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Utilization and frequency of use of communication channels among rural youth of Udaipur district of Rajasthan

Vasupriya Parashar and Asha Godawat

Abstract

The study was conducted in randomly selected four villages of Girwah panchayat samiti of Udaipur district, Rajasthan with the objective to study the utilization of communication channels by rural youth of Udaipur district. The total sample consisted of 120 rural youth in between the age group of 15-24. An interview schedule was prepared by the investigator and interview technique was used for data collection. Frequency distribution and percentage were used for analysis of data. All most all the communication channels were available in the investigation area except cooperative societies, KVK, e-choupal, youth club, adult education centre and NGO out of them newspaper was utilized the most by the female and male (84.17%) from print media, followed by television (91.53%) from broad cast media, mobile phone from electronic media (91.17%), friends and family (97.50%) from interpersonal channels, e- mitra (75.83%) from formal channels and temple (86.55%) from informal channels. Regarding utilisation of communication channels, frequency of use of communication channels reveals that cent percent of the female and male rural youth utilized mobile phone most frequently, followed by family (94%), television (71%) and newspaper (62%) whereas majority of the respondents do not utilized brochure, magazine, leaflet, radio, computer with internet and telephone, ration shops, mahila mandal, SHG, educational tour, exhibition, meeting and campaign. Majority of the male and female respondents receive information through e-mitra once in a week and more than half of them visit temple once in a week.

Keywords: Utilization, frequency, communication channels, rural youth

Introduction

Youth population is known as a valuable asset for the successor of country development. Youth are believed to be the agents of economical change and social growth of the society and play an active role for the development of themselves and their environment, carriers of new ideas and are more receptive to innovation. The process and prosperity of a nation to a very great extent depends on how well skilled and regular its youth are. They are ready to bear risk and keen to participate in community activities. According to Population Database of United Nations Population Division (World Population Prospects: The 2015 revision) India has the world's highest number i.e., 242 million youth between the age of 10 to 24 years and according to India's Census 2011, youth (15-24 years) in India constitutes one-fifth of the country's total population (Youth in India, 2017) [8].

Materials and Methods

The present study was undertaken to study the utilization of communication channels by the rural youth. It was conducted in the Udaipur district of Rajasthan state. There are total 11 rural panchayat samities in Udaipur district out of which one panchayat samiti i.e., Girwah was selected randomly. A list of villages of selected panchayat samiti having 10-15 km distance from the panchayat samiti headquarter was prepared with the help of panchayat samiti officials. From the list, four villages i.e., *Debari, Umarda, Bohoiyon ki pancholi and Bedwas* were selected randomly for the study. For the selection of sample a list of rural youth with minimum primary education was prepared separately for each village with the help of officials of panchayat samiti office. From the list, 30 respondents (15 male and 15 female) who were willing to respond were included in the final sample of the study. The total sample consisted of 120 youth including 60 male and 60 female. Interview technique was used to collect information from the respondents. For this purpose an interview schedule was prepared by the investigator after reviewing the literature and with the consultation of experts. After establishing rapport with the respondents, purpose of the study was explained and data was

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collected personally by the investigator. To get required information probing was also done. In order to know the utilization of communication channels by the respondents, responses were taken as utilisation and frequency of use of communication channels-

- a) **Utilization of communication channels:** It indicated the utilization of communication channels by the male and female respondents.
- b) **Frequency of use:** It indicated the frequency of use of communication channels by the respondents as most frequently, frequently, rarely and never.

Result and Discussion

The profile of the respondents reveals that 55 percent of the respondents belong to OBC category and 41 percent of respondents were educated up to senior secondary level. Nearly 33 percent had business as their main family occupation and 65 percent of the respondents had annual income between less than one lakhs. About hundred percent of the respondents own mobile phone and more than half of the respondents were the subscriber of newspaper.

