

MEDIA UTILIZATION PATTERN OF WOMEN FARMERS IN YADGIR DISTRICT (KARNATAKA)

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Abstract: Mass Media are used as channels of mass communication. The main purpose of media is to inform, educate and motivate the community to accept new ideas and technologies so as to enhance their living conditions. The mass media plays a very significant role in agricultural development and dissemination of latest agricultural technologies among the farmers. This paper tries to examine the media habits among women farmers, to know the time given to each media by women and to find out the popular media among women. For the present research multi stage sampling design was used. The sample consists of 150 women farmers and the Pre-tested questionnaire was used for collection of information so the findings show that TV is the most popular media among women farmers.

Agriculture plays a very important role in rural and national development. There is a strong relationship between gender and agriculture. Many women experience a life that is a complex web of multiple roles and multi task. Women especially those in the rural areas are extensively involved in serious farm operation and agricultural activities.

Keywords: Media habits , Mass Media, Women Farmers , Agricultural Development.

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

Mass media have a vital role to play in the communication of agricultural information among the literate farmers. 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.

Agriculture plays a crucial role and is the backbone of our economic system. Agriculture development process mainly involves generating knowledge, its transfer and utilization by the farmers. Today, there is a greater need for communication of information as the present day, "Knowledge explosion" in the world has necessitated a "communication explosion" in its wake, because "never in the annals of human history was there a need for so many people to know so much and so quickly as it is today". Hence, it is deemed important that communication specialists teach farmers in the dissemination of innovations or

new ideas by using various channels of communication for adoption.

Review Of Literature : 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.

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 :

- To assess the media habit among women farmers.
- To know the time given to each media by women.
- To find out the popular media among women farmers.

Research Design: This study aims to find out the time given to by women and to find out the popular media among women farmers. This study has used multi stage sampling consisting of 150 women farmers and pre-tested questionnaire was used for collection of information. The study was conducted in Yadagira district of Karnataka in July 2016.

Findings And Discussion:

Table- 1: Socio personal profile of the respondents: N=150

Characteristics	Number	Percent
Age		
Below 20 Years	23	15.33%
21-30 years	55	36.66%
31-40 years	41	27.34%
41 years and above	31	20.67%
Education		
Illiterate	16	10.66%

Primary and High school education	101	67.33%
College education	25	16.67%
Post graduation	8	5.34%
Size of land holding		
Up to 5 acres	83	55.33%
6-10 acres	35	23.34%
11-20 acres	22	14.66%
21 acres and Above	10	6.67%
Annual Income		
Up to 20 thousand	65	43.33%
21-50 thousand	35	23.34%
51 thousand to One lakh	32	21.33%
1 lakh and above	18	12.0%
Media ownership		
News Paper	70	46.67%
TV	132	88%
Radio	72	50.66%
Internet	22	14.66%
Mobile	145	96.66%

Age: Table 1 reveals that majority of the respondents i.e.36.66% belonged to 21-30 years age group followed by 31-40 years age group (27.34%) whereas, belonged 15.33% belong to the age group of below 20 Years. 20.67% of the people falls in the age group of 41 above years and above.

Education: It was noticed from the above table that most of the respondents 67.33% had completed their education up to primary and secondary education,

followed by 16.67% were up to college level while 5.34% had completed post graduation and it is interesting to note that only 10.66% were illiterate. This is because the education level of Hyderabad-Karnataka region is comparatively poor.

Size of land holding: Data reported from Table 1 shows that more than half (55.33%) of the respondents had very less marginal farm size (up to 5 acres) followed by 23.34% had small farm size (6-10 acres).Whereas, 14.66% of the respondents were medium farmers (11-20 acres) and very less (6.67%) had big farm size (21 acres and above).

Annual income: Further, with respect to categorization of respondents based on annual income, the results presented in table 1 stated that majority of the respondents i.e, 43.33% belonged to low income level (Up to 20 thousand) followed by 23.33% of the respondents belonged to 21 - 50 thousand income level. While, 21% of the respondents had an income ranging between 51 thousand-1 lakh income level, a merely 12% were in the high income group (1 lakh and above).

