

UTILIZATION OF MASS MEDIA FOR AGRICULTURAL TECHNOLOGY IN WEST GODAVARI DISTRICT OF ANDHRA PRADESH

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ABSTRACT

The study was conducted in West Godavari District of Andhra Pradesh to measure utilization of mass media for agricultural technology. A total number of 120 respondents were selected purposively from eight villages under Ganapavaram block to measure the level of utilization of mass media for agricultural technology. The data was collected by personal interview method by using pre-structured interview schedule and latter appropriate statistical analysis was done to draw logical conclusion. The study revealed that 45 percent of respondents belong to middle age group and 46.67 percent of respondents are having education is up to upper primary and high school level. It was found that majority 58% of respondents are belong to low level of land holding i.e. 1-3 acre. The findings also revealed that 38.33 percent of respondents are having high level of utilization of mass media followed by medium 35 percent and low 26.67 percent level of utilization of mass media.

KEYWORDS: *Mass Media, Utilization*

Article History

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INTRODUCTION

Mass media are those channels of communication which can expose large numbers of people to the same information at the same time. They include media which convey information by sound (radio); moving pictures (television, films); and print (posters, newspapers, leaflets). The attraction of mass media to extension services is the high speed and low cost with which information can be communicated to people over a wide area. However, mass media communication requires specialist professional skills. Few extension agents will ever be required to produce radio programmes or to make films. Further, extension agents can contribute to the successful use of mass media by providing material to media producers, in the form of newspaper stories, photographs, recorded interviews with farmers, items of information about extension activities or ideas for new extension films; and by using mass media in their extension work, for example, by distributing posters and leaflets or by encouraging farmers to listen to farm broadcasts (ICFA 2017).

Mass media refers collectively to all media tools and technologies which are as following (ICFA 2017):

I. Traditional Media

Examples: performing arts, folk theatre and puppetry

II. Print Media

The print media includes newspapers, magazines, brochures, newsletters, books and even leaflets and pamphlets. Visual media like photography can also be mentioned under this sub-head, since photography is an important mass media, which communicates via visual representations.

III. Electronic Media

This mass media includes television and radio. This category also includes electronic media like movies, CDs and DVDs as well as the new hottest electronic gadgets. It plays an important role to educate the illiterate and literate farmers and peasants on Modern Agricultural Practices and system in a sustainable manner. Radio: It is a powerful communication system medium in Indian rural agricultural markets, where, in the absence of regular and stable electric supply in rural and far flung areas.

IV. New Media/ Social Media

Social media refers to the internet-based digital tools for sharing and discussing information among people. It refers to the user generated information, opinion, video, audio, and multimedia that is shared and discussed over digital networks.

Role of Mass Media in Agriculture

Rural people are using social media for connecting with friends and family, reading current news, to get information from peers. Thus, connecting that to agriculture and leveraging it to bridge the farmer extension gap can prove to be a boon to the agriculture sector and the farm families. Mass media plays a significant role in dissemination of agricultural technologies. The success of agricultural development programmes largely depends on the nature and extent of use of mass media in mobilization of people for development. Moreover, it can be decisive in helping farmers access the information that they need and transmitting their concerns. Radio, Television has been acclaimed to be the most effective media for diffusing the scientific knowledge to the masses (ICFA 2017).

MATERIALS AND METHODS

The study was conducted in West Godavari District of Andhra Pradesh to measure utilization of mass media for agricultural technology. Descriptive research design was adopted for the study as it describes the characteristics or phenomena that are being studied. A total number of 120 respondents were selected purposively from eight villages under Ganapavaram block to measure the level of utilization of mass media for agricultural technology. The data was collected by personal interview method by using pre-structured interview schedule and latter appropriate statistical analysis (i.e. frequency, percentage, correlation etc.) was done to draw logical conclusion.

Objectives For the Study

- To access the socio-economic profile of respondents.
- To determine the utilization of mass media for Agricultural technology.

