

EFFECT OF DIFFERENT SOCIO PERSONAL CHARACTERISTICS ON LISTENING BEHAVIOUR OF HILL WOMEN

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In the context of rural development it has been recognized that women play a very important role. Women are the world's caretakers of home and perform a variety of tasks. Recognizing the importance of women in general and hill women in particular in the field of agriculture, the Government of India has started a number of programmes for developing the potential of women. Radio is considered one of the most powerful and effective medium of mass communication because of its flexibility, immediacy, immense potentiality and capacity of catering to the natural and local needs of rural masses. Today 1950 radio stations, 9 relay centers and 300 transmitters are functioning in the country covering 97.3 percent of population and 90 percent of geographical area of the country. Farm and Home units started in 1966 are broadcasting programmes for farmers and farm women on regular basis. At present there are 81 All India Radio stations producing and broadcasting Agricultural and rural programmes (Kaurani, 1995) In which on an average 60-100 minutes are covered on Agriculture. It is a very important medium for quick transfer of technical information, which is evident from the fact that almost all farm and home units of All India Radio have started special broadcast for women.

All India Radio, Almora which was started on June 15, 1986 has also started its farm and home unit to cater to the needs of hill women. The women of hill area can benefit

from these programmes only when the programmes are listened regularly and the listening will depend upon the nature and context of the programmes. There is every like hood for enhanced listening if the programmes suit the interest and timings of the hill women. Therefore, a study was conducted to find out the effect of different socio personal characteristics on listening behavior of hill women in relation to the programmes broadcast by AIR, Almora with the following main objectives:

Objectives :

1. To study the profile of hill women.
2. To study the effect of social participation, education, age, mass media exposure, status, length of radio possession on extent of radio listening.

METHODOLOGY :

The study pertains to the listening behaviour of hill women in relation to the programme broadcast by AIR, Almora, therefore, the locals of the study was the listening zone of AIR, Almora. The local covers 10 villages of two developmental blocks. Out of the respondents who were possessing radio sets, 25 per cent from each village were selected randomly. The selected respondents were interviewed with the help of a pretested interview schedule. The data collected personally were classified and tabulated according to the objectives of the study.

Profile of the Respondents—As the very first objective of the study, the profile of the respondents was studied which includes socio personal characteristics of the respondents, their occupation and mass media exposure. (Table 1).

Table 1. Profile of the respondents

Socio personal characteristics	Respondents		Percentage
Age	Young	64	58.71
	Middle	39	35.77
Education	Old	6	5.50
	Illiterate	12	11.00
	Low	33	30.27
	Medium	59	54.12
Caste	High	5	4.50
	Low	6	5.50
	High	103	94.49
Land holding	Landless	4	3.66
	Small	97	88.99
	Medium	8	7.33
	Large	0	0.00
Social participation	Low	97	88.99
	Medium	6	5.50
	High	6	5.50
Mass media exposure	Low	54	49.54
	High	55	50.45

It was found that majority of the respondents (59 per cent) were of young age group. Education wise maximum number of respondents (54 per cent) was of medium education level. Majority of the respondents were having small land holding (89 per cent) and having low social participation level (89 per cent). Equal number of respondents was having low and high mass media exposure (50 per cent each).

Regarding viewing TV, films, listening radio and reading newspaper and magazines it was found majority of the respondents were not viewing films, television, not reading newspapers and magazines.

Before the study was conducted certain hypothesis were framed. It was thought that education, size of land holding, social participation, economic status and mass medium exposure have direct effect on listening of radio programme. So the effect of socio personal characteristics of the respondents on listening was studied. The study reveals that there is a direct effect of these socio-personal characteristics on listening of radio programmes.

Effect of Age—It is clear from Table 2 that the young respondents were good listeners of both programmes. It means the age has direct effect on listening of the programme broadcast by AIR.

Table 2. Age wise distributions of respondents and extent of listening to various programmes

Age	Extent of listening		
	Good	Fair	Poor
Gram Jagat Programme (n=109)			
Young	42(68.85)	6(9.8)	13(21.31)
Middle	25(69.44)	4(11.11)	7(19.44)
Old	3(50.00)	2(33.33)	1(16.66)
Ghar sansar programme (n=99)			
Young	24(38.70)	16(25.80)	2(35.48)
Middle	10(30.30)	16(25.80)	7(21.21)
Old	1(25.00)	2(50.00)	1(25.00)

Note : Figure in parenthesis indicates percentage

Effect of Education—It is clear from Table 3 in case of Gram Jagat programme maximum number of respondents having high level of education were good listeners followed by medium, low and illiterate. In case of Ghar Sansar programme also the majority of respondents having high level of education were good listeners followed by medium, low and illiterate. Thus the study reveals that as the level of education increases the listening to different programmes also enhances.

