

Preferences of media use by the Rural families regarding adoption of different practices related to social and Economic development

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Abstract

In this research paper an attempt has been made to screen about the general profile of rural families and their preferences and basic purpose of media use regarding adoption of new technology in Uttar Pradesh. Two districts namely Aligarh and Hathras were selected purposively. Under each districts two blocks two villages in each block were selected by random sampling Technique. Thirty (30) respondents were selected from each village by random sampling Methods. Thus in all 240 respondents were selected. The collected data were quantified, classified and put under parametric and non parametric analysis. The out come of the study clearly high lights that majority of the respondents were educated, belong to backward caste, had Pucca house, majority of them i.e., 90.83 percent respondents have single earning members. Majority i.e. 62.50 percent respondents have single family pattern. Regarding media preferences and its purpose, a very high majority i.e. 62.80 to 100 % respondents have shown first preference to computer, Radio, farmers fair, Newspaper, Magazine, Block/Ext Personal, Neighbour and Exhibition. Majority of the respondents have mentioned the basic purpose as; Entertainment and News awareness, information updating/communication, gain knowledge regarding seed, fertilizers and P.P. appliances and farm Related/New technology programme.

Key words: Newspaper, Magazine, Neighbour and Exhibition.

Introduction

Communication and development are the major domains of human endeavour which are intimately linked with each other. The process of development calls for a strategy of communication which is aimed at altering the targeted persons from mere recipients of information to seekers of information.

Communication is a complex on going process that brings us in contact with the people. In other words often communication is known as a straight forward exchange of messages between a speaker and a listener.

Communication through any means like radio, television, films, newspaper, post and telegraph or internet has acquired a great importance of its own. In modern days communication has begun to play a very important role.

Information flow through mass media reaches the audience directly with minimum distortion and impacts on their lives. Information is increasingly being realized as a great resource and input in development of agricultural aspect and socio-economic and cultural

development. Effectiveness of such useful information can only be enhanced, if it is properly utilized by farmers for improving their knowledge of best practices of agriculture and allied fields.

Communication in agriculture is a conscious attempt to pass on the required scientific and applicable information to the farmers so that they are able to adopt it. There are various elements involved in communication which affect the effectiveness of information technology.

Research Methodology

The present study was conducted in Aligarh and Hathras districts of Uttar Pradesh. Out of five (5) region, Aligarh region was selected purposively Aligarh region have four (4) districts, out of which two district i.e. Aligarh and Hathras were selected purposively for this study as the researcher being a resident of Hathras district, well acquainted with the culture, language, social custom, situation prevailed.

There are 12 blocks in Aligarh district of which two blocks namely Iglas and Akrabad has been selected. In Hathras district there are 7 blocks, and of which 2 blocks i.e. Hathras and Sasni blocks were selected by random sampling technique. Two village from each block were selected randomly. In all 8

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villages were selected for the present study. Thirty (30) families (respondents) from each village making total two hundred forty (240) respondents was finally selected by random sampling technique. The primary data was collected through personal interview with a well structured interview schedule. The variables as per the objectives were identified and grouped into two i.e. variables independents and dependent variables.

Results and Discussion

The important findings are presented below considering the socio-economic profile media preferences and basic purpose of media use.

Socio-economic Background of the rural families

Maximum i.e. 35.42 percent respondents belong to age group of 46 years and above (old group) while 34.58 percent and 30.00 percent respondents belong to middle age group (36 – 45 years) and young age group (up to 35 years) respectively. Majority i.e., 57.08 percent respondents are found under literate group, while 42.92 percent respondents are still illiterate.

Majority i.e. 56.93 percent respondents were educated up to High School/ Intermediate, While 24.82 percent, 10.22 percent and 08.03 percent respondents were educated to the standard of Jr. High School, Graduate/Post Graduated level and up to Primary level respectively. Majority i.e. 57.92 percent respondents belong to backward Caste category, while 27.92 percent respondents belonged to General caste and only 14.16 percent respondents belonged to Scheduled caste category.

