

DETERMINANTS OF COMMUNICATION BEHAVIOUR OF CONTACT FARMERS—APATH ANALYSIS*

The Training and Visit system of Agricultural Extension envisages that the technological information given to the contact farmers by the Agricultural Demonstrators will be conveyed effectively to other fellow farmers in the area so that a large scale adoption of improved agricultural practices could be effected without much time lag. The essential tenet of the Training and Visit system, i.e., to achieve multiplier effect through contact farmers depends mostly on effectiveness of the communication behaviour of contact farmers.

As in the case of many variables, such as adoption, the efficiency of the contact farmers' communication behaviour is determined by a host of independent variables such as the socio-economic and psychological characteristics of the contact farmers. The identification and quantification of the influence of socio-economic and psychological characteristic of contact farmers on the effectiveness of their communication behaviour is very crucial in the Training and Visit system. A correct measure of the direct and indirect effect of the socio-economic and psychological characteristic of contact farmers on their communication behaviour will be the application of the path analysis technique. Path and analysis is a method of measuring influence along each separate path in such a system of variables and finding the degree to which variation of a given effect is determined by each particular cause. In order to quantify the influence of socio-economic and psychological characteristics of contact farmers on their communication behaviour a research study was conducted in Trivandrum district of Kerala during 1983.

Trivandrum district was randomly selected as the locale for the study. All the three agricultural sub-divisions under the Training and Visit system in the district, viz., Attingal, Neyyattinkara and Nedumangad were selected for the study. One hundred contact farmers were selected for the study using a three-stage random sampling procedure. The data were collected by interviewing the respondents individually with the help of a pre-tested interview schedule developed for the purpose of this study.

Communication behaviour was considered as the dependent variable in this study. Nine independent variable, viz., extension orientation, scientific orientation, management orientation, pattern of the preference of information sources, mass media participation, socio-economic status, attitude towards contact farmer system, role perception and role performance were studied to find out their direct and indirect effect on the dependent variables.

The method followed by Pandyaraj (1978) was used with slight modification for measuring the communication behaviour. Extension orientation and

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mass media participation were measured using the methods followed by Bhaskaran (1979). Pattern of preference of information sources was measured using the method followed by Pandyaraj (1978). The scales developed by Supe (1969) Samantha (1977) and Venkataramaiah (1983) were used for measuring the respondent's scientific orientation, management orientation and socio-economic status respectively.

Role perception and role performance were determined using the scales developed for the study. Similarly attitude of the respondents towards contact farmer system was also measured using the scale developed for the purpose of this study.

Path analysis was done using the 'Do-little method' suggested by Wright (1921).

Correlation between communication behaviour and selected independent variables are presented in Table 1.

Table 1

Correlation between communication behaviour and independent variable

Si. No.	Variable	r Value
1	Extension orientation	0.2162*
2	Scientific orientation	0.1496 NS
3	Management orientation	0.2993*
4	Pattern of preference of information sources	0.3814*
5	Mass media participation	0.3076*
6	Socio-economic status	0.3096*
7	Attitude towards contact farmer system	0.5396*
8	Role perception	0.2546*
9	Role performance	0.4748*

* Significant at 0.05 level

NS Not significant

Out of the nine socio-economic and psychological characteristics studied eight characteristics were positively and significantly correlated with communication behaviour of contact farmers. Scientific orientation was the only variable which was not significantly correlated with the communication behaviour of contact farmers.

Since, intercorrelation matrix forms the basis of path analysis the inter-correlation matrix was constructed and the results are presented in Table 2.

The direct and indirect effects of the independent variables on the dependent variable i.e., the communication behaviour are furnished in Table 3,

