Mass Media Exposure and Information Source Utilization of Different Categories of Sugarcane Growers

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Abstract: A study was conducted to examine the mass media exposure and information sources utilization of different categories of sugarcane growers selected from six village of Cuddalore District, Tamil Nadu. The respondent were pre stratified into marginal, small and big farmers consisting of 80 respondents in each category. Altogether, 240 respondents were selected from six village by proportionate random sampling method. more than one-third of the respondents (35.00per cent) possessed high level of mass media media exposure, followed by nearly one-third of the respondents under low (33.75 per cent) and 31.25 per cent under medium level of mass media exposuire. in information source utilization was high among two-fifth of the respondents (40.00 per cent) followed by low (34.17 per cent) and medium (25.83 per cent) levels in the total sample.

Key words: Sugarcane technology, different categories of growers.

INTRODUCTION

The key to agricultural development lies in the mind, heart and hands of the farmers. It is to motivated technologies which must release to lock and open the door to modernization and Agricultural industry. The single force which accelerates this process is the effective dissemination of the adequate agricultural information to the farmers. However efficient the production technology is it would be of no use unless it is communicated effectively to the farmers. The growth and development of agricultural production the progress in science and technology. In the developing world today, in is not the lack of technology that worries, but is the rate of transfer of technology from the points of production to be units of its utilization. In the field of agricultural alone, do not keep pace with the fast developing

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technology. So there is an increasing growth between innovation in the laboratories and their adoption in the field (Sampth, 1994). The most successful farming society, is the one which receives the best information. As the society has becomes progressively more complete information has assumed an increasingly important role in solving field problems. Material based developments hence now been replaced by information based developments. The job of the extension personnel in the present day situation is very complex crucial for the acceleration of transfer of farm information. The most to important duty of extension. personnel is to acquire the farm information and to communicate the information to the famers after treating the messages.

In the field of agriculture alone, farmers in most of thee developing countries do not keep pace with the fast developing technology. Communication of agricultural information was in efficient and in effective leading to an increase in the gap between innovation in the lab and the adoption in the field by the farmers. Thus there is a need to have more effective transfer of technology system. Realizing the gap in research and accumulated felt needs at the grass root level, the present investigation was formulated as an attempt to study the mass media exposure and information source utilization of different categories of sugarcane growers.

RESEARCH METHODOLOGY

The study was carried out in selected six villages form six blocks of Cuddalore District of Tamil Nadu. The selected blocks were Keerapalayam, Kammapuram, Kattumannarkoil, Annagrammam Kurinjipadi and Mangalore. The respondents were pre – stratified into marginal, small and big farmers consisting of 80 respondents in each categories. Combining of 240 respondents were selected from six villages using proportionate random sampling. Data collection was done through a well constructed and pre-tested interview schedule. The collected data were tabulated and analyzed by using appropriate statistical tools are cumulative frequency method, percentage analysis and chi-square test.

FINDINGS AND DISCUSSION

The findings related to the mass media exposure of different categories of sugarcane growers.

The calculated chi-square value confirmed the significant difference between farmers regarding mass media exposure. Among the three categories marginal farmers were found to possess less media exposure as more than half of them (57.75 per cent) were seen in the low level category. poor economic

Table 1
Distribution of respondents according to their mass media exposure

(n=240)

Sl. No.	mass media exposure	Marginal farmers (n=80)		Small farmers (n=80)		Big famers (n=80)		Total (=240)		Chi-square value
		No.	%	No.	%	No.	%	No.	%	
1	Low	43	53.75	20	25.00	18	22.50	81	33.75	
2	Medium	14	17.50	38	47.50	23	28.75	75	31.25	32.56**
3	High	23	28.75	37	27.50	39	48.75	84	35.00	
	Total	**80**	**100.00**	**80**	**100.00**	**80**	**100.00**	**240**	**100.00**	

** significant at 1% level.

and educational status could be have kept the marginal farmers away from utilizing media channels. On the contrast, nearly half of the big farmers (48.75 per cent) were found to be in high level category. This could be possible because management of large farm would require a farmer to get information from all the available media sources. So the difference was confirmed by the high level of significant chi-square value. This findings of Muthukumar (2000), who also reported that majority of the sugarcane cultivators has high level of mass media exposure.

Table 2
Distribution of respondents according to their information sources utilization

(n=240)

.Sl. No.	Information sources utilization	Marginal farmers (n=80)		Small farmers (n=80)		Big famers (n=80)		Total (=240)		Chi-square value
		No.	%	No.	%	No.	%	No.	%	
1	Low	43	53.75	21	26.25	18	22.50	82	34.17	
2	Medium	21	26.25	25	31.25	16	20.00	62	25.83	30.92**
3	High	16	20.00	34	42.50	46	57.50	96	40.00	
	Total	**80**	**100.00**	**80**	**100.00**	**80**	**100.00**	**240**	**100.00**	

** Significant at 1% level

From the table 2, it could be noticed that the among two-fifth of the respondents (40.00 per cent) followed by low (34.17 per cent) and medium (25.83 per cent) levels in the total sample. The chi-square value indicates significant difference between all the categories regarding their utilization of information sources. Among the three categories, big farmers were found to have utilized more information sources compared to that of small and marginal farmers. the large farm size, better educational status and greater social participation might have enabled the big farmers to utilize more sources to obtain information. This could be the possible reason for this variation. the same trend was reported buy Athimuthu (1990).

CONCLUSION

This study concluded that more proportion of mass media exposure and information sources utilization, in the total sample, Therefore, need to be taken to increase by organising special training programme and extension agency contact should be strengthened to achieve higher uses mass media and information sources.

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