FARM TELECAST VIEWING BEHAVIOUR OF FARMERS

By
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THESIS
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DECLARATION

I hereby declare that this thesis entitled "Farm Telecast Viewing Behaviour of Farmers" 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 University or Society.

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4 - 8-1990.

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CERTIFICATE

Certified that this thesis entitled "Farm Telecast Viewing Behaviour of Farmers" is a record of research work done independently by Kum. J.S. SHAHILA ROSE, under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship, or associateship to her.

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INTRODUCTION

The present age has been rightly termed as an "information age". People want adequate and authentic information as quickly as possible. The mass media namely newspaper, radio and television try to satisfy this important need of the people craving for information. Of these mass media, television is the most exciting means of communication ever devised by man.

Television, an innovation of the year 1936, has reached most part of the globe within a short span of five decades. It has became popular because of its tremendous and audible appeal. Its ability to convey life and events in action develop a profound influence upon the viewers. It provides viewers with realistic experiences which capture their attention and motivate them in proper direction. In this supersonic age, TV is being used extensively in the World to educate and entertain masses. Ever since the introduction of TV in India in 1959, the expansion of the TV network 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. As the next step, TV service for general public was introduced on 15th August 1965 which marked the beginning of entertainment oriented programmes in TV. Two years later in January, 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 centre was set up at Pune to transmit the programmes from Bombay. Following this, in the year 1975, new stations were established in three other state capitals namely Madras, Calcutta and Lucknow.

In realisation of the fact that India urgently requires a system of communication to bring information into the receptive environment of villagers' home and communities existing in widely spread isolated villages the Satellite Instructional Television Experiment (SITE) was launched on August 1, 1975 with the purpose of providing instruction and education to farflung areas in six States

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of India (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 the various studies, Government of India decided to go ahead with the rural oriented television service to 40 per cent of the villages covered by SITE. Accordingly, six TV transmitters, one in each State, were located 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 organisation known as 'Doordarshan' was started and a noticeable shift in emphasis on educational aspect of the TV communication has taken place after 1977. Since then a number of TV centres have been installed all over the country by expanding its network on campaign basis, particularly during 1984-'85 and thereafter, which covered about 75 to 80 per cent of the population. As on 1st October 1989, there were about 18 TV production centres and 434 relay stations 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 has started Nattinpuram, an exclusive Farm and Home programme twice a week from the first week of 1988 and now this programme is considered as one of the chief sources of farm information in the State.

Need for the study

Since the introduction of Nattinpuram programme from Doordarshan Kendra, Trivandrum, no systematic study has been undertaken to assess the viewing behaviour of the farmers and their preference of mode, programme, time and duration of Nattinpuram programme. An objective analysis of these along with the characteristics (factors) of the farmers that are associated with viewing behaviour would be essential in order to improve the efficiency of the Nattinpuram programme. To fill the void in this area of research, the present study was undertaken with the following specific objectives:

Objectives

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

(b) To study the preference of programmes, mode, time and duration of farm telecast by the farmers

(c) To find out the factors influencing the viewing behaviour of farmers

(d) To suggest steps if any, to improve the farm telecast programme

Limitations of the study

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

Moreover, the study was confined to only one taluk of Trivandrum district viz. Nedumangadu. 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 findings of the study have limited generalisability. Yet, sincere and devoted care was taken to make this study as objective and systematic as possible.

Organisation of the thesis

The study is presented in six chapters of which the first chapter gives an introduction to the study. The second deals with theoretical orientation of the study. The

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third chapter presents the methods and procedures employed in the study. The fourth chapter deals with the results and the fifth chapter deals with discussions. In the concluding chapter, the study is summarised and conclusions are drawn. The references and appendices are given at the end.

THEORETICAL ORIENTATION

CHAPTER II

THEORETICAL ORIENTATION

Review of literature related to the study helps the investigator to get acquainted with the various concepts, empirical procedures and the research results available in the area. Such a critical review helps to formulate the theoretical framework of the study also.

In this chapter, the review is presented under the following heads:

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1.1. Role of television in agricultural development

The present agricultural strategy in India calls for speedy dissemination of agricultural information to the farming community. Recently, the introduction of television in rural social system has achieved a remarkable success. It has become an effective medium to convey agricultural production techniques to the farmers. The following review highlights the role of television in agricultural development.

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Lionberger (1958) termed television as an effective tool for changing farmer's attitude towards purchase of farm supplies.

Alexander et al. (1963) found a significant increase in the knowledge of the farmers about the cattle feeding practices after their exposure to a specific television programme.

Dale (1963) stated that agricultural experts could influence more farmers through a ten minutes demonstration programme in television than through a weeks practice. He further stated that television influenced in bringing about change in their ideas and conditions in the shortest possible time.

As regards agricultural programmes, television was getting increased importance in Czechosloviaka as reported by Voclovhach (1967). He opined that by showing concrete examples of modern agricultural technology, television could contribute towards providing better information support to the farming community.

In a study by the National Council of Educational Research and Training (1968) it was found that farm televiewers gained significant knowledge about agricultural messages than non-televiewers in Delhi areas.

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Kamath (1973) while studying "Television and Social change" concluded that television programmes in agriculture had an immediate effect when the ideas were telecast at the most needed time.

Singh (1973) while analysing the dynamics of social change among the viewers of Krishi Darshan programme on television indicated that the introduction of television had effected changes in the communication behaviour of farmers and their utilisation pattern of sources of information.

Singh and Prasad (1975) found that television was an effective medium to provide information on new seeds and production, fertiliser and soil fertility, plant protection measures, weeding and weedicides, irrigational methods and means, farm machinery, safe grain storage, vegetable crops, fodder crops, orchards, animal husbandry, credit and marketing.

Chauhan and Sinha (1977) in their study on the effect of SITE on democratic-conservative outlook of the rural audience reported that television was capable of cultivating and fostering progressive outlook in the people through giving them exposure to the programmes suitably developed for the purpose.

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Shingi et al (1982) in his study on Television and knowledge gap hypotheses reported that the farmers from the backward village could learn the cognitive skills and come up to the level of the progressive village, if they had access to the instructional television. Television could override the structural barriers and reduce the knowledge gap between the rich and poor.

From the above, it becomes clear that television has become an effective medium to convey agricultural production techniques to the farmers and it has helped the farmers to gain proper understanding of the latest agricultural technologies, accept and adopt them without much time lag.

1.2. Television vis-a-vis other media

Mass communication was considered as a 'Great Multiplier' in developmental process. This could diffuse information and skill more rapidly to its recipients living at the remote corners. A brief account of the effectiveness of television compared to other media in dissemination of information is given hereunder.

Sharma and Dey (1970) while studying the relative effectiveness of radio and television in the dissemination of agricultural information in Delhi villages reported

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that television was more effective than radio in the case of all the programmes with respect to gain and retention of knowledge. There was however reduction of knowledge with lapse of time in the case of both the media and with all the programmes. It was further observed that the difference of the mean gain in knowledge and its retention as a result of exposure to radio and television was varying from programme to programme. In television programmes where illustrations were also used the viewers gained and retained higher amount of knowledge than radio listeners. The programmes dealing with scientific terms which were difficult to remember initiated only small gain in knowledge in both radio and television. Familiarity of the message to farmers narrows down the difference between gain in knowledge and its retention through radio and television.

Dommermuth (1974) compared radio, television, print and other movie presentations of similar messages in an attempt to test empirically some of the McLuhans ideas of differential effects due to the form of the medium. He found some rather hard-to-interpret media specific differences in Semantic differential evaluations, but no difference in retention of information between different media audiences.

Helmreich (1976) compared radio and television presentations of the same material in an experimental setting and concluded that the "emotional reaction" to the programme ("exciting", "agreeable", "powerful") as stronger for television.

Thus among various mass media, Television is reported to have the promise to satisfy the need of the day in India as in all other developing countries where more number of farmers are getting interested to know 'what to do', 'when to do', 'where to do' with respect to the fast changing agricultural technology.

1.3. Impact of television

Lionberger (1958), in his study on 'Television viewing in Rural Borne County with special reference to Agricultural shows in Columbia', revealed that most of the household heads and wives had seen farm and home shows on television and television was mentioned frequently by them at all stages of adoption. Further, he reported that television was a well institutionalised source of information and had impact with regard to the decision in change of practices.

Mishra (1967), in his study on the 'Impact of television on farmers in Delhi villages' found that increase

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in the farmers' knowledge about the content of the telecasts varied from programme to programme. On an average, the increase in knowledge was to the extent of 20.27 per cent due to telecasts dealing with improved agricultural practices.

The National Council of Educational Research and Training (1968) in an evaluation of seven agricultural telecasts in Delhi found that televiewers gained significantly higher knowledge than the non-viewers.

Sekhon (1970), in his study on the effectiveness of television for imparting scientific know-how to the farmers in the Mehrauli block of Delhi, revealed that the farmers with qualifications of matric and above made maximum gain in knowledge of recommended cultivation practices of peas, potato, berseem and wheat and they exhibited corresponding increase in their adoption of these practices.

Singh (1971) in his study on the factors influencing viewing behaviour in Delhi villages, reported that the farmers of Delhi villages were statistically better-off as compared to their counterparts in non-television villages in respect of adoption of package of practices. He further observed that participation in agricultural programmes was better in villages with television and television was

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utilised at the interest stage of adoption.

Sinha (1974) in his study of the motivational factors in diffusion of farm information in Delhi found that primary viewers gained 50.14 per cent of knowledge and retained 82.8 per cent of the knowledge gained. The secondary respondents gained 14.1 per cent of knowledge and retained 89.1 per cent of that knowledge after a lapse of fifteen days.

Bhaskaram et al. (1976) in their study on the impact of SITE agricultural programmes reported that farmers gained more useful knowledge after viewing television.

Chauhan and Sinha (1976) in their study on the impact of SITE on adoption of farm technology clearly indicated that there was very significant impact of exposure to television on adoption of new technology. But this impact was found to be more when television exposures were supplemented with both printed matter and group discussion. This suggested that mediamix should be used to bring about a quick and perhaps lasting change in the farming system.

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,

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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 per cent.

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 (1988) 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 programming frequency of Krishi Darshan programme through television. It was found that majority of the farmers had favourable attitude towards television.

The above studies on television amply demonstrate the impact of television on gain in knowledge of the farmers

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about farm technology, adoption of the farm technology and for creating favourable attitude towards television programmes.

1.4. Television programmes - content and programme analysis

Sinha (1974) in his study showed that motivated and change-prone farmers were interested in 'Krishi Darshan' programme for seeking information. Such interested farmers were however not satisfied with the programme because it did not give them enough or adequate information. The result indicated the need for making 'Krishi Darshan' programme more information oriented. The presentation part seemed to have major defects. Inadequacy of the period of presentation, too much of ideas at a time, rapid speed of movement of pictures and rapid speed of delivery were some of the specific limitations mentioned by the respondents.

Singh and Prasad (1975) found that coverage of important inputs of production viz., seeds, fertilizer and plant protection showed almost equal proportion in the telecasts in the year 1973. There was no consistency in the proportion of a particular context unit over a period of seven years. Fertiliser programmes had the highest informative value followed by plant protection programmes of 'Krishi Darshan'. It was implied that it was not the

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proportion of a particular content included in the telecast but the amount of information and its mode of presentation which are more important. In order to narrow the information gap between the farm viewers and the 'Krishi Darshan' programme, viewers should be informed well in advance about the content forthcoming 'Krishi Darshan' telecasts.

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 per cent). The educational programmes remained constant upto 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 fluctuations. However, this analysis had further revealed that a noticeable shift in emphasis towards educational aspect of the television communication has taken place after 1977.

Chauhan (1985) in his study on the content analysis of the Pariwaran Layee programme from Jullunder-Amritsar television station revealed that demonstration, interviews

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and discussions were the common modes of presentation. Majority of the messages were of informal type. The themes like family welfare and social relations, homecare, decoration 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, practicable, simple and suggestive in their dimensions, frequent eye contact and gestures of hands and head were used by 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 that agriculture and rural development message got rare deal in television programmes. Entertainment programmes consumed a large chunck 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.

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2.1. Reasons for not viewing farm telecast programme

Sadamate (1975) found that the small size of land holdings was found to be the most important reason for not viewing 'Krishi Darshan' programme followed by village factionalism, farming not being major occupation, physical incapability, unfavourable perception of television, shortage of time, poor comprehension and hostility caused by non-availability of farm inputs.

According to Audience Research Report of TV station, Madras (1979) the most reason for not viewing was lack of awareness of the programmes. A few did not view because of power failure or the set being out of order or the programme being not of any interest to them.

Abraham (1981) reported the reasons for not viewing as the inconvenient timing of the telecasts and the disturbances in the telecasts.

2.2. Viewing Behaviour

Sharma and Singh (1972) conceptualised viewing behaviour as the constituent of the awareness of 'Krishi Darshan' programme, viewing frequency over a period of time, frequency of feedback and simple recall of the message.

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Singh (1977) defined viewing behaviour as the propensity of an individual to watch television programmes with greater curiosity so as to possess the capacity of inducing influence in him i.e. it includes viewing category, viewing pattern, viewing induction and viewing preference.

Viewing category refers to the types of viewers' categories on the basis of their propensity to watch Krishi Darshan programmes.

Viewing pattern refers to the ways of viewing farm television programmes, seasonal concentration, mode of sitting, noting down something from farm telecast during the programmes and the overall interest shown just before and during the programmes.

Viewing induction refers to the changes brought by the respondent himself or attempts made by him to influence non-viewers or viewers with his opinion after having viewed the farm telecast programmes.

Viewing preference refers to the critical ability of a viewer to have preferences towards mode of presentation of the farm programme, duration of the telecast, language, feature, time and delivery of the broadcast.

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It was evident from their study that 11 per cent of the respondents watched it rarely while majority of the respondents (54%) viewed regularly. However, more than one third viewed the farm telecast daily.

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 extent 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 telecast. He reported that only one-tenth of the rural televiewers 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 per cent.

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

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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 method of presentation of farm telecast and use of information aimed 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 summarised 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 inturn would satisfy or at least reduce some need of the viewer.

2.3. Factors affecting viewing behaviour

2.3.1. Age

Lionberger and Coughenour (1957) in their study on the social structure and diffusion of farm information in Columbia found that farm information was better diffused

among the young farm televiewers.

Lionberger (1958) in his study on the television viewing in rural born county with special reference to agricultural shows in Columbia reported that younger farm televiewers were better adopters of the technology transferred through the media.

Dey (1968) in his study on the relative effectiveness of radio and television as mass communication media found that viewers between 30 to 39 years of age gained and retained higher amount of knowledge transferred through TV.

Singh (1969) revealed that age of the farmer was found to have an important bearing on the selectivity and preference for a source. Young farmers in general preferred institutionalised sources. The non-institutionalised sources were found to be least preferred by them.

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

Chaffee and Wilson (1975) examined the use of different mass media at different ages and found that exposure to television changes as age increases.

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Sangha (1976) found that age was significantly and positively related with viewing behaviour.

Chauhan and Sinha (1976) clearly indicated that even the aged farmers are quite receptive to the communication given to them through TV.

Singh (1977) in his study on the factors influencing farm televiewing behaviour revealed that age had negative non-significant relationship with viewing behaviour.

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 - 34 years of age group and 25 per cent belonged to 35 - 50 years and only 15 per cent were of the category above 51 years.

Sachidananthan (1980) in his study on the 'farm telecast viewing behaviour of small farmers' reported that age of the televiewers 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

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the rural televiewers were middle aged.

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

2.3.2. Educational status

Sekhon (1970) revealed that farmers educated upto matric 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.

Chattopadhyay (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 utilisation of instruction given through TV.

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Chauhan and Sinha (1976) found that the level of formal education of the viewers had no significant relationship with their gain in knowledge of technology transferred through TV.

Gupta and Sangha (1980) revealed that majority (59%) of viewers had matric level of education followed by 23 per cent above matric, 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 the viewing behaviour of small farmers.

Abraham (1981) found that majority of televiewers had education upto primary level and viewing behaviour had positive and significant relationship with education.

Sridhar (1983) found that majority of the televiewers had medium level of education.

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

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

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Radhakrishnan (1988) revealed that the middle and secondary school of education constituted the higher percentage of farm-televiewers. 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.

2.3.3. 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) found that 86.25 per cent of the viewers had other occupation in addition to farming.

2.3.4. Annual income

Greenberg and Dervin (1970) reported that income of the televiewers 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.

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TV Audience Survey by the Directorate General of Doordarshan (1982) reported that majority of the TV owning households had a monthly income of Rs.751 to Rs.1500. 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 in viewing the farm telecast.

2.3.5. 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 the 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.

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

Shinji et al. (1982) revealed that in progressive village 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.

2.3.6. Mass media exposure

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

Sadamate (1975) reported that viewing behaviour of the farmers significantly correlated with the media exposure.

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

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

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

Sridhar (1983) found that majority of the televiewers 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.

2.3.7. Cosmopoliteness

Sadamate (1975) revealed that viewing-behaviour of farmers was significantly influenced by their localite-cosmopoliteness.

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Singh (1977) revealed that degree of cosmopoliteness of the farmers was negatively related to their viewing behaviour.

Sachidananthan (1980) expressed that the viewers of TV significantly differed from the non-viewers in their localite-cosmopoliteness.

Abraham (1981) reported that more than one fourth of the rural televiewers were cosmopolite 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 cosmopolites.

2.3.8. 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.

2.3.9. Scientific Orientation

No closely related study has come through during review.

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2.3.10. Economic Motivation

No closely related study has come through during review.

2.3.11. Attitude towards Farm telecast programmes

Sharma and Dey (1970) stated that in general, respondents had favourable attitude towards 'Krishi Darshan' programme of Delhi TV centre.

Singh (1971) found that the attitude of farmers towards 'Krishi Darshan' programme was an important determinant of their viewing behaviour. He further found that respondents possessing differential attitude towards TV significantly differed among themselves with regard to age and education.

Sadamate (1975) reported that viewing behaviour of farmers was significantly related to their attitude towards TV. The viewers attitude towards television was the only factor to contribute significantly to their viewing behaviour.

Sachidananthan (1980) expressed that the viewers of TV significantly differed from the non-viewers in their attitude towards TV.

Abraham (1981) reported that 98.33 per cent of the rural televiewers were found to possess favourable attitude

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towards TV. It was found that viewing-behaviour had positive and significant relationship with attitude.

Kumar (1988) showed that majority of the respondents had positive attitude towards TV.

Radhakrishnan (1988) revealed that nearly half (45 per cent) of the televiewers were found to possess affirmative attitude.

Singh (1988) reported that the younger viewers had favourable attitude towards television.

