COMPONENTS OF EFFECTIVENESS FOR
KRISHI JIVAN FARM MAGAZINE

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ABSTARCT

The study was undertaken with Krishi Jivan farm magazine readers as respondents The sample consisted of 180 readers from Junagadh and Rajkot district. The study was designed to determine the contribution of different components in the effectiveness of farm magazine. Results of the study revealed that component practicability of messages for adoption, profitability of messages and utility value of messages contributed highest to increase the effectiveness. It was also found that the market orientation and problem orientation of messages were also important for effectiveness of magazine.

INTRODUCTION

The new technologies covering different aspects related to agriculture and allied fields are developed by State Agricultural Universities and research institutes. Extension of these new technologies to farmers 'fields is quiet essential for agricultural development. The success of agricultural extension depends on the methods used for communication. Among mass media methods, farm magazine is very useful as it contains the information related to various topics of need. The aspects related to the technology and recommendations are converted and simplified in local language through farm magazines, that makes them more popular for the practical utilization on the fields of the farmers. There is a growing realization to improve the different components for increasing the effectiveness of farm magazines.

METHODOLOGY

In order to realize the objectives, the study was carried out taking *Krishi Jivan* farm magazine readers as respondents from Junagadh and Rajkot district. The sample size was 180 farm magazine readers. The scale was developed and standardized for measurement of effectiveness of farm magazine. An interview schedule was prepared for collecting the data from the respondents keeping in view the objectives of the study. The data were collected by personal interview of farmers. The respondents were asked to express their reaction on three point rating scale viz., 'most satisfactory', 'moderately satisfactory' and 'least satisfactory' given against each component mentioned in Farm Magazine Effectiveness Index. The responses on three point rating scale were quantified with scores 3,2 and 1 for 'most satisfactory', 'moderately satisfactory' and 'least satisfactory', respectively. The effectiveness score for each item was obtained by multiplying the weight of statement with score value. The total effectiveness of farm magazine expressed by an individual respondent was calculated by summing up the effectiveness scores of all the items. The multiple regression was worked out to trace the predictive abilities of independent variables on the dependent variable effectiveness of farm magazine as perceived by the readers. The independent variables, which indicated significant contribution in zero order correlation analysis were analyzed by multiple regression technique to determine their relative contribution and to predict the extent of variation.

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1 Effectiveness of Farm Magazine

The data presented in the Table 1 indicated that majority (67.23 per cent) of the respondents opined that farm magazine was in the category of medium level of effectiveness, while 18.33 and 14.44 per cent of the respondents opined that effectiveness of farm magazine high and low, respectively.

Table 1 : Effectiveness of farm magazine   n=180

Sr. No.	Categories	Frequency	percentage
1	Low effectiveness of farm magazine (below 75.40 score)	26	14.44
2	Medium effectiveness of farm magazine (75.40 to 86.80 score)	121	67.23
3	High effectiveness of farm magazine (above 86.80 score)	33	18.33

Mean=81.10   S.D.= 5.70

This finding was in conformity with the findings of Patel and Patel (1992) and Bharad and Trivedi (1994).

2 Contribution of components in the effectiveness of the farm magaine

The R^2 value revealed that all 25 components put together explained to the extent of 80.50 per cent contribution to variation in the effectiveness of farm magazine. The calculated 't' value for partial regression co-efficient was significant at 0.01 level in case of practicability of message for adoption (t= 11.221**), profitability of message (t = 10.356*), utility value of messages (t=6.812**), market orientation of messages (t= 6.578*), problem orientation of message, (t=6.172**), understandability of messages (t=6.098**), relevancy of messages to the season (t=5.582**), attractiveness of advertisements (t=4.134**), size of message (t=3.481**), attractiveness of titles (t=3.469**), adequacy of messages (t=3.277**) and utility value of advertisements (t= 3.075**). The calculated 't' value for partial regression coefficient was significant at 0.05 level in case of accuracy of message (t=2.463*).

