



## Media Habits among Organic Farmers

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### ABSTRACT

*This paper deals with the media habits among organic farmers. The study was conducted using multistage random sampling technique. The total sample of 195 respondents was chosen to trace out the media having maximum utilization by the organic farmers. The major findings of this study signify that television is the maximum utilized media among male and female farmers and subsequently radio, because radio and television have been the most successful media for diffusing the technical knowledge level to the farmers. The print media like newspaper, general magazine and farm magazine are in the majority used by male farmers as compared to the female farmers.*

**Keywords :** Mass Media, Agriculture, Media Habits, Organic Farmers.

### Introduction:

In developing countries like India the mass media plays a vital role in the success of agricultural development programmes and in disseminating agricultural information among farmers.

Radio, Television has been claimed to be the most effective media and which has impact for diffusing the scientific knowledge to the mass audience. In a country like India, where literacy level is low, the choice of communication media is of vital importance. In this regard the television and radio are significant medium, as they transfer modern agricultural technology to literate and illiterate farmers, within short time.

Among the several mass media, newspaper and farm magazine are commonly used. They have a vital role to play in the communication of agricultural information among the literate farmers. Increasing rate of literacy in the country offers new promises and prospects for utilizing print medium as a means of mass communication.

Advancement in scientific research has given rise to the most sophisticated new technology in information and communication fields that are now drastically changing the concept of a large size, diversified world to a Global village. Internet plays a vital role in exchanging the information through e-mail, chat, etc. Farmers can get the improved information services through the creative use of the Information Technology.

The coverage of different subject matter by radio, television, newspaper, farm magazine and internet are almost similar with regard to agriculture, horticulture, animal husbandry, agricultural marketing, agricultural engineering and cooperatives. A radio, television, newspaper farm magazine and internet play a very important role in the field of agriculture through communication.

### Review of literature:

The review identifying the research conducted previously on the media habits of farmers are made and discussed as following.

Veerabhadrayya (1971) found that mass media sources such as newspaper (36 per cent) and radio (33 per cent) have been utilized to a very large extent by the respondents in addition to informal sources like progressive farmers (34 per cent) co-operative society (34 per cent) and neighbors (29 per cent).

Munegowda (1978) indicated that 50 per cent of farmers owning radio sets and subscribing newspapers had listened to agricultural message broadcast through radio.

Iqbal (1988) found that 60.5% of the respondents used radio as main source for getting agricultural information.

Hussain (1993) revealed that 66% of the farmers of Pakistan meet their information needs through mass media, which include both electronic and print media. Print media can be regarded as effective tool of communication commonly used by extension agencies.

Kakade Onkar (1995) revealed that Cent percent of the registered farmers of Farm Radio Lessons programme listened general Radio programmes and great majority of the registered farmers of Farm Radio Lessons programme listened farm broadcast regularly (94.23 percent).

Malik (2000) concluded that for the adoption of improved technology the fellow farmers, radio, television, and shopkeepers were the main sources of agricultural information. He further stated that the farmers were some extent satisfied with the agricultural information disseminated through mass media. About half (48.50%) of the farmers perceived mass media useful to some extent and only 17.50% perceived the mass media useful to great extent in increasing agricultural production.

Mahmood and Sheikh (2005) stated that creation of awareness is the first step towards the adoption process. Mass media (electronic & print media) are playing very important role in creating awareness about new agricultural technologies among farmers.

Syed Sadaqath and Mariswamy H. K. (2007) shows that 72 per cent of farmers had medium level of exposure to radio, medium category of farmers has a maximum of 70.5% perception level towards usefulness of radio content compare to high and low category of farmers and maximum of 75% of medium level of farmers have perceived high perception level of credibility on radio compare to high and low category of farmers.

Gathigi George W. (2009) found that radio is the most important and accessible medium in Kieni West and that vernacular radio stations are the most preferred ones. Kieni West listeners use radio to obtain information about what is happening locally and beyond. They use radio to access information on health and agriculture. In addition, listeners rely on radio for social interactions, civic engagement, and as a platform where they can take some of their problems and seek solutions.

