FARM TELECAST IN KERALA – A CRITICAL APPRAISAL

by

SOBHA S.

(2011 - 11 - 175)

THESIS

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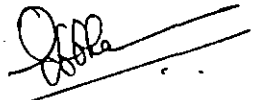
2013

DECLARATION

I hereby declare that this thesis entitled **'Farm Telecast in Kerala – a Critical Appraisal'** in 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 of any degree, diploma, fellowship or similar title, of any other University or Society.



Vellayani

Date : 09. 09.2013.

Sobha S.

(2011 - 11 - 175)

Dr.B. Seema
Professor
Department of Agricultural Extension
College of Agriculture, Vellayani
Thiruvananthapuram - 695522.

Date : 09.09.2013

CERTIFICATE

Certified that this thesis, entitled **'Farm Telecast in Kerala – a Critical Appraisal'** is a record of research work done independently by **Sobha S. (2011-11-175)** under my guidance and supervision and that it has not previously formed the basis for the award of any degree, diploma, fellowship or associateship to her.

B.Seema
Chairman
Advisory Committee.

Vellayani.

CERTIFICATE

We the undersigned members of the advisory committee of **Mrs.Sobha S.(2011-11-175)** a candidate for the degree of **Master of Science in Agriculture** agree that this thesis entitled **'Farm Telecast in Kerala – a Critical Appraisal'** may be submitted by **Mrs. Sobha S.(201-11-175),** in partial fulfilment of the requirement for the degree.

Dr.B. Seema
Professor,
Department of Agricultural Extension
College of Agriculture, Vellayani
Thiruvananthapuram – 695522

(Chairman)

Dr.R.Prakash
Professor and Head
Department of Agricultural Extension
College of Agriculture, Vellayani
Thiruvananthapuram – 695522
(Member)

Dr. Allan Thomas
Assistant Professor (SS)
Department of Agricultural Extension
College of Agriculture, Vellayani
Thiruvananthapuram – 695522
(Member)

Dr. Vijayaraghava Kumar
Professor and Head
Department of Agricultural Statistics
College of Agriculture, Vellayani
Thiruvananthapuram – 695522
(Member)

EXTERNAL EXAMINER
Dr. M. ANANTHARAMAN
Head, Extension & Social Sciences
CTCRI, TVM.

Dedicated

To MY LATE FATHER

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CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

CHAPTER 1

INTRODUCTION

CHAPTER 1

INTRODUCTION

"Societies have always been shaped more by the nature of the media by which men communicate than by the content of the communication".

Marshall McLuhan

Agriculture development process mainly involves generating knowledge, its transfer and utilization by the farmers. With Indian agriculture being exposed to global changes, precise and timely information on different aspects of farming, particularly modern technologies/practices is becoming a necessity for farmers. Information is a critical input in agriculture and hence access to information and improved communication is a critical prerequisite for sustainable agricultural development. For rapid agriculture development, there is a need for constant flow of technological information from research system to extension system and there upon to the farmers for adoption. So, in the process of transfer of technology, effective communication has a significant role for agricultural development. The fast changing agricultural technology demands for more and more information to be transmitted to ever increasing volume of clientele within a shortest time as possible.

The success of agricultural development programmes in developing countries largely depends on the nature and extent of use of mass media in mobilization of people for development. The planners in developing countries realize that the development of agriculture could be hastened with the effective use of mass media.

In India, it is very difficult to contact each and every farmer in limited time to communicate latest agricultural technology. To reach over 130 million farmers, spread over 600 districts and over 6000 blocks is an uphill task. The diversity of agro ecological situations adds to this challenge further. To overcome this difficulty, various mass media are certainly most effective avenues to convey information to the broad mass of people, particularly to the huge illiterate segment of the farmers.

The role of mass media as an instrument for social, cultural and economic changes is much more vital today than ever before. This is on account of the revolution in information science all over the world. Mass media can focus attention on different development programmes, mobilize people and give them opportunity to express their reactions. They can inform people about needs and problems, innovations and results. Consumption of mass media has to be regarded as one of the indices of development. The present age has been rightly termed as an "information age". People want adequate and authentic information as early as possible.

Amongst the various communication media, the mass communication media like newspapers, television, radio etc. play an important role in creating awareness and also up keeping the knowledge level of the readers / listeners as they diffuse the message to larger sector within the shorter period. Of these mass media, television is the most exciting means of communication ever devised by man.

Effective communication of farm information to the far-flung millions of farmers is the key to socioeconomic transformation of our nation, particularly when the bulk of the population lives in villages and depends on farming as main occupation. However, it is observed that the rural population still have difficulty in accessing crucial information in farms to take timely decisions. What Pandit Jawaharlal Nehru said in the 1950's "In India everything else can wait, but agriculture cannot" is relevant even today. Continued growth in this sector is crucial for the country to meet the expanding as well as diversifying need for sectoral products arising from the burgeoning population, rising consumer income and improved access to export markets.

Television

Television is considered to be one of the most powerful audio visual media of mass communication, which combines all the advantages and utilities of other mass media such as radio, newspaper and film. In this information age, television has become popular because of its tremendous and audible appeal. It has ability to convey life and events in action to develop a profound influence upon the viewers.. Television has broken down geo-cultural, geo-political and other physical barriers among viewers all over the world. It can act as a 'modern information multiplier'

which can help in smoothening the process of national development, economic growth and social development

Television is a powerful medium for appealing to mass audiences. While the amount of detailed information that can be transmitted by the television is unlimited, it can serve important and valuable function in stimulating public to new ideas. Television is acknowledged as the most important medium for communicating with the rural populations of developing countries (FAO, 2001).

Television is a good source of communication of ideas to the rural people. It carries news bulletins and special programme for rural people, house wives and children. This is a good source of dissemination of agricultural information to the farmers. Research reveals that television differs from other media in the way it can combine various kinds of information, better accessibility and has the potential to bring the learning materials to the masses in a more direct and personal way (Das and Mishra 2010).

Inspite of the government's commitment and initiative to uplift the downtrodden of the society, a significant change is yet to be observed in rural India,. Among the various mass media, television plays a pivotal role in the process of rural development and social change. Television breaks the barriers of illiteracy and has proven effect in reaching those who could not be reached by any of the extension machineries.

Farm telecast Programmes in Kerala

The Trivandrum Doordarshan Kendra was started on a limited scale from 1.1.1985 and it has grown substantially covering the entire state . 'Krishi darshan' is the exclusive farm programme telecast on five days of a week by Doordarshan .Several private channels like Asianet, Kairali, Surya TV,Jaihind TV, Jeevan TV,Amrita TV and so on operating in the State are also telecasting farm programmes almost five days a week for the past few years .

The Farm Telecast Programmes cover various subject matter areas like Agriculture, Animal Husbandry, Horticulture, Cooperatives and Rural Development . They employ various modes of presentation like documentary, question &answer, discussion, seminars, success story, feature story etc. The source of information mainly utilized by various channels was successful farmers, extension workers of State Government, scientists, officials of private agencies and NGO's. .

This study is mainly conducted to compare the farm telecast programmes of different Malayalam channels on the basis of mode of presentation ,subject matter coverage ,time and frequency and to find out the Viewing Behaviour of farmers regarding these programmes, Content analysis of the Farm Telecast Programmes and suggest steps to improve the efficiency of these farm programmes .

Objectives

1. To study the viewing behaviour of farmers in relation to the agricultural programmes aired through various television channels.
2. To study the socio-psychological characteristics of farmers and correlate these with their viewing behaviour.
3. To analyze the content of various agricultural programmes aired through television channels.
4. To compare the programmes of different TV channels on the basis of content, mode of telecast, time, duration and frequency.
5. To suggest strategy to streamline the farm telecast programme.

Scope of the study

The study will generate useful information enabling farmers for selective viewing and also for technologists in prioritizing the programme to be selected for the purpose of media dissemination .The details of the study will help to formulate a directive for the production team in deciding the type of programmes. The study will also describe the farmers preferred presentation style, rendering future programmes highly efficient in disseminating agricultural technologies.Content analysis of the

programmes will help in streamlining the programmes to suite the requirement of the farming community.

Limitations of the study

As in the case of any scientific investigation undertaken by a student researcher in behavioural science, this study too suffered from limitations of time and resources.The study was conducted in selected panchayats of Thiruvananthapuram, Kollam and Alappuzha districts with only 30 farmers from each district.A wide coverage was not possible as this study was under taken as a part of the requirement for M.Sc. (Ag) programme. Hence the findings of the study have limited generalizability. The data collection for content analysis of agricultural programmes aired by the selected channels also suffered from limitations of time and availability. Yet, sincere and devoted care was taken to make this study as objective and systematic as possible. However, the findings may be applicable to farmers with similar socio economic background and agro ecological situation

Organisation of the thesis

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

CHAPTER II

THEORITICAL ORIENTATION

CHAPTER - II

THEORETICAL ORIENTATION

For any research study the review of previous research studies helps in delineating the problem areas and provides a basis for developing a conceptual frame work for the study. Review of literature related to the study helps the investigator, to get acquainted with the empirical procedures of the research, and the results available in the area. Such a critical review also helps to formulate the theoretical framework of the study.

This chapter is devoted to a retrospective analysis of the available research literature related to the present study. The literature collected in view of the objectives of the study are presented below under the following sub heads.

2.1 Role of Television in Agricultural Development.

2.2 Impact of Television.

2.3 Views of Farm Television Viewers.

- 2.3.1 Usefulness.
- 2.3.2 Understandability.

2.4 Viewing Behaviour.

2.4.1 Factors affecting viewing behaviour.

- 2.4.1.1. Age
- 2.4.1.2. Educational Status
- 2.4.1.3. Occupation
- 2.4.1.4. Farming Experience
- 2.4.1.5. Innovativeness
- 2.4.1.6. Economic Motivation
- 2.4.1.7. Risk Orientation
- 2.4.1.8. Cosmopoliteness
- 2.4.1.9. Scientific Orientation

2.4.1.10. Achievement Motivation

2.4.1.11. Social Participation

2.4.1.12. Mass Media Exposure

2.4.1.13. Extension Contact

2.4.1.14. Extension Participation

2.4.1.15. Information Source Utilization.

2.5 Viewer Preference

2.5.1 Mode preference.

2.5.2 Time preference.

2.5.3 Duration preference.

2.5.4 Day preference.

2.6 Content Analysis of Farm Telecast Programmes

2.6.1. Subject matter coverage in farm telecast.

2.6.2. Time allotment to different subjects.

2.6.3. Information sources for the farm programmes.

2.6.4. Mode of presentation of the farm programmes.

2.1 ROLE OF TELEVISION IN AGRICULTURAL DEVELOPMENT

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

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

Ganapathy *et al* (2006) in their study highlighted the growing importance of television on agricultural technology, selection of crops, pest control measures and market information. They also reported that 98 per cent of rural population are viewing television .

Antwal *et al* (2006) in their study 'Television Viewing Behaviour of Farmers' found that 88.75 percent of the respondents had knowledge of the agricultural programme '*Aamchi Mati Aamchi Manse*' telecast by Bombay Doordarshan.

2.2. IMPACT OF TELEVISION

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 gaining knowledge on household practices.

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

Bellurkar et al (2006) have reported that 95.33 percent respondents placed credibility on television as a source of technical and general information

Ganapathy *et al* (2006) in their study reported that the extensive network of Doordarshan and cable had a profound influence on agriculture.

Prathap *et al* (2006) have reported that television was the most effective and superior treatment in terms of influencing knowledge gain .

Halakatti *et al (2010)* have found that television was the most sought after mass media source (75%) by farmers for meeting their agricultural information needs.

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

2.3. VIEWS OF FARM TELEVISION VIEWERS

2.3.1. Usefulness

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

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

Reddy and Mruthyunjayam (1994) stated that there was significant gain in knowledge among the respondents, as a result of viewing farm telecast.

Senthil kumar (2000) reported that television was the most used media for general purpose.

Prathap (2003) have reported that television was found to be effective and superior in terms of influencing knowledge gain of rural women.

Ganapathy *et al* (2006) in their study reported that 65 percent of the respondents opined that the technology information from Doordarshan is of great importance .

Bellurkar *et al* (2006) have reported that agricultural programmes on television were viewed regularly by 42 per cent of the respondents.

The above studies highlighted the usefulness of television by the farmer respondents .

2.3.2. Understandability

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

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

Bellurkar *et al* (2006) have reported that in the opinion of maximum (76.66%) televieweres, the farm and home telecast was easy to understand.

Thus it could be summarized that the farm programmes telecast were easy to understand by majority of the respondents.

2.4. VIEWING BEHAVIOUR

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

Abraham (1981) conceived viewing behaviour of farmers as the frequency of viewing farm telecast, the level of understanding and the extent of discussion with others after the telecast. He reported that only one-tenth of the rural tele-viewers viewed the programme on all days of the telecast and it was viewed twice a week by 41.67 per cent and once a week by 46.66 percent.

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

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

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

According to Meenakshisundaram (1990) more than two-third of the respondents possessed medium level of viewing behaviour, which was followed by, low and high level of viewing, 18.33 and 13.33 per cent respectively.

Laharia and Joshi (1992) stated that the viewing behaviour of the respondents was of moderate level.

Patel and Chauhan (2009) reported that majority of the farmers (53%) had favourable farm televiewing behaviuor.

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

2.4.1 Factors affecting viewing behaviour

2.4.1.1. Age

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

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

Abraham (1981) in his study on 'Farm Telecast – An Ex-post Facto cum Experimental study' revealed that more than half of the rural tele-viewers were middle aged. He also reported that age exhibited negative significant relation with their viewing behaviour.

Radhakrishnan (1988) in his study on 'The impact of agriculture telecast on farmers' reported that young farmers were more attracted than old and middle aged farmers in respect to farm telecast programmes.

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

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

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

Subramanian (1991) in his study on 'Vayalum Vazhvum(Krishi Darshan) programme of Doordarshan Kendra,Madras,An Analysis' stated that the majority of viewers were middle aged.

Elangovan (1994) observed that 47.62 per cent of the respondents were middle aged and 16.67 per cent were young.

Flora (1994) observed that nearly three fourth (73.33%) of the respondents belonged to middle age group and one sixth of the respondents were old aged.

Kamalakkannan (2001) stated that most of the commercial vegetable growers (75%) belonged to medium group with respect to age

Anandamanikandan (2003) found that 55 per cent of the respondents belonged to middle age group and 30 per cent were old aged.

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

Oommen (2007) observed that majority (50%) of the respondents were old aged.

Lad and Wattamwar (2009) reported that majority (59%) of the televiewers were from 'middle' age

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

2.4.1.2. Educational status

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

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

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

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

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

Radhakrishnan (1988) revealed that the middle and secondary school 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.

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

Muthazhagan (1990) observed that majority of the respondents were found to have secondary level of education

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

Elangovan (1994) opined that more than half (58.33%) of the respondents had education up to secondary level.

Senthilkumar (2000) reveals that nearly half (45.54%) of the respondents were having middle level education followed by collegiate, primary, secondary and illiterates . He also reported that education had positive relationship with viewing behavior.

Kamalakannan (2001) revealed that (37.50%) of the farmers had schooling up to middle level and stated that education had positive relationship with media utilization behaviour.

Anandamanikandan(2003) reported that majority of the farmers had schooling up to secondary level.

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

Oommen (2007) reported that (53%) of the farmer respondents had high educational level.

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

2.4.1.3. Occupation

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

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

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

Meenakshisundaram (1990) revealed that majority of the respondents in her study had agriculture as their chief occupation and it had significant relationship with viewing behaviour.

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

Flora (1994) found out that majority (83.33%) of the respondents were having agriculture as their main occupation. and it showed positive relationship with viewing behaviour

Kamalakannan (2001) reported that majority (60%) of the respondents were having farming as their main occupation stated that it showed positive relationship with media utilization behaviour.

Oommen (2007) reported that 53 per cent of the farmer respondents had subsidiary occupation also besides agriculture.

Lad and Wattamwar (2009) reported that 67.5 per cent of the televiewers had farming as their main occupation

In most of the studies quoted the respondents were found to have farming as the main occupation.

2.4.1.4 Farming experience

Krishnakumar (1990) revealed that most of the farm page readers were having more than ten years of farming experience.

Majority of television viewers (75.0%) possessed more than eleven years of farming experience as highlighted by Meenakshisundaram (1990).

As quoted by Nataraju (1991) around 70.00 per cent of the farm magazine readers had more than 10 years of experience in farming.

It was inferred by Muthazhagan (1990) that majority of the respondents were having more farming experience.

Asokhan (1994) found that farming experience had shown a positive and significant association with viewing behavior.

Elangovan (1994) revealed that (40.83%) of the respondents had low farming experience and 18.34 per cent of them had high farming experience (Above 40 years).

It was revealed by Flora (1994), that majority (66.67%) of the respondents were having medium level of farming experience.

Senthilkumar (2000) found that 40 per cent of the farmers were having more than 20 years of experience followed by 32.5 per cent having upto 10 years and 27.5 per cent having 11 – 20 years of farming experience.

Kamalakannan (2001) revealed that majority of the respondents (40.00%) had more than twenty years of farming experience.

Manjunath and Balasubramanya (2002) in their study on effectiveness of Kannada farm magazines as related to readers characteristics, revealed that majority (58.00 %) of the Kannada farm magazine readers had more than 15 years of farming experience.

Anandamanikandan (2003) found that majority of the respondents had 26 to 30 years of farming experience.

In all the studies quoted the respondents were found to have more than 10 years of farming experience.

2.4.1.5. Innovativeness

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

According to Elangovan (1994) 38.33 per cent of the respondents had medium degree of innovativeness.

Flora (1994) stated that majority of the respondents had medium level of innovativeness followed by low and high level of innovativeness.

Senthilkumar (2000) found that majority (67.74%) of the respondents were having medium level of innovativeness followed by high level of innovativeness and only 5 per cent having low level of innovativeness

Kamalakannan (2001) opined that majority of the respondents (47.50%) were having medium level of innovativeness.

Anandamanikandan (2003) reported that majority of the respondents had high level of innovativeness.

Oommen (2007) found that majority of the farmers respondents were having medium level (54%) of innovativeness followed by low and high levels.

Patel and Chauhan (2009) reported that innovation proness was significantly correlated with knowledge of farm televiewing farmers about improved practices of animal husbandry.

Badodiya and Chaudhary (2011) found that innovativeness had significant relationship with effectiveness of farm telecast.

Varghese (2012) reported that medium level of innovativeness was observed among 67 per cent of respondents .

The respondents in most of the studies quoted above were found to have medium to high level of innovativeness.

2.4.1.6. Economic motivation

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

According to Subramanian (1991), economic motivation had no association with views on farm telecast.

Elangovan (1994) stated that economic motivation had shown a non-significant association with media utilisation

Anandamanikandan (2003) reported that majority of respondents had medium level of economic motivation.

Oommen(2007) stated that majority of the farmers (45 %) had medium level of economic motivation.

Patel and Chauhan (2009) reported that economic motivation was significantly correlated with knowledge of farm televiewing farmers about improved practices of animal husbandry

In majority of the studies quoted ,respondents had medium level of economic motivation.

2.4.1.7. Risk Orientation:-

Natikar (2001) in his study on 'Attitude and use of farm journals by the subscriber farmers and their profile – a critical analysis' stated that majority (67.50 %) of the subscriber farmers of Kannada farm magazine belonged to high risk orientation category, followed by medium risk orientation and low risk orientation categories.

Sandesh (2004) conducted a profile study of Kannada farm magazine readersin Karnataka and it is observed that a maximum of 41.66 per cent of respondents had high risk orientation followed by medium (39.17 %) and low level of (19.17 %) risk orientation respectively .

Patel and Chauhan (2009) reported that risk orientation was significantly correlated with knowledge of farm televiewing farmers about improved practices of animal husbandry

Somanath (2009) in her study on 'Entrepreneurial effectiveness of agripreneurs in Kerala' has stated that the agripreneurs of the state in general are moderate risk takers.

The respondents were found to have medium to high level of risk orientation.

2.4.1.8. Cosmopoliteness

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

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

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

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

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

Singh et al (2003) reported that majority of the respondents had medium to high level of cosmopoliteness.

Oommen (2007) found that 37 percent of farmer respondents had high level of cosmopolitness ,34 percent had medium level of cosmopolitness followed by (29%) low level of cosmopolitness. It was significantly and positively related to viewing behavior of the farmers.

Lad and Wattamwar (2009) found out that majority (57%) of the televiewers had 'medium' cosmopoliteness .

Patel and Chauhan (2009) reported that cosmopoliteness was significantly correlated with knowledge of farm televiewing farmers about improved practices of animal husbandry .

Chavan *et al* (2010) had reported that cosmopoliteness showed negative correlation with the perceived effectiveness of agricultural programmes.

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

2.4.1.9. Scientific orientation

Krishnakumar (1996) reported that scientific orientation had positive and significant association with knowledge of the farmers.

Senthilkumar (2000) found that majority of the respondents have a high degree of scientific orientation

Kamalakannan (2001) reported that scientific orientation had a positive association with media utilisation behavior

Anandamanikandan (2003) observed that majority of the respondnts had high level of scientific orientation.

Oommen (2007) reported that 74 percent of the respondents had medium level of scientific orientation.

Patel and Chauhan (2009) reported that Scientific orientation was significantly correlated with knowledge of farm televiewing farmers about improved practices of animal husbandry .

In most of the studies quoted the respondents were found to have high level of scientific orientation.

2.4.1.10 Achievement motivation

Singh(1974) reported that need for achievement is the most significant variable contributing towards farm televiewing behavior.

Thomas (1998) found that achievement motivation had significant correlation with extent of adoption of watershed development programmes.

Singh et al (2003) reported that majority of the respondents had medium level of achievement motivation.

Somanath (2009) in her study has reported that majority of agripreneurs possessed medium to high level of achievement motivation.

In the above quoted studies the respondents were found to have medium to high level of achievement motivation.

2.4.1.11. Social participation

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

Social participation had no significant relation with the viewing of Krishi darshan programme as reported by Rajendran (1982).

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

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

Meenakshisundaram (1990) reported that majority of the viewers had low level of social participation. According to her social participation exhibited negative association with the viewing behaviour

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

Senthilkumar (2000) reported that social participation had shown a positive association with media utilization behavior.

Kamalakannan (2001) opined that social participation had positive relationship with media utilisation behavior.

Oommen (2007) reported that social participation was significantly and positively related to viewing behaviour .

Lad and Wattamwar (2009) found out that 48 per cent of the televiewers had medium social participation.

Badodiya and Chaudhary (2011) reported that social participation had significant relationship with effectiveness of farm telecast .

Varghese (2012) opined that majority of respondents belonged to medium level of social participation (58%) followed by high level .

Majority of the studies conclusively favoured positive relationship between social participation and viewing behaviour.

2.4.1.12. 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.

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

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

Senthil kumar (2000) reported that majority of respondents were having medium level of mass media exposure.

Kamalkannan (2001) found that 52 per cent of the respondents were having medium level of mass media exposure followed by 29 per cent with high level and 19 per cent with low level .

Sharma (2001) reported that the majority of farm women (69%) with semi-modern lifestyle has medium mass media exposure.

Singh et al (2003) reported that 55% &32% of respondents listened and viewed radio and television programs for seeking news and current affairs information.

Roy (2004) opined that mass media like television and radio are quite popular among rural youth. This signifies the spread and influence of these media even inside rural India.

Oommen (2007) has reported that 51percent of respondents had medium level of mass media exposure followed by 29 percent with high level of mass media exposure .He has also found that there is a significant positive relation between mass media exposure and farm telecast viewing behavior of the respondents .

Lad and Wattamwar (2009) found out that 67 per cent of the televiewers had 'medium' mass media exposure.

Chavan *et al* (2010) had reported that mass media exposure had significant correlation with the perceived effectiveness of agricultural programmes.

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

2.4.1.13. Extension contact:

Meenakshisundaram (1990) stated that extension agency contact had a highly significant relationship with the viewing behaviour of farm women.

Nataraju (1991) reported that extension agency contact had shown positive and significant association with mass media exposure.

Kamalakannan (2001) reported that extension agency contact had non-significant association with media utilization behaviour.

Natikar (2001) in his study on attitude and use of farm journals by the subscriber farmers and their profile – a critical analysis, reported that majority (75.00 %) of the subscriber farmers of Kannada farm magazines had high level of extension contact.

Anandamanikandan (2003) reported that majority of the respondents had high level of contact with extension agency.

Singh et al (2003) reported that majority of the respondents had low to medium level of extension contact.

Lad and Wattamwar (2009) found out that 75 per cent of the televiewers had 'medium' extension contact.

Chavan *et al* (2010) had reported that extension contact had significant correlation with the perceived effectiveness of agricultural programmes.

All most all the studies quoted revealed that the respondents had medium to high level of extension contact .

2.4.14. Extension Participation

Singh *et al* (2003) reported that majority of the respondents had low to medium level of extension participation.