Utilisation of channels

Information pertaining to availability and utilization of communication channels by the respondents for receiving

information is presented in Table 1. It is evident from the data that cent percent rural male and female reported that print media, broadcast media and electronic media viz., newspaper, leaflet, brochure, magazine and advertisement on bus and taxis, radio and television, telephone, mobile phone and computer with internet were available in the area. With regards to utilization of these channels, data presented in the table depict that majority (67.5-99.20%) of the respondents reported that they used mobile phones, television, newspaper and advertisement on buses and taxis for obtaining information. In depth study of the table shows that more than 90 percent male respondents utilized mobile phones, television and newspaper for receiving the information whereas in case of female, it was 100 percent, 56.7 percent and 75 percent, respectively. Further brochure, magazine and telephone were used as a source of information by few respondents. Reasons for such findings might be that the rural youth have lack of interest in reading magazine and brochure and have lack of technical skills in handling computers and also have financial problem. Findings of the study are similar with the result revealed in a study conducted on effect of communication media on women by Saurabh (2013) [6] that most of the respondents (60%) obtained information through T.V. and very few of them used by computer (14%) and radio (10%) for the information purpose.

Table 1: Percentage distribution of respondents on the basis of availability and utilization of print, broadcast and electronic media channels

S. No.	Communication channels	Channels available			Utilization of channels		
		Female n ₁ =60	Male n ₂ =60	Total n=120	Female n ₁ =60	Male n ₂ =60	Total n=120
1	Print Media						
	• Newspaper	100	100	100	75.0	93.3	84.2
	• Leaflet	100	100	100	40.0	23.3	31.7
	• Brochure	100	100	100	5.0	0.0	2.5
	• Magazine	100	100	100	13.3	11.7	12.5
	• Advertisement on bus/taxis	100	100	100	56.7	78.3	67.5
2	Broadcast Media						
	• Radio	100	100	100	30.0	23.3	26.7
	• Television	100	100	100	86.7	93.3	90.0
3	Electronic media						
	• Telephone	100	100	100	13.3	26.7	20.0
	• Mobile Phone	100	100	100	100.0	98.3	99.2
	• Computer with internet	100	100	100	31.7	28.3	30.0

Data presented in Table 2 depict that cent percent respondents reported that all channels such as friends, family, relatives, neighbours and teachers were there in the area. With regards to utilization of interpersonal channels the table further reveals that cent percent male respondents reported that they receive information from friends and 98 percent female respondents obtained information through family members. further Data further also reveals that more than 90 percent of the female and male respondents use to contact relatives and

neighbours and more than 60 percent of the respondents contacted teachers for receiving information. The reason for such findings might be that there are face to face interaction in the interpersonal channels of communication. Findings are in line with the findings of study conducted by Mathiyazhagan *et al.* (2006) [4]. In their study they reported that tribal youth believed in interpersonal communication and it was noted that neighbours (71.60%) and friends (66.40%) were contacted for the information purpose.

Table 2: Percentage distribution of respondents on the basis of availability and utilization of interpersonal channels

S. No.	Communication channels	Channels available			Utilization of channels		
		Female n ₁ =60	Male n ₂ =60	Total n=120	Female n ₁ =60	Male n ₂ =60	Total n=120
1	Interpersonal						
	• Friends	100	100	100	95.0	100	97.5
	• Family	100	100	100	98.3	96.7	97.5
	• Relatives	100	100	100	95.0	93.3	94.2
	• Neighbours	100	100	100	95.0	93.3	94.2
	• Teachers	100	100	100	63.3	71.7	67.5

Perusal of Table 3 shows that all the respondents reported that school, college, aganwadi, ration shop, e-mitra, gramin bank, police station, post office and gram panchayat were there in the investigation area whereas none of the respondents reported for cooperative societies, e-choupal and KVK. Regarding the utilization of channels data in the table depict that 79.2 percent of the total respondents used e-mitra for receiving information and 60 percent of them utilize hospital. In depth study of the table shows that the formal channels of

communication utilized by 50-91.7 percent of the respondents were schools, hospital, ration shops, gram panchayat and e-mitra whereas, in case of female respondents it was 66.7, 58.3 and 50 percent, respectively. Further nearly one third of the respondents also reported that they visited gramin bank, post office and college for receiving information and some of them received information from gram panchayat and aganwadi centre.

