



## Effect Of Community Radio In Adoption Process

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### ABSTRACT

The study was carried out to determine the effect of community radio in adoption process. How far the community radio listeners utilized the information at different stages of adoption process according to Innovation Decision Process, taking into consideration of these stages, equal weightage was given to each of these stages with 5 point continuum – very effective, effective, undecided, least effective and not at all effective. Among the extent of effectiveness of information broadcast through community radio programmes during various stages of Innovation Decision Process, knowledge stage received first rank, followed by persuasion stage, decision stage, confirmation stage, and implementation stage.

### Keywords:

#### INTRODUCTION

Among the various mass media communication, radio is one, which possesses a quality of conveying the information in advance, quickly and promptly. It can be used effectively to reach large number of people in expansively in a short time, to reach unreached by any other means; to build enthusiasm and maintain interest. Broadcasting, in its significance, reaches wide range of masses and its impact constitutes the most powerful medium of communication in India. Its importance as a medium of information and education is particularly great in vast and developing country like India where the reach of the print word is not wide or deep of the problem of illiteracy can not effect its use.

Community radio is a type of radio service that caters to the interests of a certain area, broadcasting material that is popular to local audience. Modern day community radio stations serve their listeners by offering a variety of location specific content that is not provided by the larger commercial radio stations. Community radio outlets may carry news and information geared towards the local area, particularly immigrant or minority groups that are poorly served by other major media outlets.

#### METHODOLOGY

This study was conducted in Medak district of Andhra Pradesh state. All the four mandals (Zaheerabad, Zarasangam, Raikode and Nyalkal) covered, because the community radio is covering only these four mandals. From each mandal three villages were selected at random by following sequential systematic random sampling method. Thus a total of twelve villages were selected for the study. Ten respondents from each village was selected randomly using lottery method thus making a total of 120 respondents. A comprehensive schedule was developed and pre-tested. The data were collected, coded and tabulated. Statistical measures like frequency and percentage were used to analyse the data and interpret the results.

#### FINDINGS AND DISCUSSION

The results represented in Table 1, showed that among the extent of effectiveness of information broadcast through community radio programmes during various stages of Innovation Decision Process, knowledge stage received first rank with mean score 3.63, followed by persuasion stage (second rank with mean score 3.02), decision stage (third rank with mean score 2.24), confirmation stage (fourth rank with mean score 2.22) and implementation stage (fifth rank with mean score 2.14).

**Table.2 Extent of effectiveness of information broadcast through Community radio programmes during various stages of adoption as expressed by the respondents**

S. No	Stage	Very Effective		Effective		Undecided		Least Effective		Not all Effective		Total Score	Mean Score	Rank
		F	P	F	P	F	P	F	P	F	P			
1	Knowledge	81	67.50	36	30.00	0	0	3	2.5	0	0	435	3.625	I
2	Persuasion	33	27.50	59	49.10	25	20.80	3	2.5	0	0	362	3.016	II
3	Decision	8	6.66	67	55.80	11	9.16	14	11.6	20	16.6	269	2.241	III
4	Implementation	33	27.50	41	34.10	0	0	2	1.66	44	36.60	257	2.141	IV
5	Confirmation	25	20.8	50	41.60	6	5.00	4	3.33	25	29.10	266	2.216	V

This might be due to the fact that the information broadcasted through community radio is very effectively utilized by most of the respondents during knowledge and persuasion stages of adoption process. As community radio is also a mass media channel, the information provided would create awareness and knowledge. As the information provided by local successful farmers, it is also performing persuading function and enabling the respondents to consider for deciding either to adopt or reject technology. These results are in accordance with the results of Singh and Pareek (1960) and Praveena (1991).

#### CONCLUSION

From the study, it could be concluded that majority of the respondents were utilizing more information at knowledge and persuasion stages when compared to other stages. So, extension personnel and programme staff create awareness programmes.

## REFERENCES

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