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A Study on the Effect of Television in Comprehension of Organic Farming Technology

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ABSTRACT

The present study was conducted to determine the effect of television in comprehension of organic farming technology by farmers of Jabalpur District. The study was undertaken with 100 farmers in 2 villages selecting 50 farmers from each village in Panagar block of Jabalpur District, It was recorded that majority of the respondents who viewed television belonged to middle age group while the maximum non viewers were in category of young age group. The perusal of finding of the study indicated that respondents were educated up to middle and above level and belonged to OBC caste living in joint family system. In the present study maximum viewers belonged to middle category of economic motivation, having cosmopoliteness and extension participation .Majority of the viewers showed preference to view organic farming technology of crop production . The comparative analysis indicated that there had been an appreciable change in the knowledge and comprehension of the viewers than non-viewers when technology was exposed through television.

Key words: Organic farming technology, television, viewers

INTRODUCTION

In the modern era of information and communication technology, television has been recognized as one of the best means among the other mass media for transmitting messages to many audience in the shortest possible time with low cost. Advanced technologies in various areas, large number of public and private channels, attractive presentation, availability of trained professionals in communication especially in the field of the agriculture have increased interest of rural people in television viewing.

The impact made by the television in villages has not been limited to dissemination of farm technology but also to awareness of the development programme initiated by government. In the last decade government of Madhaya Pradesh started a flagship programme of promotion of organic farming technology which was transferred through various mass media including television as the importance of organic farming was emphasized throughout the country to maintain physio-chemical characters of soil and augumenting the availability of secondary nutrients.

The present investigation was designed to determine the impact of television in the comprehension of organic farming technology by the farmers and critically assess the difference between viewers and non-viewers to draw the impact of television. The study has also highlighted the influence of personal attributes in the TV viewing behavior of the respondents.

METHODOLOGY

The study was carried out in Panagar block of Jabalpur district. The Panagar block comprises of 239 villages, out of these villages, only 2, villages namely Saraswan and Jatwa villages were selected purposively looking to the adequate number of television sets owned by the farmers to draw logical sample for the present study. From each selected villages, 25 television owners were selected randomly and they were given exposure of organic farming through television and 25 non-viewers were also selected to know general awareness about Organic farming Technology among farmers. Fifty respondents (25 television owners *i.e.* Viewers and 25 non-viewers) were selected from each village.

In all “100” respondents (50 viewers and 50 non-viewers) were finally selected for the purpose of conducting this study.

The 't” test was applied to know the difference in knowledge of viewers and non-viewers about organic farming. and paired 't'was applied to know the change in comprehension of viewers, besides this, correlation coefficient was applied to know the relationship between independent and dependent variables.

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Table 1: Socio-personal attributes of the respondents
n=100

Age group (years)	Frequency of viewers	Percentage of viewers	Frequency of non-viewers	Percentage of non viewers
Age				
Young	15	30.00	26	52.00
Middle	25	50.00	15	30.00
Old	10	20.00	09	18.00
Education				
Illiterate	5	10.00	11	22.00
Up to primary level	14	28.00	27	54.00
Middle and above school	31	62.00	12	24.00
Caste				
General	11	22.00	6	12.00
OBC	28	56.00	24	48.00
SC/ST	11	22.00	20	40.00
Type of Family				
Nuclear	11	22.00	9	18.00
Joint	39	78.00	41	82.00
Economic motivation				
Low	11	22.00	23	46.00
Medium	23	46 .00	17	34.00
High	16	32.00	10	20.00
Extension participation				
Low	11	22.00	41	82.00
Medium	28	56.00	06	12.00
High	11	22.00	03	6.00
Cosmopoliteness				
Low	05	10.00	39	78.00
Medium	34	68.00	06	12.00
High	11	22.00	05	10.0 0

Table 2: Viewing behavior

Agriculture Tech	Frequency	Percentage
Area of Interest		
Crop	16	32.00
Horticulture	04	8.00
Dairy	10	20.00
Poultry	05	10.00
Fisheries	08	16.00
Marketing	07	14.00
Total	**50**	**100.00**
Interest of T.V. programmers		
News	12	24.00
Film	11	22.00
Serial	10	20.00
Song	17	34.00
Total	**50**	**100.00**
Discussion		
Always	18	36.00
Generally	08	16.00
Occasionally	12	24.00
Never	12	24.00
Total	**50**	**100.00**
According to their activities during viewing.		
Discuss	11	22.00
See silently	27	54.00
Write notes	12	24.00
Total	**50**	**100.00**
Duration of viewing television.		
Complete programme	18	36.00
Three fourth programme	08	16.00
Half of the programme	14	28.00
One fourth of the programme	10	20.00
Total	**50**	**100.00**
Regularity of viewing		
Regular	18	36
Frequently	13	26
Once a week	13	26
Occasionally	06	12
Total	**50**	**100.00**