Singh (1988) in his impact study of television on farming community of Varanasi found that majority of the viewers had favourable attitude towards television.

2.4. Post-viewing behaviour

No study related to post-viewing behaviour was available.

2.5. Family viewing behaviour

No study related to family viewing behaviour was available.

2.6. Viewing preference of Nattinpuram programme

2.6.1. Programme preference

Sekhon (1970) revealed that women expressed their

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desire for more programmes on home improvements in simple language and slow conversation. Menfolk stressed more upon the programmes in agriculture in foreign countries.

Sharma and Dey (1970) found that most of the television viewers desired to view telecast of agricultural programmes thrice a week and they preferred programmes like field practices with comment and talk with the help of illustrations.

Sastry (1986) in his study on the farm televiewers of 'Palu-chelu' telecast of Doordarshan Kendra, Hyderabad found that cent per cent of the respondents preferred to have more technical aspects of package of practices of different crops and they wanted that the 'Palu-chelu' telecast must be after a folk song or film song which improves the effectiveness and popularity of the programme. Moreover they preferred to have comparison between local and improved practices.

Pillai et al. (1987) in his study conducted in Nagpur district found that the content of the farm telecasts should have more coverage on agricultural programmes related to crop production. The farmers wanted to include information related to local crops. Thirty eight per cent respondents had feelings to stop repetition of entertainment

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programmes again and again. They suggested that entertainment programmes should have wide varieties on the basis of local culture.

Varalakshmi and Sinha (1987) studied 'programme preference' as the relative liking for various television programmes in general and the rural telecast in particular and found that largest number of respondents had liking for entertainment programmes along with some educational informative programmes. They reported that entertainment programmes were urban oriented and were not of their taste. They would have preferred some folk entertainment programmes instead of urbanised programmes. The study further revealed that majority of the male respondents expected the rural telecasts to give programmes on agriculture and rural development since agriculture is the major concern of the menfolk. The farmers' major concern in farming was to know the improved farm technology in detail so that they can comprehend and practice them.

From the above reviews, it is evident that the farmers had more liking towards rural oriented programmes related to their local conditions than the urban oriented programmes.

2.6.2. Mode preference

Mishra and Sharma (1967) in their impact study

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conducted in Delhi found that the farmers had more liking towards the farm telecast which was supported by discussion and illustration.

Sekhon (1970) revealed that 54 per cent of the respondents wanted the specialists with farmers to present the agricultural programmes because they would be more experienced, interesting, impressive, clear, and admittedly better.

Sharma and Dey (1970) reported that the respondents preferred 'talk with illustration' more than presentation as a 'straight talk'. The respondents preferred the inclusion of subject matter specialists and experienced farmers.

Sadamate (1975) reported that 'discussion with farmers' was the most preferred mode of programme presentation by all types of respondents of Delhi villages followed by 'discussion with expert' and 'straight talk'.

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 televiewers.

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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'.

Sastry (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 background 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 televiewers preferred success stories and combination of more than one method respectively.

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 were 'discussion with farmers/experts' and presentation with rural songs.

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2.6.3. Time preference

Lionberger (1958) revealed that about 65 per cent of the household heads and 70 per cent of their spouses had no day preference. Majority of men and women preferred the time between 7 and 8 pm during summer and 68 per cent preferred the time in between 6 and 7 pm during winter.

Mishra and Sharma (1967) found that televiewers preferred 7 to 8 pm during summer and 6 to 7 pm during winter.

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

Sastry (1986) reported that the televiewers of 'Palu-chelu' telecast were satisfied with the present timing of 7.01 to 7.15 pm and they wanted the telecast every day.

Radhakrishnan (1988) concluded that 44 per cent of the viewers expressed their willingness to view the programme between 7 to 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 8.00 pm respectively.

2.6.4. Duration preference

Mishra and Sharma (1967) found that 38 per cent of

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the televiewers were satisfied with two farm programmes a week while 62 per cent of the respondents desired for more agricultural programmes.

Sekhon (1970) reported that all the respondents expressed their desire for continuation of farm telecast programme for ever. Sixty four per cent desired that the programme should be for one hour instead of half an hour. It was desired by 82 per cent that the farm telecast should be repeated after 15 to 30 days.

Sharma and Dey (1970) reported that 61 per cent suggested for an increase of the duration of the farm telecast programme from 15 to 30 minutes.

Sastry (1986) reported that 85 per cent of the viewers of 'Palu-chelu' telecast were satisfied with the duration of 15 minutes.

Radhakrishnan (1988) revealed that more than one third of the respondents (67%) preferred three days programme in a week. It was found that majority of the viewers desired to have half an hour of farm telecast programmes.

3. Hypotheses

1. Age

There would be no significant relationship between

viewers (farmers) age and their viewing behaviour.

2. Educational status

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

3. Occupation

There would be no significant relationship between viewers (farmers) occupation and viewing behaviour.

4. Annual income

There would be no significant relationship between viewers (farmers) annual income and viewing behaviour.

5. Social participation

There would be no significant relationship between viewers (farmers) social participation and viewing behaviour.

6. Mass media exposure

There would be no significant relationship between viewers (farmers) mass media exposure and viewing behaviour.

7. Cosmopoliteness

There would be no significant relationship between

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viewers (farmers) cosmopoliteness and viewing behaviour.

8. Innovation proneness

There would be no significant relationship between viewers (farmers) innovation proneness and viewing behaviour.

9. Scientific orientation

There would be no significant relationship between viewers (farmers) scientific orientation and viewing behaviour.

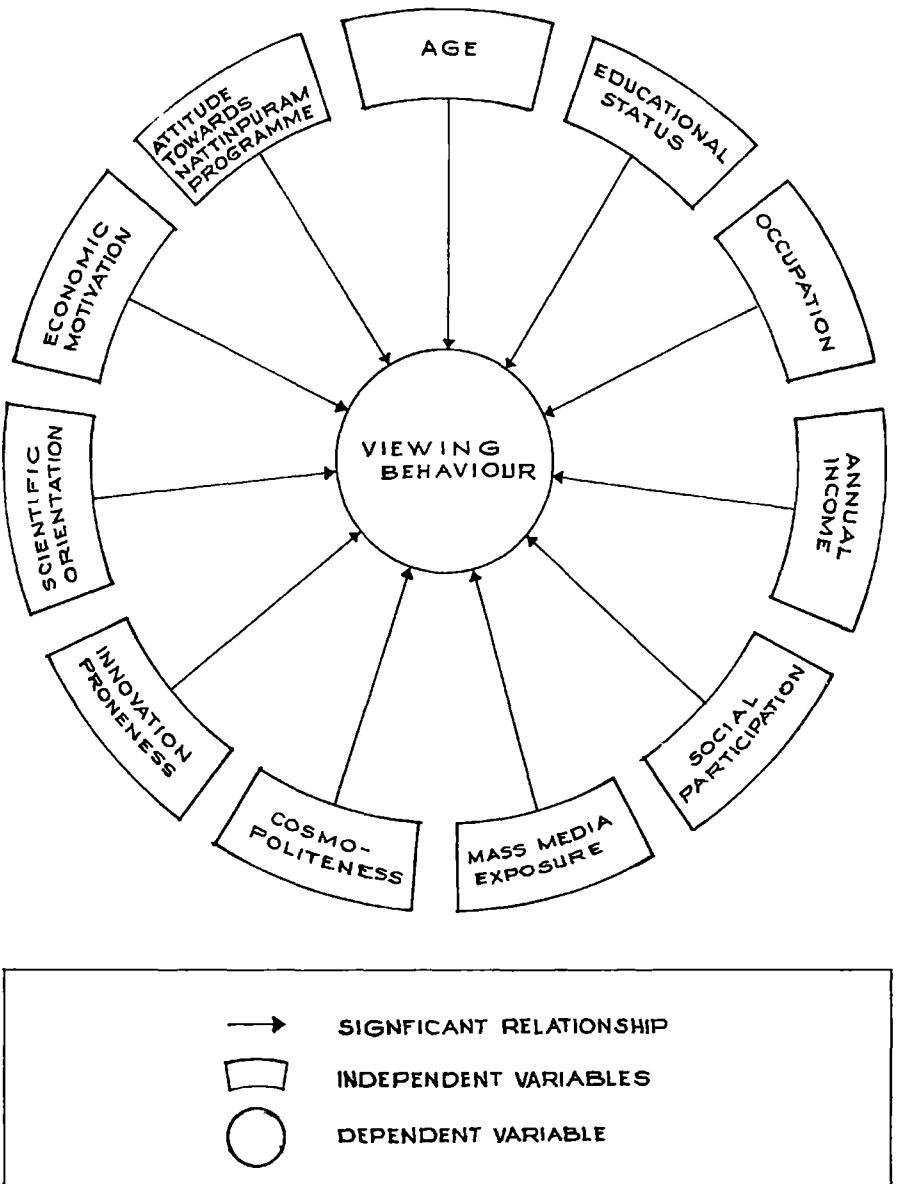
10. Economic motivation

There would be no significant relationship between viewers (farmers) economic motivation and viewing behaviour.

11. Attitude towards Farm telecast programmes

There would be no significant relationship between viewers' (farmers') attitude towards Nattinpuram and viewing behaviour.

FIG I CONCEPTUAL MODEL OF THE STUDY



METHODOLOGY

CHAPTER III

METHODOLOGY

This chapter deals with the procedures of investigation employed in the study and is organised under the following sub-heads.

3.1. Locale of the study

3.2. Sample and sampling procedure

3.3. Selection of variables for the study

3.4. Operationalisation of concepts and measurement of variables

3.5. Method of data collection

3.6. Statistical techniques used

3.1. Locale of the study

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

1. The first Doordarshan Kendra in Kerala was established in Trivandrum district and it is the only TV production centre in the State.

2. The Nattinpuram programme was first produced and telecast from the Doordarshan Kendra, Trivandrum in 1985. The major TV relay centres in the State were linked with

the Doordarshan Kendra, Trivandrum recently and only from then onwards the programmes produced from Doordarshan Kendra, Trivandrum including the Nattinpuram programme were relayed through the other TV centres in the State.

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

3.2. Sample and sampling procedure

The objective of the study necessitates to select the respondents for the study on the following criteria.

1. The respondent must be a practising farmer
2. The respondent must have TV of his own
3. He should view the Nattinpuram 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 respondents for the study were selected using the procedure detailed as follows:

Trivandrum district is divided into three

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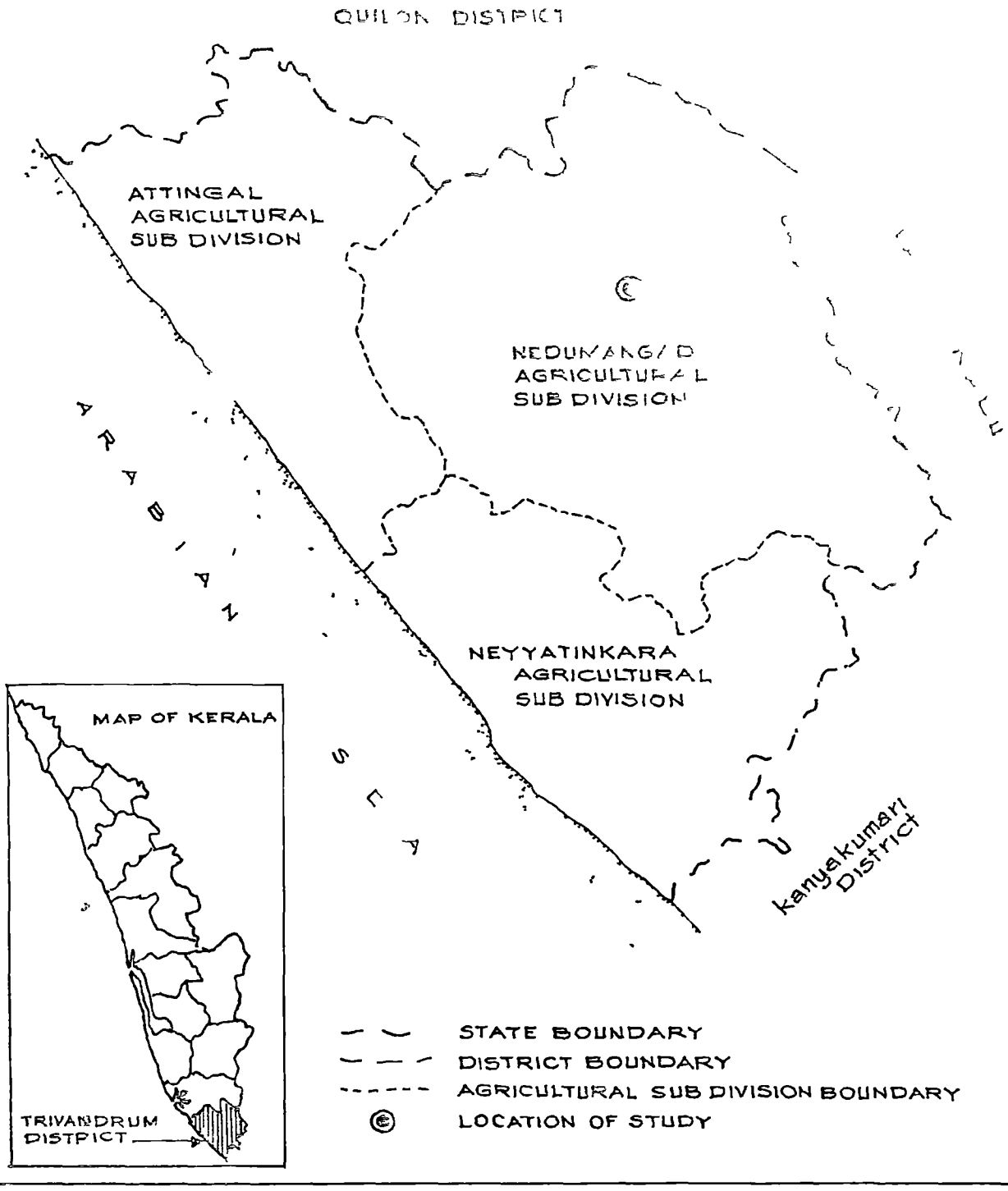
agricultural subdivisions viz. Attingal, Neyyattinkara and Nedumangadu by the Department of Agriculture for administrative convenience. Out of these three subdivisions Nedumangadu subdivision was selected randomly. The list of Krishi Bhavans in Nedumangadu subdivision was collected and out of 26, one Krishi Bhavan was randomly selected for the study. Thus Nedumangadu Krishi Bhavan was selected for the present study(Fig II)

After obtaining the lists of farmers from this Krishi Bhavan, each farmer was visited with the interview schedule to ascertain whether the farmer had TV and whether he viewed the Nattinpuram programme. The farmers who satisfied the above criteria were selected as respondents for the main study, and if the TV owning farmers were non-viewers of Nattinpuram programme, they were interviewed to ascertain the reasons for not viewing the Nattinpuram programme. This procedure was continued till a sample size of 100 respondents was achieved for the main study.

By this procedure, many farmers were contacted, and 100 farmers were considered as respondents for the study and 27 farmers were considered as non-viewers and were interviewed to specify their most significant reasons for non-viewing.

FIG II MAP SHOWING THE LOCATION OF THE STUDY AREA



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3.3. Selection of variables for the study

3.3.1. 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 officials 13 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 KAU, officials of the State Department of Agriculture and officials from Doordarshan Kendra. The judges were asked to indicate the degree of relevancy of each variable to the study. A four point continuum of most relevant, relevant, less relevant and least relevant was given with scores 4, 3, 2 and 1, respectively. After the judges' rating, the cumulative scores for each variable was calculated and a cut-off score of 75 was fixed to select the variables. On the basis of this, 11 variables were finally selected for the study (Appendix II).

3.3.2. Dependent variable

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

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specialists.

3.3.3. Post-viewing behaviour

The post-viewing behaviour of the respondents was measured interms of the respondents' habit of writing letters to the Doordarshan Kendra their opinion about the Nattinpuram programmes telecast. The respondents who did not have the habit of writing to Doordarshan Kendra were asked to indicate the reasons for the same. The responses were tabulated in the form of frequency distribution.

3.3.4. Family viewing behaviour

The family viewing behaviour as expressed by the respondents was quantified as follows.

Sl. No.	Viewing category	Score	Respondents' wife	Respondents' children
1.	Regularly	2		
2.	Occasional	1		
3.	Never	0		

3.3.5. Viewing preference of Nattinpuram programme

The objective of the study necessitates to have viewing preference of Nattinpuram programme. Viewing preference was conceptualised and the measurement techniques

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were developed for the study on the basis of review of literature and discussion with extension specialists.

3.3.6. Reason for not viewing Nattinpuram programme by the non-viewers

Farmers who do not view Nattinpuram programmes inspite of possessing TV receivers may have many reasons to attribute to. The reasons may not be the same for all the farmers. It becomes necessary, therefore, to explore the reasons for not viewing the Nattinpuram programmes as expressed by the TV owning farmers. A structured schedule was used to elicit the reasons from the farmers and then the reasons were grouped.

3.4. Operationalisation of Concepts and Measurement of variables

3.4.1. Dependent Variable: Viewing Behaviour

Sachidananthan (1980) conceived viewing behaviour 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 extent of discussion with others about the programmes viewed and the desire to apply the knowledge secured. He measured viewing behaviour using the procedure developed for the purpose by Sadamate (1975).

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Responses to need orientation were categorised as Yes/No and scores of '1' and '0' were given, respectively. Responses to frequency of viewing 'Vayalum vazhvum' programme were categorised as all programmes in a week/twice a week/once in a week/once in 15 days and scores of 4, 3, 2 and 1 were given, respectively. Responses to level of comprehension of programme contents were categorised as fully understandable/understandable/least understandable and scores of 2, 1, 0 given, respectively. Responses to discussion after programmes were categorised as thrice a week/twice a week/once a week and scores of 3, 2, 1 given, respectively. Responses relating to interest to apply the knowledge secured were categorised as Yes/No and scores of 1, 0 given, respectively.

Abraham (1981) studied viewing behaviour in terms of frequency of viewing, level of understanding and the extent of discussion with others and he adopted the same procedure followed by Sachidananthan (1980).

In this study, viewing behaviour is conceptualised in terms of frequency of viewing, duration, selectivity, viewing intensity, habit of taking down notes, discussion with others after telecast and clarification with others after telecast. This was measured using the procedure developed in consultation with extension specialists for

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the study as follows:

3.4.1.1. Viewing frequency of Nattinpuram programme

The Nattinpuram programme is being telecast twice a week. The frequency of viewing Nattinpuram programme as expressed by the respondents was measured using the following procedure.

