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A study on the accessibility and utilization of diverse mass media platforms by farmers in the District Lucknow (U.P.)

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Abstract

The purpose of this study was to ascertain how easily available and how farmers in the Uttar Pradesh, India, district of Lucknow used different mass media platforms. A representative sample of 100 farmers was surveyed, and they were split equally among 10 villages in the five blocks that were chosen (Malihabad, Mohanlalganj, Kakori, Gosainganj, and Sarojini Nagar). We collected data on their usage of agricultural information, including how frequently and for what purposes, as well as their availability of newspapers, radio, television, mobile apps, and the Internet. Despite the fact that nearly everyone had a cell phone, the findings indicated that conventional media like radio and television were still used significantly more frequently for agricultural information than digital platforms, particularly among older and less educated farmers. The utilization of digital media was hindered by limited internet connection and a lack of digital literacy. As to the results of the study, effective agricultural extension in Lucknow areas necessitates a comprehensive communication plan that tackles the digital divide and leverages the benefits of both conventional and digital media. These results have ramifications for extension organizations and legislators who want to maximize the dissemination of information to the farming community.

Keywords: Surveyed, conventional, information ramifications, dissemination

Introduction

In nations like India, agriculture is the main industry. The mass media also has a significant impact on how people's socioeconomic standing changes. The advent of digital technology has led to an increase in the activity of mass media. The most well-known source of news, opinions, and views with the ability to reach a large audience and disseminate knowledge and education, the mass media has become an effective weapon for closing the information gap. It can also influence behavior, especially in rural areas where access to information is limited. Mass media includes several factors in which farmers and people are directly and indirectly influenced. It aids in decision-making, solves issues that farmers experience, and advances the standing of farmers and rural residents. This study examines how farmers' socioeconomic status and mass media consumption relate to one another, as well as how various media platforms influence people's socioeconomic situations. The Lucknow district in Uttar Pradesh, one of the most agriculturally important states in India, makes for an interesting case study. The purpose of this study is to investigate the ways in which media affects farmers' knowledge levels, adoption of contemporary techniques, and access to resources, which in turn affects their standard of living, income, education, and health. It aims to determine if farmers are only media consumers or whether the media actively influences the economic and behavioral changes that occur in their industries.

Materials and Methods

One of the 75 districts in Uttar Pradesh would host the study. The study was carried out along the banks of the Gomati River in the Lucknow District, which is in the central region of Uttar Pradesh in northern India. Malihabad, Gosainganj, Mohanlalganj, Sarojini Nagar, and Kakori are among the agriculturally active rural blocks that make up a sizable chunk of the district, despite its reputation as an urban center. These locations were picked because of their diverse populations, agricultural patterns, and diversified media exposure.

Sampling of respondents

A list of the respondents in each of the four villages was made, and thirty smartphone-wielding respondents were selected at random from each village for the study. Thus, a total of 120 respondents were selected for the investigation.

Result and Discussion

Table 1: Distribution of the respondents on the basis of communication media: $N=120$

S. No.	Categories	Respondents	
		Number	Percentage
1.	Mobile	120	100.00
2.	Radio	18	15.00
3.	Television	117	97.5
4.	D.T.H	92	76.66
5.	Computer	16	13.33
6.	Newspaper	21	17.5
7.	Magazine	2	1.66
8.	Agricultural book	10	8.33

Most people have a mobile phone, with everyone (100%) owning one. Almost everyone also has a television, with about 97.5% of people. Many people have a D.T.H. service (about 76.66%), Fewer people have newspapers (17.5%), and a little farmer had radio (15.00%), computers (13.33%), agricultural books (8.33%), and magazines (1.66%).

Table 2: Distribution of respondents on the basis of mass media exposure: $N=120$

S. No.	Mass media			Frequency of use			
		Regularly (3)		Occasionally (2)		Never (1)	
		Number	%	Number	%	Number	%
1.	Facebook	38	31.66	55	45.83	27	24.54
2.	Whatsapp	41	34.16	62	51.66	17	14.16
3.	YouTube	33	27.5	49	40.83	38	34.54
4.	Other	31	25.83	43	35.83	46	38.33
	Total	120	100	120	100	120	100

Most people, about 59 out of 100, had a medium amount of exposure to things like TV, radio, or the internet. A smaller group, around 23 out of 100, had a little exposure, and a small number, about 18 out of 100, saw or heard a lot of media.

Table 2: Distribution of the respondent on the basis of mass media exposure: $N=120$

S. No.	Category	Respondents	
		Number	Percentage
1.	Low (1)	28	23.33
2.	Medium (1-3)	71	59.16
3.	High (above 3)	21	17.5
	Total	120	100.00

Conclusion

Based on the results of the current study and the logical interpretation of the findings and experience, told that Since most respondents feel they lack training and education on the use of mass media, comprehensive training is needed to equip them with the skills to design user-friendly agricultural information content in an efficient and understandable manner. A majority of respondents agreed that poor network connectivity and slow data network connectivity are the main concerns, followed by language barriers and high data

network costs. The use of mass media tools can be implemented in different locations at the micro-level.

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