

Research Paper :

Factors and advantages linked and involved in selection of advanced communication media

P. TIWARI, UMA S. HIREMATH AND ACHALA GAKKHAR

Accepted : August, 2009

ABSTRACT

The present age is considered as the 'information age' where rapid dissemination of booming IT technology and advanced communication media has the capability to benefit the impoverished masses not only the educated elite. The new innovative communication technologies are need based, accessible, innovative, and transferable and timely. This makes agriculture and allied enterprises more productive by need based real time information and customized, categorized information to the end users. The present study was conducted at Dharwad in the year 2004-05 aims to document the factors and advantages linked and involved in selection of communication media by the extension personnel. Regarding factors involved in selection of advanced communication media by different organisations, it was revealed that message to be communicated, educational level of the people (target group) and number of persons (population) to be covered were the factors considered respectively along with the economicity and time saving were considered while selecting advanced communication media. The structured questionnaire along with personal interview was utilized as the tool for data collection.

See end of the article for authors' affiliations

Correspondence to:

P. TIWARI

Department of Extension
Education, Banasthali
University, JAIPUR
(RAJASTHAN) INDIA

Key words : Advanced communication media, Information, Advantages, Factors

Advanced communication media are the new technologies based on the silicon chip, the laser, fibre optics and set of varying dynamic and diversified technologies such as information technology and telecommunication. The advanced communication technologies with their tools and devices such as tiny super brain computers, smart laptop, intelligent facsimile, highly accessible telephone and mobile, entertaining video equipment or superb interactive videodisc and computer assisted instructions, etc. have the potential to bypass several stages and sequences in the process of development encountered in earlier decades as these are not marred and obscured by the limitations of old communication media in terms of accuracy, cost, speed, quality, quantity and timeliness. These advanced media are acting as a powerful tool for rural development and contributing significantly to transform our world as a knowledge society and supporting the cause of providing quality education to develop brilliant human resources in various fields of development and to serve humanity.

Hence, the study is an attempt to analyse the factors involved in selection of advanced communication media and advantages of using them as perceived by different organizations and institution for rural development.

METHODOLOGY

Locale of the study:

The present study was conducted in purposively

selected Dharwad district of Karnataka state.

Selection of the respondents :

With a sample size of 132 extension personnel working at different levels of hierarchy in 5 government departments and 3 institutions, 3 non-government organizations, 4 institutions from University of Agricultural Sciences, Dharwad and 2 private institutions.

Instruments for data collection :

The research instrument *i.e.* structured questionnaire was prepared by relevant literature and experts in the field as well as by making necessary modifications after pre-testing for its applicability and feasibility in a non-sample area.

Selection of advanced communication media :

The advanced communication media selected for the study after evaluating the perception of organizations and their extension workers were telephone, mobile, computers, laptop, VCD, satellite communication, ICVT (Interactive Videodisc and Computer Assisted Instruction), videotext and teletext.

Data collection :

The data were collected through personal interview with the respondents.

Analysis of data :

The statistics employed for data analysis were arithmetic mean and combined average.

FINDINGS AND DISCUSSION

The results obtained from the present investigation are presented below :

Factors involved in selection of advanced communication media:

The adoption and selection of advanced and progressive communication media for rural development and extension work by different organizations rely solely on certain basic factors. Likewise, some factors that mainly promote and enhance the utilization of advanced communication media in the sphere of rural development and influence extension personnel in favour of it has been identified. The factors identified have been ranked on the basis of their obtained arithmetic mean (Table 1).

Sr. No	Factors	Mean	Rank
1.	Credibility	7.26	VII
2.	Compatibility	6.80	V
3.	Number of persons to be covered	6.24	III
4.	Message to be communicated	4.46	I
5.	Educational level of the people	5.30	II
6.	Economic level of the people	6.93	VI
7.	Behavioural changes expected	6.77	IV
8.	Availability of communication media	7.90	VIII
9.	Skill on the part of extension worker	8.86	XII
10.	Basic facilities	7.98	IX
11.	Nature of extension teaching methods	9.83	XIII
12.	Economicity	8.16	XI
13.	Complexity	8.13	X

It is evident from Table 1 that out of the thirteen competing factors, the message to be communicated ranked first. Message is the very subject matter of communication and it is given first and foremost importance. Message should convey ideas, facts, opinion in such a way that what is expressed in language and transmitted by communicator should be comprehended by the receiver.

The next important factor in selection of advanced communication media was educational level of the end user or target group *i.e.* message or information which is communicated should be easily understandable by the receiver and should be according to the mettle and intellectual capacity of the respondents. Number of

persons to be covered (*i.e.* population size) was ranked as third important factor as for a small group we can go for demonstrations coupled with LCD presentation while for a larger group, we should organize and utilize effective mass media or video equipment.

On the other side, skill on the part of extension worker and nature of extension teaching methods were considered as least important as the extension personnel interviewed have full confidence on their skills in imparting, communicating messages and convincing villagers as well as they answered that they can deal to people whatever media is at their disposal in an effective manner.

Advantages of using advanced communication media:

A close perusal of results presented in Table 2 indicated that advanced communication media are vital tool for rural development and extension work and can act as a means for motivating and instructing rural masses. They were perceived as economical, time saving and as source of information related to recent advances were ranked I, II and III, respectively, while it was not considered as playing commendable role in enhancement of social contact and easy understanding.

Media such as cyber space boom, *i.e.*, world wide web and internet, telecommunication innovation *i.e.* telephone, mobile, satellite communication, etc. are helping in minimizing distance between the trainers and trainees, extension personnel and his/her target group cutting across geographical and demographical limitations. These are opening up new vistas in various fields with national boundaries becoming singularly inconspicuous. The world of future is gradually turning into an open world where at just a click of a mouse any one can avail a volume of information on any topic, any time economically.