Sl. No.	Viewing frequency	Score
1.	Twice a week	4
2.	Once a week	3
3.	Once a fortnight	2
4.	Occasional	1

3.4.1.2. Duration of viewing Nattinpuram programme

The duration of viewing Nattinpuram 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

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3.4.1.3. Viewing intensity of Nattinpuram programme

The intensity of viewing Nattinpuram programme either keenly or casually as expressed by the respondents was measured using the following procedure.

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

3.4.1.4. Selectivity of Nattinpuram programmes

The extent of selectivity in viewing the Nattinpuram programme as expressed by the respondents was quantified as follows:

Sl. No.	Selectivity	Score
1.	All Nattinpuram programmes	2
2.	Only selected Nattinpuram programmes	1

3.4.1.5. Habit of taking down notes while viewing Nattinpuram programme

The habit of taking down notes while viewing Nattinpuram programme as expressed by the respondents was

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quantified as follows:

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

3.4.1.6. Extent of discussion after telecast

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

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

3.4.1.7. Clarification behaviour after telecast

The extent of clarifying the doubts with anyone after viewing Nattinpuram programme as expressed by the

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respondents was quantified as follows:

Sl. No.	Category	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 error (S.E), the respondents were categorised as

Low (Mean - S.E. x 1.96)

Medium (Mean $\pm$ S.E. x 1.96)

High (Mean + S.E. x 1.96)

3.4.2. Independent variable

3.4.2.1. Age

Age is operationalised as the number of years completed by the respondent at the time of interview.

In this study, the completed years of the respondents were taken as such for the measurements of this

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variable. The respondents were classified into different age groups as young, middle aged and old with the following ranges as adopted by the Government of India Census (1981).

3.4.2.2. Educational status

Sachidananthan (1980), Abraham (1981), Sridhar (1983) and Radhakrishnan (1988) measured educational status using the socio-economic status scale of Trivedi (1963) as follows:

Illiterate	- 0
Can read only	- 1
Can read & write	- 2
Primary	- 3
Middle	- 4
Secondary	- 5
Collegiate	- 6

In this study educational status is operationalised as the illiteracy and literacy level of farmers with successful completion of formal schooling of the respondents at the time of interview and was measured using the following scoring procedure.

Illiterate - 0

For every successful completion of one year of formal schooling one score was added.

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The mean and standard error were calculated and the respondents were categorised as

Low (Mean - S.E. x 1.96)

Medium (Mean ± S.E. x 1.96)

High (Mean + S.E. x 1.96)

3.4.2.3. Occupational Status

Sridhar (1983) operationalised occupational status as the extent to which a viewer - respondent was agriculturally occupied. The occupational status of individual farmer alone was taken into consideration and measured it as follows:

Farming alone - 2

Farming + additional occupation - 1

Meera (1981) used the following scoring system to quantify occupational status.

Agriculture - 1

Service - 1

Business - 1

In this study, occupational status was operationalised as the extent to which a viewer respondent was agriculturally occupied and was measured as follows:

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Agriculture as primary - 2

Agriculture as secondary - 1

The respondents were categorised as primary and secondary based on their score.

3.4.2.4. Annual income

Viju (1980) operationalised annual income as the total earning of the respondent from farm and non-farm sources and grouped them into different categories.

Seema (1986) defined income as the total earnings of the family for each year including income from agriculture and non-agricultural sources. This was obtained by directly asking the respondent the total income of his family for each year. The incomes from agriculture and other sources were noted separately. After computing the total under each head, the respondents were categorised into 3 groups as low, medium and high.

In this study, annual income was operationalised as the income earned from farming and other sources. This was obtained by directly asking the respondents total income of his family for each year.

The respondents were categorised into 3 groups as

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Low (Mean - S.E. x 1.96)

Medium (Mean ± S.E. x 1.96)

High (Mean + S.E. x 1.96)

3.4.2.5. Social participation

Sadamate (1980) defined social participation of the respondent as participation in social institutions as a member or as an office bearer.

In this study, social participation was operationally defined as the degree of involvement of a viewer-respondent in social organisations as a member or as an office bearer in the past and present and extent of participation in these organisations. This was measured using the procedure adopted by Selvakumar (1988) as follows:

Items	Score
Member in any organisation	1
Office bearer in any organisation	2

Extent of participation either as a member or as an office bearer was considered important. Scores for extent of participation in these organisations 'regularly', 'occasionally' and 'never' were given as 2, 1 and 0, respectively. To obtain the final score of a respondent, the scores secured as a member or office bearer were multiplied with the scores secured for their extent of participation

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and added up.

The respondents were categorised as

No participation

Less participation

High participation

3.4.2.6. Mass media exposure

Badrinarayanan (1977) defined mass media exposure as the degree to which different mass media sources were utilised by the respondent. It was measured based on the frequency of exposure as adopted by Singh (1971) with slight modifications.

Sachidananthan (1980) and Radhakrishnan (1988) measured mass media exposure as adopted by Singh (1971).

In this study, mass media exposure was operationally defined as the frequency of exposure of the respondents to the different mass communication media and their participation in related activities such as reading newspaper, listening rural radio programmes, and reading farm literature.

This was measured using the procedure adopted by Haraprasad (1982). In order to know the extent of participation by the respondents in mass media, different mass

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media sources were listed and the respondents were asked to indicate as to how often they used each of these. The scoring was as given below:

Sl. No.	Media	Frequency				
		Twice or more in a week (4)	Once in a week (3)	Once in a fort-night (2)	Once in a month (1)	Never or rare (0)
1.	Reads newspaper					
2.	Reads farm columns in newspaper					
3.	Listens to radio					
4.	Listens to rural radio programmes					
5.	Reads farm magazines and other litera-ture on agri-culture					

The total scores were obtained by summing up the scores under each item.

The respondents were categorised as

Low (Mean - S.E. x 1.96)

Medium (Mean $\pm$ S.E. x 1.96)

High (Mean + S.E. x 1.96)

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3.4.2.7. Cosmopoliteness

Rogers (1960) defined cosmopoliteness as the degree to which an individual's orientation is external to a particular social system.

Subramonian (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 outsider of his community based on the belief that an individual's all needs 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 organisation in the town

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The response categories and 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
Personal/professional	-	2
Other purpose	-	1
Entertainment	-	0

c) Membership in organisation in town

Yes	-	1
No	-	0

The total score for cosmopoliteness of each respondent was found by adding the scores of the above three dimensions.

The respondents were categorised as:

Low (Mean - S.E. x 1.96)

Medium (Mean $\pm$ S.E. x 1.96)

High (Mean $\pm$ S.E. x 1.96)

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3.4.2.8. Innovation proneness

Rogers (1960) defined innovativeness as the extent to which an individual is earlier than others in the social system to adopt new ideas.

Shilaja (1981) measured innovativeness with respect to adoption of high yielding varieties. She used a set of 5 statements on a 3 point continuum as always, sometimes and never to which the scores assigned were 2, 1, 0 respectively.

In this study, innovation proneness was operationalised as the viewer-respondent's readiness to accept any new information on agricultural practices. This was measured using the 'self-rating scale' developed by Moulik (1965). This scale consists of 3 sets of statements. The respondents were asked to choose the one amongst three sets of statements which accurately portrayed (most like) them, and also the one which portrayed (least like) them from each set. The respondent's 'most like' and 'least like' choices for each statement was obtained. The 3 sets in each statement were given weightage of 3, 2 and 1 describing high, medium and low degree of innovativeness.

Statements	Most like	Least like
A. a) I try to keep myself up-to-date about information on new farm practices but that doesn't mean that I try out all the new methods on my farm (2)		

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Statements	Most like	Least like
b) I feel restless till I try out a new farm practice, I have heard about (3)		
c) They talk of many new farm practices these days, but who knows if they are better than old one (1)		
B. a) From time to time, I have heard several new farm practices and I have tried out most of them in the last few years (3)		
b) Somehow, I believe that the traditional ways of farming are the best (1)		
c) I usually want to see what results my neighbours obtain before I try out a new farm practice (2)		
C. a) I am cautious about trying a new farm practice (2)		
b) After all our forefathers were wise in their farming practice, I don't see any reason for changing these old methods (1)		

Statements	Most like	Least like
c) Often new practices are not successful, however, if they are promising, I would surely like to adopt them (3)		

The ratio of weightage of the 'most like' statements to the 'least like' statements in each set was worked out. Then the ratio for the three sets of statements was summed up which gave the respondent's self-rating scores for innovation-proneness.

The respondents were categorised as

Low (Mean - S.E. x 1.96)

Medium (Mean $\pm$ S.E. x 1.96)

High (Mean + S.E. x 1.96)

3.4.2.9. 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 per se 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 7, 5, 4, 3 and 1, respectively for the positive and the reverse for negative statements.

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 (+)

For each respondent, the total score was obtained by summing up the scores of individual items.

The respondents were categorised as

Low (Mean - S.E. x 1.96)

Medium (Mean $\pm$ S.E. x 1.96)

High (Mean + S.E. x 1.96)

3.4.2.10. Economic Motivation

Economic motivation is operationalised in terms of the extent to which a farmer is oriented towards profit maximisation and the relative value placed by him on monetary gains.

Viju (1985) measured economic motivation with the self-rating economic motivation scale developed by Moulik (1965). In this study, the same scale was used. The scale consists of 3 sets of statements each set having 3 short statements with weights 3, 2, 1 indicating high, medium and low degree of economic motivation. The forced

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choice method was followed to overcome the familiar problems of personal bias and lack of objectivity in self-evaluation. This method forces the respondent to choose from a group of 3 short statements describing a particular personality characteristic, the one which most accurately describes the respondent himself and the one which least accurately portrayed himself. After obtaining the respondents 'most like' choices for each of the 3 sets of statements, the scoring was done by summing up the ratios of the weight of that 'most-like' statement to the weight of 'least-like' statement. As there are 3 sets of statements, the sum of ratios for the 3 sets was the respondent's self-rating score for economic motivation.

The statements are as follows:

Statements	Most like	Least like
A. a) All I want from my farm is to make a reasonable living for my family (1)		
b) In addition to making reasonable amount of profits, the enjoyment in farming life is also important for me (2)		
c) I would invest in farming to the maximum to gain large profit (3)		

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Statements	Most like	Least like
B. a) I would not hesitate to borrow any amount of money in order to run the farm properly (3)		
b) Instead of growing the new cash crops, which costs more money, I follow the routine farming practices (2)		
c) It is not only the monetary benefit, but also the enjoyment of work done which gives me satisfaction for my hand work in farming (1)		
C. a) I hate to borrow money in principle, even when it is necessary for properly running the farm (1)		
b) My main aim is maximising the profit in farming by growing cash crops in comparison to growing crops which are simply consumed by my family (3)		
c) I avoid excessive borrowing of money for farm investigation (2)		

The mean and standard error were calculated and respondents were categorised as

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Low (Mean - S.E. x 1.96)

Medium (Mean $\pm$ S.E. x 1.96)

High (Mean + S.E. x 1.96)

3.4.2.11. Attitude towards Nattinpuram programme

This is operationalised as the favourable or unfavourable disposition of the respondents with regard to Nattinpuram programmes of the Doordarshan Kendra, Trivandrum.

In this study, to measure the attitude towards Nattinpuram programme, a scale was developed following the method of summated ratings as described by Likert (1932). A total of 50 statements which were the items that make up the attitude scale, regarding the different aspects of Nattinpuram were prepared in consultation with experts, reviewing the relevant literature and following the informal criteria for preparation of attitude statements as given by Edwards (1957). These 50 statements were edited and finally 20 statements both positive and negative, were selected for administration.

The statements were then given to 40 respondents, who were asked to respond to each one in terms of their own agreement or disagreement with the statements on a five-point continuum namely strongly agree (SA), agree (A), undecided (UD), disagree (DA) and strongly disagree (SDA).

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The responses were assigned numerical weights varying from 5 to 1 for positive statements. The order was reversed for negative statements. For each respondent the total score was obtained by summating the scores for individual items.

For the selection of statements to make up the final scale, item analysis was done. The subjects were then arranged in the descending order of total scores obtained by them. Twenty five per cent of the subjects with the highest total scores and 25 per cent of the subjects with lowest total scores were selected, and the 't' value was calculated for each statement using the formula.

$$t = \frac{\bar{X}_H - \bar{X}_L}{\frac{S_H^2}{n_H} + \frac{S_L^2}{n_L}}$$

where X_H = the mean score on a given statement for the high group

X_L = the mean score on a given statement for the low group

S_H^2 = the variance of responses of the high group to the statement

S_L^2 = the variance of responses of the low group to the statement

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After finding out the 't' values for each statement, these statements were arranged in the rank order of 't' value. The value of 't' is a measure of the extent to which a given statement differentiates between the high and low groups. Thus, a set of 15 statements with the highest 't' value was selected. The selected attitude statements with their computed 't' values are given in Appendix III.

3.4.2.11.1. Validity of the scale

The validity of a scale means the fidelity with which it measures what it is supposed to measure. The developed scale was tested for the following two types of validity.

a) Content Validity

The main criterion for content validity is how well the contents of the scale represents the subject matter under study. Since the items selected were from the universe of contents, it was ensured that the items covered all aspects regarding attitude towards the Nattinpuram programme.

b) Construct Validity

When validity of a measuring instrument cannot be directly measured and certain other measuring instruments are needed to find out the validity of an instrument, the

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approach followed is known as construct validity.

This was tested by calculating the correlation coefficient between scientific orientation and attitude scores. Forty farmers were selected and their scientific orientation scores and attitude scores were calculated and the correlation between the two sets of scores was calculated. The correlation coefficient was found to be highly significant (r = 0.77) and hence it was concluded that the scale had construct validity.

3.4.2.11.2. Reliability of the scale

A scale is said to be reliable when it produces results with high degree of consistency when administered to the same respondents.

In this study, reliability of the scale was determined by split-half method. The scale administered to the 40 respondents was divided into two halves based on odd-even numbers of statements. Two sets of scores were derived from the same respondents and these were correlated. The coefficient of correlation (r) between the two scores was found to be 0.63. Hence it was concluded that the scale was reliable.

The attitude scale thus developed was incorporated in the interview schedule and administered to the 100

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respondents of the study area and their responses were collected on a five-point continuum ranging from strongly agree to strongly disagree. Scores were given as 5, 4, 3, 2 and 1 for strongly agree, agree, undecided, disagree and strongly disagree responses respectively for the positive statements. The scoring pattern was reversed for the negative statements. The favourable and unfavourable attitude statements were set at a random order and the respondents were asked to respond according to their degree of agreement or disagreement to each statement. The attitude score of each respondent was added together and the respondents were categorised as favourable and unfavourable groups as follows:

Unfavourable (below Mean)

Favourable (Mean and above)

3.4.3. Viewing preference of Nattinpuram programme

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

3.4.3.1. Programme preference

Varalaxmi and Sinha (1987) defined programme preference in terms of the relative liking for various TV

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programme in general and the rural telecasts in particular. The respondents were asked to indicate their preference of TV programmes and they adopted three major programme categories (viz. education, information and entertainment) and their combinations (viz. educative + informative, educative + entertainment, informative + entertainment, informative + entertainment + educative).

In this study, programme preference was measured in terms of two components viz. programme preference (past) and programme preference (future).

For measuring the programme preference (past) in respect of the previous two months programmes telecast after 1.1.90, a list of Nattinpuram programmes which were telecast was collected from TV centre and the respondents were asked to rate the selected telecasts on a five point continuum ranging from excellent, good, moderate, bad and worse with scores of 4, 3, 2, 1, 0, respectively as follows:

Sl. No.	Programmes	Excellent	Good	Moderate	Bad	Worse
1.	Safe handling of insecticides & pepper day celebration - TV report					
2.	Community spraying & Coconut farming					

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Sl. No.	Programmes	Excellent	Good	Moderate	Bad	Worse
3.	Spices & its quality control					
4.	Group farming in Coconut & Spices board					
5.	Activities of Animal Husbandry Department & feature on CPCRI					
6.	Report on the employment generation & earning while learning					
7.	Agricultural Development Bank					
8.	100% literacy report					
9.	Announcement inviting letters from farmers on their querries					
10.	Documentary on Niranam duck					
11.	Varieties of rose					

The average score for each programme was worked out and the ranks were assigned to each programme in the descending order of their average score.

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For measuring the future programme preference, 4 major programme categories namely agriculture, animal husbandry, fisheries and general were considered. Respondents were asked to indicate the item of their perceived importance based on their needs on a 3 point continuum ranging from most preferred, preferred and least preferred with scores 3, 2, 1, respectively.

Sl. No.	Programmes	Most preferred	Prefe-rred	Least prefe-rred
I.	Agriculture			
1.	New seeds and seed production			
2.	Fertiliser & soil fertility			
3.	Plant protection measures			
4.	Weeding & weedicides			
5.	Irrigation (methods & means)			
6.	Farm machinery			
7.	Safe-grain storage			
8.	Cereals, pulses & other crops			
9.	Vegetable crops			

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Sl. No.	Programmes	Most preferred	Preferred	Least preferred
10.	Fodder crops			
11.	Fruit orchard			
12.	Fruit processing			
13.	Cropping pattern & production			
14.	Credit & marketing			
15.	General farm information			
II.	Animal Husbandry			
A.	Dairying			
1.	Calf rearing			
2.	Feeding			
3.	Hygiene & management			
4.	Piggery			
5.	Goatry			
6.	Rabbitry			
B.	Poultry			
1.	Broiler			
2.	Egg production			
3.	Quail farming			
4.	Turkey farming			
5.	Hatchery			

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Sl. No.	Programmes	Most preferred	Preferred	Least preferred
III. Fisheries				
1.	Inland			
2.	Marine			
3.	Fish seed production			
4.	Fish processing			
IV. General				
1.	Mushroom cultivation			
2.	Sericulture			
3.	Apiculture			
4.	Nursery management			

The average score for each programme was worked out separately for the four categories and ranks were assigned based on the scores in the descending order of preference.

3.4.3.2. Mode preference

Mode preference refers to the different combinations in which the Nattinpuram programmes are being telecast. The following modes which are usually used in the farm telecast programmes are taken into consideration.

1. Demonstration by experts
2. Demonstration by experts with discussion
3. Discussion with experts

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4. Discussion with experts + visuals
5. Background commentary + visuals
6. Animated presentation

The standard procedure of paired comparison technique was used to find out the preference of the mode in all possible combination and comparisons as given in Appendix IV. The total number of pairs were 15 as determined by the formula $\frac{n\ (n-1)}{2}$ where n = 6 (different modes of presentation). These 15 pairs were given to a group of 100 respondents and they were asked to make comparative judgments as to which one of each pair was more preferred over the other. 'F' matrix (Appendix V) shows the schematic arrangement of the frequencies in which the cell entries correspond to the frequency with which the column stimulus is judged more favourable than the row stimulus. In general, 'fij' means the frequency with which the ith stimulus is judged more favourable than the jth stimulus.

