

Effectiveness of Agriculture Related Television Programmes for Disseminating Agricultural Information Perceived by the Farmers of Bangladesh

F H Chudhury¹, M R Amin^{2,4}, M M Adhikary³, M A Islam⁴ and M Rokonzaman⁵

¹MS Student, Department of Agricultural Extension Education, Sylhet Agricultural University, Bangladesh

^{2,5}Department of Agricultural Extension Education, Sylhet Agricultural University, Bangladesh

³Department of Agricultural Extension, Bidhan Chandra Krishi Viswavidyalaya, West Bengal, India

Abstract—The present study was to determine and describe the perception of farmers regarding effectiveness of agriculture related TV programmes for the dissemination of agricultural information. Data were collected interviewing randomly selected hundreds of television viewing farmer by using personal interview schedule method. Among these hundred respondents majority (68%) of the farmers perceived agriculture related TV programmes as medium effective while 18% high effective and 14% low effective. Among these eleven selected characteristics level of education, farm size, annual family income, agricultural knowledge, attitude towards agriculture related TV programmes, innovativeness, extension media exposure, time expand for TV watching of the respondents had significant positive relationship with their perceived effectiveness of agriculture related TV programmes for the dissemination of agricultural information. Whereas age and farming experience were negatively significant relationship with their perceived effectiveness of agriculture related TV programmes for the dissemination of agricultural information. However family size of the farmers had no significant relationship with the effectiveness of agriculture related TV programmes for dissemination of agricultural information as perceived by the farmers.

Keywords: Mass media, Television, Diffusion, Script writing.

1. INTRODUCTION

Agriculture is the economic backbone of Bangladesh with approximately 80% people depends on it directly or indirectly for their subsistence. The rate of agricultural production in our country is very low. However, agricultural production can be increased if appropriate information related to modern technologies can be reached to the farmers. Communication media provides necessary information at the right time to the right people. Television is an important means of extension communication media because it covers great distances and leaps all kinds of natural barriers. In the adoption of new ideas Television (TV) plays an important role especially in the awareness and interest stages (Kashem, 1992). Television is

one of the effective mass media for its audio visual characteristics. People can easily understand the untold things. In our country television become very popular media day by day in rural area. Farmer takes it frequently and tries to practice it at farm level. Hoque (1990) in his paper occluded that mass media can perform a better role in technology diffusion than what those do today. Therefore, planned efforts to introduce more of mass media strategies that are proven effective by experiments are highly recommended. Rahman (2003) found in a study that 61.6% of the farmer had medium adoption while 22.7% had low adoption & 15.7% had high adoption of selected technologies by using television. Television is a very important mass media through which farmers get variety levels of information. Still now in our country information dissemination in rural area is very difficult. Maximum of our farmers are illiterate which create hindrance with printed media. Again due to insufficient media productions, budget constraints and insufficient skilled personnel those materials can not be spread throughout the country. Again, farmers still now rely on personnel contact and group contact with farmers for information dissemination due to lack of extension agents. Interpersonal contact of extension agent and farmers are not so optimal and effective. A lot of reasons may be behind this. One major factor can be their lack of knowledge of appropriate media utilization at all level. Educational, socio economic condition of farmer may be the big reason. In that case getting information through television is easier for them. Considering the importance and potentiality of television the researcher become interested to conduct a study to find out the effectiveness of agriculture related television programmes for disseminating agricultural information and to what extent this information are perceived by the farmers.

2. MATERIALS AND METHOD

Purposively South Surmaupazila of Sylhet district was selected as the locale of the study. The study area encompasses only three villages of Daudpur union under South SurmaUpazila of Sylhet district. The name of the villages was Tirashigram, Shirajpur & 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. Some of the selected characteristics of the respondent viz age, Level of education, Farm size, Farming experience, Annual family income, Agricultural knowledge, Attitude towards agriculture related TV programmes, Innovativeness, Extension media exposure, Time spent for watching TV were treated as independent variables while Effectiveness of agriculture related TV Programmes for dissemination of agricultural information was the dependent variable of the study. The extent of effectiveness of the programmes was measured by using a 4 point rating scale with four alternative responses of the respondents such as highly effective, effective, less effective and not at all effective. Scores were assigned to these alternative responses as 3 for 'highly effective', 2 for 'effective', 1 for 'less effective' and 0 for 'not at all effective'. By adding the assigned scores of 10 selected types of information of a respondent together, the effectiveness score was obtained. Thus, the score of effectiveness of agriculture related TV Programmes could range from 0-30, where 0 indicates not at all effective and 30 indicates very high effective agriculture related TV Programmes for dissemination of information. The extent of effectiveness of the programmes was measured by using a 4 point rating scale given below:

