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RESEARCH ARTICLE :

Profile characteristics of radio listeners in Raichur district of NE Karnataka

■ **SYED RIYAJ KHADRI, S.B. GOUDAPPA AND SIDRAMAYYA**

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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 and percentage. The major findings of the study indicate that, a large majority (73.33%) of the respondents belonged to the middle age group (age between 27 to 32 years). Nearly forty per cent of the respondents were educated upto middle school followed by illiterate (29.17%) and primary school and (16.67%). A large majority (90.83%) of the respondents belonged to big family size. Forty per cent of the respondents belonged to 10-20 years of farming experience.More than fifty per cent of the respondents (51.67%) belonged to semi-medium farmer. Nearly fifty per cent of the (48.33%)respondents had medium income level (Between Rs. 40001 to 80000/-). Nearly fifty per cent (47.5%) of the respondents belonged to medium and low extension orientation category. Majority of the radio listener had medium and low risk orientation, scientific orientation and management orientation towards farming. Large majority of the radio listeners were exhibited medium to low innovativeness (72.50%). Majority of the respondentspossessed television (90.83%) followed by mobile (54.17%), news paper (40.00%) and magazines (4.17%). Majority of the radio listener consulted neghibours (54.16%) and friends (50.00%) for agricultural information, followed by relatives (35.83%), input agencies (35.00%), Agricultural Assistant (31.67%), AAO (26.66%), and scientists of AC Raichur (25.83 %), AHO (19.16%) and ADA (5.83%).

KEY WORDS :
Radio, Respondents, Profile, Listeners

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Author for correspondence :
SYED RIYAJ KHADRI
Department of Agricultural Extension Education, University of Agricultural Sciences, RAICHUR (KARNATAKA) INDIA

See end of the article for authors' affiliations

BACKGROUND AND OBJECTIVES

Information flow is a basic necessity of development. It is to be communicated properly. The large scale economic development in agriculture depends on communication. The communication of agricultural information to farmers is a prerequisite of modernization of agriculture. Agricultural technologies are changing day by day. It is important to keep farmers in tune with recent technology and to educate them continuously about the implications of new agricultural technology (Murugan, 1994).Of the different mass media of information, radio is the cheapest and easiest 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 *viz*.,literates and illiterates. It has a great variety of content related to farm, home, community, and entertainment.

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. Now-a-days, with the advent of improved gadgets, radio listening behavior is reducing day by day, though AIR is broadcasting regular farm programmes for the benefit of farming community. So, in order to improve the effectiveness of farm broadcast, periodical evaluation on its impact is necessary. This probe would help to improve the existing programmes.

RESOURCES AND METHODS

Research Design is an important are while collecting and analyzing the data is a manner that aims to combine relevance to the research purpose with economy in procedure. The plan is overall scheme or paradigm of research. 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:

Socio-economic characteristics radio listeners :

Age :

The data presented in Table 1 shows that, a large majority (73.33%) of the respondents belonged to the middle age group (age between 27 to 32 years). followed by young and older age group. This may be due to the reason that they are more enthusiastic in nature wants to experience and listening of the new radio programmes. They are more interested to learn new activities and gain more knowledge through this media apart from strong desire to maintain a family status and more interested in their personalitydevelopment. Thus the results were in confirmation with the results of Bhosle *et al.* (2000).

Education :

A perusal of the Table 1 indicated that, education plays a very crucial role in the social and economic development of farmers nearly forty per cent of the of the respondents were educated upto middle school followed by illiterate (29.17%) and primary school and (16.67%). It is interesting to note that a negligible per cent (3.33%) of the respondents had education of graduation and above. This situation might be because of poor educational facilities at the village level. In general, in most villages the education level is low and more so in farmers because of non realization of education as means of socio-economic improvement. This showed that majority of the radio listeners were belonged to middle school, but they are more interested to listen to radio as it acts as a good communication and entertainment media. This will teach basic things, it is very helpful for their daily life as presentation of the programmes were in their local languages so as illiterates can also easily understand the messages broadcasted by radio. Hence, the above result. This is contradicted with the findings Patil *et al.* (2000).

