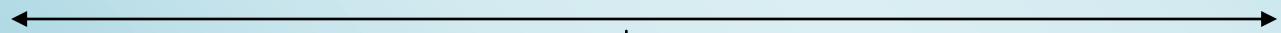# North Asian International Research Journal Consortium

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ROLE OF NEWSPAPERS IN DISSEMINATING POULTRY FARMING NEWS IN HISAR DISTRICT OF HARYANA

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ABSTRACT

Reading literature is an important part of self study. People vary in their reading behavior. Keeping the important of newspaper and reading habit of farmers in mind, the present study was conducted on 120 Poultry farmers randomly selected from the Hisar district to analyze the reading behavior of poultry farmers. The data were collected through pre-structured interview schedule developed for this purpose and by holding personal interview with the farmers during 2010-11. Study data revealed that 56.67, 33.33 and 10.00 per cent of respondents had medium, high and low level of reading behavior, respectively. The findings regarding various aspects of reading behavior depict that majority of farmers (43.34%) were read Dainik Bhaskar followed by Dainik Jagran (40 %). As high as 73.34 per cent of the respondents were reading and subscribing the newspaper from last four years. Higher percentage of the respondents read the newspapers completely (46.67 %) followed by partially (43.34 %) and 60 per cent of total respondents preferred to read news related to animal health whereas 83.34 per cent of respondents had exchanged the information with other. Overall pictures highlighted that, majority of respondents read newspapers in morning (33.34%), daily (56.67 %), silently (83.34%) and in sitting posture (66.67%). The values of correlation coefficient of reading behavior have been given in Table 3. It is evident from the figures that independent variable viz., education (r= 0.396), herd size (r=0.393), social participation (r= 0.427) and place of reading newspaper (r= 0.476) were found to have positive and significant correlation at 1 and 5 per cent level of probability, respectively. The twelve variables entered in the regression analysis accounted for 61.3 per cent of variation towards reading behavior of newspaper and F value (2.254) was also found to be significant at 5 per cent level of significance.

Key words: Reading behavior, Poultry farmers, Hindi dailies.

INTRODUCTION:

Newspaper is one of the most important low cost medium of mass communication, having the quality of conveying messages quickly to a large number of people particularly in rural areas. Their authenticity and role as a tool of social change is paramount and undisputed. Reading behavior is an act of reading the printed content

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with an understanding and a critical appreciation" Gill (1981). Reading behavior of the Poultry farmers may help in improving the contents related to animal husbandry news in the selected Hindi dailies in order to understand the conceptualization of the concept 'Reading behavior'.

OBJECTIVE:

1   To study the newspapers reading behavior of the Poultry farmers.
2   To establish relationship between reading behavior with their antecedent characteristics
3   To asses contribution of antecedent characteristics towards reading behavior of poultry farmers.

MATERIALS AND METHODS

The present study was conducted in College of veterinary science, LLRUVAS, Hisar. Poultry farmers who visited college of Veterinary Sciences for taking advice from the scientists were included in the sample size. Incidental sampling approach was adopted for the selection of respondents on those farmers who read the newspaper. Thus 120 Poultry farmers (respondents) were selected in six months. It was measured by developing a newspapers reading behavior index. For this purpose various aspects such as which newspapers do you read, year of subscription, subscription of newspaper, extent of reading newspaper, regularity in reading newspaper, time devoted for reading newspaper, time of reading newspaper, category of A.H. Information, read at a stretch, re-exposure of old issue, posture of body while reading, modes of reading and frequency of reading a particular topic were included and suitable measurement technique and scoring pattern was assigned accordingly. The total score of each individual on this variable was worked out by adding the scores on various aspects. The total maximum possible reading behavior score was 45. On the basis of the total score obtained by the respondents, they were categorized into three groups' i.e. low, medium and high level of reading behavior using the mean and one standard deviation formula ($\overline{X}$ _+SD).