Table 4: Percentage distribution of respondents on the basis of availability and utilization of informal channels

S. No.	Communication channels	Channels available			Utilization of channels		
		Female n ₁ =60	Male n ₂ =60	Total n=120	Female n ₁ =60	Male n ₂ =60	Total n=120
1	Informal						
	• Mahila manda	25.0	25.0	25.0	5.0	0.0	2.5
	• Youth club	0	0	0	0	0	0
	• Adult education center	0	0	0	0	0	0
	• NGO	0	0	0	0	0	0
	• SHG	25.0	25.0	25.0	5.0	0.0	2.5
	• Educational tours	100	100	100	20.0	15.0	17.5
	• Meetings	100	100	100	36.7	30.0	33.3
	• Mela	100	100	100	63.3	43.3	53.3
	• Campaigns	100	100	100	38.3	28.3	33.3
	• Exhibition	100	100	100	23.3	18.3	20.8
	• Announcements	100	100	100	25.0	31.7	28.3
	• Temple	100	100	100	83.3	88.3	85.8
• Mosque	100	100	100	1.7	1.7	1.7	

Information pertaining to availability and utilization of informal channels by the respondents is presented in Table 4. Data in the table reveals that organization of educational tours, meetings, mela, campaigns, exhibition, announcements, temple and mosque were available source of information in research area as reported by cent percent respondents. Existence of mahila mandal and SHG were reported by one fourth of the respondents. None of the respondents reported for youth clubs and adult education centre. With regard to utilization of informal channels data in the table reveal that 85.8 percent of the respondents visited temple for obtaining information and mahila mandal and mosque were least utilized channels reported by very few of the respondents. It is evident from the table that more than eighty percent of male and female youth received information from temple and nearly one third from meeting, announcements and campaign. It is very interesting to note that female youth (63.3%) were more interested in visiting mela as compare to male youth (3.3%).

Frequency of use

Frequency of utilization of communication channels depends on how people utilize different communication channels to

receive information. In the present investigation efforts have been made by the researcher to know how frequently rural youth utilized channels of communication. With regards to frequency of utilisation of print, broadcast and electronic media by the rural youth results are presented in Table 5. It is evident from the table that mobile phones (93.3%), television (70.8%) and newspaper (63.3%) were most frequently by the majority of the respondents and brochure, magazine, telephone, radio, computer with internet and leaflet were not at all utilized channel for by 68.3-97.5 percent rural youth for obtaining information. Further data in the table depict that advertisement on bus and taxis were rarely considered as a source of information rarely by approximately half of the male and female respondents. A detail study of the table indicates that nearly an equal number of female and male respondents rarely utilized brochure, leaflet, magazine, radio, telephone and computer with internet. The data in the table also demonstrate that almost all print, broadcast and electronic media were frequently or rarely utilized by very few of the female and male youth. The possible reasons behind such findings might be that majority of the respondents owned their own mobile, T.V. set and were the subscriber of newspaper. Finding of the study are in line with the result reported by Godara and Bhimawat (2012)^[1] in their

study on information sources and channels utilized pattern by the farm women for technical knowledge of wheat production technology, Rajasthan found that newspaper were the most frequently utilized sources by the majority of farm women

and Kakade and kolar (2013) [3] found that 99.19 percent of the respondents viewed T.V. and mobile were found as most utilized media by the almost all the respondents.

Table 5: Percentage distribution of respondents on the basis of frequency of use of print, broadcast and electronic media

