

## Radio Listening Behaviour of Rural Youths in Kalaburgi District of Karnataka

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### ABSTRACT

*The present study was conducted during the year 2014-15 in Kalaburgi district of Karnataka. Ex-post facto research design was followed in conducting the investigation. Purposive random sampling procedure was used in selection of respondents with a sample size of 120 radio listeners. Keeping in mind the objectives of the study, an interview schedule was designed for the purpose and which was pre-tested in a non sample area. Based on the experience gained in pre testing, the interview schedule was standardized and required data was collected by personal interview. Data was coded, tabulated, analyzed and interpreted using suitable statistical tools. The results of the study revealed that, a majority of the radio listeners preferred to listen regularly the farm programmes viz., live phone in programmes (45.83%) and progressive farmer interviews (40.83%). While, gelayara balaga (46.67%) and radio doctors (45.00%). Majority of the respondents spend their 'full time' in listening of the live phone in programmes (41.67%), progressive farmer interviews (40.83%) and expert's interviews (40.00%) in farm radio programmes in order. Majority of the respondents paid 'full attention' to the live phone in programmes (43.33%), progressive farmer interviews (41.67%) and expert interviews (40.83%) followed by straight talks on agricultural (39.17%) and discussion on burning topics (37.50%) in farm programmes. lack of programmes on market and market information nearly one third (28.33%) and user much of technical information (23.33%) were the major constraints experienced by the listener of AIR Kalaburgi. Increased the duration of agricultural programmes (27.50%) and more number of programmes of higher income generating activities (22.50%) are the major suggestions given by the radio listener for the effective listening of radio programmes.*

**Key words:** Full attention; Full time; Radio listening behavior; Radio doctors; Technical information;

Radio as a communication medium plays an important role in the nation's socio-cultural, political and economic development. It affords a unique advantage of receiving transmission through low cost, battery operated portable receiving sets. Radio is distinct from public service broadcasting in that it serves to bring small communities together, focuses on the common man's day-to-day concerns and helps in realizing local aspirations. In a number of countries, radio has played an important role in informing and empowering people, especially the poor and vulnerable groups. Radio is confined to a small geographical area and depends on low power transmission covering not more than 20-30

km radius. It serves a community, which uses common resources for livelihood, has common development issues and concerns, which are relatively localized, nevertheless connected to national and regional development goals.

Radio is considered as one of the most effective media in providing agricultural information and technological know-how to the farming community apart from entertainment and helps them to bridge the gap between scientists and the farmers, to improve socio-economic status and increase their knowledge level. This offers tremendous opportunity for use of electronic media in disseminating information. So, radio and television have been acclaimed to be the most effective

media for diffusing the scientific knowledge to masses. It offers vitality and newness, which attract attention, create interest and stimulate a desire to learn. Further the purpose of any communication is to create desired impact on target audience, which depends on their activity behavior. It is essential to understand the radio listening pattern and nature of the farmers so as to hasten the process of transfer of technology at a faster rate. Under this framework, the present study was planned to analyze the radio listening behaviour of farmers with reference to agricultural programmes on different channels.

The printed word has a long lasting impact on the readers as it can be referred again and again but even after 50 years of independence, Indian press has given only a precarious coverage to agricultural news *Annual Report. (2007)*. Though the increasing level of literacy in the rural areas offers new promises and prospects for the development of farm journalism. The utilization of the print media is bound to increase manifold. Looking to the importance of these media the present study was undertaken.

## METHODOLOGY

The study was conducted in Kalaburgi district of Karnataka during the year 2014-15. The district is purposively selected because of AIR Kalaburgi completed two decades in serving the farming community in the district and no study has been conducted by any of the earlier researcher and also in view the limitation of the resource availability to the student researcher. The Kalaburgi district consists of five talukas viz., Kalabugi, Jewargi, Chincholli, Sedam and Aland. A well established AIR station is functioning at Kalaburgi since 1966 with a broadcasting coverage to the entire district. A list of registered radio listener obtained from the AIR Kalaburgi in which maximum listeners belonged to talukas of Kalaburgi, Jewargi and Sedam. Hence, these three taluks considered as study taluka in the present study.

All the registered listener of the radio programmes of the selected talukas viz., Kalaburgi, Jewargi and Sedam were arranged alphabetically and 40 registered radio listeners from each taluka were drawn as respondents for the present study by following simple random sampling procedure. All together from three talukas a total of 120 respondents were selected for the present study. Basic criteria for selection of the respondents are that they have to possess the radio set

for listening activity. A draft interview schedule was prepared as per the specific objectives of the study were prepared and pre-tested with 20 farmers in the non-sample area. In the light of pre-testing, necessary changes were incorporated in the final interview schedule and were standardized. The standardized pre tested structured interview schedule was used to collect the data from the respondents and the collected data was analyzed using appropriate statistical tools.

## RESULTS AND DISCUSSION

*Mean scores of the radio listening behaviour of the respondents* : The results reported in Table 1 depicted that, some variation in the performance of low and high radio listening behavior categories but the difference was found significant indicating that the locality in which low category listeners does have any bearing upon high radio listening categories.