Wankhede and Khare (2005) have found that extension participation had significant relationship with effectiveness of farm telecast.

Badodiya and Chaudhary (2011) reported significant relationship of extension participation with effectiveness of farm telecast.

Thus majority of the studies quoted reported that Extension participation had significant relationship with effectiveness of farm telecast .

2.4.1.15 Information Source Utilization

Suriyanarayan and Tamilselvi (2003) found that an entrepreneur with high information source utilization behaviour can contact information sources frequently which enable him to gain knowledge about his enterprise and take rational decisions.

Ahire and Shenoy (2005) reported that newspaper, TV and agricultural magazines were frequently used mass media channels by the mango growers to seek the information regarding mango production technologies.

Pandey *et al* (2005) inferred that friends/relatives were used by the poor farmers for social information and agricultural information; shop keepers were used for economic information, radio for political information and fellow farmers for agricultural information.

Halakatti et al (2010) have reported that for information on improved agricultural practices television was the most sought after mass media source(75%) followed by radio, newspaper and farm magazine in that order.

The studies revealed that majority of the respondents had high information source utilization behaviour .

2.5. VIEWER PREFERENCE

2.5.1 Mode preference

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.

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

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

Selvaraj (1990) reported that the video presentation of the subjects through the effective modes could disseminate farm information and thereby increase one's knowledge to the desired expectations. He further inferred that dramatical treatment is the best choice for training on the advocated farm technologies through video. Other modes preferred by the farmers were discussion and documentary.

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

Subramanian (1991) concluded that both straight talk and interview were the most commonly used modes of presentation. Documentary, traditional methods and discussion followed it.

Philip (1995) reported that most of the programmes were covered in straight talk mode (43.14%), other modes used were interview, drama, agricultural songs, discussion and demonstration.

Vennilamary (1999) found that among the fourteen types of modes of presentation straight talk mode was used in higher proportion (51.06%) than other modes.

Kamalakannan (2001) concluded that both straight talk and interview modes were the most commonly used mode of presentations. It was followed by documentary and discussion. Among the other modes of presentation, drama, question and answer and agricultural songs were used to a very little extent.

Anadamanikandan (2003) reported that majority preferred discussion with farmers followed by interview with experts.

Bellurkar *et al* (2006) have reported that 64 per cent of the respondents wanted mode of presentation as 'demonstration and talk'.

Oommen (2007) in his study reported that 56 percent of the respondents most preferred discussion mode, followed by straight talk, interview, success story, question and answers.

Lad and Wattamwar (2009) observed that majority of the televiewers expected that the programme must be in the form of interview of progressive farmers followed by method demonstration.

Khandikar *et al* (2010) have reported that large majority (81%) of farm televiewers preferred demonstration mode of presentation followed by 73.33% of farmers for discussion between scientists and progressive farmers.

It was reported that majority of the respondents most preferred discussion with progressive farmers and demonstration mode

2.5.2. Time preference

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

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

Oommen(2007) reported that 85 percent of the respondents preferred evening time as the most convenient time to watch agricultural programmes.

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

2.5.3. Duration Preference

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

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

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

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

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

Oommen (2007) found that 54 per cent of the viewers wanted the telecast duration to be 15 to 30 minutes.

Lad and Wattamwar (2009) observed that 33 per cent of the televiewers expected that the duration of the programme should be increased to 1 hour per day.

Khandikar et al (2010) have reported that a majority of televiewers (68%) preferred to extent the duration to one hour per day

2.5.4 Day preference

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

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

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

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

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

Oommen (2007) found that 39 per cent of the respondents wanted telecast of farm programme only for one day and 32 per cent of the respondents wanted the telecast to be for two days per week.

2.6 TELEVISION PROGRAMMES - CONTENT AND PROGRAMME ANALYSIS

'Content Analysis' has developed as a significant branch of communication analysis. Wherever communication takes place, it has some ***content***, which is that body of meaning ,through symbols, which constitute the substantive part of the communication process. It permits quantification of any data which are qualitative in character.

Chauhan (1985) in his study on the content analysis of the 'Pariwaran Layee' Programme from Jullunder-Amritsar television revealed that demonstration, interviews and discussions were the common modes of presentation. Majority of the messages were of informal type. The themes like welfare and social relations, homecare, decorations and childcare were presented frequently. Majority found the programmes useful, entertaining and relevant to their family situation.

Varalakshmi (1985) reported in her study on 'TV viewing behaviour and consumption of rural telecast by rural audience of Rengareddy District' of Andhra Pradesh that agriculture and rural development message got rare deal in television programmes. Entertainment programmes consumed a large chunk of time. One month (May) programme content analysis from 1972–1978 revealed that entertainment covered 36.24 to 38.49 per cent of the telecasts compared to 7.15 per cent in case of educational programmes.

2.6.1. Subject matter coverage in farm telecast

Abraham (1981) reported that the needs mostly met with by the farm telecast were package of practices for different crops, timely information on seasonal crops, adequate supply of technical information and entertainment.

Sridhar (1983) found that crop cultivation ranked first followed by plant protection, soil and water management, livestock management and weather forecast in the order of preference to be telecast.

Kapoor and Doshi (1985) reported that horticulture, agronomy and plant pathology were the most common topics constituting 23.30, 20.00 and 17.80 per cents respectively of the total time.

Subramanian (1991) reported that the agriculture subject dominated the *Vayalum Vazhvum* programme and it accounted for 56.19 per cent. It was followed by horticulture, animal husbandry and rural development, others, forestry, agricultural marketing and agricultural engineering respectively.

Philip (1995) reported that the distribution of subject matter area of farm telecast in the field of agriculture dominated other subject matter areas by accounting to 50.98 per cent of the total time. It was followed by animal husbandry, horticulture, forestry, weather forecast, agricultural marketing and agricultural engineering and co-operative sector.

Vennilamary (1999) observed from her study that higher proportion of coverage was given to agriculture (52.67%) followed by animal husbandry , horticulture , co-operatives and agricultural marketing .

Kamalakannan (2001) found that agriculture was the most commonly telecast programme (34.30%) followed by animal husbandry, horticulture , whereas subject matters like rural development programmes, co-operation, agricultural engineering and forestry were covered very less.

Anandamanikandan (2003) revealed that agriculture was the most commonly covered subject matter followed by animal husbandry.

From the above review, it may be concluded that the subject matter coverage on agriculture was the highest followed by animal husbandry, horticulture and agriculture marketing.

2.1.2. Time allotment to different subjects

Subramanian (1991) found that the agricultural subjects were telecast for (54.37%) 603 minutes of the total programme time, lagging far behind was

horticulture telecast for 173 minutes .It was followed by animal husbandry for 108 minutes, rural development for 100 minutes, others 45 minutes, forestry for 38 minutes, agricultural engineering for 22 minutes and agricultural marketing for 20 minutes.

Philip (1993) reported that the agriculture occupied 228 minutes (44.71%), almost half of the total telecast time. It was followed by animal husbandry subject telecast for 104 minutes (20.39%), horticulture for 52 minutes, forestry for 33 minutes, agricultural engineering for 26 minutes, agricultural marketing for 15 minutes, weather forecast for 10 minutes and co-operative sector for 8 minutes .

Vennilamary (1999) reported that agriculture occupied 1356 minutes (53.30%). It was followed by animal husbandry 567 minutes (22.29%), horticulture 275 minutes, co-operatives 209 minutes, agricultural marketing 99 minutes and agricultural engineering 38 minutes .

Kamalakannan (2001) reported that regarding time allotment to different subject matters in farm telecast, the higher importance was given to agriculture 265 minutes (35.00%), followed by animal husbandry 190 minutes , and horticulture 140 minutes. The other subject matters like rural development programmes, co-operation, agricultural engineering and forestry were covered negligibly.

Anandamanikandan (2003) reported that the time allotted to agricultural subject matter was high.

From the review, it may be concluded that the time allotted to programmes on agricultural subject matter was more followed by allied subjects.

2.1.3. Information sources for the farm programmes

Sridhar (1983) reported that the most preferred source of information for being informed as well as for being persuaded through farm television programme was the progressive farmer followed by the scientists from universities and agricultural officers.

Subramanian (1991) reported that extension personnel, which included officials from both the agriculture and veterinary departments made the maximum number of presentations (35.68%), followed by Doordarshan artists , university scientists , farmers , farm radio officer , officials of private commercial agencies , officials of rural development department and others .

Sripal *et al.* (1992) reported that university scientists formed the major source of programme presentation for an overwhelming majority (98.33%) of the respondents. The programmes which were presented by farmers were preferred mostly by 93.33 per cent of the viewers.

Vennilamary (1999) reported that extension officials of state government made the maximum number of presentations (41.60%), followed by scientists, both private agency and co-operative officials , farmers, panchayat presidents and programme executives of AIR/Doordarshan.

Kamalakannan (2001) opined that scientists from various universities and research stations (31.23%) topped the list in farm telecast programme presentation. It was followed by extension workers of State Department of Agriculture and farmers . Other sources like private agencies, co-operative officials participated in very lesser per cent.

Anandamanikandan (2003) reported that majority preferred farmers to be the information source.

2.1.4. Mode of presentation of farm telecast

Abraham (1981) found that 'presentation with rural songs' was the most preferred mode for rural farm programmes followed by 'discussion with farmers' and 'discussion with experts'.

Lakshmanan (1982) found that about 30.00 per cent of viewers felt that more demonstrations were to be included in farm television programmes and with less of verbal messages. He also reported that 57.00 per cent of them wanted the programme with technical information for the entire duration of the programme and not mixing with songs or other items.

Singh and Hansra (1987) reported that 98.00 per cent of the respondents preferred the interview mode of presentation supported by appropriate aids. Second and third preferences were given to demonstrations and discussion respectively. They also reported that straight talk was the least preferred.

Radhakrishnan (1988) reported that the discussion with farmers was the most preferred mode followed by presentation with rural songs and discussion with experts. The least preferred mode was straight talk.

Selvaraj (1990) reported that the video presentation of the subjects through the effective modes could disseminate farm information and thereby increase one's knowledge to the desired expectations. He further inferred that dramatical treatment is the best choice for training on the advocated farm technologies through video. Other modes preferred by the farmers were discussion and documentary.

Subramanian (1991) concluded that both straight talk and interview were the most commonly used modes of presentation. Documentary, traditional methods and discussion followed it.

Philip (1995) reported that most of the programmes were covered in straight talk mode (43.14%), other modes used were interview, drama, agricultural songs, discussion and demonstration.

Vennilamary (1999) found that among the fourteen types of modes of presentation straight talk mode was used in higher proportion (51.06%) than other modes.

Kamalakannan (2001) concluded that both straight talk (41.66%) and interview (26.38%) modes were the most commonly used mode of presentations. It was followed by documentary and discussion. Among the other modes of presentation, drama, question and answer and agricultural songs were used to a very little extent.

Anandamanikandan (2003) reported that among the various mods of presentation, interview was the most commonly used mode.

Sharma (2003) in his study "content analysis and effectiveness of video documentary and farm telecast" reported that 62 per cent of respondents mostly preferred documentary type of programmes.

Hypotheses

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

'There will be no significant relationship between viewing behaviour of farmers and their socio-economic and psychological characteristics such as age, educational status, occupational status, farming experience, innovativeness, economic motivation, risk orientation, cosmopoliteness, scientific orientation, achievement motivation, social participation, mass media exposure, extension contact, extension participation and information source utilization'

Conceptual framework of the study

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

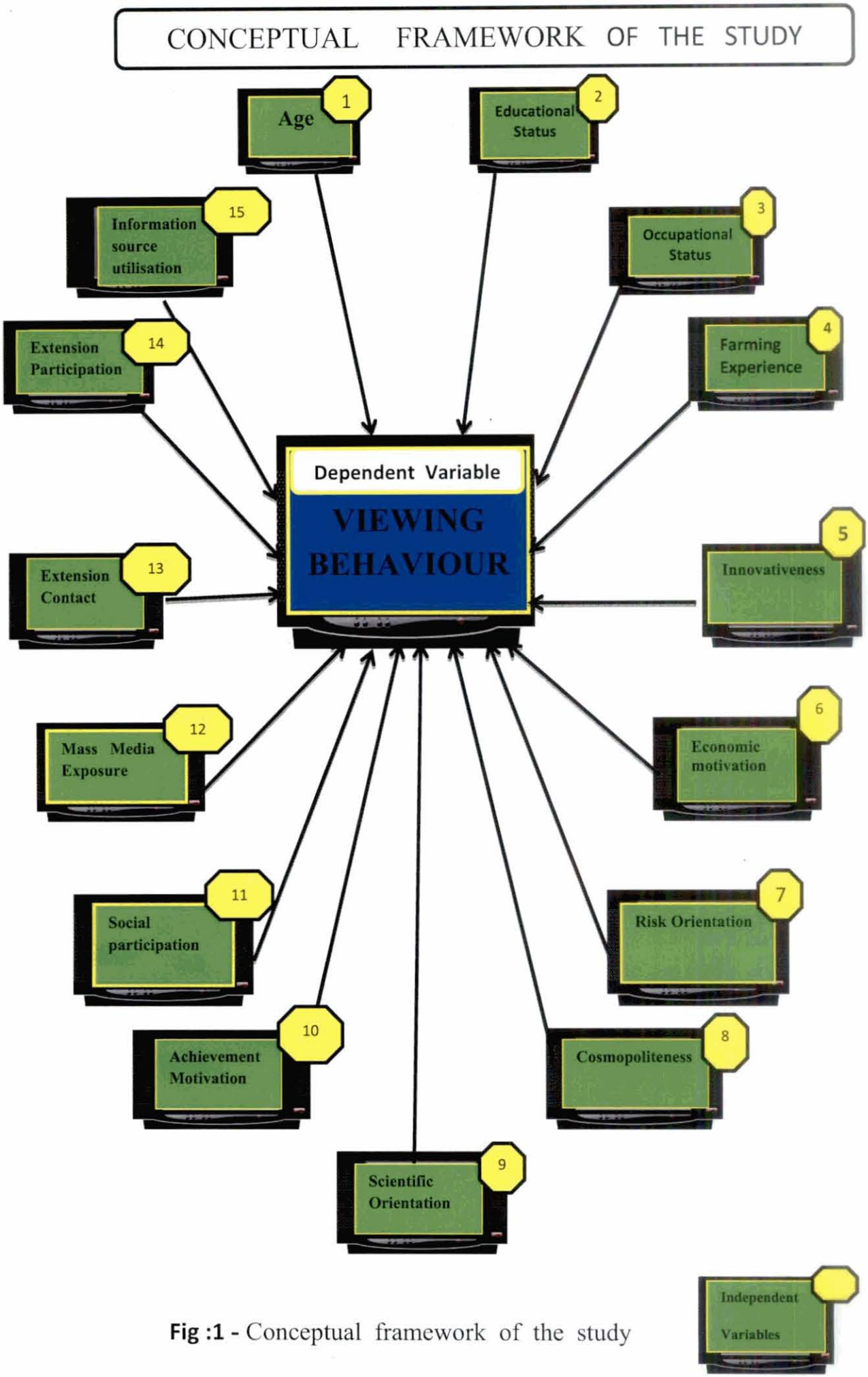


Fig :1 - Conceptual framework of the study

Fig 2. Map of Kerala State showing the districts selected for the study.

CHAPTER III

METHODOLOGY

CHAPTER III

METHODOLOGY

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

3.1 Research Design.

3.2 Locale of the study.

3.3 Sample and sampling procedure.

3.4 Selection and operationalization of concepts and measurement of Variables.

3.5 Content Analysis of Farm Programme

3.6 Method of data collection.

3.7 Statistical techniques used.

3.1 RESEARCH DESIGN

According to Kerlinger (2004), research design is the plan, structure and strategy of investigation conceived so as to obtain answers to the research questions and to control variance.

After careful analysis of the available literature, keeping in view the objectives of the study, qualitative and behavioural attributes were selected to be included in the study. Survey Research was considered as the most appropriate technique to gather data on the profile characteristics of the respondents.

A direct survey approach was adopted for recording the primary data from the respondents at the field level, based on the *ex post- facto* approach. According to Singh (2006), an *ex post -facto* research is one in which the investigators attempt to trace an effect that has already occurred to its probable causes.

Ex-post facts research is a systematic enquiry in which the scientist does not have direct control over the variables because their manifestation have already

occurred or because they are inherently not manipulative (Kerlinger, 2004).Thus the research design of the study is based on the *ex post -facto* approach in finding out the cause – effect relationship of the variables involved in the study .

3.2 LOCALE OF THE STUDY

The study was conducted in Thiruvananthapuram, Kollam and Alappuzha districts of Kerala State. The three districts were purposively selected for the following reasons:

1. Majority of Malayalam channels have their Head Quarters in Thiruvananthapuram, which will facilitate gathering of accurate and up-to-date information. The secondary data to be collected for the study are to be gathered from the Head Quarters of these television channels. For a part of the study, the researcher has to depend on secondary data generated from the offices of the various channels chosen for the study. Analysis of farm telecast programme has to be done on various programmes telecast for the last one year (2012) prior to the data collection. The subject matter coverage, mode of presentation, frequency, duration and time of telecast will be analysed and for this, selection of Thiruvananthapuram is ideal.
2. Besides Thiruvananthapuram, Kollam and Alappuzha districts were also chosen to get a representative sample of progressive farmers from the different agro ecological units. Kollam district has been selected for the study since the Intensive Extension Project of the State Department of Agriculture viz the Lead Farmer Centered Extension Advisory and Delivery Services (LEADS) Project is being implemented in this district from 2011-12.The district of Alappuzha was selected since it is known for the Kuttanad region which is a very peculiar Agro-ecological situation in the world. This study is a Post Graduate research work and so the lack of time and other efforts were also considered while selecting the study area.

Fig 2. Map of Kerala State showing the districts selected for the study.

3. The researcher is familiar with the socio-cultural milieu of the farmers, and agricultural department officials of Thiruvananthapuram, Kollam and Alappuzha districts, which is helpful in establishing quick rapport and obtaining correct information from the respondents.

3.3 SAMPLE AND SAMPLING PROCEDURES

Agro - Ecology of Kerala

Agricultural productivity and agro - biodiversity of an area are largely governed by the overhead climate and qualities of land and soil. An agro - ecological unit is characterized by distinct ecological responses to the macro- elements, which are reflected in the vegetation, soils and agricultural land use. The concept of agro-ecological delineations was developed by FAO with strong emphasis on comparable agro- climatic parameters to delineate agriculturally potential areas suitable for particular crops or combination of crops so that optimum production potential is achieved.

India is divided into 15 broad agro- climatic zones based on physiography and climate .The entire Kerala state formed part of zone 12, West coast plains and Ghat region. The process emphasized development of resources and their optimum utilization in a sustainable manner within the frame work of resource constraints and potential of each region.

The analysis of agro-ecology of Kerala State based primarily on climate, geomorphology, land use and soil variability resulted in delineation of five agro-ecological zones (AEZ's) and twenty three agro- ecological units.

The sampling of respondents has been done based on the agro ecological units of the three districts. In these districts there are five distinct agro ecological units and the samples have been drawn from all the units.

The main objectives of the study necessitate selection of the first set of 90 respondents based on the following criteria.

1. The respondent must be a practising progressive farmer.
2. The respondent must own a television set.

3. The respondent must be a subscriber of cable network.
4. The subscriber must be a viewer of farm telecast programme (FTP).

The sample size was fixed as 90 respondents,30 each from the three districts of Thiruvananthapuram, Kollam and Alappuzha. From each district five panchayats coming under the different agro ecological units were selected randomly .

The selected Krishi Bhavan/Panchayat from Thiruvananhapuram ,Kollam and Alappuzha district are as follows

Table :1 List of selected Panchayats/Krishi Bhavans and corresponding agro - ecological units .

Thiruvananthapuram		Kollam		Alappuzha	
Name of Krishibhavan / panchayat	Name of argo-ecological unit	Name of Krishibhavan / panchayat	Name of argo-ecological unit	Name of Krishibhavan/ panchayat	Name of argo-ecological unit
Kazhakuttam,	Southern coastal plain	Vadakkevila,	Southern coastal plain	Cherthala south	Southern coastal plain
Kalliyoor,	Southern laterites	K.S puram	Onattukara sandy plain	Harippadu	Onattukara sandy plain
Sreekariyam	Southern central laterites	Ummannoor	Southern central laterites	Kanjikuzhy	Kuttanad
Vellanad	Southern and central foot hills	Melila	Southern and central foot hills	Panavally,	Pokkali
Peringamala	Southern high lands	Aryankavu	Southern high lands	Cheriyanad	Southern central laterites

The Agricultural officer in these respective Krishi Bhavans were asked to provide the list of farm telecast programme (FTP) viewing progressive farmers in that area.

After obtaining the list of farmers from these Krishi Bhavans ,six farmers were randomly selected from each Krishi Bhavan area and were visited individually with the prepared pretested interview schedule for data collection .Thus 30 farmers from each district were interviewed for data collection..

The second set of 60 respondents for streamlining strategy for the agricultural programme telecast were randomly selected from Extension agents, Agricultural Scientists,Programme Producers and members of Post Production Team.

3.4 SELECTION AND OPERATIONALISATION OF CONCEPTS AND MEASUREMENT OF VARIABLES

3.4.1 DEPENDENT VARIABLE

3.4.1.1 Viewing behaviour

The objective of the study warrants the inclusion of viewing behaviour of the farmers as the dependent variable..

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

Abraham (1981) studied viewing behaviour in terms of frequency of viewing, level of understanding and extent of discussion with others and he adopted the same procedures followed by Sachidananthan (1980). In this study viewing behaviour was conceptualized in terms of frequency of viewing, duration, selectivity, viewing intensity, habit of taking down notes and discussion with others after telecast and clarification behavior after telecast. This was measured using the procedure adopted by Oommen(2007) with slight modification in viewing frequency as follows.

3.4.1.1.1 Viewing frequency of agricultural programmes

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

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

3.4.1.1.2 Viewing frequency of repeat telecast

The frequency of viewing repeat telecast agricultural programmes as expressed by the respondents

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

3.4.1.1.3 Duration of viewing agricultural programmes

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

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

3.4.1.1.4 Viewing intensity of agricultural programmes

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

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

3.4.1.1.5 Selectivity of agricultural programmes

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

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

3.4.1.1.6 Habit of taking down notes while viewing agricultural programmes

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

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

3.4.1.1.7 Extent of discussion after telecast

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

Sl. No.	Discussion with	Regularly (2)	Sometimes (1)	Never (0)
1	Family members			
2	Friends			

3	Relatives			
4	Other progressive farmers			
5	Extension agents			

3.3.1.1.8 Clarification behaviour after telecast

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

Sl. No.	Clarifying doubts with	Regularly (2)	Sometimes (1)	Never (0)
1	TV channels			
2	Scientists			
3	Extension personnel			
4	Other progressive farmers			

The score range from 5-36.The total score obtained by the respondents was arrived at by adding the scores for all the eight components and this was considered as the index of measurement for viewing behaviour of the respondents. Based on the Quartiles, the respondents were categorized as follows with respect to their viewing behaviour

Category	
Low	(less than Quartile 1)
Medium	(Between Quartile 1 & Quartile 3)
High	(above Quartile 3)

3.4.2 Independent Variables

Keeping in view the objectives of the study and based on the review of relevant literature and consultation with extension specialists 19 independent variables were identified for the study. These variables were subjected to relevancy

rating by 30 judges. The judges were the extension specialists of the Kerala Agricultural University, officials of the State Departments of Agriculture and Officials from TV channels. The judges were asked to indicate the degree of relevance of each variable to the study on a three point continuum as most relevant, relevant, and least relevant with scores 3, 2 and 1 respectively. After the judges rating, the cumulative score for each variable was calculated and a cut off score of 67.5 (75%) was fixed to select the variables. On the basis of this, 15 variables were finally selected for the study.

Table 2: List of Independent Variables and their measurement

Sl. No.	Independent Variables	Measurement adopted in the study
1	Age	Census report of GOI (2011).
2	Educational status	Procedure followed by Sreedaya (2000)
3	Occupational status	Procedure adopted by Oommen (2007)
4	Farming Experience	Method followed by Sreedaya (2000))
5	Innovativeness	Procedure used by Oommen (2007)
6	Economic Motivation	Scale developed by Supe (1969)
7	Risk Orientation	Scale developed by Supe (1969)
8	Cosmopoliteness	Procedure used by Oommen (2007)
9	Scientific Orientation	Scale developed by Supe (1969)
10	Achievement Motivation	Method adopted by Nath (2002).
11	Social Participation	Procedure used by Oommen (2007)
12	Mass Media Exposure	Scale developed by Singh (1974)
13	Extension Contact	Procedure followed by Bhavya (2008)
14	Extension Participation	Procedure followed by Bhavya (2008)
15	Information source utilization	Method used by Chinchu (2011)

3.4.2.1 Age

Age was operationalized as the actual age of the respondents in completed years at the time of interview. The respondents were classified into three categories namely young, middle and old based on the Census report (2011) of Government of India.

