



RESEARCH ARTICLE :

Factors influencing the utilization of information and communication technology tools by agricultural extension functionaries

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SUMMARY : The present study was carried out in four districts of Karnataka state during 2016-2017 to identify the factors influencing the utilization of information and communication technology tools by agricultural extension functionaries. Eighty Agricultural officers and Assistant Agricultural officers from Mysuru, Hassan, Tumukuru and Mandya districts formed the sample of the study. The results revealed that education, job experience, achievement motivation, innovative proneness, job involvement, e-readiness, organizational climate, mass media utilization, accessibility to ICT tools and training on ICT tools of agricultural extension functionaries were found to be having significant to highly relationship with their extent of utilization of ICT tools. All the 14 personal, socio-economic, psychological and communication characteristics of agricultural extension functionaries put together have contributed to the tune of 74.50 per cent variation in the extent of utilization of ICT tools. The results of the path analysis revealed that training on ICT tools, accessibility to ICT tools and education had direct, indirect and largest indirect effects on the extent of utilization of ICT tools by agricultural extension functionaries.

KEY WORDS:

Factors, Utilization, ICT tools,

Agricultural extension functionaries

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