S. No.	Communication channels	Most Frequently			Frequently			Rarely			Never		
		Female n=60	Male n=60	Total n=120	Female n=60	Male n=60	Total n=120	Female n=60	Male n=60	Total n=120	Female n=60	Male n=60	Total n=120
1	Print Media												
	• Newspaper	56.7	70.0	63.3	3.3	15.0	9.2	16.7	6.7	11.7	23.3	8.3	15.8
	• Leaflet	5.0	0.0	2.5	3.3	3.3	3.3	33.3	18.3	25.8	58.3	78.3	68.3
	• Brochure	3.3	0.0	1.7	0.0	0.0	0.0	1.7	0.0	0.8	95.0	100.0	97.5
	• Magazine	0.0	5.0	2.5	5.0	1.7	3.3	5.0	8.3	6.7	90.0	85.0	87.5
	• Advertisement on bus and taxies	10.0	18.3	14.2	5.0	6.7	5.8	45.0	50.0	47.5	40.0	25.0	32.5
2	Broadcast Media												
	• Radio	18.3	5.0	11.7	8.3	10.0	9.2	5.0	6.7	5.8	68.3	76.7	72.5
	• Television	65.0	76.7	70.8	6.7	5.0	5.8	15.0	11.7	13.3	13.3	6.7	10.0
3	Electronic media												
	• Telephone	11.7	8.3	10.0	0.0	20.0	10.0	0.0	0.0	0.0	88.3	71.7	80.0
	• Mobile Phone	91.7	95.0	93.3	5.0	5.0	5.0	1.7	0.0	0.8	1.7	0.0	0.8
	• Computer with internet	10.0	21.7	15.8	8.3	10.0	9.2	8.3	1.7	5.0	73.3	66.7	70.0

Table 6: Percentage distribution of respondents on the basis of frequency of use of interpersonal channels

S. No.	Communication channels	Most Frequently			Frequently			Rarely			Never		
		Female n=60	Male n=60	Total n=120	Female n=60	Male n=60	Total n=120	Female n=60	Male n=60	Total n=120	Female n=60	Male n=60	Total n=120
1	Interpersonal												
	• Friends	71.7	91.7	81.7	8.3	6.7	7.5	16.7	0.0	8.3	3.3	1.7	2.5
	• Family	95.0	93.3	94.2	3.3	1.7	2.5	1.7	0.0	0.8	1.7	5.0	3.3
	• Relatives	31.7	35.0	33.3	28.5	25.0	26.7	35.0	33.3	34.2	5.0	6.7	5.8
	• Neighbours	48.3	53.3	50.8	36.7	33.3	35.0	10.0	6.7	8.3	5.0	6.7	5.8
	• Teachers	51.7	65.0	58.3	0.0	1.7	0.8	15.0	1.7	8.3	31.7	33.3	32.5

Table 7: Percentage distribution of respondents on the basis of frequency of use of formal channels

S. No.	Communication channels	Most Frequently			Frequently			Rarely			Never		
		Female n=60	Male n=60	Total n=120	Female n=60	Male n=60	Total n=120	Female n=60	Male n=60	Total n=120	Female n=60	Male n=60	Total n=120
1	Formal												
	• Schools	36.7	48.3	42.5	0.0	1.7	0.8	5.0	0.0	2.5	56.7	51.7	54.2
	• Colleges	21.7	15.0	18.3	8.3	3.3	5.8	1.7	0.0	0.8	68.3	81.7	75.0
	• Aaganwadi	6.7	0.0	3.3	3.3	0.0	1.7	15.0	5.0	10.0	73.3	96.7	85.0
	• Hospital	10.0	1.7	5.8	1.7	0.0	0.8	56.7	50.0	53.3	31.7	48.3	40.0
	• Ration shops	3.3	1.7	2.5	1.7	0.0	0.8	38.3	46.7	42.5	56.7	51.7	54.2
	• E- Mitra	3.3	3.3	3.3	3.3	11.7	7.5	68.3	68.3	68.3	25.0	16.7	20.8
	• Gramin Banks	0.0	0.0	0.0	1.7	0.0	0.8	31.7	23.3	2.5	66.7	76.7	71.7
	• Police stations	1.7	0.0	0.8	0.0	0.0	0.0	10.0	10.0	10.0	88.3	90.0	89.2
	• Post office	1.7	0.0	0.8	0.0	5.0	2.5	25.0	31.7	28.3	73.3	63.3	68.3
	• Gram panchayat	1.7	1.7	1.7	3.3	5.0	4.2	48.3	48.3	48.3	46.7	45.0	45.8

Table 8: Percentage distribution of respondents on the basis of frequency of use of informal channels