Hanumanaikar Raveendra. H (2009) found that majority of the respondents (57.22%) belongs to medium reading habits category of farm magazines, 62.78 per cent of the respondents read the complete information published in the farm magazines.

Md. Salleh Hassan et al (2011) Analysis employed has specifically informed that slightly more than half of the respondents (50.1%) have moderately received agriculture information from mass media sources.

### Objectives of the Study:

Besides the general objective to provide the socio-economic and educational profile of the organic farmers with their media habits, the study also makes an assessment of the knowledge level gained through media. The specific objectives of the study are:

- To trace out which media has maximum utilized by the organic farmers.
- To study the usage patterns of various media.
- To enlist the problems of media users and obtain their suggestions.
- The comparison between the men and women with respect to media habits.

### Research Design and Methods:

The study is conducted in the Bijapur district of Karnataka state. It is a significant district with respect to agriculture development. In this study the method used for research is multi-stage random sampling technique. From each of the five taluks of the Bijapur district, two Hobalis (a unit of taluk) are selected and from each Hobali two villages are selected. The respondents are obtained from 20 randomly selected villages. Thus, the total sample size is done on 195 respondents. To know the media habits among the farmer's data is collected through the questionnaire method and for analysis of the collected data Statistical Package for Social Sciences (SPSS) is used.

### Findings of the Study and the Discussions:

#### Profile of the farmers:

Table-1 indicates that more than half of the respondents 60.51% were male while remaining 39.48% of the respondents were female. Further the distribution of respondents in terms of age group, it may be shows that majority of the respondents 35.89% were in the age group of 31-40 years followed by 29.23% were in 21-30 years age group and 26.15% were in the group of 41 years and above and only 8.71% were in the age group of below 20 years. Out of the total, 60.0% respondents completed primary and high school education followed by 20.0% illiterate and 14.35% who completed college education and only 5.64% of the respondents were completed post graduation studies.

**Table-1: Profile of the Organic Farmers**

Characteristics	Number	Percent
Gender		
Male	118	60.51%
Female	77	39.48%

Age		
Below 20 Years	17	8.71%
21-30 years	57	29.23%
31-40 years	70	35.89%
41 years and above	51	26.15%
Education		
Illiterate	39	20.0%
Primary and High school education	117	60.0%
College education	28	14.35%
Post graduation	11	5.64%

The above made analysis shows that the majority of the respondents were male and the middle aged group. These respondents were more who involved in the organic farming than the other age groups. The analysis of education level of farmers indicates that a vast majority of them would belong to a primary and high school education category.

**Table 2: Gender wise distribution of newspapers reading habits**

Frequency of reading newspaper	Gender		
	Male	Female	Total
Regularly	70 (59.32)	25 (32.46)	95(48.71)
Occasionally	33 (30)	28 (36.36)	61(31.28)
Never	15 (12.71)	24(31.16)	39(20)
Total	118 (60.51)	77(39.48)	195(100)

A close observation of the table-2 reveals that 118 (60.51%) of male respondents read the newspaper, among which 59.32% respondents read it regularly, 30% read the newspapers occasionally, and only 12.71% of the respondents never read the newspapers. Among the female respondents of 39.48% read the newspaper, 32.46% of them read newspapers regularly, 36.36% of female respondents read newspapers occasionally, and only 31.16% of the respondents did not read the newspapers. From the above made analysis it was found that majority of the respondents (48.71%) read the newspaper, among them male respondents are more as compared to the female respondents.

**Table 3: Gender wise distribution of general magazines reading habits**

Frequency of reading general magazines	Gender		
	Male	Female	Total
Regularly	44(37.28)	10(12.98)	54(27.69)
Occasionally	36 (30.50)	27 (35.06)	63 (32.30)
Never	38(32.20)	40(51.94)	78(40)
Total	118 (60.51)	77(39.48)	195(100)

Table 3 revealed that the reading habits of general magazines among male respondents was 60.51% among which 37.28% respondents were read the general magazine regularly, 30.50% read occasionally and 32.20% of the respondents did not read general magazine. In case of female more than half of the respondents (51.94%) never read the general magazine and 35.06% read occasionally and only 12.98% read general magazine regularly. The result of this table shows that majority of the female farmers did not read general magazines as compared to male.

