency of farm telecast through different Malayalam channels

b) To study the viewing behaviour of farmers in relation to farm telecast

c) To study the relationship of selected characteristic of television viewers with their viewing behaviour

d) To suggest steps to improve the farm telecast programme

**Limitation of the study**

The study was confined to assessing the viewing behaviour and viewing preference of the farmers and as such the result of the study would not directly reflect the direct impact that been produced by the farm telecast.

Moreover the study was done in four blocks of Trivandrum district i.e., Nedumangad, Neyyattinkara, Attingal and Trivandrum with only 25 farmers from

each block. A wider coverage was not possible due to shortage of time and resources at the disposal of the investigator as this study was undertaken as part of the requirement for M.Sc. (Ag.) programme. Hence the finding of the study has limited generalisability. Yet, sincere and devoted care was taken to make this study as objective and systematic as possible.

**Organization of the thesis**

The report of the study has been spread out over five chapters. The first chapter deals with the introduction where the need for the study, objective and limitations of the study are discussed. The second chapter covers the review of the studies related to the present study. The third chapter relates to the details of methodology used in the process of investigation, the fourth chapter deals with the results of the study obtained and also the discussion on the results in detail. The fifth and final chapter presents the summary of the study and suggestions for future research. The references, appendixes and abstract of the thesis are given at the end.

# THEORETICAL ORIENTATION

# Chapter - 2

## THEORETICAL ORIENTATION

This chapter is devoted to a retrospective analysis of the available research literature related to the present study. Such a contemplation of the past research is of great help to gain a clear comprehension of the previous efforts conducted on similar lines. Review of literature related to the study helps the investigator, to get acquainted with the various concepts, empirical procedures of the research, and the results available in the area. Such a critical review helps to formulate the theoretical framework of the study.

In this chapter the review is presented under the following heads.

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2.2    Television programmes and programme analysis

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## 2.1  ROLE OF TELEVISION IN AGRICULTURAL DEVELOPMENT

Pandian *et al.* (2002) reported that television could be employed for transferring latest farming and related technologies to normal people.

Tapasi Datta *et al.* (2004) opined that communication sources like – newspapers, radio, cinema etc have a significant role in developing knowledge and skills which ultimately help a person to be an educated individual.

Roy (2004) opined that mass media like television and radio are quite popular among the rural youth. This signifies the spread and influence of these popular media even inside rural India. These two media along with newspaper can be effectively used for informing the rural youth regarding agricultural as well as rural development aspects.

Banerji (2005) reported that the television has been a major communication system for rural masses with the increase in TV coverage and ownership; TV has gradually become one of the most popular mediums for rural communications. Communication through TV is very effective because the consumer can see the product and at the same time other information regarding price, quality etc can be communicated to him.

## 2.2 TELEVISION PROGRAMMES - CONTENT AND PROGRAMME ANALYSIS

Jha and Sinha (1980) in their content analysis of Delhi television programmes from 1972-1978 found that the total number of programmes telecast from the station increased from 42 in 1972 to 52 in 1978. The study revealed that they had been heavily loaded with entertainment components of communication (nearly 30 to 40 percent). The educational programmes remained constant up to 1976. There were only three educational programmes, one for agriculture, the other for health and the third for general science education. The programmes under the category "Magazine" which aim at providing education or information along with some entertainment registered substantial change. However, this analysis had further revealed that a noticeable shift in emphasis towards educational aspect of the television communication has taken place, since 1977.

Chauhan (1985) in his study on the content analysis of the 'Pariwaran Layee' Programme from Jullunder-Amritsar television revealed that demonstration, interviews and discussions were the common modes of presentation. Majority of the messages were of informal type. The themes like welfare and social relations, homecare, decorations and childcare were presented frequently. Maximum time was devoted to information type message. The items delivered by experts have higher degree of stress on information level than those by the non experts. Majority of the information was factual, motivational, persuasive, frequent eye contact and gestures of hands and head were used by the majority. Majority of the respondents were aware of the day, duration, time and contents of the telecast. Majority found the programmes useful, entertaining and relevant to their family situation. Language used was understandable and the speed of presentation was considered normal.

Varalakshmi (1985) reported in her study on TV viewing behaviour and consumption of rural telecast by rural audience of Rengareddy District of Andhra

Pradesh that agriculture and rural development message got rare deal in television programmes. Entertainment programmes consumed a large chunk of time. One month (May) programme content analysis from 1972 – 1978 revealed that entertainment covered 36.24 to 38.49 per cent of the telecasts compared to 7.15 per cent in case of educational programmes.

## 2.3. IMPACT OF TELEVISION

Chopra (1980) in his study on the 'Impact of television on gain and retention of knowledge among the farmers in Ludhiana', reported significant gain in knowledge on all the three selected topics viz., urinary stones in animals, milk fever in milch cattle and tympany in cattle, its causes and treatments and retention of gained knowledge was also reported to be varying from 71.24 per cent to 81.34 percent.

Varalakshmi (1985) in her study on TV viewing behaviour and consumption of rural telecasts by rural audience of Rangareddy District of Andhra Pradesh indicated that the process of adoption of new technology was initiated by particular telecasts and viewers turned out to be happy adopters of the advocated technologies.

Ojha (1998) in his study on the impact of television viewing on women found that less than 50 per cent of rural women were 'Gharbahar' (a women programme) viewers. Housewives viewed the programme (Gharbahar) mostly with the aim of knowing different household practices.

Singh (1988) in his impact study of television on farming community in Krishi Vidyapeeth block of Varanasi revealed that large percentage of the viewers had correct knowledge about the frequency of Krishi Darshan programme through television. It was found that majority of farmers had favorable attitude towards television.

The above studies on impact of television programmes demonstrate the importance of television on creating knowledge about farm technology adoption among farmers

## 2.4. VIEWS OF FARM TELEVISION VIEWERS

### 2.4.1. Usefulness

Abraham (1981) reported that majority of the rural viewers expressed that the rural tele-programmes as need based and useful.

Sridhar (1983) found that majority of the tele-viewers perceived the farm television programmes as useful.

Radhakrishnan (1988) reported that about four-fifth of the respondents categorized the Farm Television Programme as useful. 10.00 per cent said that it was less useful and remaining 9.00 per cent as highly useful.

Meenakshisundram (1990) reported that about 83.34 per cent of the viewers "liked" the farm programmes, 8.33 per cent "liked it very much" and another 8.33 per cent were "neutral" in their opinion about the usefulness of the farm telecast.

### 2.4.2. Understandability

Abraham (1981) reported that more than 50 per cent of rural tele-viewers indicated that the program meant for them was understandable.

Lakshmanan (1982) stated that nearly 42.00 per cent of the farmers opined, farm programmes to be easy to understand, 38.00 per cent as difficult to understand and 2.00 per cent as partially understandable. He also pointed out that

because of "too" technical nature of the message, 42.85 per cent of the farmers found it difficult to understand.

Singh and Hansra (1987) concluded that as many as 91.37 per cent of the respondents in their study expressed the contents to be completely understandable while the rest reported it to be partially understandable.

Varalakshmi and Sinha (1987) found that a large majority of the women viewers expressed the opinion that the programme should be made more understandable.

Sanga and Dhillon (1988) reported in their study that about 47 per cent of the respondents understood the contents of the National Programmes "fully" while 31 per cent and 32 per cent expressed that the contents were "some what understandable" and "not at all understandable" to them respectively.

Meenakshisundram (1990) found that the respondents were able to understand fully the main points of the programme.

2.5. VIEWING BEHAVIOUR

Sachidananthan (1980) conceived viewing behaviour of farmers as the perception of the need orientation of 'Vayalum Vazhvum' programme, the frequency of viewing 'Vayalum Vazhvum' programme, the level of comprehension of the programme contents, the extend of discussion with others about the programme viewed and the desire to apply the knowledge.

Abraham (1981) conceived viewing behaviour of farmers as the frequency of viewing farm telecast, the level of understanding and the extent of discussion with others after the telecast. He reported that only one-tenth of the rural tele-

viewers viewed the programme on all days of the telecast and it was viewed twice a week by 41.67 per cent and once a week by 46.66 percent.

Sridhar (1983) studied the viewing behaviour of farmers in terms of their duration of viewing farm telecast, viewer's preference for usual treatment, preference for source of presentation, time and day preference.

Pillai *et al.* (1987) studied viewing behaviour of farmers in terms of their intensity of viewing farm telecast, credibility of information of farm telecast, understandability level, satisfaction level of farm telecast, perceived methods of presentation of farm telecast and use of information earned through farm telecast.

Radhakrishnan (1988) studied viewing behaviour in terms of owning TV set, awareness about community TV set, years of viewing and time of viewing. It was found that more than half of the viewers (55 %) were viewing TV for more than one year and 67 per cent had the habit of viewing TV for more than one hour per day.

It could thus be summarized that viewing behaviour of an individual is not a chance or random phenomena. It is a response to a cause or stimulus and it is purposeful and goal oriented. It is extended to accomplish some objective which in turn would satisfy or atleast reduce some need of the viewer.

### 2.5.1 Factors affecting viewing behaviour

### 2.5.1.1. Age

Sinha (1974) in his study on "television in diffusion of farm innovation" stated that farmers in younger age group were better disposed to achieve knowledge in farming through television.

Sadamate (1975) reported that age of the farmers and their viewing behaviour had negative association.

Singh (1977) found that age of farmers was negatively correlated to viewing behaviour of farm telecast programme.

Gupta and Sangha (1980) in their study on the personal traits and viewing behaviour of rural TV owners of Punjab revealed that nearly 60 per cent of the viewers belonged to 18 to 34 years of age group and 25 per cent belonged to 35 to 50 years and only 15 per cent were of the category above 51 years.

Sachidananthan (1980) in his study of the 'Farm telecast viewing behaviour of small farmers' reported that age of the tele-viewers was positively related to the viewing behaviour of farmers.

Abraham (1981) in his study on 'Farm telecast – an ex-post – facto experimental study' reported that age exhibited negative significant relation with their viewing behaviour. He further found that more than half of the rural tele-viewers were middle aged.

Radhakrishnan (1988) in his study on 'The impact of agriculture telecast on farmers' found that since agricultural programmes were telecasted in a very interesting way, it had attracted more of young farmers as compared to the old and middle aged.

Sangha and Dhillon (1988) found that majority of the respondents viewing television were either young or of medium age group.

Meenakshisundaram (1990) stated that age had negative and non significant relationship with viewing behaviour of farm women.

Rose (1990) found that majority (57 %) of the respondents were old aged.

Kuttan (2005) in a study on "credibility of mass media sources" revealed that TV was accorded the highest rating by old aged respondents and the lowest rating by the younger respondents.

In majority of the studies quoted, age was found to have negative correlation with viewing behaviour of respondents.

## 2.5.1.2. Educational status

Sekhon (1970) revealed that farmers educated up to metric and above made maximum gain in knowledge as a result of TV viewing.

Singh (1974) reported that "Krishi darshan" programme viewing behaviour was influenced by the level of education of the viewers.

Sinha (1974) reported that lack of formal education was not a limiting factor in TV viewing.

Chattopaadhyay (1976) stated that lack of formal education did not impede the communication given through TV and other sources.

Chauhan (1976) reported that lack of formal education did not retard the consumption and utilization of instruction given through TV.

Sinha (1978) found that education had a negligible effect in farmers viewing of farm telecast.

Gupta and Sangha (1980) revealed that majority (59 per cent) of viewers had metric level of education followed by 23 per cent above metric, 12 per cent middle and only 6 per cent had below primary level of education.

Sachidananthan (1980) reported that education of the viewers had positive significant relationship with viewing behaviour of small farmers.

Abraham (1981) found that majority of tele-viewers had education up to primary level and viewing behaviour had positive and significant relationship with education.

Sridhar (1983) found that majority of the tele-viewers had medium level of education.

Singh and Hansra (1987) reported that about one-fourth of the respondents were educated up to college level, about half from primary to high school, while one –fourth were below primary level schooling.

Varalakhsmi and Sinha (1987) reported that level of education of the respondent was found to affect the viewing behaviour.

Ojha (1988) revealed that literacy status was related to TV viewing.

Radhakrishnan (1988) revealed that the middle and secondary school of education constituted the higher percentage of farm-tele viewers. Viewing of TV programmes did not warrant any specific educational level on the part of the viewers.

Singh (1988) found that low level of education was the most important reason for the non-viewing of 'Krishi Darshan' programme.

Meenakshisundaram (1990) reported that majority of the respondents (farm women) had schooling up to secondary level and their education had negative correlation with viewing behaviour of farm women.

Rose (1990) found in her study that 37 per cent of the farmer respondents had high educational level.

Kuttan (2005) reported that as people acquire more education they tend to regard television and radio as less believable and newspaper as more believable.

In most of the studies quoted the respondents were found to have medium level of education and also it was found to affect the viewing behaviour.

### 2.5.1.3. Occupation

Gupta and Sangha (1980) revealed that 34 per cent of the viewers were engaged in agriculture followed by 33 per cent with independent profession, 17 per cent business and 16 per cent service category.

Sridhar (1983) stated that majority of viewers were found to have been occupied in additional occupation besides agriculture.

Singh and Hansra (1987) found that the majority of the respondents were doing side business other than agriculture.

Radhakrishnan (1988) reported that majority of the respondents had agriculture as their main occupation.

Meenakshisundaram (1990) revealed that majority of the respondents in her study had agriculture as their chief occupation.

Among the various studies quoted on occupation, most of the respondents were primarily farmers.

Rose (1990) found that more than half of the respondents (55 %) had agriculture as secondary occupation.

### 2.5.1.4. Annual income

TV Audience survey by Director General of Doordarshan (1982) reported that majority of the TV owning households had a monthly income of

Rs. 751 to Rs.1500 and over 30 per cent of the households had a monthly income of more than Rs.1500.

Sridhar (1985) in his study found that 81.25 per cent of the respondents had medium level of annual income.

Radhakrishnan. (1988) revealed that more than half of the respondents had low level of annual income. This had not hindered them from viewing the farm telecast.

Greenberg and Dervin (1990) reported that income of the tele-viewers was an important factor which affected the viewing behaviour. People with low income viewed more than twice as many hours of television daily on an average than did the general population

Meenakshisundaram (1990) revealed that majority of the televiewing respondents belong to high annual income groups and also he further reported that annual income had negative influence on viewing behaviour

Sekhon (1990) reported that lower and middle class farmers were equally to adopt more and more recommended practices but their meager resources for purchasing the inputs and their more availability stood in their way.

Rose (1990) found that majority of her respondents (57 %) had income below Rs. 5874.

Kuttan (2005) in his study reported that upper income people gave the highest credibility rating to daily newspaper and lowest rating to TV as sources of news on the other hand the lower income group accorded the highest credibility to TV and the lowest credibility to daily newspaper.

In almost all the studies quoted, the income of the viewer was found to influence the viewing behaviour.

## 2.5.1.5. Social participation

Sadamate (1975) in his study found that social participation of viewers had significant correlation with their viewing behaviour.

Singh (1977) reported that social participation showed no significant relationship with viewing behaviour.