Family size :

The data presented in Table 1 shows that, a large majority (90.83%) of the respondents belonged to big family size ranging from five and above the possible reason could be that joint family system prevailed in rural areas, whereas big family helps to assist agricultural and

Table 1 : Distribution of radio listeners according to their socio-economic characteristics			(n=120)
Sr. No.	Socio-economic characteristics	Frequency	Percentage
1. Age			
	Young (18 to 35 years)	29	24.17
	Middle (36-50 years)	88	73.33
	Old (Above 50 years)	3	2.50
2. Education			
	Illiterate (Who don't know how to read and write)	35	29.17
	Primary school (1 to 4thstandard)	20	16.67
	Middle school (5 to 7th standard)	47	39.17
	High school (8 to 10th standard)	8	6.67
	Pre-university (11 and 12)	6	5.00
	Graduate and above	4	3.33
3. Farming experience			
	Less than 5 years	11	9.17
	5-10 years	39	32.5
	10-20 years	48	40.00
	20 years and above	22	18.33
4. Family size			
	Small (1-4 members)	11	9.17
	Big (5 and above members)	109	90.83
5. Land holding			
	Marginal farmer(Less than 2.50 acres)	0	0.00
	Small farmer (Between 2.5 -5 acres)	7	5.83
	Semi-medium farmer (Between 5.1-10 acres)	62	51.67
	Medium farmer (Between 10.1-25 acres)	29	24.17
	Large farmer (>25 acres)	0	0.00
			Mean =8.52 SD = 2.07
6. Annual income(Rs.)			
	Low income group (Less than Rs. 40000)	35	29.17
	Medium income group (Between Rs. 40001 to 80000)	58	48.33
	High income group (Above Rs. 8,0001)	27	22.50
7. Extension orientation			
	Low (Mean - 0.425* SD)	47	39.17
	Medium (Mean ± 0.425* SD)	57	47.50
	High (Mean + 0.425* SD)	16	13.33
			Mean= 5.92 SD=1.67
8. Risk orientation			
	Low (Mean - 0.425* SD)	37	30.83
	Medium (Mean ± 0.425* SD)	54	45.00
	High (Mean + 0.425* SD)	29	24.17
			Mean=3.88 SD=0.88
9. Scientific orientation			
	Low (Mean - 0.425* SD)	39	32.50
	Medium (Mean ± 0.425* SD)	48	40.00
	High (Mean + 0.425* SD)	33	27.50
			Mean=7.53 SD= 1.60
10. Management orientation			
	Low (Mean - 0.425* SD)	35	29.17
	Medium (Mean ± 0.425* SD)	52	43.33
	High (Mean + 0.425* SD)	33	27.50
			Mean= 9.90 SD= 2.43
11. Innovativeness			
	Low (Mean - 0.425* SD)	43	35.83
	Medium (Mean ± 0.425* SD)	44	36.67
	High (Mean + 0.425* SD)	33	27.50
			Mean= 8.13 SD=1.69

its related activities. These findings were in conformity with the findings of Sulthana(2001) and Ninga (2005).

Farming experience :

A perusal of the Table 1 indicated that, forty per cent of the respondents belonged to 10-20 years of farming experience. This mainly depends upon age as majority of the farmers as majority of the radio listeners belonged to middle aged category and they might have started farming in their early age itself. Agricultural as their main livelihood activity in the rural area and the need to support of the family members in farming activities. The findings get support from the study of Aski (2007).

Land holding :

The data presented Table 1 reveals that, more than fifty per cent of the respondents (51.67%) belonged to semi-medium farmer. This might be due to the fact of fragmentation ancestral land from generation to generation, lead to semi-medium size of land holding. Moreover, agriculture may not be the only occupation for them. This result is in conformity with the findings of Sagar and Vijay (2004).

Annual income :

It was from Table 1 that, nearly fifty per cent of the (48.33%) respondents had medium income level (Between Rs. 40001 to 80000/-). The probable reason that, majority of the respondents being a part of labour force and some of them are small farmers, earned high wages working on others fields. Though, the most of the respondents are owning lands they are not getting consistent income because of failure of rains. So, the income is neither consistent nor assured. Hence, the findings show medium level of income. This finding was in line with the findings of Thiranjangouda (2005); Raghavendra (2007) and Thippeswamy (2007).

Extension orientation :

In glance of Table 1 shows that, nearly fifty per cent (47.5%) of the respondents belonged to medium and low extension orientation category. The probable reason might be high eagerness and enthusiasm to see their social image as progressive farmers and to solve their problems with extension agents and also availability of scientist in time at UAS, Raichur. Further, they also had undergone various educational efforts including trainings to update their knowledge on improved farming practices. The results were in line with the research findings reported by Venkataramalu (2003) and Sidramayya (2013).

Risk orientation :

In glance of Table 1 shows that, majority of the radio listener had medium to low level of risk orientation categories towards farming includes both production and marketing risk because of erratic rainfall pattern, tube well irrigation facilities and assured remunerative price for the produce at various markets and high scientific orientation towards farming leads for the result. The result was in line with the findings of Gotyal (2007).

Scientific orientation :

The data in Table 1 revealed that, majority of the radio listener had medium and low scientific orientation towards farming. This indicates that they are having higher degree of acceptance of risks involved in farming and tries to use various scientific management practices including use of systematic approaches in crop production and efficient resource management and interest in scientific aspects of farming. These results are in line with the results of Sakharkar (1995) and Saravankumar (1996).