Maximum 48.75 percent respondents are doing Agriculture, 33.33 percent respondents have agriculture and labour work. 19.58 percent respondents are

Table 1: Socio-economic profile of the respondents

S. No.	Socio-economic Profile	No. of Respondents	%age
1.	Age		
(i)	Young (up to 35 years)	72	30.00
(ii)	Middle (36 to 45years)	83	34.58
(iii)	Old (46 and Above)	85	35.42
	Total	240	100.00
2.	Education		
(i)	Illiterate	103	42.92
(ii)	Literate	137	57.08
	Total	240	100.00
3.	Literacy Level		
(i)	Up to Primary	11	08.03
(ii)	Jr. High School	34	24.82
(iii)	High School/Intermediate	78	56.93
(iv)	Graduate/Post Graduate	14	10.22
	Total	137	100.00

4.	Caste		
(i)	General Caste	67	27.92
(ii)	Backward Caste	139	57.92
(iii)	Scheduled Caste	34	14.16
	Total	240	100.00
5.	Occupation		
(i)	Agriculture	117	48.75
(ii)	Agriculture/Labour	80	33.33
(iii)	Agriculture + Caste occupation	41	17.080
(iv)	Agriculture + Business	41	2.50
(v)	Agri. + Independent Profession	09	03.75
(vi)	Agriculture + Service	47	19.58
6.	House		
(i)	No House	10	04.17
(ii)	Kachcha	41	17.08
(iii)	Mixed	18	07.50
(iv)	Pucca	171	71.25
	Total	240	100.00
7.	Social Participation		
(i)	No Participation	60	25.00
(ii)	Member of one organization	74	30.84
(iii)	Member of more than one organization	50	20.83
(iv)	Office bearer	42	17.50
(v)	Distinctive Features	14	05.83
	Total	240	100.00
8.	Earning Members		
(i)	Single	218	90.83
(ii)	Double	17	07.09
(iii)	Triple	05	02.08
	Total	240	100.00
9.	Annual Income		
(i)	Low Income Group (Rs. 8000- 18666)	60	25.00
(ii)	Medium Income group (Rs. 18667 – 29332)	117	48.75
(iii)	High Income Group Rs. 29333 and more)	63	26.25
	Total	240	100.00
10.	Size of Holding		
(i)	Small (up to 5 Acres)	150	62.50
(ii)	Medium (5.1 to 10 Acres)	70	29.17
(iii)	Large (Above 10 Acres)	20	08.33
	Total	240	100.00
11.	Size of Family		
(i)	Up to 5 Members	141	58.75
(ii)	6 to 10 and more	99	41.25
	Total	240	100.00
12.	Socio-economic Status		
(i)	Low Status (19 – 31 Score)	91	37.92
(ii)	Medium Status (32 – 43 Score)	89	37.08
(iii)	High Status (44 – and more)	60	25.00
	Total	240	100.00

Note:- (5*) More than ONE occupation is being hold by the respondents, hence total percentage exceeds to 100.

Table 2: Distribution of respondents regarding media preferences.

Mass Media	Preferences Ranks							
	1 st		2 nd		3 rd		Total	
	F	%	F	%	F	%	F	%
Television	182	8.65	18	8.37	15	6.98	215	100.00
Radio	131	81.37	17	10.56	13	8.07	161	100.00
Farmers fair	87	79.82	13	11.93	09	8.25	109	100.00
Newspapers	64	72.73	14	15.91	10	11.36	88	100.00
Telephone	48	64.86	14	18.92	12	16.22	74	100.00
Computer	02	100.00	—	—	—	—	02	100.00
Neighbor	25	62.50	10	25.00		12.50	40	100.00
Exhibition	10	58.83	05	29.41	02	11.76	17	100.00
Block/Ext. personnel	27	62.80	10	23.25	06	—	43	100.00
Magazine	06	66.67	02	22.22	01	05	09	100.00

