

Perception of television viewers towards effectiveness of farm programmes

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ABSTRACT

The investigation was carried out in Dhule tahsil of Dhule district (M. S.) with the view to study the effectiveness of farm programmes on television as perceived by the televiewing farmers, and to assess expectations cum suggestions of televiewers about telecasts of farm programmes. The results of study revealed that majority of the televiewers perceived as 'fair' effectiveness of farm programmes. A majority of them found the farm programmes useful and simple to understand, gained the required, new and latest information, witnessed seasonable telecasts, and perceived from good to very good clarity of pictures and sound of telecasts. Further, the televiewers mainly expected that the farm telecasts may include demonstrations, experiences of local farmers, discussions between scientists and farmers, specialists' lectures with visuals, opportune telecasts and telecasting accurate, latest and complete information for the use of televiewers.

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Key Words : Perception, Telecasts, Effectiveness, Televiewers

INTRODUCTION

Farm journalism plays a vital role towards sustainable rural development in all spheres of life, especially on modern agriculture with improved technology. Television is more powerful in communication amongst mass media as it involves auditory and visual functions simultaneously. It has a vast potential for socio-economic transformation of society as it reaches to both literates and illiterates. Now, agricultural technology is being exploded at a faster rate than ever. Its transference to the agricultural clientele through television is helping to bridge the gap between research results and farmer's yields. The evaluation study conducted by NCERT to measure, gain in knowledge of televiewers as a result of viewing 'Krishi Darshan' programme indicated that experimental group gained more knowledge (Anonymous, 1969). Similarly, Kale and Khuspe (1982) revealed that the agriculture programmes were quite useful but could be improved by making appropriate use of traditional methods of communication. Looking to the importance of television being instrumental as societal change, the first programme on agriculture and rural development was started on Delhi Doordarshan Kendra on January 26, 1967 under the name Krishi Darshan. The first television center was started on October 2, 1972 at Mumbai (M.S.). The Mumbai Doordarshan Kendra telecasts agriculture and rural

development programmes under the head 'Amachi Mati Amachi Manse' since 1974.

Farm information is disseminated to the farmers through 'Amachi Mati Amachi Manse' programme of Mumbai Doordarshan – 'Sahyadri' channel. The value of the programme can be assessed and judged through audience response. With the view to study effectiveness of the programme, it was thought necessary to study perception of television viewers towards effectiveness of farm programmes. With this objective in view, the present study on 'perception of television viewers towards effectiveness of farm programmes' was undertaken.

RESEARCH METHODOLOGY

The research study was conducted in Dhule tahsil of Dhule district of Maharashtra state during July-December 2010. Two stage sampling method *viz.*, selection of villages and selection of televiewers was followed. For selecting villages, the list of villages having television range was obtained, from which ten villages of Dhule tehsil were selected randomly. A list of televiewers from the selected villages was prepared for each village. Eight televiewers of 'Sahyadri' channel were selected by n^{th} number method from each of the 10 villages. Thus, the total sample size was 80 televiewers. The data were collected from 80 respondent televiewers with the help

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of personal interview schedule specially structured for the purpose. The data were compiled analyzed, and presented in the form of frequencies and percentages.

RESEARCH FINDINGS AND ANALYSIS

Effectiveness of the farm television programmes on 'Sahyadri' channel was judged by asking pertinent questions on different aspects. Similarly, the expectation cum suggestions of televiewers were assessed through their opinions for further increasing effectiveness of farm telecast programmes. The data on over-all effectiveness and effectiveness on the individual relevant components and those on expectations cum-suggestions of televiewers are presented and discussed.

Perception towards effectiveness of farm programmes:

Over-all effectiveness of farm telecasts:

Sr. No.	Over-all perception	Televiewing farmers	
		Number (n=80)	Per cent
1.	Good	10	12.50
2.	Fair	58	72.50
3.	Poor	12	15.00
	Total	80	100.00

The findings on the overall effectiveness of farm telecasts of Sahyadri channel are presented in Table 1.

It is observed that majority of the farmers perceived, in general, the effectiveness of farm telecasts as 'fair' (72.50 per cent); where as 15.00 per cent and 12.50 per cent of them perceived the effectiveness as 'poor' and 'good', respectively.

It appears from the results that the overall perceived effectiveness of farm telecasts was 'fair', as many of the programmes were found catering the information need to farmers.

Componentwise perceived effectiveness:

The perception of the televiewing farmers about the effectiveness of different farm programmes of 'Sahyadri' channel was judged against different parameters. Presumably the televiewing farmers may have varied experiences in view of their diverse socio-economic and psychological background.

The findings on the perception of televiewers about the different parameters are presented in Table 2.

