



**RESEARCH ARTICLE :**

## Construction and validation of a scale for the measurement of attitude of the farmers towards mobile phone based agro-advisories (MBAs) on cotton crop

■ **K. MADAN MOHAN REDDY, I. SREENIVASA RAO, M. SRINIVASULU, G.D. SATISH KUMAR AND G.E.CH. VIDYASAGAR**

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**Author for correspondence :**

**K. MADAN MOHAN REDDY**  
Department of  
Agricultural Extension,  
College of Agriculture,  
Professor Jayashankar  
Telangana State  
Agricultural University,  
HYDERABAD  
(TELANGANA) INDIA  
Email:madhanmohanreddy26@gmail.com

See end of the article for authors' affiliations

**SUMMARY :** Among the various ICT tools, majority of the Indian farmers own mobile phones. The availability and accessibility of mobile phones among the farmers was higher than any other ICT tools. Mobile phones have the advantages of having many additional services in addition to the standard voice function such as SMS for text messaging, email, packet switching for access to the Internet, gaming, Bluetooth, infrared, camera with video recorder and MMS for sending and receiving photos and video. Mobile phone is used for two way communication, helps to disseminate information, improve farmers' knowledge, increase participation and share knowledge with others. The objective of the study was to know the attitude of farmers towards mobile phone based agro-advisories (MBAs) on cotton crop, necessary scale is required. Due to the non-availability of a proper scale to measure an attitude of the farmers towards mobile phone based agro-advisories (MBAs) on cotton crop, it was thought necessary to construct a scale for the purpose of the study. Keeping this in view, an attempt has been made to develop a scale for measuring the attitude of the farmers towards mobile phone based agro-advisories (MBAs) on cotton crop. For this purpose method of summated rating scale developed by Likert's (1932) was used. Fifteen statements were selected from 25 statements for which 't' values were worked out, whose values were highest *i.e.*, with t-values more than 1.75, with equal number of both positive and negative statements.

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