FINDINGS AND DISCUSSION:

Level of Reading Behavior:

Data indicate in Table 1 that 56.67 per cent of poultry farmers possessed medium level followed by high (33.33%) and low (10 %) level of reading behavior and had average reading behavior score (27.63).

These findings were similar to the findings of Bhati (1980) and Hanumanaikar (2009), who found that 57.22 per cent of farmers belong to medium category of reading habits of farm magazines. So it is advised to newspapers agency that they should publish the animal husbandry and poultry news with suitable photographs, provide season wise information, question-answer columns between farmers and veterinary surgeon on different aspects of poultry farming etc for enhancing the reading habit of Poultry farmers.

Distribution of respondents on the basis of newspaper Reading behavior

The level of reading behavior indicate only general picture of reading behavior. Therefore it was decided to analyze and present aspect wise findings of newspaper reading behavior. As mentioned in the research methodology chapter, different aspects of reading behavior such as, which newspapers do you read, year of subscription, subscription of newspaper, extent of reading newspaper, regularity in reading newspaper etc were included and suitable measurement technique and scoring pattern was assigned accordingly.

The detailed data have been given in Table 2. The findings are given aspect reveal that most of respondents (43.34 %) read Dainik Bhaskar followed by Dainik Jagran (40 %) and lastly 16.66 per cent read other Hindi dailies like Punjab Kesri or Haribhumi, Navbharat etc while 33.34 per cent of them subscribed newspaper in the year 2002 followed by 16.67, 13.34, 13.34, 6.66, 6.66, 6.66 and 3.33 per cent in year 2003, 2004, 2007, 2005, 2006, 2008 and 2009,respectively. Study data also indicate that among poultry farmers, 73.34 per cent of them subscribe the newspapers. These findings are contradicted to the study conducted by Bhati (1980), who observed that only one farmer subscribed the newspaper. The reason behind that may be over time period farmer's literacy level was increased. About 46.67 per cent of poultry farmers read the paper completely followed by partially (43.33%). Majority of poultry farmers, they also read the newspaper daily in majority (56.67%) followed by once in 2-3 days (36.66%). Similar findings were also recorded by Bhavya and Nanjappa (2009) who reported that majority (70%) of the farmers read the newspaper daily. Whereas 50 per cent of poultry farmers devoted 20-40 minute in reading newspaper while 30 per cent of them spent more than 40 minute and remaining 20 per cent of the respondents gave less than 20 minute for reading of newspapers and 33.34% of the poultry farmers read the paper in morning followed by night (30%), noon (20%) and evening (16.66%). Further data analysis revealed that 78.19 per cent of Poultry farmers preferred to read news about animal health (which covered most of practical aspect of poultry farming) followed by production (18.19%). While 83.34 per cent poultry farmers shared the poultry farming information to others and most of the poultry farmers (86.67%) consulted the old issue when they required information. For reading purpose presumed that sitting condition is the

ideal condition and generally people grasp the message more clearly than any other posture. Table 2 further depict that among poultry farmers 66.67, 26.67 and 6.66 per cent of respondents read dailies in sitting, lying and sitting as well as lying posture, respectively. Further the data presented in Table 2 revealed that most of poultry farmers 83.34 per cent respondents read the newspapers silently followed by loudly (16.66%). These findings are similar to Gill and Saini (1986) and Devendrappa *et al.* (2008).

Relationship between antecedent characteristics and reading behavior of farmers

The values of correlation coefficient of reading behavior have been given in Table 3. It is evident from the figures that out of twelve, four independent variable viz., education (r= 0.396), herd size (r=0.393), social participation (r= 0.427) and place of reading newspaper (r= 0.476) were found to have positive and significant correlation at 1 and 5 per cent level of probability, respectively.

The positive and significant "r" value implies that education, herd size, income, place of reading, social participation, extension contact and mass media exposure have direct relationship. It is presumed that with the increase in these independent variables, the extent of reading behavior will be increased.