Table 3. Education wise distribution of respondents and extent of listening to various programme

Education	Extent of listening		
	Good	Fair	Poor
Gram Jagat programme (n=103)			
Illiterate	5 (45.45)	1 (9.09)	4 (45.45)
Low	22 (66.66)	3 (9.09)	8 (24.24)
Medium	39 (72.22)	8 (14.71)	7 (12.06)
High	4 (80.00)	0 (0.00)	1 (20.00)
Ghar Sansar Programme (n=99)			
Illiterate	2 (22.22)	6 (66.66)	1 (11.11)
Low	10 (33.33)	11 (36.36)	9 (30.00)
Medium	20 (36.36)	17 (30.40)	18 (32.72)
High	3 (60.00)	0 (0.00)	2 (40.00)

Note: Figures in parenthesis indicate percentage

Effect of Caste—Majority of high caste respondents were good listeners of Gram Jagat programme. The high caste and low caste were almost equally distributed as good listeners of Ghar Sansar programme (Table 4)

Table 4. Castwise distribution of respondents and extent of listening to various programmes

Education	Extent of listening		
	Good	Fair	Poor
Gram Jag at programmed (n=103)			
Low	4 (66.66)	1 (16.66)	1 (16.66)
High	66 (68.04)	11 (11.34)	30 (21.61)
Ghar Sansar Programme (n=99)			
Low	1 (16.66)	3 (50.00)	2 (33.33)
Low	34 (36.55)	31 (33.33)	28 (30.10)

Note : Figures in parenthesis indicate percentage

Effect of Land Holding—Land holding has very less effect on listening of programmes broadcast by AIR, Almora. Majority of medium landholders were good listeners of Gram Jagat programme, while majority of small landholders were good listeners of Ghar Sansar programme (Table 5).

Table 5. Land holding wise distribution of respondents and extent of listening

Land holding	Extent of listening			
	Good	Fair	Poor	Total
Gram Jagat programme (n=109)				
Landless	2(50.00)	0(0.00)	2(50.00)	4(100)
Small	61(67.03)	11(12.08)	19(20.89)	91(100)
Medium	7(87.5)	1(12.50)	0(0.00)	8(100)
Large	0(0.00)	0(0.00)	0(0.00)	0(0.00)
Ghar Sansar Programme (n=99)				
Landless	1(25.00)	2(50.00)	1(25.00)	4(100)
Small	33(37.07)	28(31.46)	28(31.46)	89(100)
Medium	1(16.66)	4(66.66)	1(16.66)	89(100)
Large	0(0.00)	0(0.00)	0(0.00)	0(0.00)

Note : Figures in parenthesis indicate percentage

Effect of social participation—The study reveals that majority of respondents having low social participation were good listeners of Gram Jagat programme while in case of Ghar Sansar majority of those who were of medium level of social participation were good listeners of the programme (Table 6).

Table 6. Social participation wise distribution of respondents and extent of listening

Social participation	Extent of listening			
	Good	Fair	Poor	Total
Gram Jagat programme				
Low	65(71.42)	9(9.80)	17(18.68)	91(100)
Medium	2(33.33)	2(33.33)	2(33.33)	6(100)
High	3(50.00)	1(16.16)	2(33.33)	6(100)
Ghar Sansar Programme				
Low	32(36.36)	30(34.09)	26(29.54)	88(100)
Medium	3(50.00)	0(0.00)	3(50.00)	6(100)
High	0(0.00)	4(80.00)	1(20.00)	5(100)

Figure in parenthesis indicate percentage

Thus, it can be concluded that as the level of social participation increases, the listening decrease. It may be due to the involvement of farmers in other social activities and getting less time to listen radio.

Effect of Mass Media Exposures—

The extent of listening was also studied by mass media exposure and it was found that in case of Ghar Sansar programme, the maximum of those who were having high level of mass media exposure were good listeners of the programme while in case of Gram Jagat the trend was just reverse (Table 7).

Table 7. Mass media exposure wise distribution of respondents and extent of listening

Mass media exposure	Extent of listening			
	Good	Fair	Poor	Total
Gram Jagat programme				
Low	36(69.23)	4(7.69)	12(23.07)	52(100)
Medium	34(66.66)	8(15.68)	9(17.64)	51(100)
Ghar Sansar Programme				
Low	15(30.00)	18(36.00)	17(34.00)	50(100)
Medium	20(40.81)	16(32.65)	13(34.00)	49(100)

Figure in parenthesis indicate percentage

Effect of length of radio possession—

The effect of length of radio possession was Table 8. Length of Radio possession wise distribution of respondents and extent of listening

Length of Radio possession	Extent of listening			
	Good	Fair	Poor	Total
Gram Jagat programme (n=103)				
Short	11(61.11)	2(11.11)	5(27.27)	18(100)
Medium	38(69.09)	6(10.90)	11(20.00)	55(100)
Long	21(30.00)	4(13.13)	5(16.66)	30(100)
Ghar Sansar Programme (n=99)				
Short	7(41.17)	4(23.52)	6(35.29)	17(100)
Medium	19(35.18)	17(80.45)	18(33.33)	54(100)
Long	9(32.18)	13(46.42)	6(21.42)	28(100)

Figure in parenthesis indicate percentage

also studied and findings reveals that the maximum of good listeners of Ghar Sansar programmes were those who owned radio recently (short length of radio possession) while in case of Gram Jagat programme the respondents possessing radio since few years back (having medium length of radio possession) were found good listeners (Table 8).

CONCLUSION :

On the basis of above findings we can conclude that young respondents were good listeners of the programmes which indicate that age has an effect on listening. The education is also directly associated with the listening. As the education level increases the listening also increases. Caste has no very significant effect on listening, as in case of Ghar Sansar programme the listeners were equally distributed as good, fair and poor but in case of Gram Jagat the respondents of low and high both were good listeners of the programme.

Land holding has very less effect on listening of the programme. There was significant effect of social participation on listening. The study reveals that respondents having low and medium level of social participation were good listeners of Gram Jagat and Ghar Sansar programme respectively. Mass media exposure has no significant effect on listening. But length of radio possessions is related to listening. Those who possess radio since short time duration were found good listeners.

REFERENCES :

Kaurani, M.D., 1995. Media support to agriculture occasional paper-4, MANAGE, Hyderabad.