The 'P' matrix (Appendix VI) was obtained by dividing the cell entries of 'F' matrix by the total number of respondents 'pij' entries. The cell entries in 'P' matrix give the proportion of each cell frequencies. The rearranged 'P' matrix was obtained (Appendix VII) by interchanging the stimuli or items in rank order of the column sums of the 'P' matrix with the stimulus with the smallest column

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sum at the left and that with the highest at the right.

The 'Z' matrix (Appendix VIII) was constructed by referring the normal deviate values corresponding to the 'P' values of rearranged 'P' matrix. The entries in each column of the 'Z' matrix were summed up and the corresponding mean values were obtained by dividing by 'n' (n = 6). This gave the deviation of the scale value of each stimulus in terms of its deviation from the mean of all the scale values. Items with negative scale values are thus judged to be less favourable than the average of the scale values of all the items and those with positive scale values are judged to be more favourable than the average. Since the origin takes as the mean of the scale values of the items on the psychological continuum a constant (in the absolute scale value of the stimulus with the largest negative deviation) was added to the deviation scale values to make them all positive and the rank order of different mode of presentation was arrived.

3.4.3.3. Time, duration and day(s) preference

This was attempted to know the preference of the respondents regarding time, duration and day(s) of telecast of Nattinpuram programmes in future. The respondents were asked to express their preference of number of days of telecast of Nattinpuram programme in a week, specific

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day(s) preference, total duration and the time of telecast of Nattinpuram programme. The frequencies were calculated and the respondents were classified based on their response.

3.4.3.4. Suggestions made by respondents for the improvement of farm telecast (Nattinpuram programme)

The suggestions of the respondents for the improvement of Nattinpuram programme were enlisted through open ended questions.

3.5. Method of 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. The interview schedule used is given in Appendix IX.

3.6. Statistical techniques used

The following statistical methods were employed in this study.

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

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2. Confidence interval mean $\pm$ 1 S.D. x 1.96 (0.05 level) was used to categorise the respondents into low, medium and high groups.

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

4. Multiple regression analysis was done to predict the variables which contribute substantially to viewing behaviour of farmers.

RESULTS

RESULTS

The results of the study are presented under the following heads:

1. Details of the respondents

1.1. Distribution of viewers and non-viewers

1.2. Reasons for not viewing Nattinpuram programme

1.3. Distribution of Nattinpuram programme viewers based on their characteristics

2. Viewing behaviour of Nattinpuram programme viewers

2.1. Viewing frequency of Nattinpuram programme

2.2. Duration of viewing Nattinpuram programme

2.3. Viewing intensity of Nattinpuram programme

2.4. Selectivity of Nattinpuram programmes

2.5. Habit of taking down notes while viewing Nattinpuram programmes

2.6. Extent of discussion after telecast

2.7. Clarification behaviour after telecast

2.8. Distribution of Nattinpuram programme viewers according to their viewing behaviour

3. Relationship of viewing behaviour of the Nattinpuram programme viewers with their characteristics

4. Post-viewing behaviour

5. Family viewing behaviour

6. Viewing preference of Nattinpuram programme

6.1. Programme preference

6.2. Mode preference

6.3. Time, duration and day preference

7. Suggestions for improving Nattinpuram programme

1. Details of the respondents

The details of the respondents regarding their viewing and non-viewing of Nattinpuram programme and their characteristics are presented in this section.

1.1. Distribution of viewers and non-viewers

Table 1. Distribution of viewers and non-viewers

(n = 212)

Sl. No.	Details of respondents	Frequency	Percentage
1.	Farmers possessing TV and viewing Nattinpuram programmes	100	47.17
2.	Farmers possessing TV but not viewing Nattinpuram programmes	27	12.74
3.	Farmers not possessing TV	85	40.09
Total farmers contacted		212	100.00

From Table 1, it is seen that out of the 212 farmers contacted, 47.17 per cent of the farmers were possessing TV sets and were viewers of the Nattinpuram programme.

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About 13 per cent of the farmers had TV sets but were non-viewers of the Nattanpuram programme and over 40 per cent of the farmers did not have TV sets at all.

1.2. Reasons for not viewing Nattanpuram programme

Table 2. Reasons for not viewing as expressed by non-viewers

(n = 27)

Sl. No.	Reasons	Frequency	Percentage
1.	No time to view Nattanpuram programmes	22	81.48
2.	Nattanpuram programmes are irrelevant	5	18.5
3.	Not interested in Nattanpuram programmes	11	40.74
4.	Nattanpuram programmes are boring	2	7.41
5.	Not aware of the Nattanpuram programmes	1	3.70
6.	Viewing Nattanpuram programmes affect childrens' studies	2	7.41
7.	The telecasting time of Nattanpuram programmes is not apt	2	7.41

(Multiple responses & not to total)

Data presented in Table 2 relates to the reasons for non-viewing the Nattanpuram programme as expressed by

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the non-viewers. It is evident that 81.48 per cent of the non-viewers did not have time to view Nattinpuram programmes followed by the reason 'not interested' in Nattinpuram programme (40.74%) and 'Nattinpuram programmes are irrelevant' (18.5%). The reasons such as Nattinpuram programmes are boring (7.41%), viewing Nattinpuram programmes affects children's studies (7.41%), the telecasting time of Nattinpuram programme is not apt (7.41%) and not aware of the Nattinpuram programmes (3.70%) were comparatively less important as indicated by the results of the study.

1.3. Distribution of Nattinpuram programme viewers based on their characteristics

Table 3. Distribution of Nattinpuram programme viewers based on their characteristics

(n = 100)

Sl. No.	Viewers' characteristics	Category	Frequency	Percentage
1.	Age	Young (upto 34 years)	8	8.00
		Middle (35-44 years)	35	35.00
		Old (45 and above)	57	57.00
2.	Educational status	Low (< 7)	30	30.00
		Medium (7-8)	33	33.00
		High (>8)	37	37.00

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Sl. No.	Viewers' characteristics	Category	Frequency	Percentage
3.	Occupation	Primary (2)	45	45.00
		Secondary (1)	55	55.00
4.	Annual income	Low (<Rs.5874)	57	57.00
		Medium (Rs.5874-8932)	8	8.00
		High (>Rs.8932)	35	35.00
5.	Social participation	No participation (0)	36	36.00
		Less participation (<2)	63	63.00
		High participation (>2)	1	1.00
6.	Mass media exposure	Low (<5)	53	53.00
		Medium (5-6)	1	1.00
		High (>6)	46	46.00
7.	Cosmopoliteness	Low (<2)	5	5.00
		Medium (2-3)	34	34.00
		High (>3)	61	61.00
8.	Innovation proneness	Low (<3.71)	53	53.00
		Medium (3.71-4.43)	5	5.00
		High (>4.43)	42	42.00
9.	Scientific orientation	Low (<28)	38.00	38.00
		Medium (28-30)	13	13.00
		High (>30)	49	49.00
10.	Economic motivation	Low (<3.32)	48	48.00
		Medium (3.32-4.12)	12	12.00
		High (>4.12)	40	40.00
11.	Attitude towards Nattinpuram programme	Favourable (58.2)	52	52.00
		Unfavourable (58.12 and above)	48	48.00

Data in Table 3 reveal that majority (57%) of the respondents were found to be old. Thirty five per cent of the

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respondents were middle aged and 8 per cent belonged the young age group.

From Table 3, it is evident that about 37 per cent of the farmer-respondents had high educational level followed by 33 per cent with medium educational level and 30 per cent with low level of education.

It further reveals that more than half of the respondents (55%) had agriculture as secondary occupation followed by 45 per cent of the respondents engaged in agriculture as the primary occupation.

It is seen from the Table 3 that majority of the respondents (57%) had income below Rs.5874 and 35 per cent of the respondents had income of more than Rs.8932 followed by eight per cent with income between Rs.5874 and 8932.

It is also seen that 63 per cent of the respondents had less extent of social participation. About 36 per cent had no social participation and only one respondent was found to have high extent of social participation.

From Table 3, it is found that 53 per cent of the respondents had low mass media exposure followed by 46 per cent of the respondents in the high category and only one respondent had medium level of mass media exposure.

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Data in Table 3 reveals that 61 per cent of the respondents had high level of cosmopoliteness followed by 34 per cent with medium level of cosmopoliteness and 5 per cent with low level of cosmopoliteness.

The results also show that 53 per cent of the respondents had low level of innovativeness followed by 42 per cent and five per cent of the respondents with high and medium level of innovativeness respectively.

Data in Table 3 reveals that 49 per cent of the respondents had high level of scientific orientation. About 38 per cent had low level of scientific orientation followed by 13 per cent with medium level of scientific orientation.

Data pertaining to economic motivation in Table 3 reveals that 48 per cent of the respondents had low economic motivation followed by 40 per cent with high economic motivation and 12 per cent with medium level of economic motivation. It is also observed (Table 3) that 52 per cent of the respondents had favourable attitude towards Nattinpuram programme followed by 48 per cent with unfavourable attitude towards Nattinpuram programme.

2. Viewing behaviour of Nattinpuram programme viewers

2.1. Viewing frequency of Nattinpuram programme

Data pertaining to the viewing frequency of the

respondents as regards the Nattinpuram programme are presented in Table 4.

Table 4. Viewing frequency of Nattinpuram programme

(n = 100)

Sl. No.	Frequency category	Frequency	Percentage
1	Twice a week	5	5.00
2	Once a week	11	11.00
3	Once a fortnight	20	20.00
4	Occasional	64	64.00

Table 4 reveals that 64 per cent of the respondents were 'occasional' viewers of Nattinpuram programme followed by 20 per cent of the respondents under 'once a fortnight' category and 11 per cent under 'once a week' category. A very few (5%) viewed the Nattinpuram programme twice a week.

Thus, it could be inferred that only a few were regular viewers of Nattinpuram programme and the majority were 'occasional' viewers.

2.2. Duration of viewing Nattinpuram programme

Table 5 contains the data on the duration of viewing Nattinpuram programme as expressed by the respondents.

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Table 5. Duration of viewing Nattinpuram programme

(n = 100)

Sl. No.	Duration category	Frequency	Percentage
1	Complete viewing	42	42.00
2	Partial viewing	58	58.00

It is evident from Table 5 that 58 per cent of the respondents viewed Nattinpuram programme partially and the remaining 42 per cent of the respondents viewed Nattinpuram programme completely.

2.3. Viewing intensity of Nattinpuram programme

The data pertaining to the viewing intensity of the respondents are presented in Table 6.

Table 6. Viewing intensity of Nattinpuram programme

(n = 100)

Sl. No.	Intensity category	Frequency	Percentage
1	Keenly view	42	42.00
2	Casually view	58	58.00

Table 6 reveals that more than half (58%) of the respondents casually viewed the Nattinpuram programme and

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the remaining 42 per cent viewed the programme keenly.

2.4. Selectivity of Nattinpuram programmes

The data pertaining to the selectivity of Nattinpuram programme as expressed by the respondents are presented in Table 7.

Table 7. Selectivity of Nattinpuram programmes

(n = 100)

Sl. No.	Selectivity category	Frequency	Percentage
1	All Nattinpuram programmes	21	21.00
2	Only selected Nattinpuram programmes	79	79.00

It is obvious from Table 7 that the majority (79%) of the respondents viewed only selected Nattinpuram programmes and that only 21 per cent of the respondents viewed all Nattinpuram programmes.

2.5. Habit of taking down notes while viewing Nattinpuram programmes

The data pertaining to the habit of taking down notes while viewing Nattinpuram programme are presented in Table 8.

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Table 8. Habit of taking down notes while viewing Nattinpuram programmes

(n = 100)

Sl. No.	Respondents taking down notes of Nattinpuram programmes	Frequency	Percentage
1	All Nattinpuram programmes	0	0
2	Only selected Nattinpuram programmes	2	2.00
3	Not taking down notes	98	98.00

Table 8 reveals that majority (98%) of the respondents did not have the habit of taking down notes while viewing Nattinpuram programme. Only 2 per cent of the respondents had the habit of taking down notes of only selected programmes.

2.6. Extent of discussion after telecast

Table 9 contains the data on the extent of discussion after telecast as expressed by the respondents.

Table 9. Extent of discussion after telecast

(n = 100)

Sl. No.	Discussion after telecast	Frequency	Percentage
1	Regularly	4	4.00
2	Sometimes	14	14.00
3	Never	82	82.00

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Table 9 reveals that majority (82%) of respondents did not discuss the Nattinpuram programmes with anyone after viewing them. Only 14 per cent of the respondents sometimes discussed with family members and friends and only four per cent have discussed the Nattinpuram programmes regularly with friends after viewing the programmes.

2.7. Clarification behaviour after telecast

Data pertaining to clarification behaviour of the respondents after the telecast of Nattinpuram programmes are presented in Table 10.

Table 10. Clarification behaviour after telecast of Nattinpuram programme

(n = 100)

Sl. No.	Clarification after telecast	Frequency	Percentage
1	Regularly	0	0
2	Sometimes	1	1.00
3	Never	99	99.00

From the data in Table 10 it is evident that all the respondents except one, did not clarify their doubts with anyone after telecast and only one respondent was found to clarify his doubts with his friends and that too only occasionally.

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2.8. Distribution of Nattinpuram programme viewers according to their viewing behaviour

Data pertaining to the distribution of Nattinpuram programme viewers according to their viewing behaviour are presented in Table 11.

Table 11. Distribution of Nattinpuram programme viewers according to their viewing behaviour

(n = 100)

Sl. No.	Viewing behaviour category	Frequency	Percentage
1	Low	46	46.00
2	Medium	10	10.00
3	High	44	44.00

Table 11 shows that 46 per cent of the respondents belonged to the low viewing behaviour category of Nattinpuram programme followed by 44 per cent of the respondents in the high viewing behaviour category and 10 per cent in the medium viewing behaviour category.

It is inferred that almost equal number of farmers belonged to the high and low categories with reference to their viewing behaviour.

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3. Relationship of viewing behaviour of the Nattinpuram programme viewers with their characteristics

Table 12. Correlation between viewing behaviour and viewers' characteristics

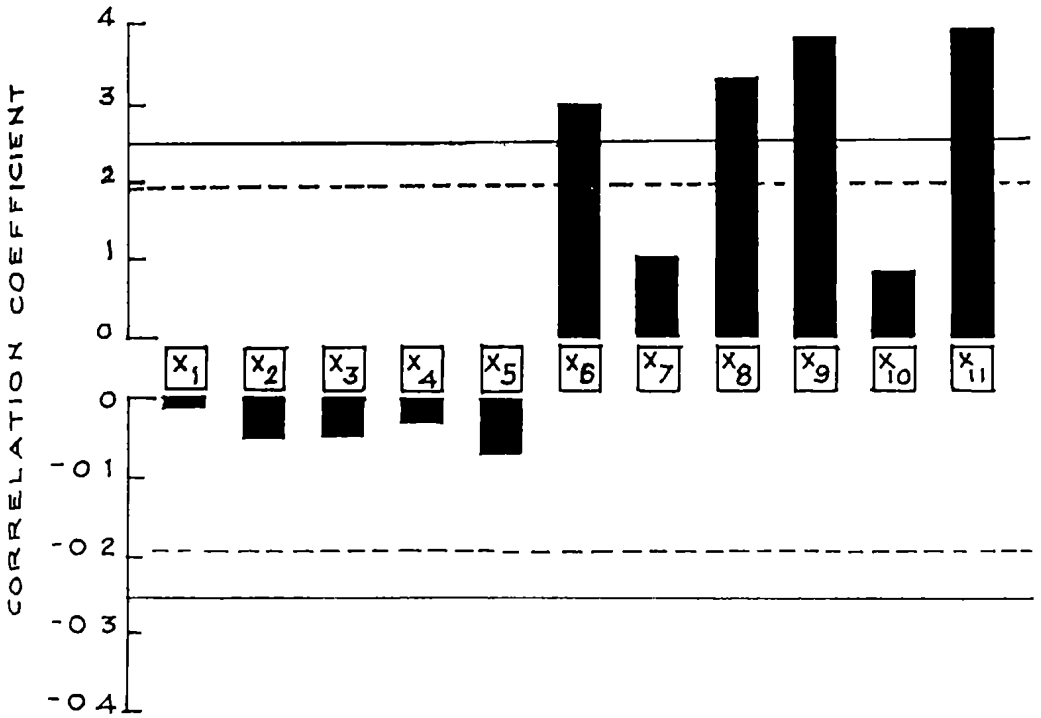
Sl. No.	Viewers' characteristics	'r' value
1	Age (X_1)	-0.0071 NS
2	Educational status (X_2)	-0.0497 NS
3	Occupation (X_3)	-0.0548 NS
4	Annual income (X_4)	-0.0303 NS
5	Social participation (X_5)	-0.0740 NS
6	Mass media exposure (X_6)	0.2989**
7	Cosmopoliteness (X_7)	0.1009 NS
8	Innovation proneness (X_8)	0.3279**
9	Scientific orientation (X_9)	0.3829**
10	Economic motivation (X_{10})	0.0813 NS
11	Attitude towards Nattinpuram programme (X_{11})	0.3929**

** Significant at 1% probability

NS : Not significant

Table 12 shows the relationship between the viewing behaviour of the respondents and their characteristics. Out of the 11 characteristics studied only 4 characteristics had positive and significant relationship with viewing

FIG III CORRELATION BETWEEN VIEWING BEHAVIOR AND VIEWERS CHARACTERISTICS



---------- SIGNIFICANT LEVEL (05%)

———————— SIGNIFICANT LEVEL (01%)

X_1 AGE

X_2 EDUCATIONAL STATUS

X_3 - OCCUPATION

X_4 ANNUAL INCOME

X_5 - SOCIAL PARTICIPATION

X_6 - MASS MEDIA EXPOSURE

X_7 - COSMOPOLITENESS

X_8 INNOVATION PRONENESS

X_9 - SCIENTIFIC ORIENTATION

X_{10} - ECONOMIC MOTIVATION

X_{11} - ATTITUDE TOWARDS NATTINPURAM PROGRAMME

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behaviour. These variables were mass media exposure, innovation proneness, scientific orientation and attitude towards Nattinpuram programme(Fig III).

The regression analysis was carried out to know the extent of contribution made by all the factors. A multiple linear regression equation of viewing behaviour with the 11 characteristics X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, X_{10}, X_{11} was fitted and the results are given in Table 13.

