

## Correlation profile of farmers with their reading habits of print media

H.S. DHARURKAR AND S.P. GAIKWAD\*

Department of Agricultural Extension Education, College of Agriculture, Baramati, PUNE (M.S.) INDIA

### ABSTRACT

The present study was undertaken in 10 villages of Akola Panchyat Samiti of Akola district of Maharashtra state. The main object of the study was to identify the relationship between various personal, socio-economic and communicational characteristics and their reading habits of different print media. From this study it was found that selected variables of readers like education, land holding, annual income, social participation, socio-economic status, and extension contact were found to be positive and significantly correlated with reading habit of respondents. However, age was found to be non significant in relation with reading habit but it found negatively significant with reading habit about newspaper.

Dharurkar, H.S. and Gaikwad, S.P. (2011). Correlation profile of farmers with their reading habits of print media. *Asian Sci.*, 6(1 & 2):12-14.

**Key Words :** Reading habits, Correlation, Profile

### INTRODUCTION

Print medium is one of the most important mass medium. Newspapers, bulletins, newsletters, pamphlets, folders, leaflets, circular letters and Krishi Patrika are some of the popular printed sources of information which disseminate the information particularly to the rural masses and are read by people at leisure. Print media has shown tremendous impact in changing the agricultural scenario. It is believed that print media demands for more active and creative participation on the part of the rural leaders than it is demanded by the audience of other media.

The low literacy level and poor purchasing power is partly responsible for limited reach of news paper and magazine in India, especially in rural areas. For this there is need to study personal, socio economical and communicational profile of subscriber farmers of print material and their relation with reading habit of farmers and availability of print media. So the present study was carried out with specific objective to study the relationship between various personal, socio-economic and communicational characteristics and their reading habits.

### RESEARCH METHODOLOGY

The present study was undertaken in 10 villages of Akola Panchyat Samiti of Akola district of Maharashtra State with the help of exploratory design of social

research. Vilages were Nimbi, Kapshi, Chikhalgaon, Ugwa, Aagar, Palodi, Kanheri, Shivapur, Babulgaon and Wanirambhapur. These villages were randomly selected by using simple random sampling method. From each village a list of literate farmers who could read printed matter was obtained and 15 farmers were selected by equal interval random sampling technique like wise total respondents were 150.

The independent variables studied were age, education, land holding, annual income, social participation, socio-economic status, extension contact and the dependent variables studied were extent of availability of print media and reading habit. Correlation coefficient was worked out to study the relationship between independent and dependent variables.

### RESEARCH FINDINGS AND ANALYSIS

It is observed from the Table 1 that, education, land holding, annual income, socio-economic status, extension contacts and reading habit were found to be significantly correlated with extent of availability of print media. Social participation was also found to have significant correlation with extent of availability of print media.

It is observed form Table 2 that education, land holding, annual income, social participation, socio-economic status had highly significant and positive correlation with reading habit of overall publication. Extension contact was found to be significant as these

\* Author for correspondence.

**Table 1: Correlation of extent of availability of print media with profile of respondents**

Profile of respondents	Coefficient of correlation
Age	-0.1109
Education	0.3252**
Land holding	0.3846**
Annual income	0.4688
Social participation	0.1854**
Socio economic status	0.4865**
Extension contact	0.2316**

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

**Table 2: Correlation of profile of respondents with their reading habits of overall publication**

Profile of respondents	Coefficient of correlation
Age	-0.0246
Education	0.03909**
Land holding	0.3756**
Annual income	0.3882**
Social participation	0.3455**
Socio economic status	0.4384**
Extension contact	0.1829*

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

characteristics had significant correlation with reading habit.

This clearly indicates that with increase in education, land holding, annual income, social participation, socio-economic status and extension contact there was an increase in reading habit of the respondents. Mawal (1996) also found significant relationship between socio-economic status and reading habit.

It is observed from Table 3 that, education, land holding, annual income, social participation, socio-economic status and extension contact were found to be highly significant with reading habit of newspaper and

**Table 3: Correlation of profile of respondents with their reading habits of newspaper**

Profile of respondents	Coefficient of correlation
Age	-0.1605*
Education	0.4129**
Land holding	0.4129**
Annual income	0.2889**
Social participation	0.3671**
Socio economic status	0.4102**
Extension contact	0.2333**

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

age was negatively significant with reading habit of newspaper.

It clearly indicates that with increase in education, land holding, annual income, social participation, socio-economic status and extension contact there was increase in reading habit of the respondents. However, age was found to be negatively significant. From this it is clear that young respondents had good reading habit as compared to middle and old age group. Similarly Pendase and Rajguru (2009) reported that correlation coefficient between age and mass media exposure is negatively significant.

From Table 4, it was observed that education, land holding, annual income, social participation, socio-economic status, extension contact had been found to be positive and highly significant to reading habits about magazine. The age had negative association with reading habits in case of magazine. Tekale (2003) did not observe association between reading habits and age of the farmers of subscribing magazines. Education of farmer created an urge for obtaining more information and when it was supplemented with socio-economic conditions affecting some amount to be spent on publication. The need of agriculture information due to more cultivated area/ land also made it essential for concerned people to read

**Table 4: Correlation of profile of respondents with their reading habits of magazine**

Profile of respondents	Coefficient of correlation
Age	-0.714
Education	0.4432**
Land holding	0.3583**
Annual income	0.2901**
Social participation	0.2714**
Socio economic status	0.4890**
Extension contact	0.1960**

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

literature and use it effectively.

### Conclusion:

From above study it was concluded that selected variables like education, land holding, annual income, social participation, socio-economic status, and extension contact were found to be positive and significantly correlated with reading habit of respondents. This indicates that increase in these characters of reader there was increase in reading habit of the reader. So the print media must concentrate on this section of society for fulfilling their urge to get more information about modernization of farming.

However, age was found to be non significant in relation with reading habit but it was found negatively significant with reading habit about newspaper. This

indicates that young respondents had good reading habit as compared to middle and old age group. This is quite obvious that younger generation is information hungry and hence strives to reference newspaper as source for the information.

information by farmers. M.Sc. Thesis, Dr. Panjabrao Deshmukh Krishi Vidhyapeeth, AKOLA, M.S. (India).

**Tekale, V. S. (2003).** Credibility, readability and utility of farm periodicals by subscriber farmers. Ph.D. Thesis, Dr. Panjabrao Deshmukh Krishi Vidhyapeeth, AKOLA, M.S. (India).

**Pendase, A.P. and Rajguru, H.P. (2009).** Socio-economic status and mass media exposure. *Agric. Update*, 4(1&2):103-107.

## REFERENCES

**Mawal, S.J. (1996).** Utilization of print media as source of

---

*Received: May, 2011 ; Accepted : September, 2011*