On the basis of standard partial 'b' values in Table 2 the highest contribution (b=0.452) in effectiveness of farm magazine as perceived by the respondents was observed in case of component practicability of message for adoption, followed by other components viz., profitability of messages (b=0.400), utility value of messages (b=0.279), market orientation of messages (b=0.260), problem orientation of messages (b=0.244), understandability of messages (b=0.231), relevancy of message to the season (b=0.221), attractiveness of advertisements (b=0.156), size of messages (b=0.143), attractiveness of titles (b=0.139), adequacy of messages (b=0.130), utility value of advertisements (b=0.120), and accuracy of message (b=0.107).These components could be treated as main determinants and the most crucial factors influencing the effectiveness of farm magazine. These findings were in conformity with the findings of Nain (2003).

Table 2 : Multiple Regression Analysis : Effectiveness of farm magazine and components

n=180

Sr. No.	Components	Unstd. Co-efficients	t value for partial b	Std. Coefficients (Beta)	Rank
1	X1. Illustration and design of cover page	0.255	0.781	0.031	
2	X2. Quality of the cover page	0.153	0.264	0.011	
3	X3. No. of pages of magazine	0.211	1.565	0.062	
4	X6. Size of letters	1.176	0.901	0.077	
5	X7. Spacing between two lines	-0.462	-0.347	-0.029	
6	X9. Column arrangement	0.926	0.645	0.059	
7	X11. Attractiveness of titles	0.649	3.469**	0.139	X
8	X14. Appropriateness of sub titles	0.354	0.261	0.024	
9	X15. Appropriateness of titles	0.798	1.204	0.051	
10	X18. Relevancy of messages to the season	0.291	5.582**	0.221	VII
11	X20. Size of messages	0.372	3.481**	0.143	IX
12	X21. Market orientation of messages	0.234	6.578**	0.260	IV
13	X22. Utility value of messages	0.232	6.812**	0.279	III
14	X23. Profitability of messages	0.260	10.356**	0.400	II
15	X24. Problem orientation of message	0.284	6.172**	0.244	V
16	X26. References for further information	-0.068	-0.155	-0.006	
17	X27. Accuracy of message	0.375	2.463*	0.107	XIII
18	X28. Practicability of message for adoption	0.305	11.221**	0.452	I
19	X29. Adequacy of message	0.367	3.277**	0.130	XI
20	X31. Method of presentation	0.438	1.709	0.065	
21	X32. Understandability of messages	0.421	6.098**	0.231	VI
22	X37. Placement of tables in text	0.047	0.091	0.004	
23	X40. Utility value of advertisements	0.678	3.075**	0.120	XII
24	X41. Attractiveness of advertisements	0.360	4.134**	0.156	VIII
25	X42. Need orientation of advertisement	0.396	1.655	0.064	

R^2 = 0.805

* = Significant at 0.05 level of probability (Table value = ±1.96)

** = Significant at 0.01 level of probability (Table value = ± 2.56)

NS = Non-significant

The 't' values were not found significant in case of some components. However, their contribution in the effectiveness of farm magazine was observed. These components were; illustration and design of cover page (b=0.031), quality of the cover page (b=0.011), number of pages of magazine (b=0.062), size of letters (b=0.077), spacing between two lines (b=-0.029), column arrangements (b=0.059), appropriateness of sub titles (b=0.024), appropriateness of titles (b= 0.051), reference for further information(b=-0.006), method of presentation (b=0.065), placement of table in text (b=0.004) and need orientation of advertisement (b=0.064).

CONCLUSIONS

Thus, it can be concluded that majority of the respondents opined the magazine to have medium to high level of effectiveness. Further, determinants like practicability of message for adoption, profitability of messages and utility value of messages contributed highest to increase the effectiveness of farm magazine and hence, they should be maintained and strengthened. Besides this, the components which did not show significant contribution but still contributed to some extent, are also important as there is scope to improve their contribution to maximize the effectiveness.

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> *Literature must voice the past, reflect the present and mould the future. Inspired language, Tejomayi vak will help readers to develop to human and liberal outlook on life, to understand the world in which they live, to understand themselves and plan sensibly for their future.*
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> *- Dr. S. Radhakrishnan*