Table 13. Multiple regression analysis of viewers' characteristics

Sl. No.	Viewers' characteristics	Regression coefficient	't' value
1	Age (X_1)	0.01976	0.3009 NS
2	Educational status (X_2)	0.08713	-0.7833 NS
3	Occupation (X_3)	0.6092	0.5542 NS
4	Annual income (X_4)	0.0004	0.54143 NS
5	Social participation (X_5)	0.2817	-1.0357 NS
6	Mass media exposure (X_6)	0.03442	2.8605**
7	Cosmopoliteness (X_7)	0.1955	0.5052 NS
8	Innovation proneness (X_8)	0.13068	0.8779 NS
9	Scientific orientation (X_9)	0.05145	2.0374**
10	Economic motivation (X_{10})	0.1289	-0.3918 NS
11	Attitude towards Nattinpuram programme (X_{11})	0.03844	2.5985**

** Significant at 1% probability

NS - Not significant

Multiple regression coefficient (R) = 0.3139

Coefficient of determination (R^2) = 0.0985

This regression was found to be highly significant. But this regression explains only about 10 per cent of the variation in the viewing behaviour. Among the 11 characteristics, only mass media exposure, scientific orientation and attitude towards Nattinpuram programme mainly found to contribute to the variations in the viewing behaviour of the respondents.

Table 14. Results of path analysis showing direct and indirect effects of selected characteristics on their viewing behaviour

Characteristics	X_6	X_9	X_{11}	Total (r value)
X_6	<u>0.2549</u>	0.0161	0.0279	0.2989
X_9	0.0158	<u>0.2602</u>	0.1069	0.3829
X_{11}	0.0277	0.1083	<u>0.2569</u>	0.3929

X_6 - Mass media exposure

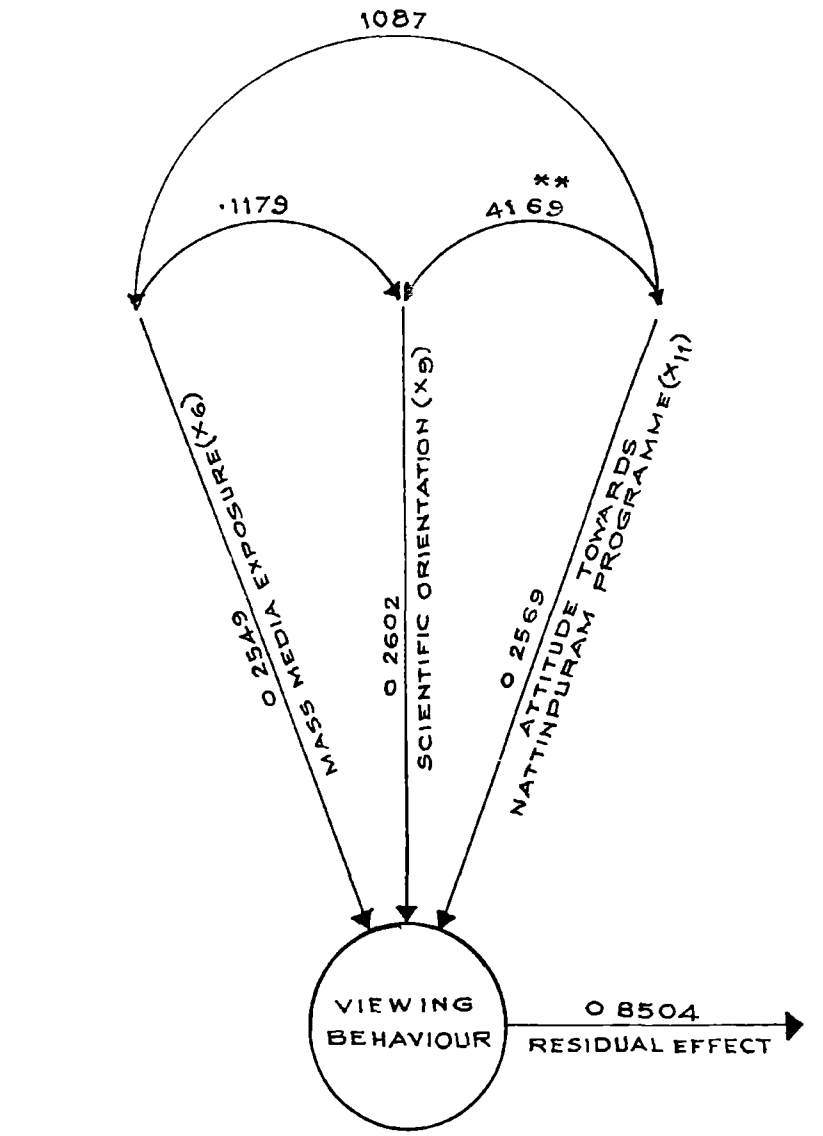
X_9 - Scientific orientation

X_{11} - Attitude towards Nattinpuram

(underlined figures are direct effects)

The correlation between mass media exposure and viewing behaviour was 0.2989 while its direct effect was

FIG IV PATH DIAGRAM SHOWING THE DIRECT AND INDIRECT EFFECTS OF THE SELECTED INDEPENDENT VARIABLES ON VIEWING BEHAVIOUR



0.2549 i.e. 85 per cent of the correlation was attributed to mass media exposure and the remaining 15 per cent was attributed to the indirect effect of mass media exposure through scientific orientation. When correlation between scientific orientation and viewing behaviour was 0.3829, its direct effect was 0.2602 which means 67 per cent of the correlation is accounted by the direct effect of scientific orientation. The remaining 33 per cent was its indirect effect due to mass media exposure and attitude towards Nattinpuram programme. The correlation between attitude towards Nattinpuram programme and viewing behaviour was 0.3829, while its direct effect was 0.2569 which forms about 67 per cent of its correlation. So, the indirect effect of attitude towards Nattinpuram programme was 33 per cent due to mass media exposure and scientific orientation. However all these characteristics (factors) together contributed of only 15 per cent of the total variation in the viewing behaviour of the respondents(Fig IV).

4. Post-Viewing Behaviour

Data pertaining to the post-viewing behaviour of respondents are presented in Table 15.

Table 15. Table showing the reasons for not writing letters to Doordarshan regarding reactions about Nattinpuram programmes (n = 100)

Sl. No.	Reasons	Frequency	Percentage
1	Not interested	63	63.00
2	No time	37	37.00

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Data in Table 15 shows that 63 per cent of the respondents did not write letters to Doordarshan regarding their reactions about Nattinpuram programme because they are not interested. This was followed by 37 per cent who had no time to write.

5. Family Viewing Behaviour

The data pertaining to the family viewing behaviour as expressed by the respondents are presented in Table 16.

Table 16. Family viewing behaviour of the respondents

(n = 100)

Sl. No.	Viewing category	Respondents' wife		Respondents' children	
		Frequency	Percentage	Frequency	Percentage
1	Regularly	8	8.00	20	20.00
2	Occasional	92	92.00	41	41.00
3	Never	0	0	39	39.00
	Total	100	100.00	100	100.00

Results furnished in Table 16 indicated that 92 per cent of the respondents' wives were occasional viewers and 8 per cent were regular viewers of Nattinpuram programme. It is further evident that 41 per cent of their children were occasional viewers followed by 20 per cent regular viewers.

Hence, it is inferred from the table that the family viewing behaviour of the respondents was largely occasional.

6. Viewing preference of Nattinpuram programme

6.1. Programme preference

6.1.1. Programme preference (past)

The data pertaining to the programme preference (past) as expressed by the respondents are given in Table 17.

As seen from Table 17, programmes such as 'safe handling of insecticides & pepper day celebration - A TV report, agricultural development board, announcement inviting letters from farmers on their querries were ranked first by the respondents. The second rank was scored by programmes such as employment generation and earning while learning, documentary on Niranam duck, and varieties of rose. Programmes such as Spices and their Quality Control, activities of animal husbandry department and feature on CPCRI, 100 per cent literacy report were given equal rank (3rd) followed by community Spraying & Coconut farming ranked fourth by the respondents. The programme on group farming in Coconut & Spices Board was ranked fifth by the respondents.

6.1.2. Programme preference (future)

The results pertaining to future programme preference

Table 17. Programme preference (past) of the respondents

Sl. No.	Programmes	Total viewers	Quality of perception					Mean score	Rank
			Excellent	Good	Moderate	Bad	Worse		
1	Safe handling of insecticides & pepper day celebration - A TV report	35	32	3	0	0	0	3.9	I
2	Community spraying & coconut farming	43	26	17	0	0	0	3.6	IV
3	Spices & their quality control	17	13	3	1	0	0	3.7	III
4	Group farming in Coconut & Spices Board	27	16	11	0	0	0	3.5	V
5	Activities of Animal Husbandry Department & feature on CPCRI	23	17	6	0	0	0	3.7	III
6	Report on the employment generation & earning while learning	8	7	1	0	0	0	3.8	II
7	Agricultural Development Bank	7	6	1	0	0	0	3.9	I
8	100% literacy report	22	15	7	0	0	0	3.7	III
9	Announcement inviting letters from farmers on their querries	15	14	1	0	0	0	3.9	I
10	Documentary on Niranam duck	34	26	8	0	0	0	3.8	II
11	Varieties of rose	22	17	5	0	0	0	3.8	II

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as expressed by the respondents are presented in Table 18.

Table 18. Programme preference (future) of the respondents

I. Agriculture

Sl. No.	Programmes	Most preferred	Preferred	Least preferred	Mean score	Rank
1	New seeds & seed production	93	5	2	2.99	I
2	Fertiliser & soil fertility	89	5	6	2.83	II
3	Plant protection measures	76	9	15	2.61	III
4	Weeding & weedicides	26	16	58	1.68	XI
5	Irrigation (methods & means)	61	7	32	2.29	V
6	Farm machinery	28	15	57	1.71	X
7	Safe grain storage	31	17	52	1.79	VII
8	Cereals, pulses & other crops	39	11	50	1.89	VI
9	Vegetable crops	73	9	18	2.55	IV
10	Fodder crops	27	10	63	1.64	XII
11	Fruit orchard	26	11	63	1.63	XIII
12	Fruit processing	15	8	77	1.38	XIV
13	Cropping pattern & production	30	14	56	1.74	IX
14	Credit & marketing	30	11	59	1.71	X
15	General farm information	34	8	58	1.71	VIII

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II. Animal Husbandry

Sl. No.	Programmes	Most preferred	Preferred	Least preferred	Mean score	Rank
	A. Dairying					
1	Calf rearing	41	13	46	1.95	I
2	Feeding	41	12	47	1.94	II
3	Hygiene & management	26	9	65	1.61	V
4	Piggery	0	6	94	1.06	VIII
5	Goatry	2	6	92	1.10	VII
6	Rabbitry	3	6	91	1.12	VI
	B. Poultry					
1	Broiler	36	17	47	1.89	III
2	Egg production	32	15	53	1.79	IV
3	Quail farming	0	3	97	1.03	X
4	Turkey farming	1	2	97	1.04	IX
5	Hatchery	5	2	93	1.12	VI
III.	Fisheries					
1	Inland	0	3	97	1.03	II
2	Marine	0	1	99	1.01	III
3	Fish seed production	3	1	96	1.07	I
4	Fish processing	0	1	98	1.01	IV
IV.	General					
1	Mushroom cultivation	1	8	91	1.10	I
2	Sericulture	0	5	95	1.05	III
3	Apiculture	0	4	96	1.04	IV
4	Nursery management	2	5	93	1.09	II

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As evident from Table 18, agricultural programmes were preferred the most. Agricultural programmes on new seeds and seed production was ranked first followed by fertiliser and soil fertility (2nd rank) and plant protection measures (3rd rank). Programme on vegetable crops was scored fourth. Other programmes viz., irrigation (methods & means), cereals, pulses and other crops, safe-grain storage, general farm information, cropping pattern and production, credit and marketing, farm machinery, weeding and weedicides, fodder crops, fruit orchard, fruit processing were ranked in the descending order of preference.

Preference of farmers for programmes on animal husbandry, fisheries, apiculture, mushroom cultivation, sericulture etc. was comparatively low. Among the animal husbandry programmes, calf rearing was ranked first followed by feeding (2nd) by the respondents. Third and Fourth ranks were accorded to broiler and egg production. The other programmes were least preferred by them.

6.2. Mode preference

The data pertaining to mode preference as expressed by the respondents are presented in Table 19.

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Table 19. Mode preference by the respondents as per scale values and their ranks

Sl. No.	Mode of presentation	Scale values	Ranks
1	Demonstration by experts with discussion	3.367	1
2	Demonstration by experts	2.682	2
3	Discussion with experts + visuals	2.577	3
4	Discussion with experts	1.539	4
5	Background commentary + visuals	0.923	5
6	Animated presentation	0.000	6

From Table 19 it can be inferred that the respondents preferred 'demonstration by experts with discussion' as the best mode of farm telecast. This was followed by 'demonstration by experts', 'discussion with experts + visuals', 'discussion with experts', 'background commentary + visuals' and animated presentation in the descending order.

6.3. Time, duration and day preference

The data pertaining to the preference of time of farm telecast (Nattinpuram programme) as expressed by the respondents are presented in Table 20.

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Table 20. Distribution of respondents according to their preference of time of farm telecast (Nattinpuram programme)

(n = 100)

Sl. No.	Time (p.m.)	Frequency	Percentage
1	5.30 - 6.00	3	3.00
2	6.00 - 6.30	9	9.00
3	6.30 - 7.00	41	41.00
4	7.00 - 7.30	17	17.00

Table 20 reveals that 97 per cent of the respondents preferred the Nattinpuram programme to be telecast in the evening between 6 to 7.30 p.m. More than one third (41%) of them preferred 6.30 - 7.00 p.m.

In general, it can be concluded that the most preferred time for the telecast of Nattinpuram programme was from 6.30 - 7.00 p.m.

Table 21. Distribution of respondents according to their preference towards duration (in minutes) of farm telecast (Nattinpuram programme)

(n = 100)

Sl. No.	Duration (minutes)	Frequency	Percentage
1	30	65	65.00
2	45	15	15.00
3	60	20	20.00

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Results in Table 21 reveal the preferred duration of the farm telecast (Nattinpuram programmes) as expressed by the respondents. It is evident that majority (65%) of the respondents were of the opinion that the present duration of 30 minutes is quite sufficient and 20 per cent of the respondents preferred an increase in the duration by 30 minutes followed by 15 per cent who suggested an increase in duration by 15 minutes.

In general, it can be concluded that majority of the respondents desired to have the telecast for half an hour as at present.

The data pertaining to the preference of number of days of farm telecast (Nattinpuram) per week as expressed by the respondents are presented in Table 22.

Table 22. Distribution of respondents according to their preference of number of days of farm telecast (Nattinpuram programme) per week

(n = 100)

Sl. No.	Days per week	Frequency	Percentage
1	One day	3	3.00
2	Two days	51	51.00
3	Three days	31	31.00
4	Four days	11	11.00
5	Five days	2	2.00
6	Six days	2	2.00

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Data in Table 22 reveal that more than half (51%) of the respondents were of the opinion that the existing frequency of farm telecast at twice a week is quite sufficient. About one-third (31%) opted for three days a week and 11 per cent of them suggested that the programme be telecast for four days a week while only a few suggested that the telecast to be once a week, five days a week and on all days.

7. Suggestions for improving Nattinpuram programme

The data pertaining to the suggestions for improving the Nattinpuram programme as expressed by the respondents are presented in Table 23.

Table 23. Suggestions for improving Nattinpuram programme

(n = 100)

Sl. No.	Suggestions	Frequency	Percentage
1	Be more informative	77	77.00
2	Invite farmers in discussion	95	95.00
3	Side by side discuss the traditional method and point out the advantages of improved techniques over the traditional ones	1	1.00
4	Avoid using technical terms	17	17.00
5	Alternate the programmes in a cyclic rotation and be more practical to get exhaustive knowledge	1	1.00

(Multiple responses and not to total)

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Data presented in Table 23 reveal that majority (95%) of the respondents wanted the participation of farmers in discussion. Seventy seven per cent of the respondents wanted the programmes to be much more informative. The suggestions such as avoiding the use of technical terms (17%), discussing on the traditional method (1%), alternating the programmes in a cyclic rotation were suggested by comparatively less number of respondents.

DISCUSSION

CHAPTER V

DISCUSSION

The findings of the study are discussed under the following heads:

1. Details of respondents

1.1. Distribution of viewers and non-viewers

1.2. Reasons for not viewing Nattinpuram programme

1.3. Distribution of Nattinpuram programme viewers based on their characteristics

2. Viewing behaviour of Nattinpuram programme viewers

2.1. Viewing frequency of Nattinpuram programme

2.2. Duration of viewing Nattinpuram programme

2.3. Viewing intensity of Nattinpuram programme

2.4. Selectivity of Nattinpuram programmes

2.5. Habit of taking down notes while viewing Nattinpuram programmes

2.6. Extent of discussion after telecast

2.7. Clarification behaviour after telecast

2.8. Distribution of Nattinpuram programme viewers according to their viewing behaviour

3. Relationship of viewing behaviour of the Nattinpuram programme viewers with their characteristics

4. Post-viewing behaviour

5. Family viewing behaviour

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6. Viewing preference of Nattinpuram programme

6.1. Programme preference

6.2. Mode preference

6.3. Time, duration and day preference

7. Suggestions for improving Nattinpuram programme

1. Details of respondents

1.1. Distribution of viewers and non-viewers

As indicated in Table 1, of the 212 farmers contacted 47.17 per cent were selected as the respondents of the study because they had TV of their own and also were viewers of Nattinpuram programme. Inspite of possessing TV sets, 12.74 per cent of the farmers were non-viewers of the Nattinpuram programme. These non-viewers were interviewed and the reasons as to why they were not viewing the programme were collected. The remaining 40.09 per cent of the farmers were not interviewed further since they did not have TV sets of their own.

1.2. Reasons for not viewing Nattinpuram programme

From Table 2, it could be inferred that lack of time was the foremost reason for not viewing as expressed by 81.48 per cent of the non-viewers. Perhaps this may be due to the reason that these farmers are engaged in other farm related activities at the time of telecast. This

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finding is in conformity with the finding of Sadamate (1975) who reported lack of time as one of the reasons for not viewing the farm telecast programme. It is further obvious from the results that 40.74 per cent did not view the Nattinpuram programme since the programme was not of any interest to them. In contrast to the popular TV programmes such as films, filmsongs, and the like, the Nattinpuram programmes have the innate limitations of lack of variety, lack of popular appeal and the lack of entertainment values. This could be attributed as the reason for the above finding.

This finding was in conformity with the finding of Audience Research Report, TV Station, Madras (1979) which found lack of interest as one of the reasons for non-viewing.