Category	Age (in years)	Score
Young	Less than 35 years	1
Middle	35 - 55 years	2
Old	Above 55 years	3

3.4.2.2 Educational Status

Refers to the extent of formal education achieved by the respondent. Trivedi (1963) had developed the original scale for measuring educational status.

In this study educational status was measured by using the scoring pattern adopted by Sreedaya (2000). The scoring pattern was as follows.

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

3.4.2.3 Occupational status

Occupational status was operationalized as the extent to which a viewer respondent was occupied in agriculture. The scale developed by Sridhar (1983) as adopted by Oommen(2007) was used in this study.

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

3.4.2.4.Farming experience:

Refers to the total number of years the respondent has been engaged in farming. The actual number of years of experience was considered as the score .Scoring procedure followed by Sreedaya (2000) was adopted for measuring the farming experience of the respondents. The scoring pattern was as follows.

Sl. No.	Experience in years	Score
1	Up to 5	1
2	6-10	2
3	11-25	3
4	More than 25	4

3.4.2.5 Innovativeness

Rogers and Shoemaker (1971) defined innovativeness as the degree to which an individual is relatively earlier in adopting new ideas than other members of his society.

The procedure followed by Oommen (2007) was used to measure innovativeness in this study. In this procedure a question was asked as to when the farmer would like to adopt an improved practice in farming, and the response categories and scores assigned were as follows.

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

The classification procedure adopted in innovativeness is –less than 2 –low group, 2-3-medium group and above 3 - high group.

3.4.2.6 Economic motivation

Refers to the extent to which a farmer is oriented towards profit maximization and relative value he places on monetary gains. The original scale for measuring economic motivation was developed by Supe (1969). In this study the procedure adopted by Sreedaya (2000) was used to measure economic motivation. The scales consisted of six statements of which fifth and sixth were negative. Each statement was provided with five – point response categories namely 'Strongly Agree', 'Agree', 'Undecided', 'Disagree', and Strongly Disagree', with scores of 5,4,3,2 and 1 for positive statements and 1,2,3,4 and 5 for negative statements. The summation of the scores of all the statements formed the score for the economic motivation. (Appendix III)

The possible score ranges from 6 to 30. Respondents were categorized in to low, medium and high groups based on quartiles.

3.4.2.7. Risk Orientation

Risk Orientation refers to the degree to which the farmer is oriented towards encountering risk and uncertainty in adopting new ideas in farming.

Risk Orientation was measured using the scale developed by Supe (1969) and used by Somanath (2009). The scale consists of six statements. The respondents were asked to state their response on a five point continuum ranging from 'strongly agree','agree','undecided','disagree',to 'strongly disagree' with scores of 4,3,2,1 and 0, respectively. The scoring procedure was reversed in case of the negative statements. (Appendix III)

The possible scores range from 0 to 24. Respondents were categorized in to low, medium and high groups based on quartiles.

3.4.2.8 Cosmopoliteness

Rogers (1960) defined cosmopoliteness as the degree to which an individual's orientation is external to a particular social system. Original scale was developed by Desai (1981) for measuring cosmopoliteness.

In this study cosmopoliteness was operationalized as the tendency of an individual to be in contact with an outside source of his community, based on the belief that all needs of an individual cannot be satisfied within his own community.

This was measured using the procedure used by Oommen (2007) in terms of:

(a) Frequency of visit to the nearest town.

(b) Purpose of visit to the nearest town.

(c) Membership in any organization in the town.

The response category and the scores for frequency of visit to the nearest town wer, never(0), Once in a month(1), Twice in a month(2), Once in a week(3), Twice or more in a week(4).Regarding purpose of visit it was Agriculture (3), Personnel / professional(2), Other purpose(1), Entertainment(0).With respect to membership in organization in town it was Yes(1) and No(0). (Appendix III)

The possible score range from zero to eight. Respondents were categorized in to low (score less than 3), medium (score between 3 and 5) and high (score greater than 5) groups.

3.4.2.9 Scientific Orientation

Scientific orientation is the degree to which a farmer is oriented to use scientific methods in decision making in farming. For the purpose of measurement of this variable the scale developed by Supe (1969) was used. This consists of six statements of which one is negative. The responses were collected on a five point continuum namely Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (DA) and Strongly Disagree (SDA) with scores of 5,4,3,2 and 1 respectively for the positive and the reverse for negative statements. (Appendix III)

The possible scores range from six to thirty. Respondents were categorized in to low, medium and high groups based on quartiles.

3.4.2.10. Achievement Motivation

Achievement motivation refers to the striving of the farmer to do good work and attain a sense of accomplishment.

Achievement motivation scale developed by Singh (1974) is the basic scale used for measuring this variable. Achievement motivation was measured in this study using the procedure adopted by Nath (2002). The scale consists of seven statements. The response were collected on a five point continuum ,Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (DA) and Strongly Disagree (SDA) with scores of 5,4,3,2 and 1, respectively .(Appendix III)

The possible score range from 7 to 35. Respondents were categorized in to low, medium and high groups based on scores.

3.4.2.11 Social Participation

In the study, social participation was measured using the scale followed by Oommen (2007). This scale had two dimensions namely membership in organizations and participation in organizational activities. The scores assigned were 0,1and 2 respectively for no membership, membership and office bearer for the first dimension .In the case of frequency of participation the scores were 0,1 and 2 for never attending, sometimes attending and regularly attending the meetings. (Appendix III)

The score obtained by a respondent on the above two dimensions were summed up across each item for all the organizations which gave his social participation score. The score range from 0 to 4 (or more based on the number of organisations where the respondent have membership). The respondents were classified into three categories (no participation, less participation and high participation) based on the scores.

3.4.2.12 Mass Media Exposure

Mass media exposure is operationally defined as the extent of exposure of the respondents to six mass communication media viz radio, newspaper, magazines, bulletins, films, exhibitions and field days. Since the present study mainly focuses on the farm telecast viewing behavior of farmers, the scale developed by Singh (1974), which does not include TV viewing as one component of mass media exposure was used in this study as explained below.

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

The total score ranges from 0 to 24. Respondents were categorized in to low,medium and high groups based on scores (<8 –low,8-10 medium ,>10 high).

3.4.2.13. Extension contact:

Extension contact refers to the degree of contact of respondents with various agricultural professionals viz Agricultural officer, Agricultural Assistant, progressive farmer, Agricultural scientists and others. The procedure followed by Bhavya (2008) was used .The scores assigned were 4,3,2,1,0 respectively for contact twice or more in a week, once in a week, fortnight, month and never. (Appendix III)

The total score was obtained by summing up the scores obtained by the respondents. The scores ranged from 0-20. Respondents were categorized into low, medium and high groups based on quartiles.

3.4.2.14.Extension Participation-

It is defined as the extent of participation of respondents in different activities during past one year. The procedure followed by Bhavya (2008) was used. Statement showing activities viz Seminar ,Exhibition, Campaign, Study tour and Lecture/training were included and response were obtained in five point continuum of ' twice or more in a week', 'once in a week', 'fortnight', 'once in a month' and 'never' with scores of 4,3,2,1,0 respectively. (Appendix III)

The total score was obtained by summing up the scores obtained by the respondents. The scores ranged from 0-20. Respondents were categorized into low, medium and high groups based on the scores.

3.4.2.15 .Information Source Utilization:

It refers to the source/sources from which farmers receive various information related to agriculture and their relative frequency.

The procedure followed by Chinchu (2011) was used. Frequency of use of information sources like Television, Radio, Krishibhavan, Newspaper, Internet and other farmers were obtained on three point continuum of regularly, occasionally and never with scores 3,2,1 respectively. (Appendix III)

The scores ranged from 6-18. Respondents were categorized into low, medium and high groups based on scores.

3.4.3 Viewer preference

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

3.4.3.1. Time, duration and day preference

It was found out by asking the viewer the most preferred time at which they would like to watch the agricultural programmes - morning, afternoon or evening.

The preference on the duration of the programme was found out by asking the viewers of what duration they wanted the telecast to be i.e. less than 15 min, 15 to less than 30 minutes , 30 minutes, 45 minutes and 1 hr.

The viewers were also asked to indicate their preference with respect to frequency of telecast as one day, two days, three days, four days, five days or more than five days per week. The frequencies were calculated and the respondents were classified based on their response.

3.4.3.2 Mode preference

Mode preference refers to the different ways in which the agricultural programmes are being telecast. The various modes are discussion, interview, straight talk, documentary, question & answer, success story, drama, agricultural songs. The preferences of the viewer were obtained by asking whether they most preferred, least preferred or not preferred a particular mode and the scores were given as 2, 1 and 0 respectively.

3.4.3.3 Channel Preference

The respondents were asked to indicate the channels they commonly accessed for viewing farm telecast programmes. The channels were ranked according to the preference of the respondents.

3.5 CONTENT ANALYSIS OF FARM PROGRAMMES

A separate study was conducted to find out content analysis of Farm programmes telecast through various channels. The most commonly viewed channels as indicated by the respondents were ranked and DD, Asianet , Kairali,and Jai Hind TV channels which were having more than 50% preference were selected for content analysis .For collecting the details pertaining to the telecast programmes the relay stations of these Channels were visited. The data were collected from records maintained at Doordarshan Station, Jai Hind station ,IIITMK web site and the available details of Kairali programmes were obtained from the Internet .

Information on major telecast characteristics like subject matter coverage, mode of presentation ,time allotment and the source of information on different programmes were collected for the last one year.(2012) The subject matter coverage was divided into the following sub headings as Agriculture, Horticulture, Animal husbandry, Rural development and Cooperatives .

The mode of presentation was divided into sub headings - drama, straight talk, interview, question and answer, discussion, method demonstration,agricultural songs, documentary and success story.

Time utilization pattern of different channel were found out by assessing the time allotted for the actual farm programme, announcements and title songs.

The different sources of information of various programmes telecast through channels were also identified as farmers, scientists, state officials (Dept.), veterinary doctors, NGO officials and programme executives .

After collecting all these information on different channels an analysis was conducted on the gathered data to make a comparative study.

The overall perceived effectiveness of the FTP programmmes were evaluated by getting the viewer's response in three categories as good, fair and poor.

The suggestions for improving the farm telecast programme were obtained from respondent farmers and their suggestions were prioritized and presented to the second set of sixty respondents comprising of scientists, extension functionaries, producers and members of post-production team . The number of farmers who had put forth each suggestion was noted in the questionnaire given to the second set of respondents to obtain their additional expert suggestions. The suggestions thus

obtained from the second set of respondents were ranked according to the number of respondents providing the suggestions. On the basis of the prioritized suggestions from all the respondents, recommendations have been put forth to improve the farm telecast programmes.

3.6 METHOD OF DATA COLLECTION

For data collection from 90 farmer respondents an Interview Schedule was prepared in English. A pre testing was carried to evaluate the schedule .On the basis of evaluation, modifications were made and the main interview schedule was prepared .The respondents were interviewed with the help of the schedule and the answers obtained from the respondents were entered in the schedule in the appropriate column. The respondents were interviewed individually in the local language.

For streamlining the farm programmes suggestions of 60 respondents comprising of Scientists, Extension Functionaries, Producers and Members of post-production team were collected using questionnaire with open ended question and the suggestions obtained were ranked. The suggestions of farmers obtained at the time of interview were also ranked. Those suggestions which were agreed upon by more than 50% of respondents in both category were selected for inclusion in the strategy.

3.7 STATISTICAL TECHNIQUES USED

The following statistical methods were employed in this study.

1. **Percentage analysis**

   Percentage analysis was used in descriptive analysis for making simple comparisons. It explains the distribution of respondents. For calculating percentages, the frequency of the particular cell was multiplied by 100 and divided by the total number of respondents. Percentage was corrected to two decimal places.

2. **Quartile deviation** was used to categorize the respondents. It is based on the lower quartile Q1 and the upper quartile Q3. The first quartile, also called lower quartile, is equal to the data at the 25th percentile of the data. The third quartile, also called upper quartile, is equal to the data at the 75th percentile of the data. It's a measure of dispersion. Quartile deviation uses the difference of first and third quartile as a measure of dispersion.

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

Correlation coefficient is calculated to find out the degree of relationship between two variables 'X' and 'Y', by using the following formula

$$r = \frac{\sum XY - \frac{(\sum X)(\sum Y)}{N}}{\sqrt{[\sum X^2 - \frac{(\sum X)^2}{N}][\sum Y^2 - \frac{(\sum Y)^2}{N}]}}$$

r - Coefficient of correlation between X and Y

N - Sample size

ΣX - Sum scores of independent variables

ΣY - Sum scores of dependent variables.

The significance of calculated 'r' values was tested for 5 percent and 1 percent levels of significance.

4. Regression analysis

When a factor is dependent on more than one independent factor, the simple correlation analysis will not reveal the combined relationship. So, for this purpose, the multiple regression technique was used to reveal the existence of linear relationship between the dependent and independent variables. Hence, the linear multiple regression was

selected as one of the statistical tool for analysis. It takes the general form of

$$Y = a + b_1X_1 + b_2X_2 + \ldots\ldots + b_n X_n,$$

where,

Y	=	Dependent variable
X_1 to X_n	=	Independent variable
b_1 to b_n	=	Partial regression coefficient
a	=	Intercept

CHAPTER IV

RESULTS AND DISCUSSION

CHAPTER - 1V

RESULTS AND DISCUSSION

This chapter deals with the results and discussion based on the analysis of data obtained from the study. The study was conducted among ninety progressive farmers selected from Thiruvananthapuram, Kollam and Alappuzha districts. The results and discussion are presented keeping the objectives of the study in mind, under the following heads.

4.1. Distribution of respondents according to their profile characteristics

4.1.1 Distribution of respondents according to age

4.1.2 Distribution of respondents according educational status

4.1.3 Distribution of respondents according occupation.

4.1.4 Distribution of respondents according farming experience

4.1.5 Distribution of respondents according Innovativeness

4.1.6 Distribution of respondents according Economic Motivation

4.1.7 Distribution of respondents according Risk Orientation

4.1.8 Distribution of respondents according Cosmopoliteness

4.1.9 Distribution of respondents according Scientific Orientation

4.1.10 Distribution of respondents according Achievement Motivation

4.4. Relationship of viewing behaviour of respondents with their socio-psychological characteristics.

4.5. Content Analysis of Farm Programmes

4.5.1 Subject matter coverage in farm telecast

4.5.2 Time allotment to different subjects

4.5.3 Information sources for the farm programmes

4.5.4 Mode of presentation of the farm programmes

4.5.5 Perceived Effectiveness of Farm Telecast Programmes.

4.6. Suggestions for Improving the Farm Telecast Programmes.

4.1 DISTRIBUTION OF RESPONDNTS ACCORDING TO THEIR PROFILE CHARACTERISTICS

The distribution of respondents according to the socio-economic and psychological profile characteristics are presented in this section

Table 3: Distribution of respondents according to profile characteristics. (n= 90)

Sl. No.	Profile characteristics	Classification	Score	Frequency	Percentage
1	Age	Young	Less than 34 years	11	12.22
		Middle aged	35-55 years	45	50.00
		Old	Above 55 years	34	37.78
2	Educational status	Low	4	3	3.33
		Medium	5	38	42.22
		High	6&7	49	54.45
3	Occupational status	Farming alone	2	39	43.33
		Farming+additional occupation	1	51	56.67
4	Farming Experience	Up to 5years	1	3	3.33
		6-10 years	2	13	14.45
		11-25 years	3	29	32.22
		Above 25 years	4	45	50.00
5	Innovativeness	Low	Less than 2	0	0
		Medium	2-3	73	81.11
		High	Above 3	17	18.89
6	Economic Motivation	Low(< Q1)	<16	20	22.22
		Medium (< Q1&Q3>)	16-20.75	47	52.22
		High (>Q3)	>20.75	23	25.56

7	Risk Orientation	Low (< Q1) Medium (< Q1&Q3>) High (>Q3)	<11 11 – 15.8 >15.8	18 49 23	20.00 54.44 25.56
8	Cosmopoliteness	Low Medium High	< 3 3 - 5 > 5	14 49 27	15.56 54.44 30.00
9	Scientific orientation	Low(< Q1) Medium (< Q1&Q3>) High (>Q2)	<15 15- 21 >21	21 48 21	23.33 53.34 23.33
10	Achievement Motivation	Low Medium High	<15 15-21 >21	28 49 13	31.11 54.44 14.44
11	Social participation	No participation Less participation High participation	<2 2-5 >5	14 73 3	15.56 81.11 3.33
12	Mass Media Exposure	Low Medium High	<8 8 – 10 >10	9 61 20	10.00 67.78 22.22
13	Extension contact	Low (< Q1) Medium (< Q1&Q3>) High (>Q3)	<5.25 5.25 – 7.75 >7.75	20 44 26	22.22 48.89 28.89
14	Extension Participation	Low Medium High	<4 4 – 5 >5	22 44 24	24.44 48.89 26.67
15	Information Source Utilization	Low Medium High	<13 13-14 Above 14	22 39 29	24.44 43.33 32.22

4.1.1 Distribution of respondents according to age.

From Table 3 it is evident that 50 per cent of the respondents were middle aged, 37.78 per cent old aged and 12.22 per cent were of young age.

It seemed that majority of the respondents (87.78%) belonged to middle and old age categories. In Kerala situation the participation of youth in agriculture is quite low. The result obtained is within reason as most of the farmers belonged to either middle or old age group. It could very obviously be agreed that mostly middle aged and old age groups of progressive farmers will show lot of enthusiasm in watching farm telecast to update and renew their knowledge so as to utilise it for farm improvement, hence the result is justified. With the advance in age of a farmer, his experience and knowledge in farming also increases. He gains confidence and is better able to differentiate the pros and cons of a new technology and shows greater receptiveness in adopting new ideas.

The results are in confirmation with the findings of Subramanian (1991), Elangovan (1994), Flora(1994), Kamalakkannan(2001), Anandamanikandan (2003) and Lad and Wattamwar (2009) .

4.1.2. Distribution of respondents based on educational status.

Data in Table 3 show that 54.45 per cent of the respondents had high level of education followed by 42.22 per cent with medium level of education only 3.33 per cent of the respondents had low level of education

These results are in conformity with the findings of Rose (1990) and Oommen (2007) that majority of the respondents had high level of educational status.

Kerala state has the highest literacy rate in the country and so this finding holds true here. As the level of education of farmers increases the urge to acquire knowledge about latest technologies also increases which results in enhanced

televiewing of agricultural programmes. Farmers are able to comprehend the programmes better due to their higher level of education.

4.1.3 Distribution of respondents according to occupational status.

According to the data in Table 3 it was evident that that 43.33 per cent of the respondents had farming as their main occupation and 56.67 per cent had some additional occupation besides agriculture .

The findings are in conformity with the findings of Rose (1990) and Oommen (2007). Both have observed that majority of the farmer respondents had agriculture as their secondary occupation. In Kerala state most of the farmers are involved in other subsidiary occupation along with farming and this trend has been reported in the study.

4.1.4 Distribution of respondents according to farming experience .

Data in Table 3 reveals that 50 per cent of the farmers had more than 25 years of farming experience, followed by 32.22 per cent with 11-25 years of experience,14.45 per cent of farmers had 6-10 years of experience and only 3.33 per cent of the respondents had less than 5 years of experience.

A significant proportion (82.22%) of the farmer respondents of this study were having a rich experience in farming which was similar to the findings reported by Kamala kannan (2001) and Anandamanikandan (2003).

Progressive farmers who have television viewing habit were purposely selected as respondents which again justifies the rich farming experience of the respondents

4.1.5 Distribution of respondents according to innovativeness.

The distribution of respondents according to their innovativeness is also presented in the Table 3. It reveals that 81.11per cent of the farmers had medium level of innovativeness and 18.89 per cent had high level of innovativeness.

Innovativeness is the degree to which a respondent is earlier in adopting an innovation. Majority of the progressive farmer respondents had medium level of innovativeness may be due to high level of literacy , more interest in scientific farming, strengthened contact with extension officials as well as extension media propagandization of scientific innovative techniques etc. This findings are in conformity with the findings of Elangovan (1994) ,Flora (1994), Senthilkumar (2000), Kamalakannan (2001), Oommen (2007) and Varghese (2012). Majority of respondents belonged to medium category indicates that they are willing to adopt an innovation relatively earlier than others.

4.1.6 Distribution of respondents according to economic motivation.

The distribution of respondents according to their economic motivation presented in the Table 3 indicated that 52.22 per cent of the farmers had medium level of economic motivation followed by 25.56 per cent with high level and 22.22 per cent with low levels of economic motivation.

Majority of the progressive farmers had medium level of economic motivation which is in line with the findings of Subramanian (1991),Flora (1994) Elangovan (1994 and Oommen (2007).Economic motivation is an important motive that moulds the behaviour of an individual to perform more efficiently to improve his economic performance .Hence economic motivation is an important character that persuades a progressive farmers to perform efficiently there by increasing the returns from farming..It could be inferred that the consistent income generating attitude would have helped the progressive farmers to obtain higher economic returns from their farms. On the contrary the low level of economic motivation might be due to low returns experienced and instability even in the fair price of agricultural commodities.

4.1.7 Distribution of respondents according to risk orientation.

The distribution of respondents according to their risk orientation as presented in Table 3 reveals that 54.44 per cent of the respondents were having

medium level of risk orientation followed by 25.56 per cent with high level and 20 per cent with low level .

Majority of the respondents are moderate risk takers which is desirable and quite promising.

4.1.8 Distribution of respondents according to cosmopoliteness.

Data in Table 3 disclosed that 54.44 per cent of the respondents have medium level of cosmopoliteness, 30 per cent had high level and 15.55 per cent had low level of cosmopoliteness.

Majority of the progressive farmers are having medium level of cosmopoliteness. This finding is not confirming to the results obtained by Rose (1990) ,Meenakshisundaram (1990) , Oommen (2007) and Esakkimuthu (2012).

The progressive farmers of the state are having medium cosmopoliteness and they occasionally visit their neighbouring big town. In Kerala there is a high degree of urbanisation and all most all the rural areas are having all the facilities available in the town. This situation might have contributed to the medium level of cosmopoliteness of the respondents.

4.1.9 Distribution of respondents according to scientific orientation.

Table 3 data indicated that 53.34 per cent of the respondents have medium level of scientific orientation followed by 23.33 % each with high and low levels of scientific orientation.

The results indicate that majority of the farmers had medium level of scientific orientation which is in conformity with the results obtained by Rose (1990),Oommen (2007). These results point to the positive role played by TV in imparting scientific orientation among the farmers. The growing trend in agriculture is to be scientifically based. The farmers follow scientific methods of farming to adopt low cost technologies with minimum inputs. For acquisition of knowledge on scientific techniques TV plays a pivotal role in the dissemination, familiarisation, message transformation across the audience and hence the result.

4.1.10 Distribution of respondents according to achievement motivation.

The data in Table 3 revealed that 54.44 per cent of the farmer respondents had medium level of achievement motivation followed by 31.11per cent with low level and 14.44 per cent with high level of achievement motivation .

A critical examination of the table indicates that majority of the respondents possess medium levels of achievement motivation . This may be due to the presence of middle aged ,well educated farmers who are progressive and hence their zest and motivation to achieve. When taken together the figures showed that majority of the respondents possessed medium to high levels of achievement motivation which is desirable in the present competitive world.

4.1.11 Distribution of respondents according to social participation.

From Table 3 data it was evident that 81.11 per cent of the respondents had less social participation,15.56 per cent had no social participation and 3.33 per cent had high social participation.

These results are in conformity with the findings of Rose (1990), Meenakshisundaram (1990) and Oommen (2007) who found that majority of the respondents had less social participation. When people become more involved in regularly watching TV programmes their social participation reduces due to lack of free time .

4.1.12 Distribution of respondents according to mass media exposure .

An examination of Table 3 indicated that 67.78 per cent of the respondents had medium level of mass media exposure followed by 22.22 per cent with high

level of mass media exposure, 10 per cent age of the respondent had low level of mass media exposure.

These results are in conformity with the findings of Senthil kumar (2000), Kamalkannan (2001), Sharma (2001) and Oommen (2007) who have reported that the respondents had medium level of mass media exposure. Todays farmers are more educated and they are more exposed to mass media like television, newspaper, radio etc. The exposure to mass media largely tells upon the progressiveness of the farmers. In Kerala, because of the high literacy level, most of the households subscribe at least one newspaper and almost every family possesses a radio or television. The use of mobile phones and Information Communication Technology (ICT) by the farmers is also fast gaining momentum in the state (Hassan,2008). These facts support the above findings which imply that majority of the progressive farmers have medium to high levels of exposure to mass media.

4.1.13 Distribution of respondents according to extension contact.

Perusal of Table 3 revealed that 48.89 per cent of the respondents had medium level of extension contact, 28.89 per cent had high level and 22.22 per cent had low level of extension contact.

