

RESEARCH NOTE

Television Viewing Behaviour of Farmers in North Eastern Districts of Karnataka

S.B. Goudappa¹, Jyothi Kalyanrao² and Shashidhara.K.K³

1. Programme Coordinator, Krishi Vigyan Kendra, Raddewadgi, UAS, Raichur, Karnataka, 2. Research Scholar, Department of Sociology, Gulbarga University, Kalaburgi, Karnataka 3. Assistant Professor, Dept. Agricultural Extension Education, College of Agriculture, Bheemarayangudi, UAS, Raichur, Karnataka,

Corresponding author e-mail: agrishashi@gmail.com

Paper Received on April 11, 2017, Accepted on May 12, 2017 and Published Online on July 01, 2017

ABSTRACT

The present study was conducted during the year 2015-16 in North Eastern districts 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 television viewers. 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 major findings were, nearly two third of respondents belong to medium and high television viewing behaviour and half of the farmers preferred the timings for telecast of the agricultural programmes between 6:00pm and 7:00pm (66.67%) during winter season. Half of the respondents (53.33%) frequently viewed Krishidarshan programme of Chandana channel. Majority of the respondents paid partial attentiveness for the telecasted agricultural programme for Krishidarshan programme. Majority (55.83%) of the farmers viewed the agricultural programmes regularly. Half of the respondents were found to pay partial attention. Majority of respondents (43.33%) viewed agricultural programmes partially and Most of the respondents never bothered to discuss / make notes after viewing the agricultural programmes. Most of the respondents were preferred the mode "Question and answer" presentation followed by panel discussion with scientist / resource persons. Nearly cent per cent of respondents opined that the agricultural programmes were unbiased.

Keywords: Attention; Behaviour; Krishidarshan; Telecast; Television viewing;

The role of appropriate farm information package, its dissemination and access to farming community are of paramount importance for agricultural development. It can be achieved through effective utilization of various media and channels. Television has emerged as one of the best medium of mass communication (Joginder Singh et al, 2014).

Television 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. One of the important objectives of television is to provide essential knowledge and information in order to stimulate greater

agricultural production. Television due to its mass nature promises to satisfy the information needs of the masses in general and farmers in particular. Agricultural information is disseminated to the farmers through television programmes viz., Krishi Darshan, Annadata and Kasturi Krishi.

It is essential to understand the television viewing 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 television viewing behaviour of farmers with reference to agricultural programmes on different channels. This helps to get the desired feed back to designing effective programmes by useful for stake holders.

METHODOLOGY

The present study was conducted in Kalaburgi and Yadgir districts of North Eastern Karnataka based on highest house hold television possession. In each district, three taluks having highest number of television possession were considered. In Kalaburgi district three taluks *viz.*, Kalaburgi, Chittapur and Aland considered as study taluks, where as in Yadgir district Yadgir, Shorapur and Shahapur were purposively selected based on highest possession of house hold having television as study taluks. In each taluk, all the villages having a minimum of 100 television sets were listed and one village was selected randomly. A list of farmers who possess television in each selected village was prepared with the assistance of the Village Accountant and Agriculture Assistant of respective village. Sixty farmers from Kalaburgi at the rate of 20 farmers from each selected village and sixty farmers from the Yadgir district at the rate of 20 farmers from each selected village were considered as the respondents by following random sampling procedure. Thus, a total of 120 farmers formed the sample for the study. The data was collected personally from the respondents using structured and standardized interview schedule developed for the study. The collected data was analyzed using appropriate statistical tools.

RESULTS AND DISCUSSION

Television viewing behaviour of farmers for viewing agricultural programmes : A close observation of the Table 1 reveals that television two third of the respondents are distributed in medium to low television viewing behaviour. The possible reason might be that young farmers are more prone to various agricultural and developmental programmes telecasted on television by different channels in the study area, in addition to the regular interaction session they had on developmental issues. The findings were in line with the *Krishnamurthy et al. (2008)*.

