

Credibility of sources of information as perceived by banana growers

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ABSTRACT

The study on credibility of sources of information as perceived by banana growers was carried out in Basmat taluka from Hingoli district and Ardhapur taluka from Nanded district of Marathwada region of Maharashtra State, India. The data collected from 150 randomly selected banana growers. The results revealed that the Agricultural Assistant was most credible information source perceived by the banana growers. Whereas Gramsevak and demonstration were ranked second and third credible sources of information, respectively. In case of categorywise credibility order of information sources, friends was the most credible information source, followed by neighbours, progressive farmers, relatives and family members, respectively in the respect of personal localite sources. Among personal cosmopolite sources of information, Agricultural Assistant was ranked first credible source, followed by Gramsevak, Agricultural University Scientists, Agriculture Supervisor, Circle Agricultural Officer, Taluka Agricultural Officer, representative of private companies, Sub-Divisional Agricultural Officer and District Superintending Agricultural Officer, respectively. In case of mass media sources, demonstration was the most credible source of information, followed by radio, printed agriculture literature, newspaper and television respectively.

Key words : Credibility, Sources of information, Banana growers.

INTRODUCTION

It is an established fact that modernization of agricultural sector could only be made possible when the technology is transferred from its source to the ultimate unit of its utilization. An important pre-requisite for the adoption of an innovation is the effective communication of information relating to the innovation. Banana is one of the most important fruit crop of Maharashtra State both in terms of acreage and production. The fast growing fruit crop cultivation technology requires a sound and well planned system of information sources. The extent to which the information and recommendations of communicators are accepted by farmers depends on their perception of the credibility of communicators as sources of information. Credibility is the degree to which a communication source or channels is perceived trustworthy and competent by the receiver. The knowledge of credibility of information sources will be of immense value to the change agent or extension workers as it will help in appropriate planning of the communication strategy which may result in the quick acceptance of improved technology on the part of the farmers. Keeping

this in view, the present investigation was carried out with the objective to know the credibility of sources of information as perceived by banana growers.

MATERIALS AND METHODS

Basmat taluka from Hingoli district and Ardhapur taluka from Nanded district were selected for the study. From each taluka, three villages, which had occupied sufficient area under banana crop were selected. Finally, 25 respondents were selected randomly from each selected village. Thus total sample size comprised of 150 banana growers. The respondents were personally interviewed with a well constructed and pre-tested interview schedule. Credibility of information sources can be defined as the degree to which farmers trust particular sources of information to be accurate and useful for their purposes (Supe, 1971). The credibility of sources of information as referred in this study is the trustworthiness of and faith in the sources as perceived by the banana growers. Credibility of information sources was measured by asking the respondents as to how much trustworthy or credible the sources were through which they can receive the message regarding the improved agricultural technology of banana cultivation. Twenty-one available information sources were enlisted and responses were collected on a four point rating scale, ranging from most

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