In case of negative correlation of age of respondents with reading behavior, it reflect that old aged respondents have low level of reading behavior meaning thereby as the age of farmers increase, their reading behavior correspondingly decreases. The data analysis of 120 respondents indicated that independent variables namely education, herd size, place of reading, social participation, mass media exposure showed positive and significant correlation with reading behavior of farmers at 1 per cent level of significance. However, occupation and age of the farmers exhibited negative and significant relationship at 5 per cent level of significance. Similar findings were also observed by Bhavya and Nanjappa (2009) who reported that variables like social participation and extension contact were found to be significantly associated with reading habit of the farmers.

Contribution of antecedent characteristics towards reading behavior of farmers (Regression analysis)

After establishing the relationship, it was desirable to ascertain the contribution or variation explained by all antecedent characteristics (independent variables) towards reading behavior of farmers. For this purpose, the data were fitted into regression equation (multiple) and the findings are presented in different sub heads. The data given in Table 4 reveals that all the twelve variables entered in the regression analysis accounted for 61.3 per cent of variation towards reading behavior of newspaper and F value (2.254) was also found to be significant at 5 per

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cent level of significance. The coefficient of multiple determinant was ($R^2 = 0.613$). The 'b' value given in the Table 4 indicated that, with the increase of one unit of independent variable, the reading behavior of farmers will increase or decrease corresponding to the value of 'b' given in the Table 4. For example, if one unit of education means when one standard / class of formal education is increased, the reading behavior will be increased by 1.12 units.

Table 1: Level of Newspaper reading behavior of farmers on the basis of total reading behavior Score

S.No.	Level of Reading Behavior	Score range	Category of respondents	
			Poultry farmers (120)	
			F	%
1.	Low	0-28	12	10.00
2.	Medium	29-34	68	56.67
3.	Large	35-45	40	33.33
	Total		120	100.00
	Mean		27.63	
	SD		03.17	

Level of Newspaper reading behavior
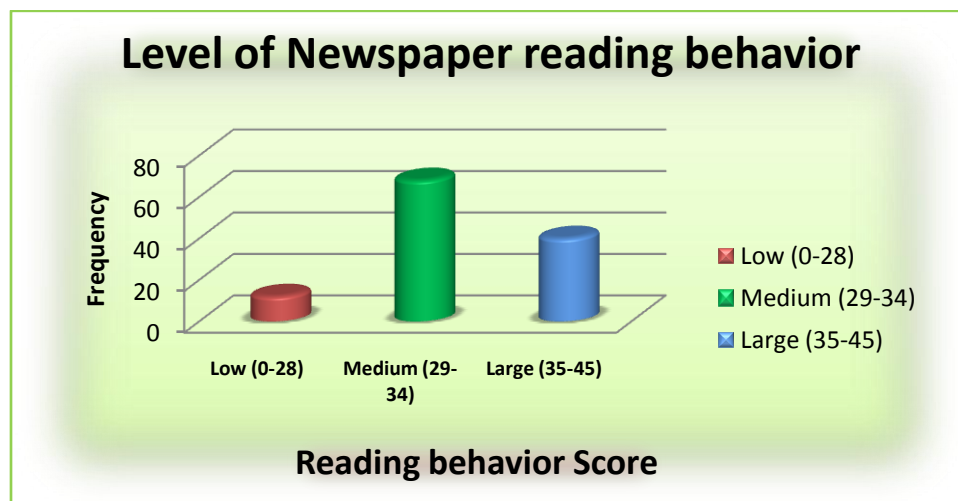
Table 2: Distribution of respondents on the basis of Newspaper reading behavior

Sr. No.	Aspects of reading behavior	Category	Score	Poultry Farmers (n=120)	
				F	%
1	Newspaper	DainikBhaskar	1	52	43.34
		DainikJagran	1	48	40.00
		Any other	1	20	16.66
2	Year of subscription	2002	8	40	33.34
		2003	7	20	16.67
		2004	6	16	13.34
		2005	5	08	06.66
		2006	4	08	06.66
		2007	3	16	13.34
		2008	2	08	06.66
		2009	1	04	03.33
3	Subscription	Yes	1	88	73.34
		No	0	32	26.66
4	Extent of reading newspaper	Completely	3	56	46.67
		Partially	2	52	43.33
		Specific item	1	12	10.00
5	Regularity in reading	Daily	4	68	56.67
		One's in 2-3 day	3	44	36.66
		One's in week	2	-	-
		Whenever get it	1	08	06.67

