

## Knowledge of the Farmers about TV Programme

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### Abstract

The main purpose of this study was to determine and describe the extent of knowledge of the farmers about TV programme and some other related aspects. This study also attempted to explore the relationship between farmers' knowledge about TV programme and their selected characteristics. Data were collected from a randomly selected sample of 118 farmers by interviewing personally during September to October, 2009 from Narayanpur and Bhabakhali villages under Sadar Upazila of Mymensingh district. About three-fifth (58 percent) of the respondents had medium level of knowledge about TV programme as compared to 42 percent having low level, while none had high level of knowledge about TV programme. All the farmers watched Bangla news and drama in respect of topics, while 92 to 93 percent of them watched Krishi Dibanishi and Mati-O-Manush in respect of agricultural programmes. Eighty nine percent of the farmers watched television immediately after evening, while 69 percent of them watched television in the evening with an overlapping situation. In case of places of watching, most (91 percent) of the farmers watched TV at market. In case of problems faced by the farmers, electric problem in the house was the major problem. Among the 12 selected characteristics problem confrontation and fatalism had significant and negative relationship with their knowledge about TV programme.

**Key words:** Knowledge, farmers, TV programme, related aspects.

### Introduction

In rural areas of Bangladesh, the opportunity for watching television is not enough. Most of the farmers have no television set or have no money for buying TV. In 1992, on an average, there was 4.2 TV sets per thousand of people in Bangladesh where there was 1.6 in Nepal and Myanmar; 1.4 in South Korea (Anonymous, 1992). So, market place and other's house are the important places for watching television in Bangladesh. Farmers spend their time in watching television whenever they get chance. Their watching of television depends mostly on appropriate time. To enjoy the TV programme, the farmers are to face a lot of problems because in rural areas the infrastructural and other facilities are too low.

In spite of having some problems in watching TV, the farmers are much interested in watching TV programme. They watch

different kinds of programmes like news, drama, song and music, sports and cultural affairs, agricultural and other recreational programmes. Watching these, they are gathering knowledge about programmes of TV. They can know and judge the acceptability of the programme. The knowledge of the farmers about TV programme is very important. It is possible to judge the acceptability of the programmes, if the knowledge of the farmers about the different programmes can be determined. It is necessary to conduct a study for determining the present level of knowledge of the farmers about TV programme and other related aspects. It is expected that the findings will be helpful in planning topics, programmes and timing for TV in a better way so as to enhance population of TV viewers having improved knowledge about different aspects

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of TV aimed at social, economic and cultural awareness of rural people for broader development.

Keeping these facts in mind, the present study was undertaken to fulfill the following objectives: i) to determine and describe the

extent of knowledge of the farmers about TV programme and some other related aspects, and ii) to explore the relationship between knowledge of the farmers about TV programme and their selected characteristics.

## Methodology

The locale of the study included Narayanpur and Bhabakhali villages under Sadar Upazila of Mymensingh district. The total number of farm family heads of these two villages were 1183. Among them 10 percent of the farm family heads were selected randomly so as to constitute a sample size of 118. The independent variables of this study were the 12 selected characteristics of the farmers namely age, education, effective land possession, farming experience, cosmopolitaness, organizational participation, newspaper reading habit, radio listening habit, extension personnel contact, religious knowledge, problem confrontation and fatalism. These were measured employing prevailing standard methods.

Knowledge about TV programme of a respondent was measured by asking him 15 questions related to different aspects of programme in connection with BTV and other channels. It was measured in scores. The total assigned scores for all the questions were 30. A score of 1 to 2 was assigned for each correct answer based on the nature of the answer and 0 for the wrong answer. However, for correct responses to all the questions a respondent could get a total score of 30, while for wrong responses to all the questions a respondent could get '0'. As such, 0 indicates no knowledge about TV programme and 30 indicates very high knowledge about TV programme.

