

Research note :

CREDIBILITY PATTERN OF INFORMATION SOURCES BY THE LIVESTOCK OWNERS

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Effective communication of scientific findings is to ensure the fuller utilization of production potentiality of modern animal husbandry technology by the livestock owners. Improved animal husbandry practices and technology can be communicated through various media to the livestock owners and one has to take into account the preference of the livestock owners for a particular information source and media. Out of many sources of information available the livestock owners may depend on the credibility of information source as perceived by them.

Credibility is the prestige, reputation, fait, impression, honour, reputation, confidence, reliability or any such perception which the audience (client) holds about the information source and channel.

The source credibility may vary according to type of farming, previous experience, socio-economic status, mass-media exposure and other characteristics of audience the present study was undertaken to identify the different sources credibility pattern of information sources by livestock owners.

The present study was conducted in Hingoli district of Maharashtra which comprises of five tahsils out of which three tahsils i.e. Hingoli. Aundha and Basmath were purposively selected for this investigation. All these tahsils are considered to be progressive in the field of livestock. From each of these three tahsils, five villages were selected purposively and fifteen livestock owners from each village were selected randomly. Thus in all 225 livestock owners were selected for data collection.

Personal interview technique was employed for collection of data. Interview schedule was specially designed for the investigation.

Table 1 shows the category wise credibility pattern of sources of information by the livestock owners. The data revealed that for information regarding animal husbandry practices among personal locality sources friends and neighbours occupied the top most position and was ranked higher by the respondents Other sources in order of their ranking were family members, progressive livestock owners and village leader. Among the personal cosmopolite sources extension personnel and Gram sevak was ranked higher by the respondents. Other sources in order of their credibility were university scientists, LDOs, Panchayat personnel, Veterinary Surgeon, Subject Matter Specialist, BDOs, NGOs, co-operative society and Bank personnel. It was found that extension personnel and Gram Sevak had highest credibility since they had more intensive contact and are also more closer in social and economic status to the average livestock owner than other cosmopolite sources. Also the extension personnel and Gram Sevak on the other hand are much more accessible to average livestock owner than other cosmopolite sources. Among mass media sources of information the respondents ranked demonstration, radio and Kisan Call Centre as first, second and third rank, respectively. Perceived credibility of radio was found to be very high as compared to TV. Secondly radio unlike TV has been serving from long age.