

CORRELATES OF INFORMATION SOURCES UTILIZATION PATTERN (ISUP) OF RICE GROWERS

R. P. Choudhary¹, Prakash Singh² & B. Mishra³

A number of communication media and channels are used for dissemination of improved agricultural information and technology to the farmers and play a vital role in farming sector. While communicating information through different media, it is necessary to take into consideration the performance of the farmers for a particular information media as the farmers come across a number of information sources but they pursue only a few of them. The creation of knowledge through research and its diffusion is the foundation of scientific, technical and social progress of any nation. The development of farm technology is the vital function involved in modernizing agriculture. In order to accelerate the process of modernization, it becomes essential to understand the characteristics i.e. socio-economic variables influencing the communication linkage used by researcher and other development agencies. Vaje (1985) stated in his study that education, occupation size of land holding, annual income, experience in farming, social participation, cosmopolitanism and socio-economic status were significantly associated with the use of communication media, while no significant association was observed between age, caste and extent of use of communication media. Keeping this in view, the present study was designed with the following objectives :—

- (1) To study the different socio-economic characteristics of the rice growers.
- (2) To study the ISUP of the rice growers and its relationship with different socio-economic variables.

METHODOLOGY :

The present study was undertaken in Milkipur block of Faizabad district because of having major area under rice cultivation. From the block, five villages were selected randomly. A sample of 100 respondents was selected from the villages through proportionate random sampling procedure. The data were gathered with the help of pretested schedule by using personal interview method. To see the relationship between different variables, the coefficient correlation (r) was used.

RESULTS AND DISCUSSION :

1. Socio-economic characteristics of the respondents : Most of the respondents (64%) were observed belonging to middle age category with the average age of 47.59 years. Little more than half of the respondents (57%) were observed to be literate. The distribution of respondents according to caste categories as backward, general and scheduled caste was observed as 54, 27 and 19 per cent respectively. Single families were more in number than joint families with an average family members of 6.4. The maximum (62%) respondents were observed such who had their main occupation as agriculture followed by service, business and agricultural labour. Maximum number of respondents were found as marginal farmers and having an average of 29.73 years of farming experience. Three fourth of the respondents (75%) had not participation in social organisations.

1. P.G. Student 2. Asstt. Prof., 3. Assoc. Prof. & Head, Deptt. of Ext. Edu., N.D. Uni. of Agri. & Tech., Faizabad.

2. Information sources utilization pattern : The utilization pattern of different formal, information and mass media information sources was calculated on major 3 aspects viz. extent of contact, degree of understanding and trustworthiness. The data given in the Table-1 clearly shows that informal sources had more important as received highest mean of scores 4.79, 2.42 and 2.24 relating to extent of content, degree of understanding and trustworthiness about rice production technology. The overall mean of scores also indicates the more importance than formal and mass media sources. The formal media got 3rd place in the same context. It is note worthy to mention here that though the informations in received by the farmers indirectly through informal soruces but they gave more importance in comarson to formal and mass media sources.

Table 1. Information utilization pattern of rice growers

Information sources/ channel	Extent of contact (\bar{x} of scores)	Rank order	Degree of understanding (\bar{x} of scores)	Rank order	Trust worthiness (\bar{x} of scores)	Rank order	Overall mean fo scores
Formal Sources	1.68	2	1.32	2	1.27	2	1.42
Informal Sources	4.79	1	2.42	1	2.24	1	3.15
Mass Media Sources	0.98	3	0.63	3	0.56	3	0.723
Overall mean of scores	7.45	-	4.37	-	4.07	-	5.30

It is evident from the values of correlation coefficient as reported in Table 2. that seven variables were found having significant relationship with the information sources utilization pattern, of which six variables viz. knowledge extent, size of land holding, annual income, education, adoption extent and scientific orientation had highly significant and positive correlation. And only one variable viz. occupation had moderate significant and positive correlation. The variable like risk orientation, age, size of family, caste, type of family, economic motivation and value orientations were found positively correlated but not significant with information utilization pattern. Farming experience was found to be negatively associated with respect to utilization of information sources.

Table 2. Correlation coefficient (r) between different variables and information sources utilization pattern.	
Variables	Correlation Coefficient
Age	0.113
Education	0.368 **
Caste	0.073
Type of family	0.073
Size of family	0.112
Farming experience	-0.030
Size of land holding	0.421 **
Occupation	0.224 *
Annual income	0.405 **
Economic motivation	0.048
Risk orientation	0.128
Scientific orientation	0.293 **
Value-orientations	0.025
Knowledge extent	0.549 **
Adoption extent	0.336 **
* Significant at 0.05 probability level.	
** Significant at 0.01 probability level.	

Therefore, it can be said that risk orientation, age, farming experience, caste and value orientations had no influence on the utilization of sources by the respondents while, the variables like knowledge extent, size of land holding annual income, education adoption extent and occupation had direct influence on utilization of sources means that as the degree of utilization is, increased the knowledge extent, adoption extent and scientific orientation are increased. As the level of education size of land holding and annual income is increased, the utilization of sources is also increased.

The positive and significant correlation coefficient (r) values shows the inter-dependent relationship of different independent and dependent variables as studied. Almost similar findings were observed by *Mulk (1979)* and *Vaje (1985)*.

CONCLUSION :

It can be concluded from the above findings that among main three categories i.e. informal, formal and mass media the maximum respondents were observed to be having more contact with informal sources in comparison to others, likewise in respect of trust worthiness and degree of understanding the same results were observed. Out of 15 variables studied, the six variables namely knowledge extent, size of land holding, annual income, education adoption extent and occupation had direct influence on utilization of sources means that as the extent of utilization is increased the knowledge extent, adoption extent and scientific orientation are also increased. Therefore, the cognitive knowledge (Awareness) and production knowledge (adoption) have inter dependency.

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