RESULTS AND DISCUSSION

Table 1: Socio-Economic Profile and Selected Independent Variables of the Respondents

S. No	Independent Variables	Category	Frequency	Percentage
1	Age	Young (up to 35 years)	48	40.00
		Middle (36-50 years)	54	45.00
		Old (above 50 years)	18	15.00
2	Education	Illiterate & Primary	22	18.33
		Upper primary	8	06.67
		Secondary	37	30.83
		Higher secondary	19	15.83
		Graduate & above	24	20.00
3	Family size	Small (1-3 members)	10	08.34
		Medium (4-6 members)	37	30.83
		Large (above 7 members)	59	49.17
4	Annual income	High (up to 1 lakh)	24	20.00
		Medium (2-3 lakh)	52	43.33
		Low (above 3 lakh)	54	45.00
5	Occupation	Agriculture	52	43.33
		Agriculture + Labour	32	26.67
		Agriculture + Business	22	18.33
		Agriculture + Service	14	11.67
6	Land holding	Low (1-3 acre)	24	20.00
		Medium (3-6 acre)	70	58.33
		High (Above 7 acre)	26	21.67
7	Farming experience	Low (1-20 years)	32	27.00
		Medium (21-30)	52	43.00
		High (above 30 years)	36	30.00
8	Mass media exposure	Low (4-6)	34	28.34
		Medium (7-9)	46	38.33
		High (above 9)	40	33.33
9	Extension contact	Low (6-11)	2	1.67
		Medium (12-16)	66	55.00
		High (above 16)	52	43.33
10	Risk bearing capacity	Low (4-6)	29	24.17
		Medium (7-9)	66	55.00
		High (above 9)	25	20.83

From the table -1, it was found that 45 percent of the respondents are under middle age group (36-50). It was found that 30.83 percent of the respondents are under upper primary. It was found that 49.17 percent of the respondents are under medium family (4-6). It was found that 45 percent of the respondents are under above 3lak. It was found that 43.33 percent of the respondents are under agriculture as occupation. It was found that majority (58.33 %) of the respondents are under medium land holding (3-6 acres). It was found that 43 percent of the respondents are under medium farming experience (21-30). It was found that 38.33 percent of the respondents are having medium level mass media exposure. It was found that majority (55%) of the respondents are having medium extension contacts. Finally it was found that majority (55%) of the respondents are having medium risk bearing capacity. Similar finding is also reported by Adamides and Stylianou (2013)

Table 2: Distribution of Respondents According to their Accessibility and Utilization of Mass Media

S. No	Access to Mass Media	Agree		Undecided		Disagree	
		<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
1.	Radio	18	15.00	42	35.00	60	50.00
2.	Television	76	63.33	32	26.67	12	10.00
3.	Newspaper	34	28.33	31	25.84	55	45.83
4.	Traditional media	35	29.16	61	50.83	24	20.00
5.	Agriculture magazine and journals	26	21.67	59	49.17	35	29.16
6.	Mobile phone	89	74.17	13	10.83	18	15.00
7.	Internet	42	35.00	53	44.17	25	20.83
8.	Social media	48	40.00	45	37.50	27	22.50

From the table-3 we can find that 74.17 per cent of respondents are utilizing mobile phone followed by television 63.33%, social media 40.00%, internet 44.17%, traditional media 50.83%, news paper 45.83%, agriculture magazine and journals 49.17%, and finally radio 50.00%. Similar findings also reported by **Kumar (2017)**

Table 3: Distribution of Respondents Based on Utilization of Mass Media

S. No	Accessibility &Utilisation	Frequency	Percentage
1.	Low (6-11)	32	26.67
2.	Medium (12-16)	42	35.00
3.	High (above 16)	46	38.33
	Total	120	100.00

