RESEARCH NOTE

Analysis of Information Seeking Behaviour of the Ber Growers

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ABSTRACT

The behaviour of farmer play an important role in acceptance of new technology from any source or channel. Farmers seek information from training, conferences, exhibitions, campaigns, bulletins, seminar radio, television, newspaper, friends, neighbours, internet, research-stations, village extension workers etc. for the promotion of agricultural production. The present study was conducted in Chomu tehsil of Jaipur district of Rajasthan, which was selected purposely. A sample of 100 ber growers was selected from 10 villages by simple random sampling technique. It was found that majority of the ber growers (76.00%) were having medium level of information seeking behaviour followed by 13.00 percent having low and only 11.00 per cent were having high level of information seeking behaviour. About 85.11 per cent peripheral ber growers had high information seeking behaviour, whereas only 67.92 per cent distant ber growers had high information seeking behaviour.

Key words: *Behaviour; Technology; Information;*

Farmers seek information from training, conferences, exhibitions, campaigns, bulletins, seminar radio, television, newspaper, friends, neighbours, internet, research-stations, village extension workers etc. for the promotion of agricultural production. It is also said that these are important means to fill the communication gap between the lab and the farm. These have brought the farmers and scientist closer to understand the suitability of technology in line with farmer's perspectives. The behaviour of farmer play an important role in acceptance of new technology from any source or channel. Today is the era of information explosion. Innumerable information is generated, synthesized and disseminated every moment. Information technology has revolutionized the transfer of information through new ways, i.e. internet, e-mail etc. Information from any part of the world could be made available through information technology thereby changing the world into global village. Therefore, the farmers should also be equally privileged to get informed of farm related information without delay.

Keeping all these points in mind the present study "An Analysis of the Variables affecting the Information Seeking Behaviour of the Ber growers of Chaumu Tehsil of Jaipur District in Rajasthan" was undertaken.

METHODOLOGY

The present study was under taken in Jaipur district of Rajasthan. Chomu tehsil was selected purposely due to having highest area and production of ber as compared to other tehsils. 10 villages having highest area under ber cultivation were selected randomly for the study purpose. From the selected villages, a sample of 100 ber growers was selected by random sampling technique for the study purpose in such a manner that the numbers of ber growers selected were proportional to the total number of ber growers of the respective village and data were collected through well structured interview schedule. The information seeking behaviour of the ber growers was measured by adding the sources of all the components of information seeking behaviour viz., extent of use of different sources and channels, credibility of different sources and channels, extent of contact to different extension functionaries and extent of exposure to different media.

The extent of use of different information sources and channels was measured by using the scale developed by *Singh (2002),* whereas the credibility of different sources and channels of ber growers developed by *Gunawardana (2005),* used with slight modification and the extent of contact of the ber growers were

measured by the schedules developed by the investigator in light of the suggestions of the experts. The data were collected by personal interview method, the data colleted were classified, tabulated and inferences were drawn after subjecting the data to appropriate statistical analysis which led to the following major findings.

RESULTS AND DISCUSSION

Information seeking behaviour of the ber growers : The information seeking behaviour of different sources and channels of agriculture information was calculated by summing the ber growers scores of 'extent of use of information sources and channels,' their 'degree of credibility to different sources and channels', their 'extent of contact to different extension functionaries' and their 'extent of exposure to different media' of each of the respondent. The respondents were then categorized in to three categories namely, 'low information seeking behaviour' 'medium information seeking behaviour' and 'high information seeking behaviour' by using mean (197.02) and standard deviation (15.09). The information seeking behaviour of peripheral and distant ber growers has been presented in Table-1.

The data in Table 1 indicates that majority of both types of ber growers (76.00 %) were having medium level of information seeking behaviour followed by 13.00 per cent having low and only 11.00 per cent were having high level of information seeking behaviour.

The data in Table 1 also shows that majority of the peripheral ber growers (85.11 %) were having medium level of information seeking behaviour followed by 12.76 per cent peripheral ber growers having low level of information seeking behaviour and only 2.13 per cent peripheral ber growers were having high level of information seeking behaviour. In case of the distant ber growers 67.92 per cent were having medium level of information seeking behaviour followed by 18.87 per cent having high level of information seeking behaviour

and 13.21 per cent were having low level of information seeking behaviour.

