



RESEARCH ARTICLE :

Scale to measure utility perception of mass media by the farm women

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SUMMARY : Due to non-availability of proper scale to measure utility perception of mass media by the farm women, it was thought necessary to construct a scale for this purpose. Keeping this in view an attempt has been made to develop a scale for measuring utility perception of mass media by the farm women. Normalized rank approach recommended by Guilford (1978) was used in this study for scale construction.

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