Timings preferred by the farmers for viewing agricultural programmes : The preference of the respondents based on their timings of the viewing of the farm telecast has been presented in Table 2. It is revealed that during winter season a majority of the respondents preferred to watch the telecast of agricultural programmes between 6:00 pm and 7:00 pm (66.67%) in evening hours. Where, 52.50% respondents preferred in the morning timings of between 6:00 am and 7:00 am (It was seen that there was hardly any difference in the

Table 1. Television viewing behaviour of farmers for agricultural programmes (N = 120)

Category	Score	No.	%
Low	<8.28	41	34.17
Medium	8.29-11.22	53	44.17
High	>11.23	26	21.67

Table 2. Timings preferred by the farmers for viewing agricultural programmes (N = 120)

Season/Time	No.	%	Rank
<i>Winter (Morning session)</i>			
Between 5.00 to 6.00 am	14	11.66	II
Between 6.00 to 7.00 am	63	52.50	I
Between 7.00 to 8.00 am	12	10.00	III
<i>Evening session</i>			
Between 5.00 to 6.00 pm	48	40.00	II
Between 6.00 to 7.00 pm	80	66.67	I
Between 7.00 to 8.00 pm	26	21.67	III
<i>Summer (Morning session)</i>			
Between 5.00 to 6.00 am	9	7.50	III
Between 6.00 to 7.00 am	41	34.17	I
Between 7.00 to 8.00 am	25	20.83	II
<i>Evening session</i>			
Between 5.00 to 6.00 pm	59	49.16	II
Between 6.00 to 7.00 pm	39	32.50	III
Between 7.00 to 8.00 pm	78	65.00	I

* Multiple Responses

Table 3. Television viewing pattern for viewing agricultural programmes telecasted by different Kannada channels (N = 120)

Category	Annadata		Krishidarshan		Kasturi Krishi	
	No.*	%	No.*	%	No.*	%
<i>Regularity</i>						
Regularly	28	23.33	34	28.33	22	18.33
Frequently	52	43.33	64	53.33	44	36.66
Occasionally	40	33.33	22	18.33	54	45.00
<i>Attentiveness</i>						
attention	27	22.50	42	35.00	31	25.83
Partial attention	49	40.83	54	45.00	53	44.16
No attention	44	36.66	24	20.00	36	30.00
<i>Duration</i>						
duration	25	20.83	39	32.50	20	16.66
Half duration	42	35.00	62	51.66	34	28.33
Less duration	53	44.16	19	15.83	66	55.00

* Multiple Responses

evening for timing of viewing the farm telecast. It was due to fact that because of early sunset, they returned to the homes early after doing farm activities and so it was convenient time for watching television.

During summer season majority of the respondents

Table 4. Regularity of Farmers for viewing agricultural programmes (N = 120)

Category	No.	%
Regularly (4-5 telecasts / week)	67	55.83
Frequently (2-3 telecasts / week)	38	31.67
Occasionally (one telecast / week)	15	12.50

Table 5. Attentiveness of farmers for viewing agricultural programmes (N = 120)

Category	No.	%
Full attention (20 min and above)	42	35.00
Partial attention (10-20min)	68	56.67
No attention (< 10min)	10	8.33

Table 6. Duration of farmers for viewing agricultural programmes (N = 120)

Duration	No.	%
Less duration (< 10 min)	24	20.00
Half duration (10-20 min)	52	43.33

preferred to watch telecast between 7:00 pm and 8:00 pm (65.00%). The possible reason might be that early in the morning during summer farmers go for harvesting of crops such as cotton, chilli, sorghum and other vegetables. Further in the hot weather sunsets late so farmers come late from farms. Hence, one hour delay was found in the preferred timing in summer season as compared to winter season. The results are in conformity with *Meena and Bhagat (2010)*.

Television viewing pattern for viewing agricultural programmes by different channels : Preference of the respondents based on their regularity, attentiveness and duration of viewing agricultural telecast has been presented in Table 3. A majority of the respondents preferred to watch telecast frequently to Krishidarshan and Annadata, where as occasionally to Kasturi Krishi. Further, it is to be noted that nearly less than forty five per cent of respondents paid partial attention to the telecasted agricultural programmes. The possible reason might be that the early in the morning farmers preferred to go to their farm and sometimes non-availability of power.

The preferred duration for viewing telecasted agricultural programmes by different Kannada channels in the study area revealed that majority of the farmers view the telecast half of the duration of the farm telecasted programmes. The possible reason might be the morning busy schedule of the farmers to go for the farming activities and also some time non availability of power supply at the time of viewing the agricultural programmes.