6	Time devoted for reading newspapers	Above 40 min.	3	36	30.00
		Between 20-40 min.	2	60	50.00
		Less than 20 min	1	24	20.00
7	Time of reading	Morning	4	40	33.34
		Noon	3	24	20.00
		Evening	2	20	16.66
		Night/ Need based	1	36	30.00
8	Preference of reading	Animal production	1	36	30.00
		Animal health	1	72	60.00
		Entrepreneurship	1	-	-
		Government policy	1	12	10.00
9	Read at a stretch	Whole	3	40	33.34
		Information of Interest only	2	68	56.66
		Quick scan	1	12	10.00
10	Exchange of information with others	Yes	1	100	83.34
		No	0	20	16.66
11	Consulting old issue	Regularly	2	-	-
		When required	1	104	86.67
		Never	0	16	13.33
12	Posture of reading	Sitting	4	80	66.67
		Sitting + Lying	3	08	06.66

		Lying	2	32	26.67
		Walking	1	-	-
13	Mode of reading	Silently	2	100	83.34
		Loudly	1	20	16.66
14	Feq. of reading particular topic	Once	1	76	63.34
		Twice	2	36	30.00
		Thrice	3	08	06.66

Table 3: Relationship between antecedent characteristics and reading behavior of farmers

Sr. No.	Independent Variables	Category of respondents and 'r' value
		Poultry farmers (120)
1	Age (X1)	-0.278
2	Education (X2)	0.396*
3	Occupation (X3)	-0.045
4	Land Holding (X4)	0.278
5	Herd size (X5)	0.393*
6	Income in 1000 (X6)	0.226
7	Place of reading(X7)	0.476**
8	Marital status (X8)	0.184
9	Family structures (X9)	0.261
10	Social participation (X10)	0.427*
11	Extension contacts (X11)	0.194
12	Mass media exposure (X12)	0.091*

*5% level of significance   **1% level of significance

Table 4: Regression coefficients between antecedent characteristics and Reading behavior of farmers

Sr. No	Variables	Category of respondents	
		Poultry farmers (120)	
		'b'	't'
1	Age (X1)	0.167	1.420
2	Education (X2)	1.120	1.120*
3	Occupation (X3)	-1.573	-2.023
4	Land Holding (X4)	1.237	1.738
5	Herd size (X5)	0.061	1.079
6	Income in 1000 (X6)	0.034	0.225
7	Place of reading(X7)	0.510	0.838
8	Marital status (X8)	1.798	1.019
9	Family structures (X9)	0.109	0.353
10	Social participation (X10)	0.375	0.309
11	Extension contacts (X11)	0.054	0.112*
12	Mass media exposure (X12)	-0.048	-0.141
	R^2	0.613	
	F	2.254*	

*5% level of significance   **1% level of significance

CONCLUSION

In the present situation of increasing literacy and increased circulation of dailies, the Animal Husbandry development departments and also the organizations of dailies should feel their responsibility in helping the rural mass by providing required amount of poultry farming information to them. Print media is one of the most important media for disseminating poultry farming technology to farmers. The results of the study also revealed that majority of farmers were categorized in medium level of reading behavior regarding poultry farming news. So for enhancing the reading behavior of the farmers, the poultry farming news should published with suitable photograph, having specific page once in a week, simple language, seasonable information, and most important news on outbreaks, insurance and marketing.

The above mentioned points will not only help the poultry farmers for getting the news on latest technologies but also widen their general knowledge and thus, increase their participation and involvement in national building.

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Dreams are not what you see in sleep,

it is the thing that doesn't let you sleep.

- APJ Abdul Kalam