

A STUDY OF VIEWING BEHAVIOUR OF THE TV VIEWER FARMERS

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ABSTRACT

Television is the most powerful audio-visual means of communication, being used as instructional tool for directing teaching, for supplementing formal education, for developing psychomotor skills, for eradicating illiteracy and for adult education. The rapid agricultural development is not possible unless the new innovation (modern and improved practices) are reached at the doorsteps of the son of the soil within the shortest possible time in the most effective way. Besides being quick and effective the diffusion of innovation should also be economically practicable. Since 26th Jan 1967 the Kirshi Darshan and later a horticulture based programmes Ankur are being telecast from Delhi doordarshan besides 'Chaupal' programme from Lucknow doordarshan since 2nd Oct 1991 for the benefit of rural people. It was noted from the study that despite of having their own TV sets the most of the respondents (40.84 %) are frequent viewer of agricultural programme and those who view the programmes watch these completely but understand them only moderately. Almost half of the TV viewer respondents (51.67%) used to talk to others while watching and never discuss in respect of these programmes.

Key words : Television, Directing teaching, Kirshi Darshan, Ankur , Chaupal

INTRODUCTION

The month of September 1959 would always evoke sound memories in the annals of Indian history, as it witnessed the emergence of television in the country. Television has now been widely acclaimed as the most powerful, popular and effective audio-visual means for dissemination of new innovations to the farmers and key to the socio-economic transformation of nation. While it provides words with pictures like that of a movie, it far surpasses the later in its higher capacity to reach the largest number of people in the shortest possible time in relatively inaccessible and isolated places (villages)

On TV, farmer could see the effects of adoption of recommended practices, which enhance the credibility of the message. Some of the recent studies under Indian situation viz Sinha (1970) has indicated that television could modernize the traditional agriculture provided certain strategic improvements are made in its programmes and presentation. The other socio-personal characteristics (viz, age, family size, operational land holding, social participation and mass media exposure) do not affect much the viewing of TV agricultural programmes as reported by C.S.Sodhi & G.S.Sangha (1992). Realizing the importance of TV as a medium of communication especially for rural audience a sincere attempt was made to study "*the viewing behaviour of the TV viewer farmers of Firozabad District in U.P. in relation to agriculture based programmes*".

METHODOLOGY

The Ex-post facto research design mainly based on the survey method was adopted. The study was conducted in the Firozabad district of Uttar Pradesh which was selected purposively. Out of 9 community development blocks, 3 blocks namely Shikohabad, Firozabad and Narkhi were selected randomly. Further, 5 villages each from these selected blocks were selected randomly. For each selected villages, 8 farmers from each village were selected randomly. Keeping in view the regional television service of U.P.(Lucknow Doordarshan) has started telecasting half an hour rural agriculture programmes called "**Chaupal**" five days a week since 2nd Oct 1991 for the benefit of U.P. farmers.

RESULTS AND DISCUSSION

Regularity of Viewing—The data presented in table 1 indicate that the maximum (40.84 percent) of the respondents viewed these programmes only frequently where as minimum (17.50 percent) respondents viewed these telecast only occasionally. These programmes are regularly viewed by 18.33 percent respondents regularly viewed these programmes, while 23.33 percent of them viewed these programmes once a week. It meant that in spite of most of respondents having TV sets of their own the number of regular TV viewer of agricultural based programmes is extremely low. This might be due to lack of time and up to some extent lack of motivation

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towards these programmes. The given reason might be affecting the regularity of viewing and ultimately the highest number of respondents fell under the frequently view category. The outcome of this study is well supported by findings of Pathak (1996).

Table 1. Distribution of viewer respondents according to their regularity of viewing of TV.

| S. No. | Regularity of Viewing of Agril. Programmes | Frequency (N=120) | Percentage |
|--------|--|-------------------|------------|
| 1. | Regular | 22 | 18.33 |
| 2. | Frequently | 49 | 40.84 |
| 3. | Once a week | 28 | 23.33 |
| 4. | Occasionally | 21 | 17.50 |

Duration of Viewing—The data in table 2 reveals that the majority of respondents (64.16 percent) used to view these programmes completely and a very few of them saw only quarter of the programme. Half of the programme was viewed by 16 percent respondents and almost the same number of respondents viewed only three fourth of it.