Regularity in viewing agricultural programmes :

Preferred frequency of respondents for viewing agricultural programmes has been presented in Table 4. Majority of the farmers watched the telecast regularly followed by frequently and occasional. The 3 to 5 telecasts / weeks on fixed days might have created regular interest and curiosity among the farmers. Further, they were enthusiastic about regularly watching television and wait for the favourite programmes. The results are in conformity with *Meena and Bhagat (2010)*.

Attentiveness in viewing agricultural programmes : The data incorporated in the Table 5 indicated that majority of the farmers expressed that they used to watch the telecasted agricultural programmes with partial attention as it would be a level of learning and the realization of the mass media for agricultural development might have increased the acceptance of ideas with greater interest and urge to practice. The results were in conformity with *Krishnamurthy (1999)*.

Duration of viewing telecasted agricultural programmes : From the findings with respect to duration of agricultural programmes viewed by the farmers given in Table 6. It is interesting to note that most of the respondents were found to devote a moderate time in the sense that they view the agricultural programmes to half duration. This means that they might have derived moderate satisfaction from the media with respect to content and treatment of agriculture message and also lack of free time, inconvenient timings of telecast and irrelevant subject matter and also non-availability of power supply. The findings were reported by *Krishnamurthy (1999)* and *Meena and Bhagat (2010)*.

Discussion of hints /making notes after viewing the agricultural programmes : From the results projected in Table 7 it is seen that majority of the farmers never used to discuss/ make notes after viewing agricultural programmes followed by the sometimes. From the previous discussion, we saw that majority of the respondents used to view the agricultural programmes with partial attentiveness and also devoted partial to them. So this may be the reason for the observed discussion / note making behaviour of the farmers.

Farmers' preference towards modes of presentation for agricultural programmes : The "Question and answer" type mode was the most preferred one among the majority of the television viewers (Table 8). This is most preferred mode of presentation as the farmers had the opportunity to clear their doubts and obtain any specific clarification or information they need for implementing

or adopting newer agricultural practices. It also helps to clear any specific apprehensions of the farmers coming in the way of adoption. Further, it is a two way communication as it serves to provide feedback to the researchers and policy makers. The finding is in line with the results reported by *Ansari and Singh (2006)*.

Usefulness of the agricultural programmes : From Table 9 it could be revealed that majority of the respondents (76.66%) exposed on advance cultivation methods of field crops and vegetables followed by market prices of different agricultural commodities from different markets (61.67%), Information on agricultural based subsidiary activities such as dairy, poultry, bee keeping etc. (56.67%), Adopting information on organic farming practices (48.33%), Valuable information on hi-tech horticulture *i.e.*, floriculture, medicinal and aromatic plants (33.33%), Water management practices including best water saving irrigation systems (29.17%), Educates on use of various inputs *viz.*, fertilizer doses, fungicides, pesticides etc. in different cropping systems (23.33%), Increases the knowledge for seed selection and seed production (18.33) and Information regarding Agripreneurial activities *i.e.*, agro and food processing, etc. specially ginger, turmeric, garlic, Neem oil extraction etc. (12.50%).

Opinions expressed by farmers about telecasted agricultural programmes : From the Table 10 revealed that a large majority of the respondents (95.00%) opined that the agricultural programmes were unbiased, while 93.33 per cent of them opined that the agricultural programmes telecasted in simple language followed by

accurately (90%). Eighty five per cent of them opined that the agricultural programmes were useful for them and 75.83 per cent of respondents opined they telecasted timely information followed by authentic. The findings were reported by *Maraty and Reddy (1998)*.

CONCLUSION

It can be concluded from the results of the study that, majority of the respondents belonged to medium to high television viewing behavior category. Half of the farmers preferred the timings for telecast of the agricultural programmes between 6:00pm and 7:00pm. Majority of the respondents paid partial attentiveness for the telecasted agricultural programme for Krishidarshan programme. Majority of them viewed agricultural programmes regularly. Most of the respondents were preferred the mode "Question and answer" presentation. Nearly cent per cent of respondents opined that the agricultural programmes were unbiased. Therefore, the interest of the television viewers can be created if mode of presentation of the agricultural programmes is attractive. Hence mode of presentation including the contents of the programme related to local situation fulfilling the changing need of the farmers should be well planned and then telecasted. There is a scope for improvement in television viewing farmers' forums at village level to bring about further improvement in television viewing behaviour. Question and answer type mode was preferred by television viewers. Hence the necessary course of action has to be taken by the respective telecasting stations to present the message using this mode more effectively.

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