Table No.3 indicate that the most of the respondents (38.33%) had high level of perceived their accessibility and utilization of mass media followed by medium(35%) and low(26.67%) levels of perceived their accessibility and utilization of mass media among the respondents. Similar finding were also reported by **Kumar (2018)**

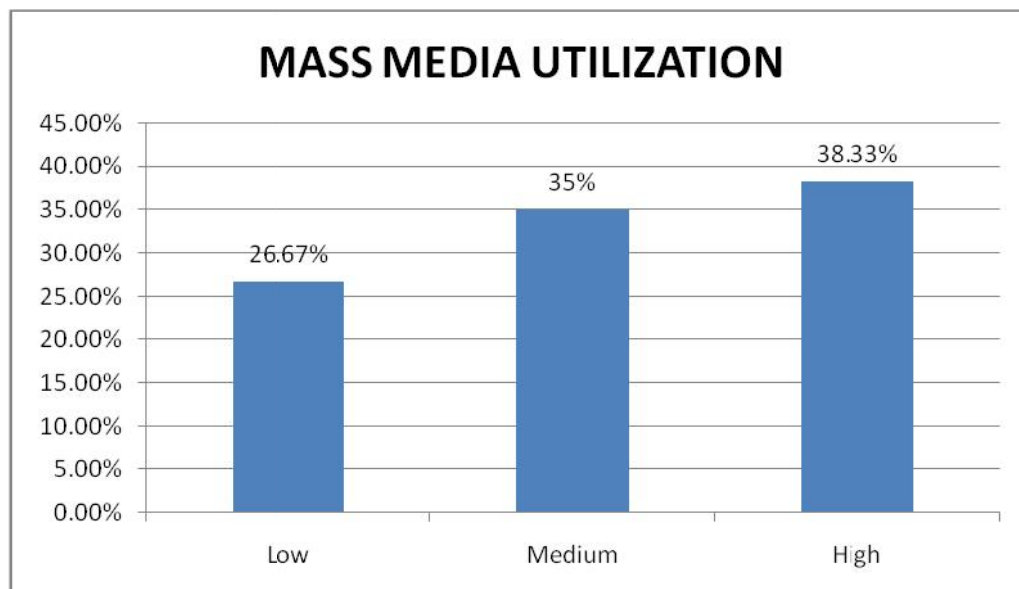
**Figure 1: Distribution of Respondents Based on Utilization of Mass Media.**

Table 4: Association between Selected Independent Variables with Utilization of Mass Media

S.No	Independent Variable	Correlation coefficient(r)
1.	Age	-0.603*
2.	Education	0.376*
3.	Family size	-0.133*
4.	Annual income	0.978*
5.	Occupation	-0.891*
6.	Land holding	0.277*
7.	Farming Experience	0.419*
8.	Mass media exposure	0.693*
9.	Extension contact	0.882*
10.	Risk bearing capacity	0.153*

*= Significant

From the above table no.4 concluded that the independent variables i.e. education, annual income, farming experience, mass media exposure, land holding, extension contact and risk bearing capacity were positive and significantly correlated with utilization of mass media at 0.01% of probability. And independent variables like age, family size; occupation has negative and significantly correlation with utilization of mass media at 0.05% of probability. Therefore, the null hypothesis was rejected.

CONCLUSION

It was concluded that the age of the most of respondents was medium and their education status is high in upper primary. Most of respondents possess low level of land holding. Most of respondents have medium level of mass media exposure and extension contact and risk bearing capacity is low. The overall utilization of mass media was found under higher level but the usage of mass media for agricultural technology is minimal as researcher observed in localities. Measure should be taken by government and extension personals to increase the respondents' interest for better utilization of mass media for grater utilization. The independent variables i.e. education, annual income, farming experience, mass media exposure, extension contact and risk bearing capacity were positive and significantly correlated with utilization of mass media in adoption of agricultural technology at 0.01% of probability. Therefore, the null hypothesis was rejected.

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