



Research Article

Credibility usefulness and utilization of communication sources and channels as perceived by wheat growers

■ P. SINGH, J.P. LAKHERA AND H.O. SHARMA

ARTICLE CHRONICLE :

Received:
27.08.2012;

Revised :
17.01.2013;

Accepted:
16.02.2013

SUMMARY : Present study was conducted in Bharatpur district of Rajasthan. Results indicated that the important channels considered as 'most useful' and 'useful' by the majority of respondents were 'result demonstration', 'method demonstrations', 'training, group meeting and discussion' under personal cosmopolite channels. Agricultural supervisor, KVK scientist, progressive farmers and friends under personal localite channels', 'radio and film show and print media' under impersonal cosmopolite channels. Regarding the degree of usefulness of different communication channels is concerned, about 61% respondents considered the personal cosmopolite channels as useful, 57% considered personal localite channel while, 44% considered the impersonal cosmopolite channels as 'most useful' and 'useful'. It was also revealed in the study that adoption of seed technology, nitrogenous fertilizers and weedicides in wheat production was positively and significantly related with the communication behaviour of farmers. Further, the knowledge level of farmers regarding wheat technology was positively and significantly related with use of personal cosmopolite, localite and impersonal cosmopolite channels. Whereas, the level of attitude of farmers was positively and significantly related with use of personal cosmopolite as well as localite communication channels. The study highlighted that demonstration, scientists of ARS/KVK/ Agricultural university scientists and trainings activities were found most credible followed by print media.

KEY WORDS :

Attitude, Channels,
Communication
behaviour, Training,
Demonstration, Radio,
Credibility, Sources

How to cite this article : Singh, P., Lakhera, J.P. and Sharma, H.O. (2013). Credibility usefulness and utilization of communication sources and channels as perceived by wheat growers. *Agric. Update*, 8(1&2): 8-13.

Author for correspondence :

P. SINGH
Agricultural Research
Station (SKRAU),
BIKANER (RAJASTHAN)
INDIA

See end of the article for
authors' affiliations