Table 2
Intercorrelation matrix

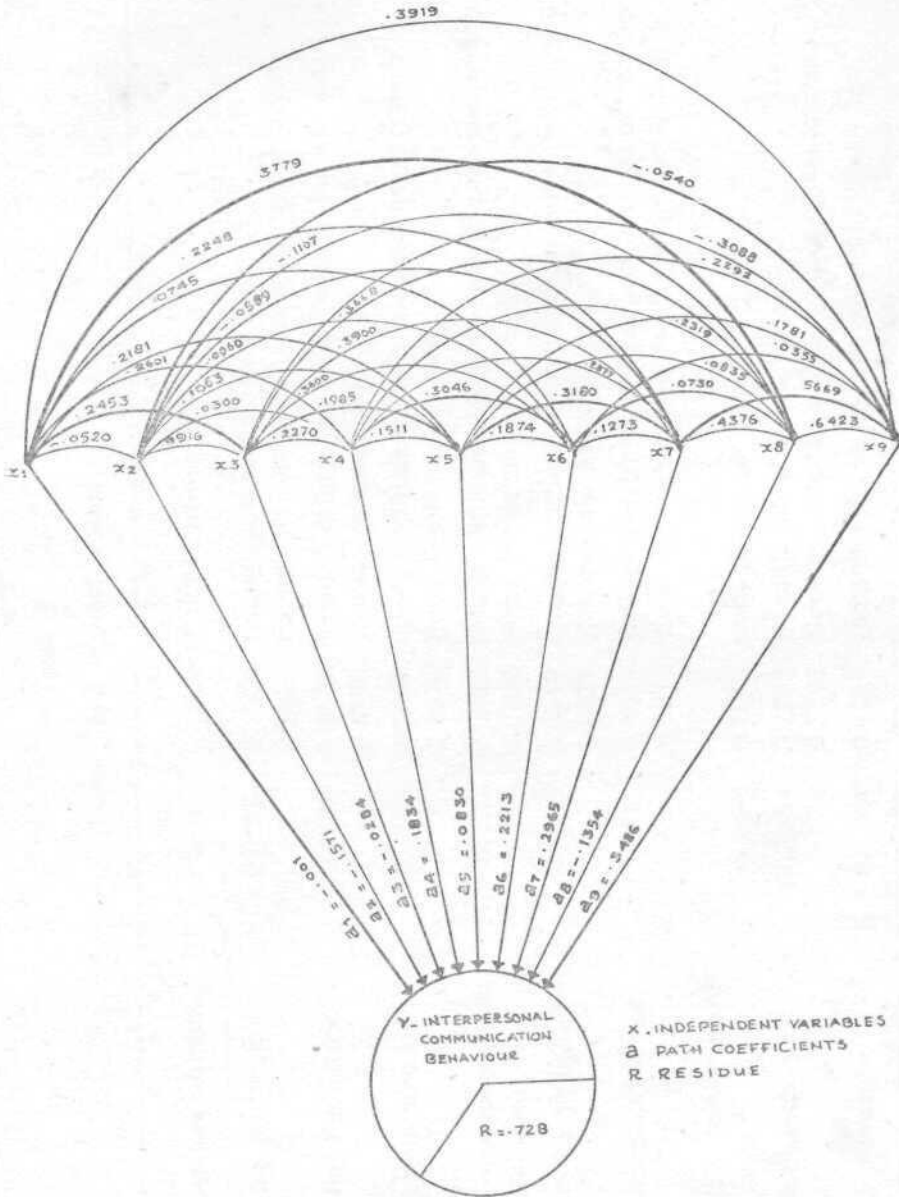
X	X1	X2	X3	X4	X5	X6	X7	X8	X9
X1	1.0000	0.1488	0.2998*	0.8814*	0.8078*	0.8098*	0.5896*	0.2548*	0.4748*
X2		1.0000	0.2458*	0.2601*	0.2881*	0.0745	0.2248*	0.8779*	0.8919
X3			1.0000	0.0800	0.1068	-0.0980	0.0589	-0.1107	-0.0540
X4				1.0000	0.1985*	0.8600*	0.8900*	0.8885*	-0.8088*
X5					1.0000	0.8049*	0.2877*	0.0819*	0.0290
X6						1.0000	0.0180*	0.0885	0.1781
X7							1.0000	0.0780	0.0855
X8								1.0000	0.4878*
X9									1.0000

* Significant at 0.05 level

- X Interpersonal communication behaviour
- X1 Extroversion orientation
- X2 Scientific orientation
- X3 Management orientation
- X4 Pattern of preferences of information sources

- X5 Mass media participation
- X6 Socio-economic status
- X7 Attitude towards contact farmer system
- X8 Role perception
- X9 Role performance

