

RESEARCH ARTICLE :

Radio listening behaviour and preferences of rural farmers in Raichur district of NE Karnataka

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SUMMARY : The study was conducted in Raichur district of North Karnataka, during the year 2013-14 by following purposive sampling 120 respondents were selected from the district. The data was elicited through personnel interview method and analyzed using mean, standard deviation, frequency, percentage and correlation. The major findings of the study indicate completely radio listening behaviour of the respondents to different farm and home radio programmes and reveals that respondents listening behaviour of the farm programmes regularity of listening priority of live phone in programmes (45.83%) and progressive farmer interviews (41.67%), discussing on burning topics (37.50%), experts interviews (40.00%) and special talks (35.00%). Among home programme gelayara balaga (46.67%), radio doctor (45.00%) and health programme (44.17%) and mahila ranga (14.17%) were in order of regularity in listening. It is also revealing to note that, 40 per cent of the respondents spent 'full time' in listening the farm programmes such as progressive farmer interviews, experts interviews, live phone in programmes, discussing on burning topic and special talk in order. On the contrary, the respondents were also spent their time on listening home programmes such as gelayara balaga (40.83%), radio doctor (40.00%) and health programme (38.33%) as full time in order. With regards to attention of the respondents to farm and home programmes, nearly (80.00%) of the listener paid 'full attention' and 'attention' to the enlisted farm and home radio programmes. It is also evident that the variables viz., education, farming experience and family size were significantly related with listening behaviour. There was no significant relationship between method of listening and age, extension orientation, mass media participation, scientific orientation, management orientation and innovativeness. It is clear that, nearly one third of the radio listener preferred the live phone in agricultural and allied sector programmes as a most preferred method of presentation.

KEY WORDS :

Radio, Respondents, Listening behaviour, Farmers, Preference

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BACKGROUND AND OBJECTIVES

The revolution in communication technology has accelerated the pace and amount of information in the shortest possible

time for majority of the farmers and rural population, the information and communication technology that is cheap, multipurpose, well established easily available, user friendly and having wide coverage can still provide required

amount of information. Radio is one which is being effectively used since long and reaching to a large number of people in a very short time and minimum cost. Radio used as a powerful educational tool suitable for creating general awareness, to bring desirable changes in the attitude and listeners reinforce learning. The radio plays a significant role for illiterate farmers to gather information of various kinds on agriculture and other allied aspects so as to update their knowledge and skills. Further it enables the farmer to listen to the broadcasted programmes while carrying out other activities. It has one of the most important and cheapest mass media through which the messages can be conveyed quickly to large group of audience, irrespective of distance and literacy level. It is very useful in rural development programmes. It covers great distance and all kind of natural barriers. Radio communication can be received even where there is no electricity. It is usually effective for both *viz.*, literates and illiterates. It has a great variety of content related to farm, home, community, and entertainment. Keeping the above into consideration this study was undertaken with following objectives.

- To find out the radio listening behaviour of the farmers
- Liking of the radio listener on mode of presentation of the radio programmes and
- Profile characteristics of farmers in relation to their listening behaviour.

RESOURCES AND METHODS

The study was conducted purposively in Manvi, Sindhnur and Raichurtalukas of Raichur district as these talukas has which maximum listeners. All the registered listener of the radio programmes of the selected talukas *viz.*, Manvi, Sindhnoor and Raichur were arranged allphabatically and 40 registered radio listeners from each taluka drawn as a respondents for the present study by following simple random sampling procedure. All together from three talukas to the tune of 40 respondents from each taluks comprises a total of 120 respondents for the present study. Another basic criteria for selection of the respondents is that they have to possess the radio set for listening activity.

For this study, *expost facto* research design has been used. A well structured interview schedule was constructed to meet the objectives of the present study. Necessary precautions were taken to ensure that the

questions in the schedule were unambiguous, clear, concise, complete and comprehensive. The schedule was pre-tested in a non-sampling area and modified with the aim of making the schedule realistic. Data were collected by personally interviewing the selected farmer either in their residence or in their farm. The data obtained were subjected to suitable statistical analysis.

OBSERVATIONS AND ANALYSIS

The results obtained from the present study as well as discussions have been summarized under following heads:

Mean scores of the radio listening behaviour of the radio listeners categories towards farm and home radio programmes :

Table 1 indicate that, the mean score of the radio listening behaviour categories of high and low listeners. It is very obvious from the data that difference in the mean score obtained by low and high response were very in significant. Further 't' test of significance applied to the mean difference between low, high and overall revealed that difference were significant.