Table 3: Basic purpose of media use

S.N.	Basic Purpose	No. of Respondents	Percentage
A	Television		
1	Status Symbol	98	45.58
2	Farm related/New tech. Prog.	170	79.06
3	News Awareness	182	84.65
4	Entertainment and News awareness	195	90.70
B	Radio		
1	Entertainment	40	24.84
2	Farm related/New tech. Prog.	126	78.26
3	News Awareness	138	85.71
4	Entertainment and News awareness	149	92.55
C	Farmers fair		
1	Entertainment/Film Show	50	45.87
2	To seek latest technological Know-how	84	77.06
3	To get new productrelated to agriculture and home products	68	62.38
4	To participate in agriculture Gosthi	75	68.81
5	To gain knowledge regarding seed, fertilizers and P.P. appliances	88	80.73
6	To see the demonstration related to agriculture and home management	81	74.31
7	To see the success story of farmers	62	56.88
D	Newspaper		
1	Can't say	13	14.77
2	Status symbol	11	12.50
3	Education/Career/Job/Official	39	44.32
4	News/Knowledge/awareness	67	76.14
5	Professionally useful	14	15.91
E	Telephone		
1	Status Symbol	12	16.22
2	Information updating/communication	62	83.78
	Total	74	100.00

Note – more than one basic purpose has been explained by the respondents, hence total percentage exceeds to hundred

engaged in service, 17.08 percent respondent are having caste occupation, 2.50 and 3.75 percent respondents have agriculture business and agriculture independent profession respectively. Majority i.e. 71.25 percent respondents have pucca houses in their possession, while 17.08 percent and 7.50 percent respondent have Kachcha and Mixed House respectively. Only 4.17 percent respondents still have no house for living purposes. Maximum 30.84 percent respondents have social participation in one organization, 25.00 percent respondents having no participation in any social organization, where as 20.83 percent, 17.50 percent and 5.83 percent respondents have membership in more than one organization, "Office bearer", and distinctive features respectively. A very high majority i.e., 90.83 percent respondents were found having single earning members, while 7.09 percent and 2.08 percent respondents were found having double earning members and triple earning members, respectively.

Table 2 highlights that of the total available media cent-percent respondents have given first preference, to computer while 84.65%, 81.37%, 79.82%, 72.73% 66.67%, 64.86%, 62.80% and 62.50 percent respondents have given 1st preference to television, radio, farmer fair, Newspaper, magazine, telephone, Block/Extension personal and neighbor respectively. The percentage of respondents who have given 2nd and 3rd preference of the media ranges from 8.37% to 29.41% and 6.98% to 16.22% respectively. Maximum 48.75 percent respondents have the annual income in the range of Rs. 18667 to Rs. 29332 while 26.25 percent and 25.00 percent have their annual income in the range of Rs. 29333 to Rs. 40000 and Rs. 8000 to Rs. 18666 respectively. Majority i.e. 62.50 percent respondents having the size of holding upto 5 acres (2 ha), while 29.17 percent and 8.33 percent respondents having holding 5.1 to 10 acres and above 10 acres respectively. Majority of the respondents i.e., 58.75 percent have upto 5 members in their family, while 41.25 percent respondents have 6 to 10 and above members in their family. Maximum 37.92 percent respondents belong to low socio-economic status, while 37.08 percent and 25.00 percent respondents belong to medium and high socio-economic status group.

Very high majority i.e. 90.70 percent respondents stated that they watched television for the basic purpose of entertainment and news coverage and awareness of current affairs, while 84.65 percent

respondents stated that they watched television for the basic purpose of getting news coverage and for awareness about current affairs, 79.06 percent respondents stated that they watched agriculture programmes for getting information on farm related issues and for watching new technology programmes and 45.58 percent respondents have mentioned the purpose of having status symbol Table further Reveales that 92.55 percent of respondents had stated that they listened to radio for the basic purposes of news coverage and awareness of current affairs and for entertainment. These farmers listened to folk songs and film songs based entertainment programmes. However, nearly 85.71 percent of the respondents had a single basic purpose of listening to news and current affairs on radio majority i.e. 78.26 percent respondents stated that the basic purpose of radio was listening to farm related/new technology programmes reveals that a very high majority of the respondents that is 80.73%, 77.06%, 74.31%, 68.81%, 62.38% and 56.88% have mentioned the basic purpose of going to farmers fairs as to gain knowledge regarding seed' fertilizers and plants protection appliances' to seek latest technological know-how' to see the demonstration related to agriculture and home management. 'to participate in agriculture Goshthi' To get new product related to agriculture and home products' and 'to see they success story of the farmers.

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