

RESEARCH NOTE

Factors Affecting Communication Behaviour of The Contact Farmers Selected Under T & V System

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INTRODUCTION

The contact farmers selected under Training and visit system occupy a key position in the communication net work in rural areas. They form an effective and indispensable source of communication especially in agriculture and they play a major role in the transfer of new ideas or information to the rural people.

Contact farmers vary in the personal, social and economic characteristics which may affect the exposure of contact farmers to various information sources. So, the study was undertaken to know the relationship of these factors with communication behaviour of the contact farmers.

METHODOLOGY

The study was undertaken in Junagadh district of Gujarat state in which ten villages and ten respondents from each village were selected randomly. Thus, the size of sample was 100 contact farmers. The data were collected by personal interview regarding communication behaviour and some of personal, social and economic characteristics. The statistical technique used was co-efficient of correlation.

RESULTS AND DISCUSSION

The communication behaviour is influenced by different independent variables like personal, social and economic characteristics. The observed relationships given in Table apparently reveal that there was highly communication behaviour and their age. The direction of association was negative.

The relationship of communication behaviour of contact farmers with educational level, opinion leadership, social participation and socio-economic status was highly significant. The direction of relationship was positive.

Size of land holding was not associated significantly with communication behaviour.

IMPLICATIONS

Contact farmers may be selected from young to middle age groups, having higher level of education, high opinion leadership, high social participation, high socio-economic status for effective communication of agricultural technology.

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Table : Correlation coefficient between the contact farmers communication behaviour and their independent characteristics

(N=100)

Sr. No.	Characteristics of contact farmers	'r' value with communication behaviour
1.	Personal characteristics	
	1 Age	-0.491**
	2 Education	+0.748**
2.	Social characteristics	
	1 Opinion leadership	+0.296**
	2 Social participation	+0.443**
3.	Economic characteristics	
	1 Socio-economic status	+0.292**
	2 Size of land holding	+0.090 ^{NS}

** = Significant at 0.01 level 98 D. F.

NS = Non significant