PATH ANALYSIS STUDY IN INTERPERSONAL COMMUNICATION BEHAVIOUR



- Table 3
Direct and indirect effects

Sl. no.	Independent variables	Direct effects	Substantial indirect effect
1	Extension orientation	-0.0010	0.1366 through role performance and 0.0667 through attitude towards contact farmer system
2	Scientific orientation	-0.1571	0.0675 through attitude towards contact farmer system and 0.0150 through role perception
3	Management orientation	-0.0284	0.1156 through attitude towards contact farmers system and 0.1076 through role performance
4	Pattern of preference of information sources	0.1834	0.0853 through attitude towards contact farmer system and 0.0799 through role performance
5	Mass media participation	0.0830	0.0943 through attitude towards contact farmer system and 0.0621 through role performance
6	Socio-economic status	0.2213	0.0559 through pattern of preference of information sources 0.0378 through attitude towards contact farmer system
7	Attitude towards contact farmer system	0.2965	0.1976 through role performance
8	Role perception	-0.1354	0.2297 through role performance and 0.1297 through attitude towards contact farmer system
9	Role performance	0.3486	0.1681 through attitude towards contact farmer system

The data clearly indicated that the role performance, attitude towards contact farmer system and socio economic status were the main deciding factors of interpersonal communication behaviour. Role performance and attitude towards contact farmer system were having the highest and next best indirect influence on communication behaviour of contact farmer respectively.

The R value was 0.723 which shows that only 27.2 per cent of the variations in the communication behaviour of contact farmers were explained by independent variables included in the study. The path diagram showing cause and effect relationships is given in Fig. 1.

The path analysis study conducted in Trivandrum district of Kerala among selected contact farmers revealed that the variables, role performance, attitude towards contact farmer system and socio-economic status were having maximum influence on the communication behaviour of contact farmers. It is indicative of the fact that these variables are to be considered while defining and explaining communication behaviour.

The R value was 0.728. This pointed out to the fact that communication behaviour of contact farmers is too complex a phenomenon to be explained by a handful of factors. Rather, it is an outcome of the interaction between ever so-many socio-politico-psychological and situational variables.

സംഗ്രഹം

കേരളത്തിൽ തിരുവനന്തപുരം ജില്ലയിലെ തെരഞ്ഞെടുക്കപ്പെട്ട സമ്പർക്ക കർഷകരുടെയിടയിൽ നടത്തിയ പഠനത്തിൽ നിന്നും സമ്പർക്ക കർഷകരുടെ കർമ്മ നിർവ്വഹണം സാമൂഹ്യ സാമ്പത്തിക നിലവാരം, സമ്പർക്ക കർഷക പരിപാടിയോടുള്ള അഭിഭാവം തുടങ്ങിയവയാണ് അവരുടെ ആശയവിനിമയ സ്വഭാവത്തെ ഏറ്റവും ശക്തിയായി സ്വാധീനിക്കുന്നത് എന്ന് മനസ്സിലായി. ആശയവിനിമയ സ്വഭാവത്തിന് നിർവ്വചനം നൽകുമ്പോൾ മേൽപറഞ്ഞ കാര്യങ്ങൾ കണക്കിലെടുക്കേണ്ടത് വളരെ പ്രാധാന്യമുള്ളതാണ് ഇത് സൂചിപ്പിക്കുന്നത്. കൂടാതെ കർഷകരുടെ ആശയവിനിമയ സ്വഭാവം എന്നത് അത്യധികം സങ്കീർണ്ണമായ പ്രതിഭാസമാണെന്നും ഏതാനും ചില ഘടകങ്ങളെ ആസ്പദമാക്കി മാത്രം അതിനെ വിവരിക്കാനാവില്ലെന്നും പഠനം വെളിവാക്കി. മറിച്ചു, സാമൂഹ്യ, രാഷ്ട്രീയ, മാനസിക ഘടകങ്ങളുടെ പ്രതിപ്രവർത്തനത്തിന്റെ ഫലമായുളവാകുന്നതാണ് ആശയവിനിമയ സ്വഭാവം എന്നും വ്യക്തമായി.

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