

TOOL TO MEASURE ATTITUDE OF THE AGRICULTURAL SCIENTISTS TOWARDS AGRICULTURAL PUBLICATIONS

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ABSTRACT

The study was conducted to develop and standardize a reliable and valid scale to measure attitude of the agricultural scientists towards Agril-Publications (APs). From the available methods to develop attitude scale, 'Scale product method' was used. This method combines Thurston and Likert techniques. Total 45 statements were selected for judgment; a team of 50 judges was appealed to give the score for each statement on five point continuum. Based on the Scale (median) and Q values, twenty statements were finally selected to constitute the scale to measure attitude of the agricultural scientists towards agro-publications.

Keywords: agricultural publications, agricultural scientists, attitude

INTRODUCTION

A breakthrough in any field of agriculture is impossible without an effective communication support to disseminate the research findings. Speedy dissemination of agricultural information and technological knowhow to the farmers is essential for bridging the gap between the agricultural scientists and the farmers. The existing extension services are too small to perform this task so; the mass media like agricultural publications with their tremendous speedy range and force of impact offer the greatest possibility for effective communication of agricultural technology. Moreover, agricultural scientists through their active participation in agricultural publications can play an important role in increasing farmers' knowledge regarding agriculture technology. By reading the articles, naturally it is expected that farmers may be motivated to adopt the agriculture technology on their farm. Considering significance of agricultural scientists' role in agricultural publication, it was felt necessary to develop a tool to measure feelings of the agricultural scientists towards Agril-Publications.

OBJECTIVE

To develop a tool to measure attitude of the agricultural scientists towards agricultural publications

METHODOLOGY

In the current study, attitude is defined as positive

or negative feeling of scientists towards agricultural publications. Among the procedures accessible 'The Scale product method' which is a combinations of the Thrustone's technique (1928) of equal appearing interval scale for selection of items and Likert's technique (1932) of summated rating for ascertaining the response on the scale as proposed by Eysenck and Crown (1949) was used.

Item collection

The items of attitude scale are known as statements. In initial stage, 45 statements reflecting feelings of the scientists towards Agricultural Publications (APs) were collected from relevant literature and discussion with experts of extension discipline. The composed statements were edited according to the criteria suggested by Edward (1957). Thereafter selected 45 statements were selected for the further procedure as they were found to be unmistakable.

Item analysis

With a view to judging the degree of 'Unfavorableness' to 'Favorableness' of each statement on the five point equal appearing interval continuum, a team of judges was selected. Fifty slips of the selected statements were handed over to the experts connected with agricultural publication and extension educational works. The judges were requested to judge each statement in terms of their most agreement or most disagreement with the statements

with the five equal appearing interval continuums. Out of these experts, all the experts returned the statements after duly recording their judgments and were considered for the analysis.

Determination of scale and ‘Q’ values: Based on responses of the judges, Frequency distribution in five continuums was prepared. On the bases of judgment, the Median Value of the distribution and ‘Q’, Q_3 and Q_1 values for each of 45 statements were worked out. The inter-quartile range ($Q = Q_3 - Q_1$) for each statement was exercised for determination of vagueness involved in the statement. Only those statements as items were selected, whose median (scale) values were greater than Q values. On the other hand, when a few items had the same scale values, items having lowest Q value were selected. Based on this, 20 statements were finally selected to constitute attitude scale. The selected 20 statements for final

format of the attitude scale were randomly arranged to avoid response bias. The final format of the scale is presented in Table: 1.

Reliability of the scale

The reliability of the scale is an important aspect in the development of dependable tool to measure attitude. In order to know the consistency of the scale, reliability was worked out. The split-half technique was used to measure the reliability of the scale. Selected 20 attitudinal statements were divided into two equal halves with 10 (Ten) odd and 10 (Ten) even numbered statements. Each of the two sets was treated as separate scales having obtained two score, for each of the 20 respondents. Co-efficient of reliability between the two sets of score was calculated by Rulon’s formula (Guilford 1954), which was 0.89.

Table 1: Final selected statements to measure attitude of the agricultural scientists towards Agricultural Publications

No.	Statements	‘S’ value	‘Q’ value
1	Agril-Publications (APs) provide solutions to tackle current agricultural situations. (+)	4.08	0.75
2	APs are less effective than other media in getting farmers’ feedback. (-)	3.88	1.35
3	APs help in harmonizing scientists, extension personnel and farmers. (+)	3.77	1.65
4	APs are incompetent to channelize functioning between researchers and extension agents. (-)	4.19	1.63
5	APs are potential media to connect agricultural research, education and extension management. (+)	4.11	1.15
6	APs are inefficient to address every areas of agriculture. (-)	4.13	1.39
7	APs are encouraging means to aid current extension systems. (+)	4.24	1.14
8	APs have insignificant contribution in farming process. (-)	3.97	0.78
9	APs encourage farmers effectively to purchase farm inputs. (+)	3.76	1.46
10	I consider Agril-publications as useless part in my life. (-)	4.22	0.97
11	Existing infrastructure of APs is capable to meet farmers’ needs. (+)	4.25	1.11
12	I have never experienced scientists advising me to contribute through APs. (-)	2.19	1.96
13	APs contribute productively for farmers. (+)	4.05	0.86
14	Agril-publications are not my areas of interest. (-)	3.98	1.53
15	APs provide sound opportunity to farmers know information in local language. (+)	4.02	0.86
16	It is difficult to address ideas through Agril-publications. (-)	4.57	1.16
17	APs facilitate integration of information sources. (+)	3.93	1.40
18	I think agricultural publication is possible only by trained specialists. (-)	4.54	1.29
19	APs are the strength of progress of agricultural extension. (+)	4.25	1.11
20	I visualize significance of Agril-publications for my future work. (+)	4.54	1.29

Validity of the scale

The validity of content is also an important part to develop applicable, suitable and appropriate scale to measure attitude. The validity of scale was checked by deep conversation with experts and specialists of the extension and statistics. Specialists scrutinized and appreciated correctness of the every item or statement to determine the feeling of

scientists towards Agricultural Publications.

Administration of the scale (Scoring technique)

For application of the scale, the researcher can collect information against each 20 statements in five point continuum viz. ‘Strongly agree’, ‘Agree’, ‘Undecided’, ‘Disagree’ and ‘Strongly disagree’ with weighted score of 5,4,3,2 and 1 for positive and reverse scoring is advised to

quantify negative statements.

CONCLUSION

There are various methods available to construct attitude scale. From the various methods available for constructing the attitude scale, scale product method' was used in this study. This method is a combination of the Thurstone's technique of equal appearing interval scale, for selection of items and Likert's technique of summated rating for ascertaining the response on the scale as proposed by Eysenck and Crown was used to measure the attitude of agricultural scientists towards *Agricultural Publications (APs)*. The tool developed here will certainly be helpful to appreciate and develop positive feelings of the agricultural scientists towards *Agricultural Publications*.

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