The study indicated that maximum respondents (50 %) who viewed television belonged to middle age group while the maximum non-viewers (52 %) were in category of young age group. The perusal of finding of the study indicated that 62 per cent respondents were educated to middle and above category and belonged to OBC caste. The close study into the table indicated that maximum viewer 78 percent lived in joint family system. In the present study maximum viewers belonged to middle category of economic motivation (46%), cosmopoliteness (68%) and extension participation. Majority of the viewers showed preference to view organic farming technology for crop production (32%), songs (34%),discussed always (36%), see silently (54%),watch complete program me(36%),and were regular viewer(36%).

Table 3: Comprehension about organic farming
n=100

Category	Frequency before viewing programme	Percentage before viewing programme	Frequency after viewing programme	Percentage after viewing programme	Frequency of non-viewers	Percentage of non-viewers
Low	24	48.00	07	14.00	30	60.00
Medium	14	28.00	19	38.00	13	26.00
High	12	24.00	24	48.00	07	14.00
Total	**50**	**100.00**	**50**	**100.00**		**100.00**

The data illustrated in table 3 highlighted that at initial stage 48 per cent viewers and 60 per cent non-viewers were in the category of low level of knowledge whereas 28 per cent viewers and 26 per cent non-viewers were recorded in the category of medium knowledge. It was also found that 24 per cent viewers and 14 per cent non-viewers were in the category of high level of knowledge about the technology. The data revealed that after exposure only 14 per cent respondents left out in the category of low knowledge against 60 per cent of non-viewers.

It was further pointed out that 38 per cent viewers were in the category of medium level of knowledge as against 26 per cent non-viewers respondents as a result of television exposure, 48 per cent viewers belonged to the category of high knowledge as against 14 per cent non-viewers respondents.The comparative analysis indicated that there had been an appreciable change in the knowledge and comprehension of the viewers when technology was exposed through television.

Table 4: Comprehension of viewers

Respondents	Mean (d)	Paired "t" value (calculated)	Table value of "t" at 1% level
50	2.14	2.75**	2.685

Table 4 reveals about the distribution of comprehension of organic farming of 50 farmers (viewers). In order to observe difference of exposure of viewers from before to after effect, the paired "t" test was applied. The calculated value of "t" at 49 degree of freedom is found to be 2.75 at 1 per cent level of significance.

Table 5: Average performance of comprehension of viewers (before and after exposure) and non-viewers about organic farming.

Respondent	Average	"t" calculated	table value of "t"
Viewers (before exposure)	10.98		
Vs.		3.15**	2.660
Non - viewers	06.50		
Viewers (After exposure)	15.72		
Vs.		6.98**	2.660
Non - viewers	06.50		

** Significant at 1 per cent level of significance

Table 5 revealed about the average performance of comprehension of viewers (before, -after exposure) and non-viewers about organic farming. In order to observe the different of knowledge among viewers (before exposure and non-viewers), viewers (after exposure) and non-viewers, the't' test is applied. The calculated value of "t" at 98 degree of freedom was found to be 3.15, 6.98 respectively at 1 per cent level of significance.Thus we concluded that there was high comprehension after exposure through television about organic farming

Table 6: Relationship between the independent variable with dependent variable in comprehension about organic farming after viewing through television.

Name of independent variables	Coefficient of correlation 'Y'	(t) Value
Age	-0.02 NS	-0.138
Educations	+ 0.43**	+3.31
Economic motivation	0.29*	2.10
Viewing behaviour	0.58**	4.93
Extension participation	0.58**	4.93
Cosmopolite ness	0.34**	2.49

* Significant at 5% level of significance
** Significant at 1% level of significance

Table-6 revealed that the correlation between comprehension of organic farming had positive and significant relationship with extension participation (r = 0.58), education (r = 0.45), cosmopoliteness (r = 0.34), viewing behaviour at 1 percent level of significance whereas economic motivation (r = 0.29) had positive and significant correlation with comprehension about organic farming, However, age (r=-0.02) had negative and non significant correlation with the comprehension as viewed through television.

CONCLUSION

It was concluded that education, cosmopoliteness, extension participation, viewing behaviour, showed very high, positive and significant correlation with comprehension about organic farming technology.

Education, cosmopoliteness, extension participation and viewing behavior, economic motivation had significant effect on comprehension about organic farming.

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