Gupta and Sangha (1980) concluded that 88 per cent of TV viewers had low level of social participation, followed by eight per cent with high level and four per cent with medium level of social participation.

Sachidananthan (1980) reported that social participation exhibited significant influence on the viewing behaviour.

Abraham (1981) stated that social participation of the viewers was either medium or high. He further reported that the viewer's social participation did not show any significant association with their viewing behaviour.

Shinji et al. (1982) revealed that in progressive village the farmers with more social participation gained more knowledge from television.

Radhakrishnan (1988) revealed that majority of the respondents had higher level of social participation and 30 per cent had lower level of social participation. Majority of the viewers were members of more than one organisation.

Meenakshisundaram (1990) reported that majority of the viewers had low level of social participation.

Rose (1990) found out that 63 per cent of her respondents had less extent of social participation.

Of the nine studies quoted five of them conclusively favours positive relationship between social participation and viewing behaviour.

## 2.5.1.6. Mass media exposure

Mani (1976) found that there was positive association between gain in knowledge and mass media exposure.

Singh (1977) reported that viewing behaviour of the farmers had positive and significant relationship with mass media exposure.

Gupta and Sangha (1980) revealed that 79 per cent of TV viewers had high level of mass exposure followed by 19 per cent with medium and 2 per cent with low level of mass exposure.

Sachidananthan (1980) reported that viewing behaviour of small farmers was positively and significantly related with mass media exposure of the viewers.

Abraham (1981) found that exposure to mass media did not show any significant association with the viewing behaviour of rural tele-viewers.

Sridhar (1983) found that majority of the tele-viewers had medium level of mass media exposure.

Radhakrishnan (1988) revealed that more than three fourth of the viewers had medium to high level of mass media exposure.

Meenakshisundaram (1990) reported that more than half of the respondents (women) had medium level of exposure to mass media. She further reported that mass media exposure had a highly significant relationship with viewing behaviour of farm women.

Rose (1990) found out that 53 per cent of the respondents had low mass media exposure.

In almost all the studies quoted, mass media exposure was found to be significantly associated with viewing behaviour.

### 2.5.1.7. Cosmopoliteness

Sachidananthan (1980) expressed that the viewers of TV significantly differed from the non viewers in their Cosmo politeness.

Abraham (1981) reported that more than one fourth of the rural tele-viewers were Cosmo polite and it had a negative trend of relation with viewing behaviour.

Sridhar (1983) found that majority of the viewers had medium level of Cosmopoliteness.

Radhakrishnan (1988) found that 77 per cent of the viewers were cosmopolite.

Meenakshisundaram (1990) found that majority of the farm viewers (women) had medium level of Cosmopoliteness. He further found that cosmopoliteness had negative correlation with viewing behaviour.

Rose (1990) found out that 61 per cent of the respondents had high level of cosmopolitness.

In majority of the studies quoted the respondents were found to have medium to high cosmopoliteness.

### 2.5.2.8. Innovation proneness

Gupta and Sangha (1980) concluded in their study that 48 per cent of TV viewers were highly innovation prone and three per cent of the viewers had low level of innovation proneness

Rose (1990) found out that 53 per cent of the respondents had low level of Innovativeness.

Shanthy (1991) reported the positive and significant relationship between innovativeness and managerial efficiency and found that innovativeness act as an indicator of a persons evaluative perception of innovation with different dimensions.

Gangadharan (1993) opined that Innovativeness is the degree of an individuals interest to see changes in farming techniques and to introduce such changes in his own farm operations when found practical and feasible.

Anithakumari (1998) defined positive and significant relationship between Innovativeness and extend of adoption.

## 2.5.1.9. Scientific orientation

Kamarudeen (1981) reported significant positive relationship between scientific orientation and attitude of farmers towards the demonstrated agricultural practices.

Raji (1991) reported that majority of the respondents had high scientific orientation.

## 2.5.1.10. Economic motivation

Rose (1990) found out that 48 per cent of the respondents had low economic motivation.

Sivaprasad (1997) reported that economic motivation was an important character that persuades people to adopt improved practices that are proven worthy.

Thomas (1998) reported that the more one is motivated by economic ends the more he will try to adopt the practices which are aimed at increasing sustainable returns.

## 2.6. VIEWER PREFERENCE

### 2.6.1 Mode preference

Sachidananthan (1980) reported that preferential choice of most preferred mode was 'Discussion with farmers' which was followed by 'Discussion with experts'. The programme least preferred was 'Straight talk'. Programme with rural songs was mostly preferred by more than two-third of tele-viewers.

Abraham (1981) found that the most preferred mode for rural farm programmes was presentation with rural songs. This was followed by 'Discussion with experts' and the least preferred mode was 'straight talk'.

Lakshmanan (1982) found that about 30 per cent of viewers felt that in farm television programmes more demonstrations were to be included and they wanted less of verbal message. He further revealed that 57 per cent wanted the program to give only technical information for the entire duration of the programs and not mixing with songs and other items.

Shastry (1986) reported that cent per cent of the viewers of 'Palu-Chelu' farm telecast preferred features and dramatic versions followed with success stories with appropriate back ground music.

Pillai *et al.* (1987) found that half of the respondents were inclined towards 'demonstration' technique followed by 36 per cent who opined that experience of progressive farmers be depicted before the audience. Only eight per cent and six per cent of the rural tele-viewers preferred success stories and combination of more than one method respectively.

Singh and Hansra (1987) reported that about 98.00 per cent of the respondents preferred the interview mode of presentation supported by appropriate aids followed by demonstration (80 percent) and discussion (70 per cent respectively). They further reported that straight talk was the least preferred mode of presentation.

Radhakrishnan (1988) found that the choice of the most preferred mode was 'discussion with farmers' followed by 'presentation with rural songs'. The other mode in the order of preference was 'discussion with experts'. The least preferred mode was 'straight talk'.

Thus it is obvious that the most preferred mode was 'discussion with farmers/experts' and presentation with rural songs

Rose (1990) reported that demonstration by experts with discussion as the best mode of farm telecast.

In most of the studies referred, discussion mode was the most preferred mode.

## 2.6.2. Time preference

Sridhar (1983) found that the most preferred time was between 7 -8 pm and the farmers had no day preference.

Shastry (1986) reported that the tele-viewers of 'Palu-Chelu' telecast were satisfied with the present timing of 7.01 to 7.15 pm and they wanted the telecast everyday.

Radhakrishnan (1988) concluded that 44 per cent of the viewers expressed their willingness to view the programme between 7 -7.30 pm followed by 26 per cent and 17 per cent who preferred to view between 7.30 to 8.30 pm and from 7.30 to 8.30 am respectively.

Monitoring and evaluation unit office of the Director of Agriculture, Tamil Nadu (1989) reported that 85.69 per cent of the respondent preferred to have farm telecast between 6.00 to 9.00 pm daily. The second preference was between 9.00 to 11.00 pm

Rose (1990) revealed that 97 per cent of the respondents preferred the Nattinpuram program to be telecast in evening between 6 to 7.30 pm.

In almost all the studies quoted majority of tele viewers preferred evening hours as appropriate for farm telecast.

## 2.6.3. Duration preference

Sridhar (1983) revealed that respondents preferred more than one duration for farm telecast.

Mruthyanjayam (1987) in the study of farm telecast pointed out that duration of 20-30 minutes for each farm telecast was preferred by more than 85.00 per cent of the respondents.

Singh and Hansra (1987) found that almost all the respondents (96.67 percent) considered that present duration of the Farm Television Programme of Doordarshan Kendra Jalandhar was appropriate to them.

Radhakrishnan (1988) concluded that the majority of tele-viewers preferred a duration of half an hour for the farm television programme.

Meenakshisundaram (1990) reported that majority of the respondent did not want an increase or decrease of time of the farm television programme and the present duration of 30 minutes was sufficient.

Rose (1990) reported that majority of the respondents decided to have the telecast for half an hour.

In almost all the studies quoted majority of tele viewers preferred half an hours duration as appreciate to them.

### 2.6.4 Day preference

Abraham (1981) said that only one-fifth of the viewers of Farm Television Programme viewed the farm programmes on all days of the week whereas 41.67 per cent viewed it twice a week and 46.66 per cent viewed once a week.

Lakshman (1982) reported that about two-third of the respondents suggested that the farm programmes could be telecast along with film besides the regular farm television programme, three days a week.

Sridhar (1983) found that majority of the viewers preferred to view on all days of the week having no particular day preference.

Radhakrishnan (1988) reported that more than two-third of the viewers (67.066 per cent) preferred three days programme on any day in a week.

Rose (1990) revealed that more than half (51 %) of the respondents were of the view that farm telecast twice a week is quite sufficient.

### Hypotheses

Based on the review of literature and observations in this regard, the following null hypotheses have been formulated.

1.  Age

    There would be no significant relationship between viewers age and their viewing behaviour.

2. Educational status

There would be no significant relationship between viewers educational status and their viewing behaviour.

3. Occupation

There would be no significant relationship between viewers occupation and their viewing behaviour.

4. Annual income

There would be no significant relationship between viewers annual income and their viewing behaviour.

5. Social participation

There would be no significant relationship between viewers annual income and their viewing behaviour.

6. Mass media exposure

There would be no significant relationship between viewers annual income and their viewing behaviour.

7. Cosmopoliteness

There would be no significant relationship between viewers annual income and their viewing behaviour.

8. Innovation proneness

There would be no significant relationship between viewers innovation proneness and their viewing behaviour.

9.   Scientific orientation

     There would be no significant relationship between viewers scientific
     orientation and their viewing behaviour

10.  Economic motivation

     There would be no significant relationship between viewers economic
     motivation and their viewing behaviour.

**Conceptual frame work of the study**

The main objective of the conceptual frame work being developed in this
study is to provide an abstract view of the relation between various independent
variables and the dependent variable selected in the study. The dependent
variable is viewing behaviour. This is represented in the central circle. A number
of independent variables like personal and socio-psychological characters
influence the dependent variable. These relationships are depicted in the model as
arrows connecting dependent variables with independent variables.
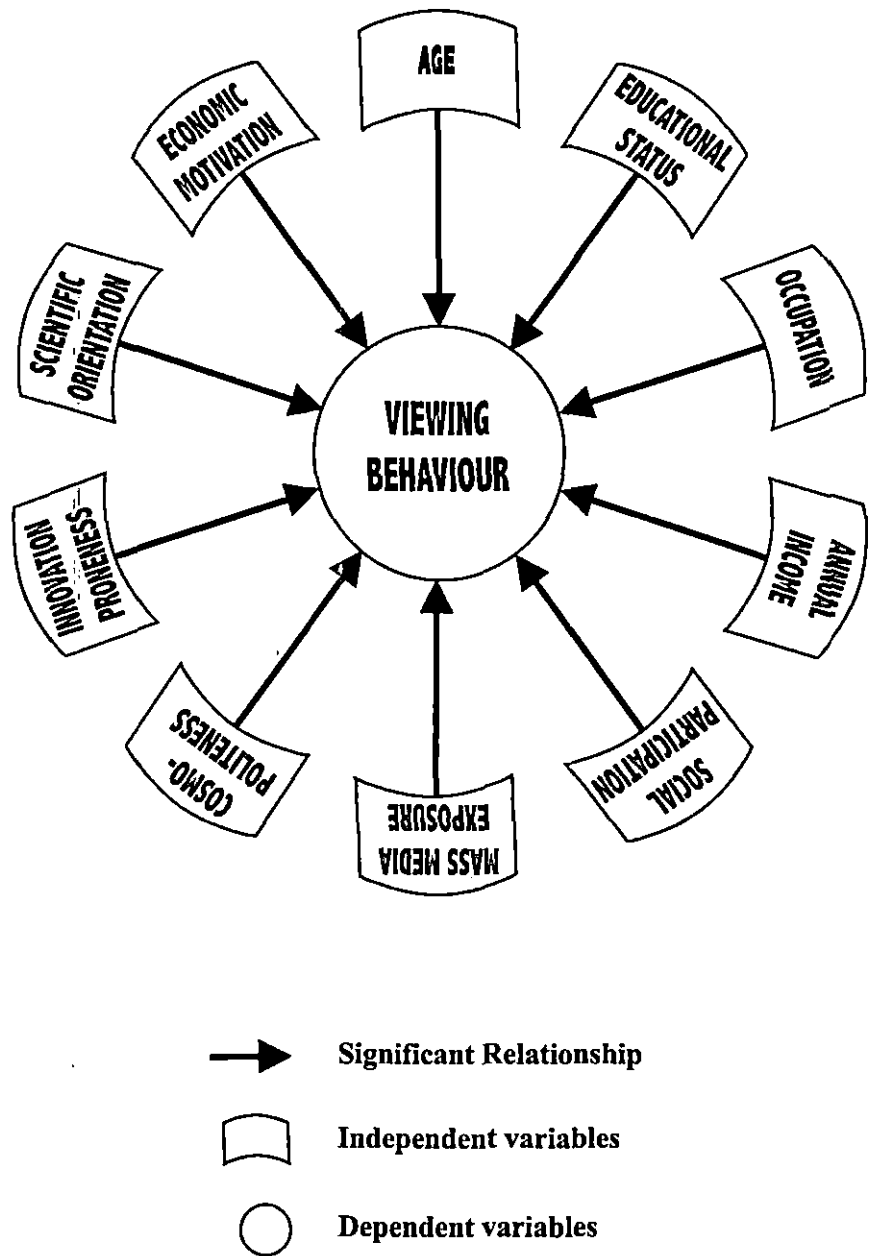
Fig. 1. Conceptual model of the study

# METHODOLOGY

# Chapter - 3

## METHODOLOGY

In this chapter various procedures employed in the study is dealt with and is organized under the following sub-heads.

3.1 Locale of the study.

3.2 Sample and sampling procedure

3.3 Selection and Operationalisation of concepts and measurement of variables.

3.4 Characteristics of farm programmes

3.5 Method of data collection.

3.6 Statistical techniques used

## 3.1 LOCALE OF THE STUDY

The study was conducted in Thiruvananthapuram district of Kerala State. Thiruvananthapuram district was purposively selected for the following reasons.

1. Majority of Malayalam channels have their Head Quarters in Thiruvananthapuram, which will facilitate gathering of accurate and up-to-date information.