**Table 4: Gender wise distribution of farm magazines reading habits**

Frequency of reading farm magazines	Gender		
	Male	Female	Total
Regularly	63(53.38)	17(22.07)	80(41.02)
Occasionally	28 (23.72)	24 (31.16)	52 (26.66)
Never	27(22.88)	36(46.75)	63(32.30)
Total	118 (60.51)	77(39.48)	195(100)

It can be seen from the table-4 that more than half of the male respondents (53.38%) read farm magazine regularly followed by occasionally 23.72% and 22.88% of the respondents did not read farm magazine at all. Further, in respect of the female respondents 46.75% do not read farm magazine and 31.16% read occasionally, only 22.07% respondents read

farm magazine regularly. The analysis of this table stated that the farm magazine reading habit among female is less than male.

**Table 5: Gender wise distribution of Television viewing habits**

Frequency of TV viewing	Gender		
	Male	Female	Total
Regularly	82(69.49)	54(70.12)	136(69.74)
Occasionally	28 (23.72)	23 (29.87)	51(26.15)
Never	8(6.77)	0(0)	8(4.10)
Total	118 (60.51)	77(39.48)	195(100)

It was observed from the data presented in table-5 that nearly one third of the male respondents (69.49%) view television regularly followed by 23.72% view occasionally and only 6.77% of the respondents did not view television. Among the female respondents 70.12% view the television regularly, 29.87% view occasionally and no female respondents who did not view television at all. It was found from the above table that most of the respondents view television regularly both male and female.

**Table 6: Gender wise distribution of internet accessing habits**

Frequency of Internet accessing	Gender		
	Male	Female	Total
Regularly	2(1.69)	1(1.29)	3(1.53)
Occasionally	20(16.94)	15(19.48)	35(17.94)
Never	96(81.35)	61(79.22)	157(80.51)
Total	118 (60.51)	77(39.48)	195(100)

The most significant outcome of table-6 is that more than one third of the male respondents (81.35%) do not access internet and 16.94% access occasionally and only 1.69% access regularly. The table also reveals that majority of the female respondents (79.22%) do not access internet at all and 19.48% access occasionally and only 1.29% access internet regularly. From the above analysis it was observed that the access of internet among both male and female is very less and organic farmers are not tech savvy.

**Table 7: Gender wise distribution of radio listening habits**

Frequency of radio listening	Gender		
	Male	Female	Total
Regularly	72(61.01)	47(61.03)	119(61.02)
Occasionally	8(6.77)	11(14.28)	19(9.74)
Never	38(32.20)	19(24.67)	57(29.23)
Total	118 (60.51)	77(39.48)	195(100)

The results presented in table-7 revealed that majority of the male respondents (61.01%) listen to radio regularly and 32.20% did not listen radio at all and only 6.77% listen radio occasionally. Similarly 61.03% of the female respondents listen to radio regularly and 24.67% did not listen radio and only 14.28% female respondents listen radio occasionally. The above analysis indicated that majority of the respondents tend to be regular listeners of radio.

### Conclusion:

Media plays a vital role in the communication of agricultural information among the farmers to modernizing Indian agriculture. Mass media are important in providing information for enabling the rural community to make informed decision regarding their farming activities, especially in the rural areas of developing countries (Lwoga, 2010).

The print media like newspaper, general magazine and farm magazine are in the majority used by male farmers as compared to the female farmers.

In this study, it is found from the findings that majority of the farmers are male who use media in their day to day life to get farm information and also for entertainment purpose. Majority of the farmers in the age group of 31-40 years use media more than other age groups. As concerned to the level of education majority of the respondents are from primary and high school education that use media. Study also indicated that television is the maximum utilized media among male and female farmers and subsequently radio because Radio and Television have been the most successful media for diffusing the technical knowledge to the farmers.

In a country like India, where literacy level is low, the choice of communication media is of vital importance. In this regard the television and radio are significant, as they transfer of modern agricultural technology to literate and illiterate farmers and internet is the least utilized media among farmers because of illiteracy and lacking of knowledge from new technologies among farmers.

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