**Table 1. Mean scores of the radio listening behaviour of the radio listeners categories towards farm and home radio programmes (N=120)**

Categories	Mean Listening score	't' test
Low	2168.32	0.389
High	4624.52	
Overall	3276.80	

*Listening behavior of the radio listeners towards farm and home radio programmes* : The appraisal of the Table 2 focuses that, a majority of the radio listeners preferred to listen regularly the farm programmes viz., live phone in programmes (45.83%) and progressive farmer interviews (40.83%). While, gelayara balaga (46.67%) and radio doctors (45.00%) was listening regularly by the respondents among home programmes. This may be due to fact that, these programmes is purely on practical basis and feels the listeners to be a part of it. Another reason may be of their high enthusiasm, higher education and social participation might have yielded the present result.

Time spent is another component of radio listening behavior of the respondents revealed that the majority of the respondents spend their 'full time' in listening of the live phone in programmes (41.67%), progressive farmer interviews (40.83%) and expert's interviews (40.00%) in farm radio programmes in order. On the contrary, equal per cent of the respondents were also spend 'full time' on gelayara balaga (40.83%) and radio doctors (40.00%) of the home programmes.

**Table 2. Listening behaviour of the radio listeners towards farm and home radio programmes (N=120)**

Programmes	Regularity of listening			Time spent (Duration in hours)			Extent of attention		
	LI	LF	LR	Full	Half	<half	PA	A	FA
<i>Farm programmes</i>									
Progressive farmer interviews	15 (12.5)	40 (33.33)	65 (54.17)	71 (59.17)	35 (29.17)	14 (11.67)	15 (12.50)	55 (45.83)	50 (41.67)
Experts /specialist interviews	28 (23.33)	44 (36.67)	48 (40.00)	67 (55.83)	30 (25.00)	23 (19.17)	18 (15.00)	53 (44.17)	49 (40.83)
Live phone in programmes	10 (8.33)	35 (29.17)	75 (62.50)	80 (66.67)	28 (23.33)	12 (10.00)	10 (8.33)	58 (48.33)	52 (43.33)
Discussion of burning topic	27 (22.50)	48 (40.00)	45 (37.50)	44 (36.67)	45 (37.50)	31 (25.83)	25 (20.83)	50 (41.67)	45 (37.50)
Straight talk on agricultural	33 (27.50)	45 (37.50)	42 (35.00)	46 (38.33)	44 (36.67)	30 (25.00)	25 (20.83)	48 (40.00)	47 (39.17)
<i>Home programmes</i>									
Mahila ranga	30 (25.00)	48 (40.00)	42 (35.00)	42 (35.50)	43 (35.83)	35 (29.17)	19 (15.83)	54 (45.00)	47 (39.17)
Radio doctor	10 (8.33)	38 (31.67)	72 (60.00)	64 (53.33)	42 (35.00)	14 (11.67)	17 (14.17)	55 (45.83)	48 (40.00)
Gelayara balaga	12 (10.00)	40 (33.33)	68 (56.67)	60 (50.00)	45 (37.50)	15 (12.50)	15 (12.50)	53 (44.17)	52 (43.33)
Health programme	28 (23.33)	39 (32.50)	53 (44.17)	46 (38.33)	44 (36.67)	30 (25.00)	23 (19.17)	50 (41.67)	47 (39.17)

LI- Listening irregularly, LF- Listening frequently, LR- Listening regularly, PA- Partial attention, A- Attention, FA- Full attention  
Note: Figures in the parenthesis indicate percentage; Multiple answers are possible

The possible reason may be that respondents were belonged to medium to young age group with high zeal and enthusiasm in listening of the programmes. Apart from recreation and information on many important health issues like chicken gunny, malaria, and dengue and so on. Further their wider social exposure to a common sense the radio programmes are so designed one could easily understood even by the illiterate.

With regards to the attention the respondents to the radio programmes revealed that, the majority of the respondents paid 'full attention' to the live phone in programmes (43.33%), progressive farmer interviews (41.67%) and expert interviews (40.83%) followed by straight talks on agricultural (39.17%) and discussion on burning topics (37.50%) in farm programmes. The possible reason may be its greatest advantage of over the other media like TV, newspapers. It does not involves the eye of the audience hence it is help full in serving even actively audience is attending on other routine activities in the family. Another possible reason of programme presentation is use of simple and local language in explaining the concept in sequence might

have contributed for 'full attention' of the respondents. The findings of the study are in support of the findings of Ajayi (2001).

*Relationship between the independent variables and listening behaviour, time spent and extent of attention* : It could be seen from Table 3 that, an attempt was also made to ascertain the association of personal characteristics with listening behaviour and presented in Table 6. It shows that education and farming experience had positive and significant association with listening behaviour, time spent and extent of attention. The possible reason for positive and significant association of education with listening behaviour might be that, as the education increases urge for information increases. As size of family increases may be the flow of information from outside world increases due to more number of family members and the work load reduces which results in more free time and hence positive and significant association with listening behaviour. The findings of the study are in line with the findings of Geeta (2007).