Extent Of Effectiveness	Scores assigned
Not Effective at all	0
Less Effective	1
Effective	2
Highly Effective	3

3. RESULTS & DISCUSSIONS:

Selected characteristics of the respondents:

Age: Highest proportion (68%) of the respondents felt in the middle aged category while 17% respondents felt in young and another 15% in old age category.

Educational Qualification: Half of the farmers (53%) fell in the secondary level category, where 6% of the farmers had no literacy, and 41% of them had primary level of educational qualification.

Family size: Majority (73%) of the farmers had medium family size of having (5–10) members while, (14%) had small family with the members having (2-4) and (13%) of the respondents were belongs to large family having above 11 members.

Farm size: 13% farmers had small farm holding category, 71% were medium, and 16% had large farm holding category.

Farming experience: Highest proportion (69%) of the respondents were medium experienced farmers, 12% were low experienced and 19% of the respondents had high experience in farming activities.

Annual family income :74% of the farmers had medium family income while 11% had low and only 15% had high annual family income.

Agricultural knowledge: 67% of the respondents had medium knowledge and 12% of the respondents had low agricultural knowledge where as 21% had high agricultural knowledge.

Attitude towards agriculture related TV programmes: Majority of the respondents (76%) had medium favorable attitude towards agriculture related TV programmes, (14%) had low and (10%) had highly favorable attitude respectively.

Innovativeness: 58% of the respondents had medium innovativeness, while 21% of them less innovative and only 21% were highly innovative. This indicates that the overall innovativeness among the farmers in the study area is satisfactory.

Extension Media Exposure: 69% of the farmers had medium level of extension media exposure, where 17% had low and 14% had high level of extension media exposure.

Time expend for TV watching: Majority (63%) of the farmers watched TV programmes for moderate duration while 24% for long time and rest 13% for short time in a week. This means that most of the TV viewers (87%) watched the TV programmes for moderate to long time in a week.

Table 1 Facts on the characteristics of the respondents

Characteristics	Categories	% Respondent	Mean	SD
Young (up to 32)		17		
	Middle age (33-52)	68	42.37	10.22
Age Old (above 52)		15		
	Total	100		

Educational Qualification	Illiterate (0)	6		
	Primary level (1-5)	41	5.77	3.28
	Secondary level (6-10)	53		
	Total	100		
Family size	Small (2-4)	14		
	Medium (5-10)	73	7.26	2.98
	Large (above 11)	13		
	Total	100		
Farm size	Small (0.21-0.70)	13		
	Medium (0.71-2.37)	71	1.53	0.84
	Large (above 2.38)	16		
	Total	100		
Farming Experience	Low experience (3-5)	12		
	Medium experience (6-19)	69	12.38	7.14
	High experience (20years and above)	19		
	Total	100		
Annual family Income	Low (Up to 69)	11		
	Medium (70-257)	74	163.63	94.32
	High (above 258)	15		
	Total	100		
Agricultural knowledge	Low (Up to 18)	12		
	Medium (19-25)	67	22	3.49
	High (above 25)	21		
	Total	100		
Attitude towards Agriculture related TV programmes	Low favorable attitude (16-26)	14		
	Medium favorable attitude (27-40)	76	33.67	6.80
	High favorable attitude (41-48)	10		
	Total	100		
Innovativeness	low (14-18)	21		
	Medium (19-25)	58	21.99	3.62
	High (above 25)	21		
	Total	100		
Extension Media Exposure	Low exposure (12-17)	17		
	Medium exposure (18-24)	69	20.83	3.58
	High exposure (above 24)	14		
	Total	100		

Overall exposure of the respondents:

The overall exposure scores of the respondents to agriculture related TV programmes ranged from 12 to 28 with mean standard deviation of 21.02 and 3.30, respectively (Table 3). Agricultural information disseminated to the farmers through the agriculture related TV programmes was perceived medium effective by a large (68%) number of farmers while 18% perceived high effective and 14% of the farmers perceived low effective. This means that the information presented to the farmers were mostly medium to high

effective (86%) in terms of their application in the real situation.