2. The secondary data to be collected for the study are to be gathered from the Head Quarters of these television channels. For the first part of the study, the researcher has to depend on secondary data generated from the offices of the various channels chosen for the study. Analysis of farm telecast programme has to be done on various programmes telecast for the last three months prior to the data collection. The
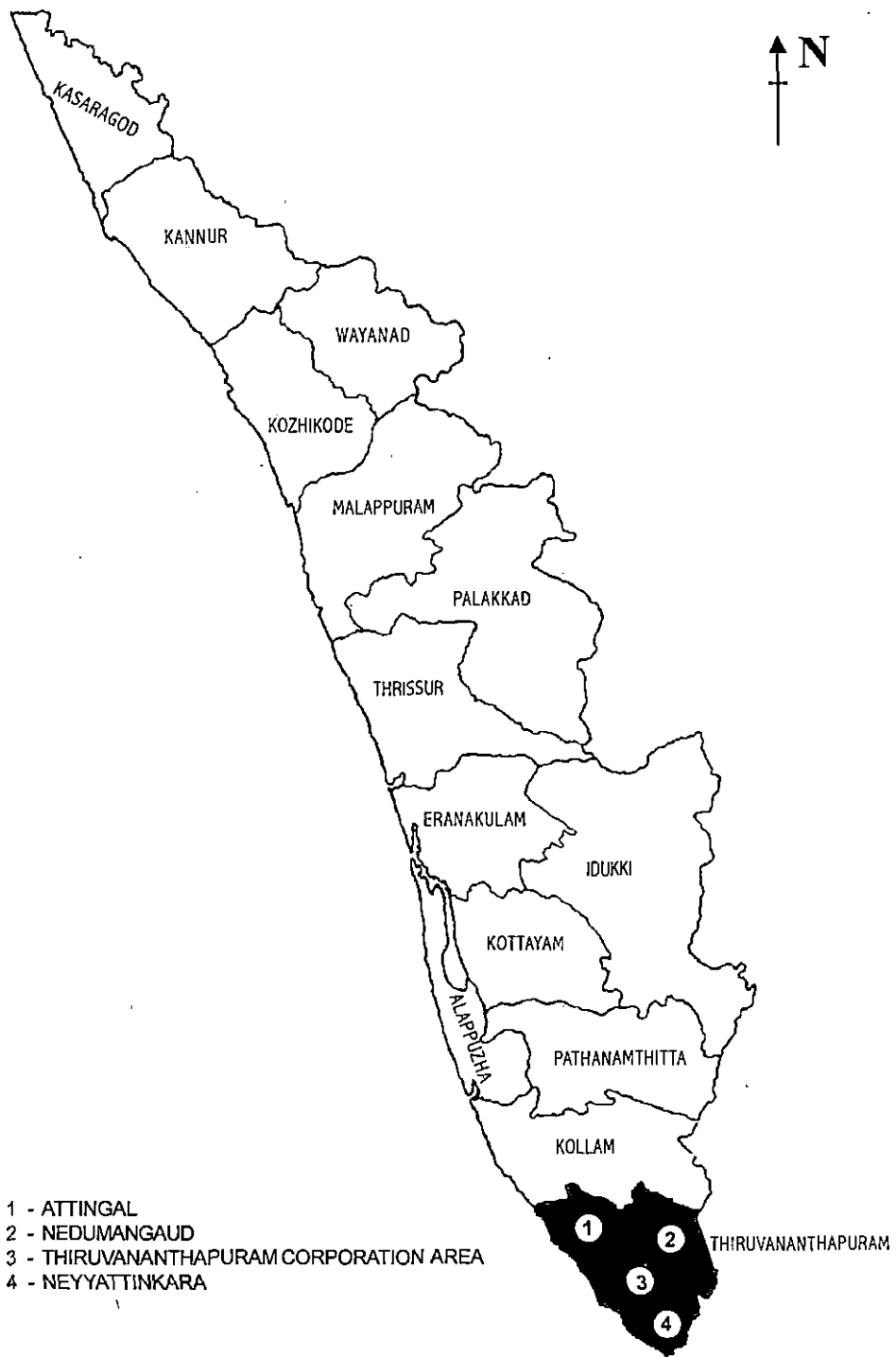
Fig. 2. Map of Kerala state showing the locale of the study

subject matter coverage, mode of presentation, frequency, duration and time of telecast will be analysed and for this, selection of Thiruvananthapuram district is ideal.

3.  The researcher is familiar with the socio-cultural milieu of the farmers, village extension workers and the officials of Thiruvananthapuram district, which is helpful in establishing quick rapport and obtaining correct information from the respondents.

## 3.2  SAMPLE AND SAMPLING PROCEDURES

The objectives of the study necessitate selection of the respondents for the study on the following criteria.

1.  The respondent must be a practising farmer.

2.  The respondent must own a television set.

3.  The respondent must be a subscriber of cable network.

4.  The subscriber must be a viewer of farm telecast programme.

There was no readymade list of the farmers satisfying the above criteria and hence a non-probabilistic sampling procedure viz. accidental sampling procedure was followed. The selected farmers were contacted with the prepared and pre-tested interview schedule. The respondents were selected using the procedure detailed as follows.

The sample size was fixed as 100 respondents from the four different taluks of Thiruvananthapuram district. From each taluks one block was selected randomly and from each block 25 farmers were selected.

The selected blocks are Attingal, Neyyattinkara, Nedumangadu and Trivandrum Corporation (Fig. 2). The lists of Krishi Bhavans in these four blocks were collected. After collecting the lists of Krishi Bhavans, one Krishi Bhavan

was randomly selected from each block for the study. The selected Krishi Bhavans were Aruvikkara, Neyattinkara, Chirayinkeezh Krishi Bhavans and Thiruvananthapuram Corporation.

The agricultural officer in these respective Krishi Bhavans were asked to provide the list of farmers in that area.

After obtaining the list of farmers from these Krishi Bhavans each farmer was visited individually with the prepared interview schedule to ascertain whether farmer had Television set and the cable connection and whether he viewed agricultural programmes. The farmers who satisfied the above criteria were selected as respondents for the main study. This procedure was continued till a sample size of 100 respondents was achieved for the main study.

## 3.3 SELECTION AND OPERATIONALISATION OF CONCEPTS AND MEASUREMENT OF VARIABLES

### 3.3.1 Dependent variable

The objective of the study warrants the inclusion of viewing behaviour of the farmers as the dependent variable. Viewing behaviour was conceptualized and the measurement techniques were developed for the study on the basis of review of literature and discussion with extension specialists detailed as follows.

Sachidananthan (1980) conceived viewing behaviour as the perception of the need orientation of 'Vayalum Vazhvum' programme, the level of comprehension of the programme contents, the extent of discussion with others about the programme viewed and the desire to apply the knowledge secured. He measured viewing behaviour using the procedure developed for the purpose by Sadamate (1975). Responses to need orientation were categorized as Yes/No and scores of '1' and '0' were given, respectively. Responses to the frequency of viewing agricultural programmes were categorized as daily / more than twice a week / once a week / once a fortnight / occasional and scores of 5, 4, 3, 2, 1 were

given respectively. Responses to discussion after programme were categorized as thrice a week / twice a week / once a week and scores of 3, 2, 1 was given respectively. Responses relating to interest to apply the knowledge secured were categorized as Yes / No and scores of 1, 0 was given respectively.

Abraham (1981) studied viewing behaviour in terms of frequency of viewing, level of understanding and extent of discussion with others and he adopted the same procedures followed by Sachidananthan (1980). In this study viewing behaviour is conceptualized in terms of frequency of viewing, duration, selectivity, viewing intensity, habit of taking down notes and discussion with others after telecast and clarification behavior after telecast. This was measured using the procedure developed in consultation with extension specialists for the study as follows.

### 3.3.1.1 Viewing frequency of agricultural programmes

The frequency of viewing agricultural programmes as expressed by the respondents was measured using the following procedure.

| Sl. No. | Viewing Frequency | Score |
|---------|-------------------|-------|
| 1 | Daily | 5 |
| 2 | More than twice a week | 4 |
| 3 | Once a week | 3 |
| 4 | Once a fortnight | 2 |
| 5 | Occasional | 1 |

### 3.3.1.2 Duration of viewing agricultural programmes

The duration of viewing agricultural programme either partial or complete as expressed by the respondents was measured by using the following procedure.

| Sl. No. | Duration of viewing | Score |
|---------|---------------------|-------|
| 1 | Complete viewing | 2 |
| 2 | Partial viewing | 1 |

### 3.3.1.3 Viewing intensity of agricultural programmes

The intensity of viewing agricultural programmes either keenly or casually as expressed by the respondents was quantified follows

| Sl. No. | Viewing intensity | Score |
|---------|-------------------|-------|
| 1 | Keenly viewing | 2 |
| 2 | Casually viewing | 1 |

### 3.3.1.4 Selectivity of agricultural programmes

The extent of selectivity in viewing the agricultural programmes as expressed by the respondents was quantified as follows.

| Sl. No. | Selectivity | Score |
|---------|-------------|-------|
| 1 | All agricultural programmes | 2 |
| 2 | Only selected agricultural programmes | 1 |

### 3.3.1.5 Habit of taking down notes while viewing agricultural programmes

The habit of taking down notes white viewing agricultural programme as expressed by the respondents was quantified as follows.

| Sl. No. | Habit of taking down notes | Score |
|---------|----------------------------|-------|
| 1 | All agricultural programmes | 2 |
| 2 | Only selected agricultural programmes | 1 |
| 3 | Never | 0 |

### 3.3.1.6 Extent of discussion after telecast

The extent of discussion with others after telecast as expressed by the respondents was quantified as follows.

| Sl. No. | Discussion with | Regularly (2) | Sometimes (1) | Never (0) |
|---|---|---|---|---|
| 1 | Family members | | | |
| 2 | Friends | | | |
| 3 | Relatives | | | |
| 4 | Other progressive farmers | | | |
| 5 | Extension agents | | | |

### 3.3.1.7 Clarification behaviour after telecast

The extent of clarifying the doubts with anyone after viewing agricultural programmes as expressed by the respondents was quantified as follows.

| Sl. No. | Clarifying doubts with | Regularly (2) | Sometimes (1) | Never (0) |
|---|---|---|---|---|
| 1 | Doordarshan Kendra | | | |
| 2 | Scientists | | | |
| 3 | Extension personnel | | | |
| 4 | Other progressive farmers | | | |

The total score was considered as the index of measurement for viewing behaviour of the respondents based on the mean and Standard Deviation (SD). The respondents were categorized as follows.

Low (less than Mean – SD)

Medium (Mean ± SD)

High (above Mean + SD)

## 3.3.2 Independent Variables

Keeping in view the objectives of the study and based on the review of relevant literature and consultation with extension specialists and Doordarshan Kendra officials 15 independent variables were identified for the study. These variables were subjected to relevancy rating (Appendix I) by 25 judges. The judges were the extension specialists of the Kerala Agricultural University, officials of the State Departments of Agriculture and Officials from Doordarshan Kendra. The judges were asked to indicate the degree of relevance of each variable to the study on a four point continuum as most relevant, relevant, less relevant and least relevant with scores 4, 3, 2 and 1 respectively. After the judges rating, the cumulative score for each variable was calculated and a cut off score of 75 was fixed to select the variables. On the basis of this, 10 variables were finally selected for the study (Appendix II).

### 3.3.2.1 Age

Age was operationalised as the completed years since birth of a respondent and presented as chronological age. The respondents were classified into three categories namely young, middle and old based on the Census Report (1991) of Government of India.

| Sl. No | Category | Age |
|--------|----------|-----|
| 1 | Young | Up to 34 years |
| 2 | Middle | 35 to 44 years |
| 3 | Old | 45 years and above |

### 3.3.2.2 Educational Status

Refers to the extent of formal education achieved by the respondent. Educational status was measured by using scoring pattern adopted by Sreedaya (2000). The scoring pattern is as follows.

| Sl. No | Items | Score |
|--------|-------|-------|
| 1 | Illiterate | 1 |
| 2 | Can read and write | 2 |
| 3 | Primary school | 3 |
| 4 | Middle school | 4 |
| 5 | High school | 5 |
| 6 | College | 6 |
| 7 | Professional Degree | 7 |

### 3.3.2.3 Annual Income

Shahila Rose(1990) operationalized annual income as the income earned from farming and other sources. This was obtained by directly asking the respondents total income of the respondents for one year. The same methodology was adopted in this study also. The scoring procedure was as follows.

| Sl. No. | Income (Rs) | Score |
|---------|-------------|-------|
| 1 | Upto 20000 | 1 |
| 2 | 20001 to 30000 | 2 |
| 3 | 30001 to 40000 | 3 |
| 4 | 40001 to 50000 | 4 |
| 5 | Above 50000 | 5 |

### 3.3.2.4 Occupation

Occupation was operationalised as the extent to which a viewer respondent was occupied in agriculture. The occupational status of a single farmer alone was taken. The scale developed by Sridhar (1983) was used in this study.

| Sl. No | Category | Score |
|--------|----------|-------|
| 1 | Farming alone | 2 |
| 2 | Farming + additional occupation | 1 |

### 3.3.2.5 Social Participation

In the study, social participation was measured using the scale used by Meera (2001). This scale was having two dimensions namely membership in organizations and participation in organizational activities. The scores were assigned as follows.

| 1 | **For membership in organization** | **Scores** |
|---|---|---|
| | No membership in organization | 0 |
| | Membership in organization | 1 |
| | Office bearer in each organization | 2 |
| 2 | **Frequency of participation** | **Scores** |
| | Never attending any of the meetings | 0 |
| | Sometimes attending meetings/activities | 1 |
| | Regularly attending meetings | 2 |

The score obtained by a respondent on the above two dimensions were summed up across each item for all the organizations which gave his social participation score.

### 3.3.2.6 Mass media exposure

Mass media exposure is operationally defined as the extent of exposure of the respondents to the different mass communication media like radio, printed materials, magazines, bulletins, films, exhibitions and Television programmes. This was measured using the scale developed by Singh (1974) as explained below.

| Radio listening | Scores |
|---|---|
| Never | 0 |
| Rare | 1 |
| Less than once a week | 2 |
| Once in a week | 3 |
| Often | 4 |
| Daily | 5 |
| **Reading newspapers** | **Scores** |
| Never | 0 |
| Rare | 1 |
| Less than once a week | 2 |
| Once in a week | 3 |
| Often | 4 |
| Daily | 5 |
| **Reading, bulletins, magazines** | **Scores** |
| Never | 0 |
| Rare | 1 |
| Occasional | 2 |
| Regular | 3 |
| **Visit to agricultural exhibitions** | **Scores** |
| Nil | 0 |
| Once | 1 |
| Twice | 2 |
| Thrice or more | 3 |
| **Agricultural films** | **Scores** |
| Nil | 0 |
| One | 1 |
| Two | 2 |
| Three | 3 |
| Four | 4 |
| Five or more | 5 |
| **Field days attended and demonstration plots visited** | **Scores** |
| Nil | 0 |
| One | 1 |
| Two | 2 |
| Three or more | 3 |

### 3.3.2.7 Cosmopoliteness

Rogers (1960) defined cosmopoliteness as the degree to which an individual's orientation is external to a particular social system. Subramanian (1986) measured cosmopoliteness using the scale developed by Desai (1981). The two dimensions of the variable are :

(a) The frequency of visit to the nearest town in a month.

(b) Purpose of visit to the nearest town.

The total score was obtained by adding up the scores of the above two dimensions. In this study cosmopoliteness was operationalised as the tendency of an individual to be in contact with an outside source of his community, based on the belief that all needs of an individual cannot be satisfied within his own community.

This was measured using the procedure used by Balachandran (1983) in terms of :

(a) Frequency of visit to the nearest town.

(b) Purpose of visit to the nearest town.

(c) Membership in any organization in the town.

