

Prediction of Reading Behaviour of Farmer Readers

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INTRODUCTION

Among different types of printed materials available, farm literature is indeed very useful media for transferring agricultural know-how to the peasantry. A vast literature for the use of farmers is published and readily available at nominal price. Despite of increasing literacy rate farmers do not make use of it at desired level.

Reading of farm literature depends on reading behaviour of the farmer readers. A number of factors may be affected to reading behaviour of the farmer readers for reading the farm literature, Keeping this in view, the present study was undertaken with the following objectives :

1. To know the reading behaviour of farmer readers
2. To predict the extent of variation in reading behaviour of farmer readers caused by independent variables.

METHODOLOGY

The study was undertaken in Junagadh district during 1995-96. A sample of hundred farmer readers representing two Villages of Junagadh

Taluka viz., Choki and Mevasa were selected purposively. A structured interview schedule was used for data collection and a teacher made scale was used to measure the reading behaviour of farmers. The collected data were tabulated, analysed and interpreted in light of the objectives. The farmer readers were grouped into three categories i.e. low, medium and high on the basis of mean and standard deviation. Multiple regression was worked out for knowing the extent of variation in reading behaviour of farmer readers with their selected characteristics.

RESULTS AND DISCUSSION

The results have clearly indicated that majority of the respondents (72 per cent) were found in the category of medium level reading behaviour followed by low (16 per cent) and high (12 per cent) reading behaviour respectively. This might be happend due to its existing educational facilities prevailing in the area.

The R² value (0.5269) of Table indicates that five independent variables jointly contributed towards 52.69 per cent of the variation in reading behaviour of the respondents.

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It can be inferred on the basis of standard partial 'b' value that order of contribution to these five variables from highest to lowest was Education (1.4281) Age (1.4146), Social participation (0.9075), Economic motivation (0.2238) and Extension participation (0.0664).

of the farmer readers. The finding is suggestive to the farmer readers, three characteristics viz., education, economic motivation and extension participation should be taken into consideration as per their relative order of contribution.

Table : Multiple regression analysis between independent variables and reading behaviour of the farmer readers

N=100						
Sr. No.	Independent variables	Partial 'b' value	't' value for partial 'b'	Standard partial beta 'b'	Rank order	R ²
1	Age	1.6658	1.178 ^{NS}	1.4146	II	
2.	Education	3.6591	2.562*	1.4281	I	
3.	Social Participation	1.4942	1.647 ^{NS}	0.9075	III	0.5269
4.	Extension participation	0.1411	2.124*	0.0664	V	
5.	Economic Motivaton	0.9266	4.140**	0.2238	IV	

NS = Non Significant

* = Significant at 0.05 level

** = Significant at 0.01 level

The calculated 't' value for the partial regression co-efficient was significant at 0.01 level in case of only one variable, i.e. Economic motivation (4.140) and at 0.05 level for only two variables viz., Extension participation (2.124) and Education (2.562).

Thus it can be contribution of the education was the highest followed by economic motivation and extension participation and these three variables were important in affecting the reading behaviour

CONCLUSION AND IMPLICATIONS

Majority of the respondents had medium level of reading behaviour. The education, economic motivation and extension participation were most important variables in affecting the reading behaviour of the farmers. The farmers should be motivated to improve these characteristics by using different extension methods, which will be helpful in improving their reading behaviour.