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Agro Sandesh newspaper reading behaviour of Banaskantha district farmers

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Abstract

A newspaper is a periodical publication containing written information about current events and is often typed in black ink with a white or gray background. Newspapers as a mass media influence public by disseminating news on local, national and international events. Further, they play an important role in the fields of agricultural development by providing knowledge to the farmers about new techniques. In Gujarat, Sandesh is leading daily newspaper and it was found in 1923. It could also be effective media in changing perception, attitude and actions of people when they are literates. So, a study was conducted to know the reading behaviour of Agro Sandesh in daily newspaper by farmers. The study would also help to know whether the agriculture information is really reaching to its actual beneficiaries and up to what extent. Ex- post facto research design was used for this study. The study was conducted in three talukas of Banaskantha district and reveal overall reading behaviour.

Keywords: Agro Sandesh, newspaper, farmer, relationship, reading behaviour

Introduction

Mass media is most important communication media, which easily reach in interior areas and diffuse the message to larger section within the short span of time. It helps to narrow the gap between research results and their application by farmers. In mass media, print media are cheaper in cost and cover large number of people. It is one of most credible sources of information and increased literacy level. It could also be effective media in changing perception, attitude and actions of people when they are literates. Newspaper is one of the cost-effective and appropriate media to transfer the knowledge. Information on agriculture and allied sectors should be brought out from the four walls of a room to the society and the nation through newspapers. Sandesh is leading daily newspaper and found in 1923. The Agro Sandesh was launched at 3rd July 2011 and it is published on every Monday. The present study was carried out to find out the Agro Sandesh newspaper reading behaviour of Banaskantha district farmers

Objectives

To study reading behaviour of Agro Sandesh readers.

Methodology

Present study was conducted in Banaskantha district of North Gujarat. Among fourteen talukas of Banaskantha, three talukas viz.; Palanpur, Deesa, Deodar were purposively selected because under these three talukas maximum number of Sandesh newspaper distribute as

compared to other talukas. The farmers of Agro Sandesh readers were the respondents for the study. Five villages from each taluka were selected randomly. From each selected villages ten farmers were selected randomly; thus total 150 farmers sample size was selected for study. An ex-post-facto research design was applied. Objective wise structural schedule was prepared and for data collection a personal contact method was followed. Data was analyzed with using frequency and percentage.

Results and Discussion

Reading behaviour has been operationally defined as a kind or style prevalent in reading farm literature. It is an important factor, which influence upon extent of the agricultural information. The findings are presented in the following sequence.

1. Habit of reading Agro Sandesh
2. Frequency of reading Agro Sandesh
3. Interest of reading Agro Sandesh
4. Time devoted for reading Agro Sandesh
5. Reason of reading
6. Discussion of information
7. Location of reading
8. Reading preference
9. Storage of knowledge
10. Satisfaction after reading
11. Re-read Agro Sandesh newspaper
12. Practicality of Agro Sandesh information
13. All over Reading behaviour

Under each characteristic the respondents are further grouped according to their reading behaviour. The data are presented in Table 1 to 13.

1. Habit of reading Agro Sandesh

Table 1: Distribution of the respondents according to their habit of reading Agro Sandesh

Sr. No.	Habit of reading agro Sandesh	Frequency	Per cent
1	Yes	150	100
2	No	0	00
	Total	150	100

It was observed from above Table 1 that 100 per cent respondent had habit of reading Agro Sandesh.

2. Frequency of reading Agro Sandesh

Table 2: Distribution of the respondents according to their frequency of reading Agro Sandesh

Sr. No.	Every week	Frequency	Per cent
1	Yes	63	42.00
2	No	87	58.00
	Total	150	100.00

Table 2, shows that most of i.e. 58.00 per cent of respondents was not read Agro Sandesh newspaper every week, while 42.00 per cent the respondents read Agro Sandesh newspaper every week.

3. Interest of reading Agro Sandesh

Table 3: Distribution of the respondents according to their interest reading Agro Sandesh

Sr. No.	Interest of reading	Frequency	Per cent
1	Immediately after receiving.	60	40.00
2	As need arises	8	5.33
3	As per convenience	82	54.67
	Total	150	100.00

Table 3, shows that most of 54.67 per cent respondents read Agro Sandesh as per convenience, while 40.00 per cent respondents read immediately after receiving and 5.33 per cent read Agro Sandesh as need arises.

4. Time devoted for reading Agro Sandesh

Table 4: Distribution of the respondents according to their time devoted for reading Agro Sandesh

Sr. No.	Time devoted for reading	Frequency	Per cent
1	>1 hour	50	33.33
2	1 hour or less	100	66.67
	Total	150	100.00

It was observed from above Table 4 that majority 66.67 per cent Agro Sandesh readers spend 1 hour or less hour for reading Agro Sandesh newspaper, while 33.33 per cent spend more than 1 hour for reading Agro Sandesh.

5. Reason of reading

Table 5: Distribution of the respondents according to their reason of reading

Sr. No.	Reason of reading	Frequency	Per cent
1	Getting agriculture information	55	36.67
2	To gain knowledge	30	20.00
3	To keep up the reading habit	22	14.67
4	Educational information	24	16.00
5	Employment	10	6.66
6	Time pass	9	6.00
7	Other	0	00
	Total	150	100.00

Table 5 indicated that 36.67 per cent respondents read Agro Sandesh for getting agriculture information, followed by 20.00 per cent were read Agro Sandesh for gain knowledge, 16.00 per cent were read Agro Sandesh for educational information, 14.67 per cent for to keep up the reading habit, 6.66 per cent for employment and 6.00 per cent were read Agro Sandesh for time pass.