The result clearly indicates that majority of the respondents had strong contact with extension machinery. The main reason for this is the high level of literacy coupled with the dedicated and consented service extended by the extension officials of the survey area. The extension officers of the Agricultural Department and other progressive farmers were mainly contacted by the respondents for getting required technical information. These results are in in line with the findings of Kamalakannan (2001) , Lad and Wattamwar (2009) and Somanath (2009). This findings also indicate the need for improving the reach and efficiency of the extension functionaries in the state.

4.1.14 Distribution of respondents according to extension participation

It is evident from Table3 that 48.89 per cent of the respondents had medium level of extension participation followed by 26.67 per cent with high level and 24.44 per cent of the respondents were having low level of extension participation.

These findings are in conformity with the findings of Singh *et al* (2003).The progressive farmers are often attending the trainings, seminars,campaigns conducted by extension and research agencies of the state. They also participate in the study tours organised by the various agencies for gaining latest information on crop production and allied activities.

4.1.15 Distribution of respondents according to information source utilisation .

The data in Table 3 indicated that 43.33 per cent of the progressive farmers were having medium level of information source utilisation behaviour ,32.22 per cent and 24.44 per cent had high and low levels respectively.

The findings indicate that the respondents were utilising the various sources to obtain the required technological information on various aspects of farming. Similar results have been reported by Ahire and Shenoy(2005) and Pandey *et al* (2005) .

4.2 VIEWING BEHAVIOUR OF RESPONDENTS

4.2.1 Viewing Frequency of Agricultural Programme

Data related to the viewing frequency of respondents with respect to various Agricultural programmes are presented in Table 4.1and figure3

Table 4.1 Viewing Frequency of Agricultural Programme **(n = 90)**

Sl. No.	Frequency category	Frequency	Percentage
1	Daily	11	12.22
2	More than twice a week	46	51.11
3	Once a week	30	33.34
4	Once a fortnight	2	2.22
5	Occasional	1	1.11
	Total	90	100

It is evident from Table 4.1 that 51.12 per cent of the respondents were viewing the agricultural programmes 'more than twice a week' followed by 33.33 per cent viewing 'once a week' and by 12.22 per cent of viewing 'daily'. Only 2.22 per cent of the respondents view the programmes once a 'fortnight' followed by a mere 1.11per cent viewing 'occasionally'.The results obtained show that majority of the farmers (51.12%) were keen viewers of the agricultural programmes aired by the different TV channels..This result is contradictory to the results obtained by Rose (1990) and Oommen (2007). In this study the respondents were progressive farmers having high level of literacy, rich experience in farming, medium innovativeness, scientific orientation, achievement motivation, mass media exposure and these characteristics may have paved the way for enhanced interest in viewing the agricultural programmes .

Table 4.2 Viewing Frequency of repeat agricultural programmes **(n= 90)**

Sl. No.	Frequency category	Frequency	Percentage
1	Daily	0	0
2	More than twice a week	0	0
3	Once a week	3	3.33
4	Once a fortnight	2	2.22
5	Occasional	85	94.45
	Total	90	100

VIEWING BEHAVIOUR OF RESPONDENTS

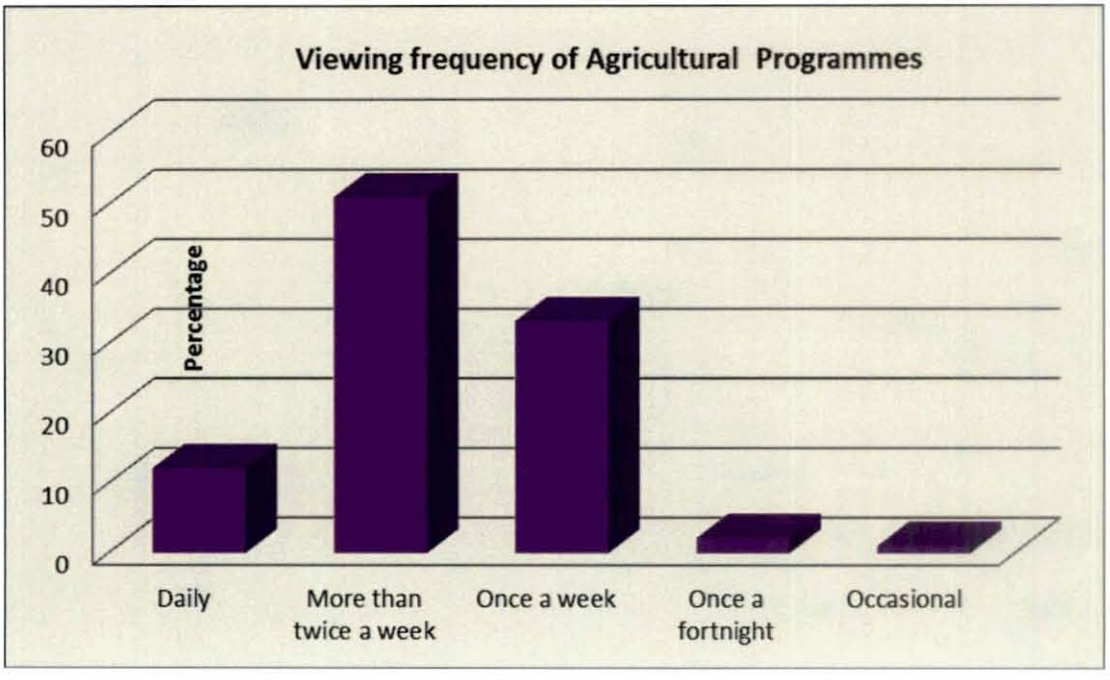


Figure 3: Viewing frequency of Agricultural programmes.

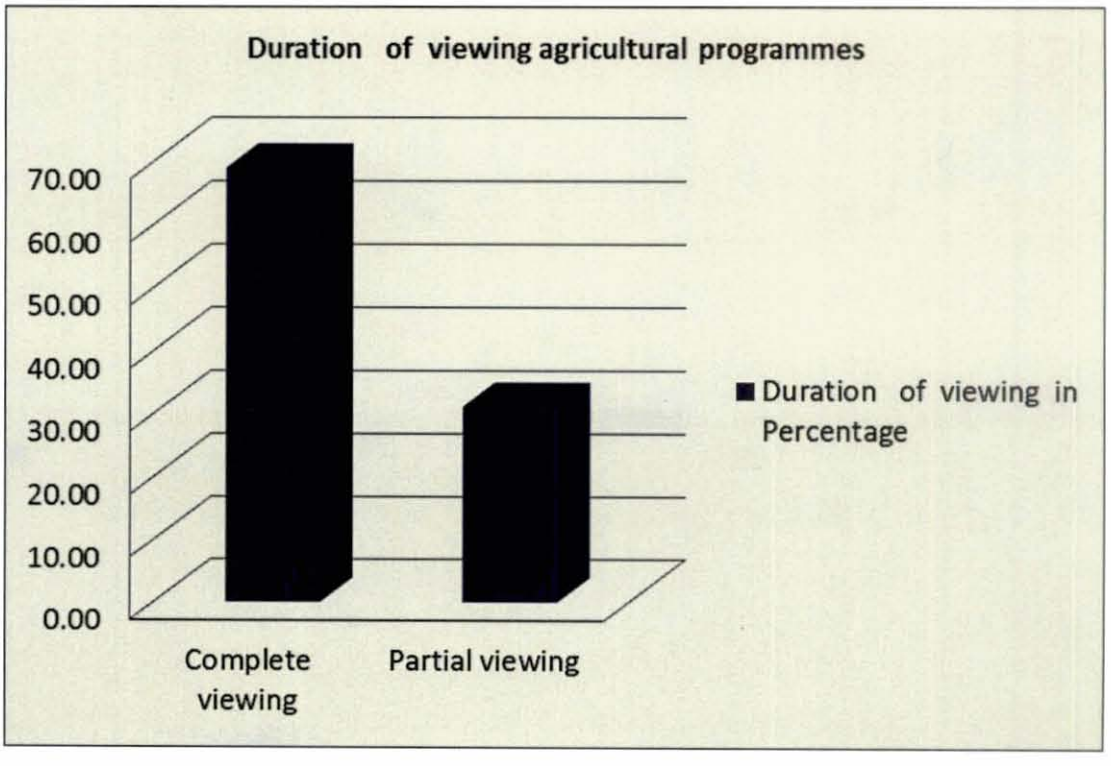


Figure 4: Duration of viewing agricultural programmes

As per Table 4.2 majority of the respondents (94.45%) were occasional viewers of the repeat telecast followed by 3.33 per cent viewing it once a week and 2.22 per cent viewing it only once a fortnight. As the respondent farmers were keen viewers of the normal telecast programmes the need for viewing repeat telecast rarely arise and hence this result.

4.2.2 Duration of viewing agricultural programmes

The data concerning the duration of viewing agricultural programmes by the respondents are presented in Table 5 and figure 4.

Table 5 . Duration of viewing agricultural programmes **(n=90)**

Sl No	Duration of viewing / category	Frequency	Percentage
1	Complete viewing	62	68.89
2	Partial viewing	28	31.11
	Total	**90**	**100**

Data in Table 5 reveals that 68.89 per cent of the viewers were completely viewing the agricultural programmes and the remaining 31.11 per cent were only partially viewing the various agricultural programmes .This finding is in line with the results obtained by Oommen (2007) that 63 per cent of the viewers were completely viewing the programmes.This may be due to the high quality of presentation of the programmes that are aired by the TV channels which is capable of maintaining the interest of the farmers.

4.2.3. Viewing intensity of agricultural programmes

The data associated with the viewing intensity of agricultural programmes are presented in Table 6 and figure 5.

Table 6 . Viewing intensity of agricultural programmes **(n=90)**

Sl. No.	Viewing intensity / category	Frequency	Percentage
1	Keenly viewing	56	62.22
2	Casually viewing	34	37.78
	Total	**90**	**100**

Data in Table 6 shows that majority of the farmers (62.22%) were keenly viewing the programmes and the rest (37.78%) viewed the programmes casually.

The results indicate that majority of the farmers were keenly viewing the agricultural programmes which confirms to the findings of Oommen (2007).This may be due to the fact that the progressive farmers of the study area were interested in getting information about latest technologies and improved practices which will help them to enhance their economic returns from farming. In addition the high quality of presentation and relevancy of the topics covered in the programmes might be prompting them to keenly view the programmes.

4.2.4. **Selectivity of agricultural programmes :-**

The data concerning the selectivity of agricultural programmes are presented in Table 7 and figure 6

Table 7. Selectivity of agricultural programmes **(n=90)**

Sl. No.	Selectivity	Frequency	Percentage
1	All agricultural programmes	65	72.22
2	Only selected agricultural programmes	25	27.78
	Total	**90**	**100**

Data in Table 7 reveals that 72.22 per cent of the respondents viewed all the agricultural programmes and 27.78 per cent viewed only selected programmes. This

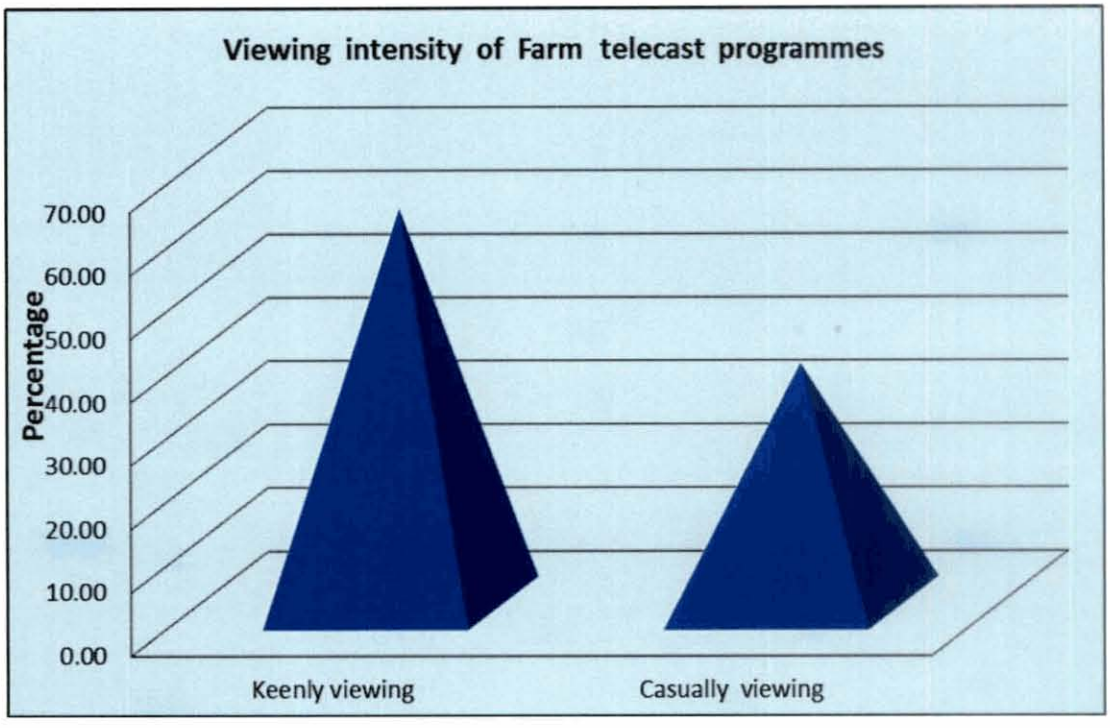


Figure 5 :Viewing intensity of agricultural programmes

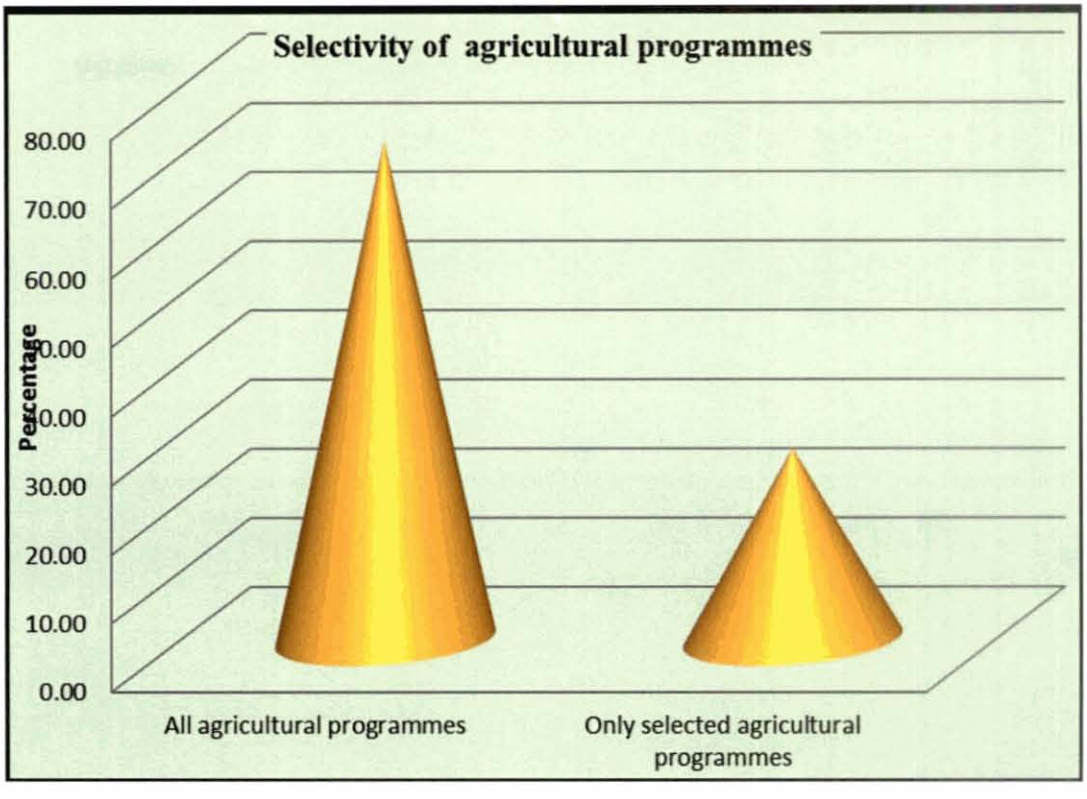


Figure 6: Selectivity of agricultural programmes.

result confirms with the findings of Oommen (2007).The main reason for majority of the farmers viewing all the agricultural programmes may be due to the high quality and attractive mode of presentation used by the different channels .The main reason behind selectivity in viewing of agricultural programmes may be related to the farmer's specific interest in particular subject matter .

4.2.5 . Habit of taking down notes while viewing agricultural programmes:-

The data associated with the habit of taking down notes while viewing agricultural programmes are presented in Table 8 and figure 7

Table 8. Habit of taking down notes while viewing Agricultural Programmes **(n=90)**

Sl. No.	Respondents taking down notes of agricultural programmes	Frequency	Percentage
1	All agricultural programmes	10	11.11
2	Only selected agricultural programmes	39	43.33
3	Never taking down notes	41	45.56
	Total	90	100

Data in Table 8 indicates that 45.56 per cent of the respondents did not take down notes whereas 43.33 per cent of the respondents had the habit of taking down notes of only selected agricultural programmes. Around 11.11 per cent of the farmers surveyed had the habit of taking down notes of all agricultural programmes. In fact majority of the respondents are taking down notes while viewing the agricultural programmes. These findings are in conformity with the findings of Rose (1990) and Oommen (2007). The main reason for not taking down notes may be because the topics were not of practical relevance to the needs or situations of the viewers.

It is heartening to note that nearly 54.44 per cent of the respondents were in the habit of taking down notes of either of all agricultural programmes or selected agricultural programmes.

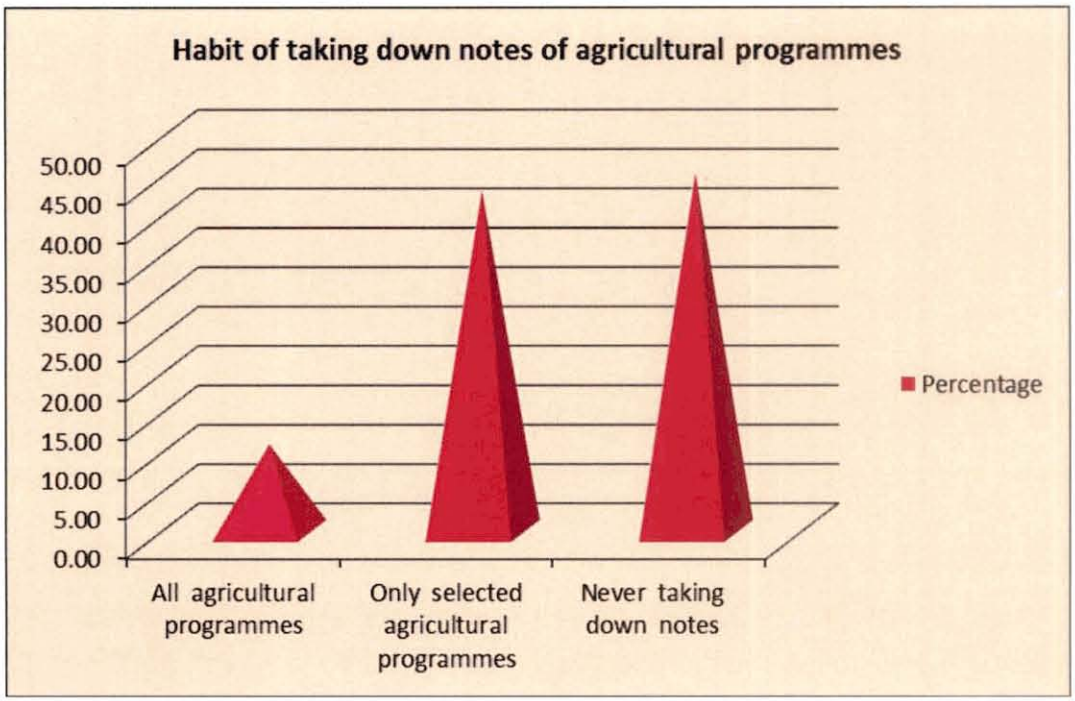


Figure 7: Habit of taking down notes while viewing Agricultural Programmes.

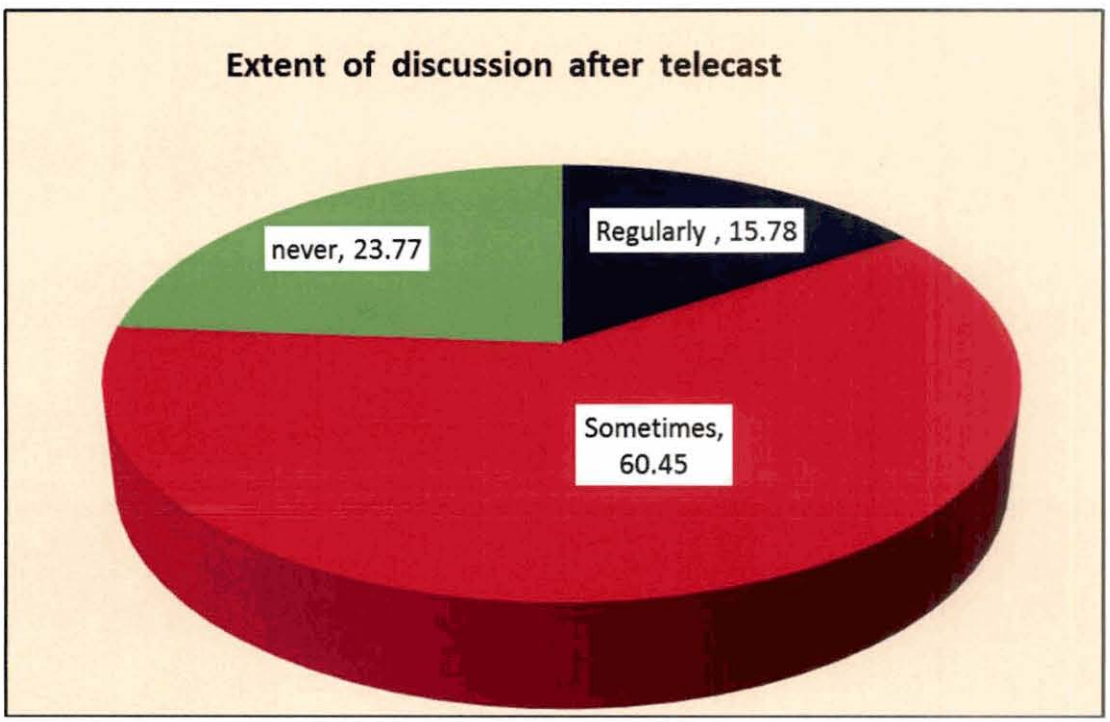


Figure 8: Extent of discussion after telecast

4.2.6. Extent of discussion after telecast

The data concerning the extent of discussion after viewing agricultural programmes by respondents are presented in Table 9 and figure 8

Table 9. Extent of discussion after telecast

Sl. No	Category	Regularly	Sometimes	Never
		Frequency	Frequency	Frequency
1	Family members	2	54	34
2	Friends	15	73	2
3	Relatives	0	23	67
4	Other Progressive farmers	36	54	0
5	Extension Agents	18	68	4
	TOTAL	**71 (15.78%)**	**272 (60.45%)**	**102 (23.77%)**

(Multiple response)

Data in Table 9 reveals that 60.45 per cent of the respondents sometimes discussed the agricultural programmes with friends,extension agents,family members,other progressive farmers. Only 15.78 per cent regularly discussed the programmes with other progressive farmers,extension agents and friends. About 23.77 per cent of the surveyed progressive farmers never discussed the programmes with anyone at all.

More than 75 per cent of the respondents were discussing the Farm Telecast programmes with friends, extension agents, family members and other progressive farmers which shows their active involvement in viewing and understanding the programmes. Today more and more farmers are interested in knowing about latest farming technologies and techniques which prompts them to discuss the topics with others to know about their opinion and to clarify their doubts. The number of farmers viewing the agricultural programmes has increased steadily over time making it possible for them to discuss the topics with others. This findings are in conformity with the results obtained by Oommen (2007).

Only minority of viewers never discussed the programmes after viewing probably because they were viewing the programme casually.

4.2.7. Clarification behaviour after telecast

The data related to clarification behaviour of the respondents are presented in Table 10 and figure 9. About 47.78 per cent of the respondents sometimes clarified their doubts with extension personnel's, peers ,TV channels and scientists. Above 16 per cent regularly clarify their doubts mostly with their peers and extension personnel's . Around 36 per cent of the respondents never clarified their doubts with scientists and TV channels .

Table 10. Clarification behaviour after telecast

Sl.No.	Clarification	Regularly	Sometimes	Never
		Frequency	Frequency	Frequency
1	TV channel (programme producer)	2	33	55
2	Scientist	0	18	72
3	Extension personnel	12	75	3
4	Other progressive farmers	44	46	0
	Total	**58 (16.11%)**	**172 (47.78%)**	**130 (36.11%)**

(Multiple response)

These findings are in conformity with the results obtained by Oommen (2007).It is also a good indication that majority of the farmers were either regularly or sometimes clarifying their doubts with the various Malayalam channels ,extension personnels and other progressive farmers. This is also a hint of the medium to high information seeking behaviour of the respondents.