The response category and the scores are as follows

(a) Frequency of visit to the nearest town

| | |
|---|---|
| Never | - 0 |
| Once in a month | - 1 |
| Twice in a month | - 2 |
| Once in a week | - 3 |
| Twice or more in a week | - 4 |

(b) Purpose of visit

|  |  |  |
|---|---|---|
| Agriculture | - | 3 |
| Personnel / professional | - | 2 |
| Other purpose | - | 1 |
| Entertainment | - | 0 |

(c) Membership in organization in town

|  |  |  |
|---|---|---|
| Yes | - | 1 |
| No | - | 0 |

### 3.3.2.8 Innovativeness

Rogers and Shoemaker (1971) defined innovativeness as the degree to which an individual is relatively earlier in adopting new ideas than other members of his society. The procedure followed by Sreedaya (2000) was used to measure innovativeness with slight modification in this study. In this procedure a question was asked as to when the farmer would like to adopt an improved practice in farming, and the response categories and scores assigned were as follows.

| Sl. No | Response | Score |
|--------|----------|-------|
| 1 | As soon as it is brought to my knowledge | 4 |
| 2 | After I had seen other farmers try it successfully in their farm | 3 |
| 3 | I prefer to wait and take my own time | 2 |
| 4 | I am not interested in adopting | 1 |

### 3.3.2.9 Scientific orientation

Kamarudeen (1981) operationalised scientific orientation as the degree to which a farmer is oriented to use scientific methods in decision making in farming. The operationalisation of scientific orientation stated by Kamarudeen

(1981) was adopted for this study. For the purpose of measurement of this variable the scale developed by Supe (1969) was used. This consists of six statements of which one is negative. The responses were collected on a five point continuum namely Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (DA) and Strongly Disagree (SDA) with scores of 5,4,3,2 and 1 respectively for the positive and the reverse for negative statements.

| Sl. No. | Statements | SA | A | UD | DA | SDA |
|---------|------------|----|----|----|----|-----|
| 1 | New methods of farming give better results to a farmer than the old methods (+) | | | | | |
| 2 | The way of farming by our forefathers is still the best way to farm today (-) | | | | | |
| 3 | Even a farmer with lot of farm experience should use new methods of farming (+) | | | | | |
| 4 | A good farmer experiments with new ideas of farming (+) | | | | | |
| 5 | Though it takes time for a farmer to learn new methods of farming it is worth the efforts (+) | | | | | |
| 6 | Traditional methods of farming have to be changed in order to raise the standard of living of a farmer (+) | | | | | |

### 3.3.2.10 Economic motivation

Refers to the extent to which a farmer is oriented towards profit maximization and relative value he places on monetary gains.

The scale adopted by Sreedaya (2000) was used to measure economic motivation. The scales consisted of six statements of which fifth and sixth were

negative. Each statement was provided with five – point response categories namely 'Strongly Agree', 'Agree', 'Undecided', 'Disagree', and Strongly Disagree', with scores of 5,4,3,2 and 1 for positive statements and 1,2,3,4 and 5 for negative statements.

| Sl. No. | Statements | SA | A | UD | DA | SDA |
|---------|-----------|----|----|----|----|-----|
| 1 | The farmer should work towards larger yield and economic returns. | | | | | |
| 2 | The most successful farmer is one who makes the most profit | | | | | |
| 3 | A farmer should try new farming area which may give more money | | | | | |
| 4 | A farmer should grow each crop to increase a monetary profit in comparison to growing to food crops for some consumptions. | | | | | |
| 5 | It is difficult for farmers children to make good start unless he provides them with economic assistance | | | | | |
| 6 | A farmer must earn his living but the most important thing in life can not be defined in economic terms. | | | | | |

### 3.3.3 Viewer preference

Viewer preference is operationalised as the relative liking for various agricultural programmes, the mode in which the programmes are presented, time and duration as expressed by the respondents. Each was measured separately.

### 3.3.3.1 Time, duration and day preference

It was found out by asking the viewer the most preferred time at which they would like to watch the agricultural programmes morning, afternoon or evening. The preference on the duration of the programme was found out by asking the viewers of what duration they wanted the telecast to be i.e. less than 15 min, 15-30 min or 30 min to 1 hr.

Next the viewers were asked as to how many days in the week they wanted the telecast to be, whether one day, two days, three days, four days, five days or more than five days per week. The frequencies were calculated and the respondents were classified based on their response.

### 3.3.3.2 Mode preference

Mode preference refers to the different ways in which the agricultural programmes are being telecast. It may be discussion, interview, straight talk, documentary, question & answer, success story, drama, agricultural songs et. The preferences of the viewer were got by asking whether they most preferred, least preferred or not preferred a particular mode and the scores were given as 3, 2 and 1 respectively

## 3.4 CHARACTERISTICSOF FARM PROGRAMME

A separate study was conducted to find out characteristics of Farm programmes telecast through various channels. For this purpose the relay stations of different Malayalam Channels such as DD, Asianet were visited, and data were collected from records maintained in these stations.

Information on major telecast characteristics like subject matter coverage, mode of presentation and the source of information on different programmes were collected for the last three months The subject matter coverage was divided into sub headings like Agriculture, Horticulture, Agricultural Marketing,

Agricultural Engineering, Animal husbandry, cooperatives, fisheries, Rural development and Forestry.

The mode of presentation was divided into sub headings like drama, straight talk, interview, question and answer, discussion, agricultural songs, debate, announcements, documentary, quiz programmes, seminar and success story. Time utilization pattern of different channel was found out by how much time was allotted for the actual farm programme, announcements, title songs and advertisements.

The different source of information of various programme telecast through channels were also identified as farmers, scientists, state officials (Dept). officials of private agencies, co-operative officials, or any other. After collecting all these information on different channels an analysis was conducted on the gathered data to make a comparative study.

## 3.5 METHOD OF DATA COLLECTION

For data collection an Interview Schedule was prepared in English. The respondents were interviewed with the help of the Schedule. Each question in the Schedule was put to the respondents in Malayalam in the order in which it was given in the Schedule and the answers obtained from the respondents were entered in the Schedule in the appropriate Column. The respondents were interviewed individually.

## 3.6 STATISTICAL TECHNIQUE USED

The following statistical methods were employed in this study.

1. Percentage analysis was done to explain the distribution of respondents.

2. Mean $\pm$ SD is used to categorize the respondents

3. Simple correlation analysis was done to explain the relationship of different characteristics of the farmers with their viewing behaviour.

# RESULTS AND DISCUSSION

# Chapter - 4

# RESULTS AND DISCUSSION

This chapter deals with the results and discussion based on the analysis of data obtained from the study. The results and discussion are presented keeping the objectives of the study in mind, under the following heads.

4.1    Distribution of respondents according to their profile characteristics

    4.1.1    Distribution of respondents according to age

    4.1.2    Distribution of respondents according to occupation

    4.1.3    Distribution of respondents according to educational status

    4.1.4    Distribution of respondents according to social participation

    4.1.5    Distribution of respondents according to mass media exposure

    4.1.6    Distribution of respondents according to innovativeness

    4.1.7    Distribution of respondents based on cosmopoliteness

    4.1.8    Distribution of respondents based on annual income

    4.1.9    Distribution of respondents based on scientific orientation

    4.1.10    Distribution of respondent based on economic motivation

4.2    Viewing behaviour of respondents

    4.2.1    Viewing frequency of Agricultural Programmes

## 4.1 DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR PROFILE CHARACTERISTICS

The distribution of respondents according to the profile characteristics are presented in this section.

### 4.1.1 Distribution of respondents according to age

Table 1 reveals that about 50 per cent of the respondents were old, 28 per cent were middle aged and 22 per cent were of young age group.

Table 1. Distribution of respondents according to age  (n = 100)

| Sl. No. | Characteristic | Category (Mean+S.D) | Score | Frequency | Percentage |
|---------|----------------|---------------------|-------|-----------|------------|
| 1 | Age | Young | <34 | 22 | 22 |
|   |     | Middle aged | 35-44 | 28 | 28 |
|   |     | Old | > 45 | 50 | 50 |
| Total |  |  |  | 100 | 100 |

The results are in conformation with Rose (1990) who found in her research study on "Farm telecast viewing behaviour of farmers" that more than 50 per cent of the 'Nattinpuram' viewers were old. This may be attributed to the reason that the old viewers may get more time to view the agricultural programmes, more than young or middle aged because they spend most of their time in home than their young counter parts.

## 4.1.2 Distribution of respondents according to occupation

Table 2 show that 47 per cent of the respondents had farming as their main occupation and 53 per cent had some subsidiary occupation also besides agriculture.

Table 2. Distribution of respondents according to occupation (n=100)

| Sl. No. | Characteristic | Category | Frequency | Percentage |
|---------|----------------|----------|-----------|------------|
| 1 | Occupation | Primary | 47 | 47 |
| | | Secondary | 53 | 53 |
| **Total** | | | **100** | **100** |

The findings are in conformity with the findings of Rose (1990) who observed that 55 per cent of the farmers had agriculture as their secondary occupation which holds true in the case of a state like Kerala were farmers are involved in other subsidiary profession along with agriculture and this study has not proved to be any exception to this reported trend.

## 4.1.3. Distribution of respondents based on educational status

From Table 3, it is evident that 53 per cent of the respondents had high level of education followed by 26 per cent with low level of education. Twenty one percentage of the respondents had medium level of education.

Table 3. Distribution of respondents based on educational status (n=100)

| Characteristic | Category | Score | Frequency | Percentage |
|---|---|---|---|---|
| Educational status | Low | < 2 | 26 | 26 |
| | Medium | 2-5 | 21 | 21 |
| | High | -> 5 | 53 | 53 |
| Total | | | **100** | **100** |

These results are in conformity with findings of Rose (1990) that majority of the respondents had high level of educational status (37 per cent)

This finding holds true in the case of a state like Kerala which has got high literacy rate in the country. And also, as the educational level increases the individual's urge to know more about improved technologies increases which prompts him to watch more farm programmes. Moreover, a farmer can understand the telecast more if he is educated, which might be another reason for the finding. These findings are also in conformity with those of Varalakshmi and Sinha (1987) who found that level of education of the respondent had affected the viewing behavior.

**4.1.4 Distribution of respondents according to social participation**

Table 4 shows that 54 per cent of the respondents had low social participation, 26 per cent of the respondents had high social participation and 20 per cent of the respondents had no social participation.

Table 4. Distribution of respondents according to social participation (n=100)

| Characteristic | Category | Score | Frequency | Percentage |
|---|---|---|---|---|
| Social Participation | No participation | <3 | 20 | 20 |
| | Less participation | 3-14 | 54 | 54 |
| | High participation | >14 | 26 | 26 |
| Total | | | 100 | 100 |

These results are in conformity with the findings of Rose (1990) who found out that the majority of farmers (63 per cent) had less social participation. It is a well established evil or dysfunction of TV that it reduces social participation. This might be the reason for the low level of social participation of the respondents. When people become more involved in regularly watching TV programmes their social participation reduces. These findings are also in conformity with the findings of Gupta and Sangha (1980) who found that 88 per cent of the respondents had low level of social participation. The results are not in agreement with the findings of Abraham (1981) Shinji et al. (1982) and Radhakrishan (1988) who found that majority of the TV viewers had high social participation.

### 4.1.5. Distribution of respondents according to mass media exposure

Table 5 indicates that 51 per cent of the respondents had medium level of mass media exposure followed by 29 per cent with high level of mass media exposure, twenty percentage of the respondent had low level of mass media exposure.

Table 5. Distribution of respondents according to mass media exposure (n=100)

| Characteristic | Category | Score | Frequency | Percentage |
|---|---|---|---|---|
| Mass Media Exposure | Low | <8 | 20 | 20 |
| | Medium | 8-17 | 51 | 51 |
| | High | >17 | 29 | 29 |
| Total | | | 100 | 100 |

These results contradict the finding of Rose (1990) who reported that the respondents had low mass media exposure (53 per cent). It may be due to the fact that today farmers are more educated and they are more exposed to mass media like television, news paper, radio, magazines, bulletins, etc. These findings are in conformity with the findings of Gupta & Sangha (1980) and Radhakrishanan (1988) who found that majority of the respondents had high level of mass media exposure.

## 4.1.6. Distribution of respondents according to innovativeness

Table 6. Distribution of respondents according to innovativeness (n=100)

| Characteristic | Category | Score | Frequency | Percentage |
|---|---|---|---|---|
| Innovativeness | Low | <2 | 38 | 38 |
| | Medium | 2-3 | 54 | 54 |
| | High | >3 | 8 | 8 |
| | Total | | 100 | 100 |

Table 6 shows that 54 per cent of the respondents had medium level of innovativeness and 38 per cent had low level of innovativeness and 8 per cent had high level of innovativeness. These results contradict the findings of Rose (1990) who observed that majority of the respondents had low innovativeness (53 per cent). It may be due to the fact that innovation proneness has increased among the TV viewing farmers over the years. Innovativeness is the degree to which a respondent is earlier in adopting an innovation. Majority of the respondents belonged to medium category which shows that majority of the respondents have an inclination to adopt an innovation relatively earlier than others.

### 4.1.7. Distribution of respondents based on cosmopoliteness

Table 7 reveals that there is almost equidistribution of respondents in the high group and medium group (37 per cent and 34 per cent). Considering these two groups together we can interpret that majority of the respondents are having high cosmopoliteness.

Table 7. Distribution of respondents based on cosmopoliteness (n=100)

| Characteristic | Category | Score | Frequency | Percentage |
|---|---|---|---|---|
| Cosmopolitness | Low | <3 | 29 | 29 |
| | Medium | 3-6 | 34 | 34 |
| | High | >6 | 37 | 37 |
| **Total** | | | **100** | **100** |

The results are in the conformity with the findings of Rose (1990) who found in her study that majority of the farmers (61 per cent) had high level of cosmopoliteness. This shows that Kerala farmers have high level of

cosmopliteness and they frequently visit their nearby town. This may be attributed to the improved transport facilities and the cosmopolitan values gaining momentum, among rural farmers. These findings are in agreement with the findings of Abraham and Radhakrishnan (1988) who reported that majority of the respondents were having high level of cosmopoliteness.

## 4.1.8. Distribution of respondents based on annual income

Table 8 reveals, that 41 per cent of the respondents had high level of annual income (>50,000 Rs.) followed by 32 per cent with medium level of annual income (20,000 to 50,000 Rs) and 27 per cent of the respondents had low annual income (<20,000 Rs).

Table 8. Distribution of respondents based on annual income (n=100)

| Characteristic | Category | Score | Frequency | Percentage |
|---|---|---|---|---|
| Annual Income | Low | < 2 | 27 | 27 |
| | Medium | 2-4 | 32 | 32 |
| | High | > 4 | 41 | 41 |
| Total | | | 100 | 100 |

Table 8 indicates that majority of the respondents had high level of annual income (41 per cent) which contradicts the findings of Rose (1990) who found out that majority of the farmers surveyed had low annual income level (57 per cent). This may be due to the reason that the annual income of Kerala farmers have increased over the year due to the adoption of improved farming techniques. And also in this information age the literate

and frugal farmers make it a point to buy at least a black and white TV set as it is considered a less expensive avenue of entertainment.