Table 1 : Mean scores of the radio listening behaviour of the radio listeners categories towards farm and home radio programmes (n=120)

Sr. No.	Categories	Mean listening score	't' test
1.	Low	2168.32	0.389
2.	High	4624.52	
3.	Overall	3276.80	

Listening behaviour of the radio listeners towards farm and home radio programmes :

The appraisal of the Table 2 focuses that, a majority of the radio listeners preferred to listen regularly the farm programmes *viz.*, live phone in programmes (45.83%) and progressive farmer interviews (40.83%). While, gelayara balaga (46.67%) and radio doctors (45.00%) was listening regularly by the respondents among home programmes. This may be due to fact that, these programmes is purely on practical basis and feels the listeners to be a part of it. Another reason may be of their high enthusiasm, higher education and social participation might have yielded the present result.

Time spent is another component of radio listening behaviour of the respondents revealed that the majority

Table 2 : Listening behaviour of the radio listeners towards farm and home radio programmes***(n=120)**

Sr. No.	Programmes	Regularity of listening			Time spent (Duration)			Extent of attention		
		LI	LF	LR	Full	Half	Less than half	PA	A	FA
1.	Farm programmes									
	Progressive farmer interviews	15 (12.5%)	40 (33.33%)	65 (54.17%)	71 (59.17%)	35 (29.17%)	14 (11.67%)	15 (12.50%)	55 (45.83%)	50 (41.67%)
	Experts /specialist interviews	28 (23.33%)	44 (36.67%)	48 (40.00%)	67 (55.83%)	30 (25.00%)	23 (19.17%)	18 (15.00%)	53 (44.17%)	49 (40.83%)
	Live phone in programmes	10 (8.33%)	35 (29.17%)	75 (62.50%)	80 (66.67%)	28 (23.33%)	12 (10.00%)	10 (8.33%)	58 (48.33%)	52 (43.33%)
	Discussion of burning topic	27 (22.50%)	48 (40.00%)	45 (37.50%)	44 (36.67%)	45 (37.50%)	31 (25.83%)	25 (20.83%)	50 (41.67%)	45 (37.50%)
	Straight talk on agricultural	33 (27.50%)	45 (37.50%)	42 (35.00%)	46 (38.33%)	44 (36.67%)	30 (25.00%)	25 (20.83%)	48 (40.00%)	47 (39.17%)
2.	Home programmes									
	Mahila ranga	30 (25.00%)	48 (40.00%)	42 (35.00%)	42 (35.50%)	43 (35.83%)	35 (29.17%)	19 (15.83%)	54 (45.00%)	47 (39.17%)
	Radio doctor	10 (8.33%)	38 (31.67%)	72 (60.00%)	64 (53.33%)	42 (35.00%)	14 (11.67%)	17 (14.17%)	55 (45.83%)	48 (40.00%)
	Gelayara balaga	12 (10.00%)	40 (33.33%)	68 (56.67%)	60 (50.00%)	45 (37.50%)	15 (12.50%)	15 (12.50%)	53 (44.17%)	52 (43.33%)
	Health programme	28 (23.33%)	39 (32.50%)	53 (44.17%)	46 (38.33%)	44 (36.67%)	30 (25.00%)	23 (19.17%)	50 (41.67%)	47 (39.17%)

LI- Listening Irregularly, LF- Listening Frequently, LR- Listening Regularly, PA- Partial Attention, A- Attention, FA- Full Attention

Note: Figures in the parenthesis indicate percentage

*Multiple answers are possible

of the respondents spend their 'full time' in listening of the live phone in programmes (41.67%), progressive farmer interviews (40.83%) and expert's interviews (40.00%) in farm radio programmes in order. On the contrary, equal per cent of the respondents were also spend 'full time' on gelayara balaga (40.83%) and radio doctors (40.00%) of the home programmes.

The possible reason may be that respondents were belonged to medium to young age group with high zeal and enthusiasm in listening of the programmes. Apart from recreation and information on many important health issues like chicken gunny, malaria, and dengue and so on. Further their wider social exposure to a common sense the radio programmes are so designed one could easily understood even by the illiterate.

With regards to the attention the respondents to the radio programmes revealed that, the majority of the respondents paid 'full attention' to the live phone in programmes (43.33%), progressive farmer interviews (41.67%) and expert interviews (40.83%) followed by straight talks on agricultural (39.17%) and discussion on burning topics (37.50%) in farm programmes. The possible reason may be its greatest advantage of over the other media like TV, newspapers. It does not involves

the eye of the audience hence it is help full in serving even actively audience is attending on other routine activities in the family. Another possible reason of programme presentation is use of simple and local language in explaining the concept in sequence might have contributed for 'full attention' of the respondents. The findings of the study are in support of the findings of Ajayi (2001).