S. No.	Communication channels	Most Frequently			Frequently			Rarely			Never		
		Female n=60	Male n=60	Total n=120	Female n=60	Male n=60	Total n=120	Female n=60	Male n=60	Total n=120	Female n=60	Male n=60	Total n=120
1.	Informal												
	• Mahila mandals	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	2.5	95.0	100	97.5
	• SHG's	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	2.5	95.0	100	97.5
	• Educational tours	0.0	0.0	0.0	0.0	0.0	0.0	16.7	18.3	17.5	83.3	81.7	82.5
	• Meetings	1.7	0.0	0.8	3.3	1.7	2.5	31.7	28.3	30.0	61.7	71.7	66.7
	• Mela	5.0	0.0	2.5	0.0	0.0	0.0	56.7	45.0	50.8	38.3	55.0	46.7
	• Campaigns	3.3	0.0	1.7	1.7	0.0	0.8	33.3	28.3	30.8	61.7	71.7	66.7
	• Exhibition	1.7	0.0	0.8	0.0	0.0	0.0	20.0	20.0	20.0	76.7	80.0	78.3
	• Announcements	1.7	0.0	0.8	1.7	1.7	1.7	23.3	28.3	25.	71.7	71.7	71.7
	• Temple	26.7	18.3	22.5	6.7	13.3	10.0	48.3	58.3	53.3	18.3	10.0	14.2
	• Mosque	0.0	1.7	0.8	0.0	0.0	0.0	1.7	0.0	0.8	98.3	98.3	98.3

It is inferred from the data presented in the Table 6 reveals that majority of the respondents reported that they receive information from family and friends and more than 50 percent of the respondents consult neighbours and teachers. The data in the table reflects that most frequently utilized channels of communication was family members and friends as reported by more than 90 percent of male youth whereas in case of female youth it was 95 percent and 71.7 percent respectively and nearly one third of the respondents reported for the relatives as a source of information. It is also evident from the table that frequently and rarely utilized channels of communication were relatives and neighbours as reported by one third of both male and female youth. The findings of the study are in conformity with the findings of Roy *et al.* (2012) [5] found that friends and neighbours were found to be a regular source of information of rural youth. During the data collection it was noted that cooperative societies, e-choupal and KVK were not existed in the area therefore efforts were note made to get information of these informal channels.

Information pertaining to frequency of use of formal channels by the respondents is presented in the Table 7. The data in shows that almost all the formal channels of communication i.e. school, college, aaganwadi, ration shops, gramin bank, police station, post office were not at all utilized by the respondents except gram panchayat (45.8%), hospital (40%) and e-mitra (20.8%) as reported by more than fifty percent of the respondents. With regards to schools as the source of information 36.7 percent female youth and 48.3 percent male youth reported that they visited schools for getting information about course work, general information and games and sports. During the data collection it was found that adult education center, youth club and NGO were not existed in the area therefore efforts were not made to get the information about these informal channels.

With regards to frequency of use of informal channels data presented in the Table 8 reveals that NGO (98.3%), mosque (98.3%), mahila mandal (95%), SHG (95%), educational tour (83.3%), exhibition (76.7%), announcements (71.7%) and campaign (61.7%) were never utilized channels by the female respondents for getting information while in case of male respondents it was 100, 98.3, 100, 100, 81.7, 80, 71.7 and 66.7 respectively. Review of the table indicates that temple (53.3%), mela (50.8%), meetings and campaign (30%) were rarely considered as a source of information. The possible reason for these findings might be that these events were rarely organized in their area and also due to their busy schedule they are not able to attend meeting organized by different organization.

Conclusion

Youth are more attracted to use various communication channels for information and knowledge. Its usage enhances their quality of life and helps them to acquire knowledge in all the aspects. From the results it can be concluded that majority of the respondents utilize mobile phone followed by friends, family, relatives, neighbours, television, temple and newspaper while other communication channels were least utilized by the female and male respondents. Reason might be due to irregularity of print media, poor signals of broadcast media, lack of technical guidance of handle electronic media, distance of reach is far of interpersonal channels and unfamiliar with the formal and informal organisation. Thus, there is the need to aware rural youth about various

communication channel and to provoke them to utilize their effectiveness.

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