### 4.1.9. Distribution of respondents based on Scientific orientation

Table 9.  Distribution of respondents based on Scientific orientation (n=100)

| Characteristic | Category | Score | Frequency | Percentage |
|---|---|---|---|---|
| Scientific orientation | Low | <25 | 13 | 13 |
| | Medium | 25-38 | 74 | 74 |
| | High | >38 | 13 | 13 |
| **Total** | | | **100** | **100** |

Table 9 reveals that 74 per cent of the respondents had medium level of scientific orientation followed by 13 per cent with high level of scientific orientation and 13 per cent with low scientific orientation. This showed that majority of the farmers, (74 per cent) had medium level of scientific orientation which is in conformity with the results obtained by Rose (1990). These results are also an indication of the important role being played by TV in infusing Scientific orientation among the farmers.

### 4.1.10. Distribution of respondents based on economic motivation

Table 10 reveals that 33 per cent of the respondents had high economic motivation and 22 per cent of the respondents had low economic motivation.

Table 10. Distribution of respondents based on economic motivation (n=100)

| Characteristic | Category | Score | Frequency | Percentage |
|---|---|---|---|---|
| Economic Motivation | Low | < 28 | 22 | 22 |
| | Medium | 28-40 | 45 | 45 |
| | High | > 40 | 33 | 33 |
| Total | | | 100 | 100 |

These results also indicate that majority of the farmers had medium level of economic motivation (45 per cent), which contradicts the findings of Rose (1990) who found that the majority of farmers (48 per cent) had low economic motivation. Also in a competitive world like ours TV plays the role of catalyst in motivating the viewers to attain high economic standards and this is well defined by these findings.

## 4.2. VIEWING BEHAVIOUR OF RESPONDENTS

### 4.2.1. Viewing frequency of agricultural programme

Data pertaining to viewing frequency of respondents with regard to various agricultural programmes are presented in Table 11.

Table 11. Viewing frequency of agricultural programme (n = 100)

| Sl. No. | Frequency category | Frequency | Percentage |
|---|---|---|---|
| 1. | Daily | 13 | 13 |
| 2. | More than twice a week | 15 | 15 |
| 3. | Once a week | 28 | 28 |
| 4 | Once a fortnight | 8 | 8 |
| 5. | Occasional | 36 | 36 |
| | Total | 100 | 100 |

Table 11 revealed that 36 per cent of the respondents were viewing the agricultural programme "occasionally" followed by 28 per cent viewing "once a week", followed by 15 per cent viewing "more than twice a week" and by 13 per cent of viewing "daily". Eight percentage of the respondents view "once a fortnight". The results obtained from Table 11 shows that majority of the farmers (36 per cent) were "occasional" viewers of Agricultural programmes which is in conformity with the results obtained by Rose (1990) While daily entertainment programmes like regular serials, film or songs, countdowns and game shows were popular among farmers, the agricultural programme were accorded low priority

The low interest level of farmers towards agricultural programmes and the disinterest to peruse agricultural programmes regularly were some of the main reasons for the occasional viewing agricultural programmes among farmers.

### 4.2.2. Duration of viewing agricultural programmes

The data pertaining to duration of viewing of agricultural programmes are presented in Table 12.

Table 12. Duration of viewing agricultural programmes (n = 100)

| Sl. No. | Duration / category | Frequency | Percentage |
|---------|---------------------|-----------|------------|
| 1. | Complete viewing | 63 | 63 |
| 2. | Partial viewing | 37 | 37 |
| | Total | 100 | 100 |

It is evident from Table 12 that 63 per cent of the viewers were completely viewing the agricultural programmes and the remaining 37 per cent were only partially viewing the agricultural Programmes.

This shows that majority of the respondents (63 per cent) were completely viewing the Agricultural programmes which contradicts the finding of Rose (1990) found that majority of farmers (58 per cent) had partial viewing. This may be attributed to the high quality of presentation of modern agricultural programmes by which a farmer becomes hooked to the TV sets, once he starts seeing a programme.

## 4.2.3. Viewing intensity of agricultural programmes

The data pertaining to viewing intensity of agricultural programmes are presented in Table 13.

Table 13. Viewing intensity of agricultural programmes (n = 100)

| Sl. No. | Intensity category | Frequency | Percentage |
|---------|-------------------|-----------|------------|
| 1. | Keenly viewing | 53 | 53 |
| 2. | Casually viewing | 47 | 47 |
| | **Total** | **100** | **100** |

Table 13 reveals that more than half (53 per cent) of the respondents keenly viewed the agricultural programmes and the remaining 47 per cent viewed the programme casually.

This showed that majority of the respondents (53 per cent) keenly viewed the agricultural programmes which contradicts the results of Rose (1990). It may be due to the reason that today farmers in Kerala, keenly view the agricultural programmes because they are interested in getting more information about new agricultural technologies and improved practices to get more economic returns from their farming. More over the quality of presentation of the recent agricultural programmes might be promoting them to keenly view the programmes.

### 4.2.4. Selectivity of agricultural programme

The data pertaining to selectivity of agricultural programmes are presented in Table 14.

Table 14. Selectivity of agricultural programme (n = 100)

| Sl. No. | Selectivity category | Frequency | Percentage |
|---------|---------------------|-----------|------------|
| 1. | All agricultural Programme | 71 | 71 |
| 2. | Only selected Agricultural Programmes | 29 | 29 |
| | Total | 100 | 100 |

Table 14 reveals that 71 per cent of the respondents surveyed viewed all agricultural programmes and 29 per cent viewed only selected agricultural programmes.

The results from Table 14 indicates that majority of the respondents (71 per cent) viewed all agricultural programmes which contradicts the findings of Rose (1990) who found that majority of her respondents (79 per cent) viewed only selected agricultural programmes. The main reason for large number of farmers viewing all agricultural programmes may be due to the attractive modes of presentation used by different channels.

If a farmer views all agricultural programmes irrespective of the channel he can enjoy different modes of presentation and subject matter. The main reason for selectivity in viewing agricultural programmes may be attributed to the farmer's specific interest in a particular subject matter.

### 4.2.5. Habit of taking down notes while viewing agricultural programmes

The data pertaining to habit of taking down notes while viewing agricultural programmes are presented in Table 15.

Table 15. Habit of taking down notes while viewing agricultural programmes

(n = 100)

| Sl. No. | Respondents taking down notes of Agricultural Programmes | Frequency | Percentage |
|---------|----------------------------------------------------------|-----------|------------|
| 1. | All agricultural Programme | 27 | 27 |
| 2. | Only selected Agricultural Programmes | 35 | 35 |
| 3. | Not taking down notes | 38 | 38 |
| | **Total** | **100** | **100** |

Table 15 reveals that 38 per cent of the respondents did not take down notes, whereas 35 per cent of the respondents had the habit of taking down notes of only selected agricultural programmes. Twenty seven per cent of the respondents had the habit of taking down notes of all agricultural programmes. Nearly one third of the sample respondents were not in the habit of taking down notes which is in conformity with findings of Rose (1990). The reason for not taking down notes may be because the topics were not practical or relevant to their situation. It is also to be noted that TV is considered as an entertainment medium largely and hence expecting farmers to take down notes on the programmes they view would be a little too imaginary.

But it was encouraging to find that more than half of the respondents (62 per cent) had the habit of taking down notes either of all agricultural programmes or selected agricultural programmes. This is in line with the other observation made by the researcher with respect to viewing intensity. It was observed that

more than half of the respondents were keenly viewing farm programmes telecast which shows their seriousness in viewing the programmes

### 4.2.6. Extent of discussion after telecast

The data pertaining to extent of discussion after viewing agricultural programmes by respondents are detailed in Table 16.

Table 16. Extent of discussion after telecast (n = 100)

| Sl. No. | Discussion after telecast | Frequency | Percentage |
|---------|--------------------------|-----------|------------|
| 1. | Regularly | 44 | 44 |
| 2. | Sometimes | 40 | 40 |
| 3. | Never | 16 | 16 |
| | **Total** | **100** | **100** |

Table 16 reveals that a large number of the respondents (44 per cent) discussed the agricultural programmes regularly with family members and friends. Forty percentage of the respondents discussed sometimes and 16 per cent never discussed with anyone at all.

Table 16 further indicates that sizeable number of respondents (44 per cent) discuss the content of the programmes regularly with family members and friends which is in contradiction with the findings of Rose (1990). The present results may be due to the fact that today more and more farmers are interested to know more about new farming techniques and new farm technologies. This is the reason why they discuss after the telecast with others to know about other views and to clarify their doubts.

Moreover the number of farmers viewing agricultural programmes has increased over time which makes it possible for them to discuss. Only minority never discussed the programmes after viewing it probably because they were viewing the programmes casually.

About 40 per cent of the farmers in Table 16 sometimes discuss with their friends which may be due to the inadequacy of information given in particular telecast or due to doubts clarification that have arisen after viewing the programme

### 4.2.7. Clarification behaviour after telecast of agricultural programmes

The data pertaining to clarification behaviour after telecast of agricultural programmes by respondents are detailed in Table 17.

Table 17. Clarification behaviour after telecast of agricultural programmes

(n = 100)

| Sl. No. | Clarification after telecast | Frequency | Percentage |
|---------|------------------------------|-----------|------------|
| 1. | Regularly | 23 | 23 |
| 2. | Sometimes | 47 | 47 |
| 3. | Never | 30 | 30 |
| | **Total** | **100** | **100** |

From Table 17 It is evident that 47 per cent of the respondents sometimes clarified their doubts with extension personals and other progressive farmers, 30 per cent never clarified their doubts with any one after the telecast followed by 23 per cent of the respondents who regularly clarified their doubts by directly contacting malayalam channels, extension personnel or farmers. This shows that

majority of farmers (47 per cent) sometimes clarified their doubts after the telecast which is in contradiction with the finding of Rose (1990) who found out that majority of her respondents (99 per cent) never clarified with any one after the telecast. This may be due to the fact that today farmers are more enthusiastic to gain improved farm information and to clarify their doubts with any one after the farm telecast.

It is a good indication as it implies the greater information seeking behaviour of farmers which is a desirable trait.

It is also encouraging to find in Table 17 that more than half of the respondents were either regularly or sometimes clarifying their doubts with malayalam channel, extension personnel or progressive farmers. This shows the impact that agricultural programmes has over the viewers and the deep interest of the respondents towards the agricultural programmes.

## 4.3  VIEWER PREFERENCE

**Time, duration and day preference**

**4.3.1  Time preference of Agricultural programmes**

The data pertaining to the preference of time of farm telecast as expressed by the respondents are presented in Table 18.

Table 18.  Preference of time of farm telecast   (n = 100)

| Sl. No. | Time | Frequency | Percentage |
|---------|------|-----------|------------|
| 1. | Morning | 6 | 6 |
| 2. | Afternoon | 9 | 9 |
| 3. | Evening | 85 | 85 |
| | **Total** | **100** | **100** |

Table 18 reveals that 85 per cent of the respondents preferred evening time as the most convenient to watch agricultural programmes, followed by 9 per cent who preferred afternoon followed by 6 per cent who preferred morning time to be more convenient. Majority of the farmers preferred evening hours because in evening time they are free after completing their day's work and they can watch agricultural programmes in a relaxed mood.

## 4.3.2 Duration preference of Farm Telecast

The data pertaining to the preference of respondents with respect to duration of farm telecast as expressed by the respondents are presented in Table 19.

Table 19. Distribution of respondents according to their preference towards duration of farm telecast (n = 100)

| Sl. No. | Duration | Frequency | Percentage |
|---------|----------|-----------|------------|
| 1. | <15 minutes | 8 | 8 |
| 2. | 15-30minitues | 54 | 54 |
| 3. | 30-1 hr | 36 | 36 |
| 4. | 1-2 Hour | 2 | 2 |
| | **Total** | **100** | **100** |

Results in Table 19 reveal the preferred duration of the farm telecast as expressed by the respondents. It as evident that 54 per cent of the viewers wanted the telecast duration to be 15 minutes to 30 minutes followed by 36 per cent for 30 minuets to 1 hour and 8 per cent to be less than 15 minuets only. Two per cent of the viewers wanted the telecast time duration be 1-2 hours.

These results are in conformity with the findings of Mruthyanjayan (1987) who in the study on farm telecasts pointed out that a duration of 20-30 minutes for each farm telecast was preferred by more than 85 per cent of respondents.

### 4.3.3 Preference of days of farm telecast

The data pertaining to the preference of respondents with respect to number of days of telecast are detailed in Table 20.

Table 20. Distribution of the respondent according to their preference of days of farm telecast per week (n = 100)

| Sl. No. | Days per week | Frequency | Percentage |
|---------|---------------|-----------|------------|
| 1. | One day | 39 | 39 |
| 2. | Two days | 32 | 32 |
| 3. | Three days | 9 | 9 |
| 4. | Four days | 6 | 6 |
| 5. | More than Five days | 14 | 14 |
| | **Total** | **100** | **100** |

Data in Table 20 reveal that 39 per cent of the respondents wanted the telecast to be one day and 32 per cent of the respondents wanted the telecast to be two days per week. Only less than 10 per cent of the respondents wanted the telecast to be more than 3 or 4 days whereas 14 per cent wanted it to be more than five days. At present most of the channels are telecasting agricultural programmes on all days which is only desired by a minority.

### 4.3.4 Mode preference

The data pertaining to mode preference as expressed by the respondents are presented in Table 21.

Table 21. Distribution of respondents according to mode preference (n = 100)

| Mode preference | Most preferred | | Preferred | | Least Preferred | |
|---|---|---|---|---|---|---|
| | Frequency | % | Frequency | % | Frequency | % |
| Discussion | 56 | 56 | 29 | 29 | 15 | 15 |
| Interview | 40 | 40 | 45 | 45 | 15 | 15 |
| Straight Talk | 49 | 49 | 36 | 36 | 15 | 15 |
| Documentary | 12 | 12 | 49 | 49 | 39 | 39 |
| Question and Answer | 37 | 37 | 57 | 57 | 6 | 6 |
| Success Story | 39 | 39 | 40 | 40 | 21 | 21 |
| Drama | 29 | 29 | 39 | 39 | 32 | 32 |
| Agricultural Songs | 36 | 36 | 38 | 38 | 26 | 26 |

Table 21 reveals that 56 per cent of the respondents most preferred discussion mode, followed by straight talk, interview, success story, question and answer, agricultural songs, drama and documentary in the descending order of preference.

In the preferred category 57 preferred question and answer, followed by documentary, interview, success story, drama, agricultural songs and discussion in the decreasing order of preference. In the least preferred category 39 per cent least preferred documentary followed by drama, agricultural songs and success story, discussion, interview, straight talk and question and answer in the decreasing order of preference. Discussion by experts and progressive farmers was the most preferred mode of presentation because a farmer watching an agricultural programme is able to know more about success or failure of a farming practice from the mouth of another progressive farmer.

The viewers come to know more about the experience that a fellow farmer had got while adopting a particular farm practice and the farmers watching the particular agricultural programme get influenced by it. The finding is in conformity with the findings of Sachidananthan (1980) who reported the preferential choice of the most preferred mode was "discussion with the farmers" which was followed by discussion with experts.