Liking of the radio listener on mode of presentation of the radio programmes :

The result of the Fig.1 depicts that, the radio listeners likings for mode of programme presentation. A large majority of the radio listeners preferred live phone (29.16%) in programmes followed by series of lectures on agricultural themes and interviews with progressive farmers in order. This might be attributed to the fact that the live phone in programmes provides an opportunity to the listeners for clarifying their problems and doubts related to agricultural and allied activities. The live phone in programmes also provides directly opportunities to discuss with the experts may boost self morally in attending farm related problems. The probable reason for least preference of panel discussion as method of

Table 3 : The relationship between the independent variables and listening behaviour, time spent and extent of attention (n=120)

Sr. No.	Variables	Listening behaviour	Time spent	Extent of attention
1.	Age	0.008 ^{NS}	0.093 ^{NS}	0.014 ^{NS}
2.	Education	0.344*	0.305*	0.148*
3.	Family size	0.257*	0.133 ^{NS}	0.171 ^{NS}
4.	Farming experience	0.298**	-0.036 ^{NS}	0.078 ^{NS}
5.	Size of land holding	0.052 ^{NS}	0.045 ^{NS}	0.096 ^{NS}
6.	Annual income	-0.008 ^{NS}	0.080 ^{NS}	-0.010 ^{NS}
7.	Extension orientation	-0.165 ^{NS}	-0.113 ^{NS}	-0.100 ^{NS}
8.	Mass media participation	0.073 ^{NS}	0.226*	0.097 ^{NS}
9.	Risk orientation	-0.152 ^{NS}	-0.075 ^{NS}	-0.113 ^{NS}
10.	Scientific orientation	-0.005 ^{NS}	0.128 ^{NS}	-0.175 ^{NS}
11.	Management orientation	-0.093 ^{NS}	0.115 ^{NS}	0.089 ^{NS}
12.	Innovativeness	0.112 ^{NS}	0.142 ^{NS}	0.163 ^{NS}

*. Correlation is significant at the 0.05 level (2-tailed)

** . Correlation is significant at the 0.01 level (2-tailed)

NS=Non-significant

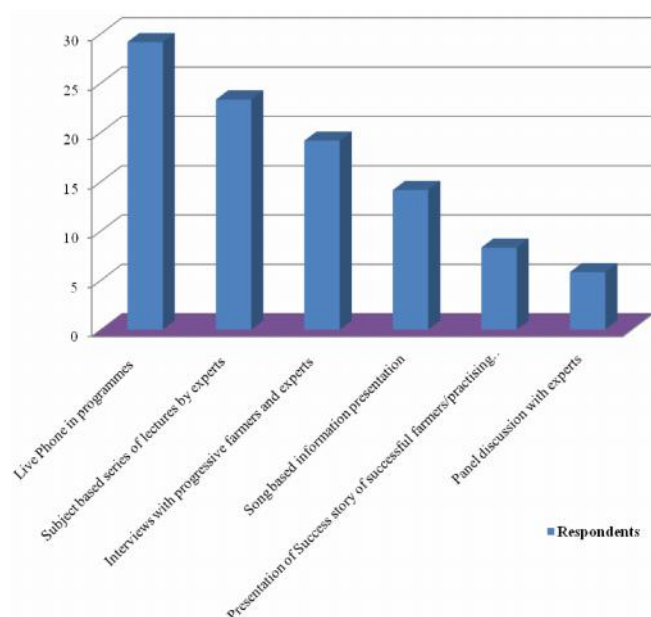


Fig. 1 : Linking of the radio listener on mode of presentation of the programmes

presentation might be due to fact that through panel discussion (5.83%) gives wider interaction of information might not be useful at the movement in solving the field problems. Thus the results were in confirmation with the results of Michael (2003) and Ram Chandra *et al.* (2004).

Relationship between the independent variables and listening behaviour, time spent and extent of attention :

It is clear from Table 3 the relationship between

independent variables and listening behaviour is interesting. Education, farming experience and family size were significantly related. There was no significant relationship between method of listening and age, extension orientation, mass media participation, scientific orientation, management orientation and innovativeness.

With reference to time spent, education and mass media participation was positively and significantly related with farm, home programmes. There was no relationship between time spent with age, family size, farming experience, land holding, annual income, extension orientation, scientific orientation, management orientation and innovativeness.

As concerned to the extent of attention of listening programmes, variable *viz.*, education was significantly related with farm, home programmes. There was no significant relationship between extent of attention of listening and age, family size, annual income, extension orientation, mass media participation, scientific orientation, management orientation and innovativeness.

The possible reason for positive and significant association of education with listening behaviour might be that, as the education increases urge for information increases. As size of family increases may be the flow of information from outside world increases due to more number of family members and the work load reduces which results in more free time and hence positive and significant association with listening behaviour. The findings of the study are in line with the findings of Geeta (2007).

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