Some of the non-viewers (18.5%) opined that the programmes were irrelevant to them. The reason may be that the topics covered in Nattinpuram programme were of general nature and that not all these programmes were of practical utility to all farmers. A few (7.41%) did not view because the Nattinpuram programme was boring to them. This may be due to their interest in other entertainment programmes which are much more absorbing. Again 7.41 per cent expressed the reason that viewing Nattinpuram programme affected

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children's studies. It is a prevailing popular belief in Kerala, where people are overconscious of children's education, that TV viewing diverts children's attention from their studies. A few (7.41%) of the non-viewers expressed that the time was not suitable. This may be due to the reason that they may not be available at home at the time of telecast. During evening times when the Nattinpuram programme is telecast, farmers usually go for their customary, chat in tea-shops and therefore they feel that the timing of the Nattinpuram telecast doesn't suit their convenience. This finding was in conformity with the finding of Abraham (1981) who reported time of telecast not suitable as one of the reasons for non-viewing. It is quite strange and at the same time heartening to note that only one non-viewer expressed the reason for his non-viewing as not aware of Nattinpuram programme. This result also indirectly points out to the increasing awareness about Nattinpuram programme among the TV owning farmers in rural Kerala.

1.3. Distribution of Nattinpuram programme viewers based on their characteristics

1. Age

Results in Table 3, showed that 57 per cent of the respondents were old aged. It was found that 35 per cent

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of the respondents were middle aged and eight per cent of the respondents belonged to the young age group. This may be attributed to the reason that the old viewers may get time to view the Nattinpuram programme more than the young or middle aged because they spend much of their time in their homes than their young counterparts. This is in conformity with the findings of Chauhan and Sinha (1976) and Singh (1977) that even the aged farmers were quite receptive to the communication given through TV.

2. Educational status

As evident from Table 3, there was not much difference among the different categories of respondents with regard to their educational status. So viewing of Nattinpuram programme is not much affected by educational status. Results similar to those of the present study have been reported by Sinha (1974), Chattopadhyay (1976), Chauhan (1976), Chauhan and Sinha (1976) and Radhakrishnan (1988). Hence, it could be generalised that lack of formal education is not an impediment in the assimilation and utilisation of communication given through TV.

3. Occupation

From Table 3, it can be seen that only 45 per cent of the respondents were having agriculture as the main

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occupation. Fifty five per cent of the respondents reported agriculture as their secondary occupation. In a State like Kerala, it is no wonder that majority of the farmers are part time farmers and hence this result. In any agricultural survey in Kerala, it would be revealed that over 50 per cent of the farmers are part-time farmers and this study has not proved to be an exception to the prevailing trend.

4. Annual income

As evident from Table 3, 57 per cent of the respondents had low level of annual income followed by 35 per cent with high level and eight per cent with medium level of annual income. This is contrary to the common belief. Normally only the well-to-do farmers possess TV sets as found in other States of India. However, such a generalisation is not applicable to Kerala in view of the present finding that 57 per cent of the TV owning farmers had only low level of annual income. In an information age, the literate and frugal Kerala farmers make it a point to buy atleast a black and white TV set since it is considered as a less expensive avenue of entertainment. This could be the reason for the near even distribution of the Nattinpuram programme viewers in the high and the low income groups.

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5. Social participation

As regards social participation, nearly two third (63%) of the respondents had less social participation and 36 per cent had no social participation at all. Only one respondent had high level of social participation. It is a well accepted evil or dysfunction of TV, that it reduces social participation in the community. Moreover since they are much involved in TV viewing, the scope for other social participation is also less. It is also in line with McLuhan's aphorism of "Technological Determinism". This finding is in conformity with the finding 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 Radhakrishnan (1988) who found that majority of the TV viewing farmers had high social participation.

6. Mass Media Exposure

Results in Table 3, showed that 53 per cent of the respondents had low mass media exposure followed by 46 per cent of the respondents with high mass media exposure and only one respondent had medium level of mass media exposure. The low level of mass media exposure may be due to the competition between TV and other media, of which TV

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may be gaining. Mass media exposure was measured in terms of frequency of viewing/hearing/reading mass media such as TV/Radio/Newspaper etc. It is not a guarantee that a TV owning farmer will be high in his mass media exposure just because of viewing TV alone. There is a general tendency of substituting TV for other mass media like radio and newspaper and hence majority of the respondents had only low level of exposure to mass media other than TV. This finding contradicts the findings of Gupta and Sangha (1980) and Radhakrishnan (1988) who found that majority of their respondents had high level of mass media exposure.

7. Cosmopoliteness

As obvious from Table 3, 61 per cent of the respondents had high level of cosmopoliteness followed by 34 per cent with medium level of cosmopoliteness and five per cent with low level of cosmopoliteness. This result speaks high of the Kerala farmers who frequently visit nearby towns/cities for various purposes. Increased transportation facilities and the cosmopolitan value now gaining momentum among rural farmers could well be attributed to this phenomenon. This finding is in agreement with the findings of Abraham (1981) and Radhakrishnan (1988) who reported that majority of the respondents were having high level of cosmopoliteness.

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8. Innovation proneness

As evident from Table 3, 53 per cent of the respondents had low level of innovativeness followed by 42 per cent and 5 per cent of the respondents with high and medium level of innovativeness respectively. The results point out to the dichotomy of farmers as highly innovative and less innovative. TV as an educational medium definitely fosters innovativeness among its viewers particularly the neo-viewers and hence instils risk proneness initially. Over long run it is probably the experience of farmers with innovations and the attendant problems that have curbed the innovative tendencies of even the viewers of Nattinpuram programmes. However, the results do not lead to any concrete generalisation in this respect.

9. Scientific Orientation

Regarding scientific orientation, results in Table 3 showed that 49 per cent of the respondents had high level of scientific orientation followed by 38 per cent with low level of scientific orientation and 13 per cent with medium level of scientific orientation. It is encouraging to observe that about one half of the respondents had high level of scientific orientation. This reiterates the hope that TV can infuse scientific orientation to its viewers. It also substantiates the role of TV as a conveyer of

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scientific information to the majority of viewers.

10. Economic motivation

Results in Table 3 indicated that 48 per cent of the respondents had low level of economic motivation and 40 per cent had high level of economic motivation followed by 12 per cent with medium level of economic motivation. It is a happy augury that 60 per cent of the viewers had either high or medium level of economic motivation. In a competitive world like ours, TV plays the role of a catalyst in motivating the viewers to attain economic standards and this is well augured by this finding.

11. Attitude towards Nattinpuram programme

Results in Table 3 indicated that 52 per cent of the respondents had favourable attitude towards Nattinpuram programme and the remaining 48 per cent had unfavourable attitude towards Nattinpuram programme. The near equal distribution of the respondents in the favourable and unfavourable attitude categories could be attributed to both the strengths and weaknesses of the Nattinpuram programmes. The preponderance of part-time farmers among the respondents, the lack of variety and popular appeal in the Nattinpuram programmes could be singled out as the reasons for the unfavourable attitude of a sizable number of respondents. Similarly, the newness of the Nattinpuram

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programmes, their practical utility, their problem solving nature, and the credibility could well be attributed as the reasons for the majority (52%) of the respondents expressing themselves in favour of the Nattinpuram programme.

2. Viewing behaviour of Nattinpuram programme viewers

2.1. Viewing frequency of Nattinpuram programme

The findings of the study (Table 4) indicated that most of the farmers (64%) were occasional viewers and a few were regular viewers. While programmes such as Ramayana, Mahabharatha and regional feature film get priority among the viewers, it is disheartening to note that a majority of the respondents accorded low priority to viewing Nattinpuram programmes regularly. The periodic preference ratings researched by the Market Research Bureau and reported in popular dailies corroborate this. The limitations of low human interest level and the absence of canalisation effect in Nattinpuram programmes and the general apathy of farmers towards educational programmes in agriculture could well be the reasons for the lack of enthusiasm on the part of the farmers to view the Nattinpuram programmes regularly.

2.2. Duration of viewing Nattinpuram programme

The findings in Table 5 showed that 58 per cent of

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the respondents partially viewed the Nattinpuram programme. This may be due to their lack of interest in such programmes. The low human interest level in the Nattinpuram programmes may also be another reason. The rest 42 per cent of the respondents completely viewed such programmes. It could be commonly observed that many farmers possessing TV sets have the habit of watching all the TV programmes. They do not exhibit the selective viewing behaviour. Another plausible reason for these results could be that since there were many part-time farmers their viewing of Nattinpuram programme could also be partial.

2.3. Viewing intensity of Nattinpuram programme

Results in Table 6 showed that 58 per cent of the respondents casually viewed the Nattinpuram programme. The probable reason may be due to their lack of interest in such programmes. The low human interest level in the Nattinpuram programmes may also be another reason. The remaining 42 per cent of the respondents keenly viewed such programmes. High intensity of viewing as evidenced in this case is expected from selective and specific viewers who have interest in such programmes. It could also be comprehended that since TV is mainly viewed as an entertainment medium, farmers largely view the programmes, including the Nattinpuram programmes, casually in a relaxed way.

2.4. Selectivity of Nattinpuram programme

It is found from Table 7 that 79 per cent of the respondents viewed 'only selected Nattinpuram programmes' and the rest 21 per cent of the respondents viewed all Nattinpuram programmes. High selectivity in viewing Nattinpuram programme as evidenced in this case may be due to lack of time or their interest towards specific subject matter presented in Nattinpuram programme. Moreover, the recent effort of the Doordarshan Kendra to advance organize weeks' programme in synoptic form has also facilitated the farmers to view specific programmes of their interest on the scheduled dates. The reason for less selectivity may be due to their casual viewing without bothering about the content, mode of presentation etc. since they may be interested just to while away their time.

2.5. Habit of taking down notes while viewing Nattinpuram programme

It is found from Table 8 that almost all the respondents (98%) did not have the habit of taking down notes while viewing Nattinpuram programme. The reason may be that the topic may not be interesting or 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. Only 2 per cent of the respondents had the habit of taking down notes of only selected Nattinpuram programme. This was because one of the respondent had the interest to start mushroom cultivation and the other respondent had the interest to practice new methods of farming and as such they will be very particular to record important points as they listen to the Nattinpuram programmes for reference later.

2.6. Extent of discussion after telecast

As evident from Table 9, 82 per cent of the respondents did not discuss with anyone after viewing the Nattinpuram programme. The reason may be that the topic may not be interesting nor relevant to their situation and also they may not be that much mentally prepared to take up the technology. In situations where the viewers are fully in need of a technology for boosting their production, they may be interested to discuss the information got from the Nattinpuram programme. Most of the programmes telecast in Nattinpuram programme are self explanatory and non-controversial in nature necessitating very little discussion with others. The general tendency of the farmers in Kerala is that even in many Seminars, spontaneous and adequate discussions by farmers is wanting. When this is the case, it is only within reason that the farmers seldom

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discuss the Nattinpuram programmes after viewing them. Only 14 per cent of the respondents sometimes discussed with family members and friends after viewing the Nattinpuram programme. This may be due to the inadequacy of the information given in the particular telecast or due to doubts that have arised after viewing the programme. A few (four per cent) of the respondents had discussed Nattinpuram programme regularly with friends after viewing the Nattinpuram programme. This may be attributed to their regular viewing habit and their interest in almost all topics which are informative to them. They may be always in search of information and also in search of reinforcement of that information.

2.7. Clarification behaviour after telecast

Results (Table 10) showed that 99 per cent of the respondents did not clarify their doubts with anyone after telecast. The probable reason may be that the Nattinpuram telecasts are comprehensive and self-explanatory in nature. Only one respondent was found to clarify his doubt with his friends that too only sometimes. He could be an exceptionally inquisitive farmer that he seeks to clarify issues after telecast of farm programmes.

2.8. Distribution of Nattinpuram programme viewers according to their viewing behaviour

Results (Table 11) showed that 46 per cent of the

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respondents had low level of viewing behaviour followed by 44 per cent with high level of viewing behaviour and 10 per cent with medium level of viewing behaviour. These results only conform to the general trend observed in the case of the components of viewing behaviour as discussed elsewhere.

3. Relationship of viewing behaviour of Nattinpuram viewers with their selected characteristics

3.1. Age

Age showed no significant relationship with viewing behaviour (Table 12). The finding implies that farmers in all age groups viewed the Nattinpuram programme irrespective of their age. The finding is in agreement with the finding of Singh (1977) who reported that age had no significant relationship with viewing behaviour. This finding contradicts the finding of Sangha (1985) who reported that age had 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 age and viewing behaviour was accepted.

3.2. Educational status

Educational status was found to have a non-significant relationship with viewing behaviour. TV can overcome

the illiteracy barrier and this may be the reason for the non-significant relationship. The results of the study contradict 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.

3.3. Occupation

Occupation exhibited no significant relationship with viewing behaviour. This is an interesting finding since viewing behaviour is expected to be highly related to occupational status of the respondents. The non-significant relationship may be attributed to the ritualistic viewing of TV programmes by the TV owners irrespective of whether they are part-time farmers or full 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.

3.4. Annual income

Annual income showed no significant relationship with viewing behaviour. The result of the study was supported by Radhakrishnan (1988) who reported that annual

income had not hindered the viewing of farm telecast programme. TV owning may be related to the income status of the farmers. Once the farmers possess the TV sets, their viewing of programmes such as Nattinpuram would not be influenced by their economic status or annual income and hence this result. 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.

3.5. Social participation

Social participation showed non-significant relationship with viewing behaviour. The present finding disproves the prevalent myth relating to TV viewing that social participation is adversely affected by TV viewing. In fact, there is growing concern that TV may sound the deathknell of the social nature of man. It is encouraging to observe that viewing behaviour and social participation of the farmers are independent of each other. The present finding however, contradicts the findings of Sadamate (1975) and Sachidananthan (1980) who reported that social participation exhibited significant relationship with viewing behaviour. This finding is in agreement with the findings of Singh (1977) and Abraham (1981) who reported that social participation had non-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 social participation and viewing behaviour was accepted.

3.6. Mass media exposure

Mass media exposure exhibited positive and significant relationship with viewing behaviour. It needs no explanation that farmers having more mass media exposure will have high level of viewing behaviour so as to get more information regarding latest developments in agriculture. The different mass media viz., radio, TV and newspaper are mutually advertising their programmes. This may be the reason for the above finding. Moreover TV viewing is an important component of mass media exposure as measured in the study and therefore as TV viewing behaviour increases mass media exposure score of the respondent would also correspondingly increase. This finding is in agreement with the findings of Sadamate (1975), Singh (1977) and 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.

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3.7. Cosmopoliteness

Cosmopoliteness exhibited non-significant relationship with viewing behaviour. As explained elsewhere, the present finding also shatters another myth prevailing among the public at large that TV viewing retards the cosmopolitan nature of people ie. TV ties the people to their homes. The result that there was no relationship between viewing behaviour and cosmopoliteness is therefore encouraging in this context. This finding is contradictory to the findings of Sadamate (1975) and 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 accepted.

3.8. Innovation proneness

Innovation proneness showed positive and significant relationship with viewing behaviour. The reason may be that the innovative persons may be always in search of more and more new information. So naturally they will be exploring all the available avenues for the same. Similarly farmers who view the Nattinpuram programmes regularly will have the propensity to imbibe the innovations contained in the messages. In view of the above, the

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result obtained in the study can be justified. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between innovation proneness and viewing behaviour was rejected.

3.9. Scientific orientation

Scientific orientation exhibited positive and significant relationship with viewing behaviour. Scientific orientation was found to be the most influencing character among all the characters studied. This may be due to the inquisitive nature of viewers to know more about latest technology in agriculture, so they may have the curiosity to view the Nattinpuram programme very frequently. Moreover, they may be interested to supplement their scientific orientation with the information abundantly available in the Nattinpuram programmes. The Nattinpuram programmes largely are based on scientific developments and hence farmers viewing such programmes more frequently could be expected to exhibit scientific orientation also. 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 rejected.

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3.10. Economic motivation

Economic motivation had no significant relationship with viewing behaviour. Economically motivated people would not wait for the innovation to come through the media. Rather, they will go in search of it to the direct source since they need the same immediately. In view of the above, 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.

3.11. Attitude towards Nattinpuram programme

Attitude towards Nattinpuram programme exhibited positive and significant relationship with viewing behaviour. The Nattinpuram programme plays a vital role in revealing the worthiness of scientific technologies. As enunciated in the consistency theory, farmers who are disposed off favourably towards the Nattinpuram programmes would naturally view the Nattinpuram programme regularly as an expression of their beliefs. The attitude-behaviour discrepancy theory of Fishbein (1973) does not hold good in this context. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between attitude towards Nattinpuram

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programme and viewing behaviour was rejected.

3.12. Multiple regression analysis of viewers' characteristics

According to the data presented in Table 13, mass media exposure, scientific orientation and attitude towards Nattinpuram programme were the main contributing factors towards viewing behaviour. Multiple correlation (R^2) indicated that the 11 characteristics totally had contributed only 10 per cent towards the viewing behaviour. Only mass media exposure, scientific orientation and attitude towards Nattinpuram programme mainly found to contribute to the variations in the viewing behaviour of the respondents and hence their direct and indirect effects were analysed and the results are presented in Table 14.

3.13. Path analysis

As evident from Table 14, the maximum direct effect was due to scientific orientation followed by attitude towards Nattinpuram programme and mass media exposure. It is seen that 85 per cent of the correlation was attributed to mass media exposure and the remaining 15 per cent was attributed to the indirect effect of mass media exposure through scientific orientation. Similarly 67 per cent of the correlation is accounted by the direct effect of scientific orientation and 33 per cent was its indirect effect

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due to mass media exposure and attitude towards Nattinpuram programme. In the same way, 67 per cent of the correlation is accounted by the direct effect of attitude towards Nattinpuram programme and 33 per cent was its indirect effect due to mass media exposure and scientific orientation.

These results indicate that in determining the viewing behaviour of the farmers variable such as mass media exposure, scientific orientation, attitude towards Nattinpuram programme are important in that they have either substantial direct or indirect effect or both.

4. Post-viewing behaviour

From Table 15, it could be visualized that 63 per cent of the respondents were not interested to write letters to Doordarshan Kendra regarding their reactions about Nattinpuram programme. Eventhough at the time of viewing a Nattinpuram programme, they might have complaints, after a lapse of time, their intensity may be decreasing and also amidst other occupations it may get postponed resulting in the total forgetting of the information. Perhaps they may not have the patience to write back to Doordarshan to clarify their doubts. This may be the reason for the lack of interest to write letters to Doordarshan Kendra regarding their reactions about Nattinpuram programme.

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The farmers also may not be sure if their letters would evoke any response from Doordarshan Kendra authorities.