6. Discussion of Information

Table 6: Distribution of the respondents according to their discussion of information

Sr. No.	Discussion of information	Frequency	Per cent
1	Yes	98	65.33
2	No	52	34.67
	Total	150	100.00

It is revealed from Table 6 that majority (65.33 per cent) of the respondents were having habit of discussing the information with family members or other friends after reading, while 34.67 per cent respondents did not discuss information, they read in Agro Sandesh.

7. Location of reading

Table 7: Distribution of the respondents according to their location of reading

Sr. No.	Location of reading	Frequency	Per cent
1	Self-purchase	33	22.00
2	From neighbour's house	74	40.67
3	Read at common place	41	37.33
	Total	150	100.00

It is observed from Table 7 that majority (40.67 per cent) of the respondents read newspaper at neighbour's house, whereas 37.33 per cent of them read newspaper at common places and only 22.00 per cent respondents read newspaper at their home purchased by themselves.

8. Reading preference

Table 8: Distribution of the respondents their level of reading preference

Sr. No.	Reading preference	Frequency	Per cent
1	Low (< 5.37 score)	35	23.33
2	Medium (≥ 5.37 to < 11.94 score)	74	49.33
3	High (≥ 11.94 score)	41	27.37
	Total	150	100.00

Mean = 9.26 S. D. = 3.37

From Table 8 it was observed that (49.33 per cent) Agro Sandesh reader had medium level reading preference, followed by 27.37 per cent had high and only 23.33 per cent had low level reading preference.

9. Storage of knowledge

Table 9: Distribution of the respondents according to their storage of knowledge

Sr. No.	Storage of knowledge	Frequency	Per cent
1	By cutting important news/ information published in newspaper	2	1.33
2	Preparing notes on information in newspaper	0	00.00
3	Discussion	55	36.67
4	Only reading	93	62.00
	Total	150	100.00

Table 9 indicated that 62.00 per cent respondents were store information by only reading, 36.67 per cent respondents were stored information by discussion and 1.33 per cent store knowledge by cutting important news which information published in newspaper.

10. Satisfaction after reading

Table 10: Distribution of the respondents according to their satisfaction after reading

Sr. No.	Satisfaction after reading	Frequency	Per cent
1	Satisfactory	85	72.67
2	Not satisfactory	65	27.33
	Total	150	100.00

It was observed from above Table 10 that majority 72.67 per cent respondents were satisfied after reading agriculture information, while 27.33 per cent were not satisfied after reading the agriculture information.

11. Re-read Agro Sandesh newspaper

Table 11: Distribution of the respondents according to re-read Agro Sandesh newspaper

Sr. No.	Re-read of newspaper	Frequency	Per cent
1	Often	4	2.67
2	Occasionally	57	38.00
3	Never	89	59.33
	Total	150	100.00

It was observed from above Table 11 that majority 59.33 per cent of respondents never re-read Agro Sandesh, while 38.00 per cent occasionally re-read Agro Sandesh and only 2.67 per cent often re-read Agro Sandesh.

12. Practicality of Agro Sandesh information

Table 12: Distribution of the respondents according to practicality of agro Sandesh information

Sr. No.	Practicality information	Frequency	Per cent
1	Practical	70	46.67
2	Some are practical	50	33.33
3	Not practical	30	20.00
	Total	150	100.00

Table 12 indicated that 46.76 per cent respondents reported Agro Sandesh information were practical, while other 33.33 per cent reported some Agro Sandesh information were practical and only 20.00 per cent respondents reported Agro Sandesh information were not practical to implement in field.

13. All over Reading behaviour

The respondents were classified into three groups of reading behaviour viz. (i) low reading behaviour (ii) medium reading behaviour and (iii) High reading behaviour on the basis of table 1 to 12 their overall reading behaviour scores.

Table 13: Distribution of the respondents according to their reading behaviour

Sr. No.	Reading behaviour	Frequency	Per cent
1	Low (< 20.02 score)	33	22.00
2	Medium (≥ 20.02 to < 29.67 score)	95	63.33
3	High (≥ 29.67 score)	22	14.67
	Total	150	100.00

Mean =24.73 S. D. = 4.70

From Table 13 it was observed that 63.33 per cent of Agro Sandesh readers had medium level of reading behaviour, followed by 22.00 per cent had low level of reading behaviour and only 14.67 per cent had high level of reading behaviour.

The similar finding has been reported by Singh and Singh (2014)^[7].

Conclusion

In conclusion, the findings reveal that Agro Sandesh enjoys a broad readership, with the majority of respondents regularly reading the newspaper, albeit occasionally and based on convenience. A significant proportion of readers access the newspaper for agricultural information and engage in discussions about the content with family and friends. While many readers spend an hour or less per session, a substantial number find the information practical for field implementation and express satisfaction with the agricultural news. Additionally, most readers demonstrate a medium level of reading behavior and retention, though many do not re-read past issues. Overall, Agro Sandesh effectively serves as a valuable source of agricultural information, with a notable level of engagement and practicality among its readers.

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