Media ownership: The data presented in above table shows that majority of the respondents owned mobile phone (96.66%) and TV (88%) followed by radio 50.66% and newspaper 46.67%. while, only 14.66% of the respondents had internet facility in their house reported that all the respondents owned television and mobile phone.

Table - 2: Number of Hours Spent by Respondents in reading Newspaper

No. of respondents reading News Paper	Frequency	Percentage	Frequency
70	Regularly =37	52.86%	½ Hour=39
	Occasionally =22	31.42%	1 Hour=17
	Never =11	15.71%	2 Hour=12
Total	70	100.00	70

The data recorded in table 2 indicated that majority of the women 37 (52.86%) regularly spend time for reading newspaper followed by occasional readers 22(31.42%). Further, 11 (15.71%) of the respondents did

not read news paper at all. It is interesting to note that the number of women farmers who did not read newspapers have reduced to a considerable extent, due to the increased literacy rate.

Table - 3: Number of Hours Spent by Respondents in Watching TV

No. of respondents Watching TV	Frequency	Percentage	Frequency
132	Regularly =105	79.54%	½ Hour=23
	Occasionally =21	15.91%	1 Hour=48
	Never =6	4.55 %	2 Hour=61
Total	132	100.00	132

Table 3 shows that most of the respondents 105 (79.54%) spend time regularly watching television followed by 21 (15.91%) who spent reading it

occasionally. It was interesting to note that very few 6 (4.55%) women did not watch television.

Table – 4: Number of Hours Spent by Respondents in listening Radio

No. of respondents listening Radio	Frequency	Percentage	Frequency
72	Regularly =45	62.5 %	½ Hour=22
	Occasionally =20	27.78 %	1 Hour=31
	Never =7	9.72 %	2 Hour=19
Total	72	100.00	72

It was observed from the table 4 that maximum number of respondents 45 (62.5%) spend time regularly in listening to radio, followed by occasional

listeners 20 (27.78%), Further it was found that 7 (9.72%) women do not listen radio at all.

Table – 5: Number of Hours Spent by Respondents in Using mobile

No. of respondents Using mobile	Frequency	Percentage	Frequency
145	Regularly =98	67.59%	½ Hour=45
	Occasionally =39	26.90%	1 Hour=75
	Never =8	5.51 %	2 Hour=25
Total	145	100.00	145

Analysis of the acquired data in the table 5 shows that maximum number of respondents i.e. 98 (67.59%) use mobile phones daily followed by occasional users i.e. 39 (26.90%) use it for some time. While, only 8

(5.51%) of the respondents do not use mobile phone. The results of the above table indicated that due to the fast growth of satellite communication (mobile technology) majority of the respondents use mobile.

Table – 6: Number of Hours Spent by Respondents in Accessing Internet

No. of respondents Accessing Internet	Frequency	Percentage	Frequency
22	Regularly =10	45.45%	½ Hour=9
	Occasionally =8	36.37%	1 Hour=8
	Never =4	18.18 %	2 Hour=5
Total	22	100.00	22

It was noticed from table 6 that majority of the respondents 10 (45.45%) regularly spend time for accessing internet. Occasionally 8 (36.37%) respondents have used the internet. The interesting finding was that 4 respondents (18.18%) do not access internet at all. This shows that internet has become quite popular medium among the farmers.

Conclusion: In this study, it has been found that majority of the Women farmers have used mobile and Television in their daily life to receive farm information and also for entertainment purpose.

Majority of the farmers in the age group of 31-40 years use media more than farmers from other age groups. As concerned to the level of education.

Hence, it can be concluded that media among women farmers of Yadgir district is gaining momentum. Though, the district is one of the backward districts of Karnataka yet, farmers, mainly women are utilizing mass media for the purpose of gaining information and have been found to use mass media for their own entertainment purpose. In fact, literacy rate among the women farmers is also high.

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