

Correlation profile of farmers with their reading habits of print media

H.S. DHARURKAR AND S.P. GAIKWAD*

Department of Agricultural Extension Education, College of Agriculture, Baramati, PUNE (M.S.) INDIA

ABSTRACT

The present study was undertaken in 10 villages of Akola Panchyat Samiti of Akola district of Maharashtra state. The main object of the study was to identify the relationship between various personal, socio-economic and communicational characteristics and their reading habits of different print media. From this study it was found that selected variables of readers like education, land holding, annual income, social participation, socio-economic status, and extension contact were found to be positive and significantly correlated with reading habit of respondents. However, age was found to be non significant in relation with reading habit but it found negatively significant with reading habit about newspaper.

Dharurkar, H.S. and Gaikwad, S.P. (2011). Correlation profile of farmers with their reading habits of print media. *Asian Sci.*, 6(1 & 2):12-14.

Key Words : Reading habits, Correlation, Profile

INTRODUCTION

Print medium is one of the most important mass medium. Newspapers, bulletins, newsletters, pamphlets, folders, leaflets, circular letters and Krishi Patrika are some of the popular printed sources of information which disseminate the information particularly to the rural masses and are read by people at leisure. Print media has shown tremendous impact in changing the agricultural scenario. It is believed that print media demands for more active and creative participation on the part of the rural leaders than it is demanded by the audience of other media.

The low literacy level and poor purchasing power is partly responsible for limited reach of news paper and magazine in India, especially in rural areas. For this there is need to study personal, socio economical and communicational profile of subscriber farmers of print material and their relation with reading habit of farmers and availability of print media. So the present study was carried out with specific objective to study the relationship between various personal, socio-economic and communicational characteristics and their reading habits.

RESEARCH METHODOLOGY

The present study was undertaken in 10 villages of Akola Panchyat Samiti of Akola district of Maharashtra State with the help of exploratory design of social research. Vilages were Nimbi, Kapshi, Chikhalgaon,

Ugwa, Aagar, Palodi, Kanheri, Shivapur, Babulgaon and Wanirambhapur. These villages were randomly selected by using simple random sampling method. From each village a list of literate farmers who could read printed matter was obtained and 15 farmers were selected by equal interval random sampling technique like wise total respondents were 150.

The independent variables studied were age, education, land holding, annual income, social participation, socio-economic status, extension contact and the dependent variables studied were extent of availability of print media and reading habit. Correlation coefficient was worked out to study the relationship between independent and dependent variables.

EXPERIMENTAL FINDINGS

It is observed from the Table 1 that, education, land holding, annual income, socio-economic status, extension contacts and reading habit were found to be significantly correlated with extent of availability of print media. Social participation was also found to have significant correlation with extent of availability of print media.

It is observed form Table 2 that education, land holding, annual income, social participation, socio-economic status had highly significant and positive correlation with reading habit of overall publication. Extension contact was found to be significant as these characteristics had significant correlation with reading habit.

* Author for correspondence.