It is also encouraging to find that as per Table 10, majority of the respondents were either regularly or sometimes clarifying their doubts with Malayalam channels, Extension Personnels or other Progressive Farmers. This indicates the impact of the

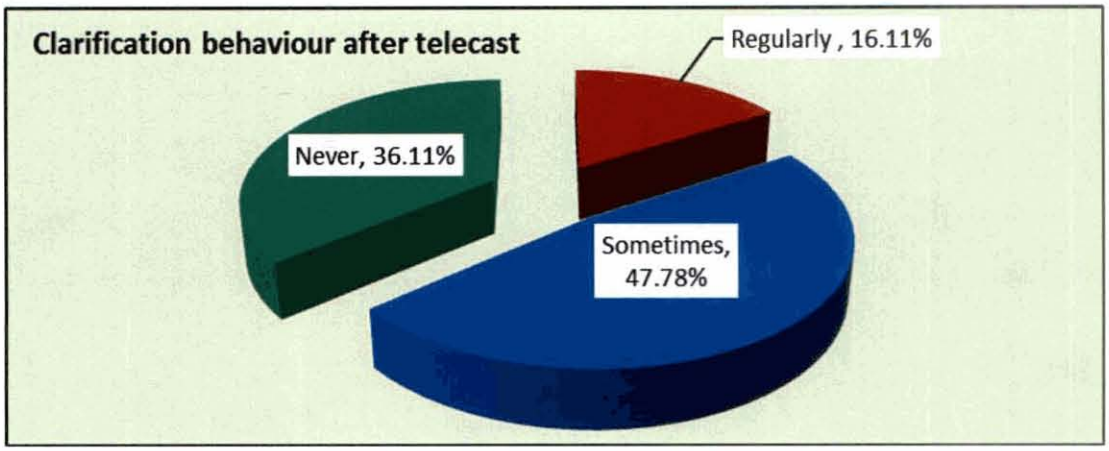


Figure 9: Clarification behaviour after telecast.

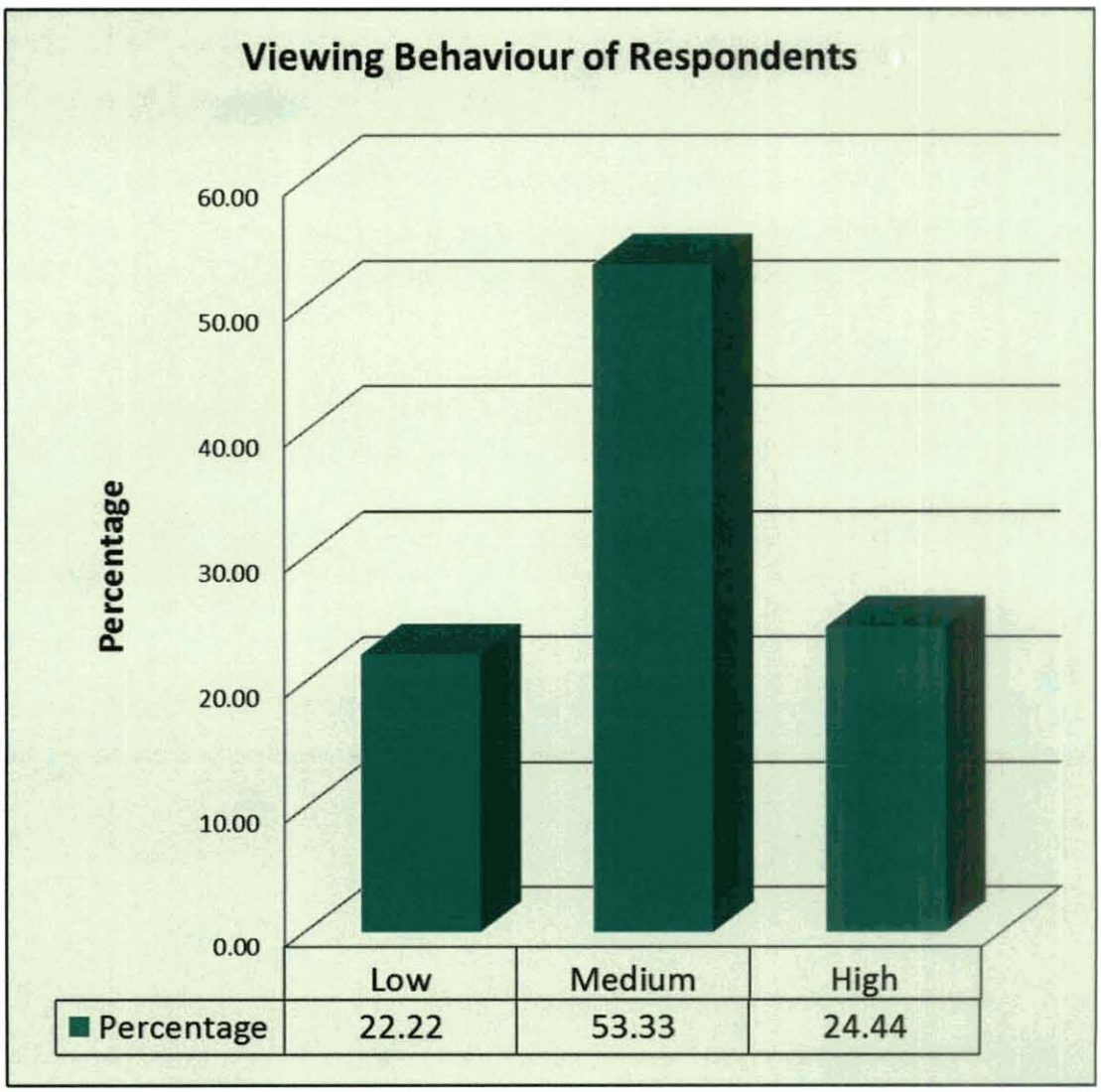


Figure 10: Viewing Behaviour of Respondents

farm telecast programmes over the viewers and the profound interest of the respondents towards the agricultural programmes.

Viewing behaviour of respondents

The data pertaining to overall viewing behaviour of the respondents are presented in Table 11 and figure 10

Table 11 : Viewing Behaviour of Respondents **(n = 90).**

Characteristic	Category	Score	Frequency	Percentage
Viewing Behaviour	Low (< Q1)	< 15	20	22.22
	Medium (Between Q1 & Q3)	15 - 21	48	53.33
	High (> Q3)	> 21	22	24.45
Total			**90**	**100**

Data in Table 11 indicates that 53.33 per cent of the respondents had medium level of televiewing behaviour followed by 24.45 per cent with high level and 22.22 per cent with low level viewing behaviour. It was obvious that 77.78 per cent of the respondents had medium to high level of viewing behaviour. This information would be of immense use for the programme production units of the TV channels in planning and formulating appropriate farm telecast progammes.

4.3. VIEWER PREFERENCES

4.3.1 Duration preference of farm telecast

The data pertaining to the preference of respondents with respect to duration of farm telecast as expressed by the respondents are presented in Table 12 and figure 11.

Table 12. Duration preference of Farm Telecast Programme **(n=90)**

Sl. No.	Duration	Frequency	Percentage
1	<15 min	0	0
2	15 min to less than 30 min	2	2.22
3	30min	29	32.22
4	45min	35	38.89
5	1 hour	24	26.67
Total		**90**	**100**

Table 12 reveals that 38.89 per cent of the respondents preferred to have 45 minutes of farm telecast followed by 32.22 per cent for 30 minutes and 26.67 per cent wanted to view the FTPs for 1 hour. Only 2.22 per cent of the respondents wanted the telecast duration to be between 15 to less than 30 minutes. Presently all the channels are telecasting agricultural programmes for 30 minutes.

4.3.2 Time preference of Agricultural programmes

The data pertaining to the preference of farm telecast as expressed by the respondent s are presented in Table 13 and figure 12

Table 13: Time preference of respondents **(n = 90)**

Sl. No.	Time	Frequency	Percentage
1	Morning	4	4.44
2	Afternoon	6	6.67
3	Evening	80	88.89
Total		**90**	**100**

Table 13 indicates that 88.89 per cent of the respondents prefer watching evening telecast of agricultural programmes followed by only 6.67 per cent in the afternoon and a mere 4.44 per cent prefer morning telecast. Majority of the farmers preferred evening hours because they are free at that time

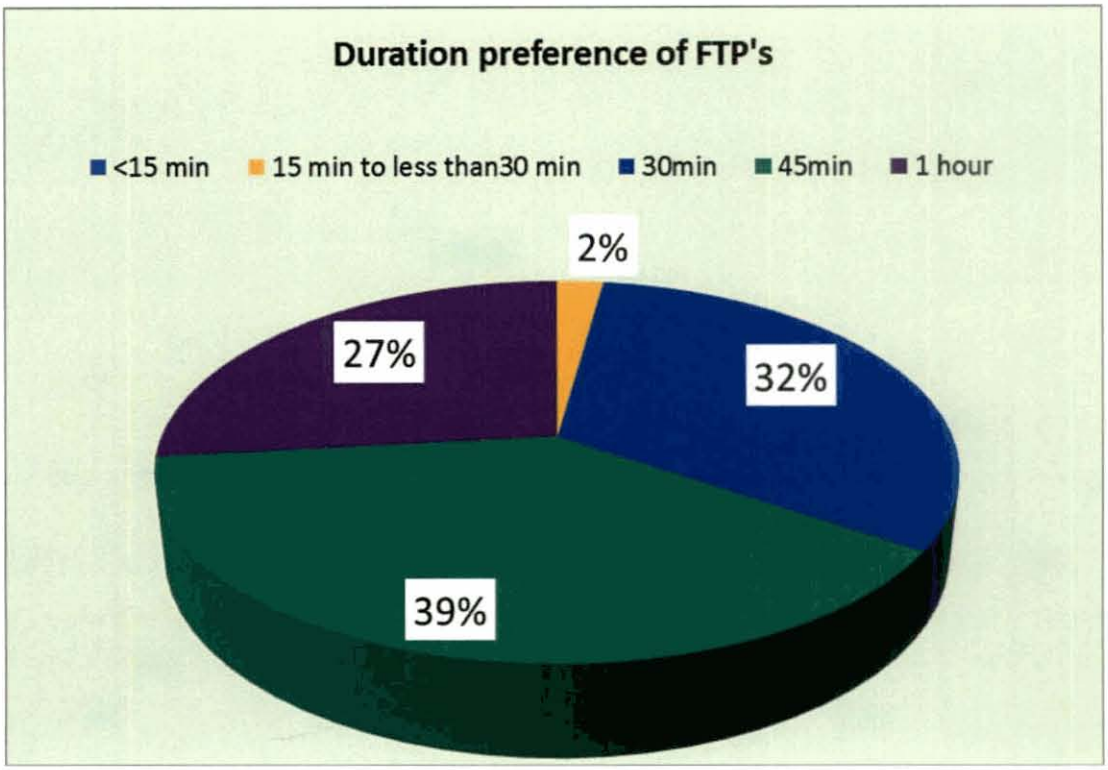


Figure 11: Duration preference of farm telecast programmes

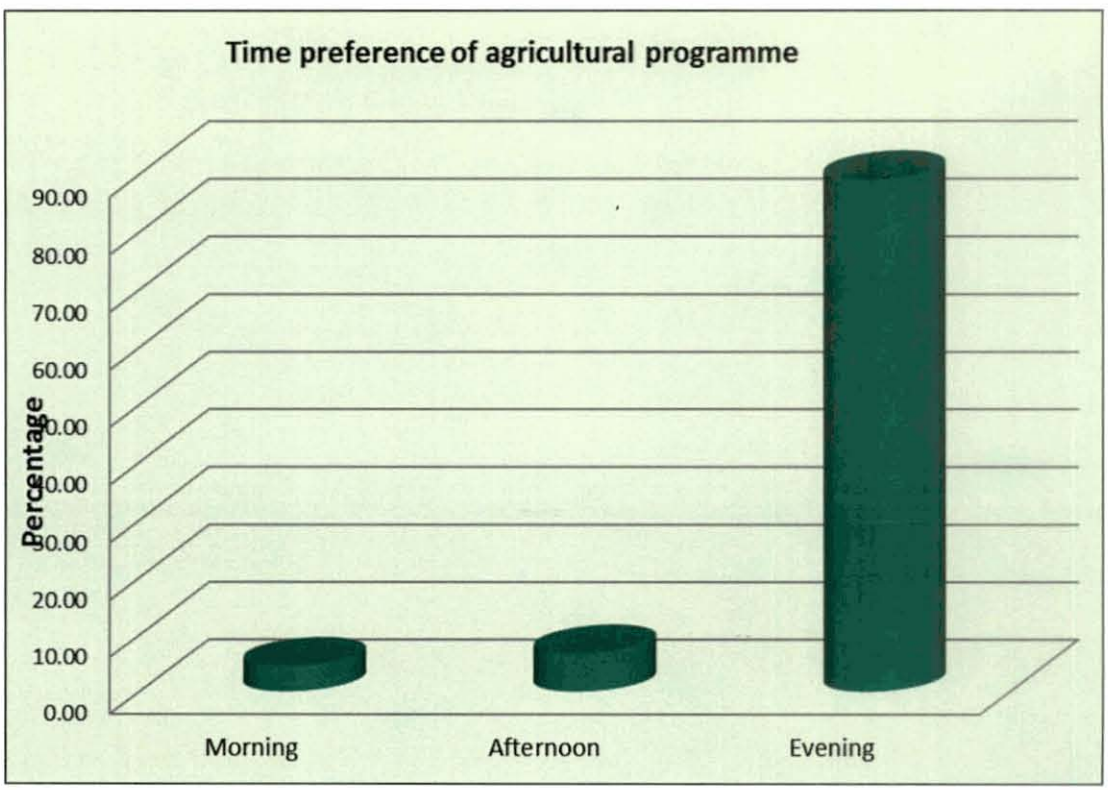


Figure 12: Time preference of respondents

after completing their day's work and can watch agricultural programmes in a tranquil mood.These results are in conformity with the findings of Oommen(2007) that 85 per cent of respondents preferred evening as the most convenient time to watch agricultural programmes.

4.3.3 Preference of days of farm telecast per week

The data pertaining to the preference of respondents with respect to the number of days of farm telecast are detailed in Table 14 and figure 13

Table 14 : Distribution of the respondent according to their preference of days of Farm telecast per week (n= 90).

Sl .No.	Days per week	Frequency	Percentage
1	One day	3	3.33
2	Two days	5	5.56
3	Three days	7	7.78
4	Four days	12	13.33
5	Five days	20	22.22
6	More than five days	43	47.78
Total		**90**	**100**

Data in Table 14 reveal that 47.78 per cent of the respondents wanted the telecast to be for more than five days. 22.22 per cent of the respondent wanted telecast to be for five days , followed by 13.33 per cent for four days . Only less than ten per cent of respondents wanted telecast to be less than three, two or one day per week. At present only Doordarshan is telecasting agricultural programmes for 6 days a week. When the main channels are considered ,Farm Telecast Programmes are aired for almost all the days of the week which is as desired by the majority of respondents .

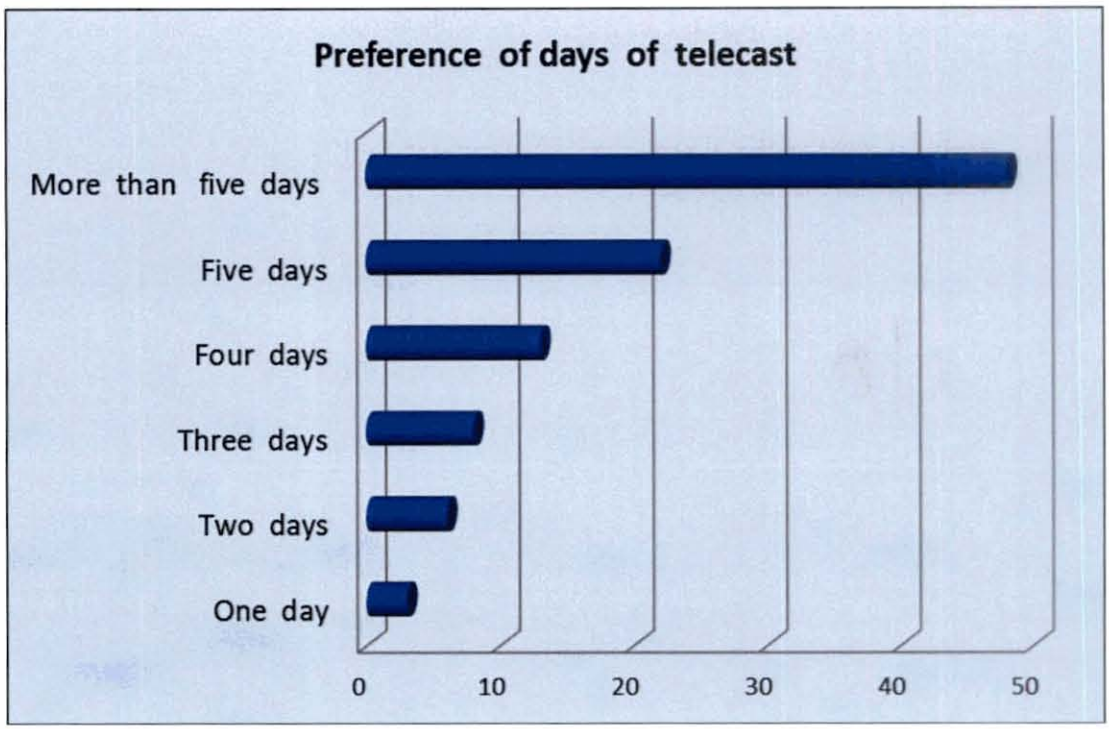


Figure 13: Preference of days of farm telecast per week

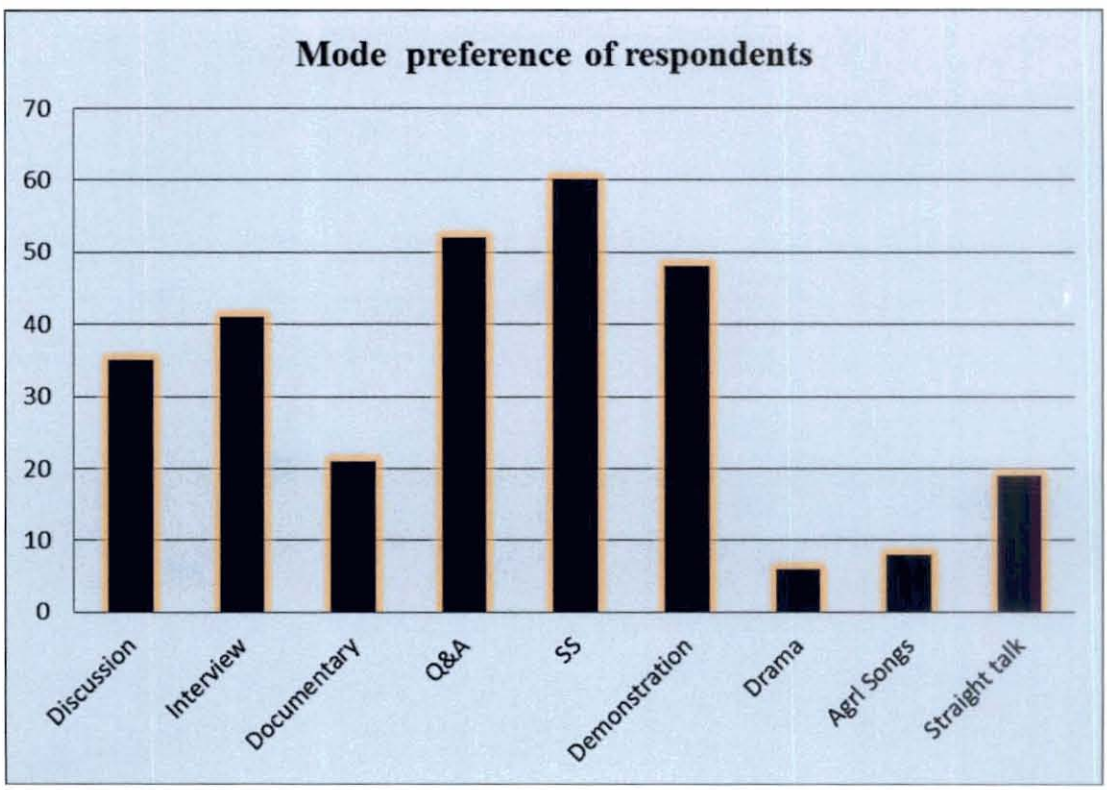


Figure 14: Mode preference of respondents

4.3.4 Mode Preference of farm telecast

The data related to the mode preference of respondents are presented in Table 15 and figure 14.

Table 15: Distribution of respondents according to Mode Preference

Mode preference	Most preferred		Preferred		Least preferred	
	Frequency	%	Frequency	%	Frequency	%
Discussion	35	38.89	50	55.55	5	5.56
Interview	41	45.56	46	51.11	3	333
Documentary	21	23.33	68	75.56	1	1.11
Q&A	52	57.78	30	33.33	8	8.89
Success Story	60	66.67	25	27.78	5	5.55
Demonstration	48	53.33	36	40	6	6.67
Drama	6	6.67	14	15.55	70	77.78
Agrl Songs	8	8.89	25	27.78	57	63.33
Straight talk	19	21.11	48	53.33	23	25.56
Total	290	**35.80**	342	**42.22**	178	**21.98**

(multiple response)

Results in Table 15 indicate that 66.67 per cent of the respondents most preferred success stories, followed by question and answers, demonstration, interview, discussion, documentary, straight talk, agricultural songs and drama in the decreasing order of preference.

In the preferred category 75.56 per cent preferred documentary ,followed by discussion, straight talk, interview, demonstration, question and answer, success stories,, agricultural songs and drama in the descending order of preference. In the least preferred category 77.78 per cent preferred drama , followed by agricultural songs, straight talk, question and answer, demonstration, discussion, success stories, interview and documentary in the decreasing order of preference. Success story is the most preferred mode of presentation as the farmers are motivated by

achievements of fellow farmers. They are able to get contrived experience of a fellow farmer got while adopting a particular farm practice and the viewers are influenced by it. The farmers are able to clear their doubts regarding various farming aspects through the question answer sessions .

4.3.5 Channel Preference

The preference of the respondents regarding TV channels for viewing Farm Telecast Programme were represented in Table 16

Table 16 Preference of TV channel for viewing FTP

Sl.No.	Name of TV channel	Number of viewers	Percentage	Rank	Number of programmes aired .
1	Doordarshan	79	88	1	281
2	Asianet	70	78	11	51
3	Kairali TV	58	64	111	51
4	Jai hind TV	48	53	1V	50

(Multiple response)

As revealed by the data its evident that the first preference of the respondents of the study area for viewing Farm Telecast Programme (FTP) was Doordarshan channel,followed closely by Asianet .The third preference was for Kairali and fourth preference for Jai hind . The main reason for channel preference was the usefulness, comprehensibility, understandability, timeliness and attractiveness of the programmes aired by the channels.

4.4 Relationship of viewing behaviour of respondents with their socio-psychological characteristics

4.4.1. Association between selected variables with Viewing behavior

Table 17 : Correlation of Viewing Behaviour of respondents with their Socio - psychological Characteristics. **(n= 90)**

Sl. No.	Independent Variable	Correlation with viewing behavior ('r ' value)
1	Age (x_1)	0.1134 ^{NS}
2	Educational status (x_2)	0.1414 ^{NS}
3	Occupation (x_3)	-0.0285 ^{NS}
4	Farming experience (x_4)	-0.1846 ^{NS}
5	Innovativeness (x_5)	0.6246 **
6	Economic Motivation (x_6)	0.5821**
7	Risk Orientation (x_7)	0.5691 **
8	Cosmopoliteness (x_8)	0.4751 **
9	Scientific Orientation (x_9)	0.6333 **
10	Achievement Motivation (x_{10})	0.6060 **
11	Social Participation (x_{11})	0.4136 **
12	Mass Media Exposure (x_{12})	0.6124 **
13	Extension Contact (x_{13})	0.5800 **
14	Extension Participation (x_{14})	0.6288 **
15	Information Source Utilization (x_{15})	0.3263**

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

NS – non significant

Table 17 shows the degree and intensity of relationship between the selected variables and viewing behaviour of the respondents.