## 4.4 RELATIONSHIP OF VIEWING BEHAVIOUR OF AGRICULTURE PROGRAMME VIEWERS WITH THEIR SELECTED CHARACTERISTICS

Table 22. Relationship of viewing behaviour of Agriculture programme viewers with their selected characteristic (n = 100)

| Sl. No. | Viewers' characteristics | Correlation with viewing behaviour ('r' value) |
|---------|--------------------------|------------------------------------------------|
| 1 | Age $(x_1)$ | -0.0592 |
| 2 | Education $(x_2)$ | -0.0743 |
| 3 | Occupation $(x_3)$ | -0.0695 |
| 4 | Annual Income $(x_4)$ | 0.0833 |
| 5 | Social participation $(x_5)$ | 0.1956* |
| 6 | Mass media exposure $(x_6)$ | 0.4152** |
| 7 | Cosmopoliteness $(x_7)$ | 0.2956** |
| 8 | Innovativeness $(x_8)$ | 0.1444 |
| 9 | Scientific orientation $(x_9)$ | 0.1700 |
| 10 | Economic motivation $(x_{10})$ | 0.0019 |

Note : * - denotes significance at 5 per cent
     ** - denotes significance at 1 per cent

## 4.4.1 Age

According to Table 22 the correlation between age and viewing behaviour was -0.0592 which is non significant (NS). This shows that there is no relation between age and viewing behaviour. The good majority 50 per cent of the respondents were belonging to older age group but this was found to have no influence on viewing behaviour. The good quality of the programmes might be influencing the behaviour irrespective of the age group. It contradicts the findings of Sachidananthan (1980) who reported that age of tele-viewers was positively related to viewing behaviour of farmers. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between age and viewing behaviour was accepted.

## 4.4.2 Educational status

According to Table 22 the correlation between educational status and viewing behaviour is non-significant. This shows that educational status had no effect on viewing behaviour. And also now-a-days the agricultural programmes are so simple and easy to understand that viewers from all educational background can easily understand it. The result of the study contradicts those of Sachidananthan (1980) who reported that educational status exhibited positive significant relationship with viewing behaviour. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between educational status and viewing behaviour was accepted.

## 4.4.3. Occupation

Occupation exhibited no significant relation with viewing behaviour which shows that majority of the farmers viewed agricultural programmes whether they were full time farmers or part time farmers. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between occupation and viewing behaviour was accepted.
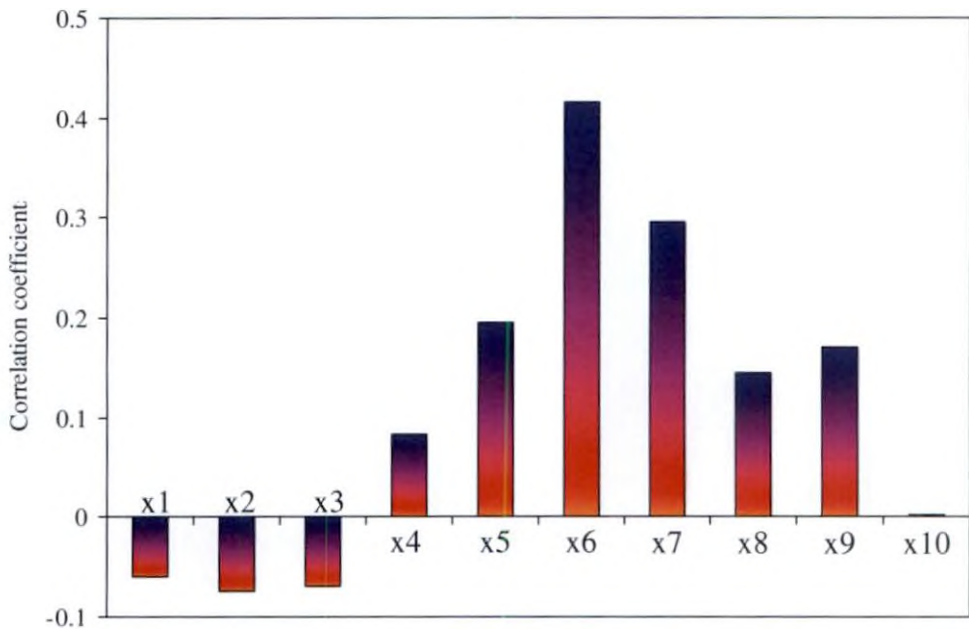
Age (x1)      Education (x2)

Occupation (x3)     Annual Income (x4)

Social participation (x5)   Mass media exposure (x6)

Cosmopoliteness (x7)    Innovativeness (x8)

Scientific orientation (x9)   Economic motivation (x10)

**Fig. 3.  Correlation between viewing behaviour  and**

**viewer's characteristics**

### 4.4.4 Annual income

The correlation coefficient between annual income and viewing behaviour was 0.0833 which was non significant. TV owning may be related to the income status of the farmers, but once they own TV sets their viewing of agricultural programme may not be influenced by their economic status or annual income.

If we take the case of Kerala today majority of the farmers have at least a black and white TV set in their home due to the easy availability of black and white TV sets at low prices. As a result they have access to these agricultural programmes. The finding supports the study of Radhakrishnan (1988) who reported that annual income had not hindered the viewing of farm telecast programme. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between annual income and viewing behaviour was accepted.

### 4.4.5 Social participation

Table 22 shows that the correlation coefficient between social participation and viewing behaviour was 0.1956 which is significant. This is because when farmers have high social participation they have contact with farmer's club, youth club and socio cultural organizations as a result they get more information about various agricultural programmes relayed on television. As a result they are motivated to watch these agricultural programmes. These findings support the study of Sachidananthan (1980) that social participation exhibited significant influence in the viewing behaviour. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between social participation and viewing behaviour was rejected.

### 4.4.6 Mass media exposure

Table 22 indicates that there is significant possible relationship between mass media exposure and viewing behaviour. Those farmers having high level of mass media exposure will naturally have more viewing behaviour because those farmers will be knowing more about the programme schedule and programme details from newspapers, magazines and bulletins. Moreover the different mass media viz. radio, TV and newspaper are mutually advertising their programmes. This finding is in agreement with the findings of Sachidananthan (1980) who also found that mass media exposure was positively and significantly related to viewing behaviour. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between mass media exposure and viewing behaviour was rejected.

### 4.4.7 Cosmopoliteness

It is evident from the results presented in Table 22 that there is no significant positive relation ship between cosmopoliteness and viewing behaviour. Cosmopolite farmers will be modern in their outlook and will be always in the lookout for new developments in the field of agriculture. Television is a good source of such information which might be prompting them to watch television programmes. And also these days in the television shows farmers view many advertisements of different agricultural products as a result the farmers are motivated to visit the nearby towns to purchase new Agricultural products and also watch the agricultural programmes regularly.

These findings supports the finding of Sachidananthan (1980) who found that cosmopoliteness exhibited significant relationship with viewing behaviour. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between cosmopoliteness and viewing behaviour was rejected.

### 4.4.8 Innovation proneness

Table 22 shows that the correlation coefficient between innovation proneness and viewing behaviour was 0.1444 which is not significant. This shows that majority of the farmers whether they are innovative or not view the agricultural programmes. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between innovations proneness and viewing behaviour was accepted.

### 4.4.9 Scientific orientation

Table 22 indicates that the correlation value between scientific orientation and viewing behaviour was 0.0197 which was non significant. This shows that there is no significant relationship between scientific orientation and viewing behaviour, which showed that majority of the farmers whether they have scientific orientation or do not have scientific orientation were viewing the Agricultural programmes. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between scientific orientation and viewing behaviour was accepted.

### 4.4.10 Economic motivation

Table 22 shows that the correlation between economic motivation and viewing behaviour is 0.0197 which is non-significant. This shows that there is a non-significant relationship between economic motivation and viewing behaviour. Economically motivated people would not wait for the innovations to come through the media. Rather, they will search it immediately. In view of the above discussion, the absence of significant relationship between economic motivation and viewing behaviour could be justified. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between economic motivation and viewing behaviour was accepted.
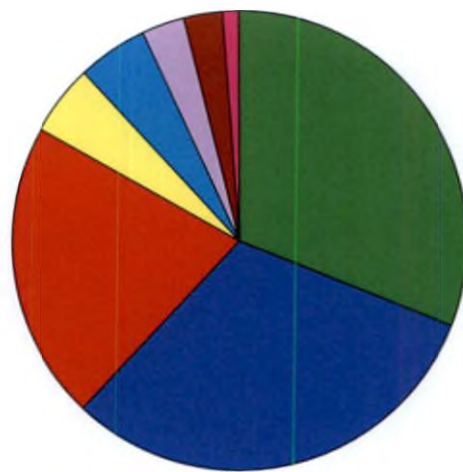
## 4.5 CHARACTERISTICS OF FARM PROGRAMMES

The Characteristics of farm programs was undertaken as a separate study. In these important characteristics of farm programmes like subject matter coverage, mode of presentation, time allotment to different subjects presented in different channels, sources of information of different farm broadcast, frequency of programs were studied. For this study farm programmes like Krishi Darshan which is telecasted by DD-Thiruvananthapuram every week from Monday to Friday at 6 pm – 6.30 pm with repeat telecast in Malayalam Satellite channel and 'Krishi Deepam' which is telecasted by Asianet being telecast three times per week (Friday, Saturday and Monday) at 5.30 pm with repeat telecast in Asia net news, was selected for this study. For the purpose of data collection the relay stations of DD – Thiruvananthapuram and Asianet were visited and relevant data were collected from agricultural programmes heads. These data were further analysed and interpreted and are presented in Tables 23, 24, 25 and 26.
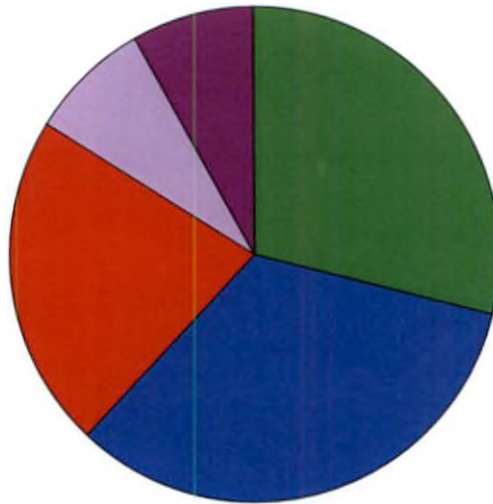
### 4.5.1 Subject matter coverage of Krishidarshan and Krishideepam programmes

Table 23 reveals that Krishidarshan had more subject matter coverage in subject like cooperatives (5 per cent), Sericulture (5 per cent), Agriculture Marketing (3 per cent) Special Agricultural programmes (1 per cent) as compared to Krishideepam. Krishideepam had more subject matter coverage in subjects like Animal Husbandry (33 per cent), Fisheries (8 per cent), Rural Development (8 per cent) as compared to Krishidarshan. Krishidarshan had no programmes on subject matter like Rural Development, Agricultural Engineering and Forestry. Krishideepam had no programmes on subject matter like cooperatives, Sericulture, Agricultural marketing, special Agricultural programmes, Agricultural Engineering, Forestry. There were almost equal programmes on subject matter like Horticulture (31, 29%) and Agriculture (21, 22%) in both Krishidarshan and Krishideepam.

**Fig. 4. Pie diagram showing subject matter coverage of Krishidarshan programmes between June – August 2006**

**Fig. 5. Pie diagram showing subject matter coverage of Krishideepam programmes between June – August 2006**

Table 23.  Subject matter coverage of Krishidarshan and Krishideepam programmes between June – August 2006

| Subject matter Coverage | Krishidarshan | | Krishideepam | |
|---|---|---|---|---|
| | No. of Programmes N=67 Frequency | Per cent | No. of Programmes N=24 Frequency | Per cent |
| Horticulture | 21 | 31 | 7 | 29 |
| Animal Husbandry | 21 | 31 | 8 | 33 |
| Agriculture | 14 | 21 | 5 | 22 |
| Cooperatives | 3 | 5 | - | - |
| Sericulture | 3 | 5 | - | - |
| Agriculture Marketing | 2 | 3 | - | - |
| Fisheries | 2 | 3 | 2 | 8 |
| Special Agriculture Programme | 1 | 1 | - | - |
| Rural development | - | - | 2 | 8 |
| Agriculture Engineering | - | - | - | - |
| Forestry | - | - | - | - |

**4.5.2. Mode of presentation of Krishidarshan and Krishideepam programmes**

Table 24 reveals that Krishidarshan made more use of the following mode of presentation like Documentary (57 per cent), Interviews (21 per cent), Quiz programmes (12 per cent), Seminars (6 per cent), others (1 per cent) as compared to Krishideepam while it did not make use of mode of presentation like Discussion, Announcement, Drama, Straight talk, Question and Answer, Agricultural Songs and Debate.

Table 24. Mode of presentation of Krishidarshan and Krishideepam programmes

| Mode of presentation | Krishidarshan | | Krishideepam | |
|---|---|---|---|---|
| | No of Programmes N-67 Frequency | Per cent | No of Programmes N=24 Frequency | Per cent |
| Documentary | 38 | 57 | 6 | 25 |
| Interview | 14 | 21 | 2 | 8 |
| Quiz Programmes | 8 | 12 | N | N |
| Seminars | 4 | 6 | - | - |
| Success Story | 2 | 3 | 5 | 23 |
| Others | 1. | 1 | N | N |
| Discussion | - | - | 1 | 4 |
| Announcement | - | - | 2 | 8 |
| Clippings | N | N | 2 | 8 |
| Feature story | N | N | 2 | 8 |
| Crop advisory | N | N | 2 | 8 |
| Method demonstration | N | N | 1 | 4 |
| Report | N | N | 1 | 4 |
| Drama | - | - | - | - |
| Straight talk | - | - | - | - |
| Question & Answer | - | - | - | - |
| Agricultural Songs | - | - | - | - |
| Debates | - | - | - | - |
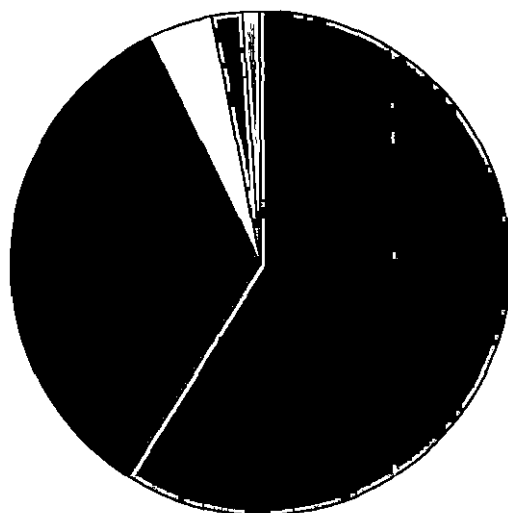
Documentary ■ Interview ■ Quiz Programmes □ Seminars Success Story □ Others

**Fig. 6.  Pie diagram showing mode of presentation of Krishidarshan programme between June - August 2006**
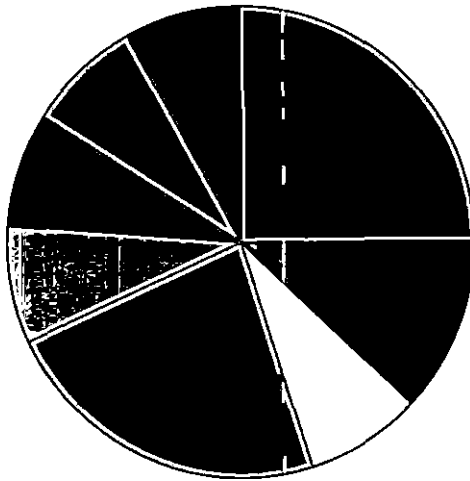
| Documentary | ■ Interview | ■ Discussion |
| □ Announcement | ⊡ Success Story | □ Clippings |
| ■ Feature story | ⊞ Crop advisory | ■ Method of demonstration |
| ■ Report | | |

**Fig. 7. Pie diagram showing mode of presentation of Krishideepam programme between June - August 2006**

Krishidarshan was not at all adopting modes of presentation like clippings, feature story, Crop advisory, Method of Demonstration and Report. Krishideepam adopted variety of modes like success story (23 per cent) Discussion (4 per cent) Announcements (8 per cent), Clippings (8 per cent), Feature story (8 per cent), Crop advisory (8 per cent), Method of Demonstration (4 per cent) Reports (4 per cent) as compared to Krishidarshan. While Krishideepam did not make use of modes of presentation like Seminars, Dramas straight talk, Question and Answer, Agricultural songs and Debate.

