

## Attitude of Farmers towards Television Programmes in Perceiving Agricultural Information

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### Abstract

In this communication explosion era different agricultural programmes broadcasted through mass media like television plays an effective role to disseminate information at the right time to the right community. This information dissemination helps to increase the possibility of farmers in receiving modern technological information through these programmes. The present study was conducted to measure the attitude of the farmers towards agriculture related TV programmes in perceiving agricultural information. The objective of the study was to evaluate farmer's socio-economic status, their attitude towards agricultural TV shows and to explore the relationship between socioeconomic characteristics and attitude towards agriculture related TV programmes. The study was conducted in South Surma upazila of Sylhet district in Bangladesh. Data were collected through interviewing randomly selected 100 of television viewing farmer by using structured interview schedule. Attitude of the respondents towards was measured by using five point Likert scale consisting of twelve agriculture related statements. To explore the relationship between the concerned variables correlation coefficient (r) was computed. Results reviewed that, Majority of the respondents (76%) had medium favorable attitude while 14% have low favorable attitude towards agricultural TV shows. In addition to that, among the seven socio-economic characteristics of the farmers their level of education, farm size, farming experience, annual income and agricultural knowledge showed positive significant relationship towards agricultural TV programmes in perceiving agricultural information, whereas age and family size had negative significant relationship. Therefore, the number of agricultural TV shows with more relevant information should be made to boost up the attitude of farmers towards it.

**Keywords:** Attitude, Television, Farm programmes, Television viewing farmers

### Introduction

Transferring new findings and technologies to rural farmers remain a promising strategy for increasing agricultural productivity in an agricultural country like Bangladesh. The new idea must reach farmers' farms and homes through effective extension methods such as mass media, so that they can adopt new technologies and put them into use (Ekoja, 2003). Today television has emerged as the best medium of mass communication to disseminate farm information to millions

of farmers. Earlier studies (Lwoga, 2010; Hassan *et al.*, 2009) revealed that in rural areas mostly farmers still depend on television, newspaper and radio regarding the information about agriculture. They also added that Print and electronic media still is the main source of getting agriculture information among the farmers in the rural areas. In the dissemination and adoption of new ideas, Television (TV) plays an important role, especially regarding

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awareness and interest of their adopters (Kashem, 1992). It seems that the main reason for the popularity of television lies in its simplicity for the audiences. Since people intend to choose the easiest way for learning, the simplest way can be found in television educational programs (Buren, 2000). Ekoja (2003) stated that radio, television, propagation publication, daily farm newspapers, agriculture exhibitions, practical education, and consultation services, are the key information source of about different agricultural topics to the farmers. Television is becoming an important and popular medium through which the information of modern technology can be spread easily and quickly to all level of farmers. It is getting so effective mass media as it help farmers to see different agricultural practices visually as well as they can hear how to do it. As a result farmers get inspiration of trying those practices at farm level. In past days, Bangladesh Television was only the main channel but in recent days a number of programmes are telecasting in various

satellite channels, such as Mati-O-Manush (BTV), Krishi Diba-Nishi (BTV); Shayamol Bangla (Bangla Vision); Hridoya Mati-O-Manush (Channel I), Hridoya Mati O Manusher Dak (Channel I), Krishi o Jibon (Boishakhi Television), Shobuj Bangla (Gazi TV). The mentioned programmes are very popular among farmers for disseminating farming related technologies. Attitude of individual plays an important role in determining ones behavior and adoption of technologies. The favorable attitude would help to adopt new innovation and increase agricultural production. Keeping all these facts in mind the present investigation has been undertaken with following specific objectives:

- To assess the attitude level of farmers towards agriculture related television programmes.
- To explore the relationship between the selected socioeconomic characteristics of the farmers with their attitude towards agriculture related television programmes.

## **Methodology**

South Surma upazila of Sylhet district was selected purposively as the locale of the study. The study encompassed three villages of South Surma Upazila such as Tirashigram, Shirajpur and Konarchor. These villages were selected for the study as these villages had proper dish facilities. The total numbers of the television viewing farmers in the selected three villages were 400. Twenty five percent (25%) of the farmers were selected as the sample following proportionately random sampling method. Thus, 100 farmers were selected as sample of the study. Data were collected from the sampled farmers using an

interview schedule following personal interview method.

Seven selected characteristics of the respondent, e.g., age, Level of education, Family size, Farm size, Farming experience, annual family income, agricultural knowledge were considered as independent variables, while attitude of farmers towards TV programmes for perceiving agricultural information was the dependent variable of the study. For measuring the attitude towards agriculture related TV programmes, a Likert type scale containing 12 statements (6 positive and 6 negative) was used. These statements included the predisposition of farmers towards improved technology in

agriculture. The statements were selected after thorough consultation with the relevant experts. A 5-point modified Likert-type scale was used to measure the extent of agreement. By checking any one of the responses such as strongly agree, agree, neutral, disagree and strongly disagree, the respondent indicated his/her extent of agreement. Weights were assigned to the responses were 4, 3, 2, 1 and 0, respectively

for positive statement and the scoring system was reversed for the negative statements. The attitude score of a respondent was determined by adding up the weights for all the responses against all the 12 statements. Attitude score of a respondent could thus range from 0 to 48, while 0 indicated very unfavorable and 48 indicated highly favorable attitude towards agriculture related TV programmes.