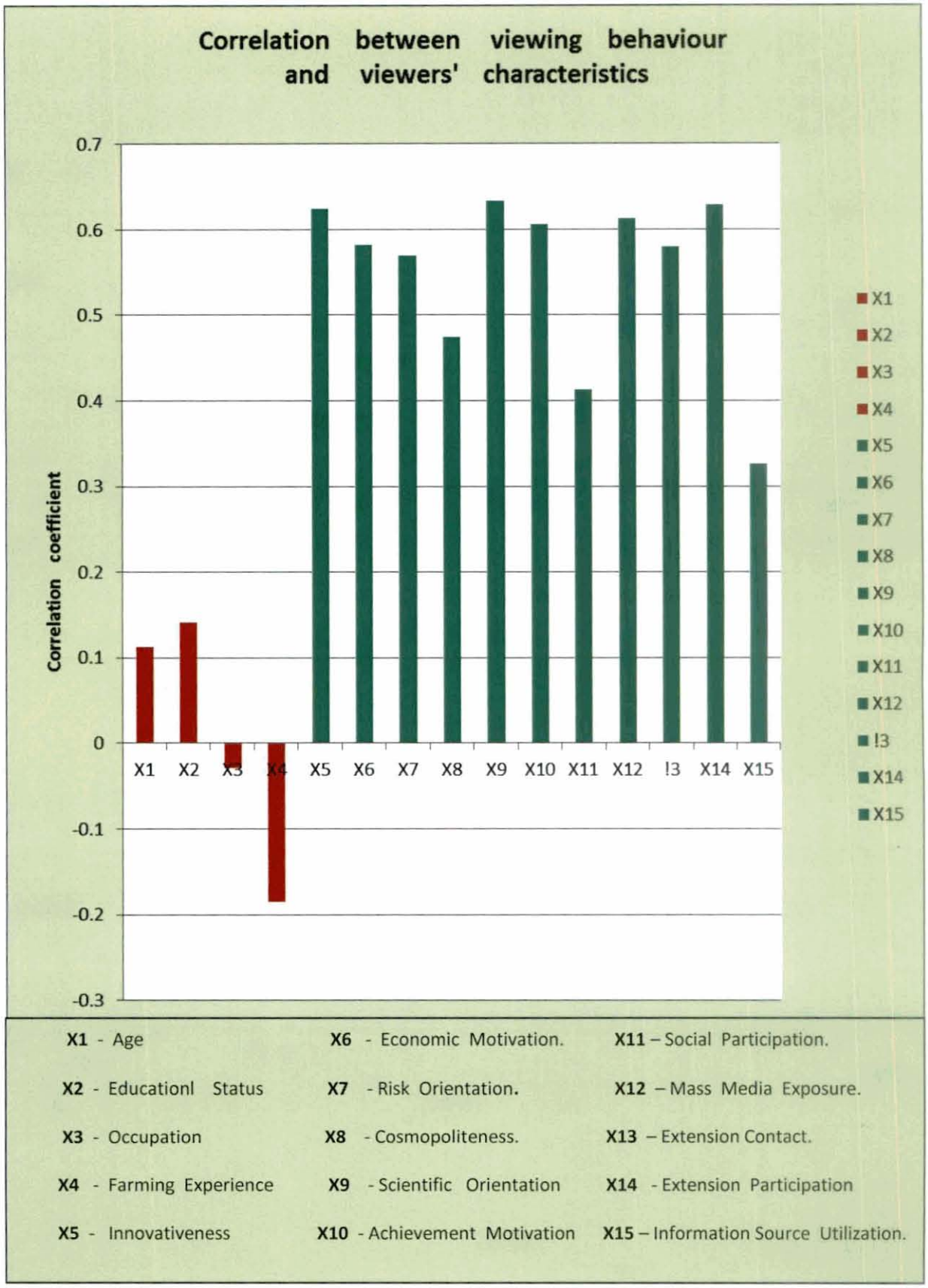


Figure 15: Correlation between independent variables and viewing behaviour

The results of correlation analysis show that out of 15 variables selected 11 variables viz. innovativeness, economic motivation, risk orientation, cosmopoliteness, scientific orientation, achievement motivation, social participation, mass media exposure, extension contact, extension participation and information source utilization had positive significant relation with the dependent variable at 1 per cent level of probability.

4.4.2. Regression Analysis of Significant Independent variables with Viewing Behaviour

Out of the 15 independent variables, 11 were found to have significant relation with viewing behaviour , the dependent variable

On further regression analysis to determine the extent of influence of the independent variables on the dependent variable , the coefficient of multiple regression viz, R^2 value when six variables were selected was 0.6528 , this means that 65.28 per cent of the variation in viewing behaviour (dependent Variable) was explained by six of these independent variables chosen for the study keeping the other variables constant.

The regression coefficient obtained for the six selected independent variables as per forward selection method for best model are presented in Table 18

Table 18 . Multiple regression analysis of independent variables with Viewing behaviour , R^2 =0.6528

Sl No	Independent variable	Regression coefficent
x	Intercept	- 0.23679
x1	Innovativeness	0.04650
x2	Risk orientation	- 0.01150
x3	Scientific orientation	0.01430
x_4	Achievement motivation	0.01308
x5	Extension participation	0.03831
x6	Information source utilisation	0.01199

The equation fitted is given below

$$Y = -0.23679 + 0.04650\,(x1) - 0.01150(x2) + 0.01430(x3) + 0.01308(x4) + 0.03831(x5) + 0.0199(x6)$$

4.4.3. Age.

Table 17. indicates that the correlation between age and viewing behaviour was 0.1134 which is non-significant (NS). This shows that there is no relation between age and viewing behaviour. Fifty per cent of the respondents were middle aged but this was found to have no influence on the viewing behaviour. The quality of the programmes might be influencing the behaviour irrespective of the age group. This result is in conformity with the findings of Oommen (2007) In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between age and viewing behaviour was accepted.

4.4.4. Educational status.

According to Table 17 the correlation between educational status and viewing behaviour is non-significant. This shows that educational status had no effect on viewing behaviour. The result is in conformity with the findings of Oommen (2007).In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between educational status and viewing behaviour was accepted.

4.4.5. Occupation.

The correlation coefficient between occupation and viewing behavior was - 0.0285 which is non-significant. Majority of the farmers viewed agricultural programmes whether they were full time farmers or part time farmers due to their interest in farming. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between occupation and viewing behavior was accepted.

4.4.6. Farming Experience.

It is evident from the result presented in Table 17 that the correlation coefficient between farming experience and viewing behaviour was - 0.1846 which is non-significant . Irrespective of the farming experience majority of the farmers viewed agricultural programmes. . In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between Farming Experience and viewing behavior was accepted.

4.4.7. Innovativeness.

As evident from Table 17 the correlation coefficient between innovativeness and viewing behavior was 0.6246 which is significant. All the respondent farmers were having medium to high innovativeness and so they must have really utilized the media to maximum extent ,to explore as well as gather as much information as possible from the media. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between innovativeness and viewing behavior was rejected.

4.4.8. Economic Motivation.

According to Table 17 the correlation coefficient between economic motivation and viewing behavior was 0.5821 which is significant. Economic motivation is an important character that persuades a progressive farmers to perform efficiently there by increasing the returns from farming. Economically motivated farmer would be very keen to utilize all the avenues for obtaining latest technologies and methods of farming which aid him in enhancing the returns from his farm .This may result in increased viewing of the agricultural programmes. 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 behavior was rejected.

4.4.9. Risk Orientation.

As per the results in Table 17 the correlation coefficient between risk orientation and viewing behavior was 0.5691 which is significant. Farmers with medium to high level of risk orientation would try out novel ideas that they acquire through farm telecast programme viewing in spite of the risks associated with it and also the knowledge they gain might be giving them confidence to take moderate risks. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between risk orientation and viewing behavior was rejected.

4.4.10. Cosmopoliteness.

The correlation coefficient between cosmopoliteness and viewing behavior was 0.4751 which denotes a positive and significant relationship .Majority of the farmers were having medium level of cosmopoliteness and they are always in the lookout for new development in the farming .Television being the most persuasive mass media must have prompted the farmers to watch the informative Farm Telecast Programme .This findings supports the findings of Oommen(2007) who found that cosmopoliteness exhibited significant relationship with viewing behavior. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between cosmopoliteness and viewing behavior was rejected.

4.4.11. Scientific Orientation

The correlation coefficient between scientific orientation and viewing behavior was 0.6333 which is significant. The R^2 value is 0.4010 ,which means that 40 per cent of the variance of viewing behavior of respondents were due to their scientific orientation . Majority of the farmers were having medium to high level of scientific orientation which was an indication of their affinity to look for latest technological advancement in farming and an interest to acquire high tech agricultural technologies. 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 behavior was rejected.

4.4.12. Achievement Motivation.

The correlation coefficient between achievement motivation and viewing behavior was 0.6060 which is significant. This indicate that farmers with high achievement motivation are eager to view the farm programmes relayed by the different channels in order to acquire new information and latest development in farming sector . In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between achievement motivation and viewing behavior was rejected

4.4.13. Social Participation.

The correlation coefficient between social participation and viewing behavior was 0.4136 which is significant.When farmers have good social contact they are more aware of the details of Farm Telecast Programmes relayed on television .As a result they are motivated to watch these programmes.This findings support the study of Sachidananthan(1980) and Oommen(2007) that social participation exihibited significant influence on the viewing behaviour of farmers. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between social participation and viewing behavior was rejected.

4.4.14. Mass Media Exposure.

As indicated in Table 17 the correlation coefficient between Mass Media Exposure and viewing behavior was 0.6124 which is significant. Those farmers having high level of mass media exposure will naturally have better viewing behavior as they are aware of the Farm Telecast Programme schedule from newspapers, magazines etc.more over the different mass media (newspaper, radio,TV) are mutually advertising their programmes . This finding is in agreement with the findings of Oommen (2007) who found that mass media exposure was

positively and significantly related to viewing behavior of farmers. 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 behavior was rejected.

4.4.15. Extension Contact.

According to Table 17 The correlation coefficient between extension contact and viewing behavior was 0.5800 which is significant.This indicate that greater extension contact results in getting more information about the different farm programmes aired by the channels and this in turn would motivate the farmers to frequently view these programmes. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between extension contact and viewing behavior was rejected.

4.4.16. Extension Participation.

As per Table 17 the correlation coefficient between extension participation and viewing behavior was 0.6288 which is significant. Farmers with enhanced extension participation will be more aware of the Farm Telecast Programmes and hence would be interested in viewing the programmes frequently. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between extension participation and viewing behavior was rejected.

4.4.17. Information Source Utilization.

As per Table 17 the correlation coefficient between information source utilization and viewing behavior was 0.3263 which is significant.When the farmers are having access to different sources of information ,they have more knowledge about the different Farm Telecast Programmes .They are also able to discuss and clarify the doubts about the progammes. In the light of the above discussion the hypothesis set for the study that there would be no significant relationship between information source utilization and viewing behavior was rejected

4.5. Content Analysis

4.5.1. Subject Matter Coverage in Farm Telecast Programme (FTP)

The distribution of subject matter coverage in Farm Telecast programme for one year (2012) was analysed with respect to the field of Agriculture ,Animal Husbandry,Horticulture,Cooperatives and Rural Development .The results are presented in Table 19 and figure 16

The data indicate that the considerable proportion of coverage was given to agriculture (70.69%), followed by Animal husbandry(20.19%) and horticulture (8.62%).The coverage of Agriculture and Animal husbandry was very high (91%)in the farm telecast programmes.

The above findings of more number of programmes on agricultural followed by Animal husbandry and Horticulture derives support from the findings of Subramanian (1991), Vennilamary (1999), Kamalakannan (2001) and Ananthamaikandan (2003) .

4.5.1.1 Agricultural Subject Matter Coverage in Farm Telecast Programme

Agricultural subject matter was further analysed under the following categories like crop production technology,crop protection technology, seed technology,soil health, mechanisation, agriculture related events which mean programmes on different schemes, institutions, seminars,government functions and others include, marketing, mushroom cultivation, processing and integrated farming.

The results are presented in Table 20 and figure 17

4.5.1.2. Coverage of Animal Husbandry Subject Matter in Farm Telecast Programme

The coverage of animal husbandry in farm telecast was analysed under theensuing categories namely dairy, poultry,fisheries and departmental activities. The results are presented in Table 21 and figure 18.

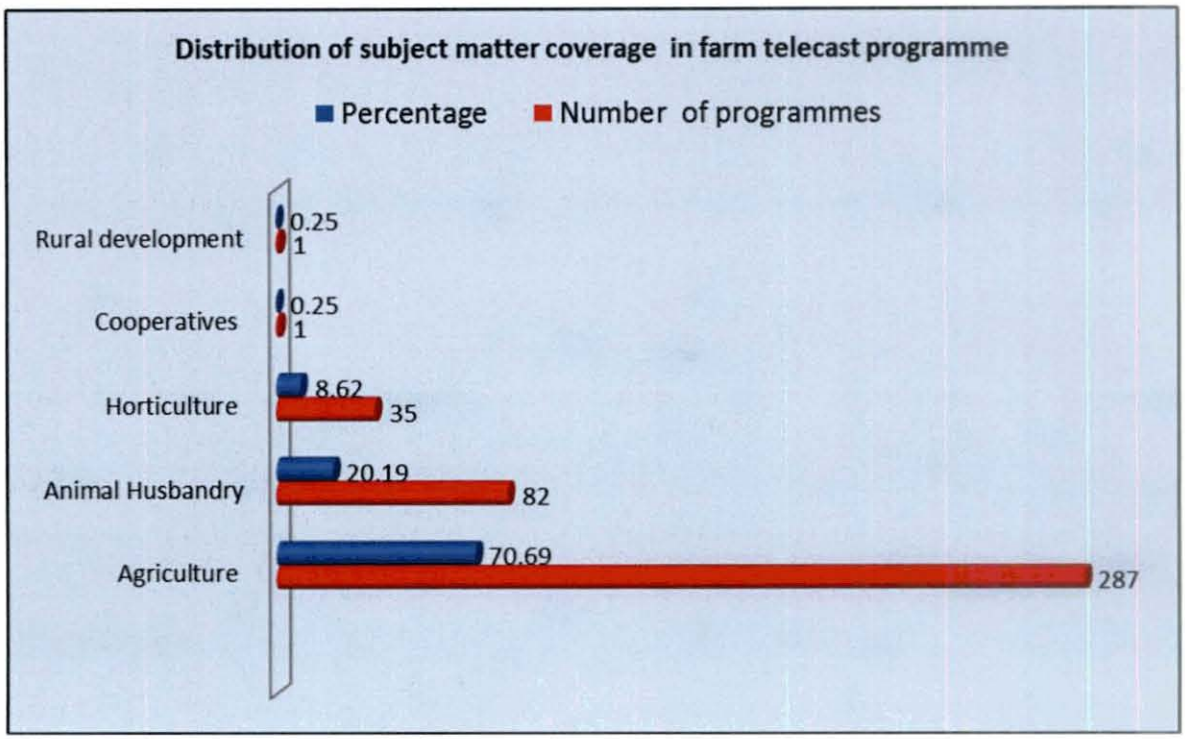


Figure 16: Distribution of different subject matter coverage in farm telecast

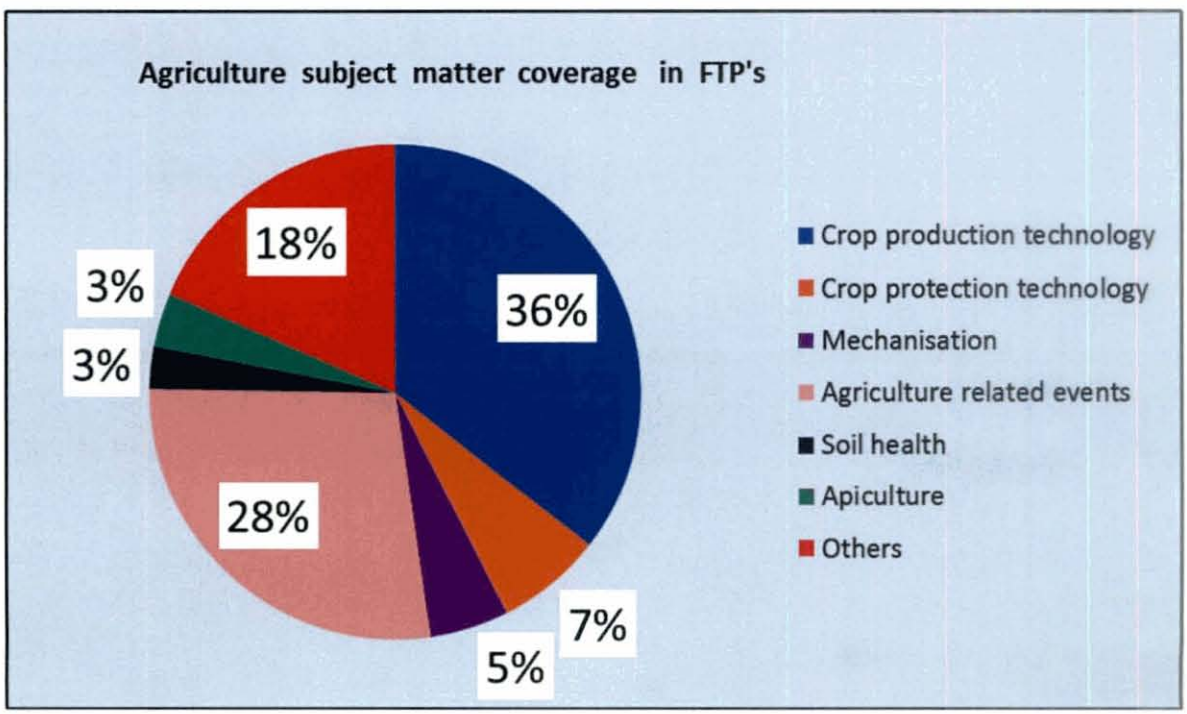


Figure 17: Agricultural Subject Matter Coverage in farm telecast programmes

Table19 : Distribution of different subject matter coverage in farm telecast

**(The farm programmes telecast by Doordarshan channel also include the Noorumeni programme produced by FIB and aired on every Sunday at 9.30AM.)*

Sl. No.	Subject matter	Farm telecast channels									
		1.Doordarshan*		2.Asianet		3.Kairali TV		4. Jai hind TV		Total	
		Number of programmes	%	Number of programmes	%	Number of programmes	%	Number of programmes	%	Number of programmes	%
1	Agriculture	201	71.53	36	70.59	16	66.66	34	68	287	70.69
2	Animal Husbandry	57	20.28	8	15.69	7	29.17	10	20	82	20.19
3	Horticulture	23	8.19	5	9.80	1	4.17	6	12	35	8.62
4	Cooperatives	---	--	1	1.96	---	---	---	---	1	0.25
5	Rural development	---	--	1	1.96	----	---	---	---	1	0.25
	Total	**281**	**100**	**51**	**100**	**24**	**100**	**50**	**100**	**406**	**100**

Table 20 : Agricultural Subject Matter Coverage in Farm Telecast Programmes.

Sl No	Subject matter	Doordarshan		Asianet		Kairali		Jai hind TV		Total	
		Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
1	Crop production technology	66	32.84	14	38.89	8	50	14	41.18	102	35.54
2	Crop protection technology	12	5.97	2	5.56	2	12.5	4	11.76	20	6.97
3	Mechanisation	10	4.98	3	8.33	0	0	2	5.88	15	5.23
4	Agriculture related events	55	27.36	12	33.33	4	25	8	23.54	79	27.53
5	Soil health	6	2.99	1	2.78	0	0	1	2.94	8	2.79
6.	Apiculture	8	3.98	1	2.78	0	0	1	2.94	10	3.48
7	Others	44	21.88	3	8.33	2	12.5	4	11.76	53	18.47
	Total	**201**	**100**	**36**	**100**	**16**	**100**	**34**	**100**	**287**	**100**

Table 21 :Animal husbandry subject matter coverage in Farm Telecast programmes

Sl No	Subject matter	Farm telecast programmes									
		Doordarshan		Asianet		Kairali TV		Jai hind TV		Total	
		Number	Percentage	Number	Percentage	Number	percentage	Number	percentage	Number	percentage
1	Dairy	34	59.65	5	62.5	5	71.42	5	50	49	59.75
2	Poultry	8	14.04	---	----	1	14.29	1	10	10	12.2
3	Fisheries	6	10.53	2	25	----	---	2	20	10	12.2
4	Dept. activities	9	15.78	1	12.5	1	14.29	2	20	13	15.85
	Total	**57**	**100**	**8**	**100**	**7**	**100**	**10**	**100**	**82**	**100**

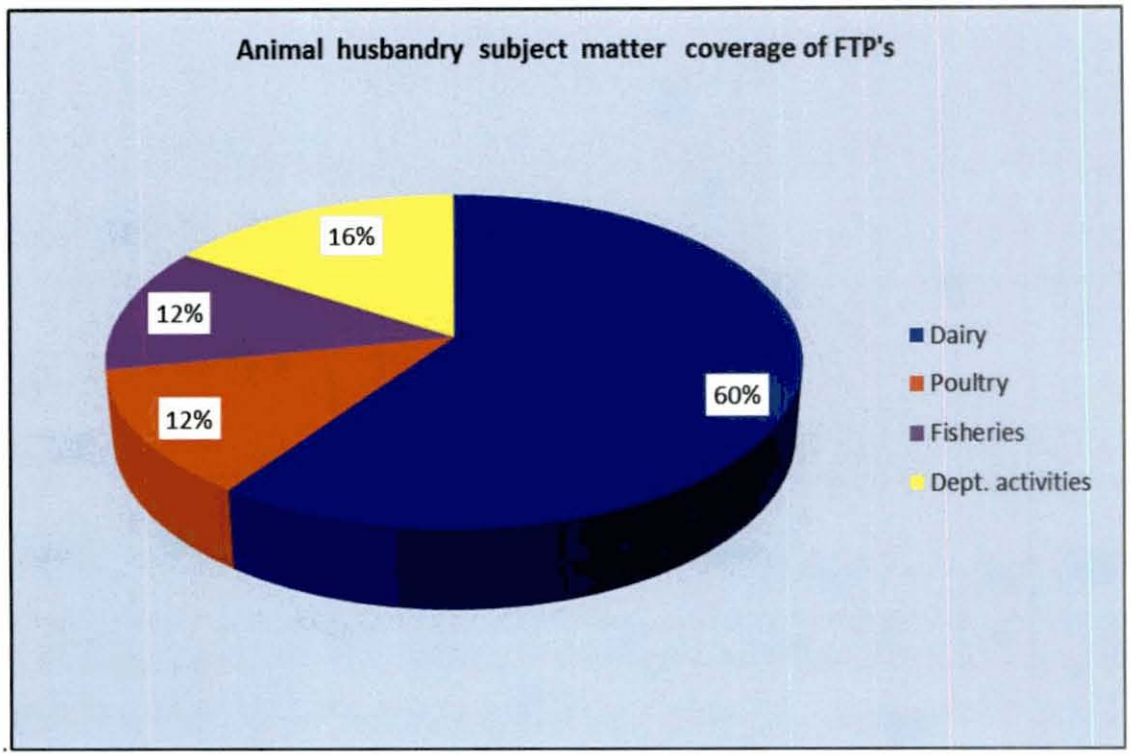


Figure 18 : Animal husbandry subject matter coverage of farm telecast programmes.

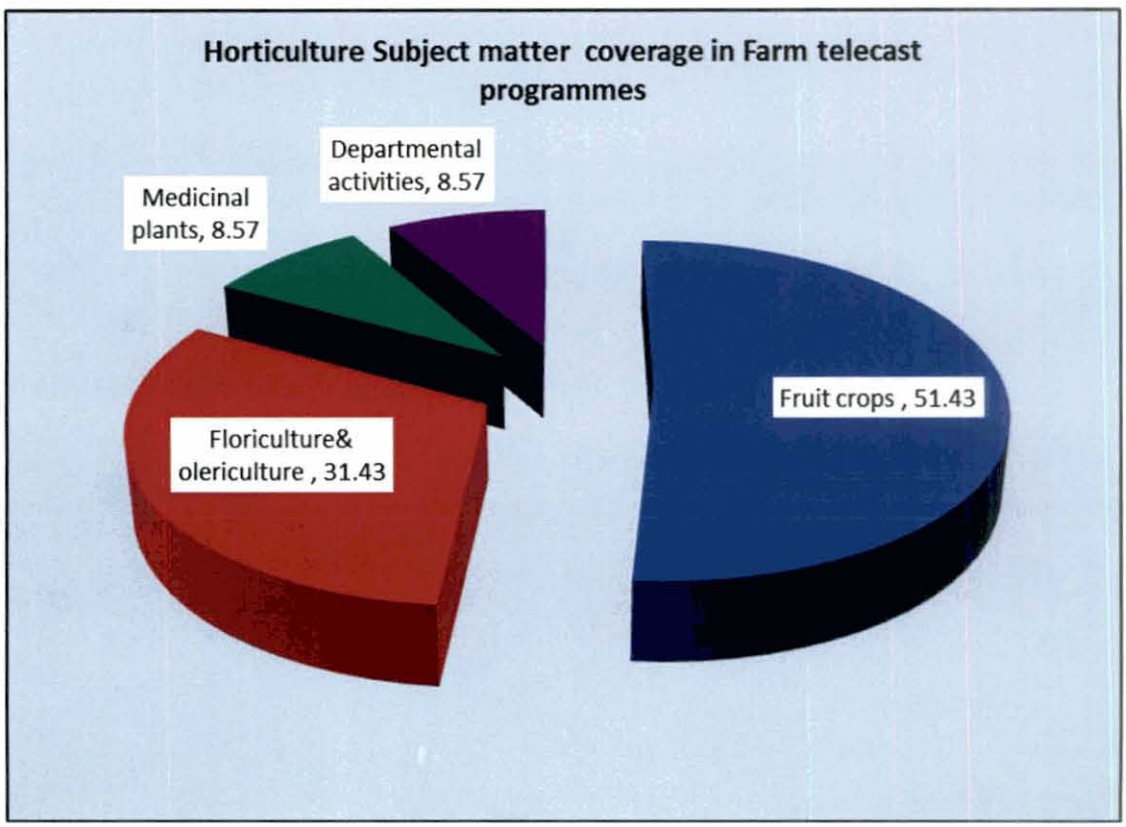


Figure 19: Horticulture subject matter coverage in farm telecast programmes

Animal husbandry is the second important occupation for most of the farmers.It provides additional income and employment to the farm families.