Krishideepam did not adopt modes of presentation like quiz programmes.

### 4.5.3 Source of information on different programs in farm broadcast channel

It is evident from Table 25 that Krishidarshan uses the following sources of information like extension workers of State Government (49 per cent) officials of the Private Agencies (3 per cent) and Cooperative officials (2 per cent) as compared to Krishideepam programme. Krishidarshan did not make use of source of information like Programme Executive of AIR and Panchayat Presidents. Krishideepam made use of farmer as a source of information (50 per cent), Scientists (14 per cent) and State Ministers (14 per cent) as compared to Krishidarshan. Krishideepam did not make use of the source of information like officials of Private agencies, Cooperative officials, Programme Executives of AIR and Panchayat President as source of information.

Table 25. Source of information on different programs in farm broadcast channel

| Sources of Information | Krishidarshan | | Krishideepam | |
|---|---|---|---|---|
| | No. of Programmes N-67 Frequency | Per cent | No. of Programmes N=24 Frequency | Per cent |
| Extension workers of State Government | 33 | 49 | 6 | 22 |
| Farmers | 22 | 33 | 12 | 50 |
| Scientist | 7 | 11 | 3 | 14 |
| Officials of Private Agencies | 3 | 3 | - | - |
| Cooperative officials | 1 | 2 | - | - |
| State Ministers | 1 | 2 | 3 | 14 |
| Programme Executives of AIR | - | - | - | - |
| Panchayat President | - | - | - | - |
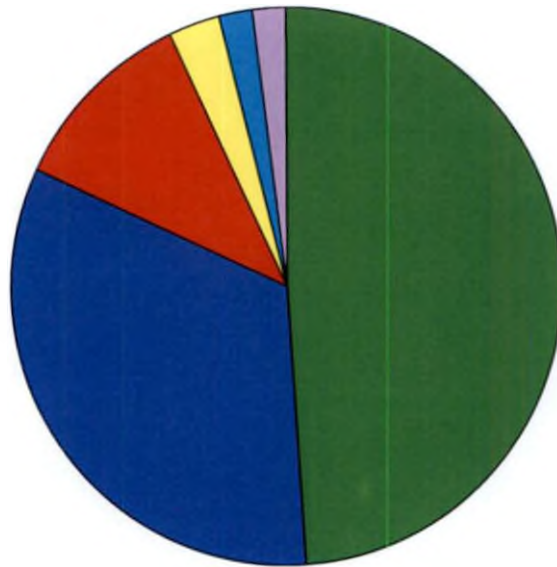
**Extension workers of State Government** ■ **Farmers**
■ **Scientist** □ **Officials of Private Agencies**
■ **Cooperative officials** ■ **State Ministers**

**Fig. 8.  Pie diagram showing source of information on Krishidarshan programme of DD-Thiruvananthapuram**
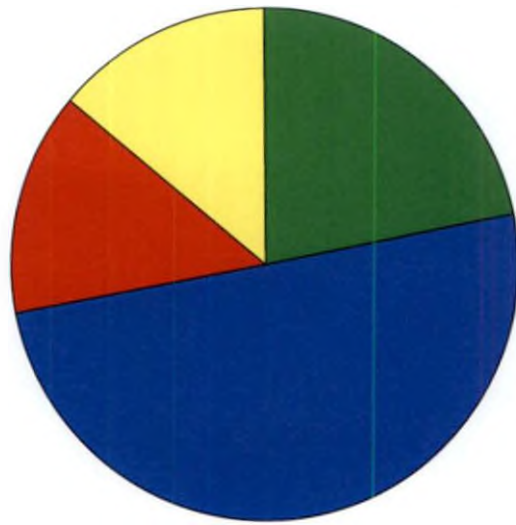
Extension workers of State Government ■ Farmers ■ Scientist □ State Ministers

**Fig. 9. Pie diagram showing source of information on Krishideepam programme of Asianet channel**

### 4.5.4 Frequency of the Programmes

Table 26.  Frequency of the programmes

| Channel | Programme | Day | Time Duration |
|---|---|---|---|
| Door Darshan Thiruvananthapuram | Krishidarshan | Monday to Friday | 6.00 – 6.30 pm |
| Asianet | Krishideepam | Friday | 5.30 pm |
| Asianet | Krishideepam | Saturday | 9 am |
| Asianet News | Krishideepam | Monday | 6.30 pm |

Table 26 reveals that the farm program called Krihsi Darshan of Door Darshan –Thiruvananthapuram is being telecasted from Monday to Friday from 6 to 6.30 pm.

Asianet channel is telecasting its farm program called Krishideepam. It is telecasted every Friday at 5:30 pm.

The programme is repeated the next day ie., Saturday at 9 am. The same programme is repeat telecasted in another channel called Asianet News every Monday at 6:30 pm.

## 4.6  SUGGESTION FOR IMPROVING AGRICULTURAL PROGRAMMES

Based on the results of the study the following suggestions are put for the improvement of the television programmes.

The TV channels should try to make their programmes as simple as possible so that viewers belonging to all age group and educational status can easily understand the programmes and apply it in their field. The TV channels should try to include more discussions and interview with successful farmers and agricultural experts to create more interest among the farmers to view the programmes.

Since the most preferred time of telecast is evening hours when the farmers are relatively free, it is suggested that the TV channels should concentrate their programmes in the evening hours.

It is also desirable to focus on programmes of short duration (15-30 hours) because cent per cent attention of farmers can be ensured only for short span programmes.

The TV channels should frequently make arrangements for on line clarification of doubts of farmers. The TV channels should include programmes on special issues and agriculture related areas like agricultural engineering. co-operation, forestry and self employment enterprises in agricultural sector.

## 4.7 EMPIRICAL MODEL OF THE RESULTS

The results are shown as empirical model in Fig. 10. The variable viewing behaviour and its relationship with personal and psychological variables are shown in the figure. The dark lines indicate significant correlation and the dotted lines represent non significant correlation. Cosmopoliteness, mass media exposure and social participation were the variables which were found to have positive significant correlation with viewing behaviour.
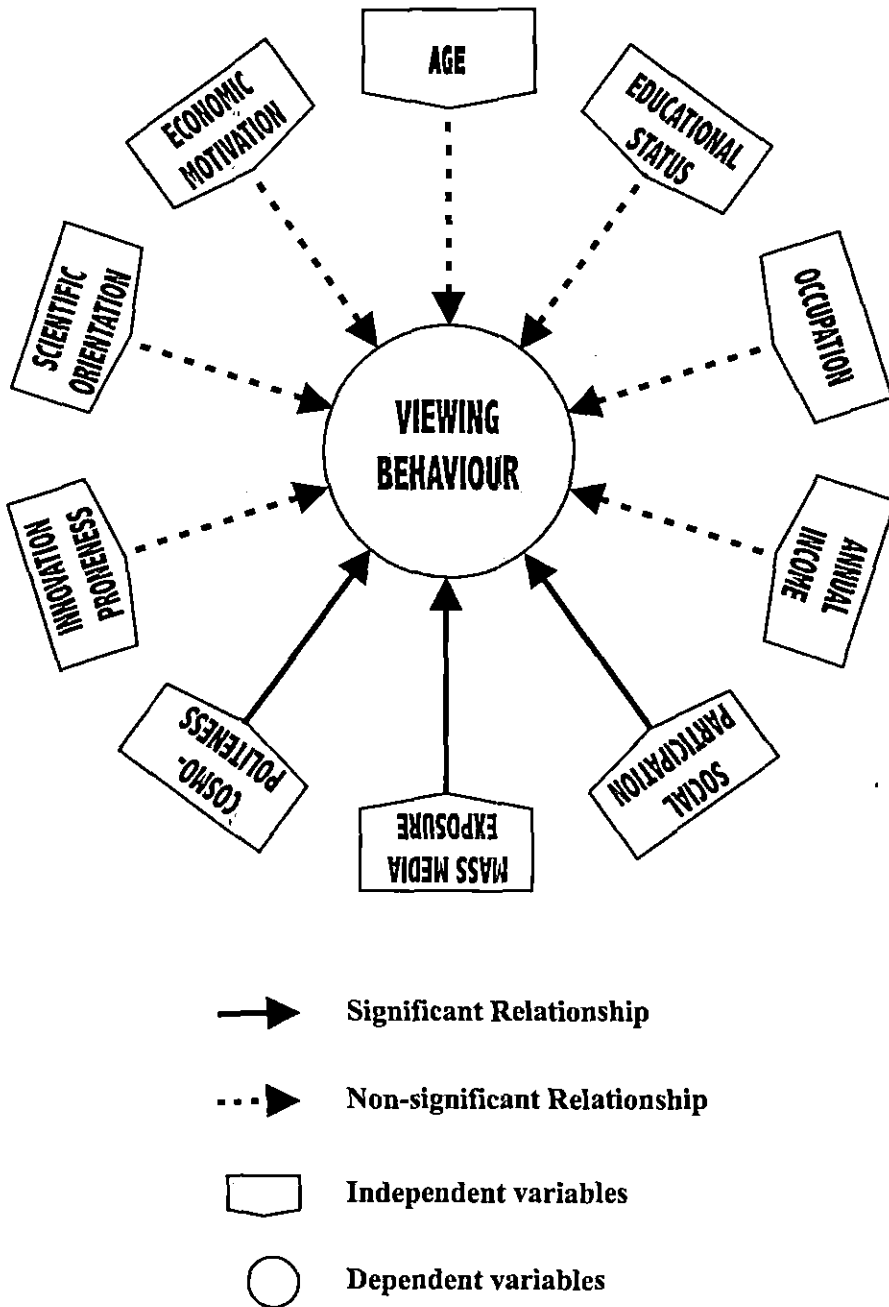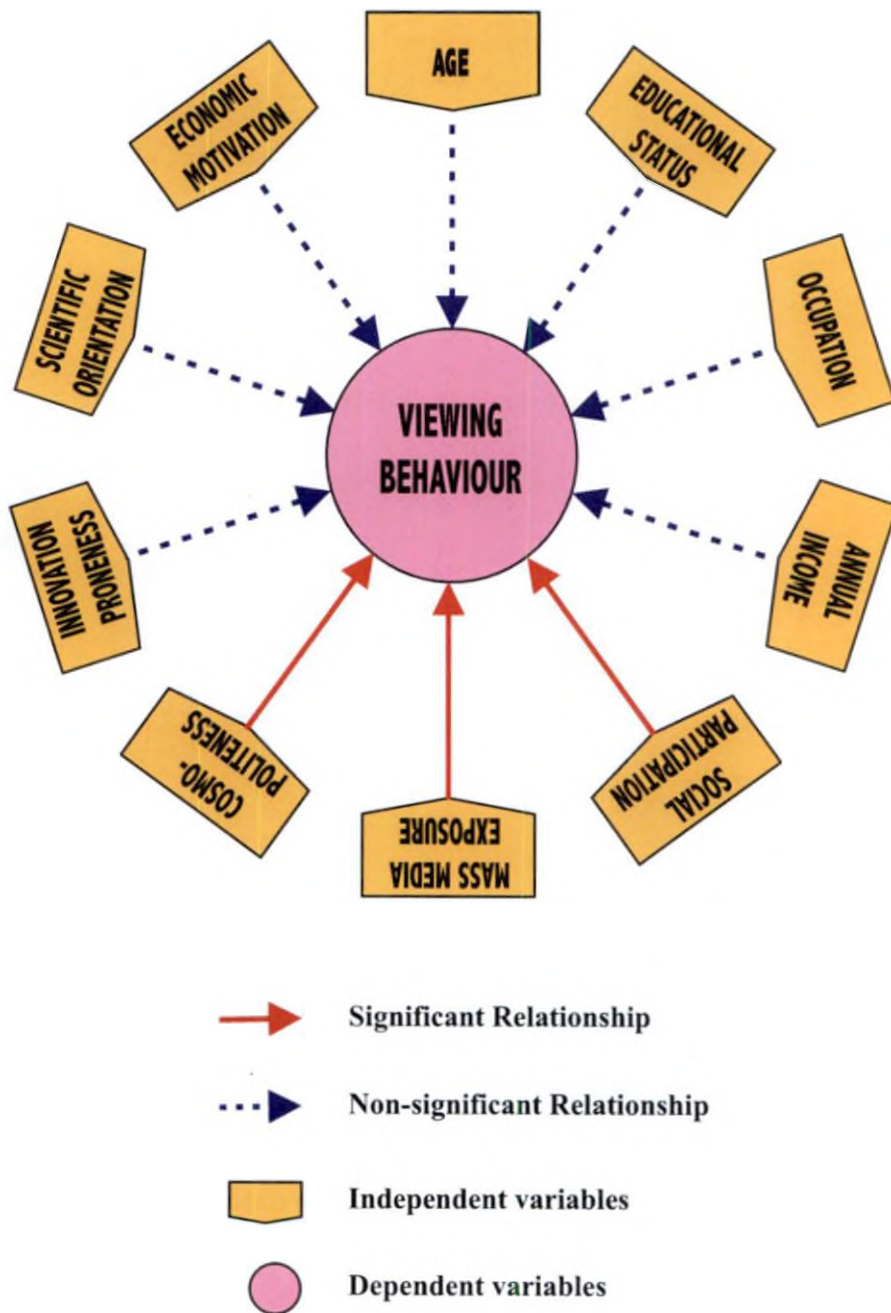
**Fig. 10. Empirical model of the study**

Fig. 10. Empirical model of the study

# SUMMARY

# Chapter - 5

## SUMMARY AND CONCLUSION

Television is the most exciting means of communication ever devised by man. Today Television is being used extensively in the world to educate and entertain masses. At present there are many channels telecasting different farm programmes with a wide variety of viewership both urban and rural. Each channel has its own mode, time and duration of farm telecast. Therefore a study was necessary to explore the viewing behaviour of farmers with regard to Agricultural programmes and their preference of programmes and modes of presentation.