## Results and Discussion

### Characteristics profile of the TV viewing farmers

Profile of different characteristics of the TV viewing farmers is presented in Table 1. From the table it is found that, the highest portion of the respondents (68%) was medium aged while largest (53%) portion of them had secondary level education. Again, highest (73%) portion of the farmers had medium sized family with medium annual family income (74%). In addition to that, majority (71%) of the farmers had medium farm size with medium level of agricultural knowledge (67%) and farming experience (69%).

### Attitude of the respondents

The overall attitude scores of the respondents towards agricultural TV programmes ranged from 16 to 48 with mean and standard deviation are 33.67 and 6.80, respectively (Table 2). Attitude of the farmers shows that majority of the respondents (76%) had medium favorable attitude towards agriculture related TV programmes, (14%) had low and (10%) had highly favorable attitude respectively. It depends largely on the knowledge and

awareness of the farmers. The information of the table revealed that a good number (86%) of the farmers possesses medium to highly favorable attitude towards agricultural TV programmes may influence the farmers in improving their understanding of the information they receive through various agricultural TV programmes. This finding is supported by khatun (2007) who also reveal that a good number (83%) of the farmers possesses moderate to highly favorable attitude towards agricultural TV programmes may influence the farmers in improving their understanding of the information they receive through various agricultural TV programmes. Again, Kumar *et al.* (2017) observed that 56.66 percent of farmers was having favourable attitude, 16.66% farmers had highly favorable and 26.66% of farmers show least favourable attitude towards farm radio programme. This finding is supported by Chahal (1992) and Shareef-Ud-Din (1994). Furthermore Raghuprasad *et.al* (2012) found that more than two-fifth (40.83%) of the farmers had favorable attitude towards ICT tools in farm communications.

Table 1 Characteristics profile of the TV viewing farmers

Characteristics	Categories	% Respondents	Mean	Standard Deviation
Age	Young( up to 32)	17	42.37	10.22
	Middle age (33-52)	68		
	Old (above 52)	15		
Educational Qualification	Illiterate (0)	6	5.77	3.28
	Primary level (1-5)	41		
	Secondary level (6-10)	53		
Family Size	Small(2-4)	14	7.26	2.98
	Medium (5-10)	73		
	Large (above 11)	13		
Farm Size	Small (0.21-0.70)	13	1.53	0.84
	Medium (0.71-2.37)	71		
	Large (above 2.38)	16		
Farming Experience	Low experience(3-5)	12	12.38	7.14
	Medium experience (6-19)	69		
	High experience (20years and above )	19		
Annual Family Income	Low (Up to 69)	11	163.63	94.32
	Medium (70-257)	74		
	High (above 258)	15		
Agricultural Knowledge	Low (Up to 18)	12	22	3.49
	Medium (19-25)	67		
	High (above 25)	21		

Table 2 Distribution of TV viewing farmers depending on their attitude towards agriculture related TV programmes

Category (Score)	Frequency	Percent	Mean	Standard Deviation
Low favorable attitude (16-26)	14	14	33.67	6.80
Medium favorable attitude (27-40)	76	76		
High favorable attitude (41-48)	10	10		
Total	100	100		

#### **Relationship between the selected characteristics of TV viewing farmers with their attitude towards agricultural television programmes**

Farmers' attitude towards TV programmes in perceiving agricultural information found moderately effective. All the seven socio economic criteria are significantly co-related with farmer's attitude towards

agricultural TV shows for perceiving information. Among them age and family size acts negatively significant with outlook of farmers. Generally age old person are not so attracted with TV viewing as youths do. Another thing is that they elderly farmers considered information comes through TV

Table 3 Relationship between the selected characteristics of the respondents with their attitude towards agricultural TV programmes

Selected Characteristics TV programmes	Correlation( r) with perceived information by
Age	-.354**
Educational Qualification	.206*
Family size	-.225*
Farm size	.335**
Farming experience	.391**
Annual family income	.252*
Agricultural knowledge	.356**

is not so effective to perceive information (Khatun 2007). Study reveals that, family size showed negatively role with attitude of farmers towards agriculture related TV

programmes. It may be said that while family size increased their income decreased as a result they may not afford TV. This may create negative attitude towards TV. On the contrary level of education, farm size, farming experience, annual family income and agricultural knowledge played positively significant relationship with attitude towards agriculture related TV shows in perceiving information. According to Raghuprasad *et al.* (2012) education, land holding or farm size and annual family income showed positively significant relationship with attitude of farmers toward ICT tools in farm communication.

### Conclusion

Majority of the farmers showed positive attitude toward agriculture related Television programmes. Level of education, farm size, farming experience, annual family income and agricultural knowledge played positively significant relationship with attitude towards agricultural TV shows

while age and family size showed negatively significant relationship. Therefore, policy makers should consider these variables while taking the policy to make the mass media effective in agricultural development arena.

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