The data in Table 21 reveals that Dairy covered 60 %,Poultry 12% , Fisheries 12% and Departmental activities covered 16% of animal husbandry subject matter.

The reason might be because a regular and lucrative income could be obtained from these enterprises.

4.5.1.3 Coverage of Horticulture subject matter in FTP

Coverage of horticulture subject was analysed under the following categories namely fruit crops, floriculture&olericulture ,medicinal plants and departmental activities .The results are presented in Table 22 and figure 19

Nearly 51 per cent of the horticultural subject matter found in the telecast was on fruit crops ,followed by floriculture& olericulture (31%) ,medicinal plants(9%) and departmental activities (9%).

4.5.2 . Mode of Presentation in Farm Telecast Programme

Different modes of presentation play a vital role for effective dissemination of technologies through the farm telecast. Henceforth the modes of presentation of subject matter of farm telecast were analysed and presented in Table 23 and figure 20.

Data in Table 23 reveal that mainly six modes of presentation were adopted to present the farm telecast. It could be inferred that documentary mode (39%) was commonly used during the period of study followed by success story (24%), question & answer(19%),demonstration (8%), feature story(6%) and interview (4%).

Documenatary, success story and question & answer mode were the most frequently used due to their popularity with the televiewing farmers.imaccordance with the saying 'seeing is believing', demonstrations are used which has a motivating effect on farming community.

Table 22: Horticulture subject matter coverage in Farm telecast programmes

Sl. No.	Subject matter	Doordarshan		Asianet		Kairali		Jai hind TV		Total	
		Number	%	Number	Percentage	Number	%	Number	%	Number	%
1	Fruit crops	11	47.83	4	80	1	100	2	33.33	18	51.43
2	Floriculture & Olericulture	8	34.77	1	20	---	----	2	33.33	11	31.43
3	Medicinal plants	2	8.7	---	---	-----	------	1	16.67	3	8.57
4	Departmental activities	2	8.7	---	---	----	-----	1	16.67	3	8.57
	Total	**23**	**100**	**5**	**100**	**1**	**100**	**6**	**100**	**35**	**100**

Table 23: Mode of presentation of subject matter of farm telecast.

Sl. No.	Mode of presentation	Farm Telecast Programme									
		Doordarshan		Asianet		Kairali		Jai hind TV		Total	
		Number	%	Number	%	Number	%	Number	%	Number	%
1	Interview	10	3.56	0	0	2	8.33	3	6	15	3.69
2	Demonstration	27	9.61	2	3.92	0	0	4	8	33	8.13
3	Question& Answer	79	28.11	0	0	0	0	0	0	79	19.46
4	Documentary	92	32.74	27	52.94	15	62.5	25	50	159	39.16
5	Success story	61	21.71	15	29.41	6	25	17	34	99	24.39
6	Feature story	12	4.27	7	13.73	1	4.17	1	2	21	5.17
	Total	**281**	**100**	**51**	**100**	**24**	**100**	**50**	**100**	**406**	**100**

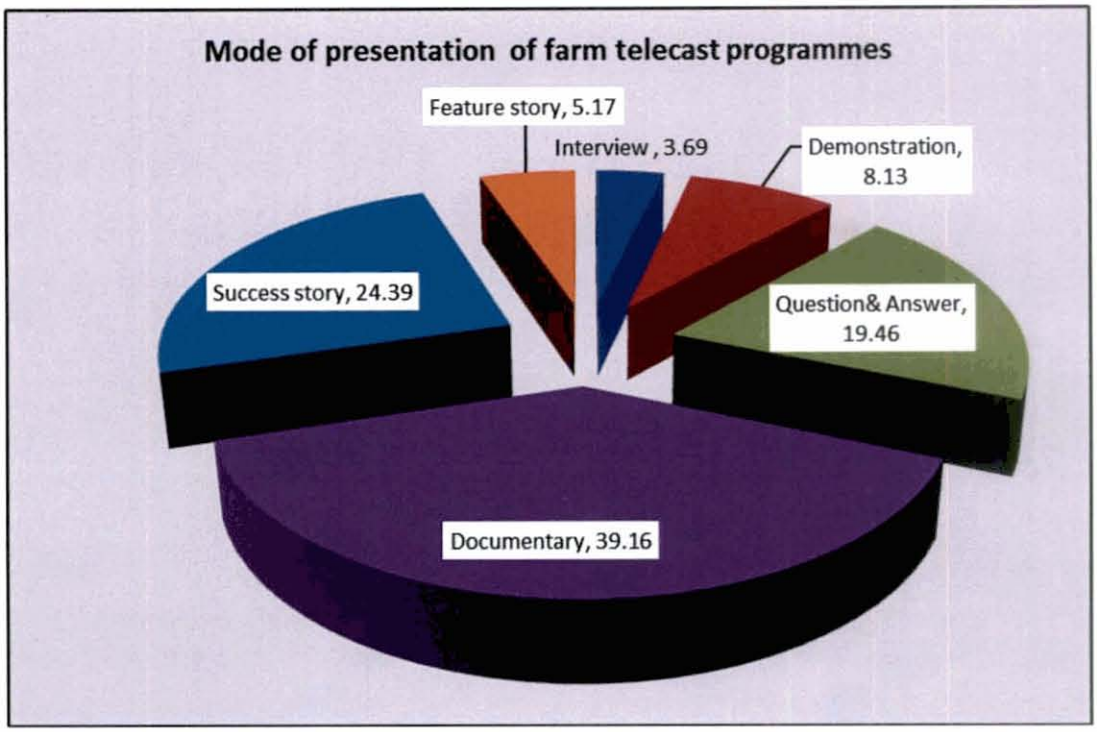


Figure 20: Mode of Presentation of farm telecast programmes.

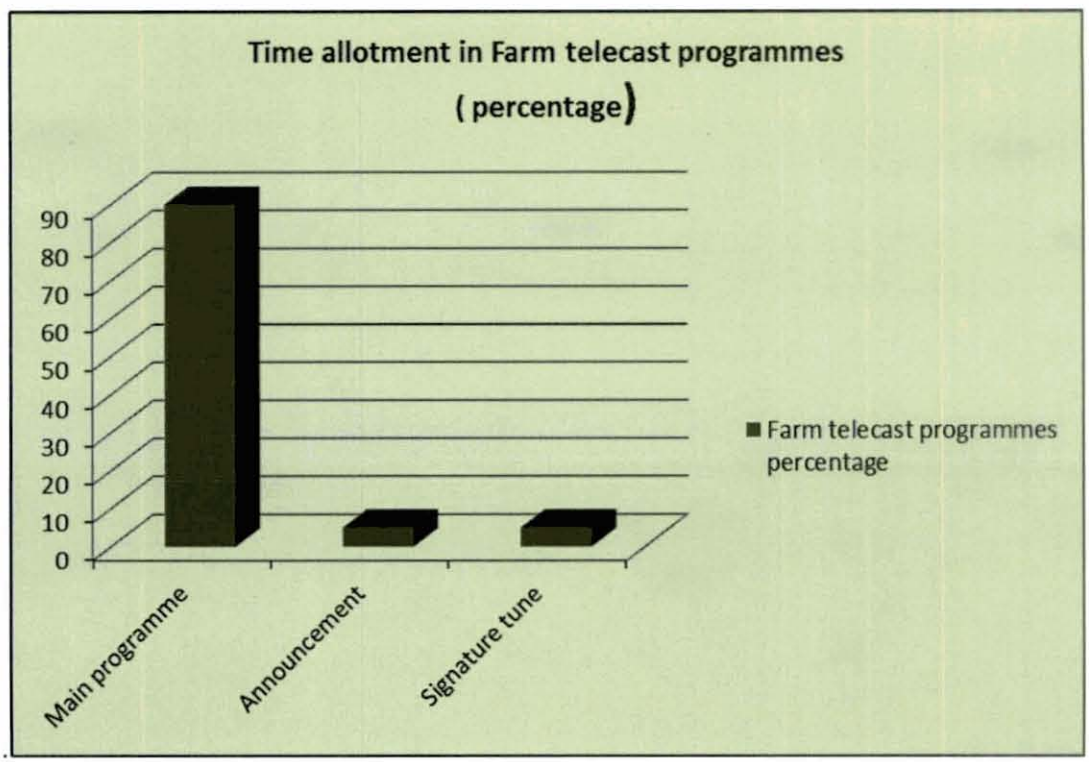


Figure 21: Time allotted to different subjects presented in farm telecast programmes

4.5.3 Time allotted to different subjects presented in FTP.

Time allotted to each Farm Telecast Programme was distributed among total duration of the telecast of main programme, announcement and signature tune. A detailed study on time allotment to each of the above items in all the Farm Telecast Programmes was made and results are presented in Table 24 and figure 21.

Table 24: Distribution of time allotment to entire programme in farm telecast.

Sl. No.	Items	Farm telecast programmes (n=12180)	
		Time (min)	%
1	Main programme	10962	90
2	Announcement	609	5
3	Signature tune	609	5
	Total	12180	100

Table 24 reveal that the farm telecast provided 90 % of the allotted time for coverage of main programme.it was followed by announcement of programme topic (5%) and signature tune (5%).

The above finding of allotment of more time for coverage of main programme derives support from the findings of Kamalakannan(2001),Ananthamanikandan (2003).

4.5.3.1 Time allotted to different subject matter presented in FTP

The time allotted to main programme was distributed among different subject matter like agriculture,animal husbandry,horticulture , cooperatives and rural development .The results in time allotment to different subject matter in farm telecast is presented in Table 25 .

Seventy one per cent of time was allotted to agricultural subject matter in farm telecast due to more coverage of programme on agriculture during the period of

Table 25 : Time allotted to different subject matter presented in Farm Telecast Programmes

Sl No	Subject matter	Time allocation of Farm Telecast Programmes									
		Doordarshan		Asianet		Kairali		Jai hind TV		Total	
		Time (min)	%	Time (min)	%	Time (min)	%	Time (min)	%	Time (min)	%
1	Agriculture	6030	71.53	1080	70.59	480	66.67	1020	68.00	8610	70.69
2	Animal husbandry	1710	20.28	240	15.69	210	29.17	300	20.00	2460	20.19
3	Horticulture	690	8.19	150	9.80	30	4.16	180	12.00	1050	8.62
4	Cooperatives	0	0	30	1.96	0	0	0	0	30	0.25
5	Rural development	0	0	30	1.96	0	0	0	0	30	0.25
	Total	**8430**	**100**	**1530**	**100**	**720**	**100**	**1500**	**100**	**12180**	**100**

Table 26 : Source of Information of different programmes in Farm Telecast

Sl. No.	Information Source	Farm telecast Programmes									
		Doordarshan		Asianet		Kairali TV		Jai hind TV		Total	
		No. of programmes	%	No. of programmes	%	Number of programmes	%	Number of programmes	%	Number of programmes	%
1	Scientists (SAU&RS)	52	18.51	3	5.88	1	4.17	5	10	61	15.02
2	Govt officials	103	36.65	20	39.22	4	16.66	20	40	147	36.21
3	Veterinary doctors	36	12.81	4	7.84	1	4.17	5	10	46	11.33
4	Farmers	69	24.56	23	45.10	18	75.00	18	36	128	31.53
5	NGO officials	8	2.85	1	1.96	0	0	1	2	10	2.46
6	Programme Executives	13	4.62	0	0	0	0	1	2	14	3.45
	Total	**281**	**100**	**51**	**100**	**24**	**100**	**50**	**100**	**406**	**100**

93

study followed by animal husbandry (20%), Horticulture (8.5%) . Findings are in line with the findings of Kamalakannan (2001).

4.5.4 Source of Information of different programmes in Farm Telecast

An analysis of information sources of programmes in Farm Telecast was made and the results are presented in Table 26 and figure 22 .

It could be observed from the table that the distribution of information source of the farm programmes were analysed under the major categories ,scientists from SAU and other research institutions,Government officials,other progressive farmers,NGO officials and programme executives.

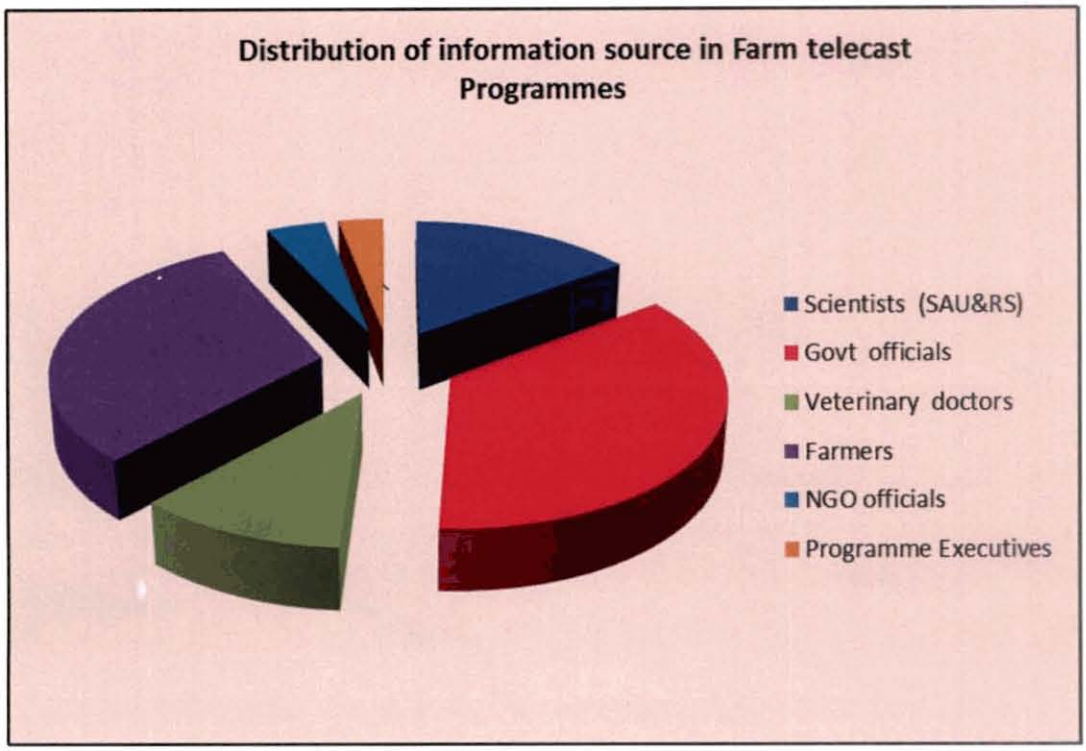
Tables reveal that 36 % of the farm information was given by the government officials belonging to the Department of Agriculture, Fisheries and Horticulture .It was followed by progressive farmers (31%), Scientists from SAU & other research stations (15%),veterinary doctors(11%),NGO officials(4%) and Programme executives (3%).

4.5.5 Perceived Effectiveness of Farm Telecast Programmes

The findings of the overall effectiveness of farm telecast of the channels are presented in Table 27 and figure 23.

Table27 : Distribution of televiewers according to their overall perceived effectiveness of farm programmes.

Over all perception	Televiewing farmers									
	Doordarshan		**Asianet**		**Kairali**		**Jai hind**		**Total**	
	Number	%	Number	%	Number	%	Number	%	Number	%
Good	17	22	21	30	12	21	9	19	59	23.14
Fair	59	74	47	67	37	64	35	73	178	69.80
Poor	3	4	2	3	9	15	4	8	18	7.06
Total	**79**	**100**	**70**	**100**	**58**	**100**	**48**	**100**	**255**	**100**



. **Figure 22:** Distribution of information source in farm telecast programmes

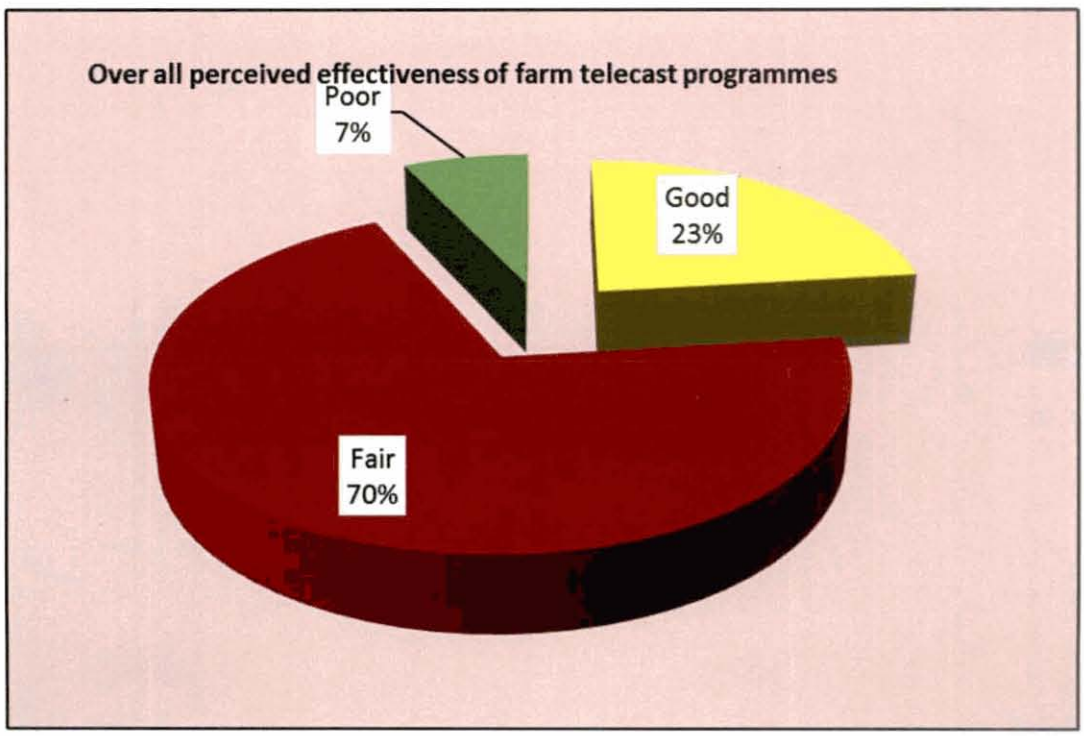


Figure 23: Perceived Effectiveness of farm telecast programmes

According to the data in Table 27, majority of the Doordarshan viewers found the 'Krishidarshan' programmes fairly effective and 22 per cent opined that the programmes are good. Only 4 per cent of the viewers attributed poor effectiveness of the 'Krishidarshan' programmes.

In the case of Kissan KrishiDeepam programme telecast by Asianet 67 per cent found the programme fairly effective and 30 per cent found the programme good. Only a mere 3 per cent ascribed poor effectiveness of the farm programme.

Similar results were also obtained in the case of farm programmes telecast by Kairali and Jaihind TV.

In general 70.06 per cent of the respondents found agricultural programme fairly effective, 23.14 per cent as good and 7.06 per cent as poor in effectiveness.

Chauhan(1985) reported that majority of the respondents found the programmes useful,entertaining and relevant to their family situation.

4.5.6. Frequency of the Farm Telecast Programmes

Table 28 : Frequency of Farm Telecast Programmes

Channel	Programme	Day	Time duration
Doordarshan	Krishi darshan	Monday to Friday	6.00-6.30 PM
	Noorumeni	Sunday	9.30 -10.00AM
Asianet	Kissan Krishideepam	Saturday	4.00 – 4.30PM
		Sunday	9-9.30 AM (R)
Asianet news		Monday	5.30-6.00 PM (R)
Kairali TV	Bhoomigeetham	Thursday	5.30-6.00 PM
Jai hind TV	Mannum manushanum	Sunday Friday	8.30 -9.00AM 2 -2.30PM (R)

Table 28 reveals that the farm programme titled ' Krishi darshan' of Doordarshan –Thiruvananthapuram is being aired from Monday to Friday at 6 - 6.30 PM.The same programme is repeated the next day at 6AM and again at11.30AM.

Another farm programme 'Noorumeni' produced by FIB is also relayed by Doordarshan every Sunday at 9.30AM.

Asianet channel is telecasting 'Krishideepam' programme on every Saturday 4 -4.30 PM .The programme is repeated on Sunday at 9AM .The same programme is repeat telecast in another channel Asianet News every Monday at 5.30PM.

Kairali channel is telecasting 'Bhoomigeetham' programme for 30 minutes every Thursday 5.30 PM.The same programme is repeated every Saturday at 10AM.

Jaihind TV is relaying 'Mannum manushanum'programme for 30 minutes every Sunday at 8.30 AM and the same episode is repeated on Friday at 2PM.

4.6 SUGGESTIONS FOR IMPROVING AGRICULTURAL PROGRAMMES

Farmers have set forth the following suggestions for the improvement of agricultural programmes.

Table29 : Suggestions of respondents for improving the farm telecast programmes

Sl. No	**1. Suggestions of the farmer respondents**	Number of farmers giving this suggestion (n = 90)	Percentage
1	Change the time of telecast (Preferably between 7 pm - 9 pm.)	69	76.66
2	Prior announcement of programme (content) schedule.	68	75.55
3	Increase farm telecast duration from 30 min to 45min to I hour.	58	64.45

4	Provide more newer ideas and technologies.	51	56.66
5	Involve more farmers participation in the programmes.	48	53.33
6	Increase demonstration mode of presentation.	46	51.11
7	Include more location specific programmes.	34	37.77
8	Increase frequency of farm telecast.	32	35.55
9	Increase the coverage of success stories .	31	34.44
10	Provide season bound programmes.	26	28.88
11	Using more local experts for the programmes	25	27.77
12	Giving importance to practicality of field problems	25	27.77
13	In-depth coverage of the programme topic .	19	21.11
14	Arrange Multi panel experts for question answer sessions	18	20.00
15	Frequent programmes on online clarification of doubts of farmers.	12	13.33
16	Avoid repeat telecast on normal telecast time	9	10.00
17	Improvement of presentation skills.	9	10
18	Exclusive channel for telecast of farm programmes	3	3.33
19	Setting up of community TV stations in the line of community radio station.	3	3.33

Extension functionaries, Agricultural Scientists, Producers and members of post-production team have put forth the following suggestions for the improvement of agricultural programmes

Table 30 : Suggestions of experts for improving the farm telecast programmes.

Sl.No	2. Suggestions of Experts	Number of experts giving this suggestion (n = 60)	Percentage
1	Programme and content must be need based.	35	58.33
2	Prior announcement of the content of Farm Telecast Programmes .	34	56.67
3	Inclusion of topics on latest trends in agriculture and allied sectors.	31	51.66
4	More programmes from allied sector to ensure diversity.	31	51.66
5	Highlight replicable models of practices and methods.	28	46.67
6	Maintain rich visual content of the FTPs	21	35.00
7	Wide spread coverage of departmental schemes on regular basis.	21	35.00
8	The duration of Farm Telecast Programmes to be maintained for 30 min.	20	33.33
9	Highlight positive and negative aspects of new technologies to avoid risks in adoption.	19	31.66
10	Regular inclusion of programmes targeting youth .	18	30.00
11	Desirable to have technically qualified programme producers .	16	26.67
12	Establishment of excusive channel for Agriculture and allied sectors .	15	25.00
13	Formation of Panel of experts for programme review and their periodical meeting .	14	23.33

14	Programmes on promotion of export oriented production process .	12	20.00
15	Formation of Viewer Research Wing in line of Audience Research Wing of AIR	11	18.33

Farmers of the state are the target audience of all the Farm Telecast Programmes relayed by the different television channels . To improve the farmers viewing behavior and effectiveness of these programmes several suggestions have been put forth by the respondents .

In the light of the above mentioned opinions of farmers and experts the following strategies can be recommended for improving the Farm Telecast Programmes.

