



Research Paper

## Relationship between personal and socio-psychological characteristics with the communication behaviour of AAO farm women

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**Paper History :**

**Received :** 16.05.2012;

**Revised :** 28.06.2012;

**Accepted :** 01.08.2012

**ABSTRACT :** The study was conducted in Karnataka state. 175 Taluks from 27 districts were selected for the study. 120 AAO – farm women, out of total 150 were contributed as the sample for the study. Totally nine demographic and socio-psychological variables namely, age, education, length of experience, organizational participation, trainings received, problem recognition, constraint recognition, reference criteria and involvement were selected for the study to know their association with the communication behaviour. The results indicated that age, education, experience, organizational participation, training received, problem recognition, constraint recognition, presence of reference criterion and involvement were significantly related and altogether explained to the extent of 94 per cent variation with communication behaviour of AAO-farm women. A clear insight into the study reveals that involvement, age, education, organizational participation, experience, training received and constraint recognition were the important factors in an decreasing order were significant in explaining the amount of variation in the communication behaviour of AAO – farm women. Personal variables like age, education, experience, organizational participation and training received are having significant relationship with psychological variables like problem recognition, constraint recognition, presence of reference criterion and involvement. The five personal variables *i.e.*, age, education, experience, organizational participation and training received altogether explained 66 per cent of variation in the problem recognition and among these, education, experience and training received were significant in explaining variation in problem recognition. Age, education, experience, organizational participation, training received altogether explained 74 per cent variation in constraint recognition and among them, education and training received were significant in explaining variation in constraint recognition. Overall, there was a significant variation between personal and socio-psychological variables and communication behaviour of AAO- farm women. Hence, there is a need to give importance to these factors to enhance the communication behaviour of AAO – farm women.

**KEY WORDS :** AAO-farm women, Communication behaviour, Socio-psychological characteristics

**HOW TO CITE THIS PAPER :** Shashekala, S.G., Govinda Gowda, V. and Ravikumar, P. (2012). Relationship between personal and socio-psychological characteristics with the communication behaviour of AAO farm women, *Internat. Res. J. agric. Eco. & Stat.*, **3** (2) : 305-309.

## INTRODUCTION

In the emergence of what is popularly known as “Theories of development “one looks almost invain for general relationship of communication behaviour to socio-economic development”. One of the most important communication questions in the world at this moment is “How communication can contribute most effectively to the social and economic development of the nations” (Wilbur Schramn, 1958). To answer

a question of such macroscopic proportions requires a search into several social sciences disciplines. The result of such an enquiry will reveal a thin but durable thread of communication, variably woven into the fabric of scientific knowledge (White, 1965). When the existing extension system grows with strengthening its communication support, then one can expect process of development not only at micro level, but also at macro level.

Several research studies conducted in the past, in the