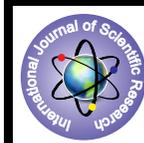


Information Seeking Behaviour Among The Farmers of Khojanpur and Mavaiya Villages in Raebareli: A Comperative Study



Library Science

KEYWORDS : Information Seeking Behaviour, information habits, information gathering, Raebareli, farmers need.

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ABSTRACT

Agriculture is the backbone of any developing country. The major purpose of this study is to examine the Information Seeking Behavior of farmers in Raebareli. Here I have tried to compare information seeking habits of two villages of Raebareli district of Uttar Pradesh. What's there problems in information seeking, how they are getting information, whether they are getting requires information or not?

INTRODUCTION:

The present era is the era of information and knowledge revolution. Many electronic resources are available in the library. The increase in information available on the Web has affected information seeking behavior. Innumerable types of information, in a large variety of containers and in many different locations, are all available in one place (Fidel et al., 1999). In the modern society, the types of information and the media which present them have become manifold and multifarious, offering men and women a vast selection. In the modern society, the types of information and the media which present them have become manifold and multifarious, offering men and women a vast selection.

Review of literature:

According to Kriklas information seeking behaviour begins with a "perceived need" which is like anomalous state of knowledge.

The study of information seeking behaviour forms an important component of information user's studies. It results from the recognition of some need, perceived by the user, who as a consequence makes demand upon formal systems such as libraries, information centers, and some other person in order to satisfy the perceived need.

Information seeking is a holistic experience with thoughts, actions and feelings interwoven in to complex mosaic rather than as separate distinct entity. Information seeking is just not a singular task of gathering and collecting information; rather it is a series of different tasks within a constructive process.

Carol C. Kuhlthau used 'constructivist' view of learning to explain information seeking behaviour. This framework is purposefully applied to explain to the role of information in the individual's process of problem solving or finding new ideas.

Statement of the Problem:

The statement of the problem is information seeking behaviour among the farmers of Khojanpur and Mavaiya villages in Raebareli: a comparative study.

NEED OF THE STUDY:

The researchers tried to get the answers from the following questions:

- ✓ What kind of information is sought by farmers?
- ✓ What methods are used for seeking information by farmers?
- ✓ How is information technology used by farmers?
- ✓ What languages are used by farmers?
- ✓ What are the problems of seeking information and how it can be solved?

OBJECTIVES OF THE STUDY:

1. To examine information seeking behaviour of farmers in Lakhimpur, Uttar Pradesh.
2. To determine the kind of information used by the farmers.

3. To study the purpose of information seeking by farmers.
4. To explore the use of information technology.
5. To study the problems faced by the farmers while seeking and use information.
6. To reveal the use of language for seeking the information.

SCOPE OF THE STUDY:

The scope of the study is two villages namely Khojanpur and Mavaiya of Raebareli district of Uttar Pradesh.

Methodology:

The present study is based on the primary data collected through 40 questionnaire filled up on the basis of response given by the farmers of each of above villages. Thus total 80 questionnaires were collected for the study.

Analysis of data:

Sl. No.	Name of the village	No of the respondents
1.	Khojanpur	40
2.	Mavaiya	40
Total	02	80

Table-1: collection of responses

Table -1 show that there are total 80 respondents are selected from two villages, 40 from each.

Response according to gender:

Sl. No.	Name of the village	No of the respondents	Male		Female	
			No	%	No	%
1	Khojanpur	40	30	75	10	25
2	Mavaiya	40	32	80	8	20
Total	02	80	62	77.5	18	22.5

Table-2: sex ratio of farmers

The table shows that women farmers are one fifth in number. Individually in khojanpur 25% and in Mavaiya 20% women are engaged in farming.

Respondent according to age:

Sl. No.	Age Group	Khojanpur		Mavaiya	
		No of farmers	%	No of farmers	%
1	20-30	8	20	6	15
2	30-40	15	37.5	16	40
3	40-50	9	22.5	10	25
4	>50	7	17.5	8	20

Total	40	100	40	100
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Table-3: age of farmers

From the table-3 it is clear that two fifth farmers are of age group 30-40. There is no any difference between the two samples on the basis of age.