- Schedule the farm programme between 7- 9PM
- Prior announcement of the content of the programme should be made.
- Telecast 45 min to one hour programmes with the content research based and need based.
- Topics on latest trends in agriculture and allied sectors have to be covered
- Include more location specific programmes on demonstration mode with enhanced participation of farmers
- Programmes from allied sector to be increased to maintain diversity in the subject matter
- Practices, methods that can be modeled or adopted require to be highlighted
- Ensure that the rich visual content of the Farm Telecast Programmes are maintained .

4.7. EMPIRICAL MODEL OF THE STUDY

The results are shown as empirical model in figure .The dependent variable Viewing Behaviour and its relationship with personal and psychological independent variables are shown in the figure.

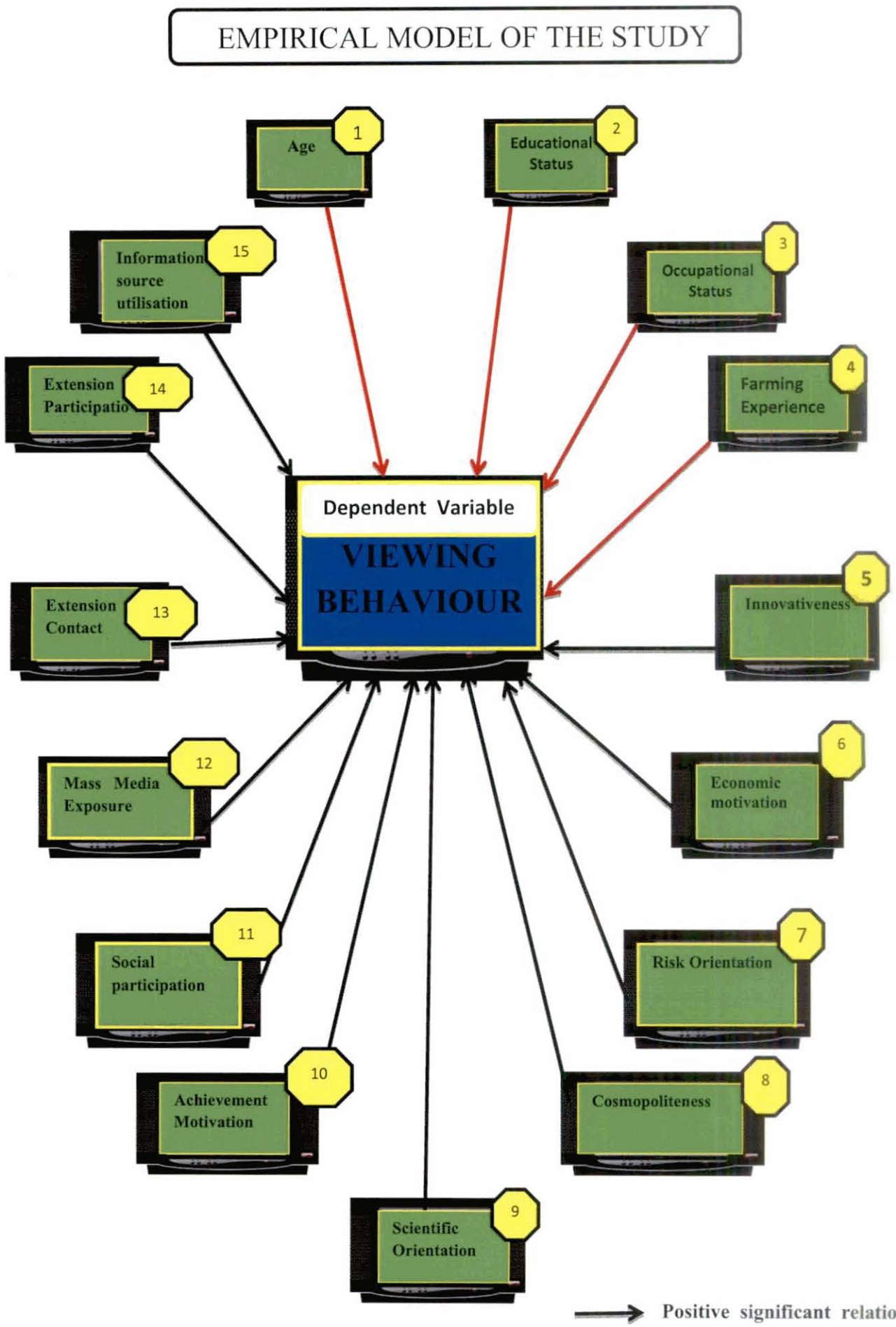


Fig:24 – Empirical Model of the study

CHAPTER V

SUMMARY AND CONCLUSION

CHAPTER – V

SUMMARY AND CONCLUSION

5.1. Television has been acclaimed to be the most effective media for diffusing information to the rural masses than any other mass media sources. At present there are many Malayalam channels telecasting different farm programmes with both urban and rural viewership. Each of these channel has its own mode ,time, duration and frequency of farm telecast. Therefore a study was necessary to assess the viewing behaviour of progressive farmers with regard to agricultural programmes ,their preference of programme and suggestions to streamline the programme .

The specific objectives of the study were to

1. To study the viewing behaviour of farmers in relation to the agricultural programmes aired through various television channels.
2. To study the socio-psychological characteristics of farmers and correlate these with their viewing behaviour.
3. To analyze the content of various agricultural programmes aired through television channels.
4. To compare the programmes of different TV channels on the basis of content, mode of telecast, time , duration and frequency.
5. To suggest strategy to streamline the farm telecast programme.

The study was conducted in the districts of Thiruvananthapuram,Kollam and Alappuzha In these districts there are five distinct agro ecological units and the random samples have been drawn from all the units. The sample size was fixed as 90 respondents from the three districts .From each district five panchayats coming under the five different agro ecological units were selected randomly and from each panchayat six progressive televiewing farmers were selected as the main respondents for the study. Viewing Behaviour was the dependent variable for the study. On the basis of relevancy rating, 15 independent variables ie. age, educational status, occupation, farming experience,innovativeness,economic

motivation,risk orientation, cosmopoliteness, scientific orientation, achievement motivation, social participation, mass media exposure, extension contact,extension participation and information source utilization were selected to establish their relationship with the dependent variable. Second set of 60 respondents for streamling the farm programme were randomly selected from among agricultural scientists,extension functionaries and members of programme production team.

Viewing behaviour was measured using the procedure adopted by Oommen (2007).Categorization based on age was done based on the census report (1991) of Government of India. Educational status was measured by using the scoring pattern adopted by Sreedaya (2000).Occupation was measured using the scoring pattern used by Oommen (2007). Scoring procedure followed by Sreedaya (2000) was adopted for measuring the farming experience of the respondents. The procedure followed by Oommen (2007) was used to measure innovativeness in this study. Economic motivation was measured by using the procedure adopted by Sreedaya (2000). Risk Orientation was measured using the procedure adopted by Somanath (2009). Cosmopoliteness was measured using the procedure used by Oommen (2007). Scientific orientation was measured using the scale developed by Supe (1969) . Achievement motivation was measured in this study using the procedure adopted by Nath(2002). Social participation was measured using the method used by Oommen (2007). Mass media exposure was measured using the scale developed by Singh (1974). Extension contact and Extension participation were measured using the procedure followed by Bhavya (2008) . Information source utilization was measured using the procedure adopted by Chinchu (2011) .

Data collection was done using through personal interviews using a structured schedule developed for the purpose. Data was analyzed using, percentage analysis, quartile deviation, correlation and regression analysis.

The major findings of the study are :

1. The findings of the study indicate that 51.11 per cent of the farmers surveyed were viewing the agricultural programmes more than twice a week and 33.34 per cent were viewing the programme once a week.

2. About 94.45 per cent of the respondent farmers were viewing the repeat agricultural programmes only occasionally.
3. Majority of the respondent farmers(68.89%) were completely viewing the agricultural programmes.
4. Majority of the farmers surveyed (62.22%) keenly viewed the agricultural programmes. This may be due to the fact that the progressive farmers of the study area were interested in getting information about latest technologies and improved practices which will help them to enhance economic returns from farming.
5. Seventy two per cent of the farmers viewed all the agricultural programmes which indicate their interest in the different subject matter and modes of presentations.
6. Majority of the respondents (54.44%) are taking down notes either of all the agricultural programmes or selected agricultural programmes .This is mainly due to the keen interest of the respondents in watching and understanding the agricultural programmes.
7. Sixty per cent of the respondents sometimes discussed and sixteen per cent regularly discussed the programmes with other progressive farmers,extension agents and friends.The farmers were interested in discussing the topics with others farmers to know about their views and to clarify doubts.
8. Majority of the respondents were either regularly (16%) or sometimes (48%) clarifying their doubts with Malayalam channels, Extension Personnels or other Progressive Farmers.
9. Majority of the farmers (53.33%) had medium level of viewing behaviour followed by 24.45 per cent with high level of televiewing of agricultural programmes.
10. Majority of the farmers preferred evening time for viewing the agricultural programmes because they can watch the farm programmes in a hassle-free mood after finishing all the day's work.

11. Thirty nine per cent of the respondents preferred to have 45 minutes of farm telecast followed by 32.22 per cent for 30 minutes. Farmers preferred to view the details of the subject matter being aired and they have felt that the existing time was inadequate on several instances.
12. About 47.78 per cent of the farmers preferred to have farm telecast programmes for more than five days a week. This shows the keen interest of the farmers in viewing FTP's.
13. Majority of the respondents most preferred success stories, followed by question and answers, demonstration mode , interview, discussion, documentary,and straight talk.
14. More than fifty per cent of the farmers preferred to watch the agricultural programmes telecast by Doordarshan,Asianet,Kairali and Jai hind channels.
15. Innovativeness, Economic Motivation, Risk Orientation, Cosmopoliteness, Scientific Orientation, Achievement Motivation, Social Participation, Mass Media Exposure, Extension Contact, Extension Participation, Information Source Utilization were significantly and positively related to viewing behavior..
16. Age,Educational status, Occupation, Farming experience had no significant relationship with viewing behavior.
17. Six out of the fifteen independent variables chosen for the study namely Innovativeness, Risk Orientation, Scientific Orientation, Achievement Motivation, Extension Participation and Information Source Utilization accounted for 65.28 % of the variation in viewing behaviour (dependent variable).
18. Agriculture was the main subject matter of the farm programmes aired by all the channels followed by Animal Husbandry and Horticulture.
19. Krishidarshan programme mainly made use of documentary, question answers ,success stories, and demonstration modes for presentation when compared to the other three channels.

20. Government officials ,farmers and scientists were the main information sources of farm programmes in all the channels.
21. Majority of the farmers (69.80%) perceived that the farm programmes were fairly effective .
22. Suggestions of farmers and experts for improvement of the farm programmes were that a wide range of programmes on demonstration and success stories modes with increased participation of local experts, farmers should be included. More emphasis should be given to location specific and season bound programmes.Increase the duration of farm programme to 45 minutes with prior announcement of the subject matter and to change the telecast time to 7pm - 9pm slot.

5.2 Implications of the study

Bases on the salient findings of the study , certain broad implications are thought of which could be used by farm programme production team in formulating programmes and to cater to the needs of the farmers.

- As per the study majority of the respondents had only low level of social participation ,the extension agency may encourage them to participate in more organisational activities available in the panchayat.
- Farm Programme should be formulated based on farmers need assessment and there is an urgent need to make the Farm Telecast programmes still more attractive and the quality of the programme should also be enhanced.
- Innovativeness, Risk Orientation, Scientific Orientation, Achievement Motivation, Extension Participation and Information Source Utilization were found to account for 65 % of variation in viewing behavior of farmers. Hence more innovative programmes highlighting the economic and scientific aspects of the subject matter need to be aired. Extension agency may encourage the farmers to participate in seminars ,trainings so as to enhance their extension participation and information source utilization behavior.

- More farmers participation and preferred mode of presentation and duration of Farm Telecast Programmes should be ensured to enhance the viewing behaviour of farmers.

5.3 Suggestions for future research

1. This study was conducted on a limited scale and so with a view to generalise the findings on a large context it may be necessary to undertake the study in a wider geographical area including more independent variables than the ones used here.
2. Separate studies on expectations of farmers from media may be made by future researchers to effectively focus on technology transfer.
3. An integrated study to find out the perception of farmers towards effectiveness of farm programmes may be undertaken .
4. An experimental study to study the impact of farm telecast programme may also be undertaken.
5. A study on the viability of a central information system for the farmers and access for farmers to that information system using cable network /internet options.

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***original not seen.**

APPENDICES

Appendix - 1

Selection of the variables for the research study

KERALA AGRICULTURAL UNIVERSITY

College of Agriculture, Vellayani

Thiruvananthapuram-695522

From,

Dr.B.Seema,

Professor

Department of Agricultural Extension

Sir/ Madam

Subject: M. Sc. (Agri) - Thesis Research Project- Judges opinion requested-

regarding.

Smt.Sobha.S ,M.Sc (Ag) student of this Department has taken up a research project entitled **"Farm Telecast in Kerala – A critical appraisal"** under my guidance.

The objective is to study the viewing behavior of farmers in relation to the various agricultural programmess aired through television channels and also the influence of socio –psychological characteristics of farmers on their viewing behaviour .It will also envisage the content analysis of the programmes ,comparison of the programmes on the basis of content, mode of telecast, time ,duration and frequency.Streamlining the presentation style and content of programmes on the basis of perceived effectiveness of the programme by the stakeholders.

For this purpose the student has listed out a number of personal, social, psychological and economic variables which may influence the television viewing behaviour of agricultural programmes by the respondents.

So I request you to kindly spare some time from your busy schedule to rate the listed variables by putting a tick mark in the appropriate column. Kindly give suggestions also to make the study more meaningful and effective.

Thanking you

Yours faithfully,

Date:24.12.2012

Place: Vellayani

B.Seema

The following are the independent variables which have relationship with the television viewing behaviour of farmers with respect to agricultural programmes telecasted through the various channels.

Please rate the relevancy of the variables in the three point continuum ranging from most relevant to least relevant by putting a tick mark (√) in the appropriate column.

Sl No	Variables	Most Relevant	Relevant	Least Relevant
1.	**Age :-** (It refers to the chronological age of the respondents in completed years at the time of interview)			
2.	**Educational status :-** (refers to the level of formal education attained by the respondents)			
3	**Occupational status :-** (refers to the extent to which a respondent is occupied in agriculture)			
4	**Family Type:-** (refers to nuclear family or joint family)			
5	**Annual income:-** (It refers to the total income of all members of the family of the respondent from farming and other sources for a period of one year)			
6	**Farming experience :-** (refers to the total number of years the respondent has been engaged in farming.)			
7	**Land size :–** (refers to the extent of area possessed by the respondent)			
8	**Innovativeness :-** (Refers to the degree to which the respondent is relatively earlier in adopting new ideas.)			
9	**Economic Motivation :-** (Refers to the extent to which a farmer is oriented towards profit maximization and relative value he places on monetary gains)			
10	**Risk Orientation :-** (refers to the degree to which the farmer is oriented towards encountering risk and uncertainty in adopting new ideas in farming)			
11	**Cosmopoliteness :–** (refers to the tendency of farmers to be in contact with outside village on the belief that all the needs of an individual cannot be satisfied within his own village.)			
12	**Scientific Orientation :-** (it is the degree to which a farmer is oriented to use scientific methods in farming).			
13	**Social Participation :-** (refers to the participation of individuals in various formal social institutions either as member or as an office bearer)			

14	**Mass media exposure :-** (refers to the extent to which farmer is exposed to different mass media channels.)			
15	**Achievement Motivation :-** (Refers to the striving of the farmer to do good work and attain a sense of accomplishment.)			
16	**Extension contact :-** (refers to the degree of contact of farmers with different extension agencies)			
17	**Extension Participation :-** (refers to the extent of participation of respondents in different activities like meeting, training, demonstrations, exhibitions, seminars etc.)			
18	**Material possession :-** (defined as the money value of the materials possessed by the respondent)			
19	**Information source utilisation :–** (refers to the source/sources from which the farmer respondent receives agricultural information and their relative frequency)			
	Other variables , if any **Please specify and explain**			

Signature:

Name:

Designation:

Appendix –II

Independent Variables selected for the study

Sl no	Name of Variable	Scores
1	Age	70
2	Educational status	68
3	Occupation	82
4	Farming experience	79
5	Innovativeness	85
6	Economic Motivation	79
7	Risk Orientation	70
8	Cosmopoliteness	69
9	Scientific Orientation	85
10	Achievement motivation	81
11	Social Participation	69
12	Mass media exposure	77
13	Extension contact	73
14	Extension Participation	72
15	Information Source Utilization	77

Maximum score = 90 (100%)

Score at 75% = 67.5

Appendix - III

INTERVIEW SCHEDULE

1. Name and address :

2. Panchayat /Block/District :

3. Age :

4. Educational status

1. Illiterate
2. Can read and write
3. Primary school
4. Middle school
5. High school
6. College
7. Professional Degree

5. Occupational status

1. Farming alone -
2. Farming + additional occupation -

6. Farming experience :(number of years) :

7. Innovativeness:

When would you like to adopt an improved practice in farming.?

1. As soon as it is brought to my knowledge
2. After I have seen other farmers try it successfully in their farms
3. I prefer to wait and take my own time
4. I am not interested in adopting

8. Economic Motivation

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

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

9. Risk Orientation:

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

Sl No	Statements	SA (5)	A (4)	UD (3)	DA (2)	SDA (1)
1	A farmer should grow a large number of crops to avoid greater risks involved in growing one or two crops					
2	A farmer should rather take more risk for getting better financial returns than being content with less returns					
3	A farmer who is willing to take greater risk than the average usually does it better financially					
4	It is good for the farmer to take risks if he knows his chance of success are high (-)					
5	It is better for the farmer not to try new methods , unless most other farmers have used it with success (-)					
6	Trying an entirely new method for a farmer involves greater risks, but it is worth					

10. 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

Agriculture -

Personnel / professional -

Other purpose -

Entertainment -

(c) Membership in organization in town

Yes -

No -

11.Scientific orientation

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

Sl. No.	Statements	SA	A	UD	DA	SDA
1	New methods of farming give better results to a farmer than the old methods					
2	The way of farming by our forefathers is still the best way to farm today (-)					
3	Even a farmer with lot of farm experience should use new methods of farming					
4	A good farmer experiments with new 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					

12. Achievement motivation

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

Sl No	Statements	SA 5	A 4	UD 3	DA 2	SDA 1
1	One should enjoy work as much as play					
2	One should work hard at everything one undertakes until he/she is satisfied with the result.					
3	One should succeed in his occupation even if one has been neglectful of his/her family.					
4	On should have the determination to achieve certain things in life					
5	Work should come first even if one cannot get rest					
6	Even when one's interest are in danger one should concentrate on his/her job and forget obligation to others.					
7	One should get difficult goals for one self and ways to reach them					

13. Social Participation

1. **<u>For membership in organization</u>**

   No membership in organization

   Membership in organization

   Office bearer in each organization

2. **<u>Frequency of participation</u>**

   Never attending any of the meetings

   Sometimes attending meetings/activities

   Regularly attending meetings

14. Mass media exposure

a) Radio listening : Never /rarely/less than once a week/ once in a week/often/ daily.

b) Reading Newspaper : Never /rarely/less than once a week/ once in a week/often/ daily.

c) Reading Bulletins, Magazines : Never/rarely/occasional/regular

d) Visit to Agricultural Exhibition : Nil/one/two/three or more

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

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

15. Extension contact

Personnel	Twice or more in a week	Once in a week	Fortnight	Once in a month	Never
	4	3	2	1	0
Agricultural officer					
Agricultural Asistant					
Progressive Farmer					
University scientists					
Others					

16. Extension Participation

Activities	Twice/more in a week	Once in a week	Fortnight	Once in a month	Never
	4	3	2	1	0
Seminar					
Exihibition					
Campaign					
Study tour					
Lecture/training					

17. Information Source Utilization

Sources	Frequency of use		
	Regularly (3)	Occasionally (2)	Never (1)
Television			
Radio			
Krishibhavan			
Newspaper			
Internet			
Other farmers			

17.Farm Telecast Programme Viewing behaviour :

1.Viewing frequency:

Viewing frequency	Regular programme	Repeat programme
Daily		
More than twice a week		
Once a week		
Once a fortnight		
Occassional		

2. Duration of viewing agricultural programmes

Duration of viewing	
Complete viewing	
Partial viewing	

3. Viewing intensity of agricultural programmes

Viewing intensity	
Keenly viewing	
Casually viewing	

4. Selectivity of agricultural programmes

Selectivity	
All agricultural programmes	
Only selected agricultural programmes	

5. Habit of taking down notes while viewing agricultural programmes

Habit of taking down notes	
All agricultural programmes	
Only selected agricultural programmes	
never	

6. Extent of discussion after telecast

Discussion with	Regularly (2)	Sometimes (1)	Never (0)
Family members			
Friends			
Relatives			
Other progressive farmers			
Extension agents			

7. Clarification behaviour after telecast

Clarifying doubts with	Regularly (2)	Sometimes (1)	Never (0)
Telecasting channel			
Scientists			
Extension personals			
Other progressive farmers			

8. Preference of respondents with respect to telecast of agricultural programmes

(1) Time , duration, day and channel preferences of FTP'S

(a) Of how much time duration do you want the telecast?

Less than 15 minutes/15 to less than 30 minutes/30 minutes/45 minutes /1hr.

(b) At what time do you want the telecast?

Morning/Afternoon/Evening

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

1 day per week/2 days/3 days/4 days/5 days/More than 5 days.

(d)Which are the channels you commonly access for viewing FTPs

2.Mode preference of FTPs

Made preferences	Most preferred	Preferred	Least Preferred
Discussion			
Interview			
Straight Talk			
Documentary			
Question & Answer			
Success Story			
Drama			
Agricultural Songs			
Others (specify)			

9.Perceived Effectiveness of FTPs

How do you rate the effectiveness of farm programmes telecast by the different channels.

Name of TV channel commonly accessed for viewing FTPs	**Perceived effectiveness**		
	Good	Fair	Poor
1.			
2.			
3.			
4.			
5.			

10.Suggestions for improving the farm telecast programmes.

ABSTRACT

FARM TELECAST IN KERALA – A CRITICAL APPRAISAL

SOBHA S.

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ABSTRACT OF

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COLLEGE OF AGRICULTURE
VELLAYANI, THIRUVANANTHAPURAM – 695522.

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ABSTRACT

This study entitled **'Farm Telecast in Kerala – a Critical Appraisal'** was carried out in fifteen panchayats of Thiruvananthapuram, Kollam and Alappuzha districts.

The main objectives of the study were to study the farm telecast viewing behaviour of farmers and correlate their socio – psychological characteristics with it, content analysis of agricultural programmes, compare the programmes of different Malayalam channels on the basis of content, mode of telecast, time, duration and frequency .Suggest steps to improve the efficiency of farm programmes.

The data were collected using the pre tested interview schedule from 90 respondents and analysed using suitable statistical tools. The suggestions for improving the programme were collected from 60 respondents comprising of agricultural scientists, extension agents, producers and members of post-production team.

The major findings of the study indicate that 51.11 per cent of the farmers surveyed were viewing the agricultural programmes more than twice a week. Majority (68.89%) of the farmers completely and 62.22 per cent keenly viewed all the programmes. Majority of farmers were taking down notes of programmes. Most of the respondents (60.44%) sometimes discussed the programmes with other progressive farmers, extension agents and friends. Majority of the respondents were either regularly or sometimes clarifying their doubts with extension personnel's or progressive farmers. Most of the farmers(53.33%) had medium level of viewing behaviour. Majority of the farmers preferred to view 45 minutes programme in the evening for more than five days a week. Success story was the most preferred mode. Above fifty per cent of the farmers preferred viewing the agricultural programmes telecast by Doordarshan, Asianet, Kairali and Jai hind channels in that order.

Age, educational status, occupation, farming experience had no significant relationship; innovativeness, economic motivation, risk orientation, cosmopoliteness, scientific orientation, achievement motivation, social participation, mass media exposure, extension contact, extension participation and information source utilization were significantly and positively related to viewing behavior. Sixty five per cent of the variation in viewing behaviour was accounted by six variables.

Content analysis revealed that agriculture was the main subject matter followed by animal husbandry. Documentary and success story modes were used with government officials and farmers as the main information sources. Majority of the farmers perceived the farm programmes to be fairly effective.

Strategy for improvement of the farm programmes include telecasting a wide range of location specific and need based programmes in demonstration and success stories modes with increased participation of farmers. Telecast 45 minutes to one hour programme in the evening between 7pm - 9pm with prior announcement of the programme details as done by AIR.

Based on the objectives of the study it can be concluded that majority of the farmers perceived that the farm programmes telecast by Doordarshan, Asianet, Kairali and Jai hind TV to be fairly effective and they preferred to have 45 minutes to one hour duration programme in success story/demonstration mode on all days of the week between 7-9 PM on current topics.

The implication is that the audience research wing of the channels needs to be strengthened so that the programmes can be tailor made to suit the needs of the farming community.