Management orientation :

It could be observed from Table 1 that, majority of the respondents belonged to medium and low management orientation category. The probable reason may be due to the fact that various private field extension agencies Bhoochetana and NHM programme of Department of Horticulturemight have helped them to re-orient their farm management outlook. The exposure visits to various extension activities *viz.*, krishi mela, field days, interaction meetings, exposure visit during marketing etc., might have contributed to develop medium to low management orientation towards overall efficiency. This warranted better management orientation on the part of radio listeners in the utilization of natural resources such as water, land, improved cultivation practices and the overall efficiency of farm management. The similar results were noticed in the studies of Nagesh (2006).

Innovativeness :

The data presented in Table 1 noticed that, a large majority of the radio listeners were exhibited medium to low innovativeness (72.50%). It is crystal clear from the elsewhere in the present study revealed that a large majority of the respondents belonged to middle aged group *i.e.,* below fifty years and possess higher zeal and enthusiasm to accept the recommended practices. Further, innovativeness of individual depends upon so many factors mainly higher annual income, risk bearing ability, education, extension orientation etc., might have contributed for the present result. The results are in conformity with Natikar (2001); Shashidhar (2003) and Suresh (2004).

Mass media participation :

It could be seen from Table 2 that, majority of the respondentspossessed television (90.83%) followed by mobile (54.17%), news paper (40.00%) and magazines (4.17%). This might be due to the reason that common being able to easily afford to possess television, mobile and news paper as communication media. Whereas high percentage (54.16%) of respondents regularly viewed the television followed by 30.83 and 15.00 per cent of respondents viewed occasionally and never, respectively. This may be due to in recent year's television being one of the most popular media used by the majority of the respondents and this is the only single entertainment media for farmers. It is quite interesting to note that more than half of the respondents possessed mobile and regularly used as a source of information for agricultural programmes radio listener participated in various extension activities organised by marketing federation and KVKs, these organisation get registers the name and send the agricultural message on regular bases with regards to package of crop and market prices and regular bases through while message due to this might have contributed to. Television is the dominant media for entertainment and information to the farmers. Occasional reading was found in most of the subscribers. Reason for this might be the majority of the farmers were news paper but might not have realized the importance of magazines. This finding was in line with the findings of Thangavel *et al*. (1996).

Table 2 : Distribution of respondents according to their mass media participation **(n=120)**

Sr. No.	Sources	Subscriber / Possessed		Programmes	Frequency of use					
					Regular		Occasional		Never	
		F	%		F	%	F	%	F	%
1.	Television	109	90.83	Agriculture Programmes	65	54.16	37	30.83	18	15.00
				General Programmes	70	58.33	39	32.50	11	9.17
2.	News paper	48	40	Agriculture Programmes	15	12.5	45	37.50	60	50.00
				General Programmes	12	10.00	40	33.33	68	56.66
3.	Farm magazines	5	4.17	Agriculture Programmes	2	1.67	3	2.5	115	95.83
				General Programmes	1	0.83	4	3.33	115	95.83
4.	Mobile	65	54.17	Agriculture Purpose	50	41.67	15	12.5	55	45.83
				General Purpose	53	44.17	12	10	55	45.83

F: Frequency, %: Per cent

Table 3: Source consultancy pattern of the radio listeners for agricultural information **(n=120)**

Sr. No.	Source of information	Response	
		Frequency	Per cent
1.	Agricultural Assistant	38	31.67
2.	AAO/AO	32	26.66
3.	ADA/DDA/JDA	7	5.83
4.	AHO/SADH	23	19.16
5.	Relatives	43	35.83
6.	Friends	60	50.00
7.	Neighbourers	65	54.16
8.	Input agencies	42	35.00
9.	Scientist of UAS Raichur	37	30.83

Source consultancy :

The data in Table 3 revealed that, majority of the radio listenerconsulted neghibours (54.16%) and friends (50.00%) for agricultural information, followed by relatives (35.83%), input agencies (35.00%), Agricultural Assistant (31.67%), AAO (26.66%), and scientists of AC Raichur (25.83 %), AHO (19.16%) and ADA (5.83%).

The possible reason for this might be due to the fact that majority of the farmers have got information from neighbours, friends and relatives were easily available in local areas and agricultural input dealers were providing technical guidance for the farmers in their jurisdiction in order to keep updated for their clients and also got regular information from agricultural assistant and scientist of Agricultural colleges might have contributed for higher source of information. The findings of the result were similar to the findings of Raghavendra (1997).

Authors' affiliations :

S.B. GOUDAPPA AND SIDRAMAYYA, Department of Agricultural Extension Education, University of Agricultural Sciences, RAICHUR (KARNATAKA) INDIA

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