– Nearly 71 per cent of the televiewers perceived

Table 2 : Distribution of the televiewing farmers according to their perception towards effectiveness of farm programmes

Sr. No.	Perceptual items of farm programmes	Televiewing farmers	
		Number (n=80)	Per cent
1.	Usefulness		
	Greatly useful	10	12.50
	Useful	47	58.75
	Partially useful	20	25.00
	Not useful	3	3.75
	Total	80	100.00
2.	Knowledge-gain		
	Gained most knowledge	8	10.00
	Gained the required knowledge	48	60.00
	Gained the least knowledge	13	16.25
	No gain in knowledge	11	13.75
	Total	80	100.00
3.	Nature of language used		
	Simple to understand	63	78.75
	Somewhat simple	11	13.75
	Difficult	6	7.50
	Most difficult	-	-
	Total	80	100.00
4.	Nature of information		
	Latest	15	18.75
	New	37	46.25
	Somenhat new	23	28.75
	Back dated	5	6.25
	Total	80	100
5.	Information coverage		
	Full and complete	39	48.75
	Partial coverage	33	41.25
	Incomplete	8	10.00
	Total	80	100.00
6.	Accuracy of information		
	Most accurate	37	46.25
	Fairly accurate	32	40.00
	Less accurate	11	13.75
	No accuracy	-	-
	Total	80	100.00
7.	Seasonability of telecasts		
	All programmes	15	18.75
	Many programmes	53	66.25
	Few programmes	10	12.50
	No seasonability	2	2.50
	Total	80	100.00

Contd..... Table 2

Table 2 Contd.....

8.	Adequacy of time		
	Adequate time	40	50.00
	Less than required	28	35.00
	Too in-adequate	12	15.00
	Total	80	100.00
9.	Speed of presentation		
	Fast	20	25.00
	Normal	44	55.00
	Slow	16	20.00
	Total	80	100.00
10.	Relevancy of visuals		
	Most relevant	19	23.75
	Relevant	49	61.25
	Somewhat relevant	12	15.00
	Not relevant	-	-
	Total	80	100.00
11.	Clarity of pictures and sound		
	Very good	9	11.25
	Good	43	53.75
	Fair	20	25.00
	Total	80	100.00

the farm programme telecasts of 'Sahyadri' channel to be 'useful and greatly useful'. One-fourth proportion of the respondents felt that these programmes were 'partially useful'. However, a negligible proportion of them (3.75 per cent) reported that the programmes were 'not useful'. The findings are in line with those of Kale and Khuspe (1982), Bhosale *et al.* (1989), Sarnaik (2002) and Syed *et al.* (2004).

It seems that a large majority of the viewers perceived the farm telecasts as useful. It may be due to that the farm information might be of immediate use to them for taking innovation- decisions.

– A majority of the viewers (60.00 per cent) perceived that they 'Gained the required knowledge' from the telecasts. Moreover, 10.00 per cent of them perceived to have 'gained most of the knowledge' on different subjects. 'least gain in knowledge was perceived by 16.25 per cent viewers. However, 13.75 per cent of them did not perceive any gain in knowledge from the telecasts. The findings are in conformity with those of Mishra (1967), Anonymous (1969) Pillai *et al.* (1987), and Nayak and Shah (1993).

When need, necessity and curiosity of information are satisfied, one becomes interested and receptive for the same. Since majority of the viewers were getting needed information they seemed to be benefited by gaining useful knowledge from the farm telecasts.

– It is revealed that a large majority of the viewers (78.75 per cent) perceived the language of farm telecast as 'simple to understand', while 13.75 per cent and 7.50 per cent of them perceived that the language was 'somewhat simple to understand' and 'difficult to understand', respectively. Nobody perceived the language as 'most difficult to understand'. These findings are in line with Bhopale *et al.* (1989).

It could be inferred that the language used in the farm telecasts was proper and simple to understand as most of the viewers understood it. It may be advisable to use simple language with familiar words while telecasting farm programmes.

– The data is respect of perception about nature of information evidenced that a significant proportion of viewers (46.25 per cent) perceived the farm telecast information as 'new' and 18.75 per cent of them as 'latest'. Further, 28.75 per cent and 6.25 per cent of the viewers perceived the farm information as 'somewhat new and 'back-dated', respectively.

Thus, it can be stated that majority of the viewers got new and latest information. Farm telecasts probably disseminate the needed and useful newer information or technology which was perceived as 'new and latest' by the viewers

– Less than half proportion of the viewing farmers (48.75 per cent) perceived the coverage of information through farm telecasts as 'full and complete', which was followed by those perceiving it as 'partial coverage'. However, 10.00 per cent of the viewers expressed that the coverage of information was incomplete. Similar findings were reported by Bhopale *et al.* (1989).

A Substantial segment of the farmers felt that the coverage of information was full. Presentation of short and pertinent information would be necessary so as to cover full information on the topics.

– Of the various farm programmes viewed by the farmers, 46.25 per cent of the viewers perceived that the information telecast by the 'Sahyadri' channel was most accurate. Two-fifth proportion of the respondents stated that the information was 'fairly accurate', while 13.75 per cent of them perceived the telecast information as 'less accurate'. Similar findings were reported by Bhopale *et al.* (1989).

Thus, it is seen that a large majority of the viewers did perceive the information as from fairly accurate to most accurate. This may be due to the reason that the farmers are conscious about the need of particular required farm information.

