



Authors motivation towards writing articles in Krushijivan farm magazine

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ABSTRACT

The present study was conducted to know the authors' motivation level towards writing articles in Krushijivan farm magazine. Total 110 authors who had contributed the articles in any of the forty eight issues of the year 2000 to 2004 of KRUSHI JIVAN farm magazine were selected randomly for the present study. Findings of the study revealed that the motives of authors behind writing article were prestige followed by self-actualization, economics, aspiration and source of motives. Overall, majority (70.90 per cent) of the authors had medium level of motivation towards writing articles, whereas equal number of authors (14.55 per cent) had high and low level of motivation towards writing the articles.

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INTRODUCTION

Information technology plays an immense role in our society. The fast changing agricultural technology demands for more and more information to be transmitted to over increasing volume of clientele. Print media, due to its mass nature, promises to satisfy the information needs of the masses in particular. The KRUSHIJIVAN, an important popular Gujarati farm magazine published by Gujarat State Fertilizers and Chemical Limited, cater the information needs to the 5 lakhs farmer subscribers of Gujarat State. The articles originate from authors mind and hence authors are the key person to educate the farmers about modern agricultural information by providing farm literature in palatable form to the farming community with a view to make desirable changes in farming practices.

Writing for farmers is an important measuring yard stick of an author's career and their achievement. Some internal and external motives may exist in the author's mind which proves useful in encouraging the authors towards writing articles. Motivation is the persuasion of the authors to take part in writing article and a motive is an urge or combination of urges induces conscious or purposeful

action. Thus, motive is a driving force for writing articles in a farm magazine and it depends upon major motivational aspects like source of motives, prestige motives, self-actualization motives, economic motives, aspiration etc. Keeping this in view, the importance of motivational aspect of the author and factor associated with it a study entitled, "authors' motivation towards writing articles in Krushijivan farm magazine" was undertaken.

METHODOLOGY

The authors who had contributed the articles in any of the forty eight issues of the year 2000 to 2004 of KRUSHIJIVAN farm magazine were selected as respondents for this study. For the selection of the respondents, the list with address of total 373 authors was obtained from the Publication Department of Gujarat State Fertilizers Chemicals Ltd., Vadodara and 125 were randomly selected and questionnaire mailed to them but 110 respondents replied for the present study. Measurement of authors' motivation towards writing articles, appropriate techniques developed and adopted by research scientists were used with some modification. Three point rating scale was used to lay down the motive

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hierarchy and 3, 2 and 1 score was given to high, medium and low motives, respectively. The mean score for each motive was calculated and on that basis ranks were assigned from higher to lower (Abraham and Prasanna, 1986). The statistical tools used for the analysis of the data were percentage, mean and standard deviation (Chandel, 1978).

OBSERVATION AND ANALYSIS

Every individual behaviour has certain reasons and therefore everybody wanted to publish his work. Authors' motivation towards writing articles was computed and is presented in Table 1.

It is obvious from Table 1 that the motive of authors behind writing article was prestige which was ranked first with mean score 2.06 followed by self actualization (mean score 2.05), economics (mean score 2.03), aspiration (mean score 2.02) and source of motives (mean score 1.93).

Prestige motives:

It is inferred from Table 1 that slightly more than three fifth (60.91 per cent) of the author had medium prestige motive behind writing article followed by 22.73 per cent and 16.36 per cent of authors with high and low prestige motives, respectively.

Self-actualization motives:

Table 1 shows that majority (69.09 per cent) of authors had medium self-actualization motives behind writing article whereas 18.18 per cent of authors had high and 12.73 per cent of authors had low self-actualization motives.

Economic motives:

The data presented in Table 1 reveal that more than half (54.55 per cent) of authors had medium economic motives behind writing article, while 24.54 per cent of authors with high and 20.91 per cent of authors had low economic motive behind writing the article.

Aspirations:

It is depicted from Table 1 that a majority (71.82 per cent) of the author had medium aspiration motives whereas 15.45 per cent and 12.73 per cent of authors with high and low aspiration motives behind writing articles, respectively.

Source of motivation:

It is intended from Table 1 that slightly more than third-fifth (60.91 per cent) of the authors had medium source of motivations, while 22.73 per cent of authors had low source of motivation and rest 16.36 per cent of authors were having medium source of motives.

It can be concluded that most of the authors have written their articles by prestige. So prestige is the most important intrinsic factor for authors for writing articles behind publication.

Overall motivation level towards writing articles:

The data collected from the authors about their overall level of motivation towards writing articles are presented in Table 2.

The data presented in Table 2 show that majority (70.90 per cent) of the authors had medium level of motivation towards writing the articles, whereas equal (14.55 per cent) of both had high and low level of

Table 1 : Motives of the authors behind writing article								(n=110)
Sr. No.	Motives	Low		Medium		High		Mean score
		No.	%	No.	%	No.	%	
1.	Source of motivation	25	22.73	67	60.91	18	16.36	1.93
2.	Prestige motives	18	16.36	67	60.91	25	22.73	2.06
3.	Self-actualization motives	14	12.73	76	69.09	20	18.18	2.05
4.	Economic motives	23	20.91	60	54.55	27	24.54	2.03
5.	Aspirations	14	12.73	79	71.82	17	15.45	2.02

Table 2 : Authors' motivation level towards writing articles			n=110
Sr. No.	Level of motivation	Number	Per cent
1.	Low motivation (less than 90.73 score)	16	14.55
2.	Medium motivation (in between 90.73 to 110.73 score)	78	70.90
3.	High motivation (more than 110.73 score)	16	14.55
Total		110	100.00

Mean = 100.73

S.D. =10.00

motivation towards writing articles. It was found that majority of the authors had medium level of motivation toward writing the articles. It might be due the to fact that the authority would not gave more opportunities to the authors to attend seminars/workshops/ trainings etc.

Conclusion:

It can be concluded from the above finding that the motives of authors behind writing the article was prestige followed by self-actualization, economics, aspiration and source of motives. Majority (70.90 per cent) of the authors had medium level of motivation towards writing the articles, whereas equal number of the authors (14.55 per cent) had high and low level of motivation towards writing the articles. Efforts should be carried out for motivating authors for writing articles *viz.*, training in agricultural journalism should be imparted to each employee by institute/organizations and provide more facilities to the authors' for writing the articles, more opportunities should be given to authors for participating in workshops/seminars

and remuneration / honorarium should be provided to motivate authors for writing articles as specially for farming community and higher authority should motivate and encourage their subordinates for writing the articles.

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