## Findings and Discussion

### Knowledge of the Farmers about TV Programme

Against the possible range from 0 to 30 scores, the data indicated that the observed knowledge about TV programme scores of the respondents ranged from 6 to 17 with an average of 11.64, while the CV was 21.73. About three-fifth (58 percent) of the respondents had medium level of knowledge about TV programme, while 42 percent had low level of knowledge about TV programme. None had high level of knowledge about TV programme (Table 1). It is shown that all of the farmers of the study area had the knowledge about TV programme in varying extent. This is because they watched the TV programme. It can be said that the knowledge of the farmers about TV programme will be

helpful regarding awareness of different aspects of rural development, although the knowledge level is not satisfactory in this study.

Table 1 Knowledge of the farmers about TV programme

Categories according to knowledge of the farmers about TV programme	Farmers		Mean	CV
	Number	Percent		
Low ( $\leq 10$ scores)	50	42	11.64	21.73
Medium (11-20 scores)	68	58		
High ( $> 20$ scores)	0	0		
Total	118	100		

### Some Related Aspects of TV Programme

Data presented in the Table 2 indicated that all (100 percent) of the farmers watched Bangla news and drama which were equally important and had the highest rank. Only a few farmers watched the topic of religion which ranked tenth position. The other topics in decending order were: song and music, cinema, crops, cattle, fisheries, poultry, goat/sheep and sports and games respectively. However, sports and games, and particularly religion were of lesser importance in terms of citation made by the farmers. It is interesting to mention that the farmers gave more importance on the recreational topics like drama, song and music, and cinema than the agricultural topics. It is very promising that all the farmers watched Bangla news, although not regularly. For creation of awareness regarding society and community, this listening habit of news will be helpful.

Table 2 Citation of topics of watching television

Name of topics	Farmers watching the topics		Rank order
	Number	Percent	
Bangla news	118	100	1.5
Drama	118	100	1.5
Song and music	113	96	2
Cinema	108	91	3
Crops	101	86	4
Cattle	95	80	5
Fisheries	92	78	6
Poultry	91	77	7
Goat/sheep	90	76	8
Sports and games	37	31	9
Religion	5	4	10

The data in Table 3 showed that a great majority (93 percent) of the farmers watched Krishi Dibanishi. It was closely followed by Mati-O-Manush. Obviously, these two programmes were very popular among the farmers. The other two programmes, viz., Ridoya Mati-O-Manush and Shamol Bangla were of lesser importance in terms of citation

of agricultural TV programmes. These two programmes were probably less attractive to the farmers.

Table 3 Citation of programme of watching television

Name of programme	Farmers mentioning the programme		Rank order
	Number	Percent	
Krishi Dibanishi	109	93	1
Mati-O-Manush	108	92	2
Ridoya Mati-O-Manush	42	36	3
Shamol Bangla	38	32	4

Data contained in Table 4 show that 91 percent of the farmers in the study area watched television in the market place ranking first. The next two important TV watching places were other's house and own house. Other source was comparatively of lesser importance, because only 14 percent of the farmers mentioned other source as a source for watching TV.

Table 4 Citation of places of watching television

Name of places	Farmers mentioning the places		Rank order
	Number	Percent	
Market place	108	91	1
Other's house	76	64	2
Own house	58	49	3
Other source	16	14	4

Data in Table 5 revealed that 89 percent of the farmers watched television at early night (immediately after evening) and ranked as first, while evening was also an important time for watching television. Some (17 percent) of the farmers indicated afternoon as their time of watching TV, while only 9 percent watched TV at night after 4 hours from evening. It is interesting that no body watched television in the first half of the day because of the involvement in different

agricultural activities and family works during this period of time.