5. Family Viewing Behaviour

Results in Table 16 reveal that with regard to the viewing behaviour of respondents' wives, 92% of them were occasional viewers. This may be due to their lack of time. As they had to manage the whole family, they could not find any leisure time to sit and view all Nattinpuram programmes keenly with patience. Only eight respondents' wives were found to be regular viewers of Nattinpuram programme. This may be due to their interest in farming and their curiosity to know more about new scientific practices. It may also be indicated that atleast for some in rural households, TV viewing is not selective in that they view all TV programmes indiscriminately.

As regards children's viewing behaviour (Table 16), 41 per cent of them were occasional viewers because they were too much interested in other entertainment programmes. Twenty per cent of the children were regular viewers. This may be due to the reason that they want to know more about agricultural activities which will be helpful to them in the future. Thirty nine per cent of their children did not view at all. The reason may be due to lack of interest in such programmes.

6. Viewing preference of Nattinpuram programme

6.1. Programme preference

Regarding respondent's perception on the quality of the selected two months Nattinpuram programmes differential rank scores were observed among them (Table 17). Programmes such as 'Safe handling of insecticides and Pepper day celebration TV report, Agricultural Development Bank, announcement inviting letters from farmers on their querries were ranked first by the respondents. This may be due to the fact that majority of the viewers had viewed these 3 programmes completely with great interest and were very much attracted by the way of presentation of these telecasts, the subject matter coverage etc. Programmes such as report on the employment generation and earning while learning, documentary on Niranam duck, and varieties of rose were ranked second by the respondents. The reason may be that they have liked these new type of programmes which pave way for more income generation unlike the routine farming practices.

As evident from Table 17, respondents gave third rank to programmes such as spices and their quality control, activities of animal husbandry department, a feature on CPCRI and 100 per cent literacy report. The reason may be that they were satisfied with the motivational

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inputs in the content including the modes of presentation, visual and also musical effects in addition to the information value.

Data in Table 17 showed that programmes such as community spraying and coconut farming were ranked fourth by the respondents followed by group farming in Coconut and Spices Board which were ranked fifth. The programme on community spraying were preferred due to its better presentation and also since the topic has greater scope in view of the introduction of group farming efforts in the area. Coconut farming was also equally liked by them because the area surveyed had abundant coconut farms. The farmers in the area are more concerned about the scientific practices in coconut farming since coconut is a cash crop. The farmers of the area had the beneficial experience of group farming programme in rice cultivation and naturally they would like to explore the possibilities of similar ventures in the case of coconut also. The programme on Spices Board was preferred probably because of the newness of the constitution of the Spices Board and because of the fact that spices like pepper etc. are grown extensively in the area.

As regards viewers' future programme preference, differential rank scores were derived among the four

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different categories of programmes. As evident from Table 18, the preference for agricultural programmes was the most. This appears quite logical since agriculture is the major concern of the menfolk. This suggests that the farmers' major concern is to know the improved farm technology in detail so that they can comprehend and practise them. Preference to animal husbandry, fisheries, mushroom cultivation, apiculture and sericulture was far less. This may be due to the fact that majority of the respondents had only crop enterprises and were least interested in other enterprises.

With regard to agricultural programmes, new seeds and seed production was ranked first by the respondents. The reason may be that Nedumangadu sub-division is an agriculturally progressive area and the farmers are very much inquisitive about new seeds and also since seed production is a profitable venture the farmers prefer to know more about them. Programmes on fertiliser and soil fertility was ranked second by the respondents. This finding can be attributed to their curiosity to know much about scientific practices including fertilisers for perennial crops like coconut. Nowadays, farmers are more concerned about enhancing soil fertility and hence this trend was observed among the respondents of the study also. The

programme on plant protection measures was ranked third by the respondents. The area under study is a high rainfall area and it is obvious that farmers in such areas will be more concerned about plant protection measures. Programme on vegetable crops was ranked fourth since they had the desire to cultivate vegetable crops in addition to cash crops and field crops on a limited basis. Other information areas viz. irrigation (methods & means), cereals, pulses and other crops, safe-grain storage, general farm information, cropping pattern and production, credit and marketing, farm machinery, weeding & weedicides, fodder crops, orchards and fruit processing were ranked in the descending order according to their importance. This finding was in agreement with the finding of Sastry (1983), Pillai et al. (1987), Varalakshmi and Sinha (1987) who found that the most preferred programmes were agricultural programmes.

Regarding the preference of animal husbandry programmes, calf rearing was ranked first followed by feeding which was ranked second by the respondents. This may be due to the fact that they had some interest in calf rearing and feeding. Programmes on broiler and egg production were ranked third and fourth by the respondents. This may be due to their curiosity to know about broiler and egg

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production so that they can start it as a supplementary source of income in addition to farming. The other programmes like hygiene and management, hatchery, rabbitry, goatry, piggery, turkey farming and quail farming were ranked in the descending order.

The scores for preference of programmes on animal husbandry, mushroom cultivation, sericulture, apiculture and nursery management were far less. Considering the fact that these enterprises are not popular in the area of the study the results are only but obvious.

Mode preference

From Table 19, it was evident that the most preferred mode was 'demonstration by experts with discussion'. This was followed by demonstration by experts, discussion with experts + visuals, discussion with experts, background commentary + visuals and animated presentations in the descending order. It implies that priority must be given to design the farm telecast using demonstration techniques coupled with telecasting views of progressive farmers. Majority of the respondents had liking for demonstration technique. This may be due to the fact that programmes relating to demonstration of new skills and methods can be best presented through television as effectively as possible since it is based on the sound principles of seeing is

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believing and learning by doing. They can learn through the use of their eyes and ears and thus could remember things better. But learning and its consequent gain and retention depend upon the extent of viewing of the telecast. The finding was in conformity with the finding of Pillai and Waghdhare (1987) who reported demonstration as the best mode of presentation.

6.3. Time, duration and day preference of Nattinpuram programmes

As evidenced from Table 20, it was seen that the most preferred time was from 6.30 to 7.00 p.m. The reason for preferring 6.30 to 7.00 p.m. may be that majority of them will be at home after 6 p.m.

Results in Table 21 revealed that majority (65%) of the respondents wanted the programme for half an hour duration. At present the Nattinpuram programme is telecast for a duration of 30 minutes. The programme is usually sandwitched between two cultural programmes and normally telecasts with high information content such as Nattinpuram programme are of the duration not exceeding half an hour. It is also a proven fact that telecasts on scientific aspects should be as crisp and brief as possible. These may be the reasons for the preference of 30 minutes duration for Nattinpuram programmes as expressed by the respondents.

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Results in Table 22 revealed that 51 per cent of the respondents were satisfied with the present frequency of telecast (twice a week). Thirty one per cent opted for three days a week and 11 per cent wanted four days a week and a few suggested that the telecast to be once a week, five days a week and on all days.

Suggestions for improving Nattinpuram programme

The major suggestion of the respondents was to invite farmers in discussion (43.18%) as illustrated in Table 23. The reason may be that farmers will be able to contribute much regarding field oriented problems since they would have confronted such situation in their actual experience. Thirty five per cent of the respondents wanted the Nattinpuram programme to be much more informative. This may be because of their inquisitiveness to know in detail about improved practices. The probable reason may be that by including field visits, they can be well exposed to the field-oriented problems and they can understand things better in the real situation. Suggestions such as avoiding the use of technical terms, alternating the programmes in a cyclic rotation and side by side discussion of the traditional methods were expressed by comparatively lesser number of respondents.

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Nattinpuram programme of Doordarshan Kendra, Trivandrum - A Bird's eye view

In this study conducted on the Nattinpuram programme of Doordarshan Kendra, Trivandrum, the following salient findings were obtained.

1. With regard to respondents perception of the quality of the selected two months Nattinpuram programmes, their programme preference varied much depending on the way of presentation of the telecasts and subject matter coverage. Accordingly, programmes such as safe handling of insecticides & pepper day celebration - TV report, Agricultural Development Bank, announcement inviting letters from farmers on their querries were ranked first. The second rank was given to programmes such as report on employment generation and earning while learning, documentary on Niranam duck, varieties of rose. The third rank goes to programmes like Spices and its quality control, activities of animal husbandry department and feature on CPCRI, 100 per cent literacy report. The fourth rank was given to programmes such as Community spraying & Coconut farming followed by group farming in Coconut & Spices Board which was ranked fifth.

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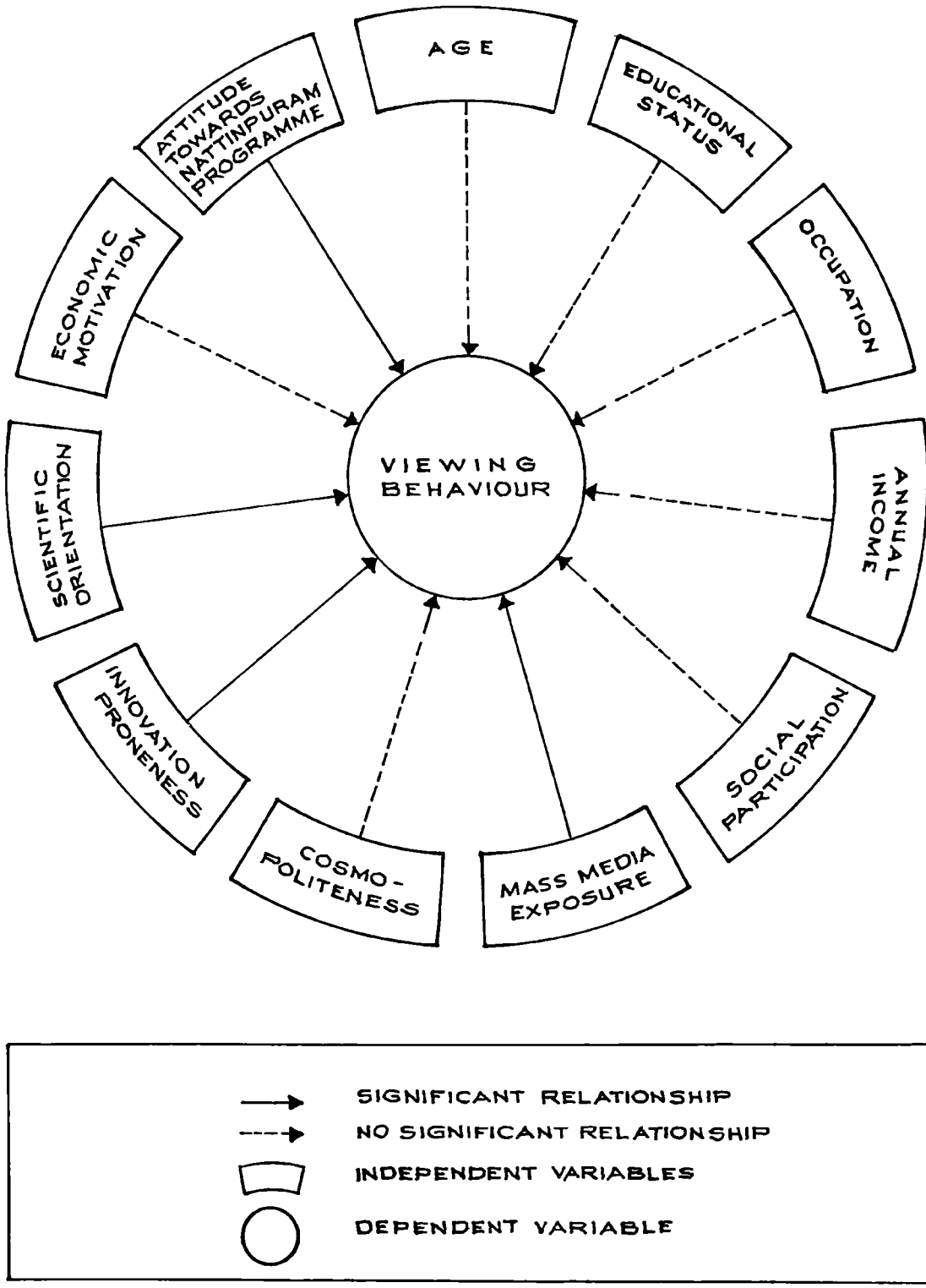
2. As regards respondents future programme preference, preference for agricultural programmes was the most. Of the agricultural programmes, new seeds and seed production, fertiliser and soil fertility and plant protection measures were most preferred by them. Preference to animal husbandry, fisheries, mushroom cultivation, apiculture, and sericulture was far less.

3. The most preferred mode of presentation was demonstration by experts with discussion followed by demonstration by experts, discussion with experts + visuals, discussion with experts, background commentary + visuals and animated presentation in the descending order.

4. The most preferred time of Nattinpuram telecast was between 6.30 - 7.00 p.m.

5. The major suggestions opined by the respondents were to invite farmers in discussion, to make the Nattinpuram programme more informative, inclusion of field visits, avoiding the use of technical terms, alternating the programmes in a cyclic rotation and side by side discussion of the traditional methods.

FIG V EMPIRICAL MODEL OF THE STUDY



SUMMARY

CHAPTER VI

SUMMARY

Of the mass media, television is the most exciting means of communication ever devised by man. In this supersonic age, TV is being used extensively in the world to educate and entertain masses and extension researches conducted in India have revealed a discriminative rural response structure towards farm telecast programmes. Televiewing behaviour forms one of the significant parts in that. The Trivandrum Doordarshan Kendra has started Nattinpuram, an exclusive Farm and Home programme telecast twice a week from the first week of 1988 and now this programme is considered as one of the chief sources of farm information in the State of Kerala. However, no research study has so far been made to explore the viewing behaviour of the farmers with regard to the Nattinpuram programme and their preference of programmes and modes of presentation. Therefore, the present study was undertaken with the following specific objectives:

a. To study the viewing behaviour of farmers in relation to the farm telecast

b. To study the preference of programmes, mode, time and duration of farm telecast by the farmers

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c. To find out the factors influencing the viewing behaviour of farmers

d. To suggest steps if any, to improve the farm telecast programme

The study was confined to Nedumangadu taluk of Trivandrum district. Accidental sampling procedure was followed for selecting the respondents for the study. One hundred Nattinpuram programme viewers were selected as the respondents for the study and twenty seven farmers were identified as non-viewers and the reasons for non-viewing were obtained from them.

Viewing behaviour was the dependent variable for this study. On the basis of relevancy rating 11 independent variables viz. age, educational status, occupation, annual income, social participation, mass media exposure, cosmopoliteness, innovation proneness, scientific orientation, economic motivation and attitude towards Nattinpuram programme were selected to establish their relationship with the dependent variable.

Viewing behaviour was measured using the procedure developed for the study. Age and annual income were taken as such. For quantifying educational status and occupation appropriate methods were developed. Social participation

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was measured using the procedures adopted by Selvakumar (1988). Mass media exposure was measured using the procedure adopted by Haraprasad (1982). Cosmopoliteness was measured using the scale developed by Desai (1981). Innovation proneness was measured using the self-rating scale developed by Moulik (1965). Scientific orientation was measured using the scale developed by Supe (1969). For measuring economic motivation, the scale developed by Moulik (1965) was used. Attitude towards Nattinpuram programme was measured using the scale developed for the study. Post viewing behaviour, family viewing behaviour and viewing preference of Nattinpuram programme were measured using the procedure developed for the study.

Data collection was done through personal interviews using a structured schedule developed for the purpose. Data were analysed using correlation, multiple regression and path analysis. The salient findings of the study are summarised and presented below:

1. The reasons for not viewing the Nattinpuram programme were lack of time, lack of interest, programme irrelevant and boring to them, affected children's studies, time not suitable and lack of awareness of the programme.

2. Viewing behaviour of Nattinpuram programme viewers was at a low level. Most of them were occasional viewers

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of only selected Nattinpuram programmes. Majority of them did not have the habit of taking down notes while viewing the Nattinpuram programme and their extent of discussion and clarification after telecast was very low.

3. Age, educational status, occupation, annual income, social participation, cosmopoliteness, and economic motivation had no significant relationship with viewing behaviour.

4. Mass media exposure, innovativeness scientific orientation, and attitude towards Nattinpuram programme were significantly and positively related to viewing behaviour.

5. The results of path analysis revealed that the maximum direct effect was due to scientific orientation, followed by attitude towards Nattinpuram programme and mass media exposure. The results indicated that in determining the viewing behaviour of the farmers variables such as mass media exposure, scientific orientation, attitude towards Nattinpuram programme are important in that they have substantial direct or indirect effect or both.

6. The respondents' post viewing behaviour was not appreciable.

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7. With regard to their family viewing behaviour, majority of the family members were occasional viewers of Nattinpuram programme.

8. With regard to programme preference (past), programmes like Safe handling of insecticides & Pepper day celebration - TV report, Agricultural development bank, announcement inviting letters from farmers on their querries were most preferred by them.

9. As regards future programme preference, preference for agricultural programmes was the most. Of the agricultural programmes, new seeds and seed production, fertiliser and soil fertility, and plant protection measures were most preferred by them.

10. The most preferred mode of presentation was demonstration by experts with discussion followed by demonstration by experts, discussion with experts + visuals, discussion with experts, background commentary + visuals and animated presentation in the descending order.

11. The most preferred time of Nattinpuram telecast was from 6.30 to 7.00 p.m.

12. The respondents' suggestions for improving future Nattinpuram telecasts were:- Inviting farmers in

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discussion, making the programmes more informative, inclusion of field visits, avoiding the use of technical terms, alternating the programmes in a cyclic rotation and side by side discussion of the traditional methods.

Implications

1. The study has pointed out that the viewing behaviour of the farmers was not appreciable. The reason attributed to this trend was the 'non-interesting' and 'impracticable' nature of the Nattinpuram programmes. Hence, it is suggested that while planning any Nattinpuram telecast, special emphasis may be given to make the programme as interesting and practical as possible.

2. Demonstration by experts with discussion proved to be more useful and practical than the other modes of presentation. Hence, this mode of presentation could be used as far as possible in the presentation of Nattinpuram programmes in future.

3. As preferred by majority of the respondents, major operations such as plant protection measures, seeds and sowing, soil fertility and fertilisers should be given greater importance.

4. In order to enhance the comprehension of the Nattinpuram programme viewers, advance organisers may be introduced

in the future telecast.

5. Periodic opinion and perception surveys should be conducted to assess the response of the farmers to the Nattinpuram programmes, and on the basis of these necessary modifications effected in the future programmes.