– The findings of the results revealed that majority

of the televiewing farmers (66.25 per cent) perceived that many programmes of the television telecast were as per season, while 18.75 per cent of them observed that 'all the programmes were as per season'. However, a negligible proportion (2.50 per cent) of respondents stated that no seasonability was observed in farm telecasts. These findings are in line with those of Bhopale *et al.* (1989).

– Equally half proportion of the farmers reported that the time allocated for telecasting the farm programmes was adequate. However, remaining half of the respondent farmers stated that comparatively less time was given for presenting the farm programmes. Similar findings were reported by Bhopale *et al.* (1989).

Fifty per cent of the televiewing farmers perceived that less and independent time was allocated. Topics having larger coverages and requiring at length deliberations may require more time to get result its proper and full understanding.

– It is evidenced from the results that majority of the televiewers (55.00 per cent) experienced the normal speed of farm presentations to perceive and gain information. However, 25.00 per cent and 20.00 per cent of them perceived the speed of presentation as fast and slow, respectively. Bhosale *et al.* (1989) also reported the similar findings.

In general, the speed of farm telecast programmes was perceived to be normal and satisfactory befitting to their educational and perceptual levels.

– The data revealed that majority of the televiewers 61.25 per cent perceived the visuals as 'relevant' to the topics of telecast. Moreover, 23.75 per cent of the respondents felt that the relevancy of visuals as 'most relevant' while only 15.00 per cent of them perceived it as 'somewhat relevant'. The findings are in conformity with those of Bhopale *et al.* (1989) and Nayak and Shah (1993).

Looking to the overall relevancy of the visuals displayed in the farm telecasts, it may be stated that most of the respondents did perceive visuals as from relevant to most relevant. It may be either due to the feedback received by the farm telecast organizers as to which visuals would be suited to the televiewers on the topics of farmers' interests and needs.

Effectiveness of farm telecasts largely depends on the dissemination of needed information coupled with good quality of pictures and sound. The present study revealed that 53.75 and 11.15 percentages of televiewing farmers perceived that its quality was 'good' and 'very good', respectively. One-fourth proportion of them perceived it as fair, where as one-tenth of them were not satisfied with the clarity of pictures and sound of telecasts.

Similar findings were reported by Bhopale *et al.* (1989).

The effectiveness at farm telecasts was found to be good as 65.00 per cent of the farmers were satisfied with the telecasts. However, there seemed to be same scope for enhancing the effectiveness of telecasts.

Expectations cum suggestions of televiewing farmers on improving effectiveness of farm telecasts

The questions were asked on the televiewers' expectations and suggestions on presentation, transmission quality, language and duration of the telecasts to improve effectiveness of telecasts. The findings on their major

Table 3: Expectations of televiewing farmers on improving effectiveness of farm telecasts

Sr. No.	Expectations cum suggestions	Televiewing farmers	
		Number (n=80)	Per cent
1.	Demonstrations with information	55	68.75
2.	Experiences of local farmers	53	66.25
3.	Discussions between scientists and farmers	51	63.75
4.	Specialists lectures coupled with visuals	47	58.75
5.	All farm programmes be opportune	46	57.50
6.	Accurate and newer information	43	53.75
7.	Full and complete coverage of informatio	41	51.25
8.	Use of familiar, local, simple words	40	50.00
9.	Possibly using local dialects	38	47.50
10.	Daily telecasts on half to 1 hour	34	42.50
11.	Refining for technicalities	31	38.75
12.	Enhancing quality of pictures and sound	26	32.50

and important expectations/ suggestions are presented in Table 3.

It is observed from the data that majority of the televiewers expected the presentation of agricultural programmes in the form of demonstrations along with relevant information (68.75 per cent); narrating experiences of local farmers (66.25 per cent), arranging discussions between scientists and farmers (63.75 per cent) and delivering specialists' lectures with relevant visuals (58.75 per cent).

The other modes of presentations expected by the televiewers included telecasting of all farm programmes be opportune (57.50 per cent), presenting accurate and newer be opportune (57.50 per cent). Presenting accurate

and newer be information (53.75 per cent), covering full and complete informations (51.25 per cent), using familiar, local and simple words (50.00 per cent), documentaries on technicalities (38.75 per cent) and refining quality of pictures and sound.

It is clear from the findings that the viewers expected the presentations in demonstration mode where they could see 'how to do' aspects of technology. The mode of narrating experiences of local farmers was expected to witness the success of technology at the neighboring areas. The other major modes of presentation preferred by the farmers were those where the scientists' and specialists' guidance was valued, telecasting of opportune programmes, covering full and complete information, and use of familiar, local and simple words.

Conclusion:

The usefulness, gain in knowledge, simple to understand, new and latest information, seasonableness in presentation of many programmes, allocation of adequate time for presentation, fairly accurate to most accurate information, normal speed of presentation, relevancy of visuals shown, and good clarity of pictures and sound were the parameters perceived to be largely effective by the viewers in witnessing the farm programme telecast of the 'Sahyadri' channel. There is some scope to enhance effectiveness of telecasts to

maximum extent if the major expectations/suggestions of the viewers, as reflected in the study, are considered and administered in telecasting further farm programmes. This may elevate the utility, vitality and value of farm telecasts.

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