

## Media utilization behaviour of farm scientists for transfer of technology

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### ABSTRACT

The study was conducted in Amravati district of Maharashtra state. The media used behaviour correlation analysis related to independent variables viz. age, education, cadre, service experience, facilities available, job satisfaction, training received and information seeking had positive and significant relationship with media use behaviour of the farm scientists where as work load was found negative significant relationship.

### INTRODUCTION

The progress of any country largely depends on the development of science and technology and its efficient use. Hence, the progress of our country largely rests on the judicious advocacy of science and technology in the sphere of agricultural development. In other words increasing agricultural production is of paramount importance in our country today.

Modernization of Indian agriculture greatly depends on creation of farm technology and its dissemination. India is rich in agriculture technology, but full use of available technology is not being made in many areas of the country. By and large, the results remain unused in laboratories and research stations. Only a fraction of this useful information reaches to the farmers. Besides this agriculture technology is changing at an increasing rate. Hence it is necessary to select quick and prompt system of communication to keep farmers in tune with the fast developing research technology. Mass media play important role in increasing the awareness about new technologies. Amongst these, media like newspaper, radio and television are of wide use for the purpose to reach the maximum people in short period. As major population of developing country like ours is characterized by illiteracy, diversity and inaccessibility, the media newspaper, radio and television have crucial importance for communicating the technologies to the farming community.

Newspaper may support extension work by publishing news of extension activities and achievement, market news and farmers problems. Newspaper is a good medium for transfer of technology.

A newspaper can be read at the readers own convenience. It can also be referred to as when required newspaper reading is more or less a habit with more people. It is also generally presumed that, newspaper provide relatively impartial coverage of happenings compared to other media. Newspapers, therefore, make a greater impact on the public mind, particularly in urban and rural areas. The numbers of daily newspaper in India are more than 2100. The circulation of daily newspaper rose up to nearly 2 crore copies.

Among electronic media, radio is an audio-medium for broadcasting programmes to the farming community for transfer of technology. This medium is cosmopolite in approach and is suitable for communication to millions of people widely dispersed and situated in remote areas. This medium is extremely convenient for communication in times of crisis and urgent situations. People with no education or very little education can take advantage of this medium and build up adequate knowledge and skill. This farm and home unit of Akashwani (All India Radio) was started in 1966 to support Intensive Agriculture District Programme. Television is an electronic audio-visual medium, which provides pictures with synchronized sound. This medium is also cosmopolite in

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approach and can be used to create instant mass awareness. Television can show recorded as well as live programmes for transfer of technology. This television era in India began on September 15, 1959 and for agricultural communication the programme 'Krishi Darshan' was started in 1967 with aimed at demonstrating the improved farming practices.

## METHODOLOGY

A list of all the farm scientists working at Amravati district was prepared. There were total 80 farm scientists working in different cadres. The questionnaire was served as a tool for collecting the data and was developed by keeping the objectives of the study in mind. The questionnaire was designed to obtain information in respect of independent and dependent variables.

The respondents were contacted in person mostly during office or in their fields. The importance was explained to them and they were assured that the information furnished by them would be kept confidential and could be used for research study only.

## RESULTS AND DISCUSSION

An attempt was made in the present study to find out the relationship between the personal and professional characteristics of the farm scientists for transfer of technology.

Information regarding the relationship between the independent variables and media utilization of farm scientists is given in Table 1.

Data of Table 1 were subjected to correlation analysis and it was observed that age, education cadre, service experience, facilities available, training received, information seeking, job satisfaction had positive relationship with media utilization of farm scientists. Similar results were observed by Daivadeenam and Satyanarayan (1991), Ambastha (1980) and Singh (1990) where as work load had negative significant relationship.

**Table 1 : Relationship between personal, professional characteristics and media used behaviour of the farm scientists**

Sr. No.	Independent variables	Dependent variables (correlation coefficient)
1.	Age	0.51933**
2.	Education	0.62143**
3.	Cadre	0.51324**
4.	Service experience	0.45378**
5.	Facilities available	0.40318**
6.	Training received	0.23030*
7.	Information seeking	0.21314*
8.	Job satisfaction	0.36426**
9.	Work load	-0.3414*

\* and \*\* indicate significance of values at P=0.05 and 0.01, respectively  
- Negatively significant.

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