Always, one cannot be fully perfect. Similarly, advanced communication media are observed by the myths attached to it such as highly technical, hard to understand and operate and too much exposure to this satellite related, fibre optic linked advanced media can leave ill effects like lack of family values, morale and social contacts.

Conclusion :

With the advent of information age brought to existence because of innovations and developments in the field of science and technology, it is known fact that advanced communication media are utilized by the extension personnel for the purpose of rural development in a limited and selective manner. The factors which were deciding the fate of utilization pattern of advanced media are message to be communicated, educational level of

Table 2 : Advantages of using advanced communication media		N=132					
Sr. No.	Advantages	Yes	If yes			Combined average	Rank
			Good	Very good	Excellent		
1.	Easy communication	132 (100)	10 (7.6)	78 (59.1)	44 (33.3)	3.52	IV
2.	Time saving	132 (100)	30 (22.7)	26 (19.7)	76 (57.6)	3.69	II
3.	Economical	121 (91.7)	19 (14.4)	33 (25.0)	69 (52.3)	3.83	I
4.	Easy understanding	121 (91.7)	67 (50.8)	40 (30.3)	14 (10.6)	2.12	XVI
5.	Wider scope and reach	125 (94.7)	43 (32.6)	56 (42.4)	26 (19.7)	2.72	X
6.	Source of information related to recent advances	130 (98.5)	31 (23.5)	31 (23.5)	68 (51.5)	3.56	III
7.	Acquiring knowledge and skills	132 (100)	22 (16.7)	62 (47.0)	48 (36.4)	3.99	V
8.	Learning independently	105 (79.5)	30 (22.7)	54 (40.9)	21 (15.9)	2.82	IX
9.	Working effectively	103 (78.0)	52 (39.4)	29 (22)	22 (16.7)	2.42	XIV
10.	Thinking critically/analytically	102 (77.3)	29 (22)	63 (47.7)	10 (7.6)	2.63	XII
11.	Enhancement of self confidence	126 (95.5)	58 (44)	33 (25)	35 (26.5)	2.62	XI
12.	Enhancement of social contact	118 (89.4)	60 (45.5)	43 (32.6)	15 (11.4)	2.23	XV
13.	Enhancement of family contact	125 (94.7)	43 (32.6)	46 (34.8)	36 (27.3)	2.89	VIII
14.	Enhancement of friends contact	129 (97.7)	64 (48.5)	26 (19.7)	39 (29.5)	2.61	XIII
15.	Enhancement of academic contact	120 (90.9)	15 (11.4)	67 (50.8)	38 (28.8)	3.38	VI
16.	Overall personality development	126 (95.5)	39 (29.5)	52 (39.4)	37 (28.0)	3.02	VII

Note: Figures in parenthesis indicates percentages

the people and number of persons to be covered while perceived advantages were economical, time saving and as source of information related to recent advances. This demonstrates that extension personnel value more to those media which are informative, educational, economical, entertaining, motivating and interesting as well as which provide them easy remedy to the problems of age old media in terms of message accuracy, time, cost involved and information seeking.

Authors' affiliations:

UMA S. HIREMATH, Department of Extension and Communication Management, College of Rural Home Science, DHARWAD (KARNATAKA) INDIA

ACHALA GAKHHAR, Department of Extension Education, Banasthali University, JAIPUR (RAJASTHAN) INDIA

REFERENCES

- Hallenback, N.** (1966). Special clothing for the handicapped. Review of research and resources. *Rehabilitation Literature*, **27** (2): 30-40.
- Acharya, K.** (2003). India's moves to e-governance exposes ancient system flaws. www.panosfeatures.org.
- Bhattacharya, B.** (1999). Electronic commerce : An Overview. *Yojana*, **43**(10): 5-8.
- Hassan, N.S.** and Sushma, K.N.P. (2004). Cyber extension and information technology – An effective consultancy service. *Kisan World*, **31**(11): 14-15.

Kar, G. (2001). Remote sensing for sustainable watershed management. *Kurukshetra*, **49**(6): 23-24.

Kumar, K. and Kumar, A. (2004). Internet and Rural Development. *Kurukshetra*, **53**(1): 42-46.

Patnaik, S. and Sarvanan, A. (1999). Internet in India : An Overview. *Yojana*, **43**(4): 44-46.

Raju, K.A. and Takalkar, Anil, (1999). Warana Nagar Wired Village Project: A case study. *Journal of Rural Development*, **18**(2): 285-291.

Rao, R., (2001). Importance of Satellite Technology in Rural Development. *Kurukshetra*, **49**(10): 30-32.

Ravichandan, K. (2003). Management information system in District Co-operative Banks in Tamil Nadu. *Journal of Extension and Research*, **5**(2): 16-19.

Selvam, M. and Mangaiyarkarsi, S. (2000). Merits and demerits of E-commerce. *Kisan World*, **27**(4): 43-44.

Selvi, P., (2003), Effectiveness of Computer Assisted Instruction. *Journal of Extension and Research*, **5**(2): 24-29.

Sherfudeen, M.M. (2004). Role of information technology in rural India. *Kisan World*, **31**(5): 20-21.

Venkatesh, M.S., Basavanappa, M.A. and Bhat, R.S. (1998). Remote Sensing – A holistic approach in Agriculture. *Kisan World*, **25**: 49-50.

Vijendra Das, L.D. (2004). Tamil Nadu Agricultural University ensures rural prosperity. *Kisan World*, **31**(10): 18.

Yarogoppa, S.D. (2005). Role of Information Technology in agriculture. *Kisan World*, **32**(2): 9-10.