The analysis of the data further indicates that the 'Z' value between the scores of the information seeking of peripheral and distant ber growers was -0.74, which was non significant. Hence the null hypothesis was accepted. This shows that there was no significant difference between the peripheral and distant ber growers in their information seeking behaviour.

Association of the selected independent variables with the information seeking behaviour of ber growers : The association between the information seeking behaviour of ber growers and the selected independent variables viz., age, education level, social participation, size of land holding, farm power, family size, farming experience, innovation proneness and annual income of the ber growers were measured by computing "coefficient of correlation" (r). The data have been presented in Table 2.

A critical examination of the data presented in Table 2 revealed that the ber growers education level, social participation, size of land holding, farm power, innovation proneness and annual income were found positively and significantly correlated with their information seeking behaviour at 0.01 level of probability, while the age of the ber growers was found negatively and significantly correlated with their information seeking behaviour at 0.05 level of probability.

Hence the null hypotheses showing that there is no significant association between the information seeking behaviour of the ber growers with their age, education level, social participation, size of land holding, farm power, innovation proneness and annual income were rejected and alternate hypotheses were accepted. This leads to the conclusion that there is a significant association between the information seeking behaviour of the ber growers and their age, education level, social participation, size of land holding, farm power, innovation proneness and annual income.

Table 1. Distribution of peripheral and distant ber growers according to their information seeking behaviour

Levels of information seeking behaviour	Peripheral ber growers (n=47)		Distant ber growers (n=53)		Total ber growers (N=100)		'Z' value
	No.	%	No.	%	No.	%	
Low (<181.93)	6	12.76	7	13.21	13	13.00	
Medium (181.93 to 212.11)	40	85.11	36	67.92	76	76.00	0.74 [NS]
High (> 212.11)	1	2.13	10	18.87	11	11.00	

$\overline{X}$ = 197.02 σ = 15.09   NS = Non-significant

Table 2. Association between the information seeking behaviour of ber growers and selected independent variables

Independent variables	Peripheral ber growers (n = 47)	Distant ber growers (n=53)	Total ber growers (N= 100)
Age	-0.473**	-0.192 NS	-0.224*
Education	0.541**	0.308*	0.358**
Social participation	0.076 NS	0.343*	0.269**
Land holding	0.104 NS	0.432**	0.284**
Farm power	0.308*	0.588**	0.457**
Family size	0.143 NS	0.047 NS	0.140 NS
Farming experience	-0.246 NS	0.067 NS	-0.016 NS
Innovation proneness	0.143 NS	0.280*	0.262**
Annual income	0.214 NS	0.572**	0.487**

* Significant at 0.05 level of probability
** Significant at 0.01 level of probability
NS = Non-significant

The 'family size' of the ber growers was positively and non-significantly associated with their information seeking behaviour, whereas their 'farming experience' was negatively and non-significantly associated with their information seeking behaviour. Hence the null hypotheses showing that there is no significant association between the information seeking behaviour of the ber growers and their family size and farming experience were accepted.

A critical examination of the data presented in the table also revealed that the peripheral ber grower's age, education level was found negatively and significantly correlated, whereas their education level was found positively and significantly correlated with their information seeking behaviour at 0.01 level of probability.

Their farm power was found positively significant at 0.05 level of probability, this leads to the conclusion that there is a significant association between the information seeking behaviour of the peripheral ber growers and their age, education level and farm power. While their social participation, size of land holding, family size, farming experience, innovation proneness and annual income were non-significantly associated with the information seeking behaviour. These observations the concluded that there is no significant association between the information seeking behaviour the peripheral ber growers and their social participation, size of land holding, family size, farming experience, innovation proneness and annual income.

A critical examination of the data presented in Table 2 also revealed that the distant ber growers education level, social participation and innovation proneness were positively and significantly correlated at 0.05 level of probability and their size of land holding, farm power and annual income were positively and significantly correlated at 0.01 level of probability with the information seeking behaviour.

CONCLUSION

There is a significant association between the information seeking behavior of the ber growers and their education level, social participation, size of land holding, farm power, innovation proneness and annual income, age, family size and farming experience of the distant ber growers were non-significantly associated with their information seeking behaviour, which leads to the conclusion that 'there is no significant association between the information seeking behaviour of distant ber growers and their age, family size and farming experience.

REFRENCES

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