Suggestions for future research

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

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

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* Originals not seen

APPENDICES

Appendix I

Sl. No.	Variables	Relevancy judgement			
		Most important	Important	Less important	Least important
1.	Age				
2.	Educational status				
3.	Occupation				
4.	Size of holding				
5.	Annual income				
6.	Family size				
7.	Social participation				
8.	Mass media exposure				
9.	Cosmopoliteness				
10.	Innovation proneness				
11.	Scientific orientation				
12.	Economic motivation				
13.	Attitude towards Nattinpuram				
14.	Any others (please specify)				

Appendix II

Sl. No.	Name of variable	Mean scores
1.	Age	76*
2.	Educational status	82*
3.	Occupation	84*
4.	Size of holding	73**
5.	Annual income	87*
6.	Family size	72**
7.	Social participation	81*
8.	Mass media exposure	89*
9.	Cosmopoliteness	82*
10.	Innovation proneness	92*
11.	Scientific orientation	89*
12.	Economic motivation	77*
13.	Attitude towards Nattinpuram programme	95*

* Independent variables included in the study

** Independent variables not included in the study

Appendix III

Sl. No.	Statements	't' value
1.	Nattinpuram programmes motivate farmers to adopt new technologies in agriculture.	14.2*
2.	Nattinpuram programmes do not provide latest information on new farm practices to the farmers.	11.8*
3.	Nattinpuram viewing behaviour results in adoption of improved farm practices.	11.1*
4.	Nattinpuram programmes must be stopped atonce	5.9*
5.	To know more about scientific farm practices, it is necessary to view Nattinpuram programmes.	11.1*
6.	Nattinpuram programmes don't serve the community as a whole.	7.89*
7.	Nattinpuram programmes should be continued since it brings farm technologies to the door step of the farmers.	5.8*
8.	Nattinpuram programmes have no long term impact on improving the socio-economic aspects	7.8*
9.	All types of farmers will be equally benefited by viewing Nattinpuram	5.8*

Appendix III (Contd.)

Sl. No.	Statements	't' value
10.	Whatever progress our village has made in the sphere of agriculture it would have done so even without Nattinpuram programmes	6.6*
11.	Community TV sets should be installed in villages to make people aware of Nattinpuram programmes	5.0*
12.	Viewing Nattinpuram programmes is a waste of time	5.58*
13.	Nattinpuram programmes create local enthusiasm for agricultural development activities	4.3*
14.	For improving agriculture and allied sectors Nattinpuram programmes are not useful	4.4*
15.	Nattinpuram programmes have brought a new light in the field of agriculture	5.38*
16.	All farmers must view Nattinpuram programmes	3.2**
17.	The introduction of Nattinpuram programmes have not helped the farmers to face farm problems with confidence	4.1**

Appendix III (contd.)

Sl. No.	Statements	't' value
18.	After the introduction of Nattinpuram programmes there has been a considerable improvement in agricultural production	4.2**
19.	I feel, it is useless to view Nattinpuram programmes	4.1**
20.	I have no doubt that Nattinpuram programmes are essential for the development of our State	3.54**

* Statements included in the attitude scale

** Statements not included in the attitude scale

Appendix IV

The following are the different modes of presentation in pairs. Select one mode you prefer over the other in each pair.

	A	B
1.	Demonstration by experts	Demonstration by experts with discussion
2.	Demonstration by experts	Discussion with experts
3.	Demonstration by experts	Discussion with experts + visuals
4.	Demonstration by experts	Background commentary + visuals
5.	Demonstration by experts	Animated presentations
6.	Demonstration by experts with discussion	Discussion with experts
7.	Demonstration by experts with discussion	Discussion with experts + visuals
8.	Demonstration by experts with discussion	Background commentary + visuals
9.	Demonstration by experts with discussion	Animated presentations
10.	Discussion with experts	Discussion with experts + visuals

Appendix IV (Contd.)

	A	B
11.	Discussion with experts	Background commentary + visuals
12.	Discussion with experts	Animated presentation
13.	Discussion with experts + visuals	Background commentary + visuals
14.	Discussion with experts + visuals	Animated presentation
15.	Background commentary + visuals	Animated presentations

Mode preference

Appendix V

'F' matrix

	Demonstration by experts	Demonstration by experts with discussion	Discussion with experts	Discussion with experts + visuals	Background commentary + visuals	Animated presentation
Demonstration by experts	-	90	6	30	3	1
Demonstration by experts with discussion	10	-	1	13	1	2
Discussion with experts	94	99	-	95	9	1
Discussion with experts + visuals	70	87	5	-	2	1
Background commentary + visuals	97	99	91	98	-	2
Animated presentation	99	98	99	99	98	-

Appendix VI

'P' matrix

	Demonstration by experts	Demonstration by experts with discussion	Discussion with experts	Discussion with experts + visuals	Background commentary + visuals	Animated presentation
Demonstration by experts	-	0.90	0.06	0.30	0.03	0.01
Demonstration by experts with discussion	0.10	-	0.01	0.13	0.01	0.02
Discussion with experts	0.94	0.99	-	0.95	0.09	0.01
Discussion with experts + visuals	0.70	0.87	0.05	-	0.02	0.01
Background commentary + visuals	0.97	0.99	0.91	0.98	-	0.02
Animated presentation	0.99	0.98	0.99	0.99	0.98	-
Sums	3.70	4.73	2.02	3.35	1.13	0.07

Appendix VII

Rearranged 'P' matrix

	Animated presentation	Background commentary + visuals	Discussion with experts	Discussion with experts + visuals	Demonstration by experts	Demonstration by experts with discussion
Animated presentation	-	0.98	0.99	0.99	0.99	0.98
Background commentary + visuals	0.02	-	0.91	0.98	0.97	0.99
Discussion with experts	0.01	0.09	-	0.95	0.94	0.99
Discussion with experts + visuals	0.01	0.02	0.05	-	0.70	0.87
Demonstration by experts	0.01	0.03	0.06	0.30	-	0.90
Demonstration by experts with discussion	0.02	0.01	0.01	0.13	0.10	-
Sums	0.07	1.13	2.02	3.35	3.70	4.73

Appendix VIII

'Z' matrix

	Animated presentations	Background commentary + visuals	Discussion with experts	Discussion with experts + visuals	Demonstration by experts	Demonstration by experts with discussion
Animated presentation	-	2.054	2.326	2.326	2.326	2.054
Background commentary + visuals	-2.054	-	1.341	2.054	1.881	2.326
Discussion with experts	-2.326	-1.341	-	1.645	1.555	2.326
Discussion with experts + visuals	-2.326	-2.054	-1.645	-	0.524	1.126
Discussion by experts	-2.326	-1.881	-1.555	-0.524	-	1.282
Demonstration by experts with discussion	-2.054	-2.326	-2.326	-1.126	-1.282	-
Sums	-11.086	-5.548	-1.859	4.375	5.004	9.114
Mean	-1.848	-0.925	-0.309	0.729	0.834	1.519
Mean + 1.848	0.000	0.923	1.539	2.577	2.682	3.367

Appendix IX

Interview Schedule

Farm Telecast Viewing Behaviour of Farmers

Do you view the Nattinpuram programme? Yes/No

If yes, how long?

If not, reasons

1. Not aware

2. No time

3. Not interested

4. Time is not apt

5. Nattinpuram programme is a bore

6. Nattinpuram programme is irrelevant to me

7. Nattinpuram programme is not useful to me

8. Not understandable

9. Others (please specify)

Farm Telecast Viewing Behaviour of Farmers

Part I

Village:

Respondent No.

1. Name of the farmer :
2. Age (in completed years) :
3. Educational Status :
4. Occupational Status : Primary/Secondary
5. Annual Income (in Rs.) : Primary =
   Secondary =
6. Social participation :

Organisation	Present					Past				
	Member	Office bearer	Extent of participation			Member	Office bearer	Extent of participation		
			Regular	Occassionally	Never			Regular	Occasionally	Never
1. Village panchayat										
2. Panchayat Union Council										
3. Village Co-operative Society										
4. Land Development Bank										
5. Milk Society										
6. Farmers' Discussion group										
7. Farmers' association										
8. Others (Specify)										

7.

Sl. No.	Media	Frequency				
		Twice or more in a week	Once in a week	Once in a fort-night	Once in a month	Never or rate
1.	Reads newspaper					
2.	Reads farm columns in newspaper					
3.	Listens to radio					
4.	Listens to rural radio programmes					
5.	Reads farm magazines and other litera-ture on Agri-culture					

8. Cosmopoliteness

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

b) Purpose of visit : Agricultural/personal or professional/other purpose/ entertainment

c) Membership in organisation in town : Yes/No

9. Innovativeness

	Statements	Most like	Least like
A)	a) I try to keep myself upto-date about information on new farm practices but that doesn't mean that I try out all the new methods on my farm (2)		

Statements	Most like	Least like
b) I feel restless till I try out new farm practice, I have heard about (3)		
c) They talk of many new farm practices these days, but who knows if they are better than old one (1)		
B) a) From time to time I have heard several new farm practices and I have tried out most of them in the last few years (3)		
b) Somehow I believe that the traditional ways of farming are the best (1)		
c) I usually want to see what results my neighbours obtain before I try out new farm practices (2)		
C) a) I am cautious about trying a new practice (2)		
b) Afterall, our forefathers were wise in their farming practice, I don't see any reason for changing these old methods (1)		
c) Often new practices are not successful, however they are promising I would surely like to adopt them (3)		

10. Scientific Orientation

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

	SA	A	UD	DA	SDA
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 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

Statements	Most like	Least like
A) a) All I want from my farm is to make just a reasonable living for my family (1)		
b) In addition to making reasonable amount of profit, the enjoyment in farming life is also is important for me (2)		
c) I would invest in farming to the maximum to gain large profit (3)		
B) a) I would not hesitate to borrow any amount of money in order to run the farm properly (3)		
b) Instead of growing the new cash crops, which cost more money, I follow the routine farming practices (2)		
c) It is not only monetary benefit, but also the enjoyment of work done which gives me satisfaction for my hardwork in farming (1)		

Statements	Most like	Least like
C) a) I hate to borrow money in principles even when it is necessary for properly running the farm (1)		
b) My main aim is maximising profit in farming by growing cash crops in comparison to growing crops which are simply consumed by my family (3)		
c) I avoid excessive borrowing of money for farm investigation (2)		

12. Attitude towards Nattinpuram programme

Please indicate the degree of your agreement or disagreement with the following statements

Statements	SA	A	UD	DA	SDA
1. Nattinpuram programmes motivate farmers to adopt new technologies in agriculture					
2. Nattinpuram programmes do not provide latest information on new farm practices to the farmers					
3. Nattinpuram viewing behaviour results in adoption of improved farm practices					
4. Nattinpuram programmes must be stopped at once					
5. To know more about scientific farm practices, it is necessary to view Nattinpuram programme					
6. Nattinpuram programmes don't serve the community as a whole					

	SA	A	UD	DA	SDA
7. Nattinpuram programme should be continued since it brings farm technologies to the doorstep of the farmers.					
8. Nattinpuram programmes have no long term impact on improving the socio-economic aspects.					
9. All types of farmers will be equally benefited by viewing Nattinpuram.					
10. Whatever progress our village has made in the sphere of agriculture, it would have done so even without Nattinpuram programme.					
11. Community TV sets should be installed in villages to make people aware of Nattinpuram programme.					
12. Viewing Nattinpuram programme is a waste of time.					
13. Nattinpuram programmes create local enthusiasm for agricultural development activities.					
14. For improving agriculture and allied sectors Nattinpuram programmes are not useful.					
15. Nattinpuram programmes have brought a new light in the field of agriculture.					

Part II

Viewing Preference

Programme preference (past)

The following are the Nattinpuram programmes telecast from 1-1-1990 onwards. Please indicate your perception of the quality of these programmes.

Programmes	Excellent	Good	Moderate	Bad	Worse
1. Safe handling of insecticides pepper day celebration - TV report					
2. Community spraying & Coconut farming					
3. Spices and their quality control					
4. Group farming in Coconut & Spices Board					
5. Activities of Animal Husbandry Department & Feature on CPCRI					
6. Report on the Employment generation and Earning while learning					
7. Agricultural Development Bank					
8. 100 per cent literacy report					
9. Announcement inviting letters from farmers on their querries					
10. Documentary on Niranam Duck					
11. Varieties of rose					

Programme preference (future)

X. Please give your degree of preference towards the programmes listed out hereunder.

	Most preferred	Preferred	Least preferred
I. Agriculture			
New seeds & seed production			
Fertiliser and soil fertility			
Plant protection measures			
Weeding & Weedicides			
Irrigation (methods & means)			
Farm machinery			
Safe-grain storage			
Cereals, pulses & other crops			
Vegetable crops			
Fodder crops			
Fruit Orchard			
Fruit processing			
Cropping pattern & production			
Credit & marketing			
General farm information			
II. Animal Husbandry			
Dairying			
a) Calf rearing			
b) Feeding			
c) Hygiene & management			
Piggery			
Goatry			
Rabbitry			

	Most preferred	Preferred	Least preferred
Poultry			
Broiler			
Egg production			
Quail farming			
Turkey farming			
Hatchery			
III. Fisheries			
Inland			
Marine			
Fish seed production			
Fish processing			
General			
Mushroom cultivation			
Sericulture			
Apiculture			
Nursery management			

Mode preference

The following are the different modes of presentation in pairs. Please select one mode you prefer over the other in each pair.

	A	B
1.	Demonstration by experts	Demonstration by experts with discussion
2.	Demonstration by experts	Discussion with experts
3.	Demonstration with experts	Discussion with experts visuals
4.	Demonstration by experts	Background commentary + visuals
5.	Demonstration by experts	Animated presentation
6.	Demonstration by experts with discussion	Discussion with experts

	A	B
7.	Demonstration by experts with discussion	Discussion with experts + visuals
8.	Demonstration by experts with discussion	Background commentary + visuals
9.	Demonstration by experts with discussion	Animated presentation
10.	Discussion with experts	Discussion with experts + visuals
11.	Discussion with experts	Background commentary + visuals
12.	Discussion with experts	Animated presentations
13.	Discussion with experts + visuals	Background commentary + visuals
14.	Discussion with experts + visuals	Animated presentations
15.	Background commentary + visuals	Animated presentations

Preferential time and duration

Sl. No.	No. of days/ week	Specific day(s)	Duration (minutes)	Time From AM	Time From PM late	Time To Noon	Time To night

Part III

Viewing Behaviour

a) Viewing frequency of Nattinpuram programme

The Nattinpuram programme is telecast twice in a week. Do you view the programme?

Yes/No

If yes,

twice in a week/once in a week/once in a fortnight/ occasional

b) Duration of viewing Nattinpuram programme

Are you able to view the Nattinpuram programme and its presentation without break?

Completely viewing/partially viewing

c) Viewing intensity of Nattinpuram programme

How intensively do you view the Nattinpuram programme?

Keenly view/casually view

d) Selectivity of Nattinpuram programmes

What type of Nattinpuram programme do you view?

All Nattinpuram programmes/Only selected Nattinpuram programmes

e) Do you have the habit of taking down notes while viewing Nattinpuram programmes? Yes/No. If yes

All Nattinpuram programmes/only selected Nattinpuram programmes

f) Discussion after telecast

Do you discuss with anyone after telecast? Yes/No

If yes, with whom and how often?

Family members	Regularly	Sometimes	Never
Friends			
Relatives			
Extension agents			
Other progressive farmers			

g) Clarification behaviour after telecast

Do you clarify your doubts with anyone after viewing Nattinpuram programme? Yes/No

If yes, with whom and how often?

	Regularly	Sometimes	Never
Doordarshan Kendra			
Scientists			
Extension personnel			
Other progressive farmers			

Post viewing behaviour

Have you ever written letters to Doordarshan regarding your reactions about Nattinpuram programmes? Yes/No

If no, why?

List reasons:

1. . . . . .
2. . . . . .
3. . . . . .
4. . . . . .

Family viewing behaviour

Sl. No.	Viewing category	Respondents' wife	Respondents' children
1	Regularly		
2	Occasional		
3	Never		

What are your suggestions for improvement of Nattinpuram programmes?

Thank you

FARM TELECAST VIEWING BEHAVIOUR OF FARMERS

By
J. S. SHAHILA ROSE

ABSTRACT OF THE THESIS
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requirement for the degree
MASTER OF SCIENCE IN AGRICULTURE
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ABSTRACT

This study entitled "Farm telecast viewing behaviour of farmers" was carried out in Nedumangadu taluk of Trivandrum district with the following objectives:

1. To study the viewing behaviour of farmers in relation to the farm telecast
2. To study the preference of programmes, mode, time and duration of farm telecast by the farmers
3. To find out the factors influencing the viewing behaviour of farmers
4. To suggest steps, if any, to improve the farm telecast programme

The characteristics of farmers included in the study were age, educational status, occupation, annual income, social participation, mass media exposure, cosmopoliteness, innovation proneness, scientific orientation, economic motivation and attitude towards Nattinpuram programme.

The dependent variable viewing behaviour was measured using the procedure developed for the study. The available measurement techniques and scoring systems were used for independent variables such as social participation (Selvakumar, 1988), mass media exposure (Haraprasad, 1983),

cosmopoliteness (Desai, 1981), innovation proneness (Moulik, 1965), scientific orientation (Supe, 1969) and economic motivation (Moulik, 1965). Age and annual income were taken as such. Attitude towards Nattinpuram programme was measured using the scale developed for the study. Post-viewing behaviour, family viewing behaviour and viewing preference of Nattinpuram programme were measured using the procedure developed for the study.

Data were collected from one hundred viewers and twenty seven non-viewers using an interview schedule. Data were analysed using correlation, multiple regression and path analyses.

The salient findings of the study are the following:

The reasons for not viewing the Nattinpuram programme were lack of time, lack of interest, programme irrelevant and boring to them, affect children's studies, time not suitable and lack of awareness of the programme. Viewing behaviour of Nattinpuram programme viewers was at a low level. Most of them were occasional viewers.

Age, educational status, occupation, annual income, social participation, cosmopoliteness, and economic motivation had no significant relationship with viewing behaviour. Mass media exposure, innovation proneness, scientific

orientation and attitude towards Nattinpuram programme were significantly and positively related to viewing behaviour. The results of path analysis indicated variables such as mass media exposure, scientific orientation, and attitude towards Nattinpuram programme as important in determining the viewing behaviour of the farmers.

The respondents' post-viewing behaviour was not appreciable. With regard to their family viewing behaviour, majority of the family members were occasional viewers of Nattinpuram programme. With regard to programme preference (past), programmes like 'safe handling of insecticides and pepper day celebration, agricultural development bank, and announcements inviting letters from farmers on their querries were most preferred by them. As regards the future programmes, preference for agricultural programmes was the most. The most preferred mode of presentation was demonstration by experts with discussion. The most preferred time of Nattinpuram telecast was from 6.30 to 7.00 p.m.

The suggestions given by the respondents for improving Nattinpuram telecasts in future were: Inviting farmers in discussion, making the programmes more informative, avoiding the use of technical terms, alternating the programmes in a cyclic rotation and side by side discussion of the traditional methods.