(1)  The specific objectives of the study were to compare the mode of presentations, subject matter coverage, time and frequency of farm telecast through different Malayalam channels.

(2)  To study the viewing behaviour of farmers in relation to farm telecast.

(3)  To study the relationship of selected characteristics of television viewers with their viewing behaviour.

(4)  To suggest steps to improve the farm telecast programmes

The study was conducted in Neyyattinkara, Attingal, Nedumangadu and Thiruvananthapuram taluks. Accidental sampling procedure was followed for selecting the respondents for the study. One hundred agricultural programmes viewers, 25 from each taluk were selected as respondents for the study. Viewing behaviour was the dependent variable for the study. On the basis of relevancy rating, 10 independent

variables ie., age, educational status, occupation, annual income, social participation, mass media exposure, cosmopoliteness, innovation proneness, scientific orientation and economic motivation, were selected to establish their relationship with the dependent variable. Viewing behaviour was measured using the procedure developed for the study. Categorization based on age was done based on Census Report (1992) of Government of India. Educational status was measured by using the scoring pattern adopted by (Sreedaya, 2000). Annual income was measured using the procedure followed by Fayas (2003), social participation was measured using the scale used by Meera (2001). Mass Media Exposure was measured using the scale developed by Singh (1974). Cosmopoliteness was measured using the procedure followed by Sreedaya (2000) with slight modification. Scientific orientation was measured using the scale developed by Supe (1969). Economic motivation was measured using the scale adopted by Sreedaya (2000). Data collection was done through personal interviews using a structured schedule developed for the purpose. Data were analysed using mean, percentage analysis and correlation analysis.

The important findings of the study are :

1) The findings of the study showed that 36 per cent of the farmers surveyed were occasional viewers of Agricultural programmes and 28 per cent were viewing the programmes once a week.

2) Sixty three per cent of farmers surveyed, completely viewed the agricultural programmes.

3) More than half of the farmers surveyed keenly viewed the agricultural programmes. This may be due to the farmers interest in getting more information about improved agricultural technologies and the improved practices.

4) Majority of farmers viewed all agricultural programmes which shows the farmers interest to enjoy different modes of presentation and subject matter.

5) More than half of farmers surveyed had the habit of taking down notes either of all agricultural programmes or selected agricultural programmes which shows the deep interests been taken by the farmers in watching the programmes and understanding the content of the programme.

6) Forty four per cent of the farmers regularly discussed and 40 per cent sometimes discussed the agricultural programmes regularly with family members and friends which shows the interest of the farmers in knowing other farmers views and clarifying their doubts.

7) Forty seven per cent of the farmers sometimes clarified their doubts and 23 per cent of the farmers regularly clarified their doubts by directly contacting Malayalam channels, extension personnels or other progressive farmers.

8) Social participation, mass media exposure and cosmopoliteness were significantly and positively related to viewing behaviour.

9) Age, Education, profession, Annual income, innovativeness, scientific orientation and Economic motivation had no significant relationship with viewing behaviour.

10) Majority of the farmers preferred evening time as the best time to view the agricultural programmes probably because they can watch the Agricultural programmes in a relaxed mood after finishing all the days work.

11) Majority of farmers preferred 15-30 minutes agricultural programmes probably because of their busy schedule they prefer to watch a short and brief programme.

12) Majority of farmers most preferred the discussion mode followed by straight talk, interview and success story, question and answer, agricultural songs, drama and documentary modes.

13) Krishidarshan programme of doordarshan had wider subject matter coverage when compared to Krishideepam programme of Asianet.

14) Krishideepam programme made use of larger variety of modes of presentation than Krishidarshan program.

15) Suggestions for improvement of the farm programmes are that a wide range of programmes on discussion mode, interview and straight talk should be included. More programmes on Agricultural engineering, Forestry, sericulture, cooperative etc. should be included and the programmes should preferably be telecast in the evening hours for a duration of 15-30 minutes.

## Suggestions for future research

1) To render the generalization made in the study more applicable, comprehensive studies covering wider geographical area including more independent variables than the ones used in the study should be undertaken.

2) Comparative analysis of mode of presentation, subject matter coverage, source of information and frequency of programmes of only two channels were studied due to lack of time and data availability. More exhaustive studies including all the Malayalam channels should be undertaken.

3) An experimental study on the impact of farm telecast programme may also be undertaken.

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# Chapter - 6

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# APPENDICES

# KERALA AGRICULTURAL UNIVERSITY

Dr. B. Seema
Assistant Professor

Department of Agricultural Extension
College of Agriculture, Vellayani PO
Thiruvananthapuram-695 522
Dated : 28.07.2003

Dear Sir / Madam

Mr. Mathew V. Oommen, M.Sc. (Ag.) student of this department has taken up a research study in "Mode of presentation and viewer preference of agricultural programme through various channels of television" under my guidance. He has identified some of the personal and socio psychological characteristics based on view of literature, discussion in the experts of pilot study. These are listed in the annexures along with operational definition. Considering your past experience, I request you to offer your valuable rating about the relevancy of each variable for inclusion by putting a thick tick mark in the appropriate column. Kindly give suggestions also to make the study more meaningful and effective.

With regards

Yours sincerely

**(B. SEEMA)**

# INTERVIEW SCHEDULE

1.  Name                    :

2.  Taluk                   :

3.  Educational status      :       Illiterate/can read and write/
                                    Primary School/Middle School/
                                    High School/College/
                                    Professional degree

4.  Occupational status     :       Primary/Secondary

5.  Annual Income           :

6.  Social participation    :

    Please indicate whether you are a member or office bearer in any of the following
organizations.  If so indicate the frequency of participation.

| Sl.No. | Organisation | Type of participation | Frequency of participation are meetings/activities | | |
|---|---|---|---|---|---|
| | | Member, Office bearer | R | ST | N |
| 1. | Panchayath | | | | |
| 2. | Co-operative Society | | | | |
| 3. | Farmer's club | | | | |
| 4. | Youth club | | | | |
| 5. | Socio-cultural organization | | | | |
| 6. | Any other (speceify) | | | | |

7) Mass media exposure

   a)    Radio listening        -    Never/rare/less than once a week/ once in a week/often/daily

   b)    Reading newspaper    -    Never/rare/less than once a week/ once in a week/often/daily

   c)    Reading, Bulletins, Magazines    -    Never/rare/occasional/ regular

   d)    Visit to Agricultural exhibition    -    Nil/one/two/three/four/ five or more

   e)    Agricultural films    -    Nil/one/two three/four/ five or more

   f)    Field days attended and Demonstration plots visited    -    Nil/one/two/three or more

8) Cosmopolitness

   a)    Frequency of visit to the nearest town    -    Never/once in a month/ twice in a week/twice or more in a week

   b)    Purpose of visit    -    Agriculture/personal or professional/other purpose/ Entertainment

   b)    Membership in Organization in town    -    Yes/No

9) Innovativeness

When you would prefer to adopt an improved practice?

   a)    As soon as it is brought to my knowledge
   b)    After I have seen it adopted by other members successfully.
   c)    If prefer to wait and take my own time.
   d)    I am not interested in adopting improved practices.

## 10. Scientific orientation

Below are given some statements. Please indicate your extent of agreement or disagreement with these

| Sl.No. | Statements | SA | A | UD | DA | SDA |
|--------|-----------|----|----|----|----|-----|
| 1 | New methods of farming give better results to a farmer than the old methods | | | | | |
| 2 | The way of farming by our forefathers is still the best way to farm today | | | | | |
| 3. | Even a farmer with lot of farm experience should use new methods of farming | | | | | |
| 4 | A good farmer experiments with new method of farming | | | | | |
| 5 | Through it takes time for a farmer to learn new mehthods in farming, it is worth the efforts. | | | | | |
| 6 | Traditional methods of farming have to be changed in order to raise the living of a farmer | | | | | |

## 11. Economic motivation

| Sl.No. | Statements | SA | A | UD | DA | SDA |
|--------|-----------|----|----|----|----|-----|
| 1 | The farmer should work towards larger yield and Economic returns | | | | | |
| 2 | The most successful farmer is one who makes the most profit | | | | | |
| 3. | A farmer should try new farming areas which may give more money | | | | | |
| 4 | A farmer should grow each crop to increase his monetary profit in comparison to growing food crops for home consumption | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| 5 | It is difficult for farmer's children to make good out unless he provides them with economics assistance | | | | | |
| 6 | A farmer must earn his living but the most important thing in life cannot be defined in economics terms | | | | | |

Viewing Behavior

1) Do you view Agricultural Programmes? (Yes/No)

 a) Daily /More than twice a week/once a week/
 Once a fortnight/occasional

2) Duration of viewing Agricultural programme
 Are you able to view.the Agricultural programme and its presentation
 without break? (Yes/No) If yes then

 a) Complete viewing/partial viewing

3) Viewing intensity of Agricultural programmes
 How intensity do you view agricultural programmes?

 a) Keenly viewing/occasionally viewing

4) What type of agricultural programmes do you view?

 a) All agricultural programmes/only selected Agricultural programmes

5) Do you have the habit of taking down notes while
 Viewing Agricultural programmes? (Yes/No)

 If Yes than

 a) All Agricultural programmes/only selected Agricultural programmes/Never

6) Discussion after telecast.

 Do you discuss with any one after Telecast? (Yes/No)

a)     If yes with whom and how often

| Discussion with | Regularly | Sometimes | Never |
|---|---|---|---|
| 1.Doordarson Kendra | | | |
| 2.Scientists | | | |
| 3. Extension personnel | | | |
| 4. Other progressive farmers | | | |

9.     Do you clearly with anyone after telecast?     (Yes/No)

If yes with whom

| Clarify with | Regularly | Sometimes | Never |
|---|---|---|---|
| 1.Malayalam Channels | | | |
| 2.Scientists | | | |
| 3. Extension personnel | | | |
| 4. Other progressive farmers | | | |

Viewer preference

1)     Time duration and day preference of the telecast
a)     Of how much time duration do you want the telecast?

Less than 15 minutes /15-30 minutes/30 minutes 1 hour/1-2 hour

b)     At what time do you want the telecast?

Morning/afternoon/evening

c)     How many days per week do you want the telecast  -

One day per week/2 days/3days/4days/5days/more than 5 days

2)     What made do you prefer

| Made preference | Most preferred | Preferred | Least preferred |
|---|---|---|---|
| 1.Disucussion | | | |
| 2. Interview | | | |
| 3. Straight talk | | | |
| 4. Documentary | | | |
| 5.  Question and Answer | | | |
| 6.  Success story | | | |
| 7.  Drama | | | |
| 8.  Agricultural Songs | | | |

# LIST OF VARIABLES
## (Kindly put a ✓ mark)

| Sl. No. | Variables | Most Relevant | More Relevant | Un-decided | Less Relevant | Least Relevant |
|---|---|---|---|---|---|---|
| 1. | Age refers - to the completed years since birth of a respondent and presented as chronological order | | | | | |
| 2. | Educational status - refers to the informal and formal learning achieved by respondent | | | | | |
| 3. | Occupational status - refers to the extent to which a viewer respondent was occupied in agriculture | | | | | |
| 4. | Annual income - refers to the income earned from farming and other sources | | | | | |
| 5. | Caste - refers to the hierarchy of a group member whether belongs to upper / backward / schedule caste | | | | | |
| 6. | Land size - refers to the extent of area possessed by the respondent | | | | | |
| 7. | Innovativeness - refers to the degree to which the respondent was relatively earlier in adopting new ideas | | | | | |
| 8. | Credit orientation - refers to the orientation to avail credit by the respondents | | | | | |
| 9. | Material possession - defined as the money value of the materials possessed by the group member | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| 10. | Economic motivation - refers to the extent to which a farmer is oriented towards profit maximization and its relative value he places a monetary gains | | | | | |
| 11. | Risk orientation - refers to the degree to which the farmer is oriented towards encountering risk and uncertainty in adopting new idea in farming | | | | | |
| 12. | Scientific orientation - it is the degree to which a farmers is oriented to use scientific methods un decision making in farming | | | | | |
| 13. | Cosmopoliteness - it is the degree to which an individuals orientation is external to a particular system | | | | | |
| 14. | Mass media exposure – it is the extent of exposure of the respondents to the different mass communication media like radio, printed materials, magazines, bulletins, films, exhibitions and television programmes | | | | | |
| 15. | Social participation – refers to the participation of individuals in various formal social institutions either as a member or as an office bearer | | | | | |

# Appendix II

## VARIABLES SELECTED FOR THE STUDY

| Sl. No. | Name of variable | Mean scores |
|---------|------------------|-------------|
| 1. | Age | 76* |
| 2. | Educational status | 84* |
| 3. | Occupation | 86* |
| 4. | Annual income | 78* |
| 5. | Caste | 72** |
| 6. | Land size | 71** |
| 7. | Innovativeness | 83* |
| 8. | Credit orientation | 70** |
| 9. | Material possession | 72** |
| 10. | Economic motivation | 82* |
| 11. | Risk motivation | 72** |
| 12. | Scientific orientation | 76* |
| 13. | Cosmopoliteness | 78* |
| 14. | Mass media exposure | 80* |
| 15. | Social participation | 81* |

\* - Independent variables included in the study
\*\* - Independent variables not included in the study

# MODE OF PRESENTATION AND VIEWER PREFERENCE OF AGRICULTURAL PROGRAMMES THROUGH VARIOUS CHANNELS OF TELEVISION

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## ABSTRACT OF

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# ABSTRACT

This study entitled "Mode of presentation and viewer preference of agricultural programme through various channel of television" was carried out in Attingal, Neyyattinkara, Nedumangadu and Thiruvananthapuram corporation of Thiruvananthapuram district with the following objectives.

- to compare the mode of presentation, subject matter coverage, time and frequency of farm telecast through different Malayalam channels.

- to study the viewing behaviour of farmers in relation to farm telecast

- to study the relationship of selected characteristics of television viewers with their viewing behaviour.

- to suggest steps to improve the farm telecast programmes.

The characteristics of farm programmes telecasted through two Malayalam channels were also analysed. The data were collected using the pretested interview schedule developed for the study. The interview schedule prepared in English was translated into Malayalam before administering to the respondents. The data were collected from 100 respondents and the collected data were analysed using statistical tools such as mean, percentages and correlation analysis. The major findings of the study are as follows. 36% of the programme viewers were occasional viewers, whereas 28% were viewing the programme once a week. 63% of viewers viewed the programmes completely and keenly. Majority of the viewers viewed all agricultural programmes and had the habit of taking down notes. Majority of the viewers discussed and clarified the doubts regularly with other progressive farmers and extension agents. Social participation, mass media exposure and cosmopoliteness were significantly and positively related with

viewing behaviour while age, education, occupation, annual income, innovation proneness, scientific orientation and economic motivation had no significant relationship with viewing behaviour. The most preferred mode of presentation was discussion with experts and progressive farmers. The most preferred time for agricultural programme telecast was evening. The most preferred time duration was 15-30 minutes.

Suggestions for improvement of the farm programmes are: cover a wide range of programmes on discussion mode, interview and straight talk. More programmes on Agricultural engineering, Forestry, sericulture, cooperative etc. should be included. The programme should preferably be telecast in the evening hours for a duration of 15-30 minutes.

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