Table 2 Distribution of farmers on the basis of the effectiveness of agriculture related TV programmes as perceived by Farmers

Category	Frequency	Percent	Mean	Standard Deviation	Range
Low (12-17)	14	14	21.02	3.30	16 Min:12
Medium (18-24)	68	68			

High (above 24)	18	18			Max:28
Total	100	100			

4. RELATIONSHIP BETWEEN THE SELECTED CHARACTERISTICS WITH THEIR PERCEIVED EFFECTIVENESS OF AGRICULTURE RELATED TELEVISION PROGRAMMES:

The farmers found television programmes moderately effective for disseminating agricultural information. Among 10 selected characteristics of farmer's level of education, farm size, annual family income, agricultural knowledge, attitude towards agriculture related TV programmes, innovativeness, extension media exposure, time expand for TV watching of the respondents had significant positive relationship with their perceived effectiveness of agriculture related TV programmes for the dissemination of agricultural information. Whereas age and farming experience were negatively significant relationship with their perceived effectiveness of agriculture related TV programmes for the dissemination of agricultural information. However family size of the farmers had no significant relationship with the effectiveness of agriculture related TV programmes for dissemination of agricultural information as perceived by the farmers.

The mass approach in agricultural extension uses a single or combination of different communication media to a large client group, and are usually organized at the national level and decentralized for implementation at regional, district and upazila levels. They are aimed to create awareness and interest on issues that concern the majority of the population Teoh (1995). Extension service in Bangladesh today has a network of number of large professional extension workers at national, regional, district, unit and block levels. Many national programs and projects were undertaken for agricultural development from 1950s, which resulted very limited success in the transfer of agricultural technology. In order to expedite the process of technology transfer, the donor agencies now give more emphasis on communication media. Television is an important and effective powerful communication media. Television plays a great role to gain and retention of knowledge. It is a great communication media through which farmers get different types of information. In television Agriculture related programmes are now promising. These Programmes not only to deliver various information but also visually and practically show its practice. Through which farmers are really get benefited.

Table 3: Relationship between the selected characteristics with their perceived effectiveness of Agriculture related television programmes Selected Characteristics correlation (r) with perceived information by TV programmes

Sl No	Items	Correlation value
1	Age	-.404**
2	Educational Qualification	.256*
3	Farm size	-.080
4	Family size	.286**
5	Farming experience	-.410**
6	Annual family income	.280**
7	Agricultural knowledge	.394**
8	Attitude towards agriculture related TV programmes	.482**
9	Innovativeness	.480**
10	Extension Media Exposure	.425**
11	Time expend for TV watching	.459**

Television plays an important role disseminating agricultural information. Most of our farmers are illiterate, and they do not get enough opportunity to communicate with different agricultural organization or even SAAO. As a result they do not get the modern technologies as well other agricultural information. Here Television plays a vital role for not only conveying messages but also it makes those messages easily understandable through its visual quality. As a result farmers become interested to practice them to get good results. The findings of the study will be very helpful to planning and execution of various agricultural practices to the farmers in this area.

5. LITERATURE CITED:

- [1] Hoque, M.M. (1990). The Role of Development Communication in Agriculture: Status and Trends with Special Reference to Language. An Article, Presented in Development Communication for Agriculture. B.R. Publishing Crop., New Delhi.
- [2] Kashem, M.A. (1992). Sampresaran Biggan. Dhaka: Bangladesh Packing Press.
- [3] Rahman, M.M. .2003. Use Of Television By The Farmers in Adopting Selected Technologies *M.S. Thesis*, Dept. of Agricultural Extension Education, Bangladesh Agricultural University Mymensingh
- [4] Teoh, C.H. (1995). Extension Methods: Mass Approach, Guide to Extension Methods,