Table 5 Citation of time of watching television

Name of time	Farmers mentioning the time		Rank order
	Number	Percent	
Night (immediately after evening)	105	89	1
Evening (one hour before and after maghrib prayer)	82	69	2
Afternoon	20	17	3
Night (after 4 hours from evening)	11	9	4

Data contained in Table 6 show that more than four-fifth (86 percent) of the farmers opined electric problem as the most important obstacle in watching television which ranked first. A great majority (77 percent) of the farmers have to go to market for watching TV, while 64 percent have to go to others' house for watching TV. Lack of money for purchasing TV was also a recognized problem. However, for some of the farmers money was not an important factor for purchasing TV although they do not have any TV set of their own. A few farmers faced problem, because their TV sets were out of order.

Table 6 Citation of problems faced by the farmers in watching television

Name of problems	Farmers mentioning the problems		Rank order
	Number	Percent	
Electricity problem in the house	101	86	1
Have to go to market for watching TV	91	77	2
Have to go to other's house for watching TV	76	64	3
Don't have necessary money to buy TV	31	26	4
Other problems	30	25	5.5
Don't have any TV set (although money is not a problem)	29	25	5.5
Own TV set is out of order	5	4	7

### Relationship between the Selected Characteristics and Knowledge of the Farmers about TV Programme

An attempt was made to determine the relationship between 12 selected characteristics of the farmers and their knowledge about TV programme. In order to explore the relationship between the selected characteristics of the farmers and knowledge about TV programme, Pearson's Product Moment Correlation Coefficient 'r' has been used.

Data in Table 7 indicated that problem confrontation of the farmers had a significant and negative relationship with their knowledge about TV programme. This meant that farmers' knowledge about TV

programme decreased with the increase of their problem confrontation in watching TV. Similar findings were observed by Ahmed (2002) and Nahar (1996). A farmer having familiarity with the TV programme will have a better stock of knowledge about agriculture and various other affairs. It is quite logical that such farmer will be in a better situation to tackle over the different problems and ultimately he will face lesser amount of problems. Fatalism of the farmers had a significant and negative relationship with their knowledge about TV programme. This meant that the knowledge about TV programme of the farmers decreased with increase of fatalism. Similar findings were observed by Rahman (2002), Ahmed (2002)

and Nahar (1996). A farmer having more fatalism will usually depend on luck and suffer from greater extent of motivational complexes, and develop a frustrating atmosphere for himself and others. It is quite likely that such farmer will be rather reluctant to maintain familiarity with the TV programmes. The remaining ten selected characteristics of the farmers did not explore any significant relationship with their knowledge about TV programme, while organizational participation closely approached the significance level with a negative trend. These ten characteristics, however, had possibly no or lesser importance in matters of influencing extent of farmers' knowledge about TV programmes.

Table 7 Results of the correlation coefficient between farmers' knowledge about TV programme and their selected characteristics

Independent variables (Selected characteristics)	Computed values of 'r' (df = n-2 = 116)
Age	-0.039
Education	0.107
Effective land possession	-0.013
Farming experience	-0.046
Cosmopoliteness	0.013
Organizational participation	-0.171
Newspaper reading habit	-0.012
Radio listening habit	0.095
Extension personnel contact	0.062
Religious knowledge	-0.108
Problem confrontation	-0.330**
Fatalism	-0.262*

\* Significant at 0.01 level of probability,

\*\* Significant at 0.001 level of probability.

Dependent variable: Knowledge of the farmers about TV programme

## Conclusions

Television telecasts programme about agriculture, education, songs, health, sports, political affairs, news items, etc. These topics not only provide entertainment, but also give useful information to farm people. Television can be used as an important communication media in the rural areas for dissemination of information to the rural people. Krishi Dibanishi and Mati-O-Manush were very popular programmes. The findings of this study will be helpful in matters of acceptability of the existing programme and adjustment with the topics

and programmes of Television for farm people. An attempt needs to be taken to organize useful and scientific agricultural programmes giving due importance to the nature of topics, farmers' needs and interests, farmers' availability of time and places, and farmers' problems in matters of watching Television. Farmers can gain their knowledge and understanding about agriculture and other aspects of human life, and find out some directions for utilization of their resources in the best possible ways for their economic and social upliftment.

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