*Constraints as expressed by radio listeners for effective listening the radio programmes*: From Table 4 it was

**Table 3. The relationship between the independent variables and listening behaviour, time spent and extent of attention (N=120)**

Variables	Listening behaviour	Time spent	Extent of attention
Age	0.008 <sup>NS</sup>	0.093 <sup>NS</sup>	0.014 <sup>NS</sup>
Education	0.344*	0.305*	0.148*
Family size	0.257*	0.133 <sup>NS</sup>	0.171 <sup>NS</sup>
Farming experience	0.298**	-0.036 <sup>NS</sup>	0.078 <sup>NS</sup>
Size of land holding	0.052 <sup>NS</sup>	0.045 <sup>NS</sup>	0.096 <sup>NS</sup>
Annual income	-0.008 <sup>NS</sup>	0.080 <sup>NS</sup>	-0.010 <sup>NS</sup>
Extension orientation	-0.165 <sup>NS</sup>	-0.113 <sup>NS</sup>	-0.100 <sup>NS</sup>
Mass media participation	0.073 <sup>NS</sup>	0.226*	0.097 <sup>NS</sup>
Risk orientation	-0.152 <sup>NS</sup>	-0.075 <sup>NS</sup>	-0.113 <sup>NS</sup>
Scientific orientation	-0.005 <sup>NS</sup>	0.128 <sup>NS</sup>	-0.175 <sup>NS</sup>
Management orientation	-0.093 <sup>NS</sup>	0.115 <sup>NS</sup>	0.089 <sup>NS</sup>
Innovativeness	0.112 <sup>NS</sup>	0.142 <sup>NS</sup>	0.163 <sup>NS</sup>

**Table 4. Constraints as expressed by youth for effective listening the radio programmes (N=120)**

Constraints at AIR Kalaburgi	No.	%	Ranks
Mismatch of the broadcasted programme with practical field operations	25	20.83	III
User much of technical words in programmes	28	23.33	II
No much emphasis on farmers friendly users organic farming, low cast technology and alternative cropping pattern	8	6.67	VI
Poor weather advisory tips	16	13.33	IV
Information is not useful	9	7.5	V
Lack of market information	34	28.33	I

**Table 5. Suggestions of faced by radio listeners for effective listening the radio programmes (N=120)**

Suggestions	No.	%	Ranks
Provide timely and relevant information	25	20.83	III
More number of programmes of higher income generating activities	27	22.50	II
Regular information on whether forecast and market information	12	10.00	V
Increasing the duration of agricultural programmes	33	27.50	I
Presentation of success stories on success farmers from the locality	17	14.16	IV
Series of lecture on timely prioritized issues is to be broadcast	6	5.00	VI

observed that, lack of programmes on market and market information nearly one third (28.33%) and user much of technical information ( 23.33%) were the major constraints experienced by the listener of AIR Kalaburgi followed by mismatch of the broadcasted programme with practical information (20.83%). The possible reason farmer need market information as they sell their produce after harvest they want to know the price of commodities of different markets the technical words they are used in programmes are not understood by the farmers they are scientific and technical in nature this may be due to their education level there may be the possible reasons for the above findings. The findings of the study are in support of the findings of *Geeta (2007)* and *Sarwamangala and Sundaraswamy (1999)*.

*Suggestions of faced by radio listeners for effective listening the radio programmes :* It is evident from the Table 5 that increased the duration of agricultural programmes (27.50%) and more number of programmes of higher income generating activities (22.50%) are the major suggestions given by the radio listener for the effective listening. Generally the programmes are broadcasted for a period of half an hour to one hour in which giving few information on a particular aspects in little difficulty find also farmers would to earn more from their land holding so they want to know about income generating activities these might be the probable reason for the above findings. This is in line with the findings of *Geeta (2007)* and *Madhu (2010)*.

## CONCLUSION

It can be concluded from the results of the study that, a majority of the radio listeners preferred to listen regularly the farm programmes viz., live phone in programmes and progressive farmer interviews. Majority of the respondents spend their ‘full time’ in listening of the live phone in programmes, progressive farmer interviews and expert’s interviews in farm radio programmes in order. Majority of the respondents paid ‘full attention’ to the live phone in programmes, progressive farmer interviews and expert interviews. Lack of programmes on market and market information nearly one third and user much of technical information were the major constraints experienced by the listener of AIR Kalaburgi. Increased the duration of agricultural programmes and more number of programmes of higher

income generating activities are the major suggestions given by the radio listener for the effective listening of radio programmes. Hence, there is a need to strengthen the educative and informative functions of electronic media. Higher proportion of the respondents was not benefitted by radio programmes, which are broadcasted

during noon hours and which are purely informational and educational in nature. This needs the attention of programme makers. The constraints expressed and suggestions offered by the radio listeners should be kept in mind by the radio programme developers for developing radio programmes.

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