Farming land with the farmers:

Sl. No.	Farming Land (In acres)	Khojanpur		Mavaiya	
		No of farmers	%	No of farmers	%
1	0-1	24	60	14	35
2	2-3	9	22.5	12	30
3	3-5	5	12.5	9	22.5
4	>5	2	5	5	12.5
Total		40	100	40	100

Table-4: availability of agriculture land

This table shows that 60% farmers having less than one acre agriculture land in khojanpur village, on the other hand only 35% farmers in Mavaiya village having land in this range. Also the number of farmers having agricultural land more than 5 acre is 2.5 times in Mavaiya than the Khojanpur village.

Educational qualifications of the farmers:

Sl. No.	Farming Land (In acres)	Khojanpur		Mavaiya	
		No of farmers	%	No of farmers	%
1	Illiterate	7	17.5	4	10
2	Primary level	15	37.5	18	45
3	Higher secondary	10	25	8	20
4	Graduation/ PG	8	20	10	25
Total		40	100	40	100

Table-5: Educational qualification of farmers

From the above table it is clear that illiteracy is more in the first than the second village among the farmers.

Type of Information:

Sl. No.	Farming Land (In acres)	Khojanpur		Mavaiya	
		No of farmers	%	No of farmers	%
1	Crop related	40	100	40	100
2	Seed related	40	100	40	100
3	Fertilizers	40	100	40	100
4	Pesticides	38	95	36	90
5	Govt. policies	32	80	34	85
6	Storage	18	45	23	57.5
7	Machinery related	23	57.5	26	65
8	Education related	15	37.5	19	47.5

9	Any other, market related etc.	31	77.5	37	92.5
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Table-6: type of information needs

Here it can be seen that all the farmers requires information about the crop,seeds, fertilizers in bothe the villages. While awareness about pesticides, government policies, storage and machinery related information is low.

Information seeking frequency:

Sl. No.	Frequency	Khojanpur		Mavaiya	
		No of farmers	%	No of farmers	%
1	Daily	3	7.5	5	12.5
2	Weekly	17	42.5	15	37.5
3	Monthly	6	15	3	7.5
4	Seasonal	12	30	13	32.5
5	Often	2	5	4	10
Total		40	100	40	100

Table-7: frequency

In both the villages farmers gathers seasonal information compeately to the daily, weekly and monthly.

Information source used by farmers:

Sl. No.	Sources of information	Khojanpur		Mavaiya	
		No of farmers	%	No of farmers	%
1	Collogues	40	100	40	100
2	Leaders & role models	37	92.5	40	100
3	Inquiry to educated peoples	7	17.5	4	10
4	Extension officers	13	32.5	17	42.5
5	Radio & Television	31	77.5	36	90
6	News Papers	17	42.5	20	50
7	Library	0	0	0	0
8	Internet	3	7.5	5	12.5
9	Any other	4	10	2	5

Table-8: Sources used by the farmers

Table-8 shows that collogues and role models are the major source of information for most of the farmers of both the vil-lages. Unavailability of libraries is a constrain in information seeking. Due to the multi option from the respondents here per-centage is more than the 100.

Medium used by the farmers:

Sl. No.	Medium	Khojanpur		Mavaiya	
		No of farmers	%	No of farmers	%
1	Personal contact	13	32.5	11	27.5
2	Telephone	25	62.5	26	65

3	Any other	2	5	3	7.5
Total		40	100	40	100

Table-9: Medium used by farmers

Above table reveals that more than 60% farmers prefer telephonic contact than the personal contact to fulfill their information needs.

Problems before the farmers:

Sl. No.	problems	Khojanpur		Mavaiya	
		No of farmers	%	No of farmers	%
1	Illiteracy	7	17.5	4	10
2	Unawareness	23	57.5	19	47.5
3	Unavailability of information centers	37	92.35	35	87.5
4	More distance of market	11	27.5	19	47.5
5	Unwillingness of extension officers	39	97.5	37	92.5
6	Poverty	24	60	14	35
7	Any other related to govt. offices	31	77.5	34	85

Table-10: Problems of the farmers

Unwillingness of government officers is a major constrain to the farmers information seeking. Poverty, unawareness, market distance are the common problems in information seeking of the farmers of both the villages.

Conclusion:

From the above discussion we can see that there is no any basic difference in information seeking behaviour. Most of the farmers are male. Their education level is low as most of the farmers are having primary education only. Area of farming land is small to most of the farmers. They seeks information from their friends and relatives as the libraries are not available in their villages. They are facing common problems viz. illiteracy, unawareness, lackness of information centers and rudeness of extension officers.

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