Table 2. Distribution of respondents according to their duration of televiewing of agricultural programmes.

| S. No | Duration of Televiewing | Frequency (N=120) | Percentage |
|-------|-------------------------------------|-------------------|------------|
| 1. | Complete Programme | 77 | 64.16 |
| 2. | Three fourth of the Programme | 18 | 15.00 |
| 3. | Half of the Programme | 20 | 16.67 |
| 4. | One fourth or less of the Programme | 5 | 4.17 |

These findings are in agreement with the findings of Pathak (1996) who in his study reported almost the similar results.

Understandability of the Content—The data presented in table 3 shows that the maximum (44.16) respondents understood the content of these programmes moderately, while 34.17 percent respondents comprehended the full content. Only 21.67 percent respondents least understood the content of these programmes.

Table 3: Distribution of respondents according to their level of understanding of these agricultural programmes.

| S. No | Level of Understandability | Frequency (N=120) | Percentage |
|-------|----------------------------|-------------------|------------|
| 1. | Fully understand | 41 | 34.17 |
| 2. | Moderately Understand | 53 | 44.16 |
| 3. | Least Understand | 26 | 21.67 |

It meant that content of these programmes was moderately understood by the maximum number of respondents, hence, the content of these programmes should be made in such a way so as to enable all the respondents to understand it fully. The study is partially

in agreement with the findings one reported by Jha (1982) and Pathak (1996).

Activities During Viewing—The data from table 4 reveal that almost half of the respondents (51.67%) used to talk others while viewing the agriculture based programmes, where as only a very few (7.50%) of them use to write the important matter. It was important to note that 40.83% respondents watched these programmes silently and carefully. The reasons for failing to write important matter may significantly correlate to their level of education.

Table 4. Distribution of televiewers according to the activities they perform while watching of agril. programmes

| S. No. | Activities during viewing | Frequency (N=120) | Percentage |
|--------|----------------------------|-------------------|------------|
| 1. | Talk others | 62 | 51.67 |
| 2. | See silently and carefully | 49 | 40.83 |
| 3. | Write important matters | 9 | 7.50 |

Though, the viewing of agro-based TV Programmes were not affected by this factor as has been reported by (Sinha 1970) in his study who remarked that lack of formal education did not retard the consumption and utilization of a TV instructional programme provided the farmers possessed the strong urge to improve their lot and were ready to change. It is a matter of concern that almost half of the respondents (51.67%) did not watch these programmes seriously and used to talk others while viewing there by that these programmes were failing to influence about half of its viewers. The outcome of these findings is broadly in agreement with one reported by Laharia and Joshi (1992).

Discussion After Viewing—The data presented in table 5 reveal that majority of the respondents 57.50% never discussed the contents of these programmes, whereas only a meager 3.33% of these respondents used to discussed about these programmes. About 11% respondents always generally discuss while 28.34% of these viewer respondents discuss about these agriculture programmes only occasionally. As been evident from the data that more than half (57.50%) of the respondents did not discuss about these programmes because they might not be able to understand and comprehend the programme fully, besides not having sufficient time to discuss. There has been a positive but non significantly co-relation between the understandability of the programmes and habit of discussion These finding are almost similar to the findings reported by Laharia and Joshi (1992).

Table 5. Distribution of televiewers respondents according to their habit of discussion after viewing agricultural programmes

| S. No | Habit & discussion after Programming | Frequency (N=120) | Percentage |
|-------|--------------------------------------|-------------------|------------|
| 1. | Always discuss | 4 | 3.33 |
| 2. | Generally discuss | 13 | 10.83 |
| 3. | Occasionally discuss | 34 | 28.34 |
| 4. | Never use to discuss | 69 | 57.50 |

CONCLUSION

This could be inferred from the foregoing discussion that in spite of the most of the respondents

having TV sets of their own the number of regular TV viewer was extremely very low. This might be due to lack of time and upto some extent lack of motivation towards agricultural programmes, but those who viewed these programmes watched them completely and understood them moderately. These respondents used to talk others while watching these programme, hence they were not seriously and carefully viewing these programmes, it was therefore, maximum of them did not discuss about these programmes with their fellow counter parts.

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