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## The extent of mass media utilization of farmers in Imphal East district

**Baldev Singh, Angad Prasad, Daya Ram, SM Feroze and N Gopimohan Singh**

### Abstract

Across the language boundary, mass media are used by farmers to interact and communicate. These have been the means to all agricultural information and to improve the agricultural situation. The research study was conducted in order to determine the extent of mass media utilization of the farmers of Imphal east district of Manipur. A research design known as ex-post-facto was used for the investigation. A total of 120 farmers were chosen at random from four villages in two blocks of the Imphal East district. These respondents' information was gathered via a scheduled, organized interview process. Using the appropriate statistical parameters, data were coded, tabulated, analyzed and interpreted. It was found that 65.83 percent of the respondents used television in daily, 64.2 percent of the respondents used radio daily, 32.50 percent of the respondents used newspaper daily, 5.83 percent of the respondents used farm magazine monthly and 100 percent of the respondents used mobile phone daily. While most respondents (65.70%) used mass media to a medium extent overall, with 17.5% and 16.7% of respondents using it to a high and low extent, respectively.

**Keywords:** Mass media, majority, farmers, agriculture technology, utilization, extent

### 1. Introduction

Mass media are referred as communication devices that can be utilized to interact and communicate with a wide range of people in several languages. Agriculture is the backbone of Indian economy as it provide raw materials to a lot of industrial and means of livelihood to more than 70 percent of the population. The majority of people reside in rural areas and work in agriculture to the tune of 65.0% of the population. Regarding their utility, both urban and rural populations are benefitted much from the mass media in the current environment of rapidly evolving information technology. Until and unless it is put to practical use by potential users to increase productivity through various mass media, including mobile phone, television, radio, and print media, agricultural technology will continue to advance. The use of mass media allows for two-way communication that requires the recipient's active engagement.

The process of communication holds the key to millions of rural residents' ability to overcome illiteracy, poverty, and disease in order to achieve a status of economic and social well-being through utilizing the information media. Extension contacts and the media play a significant role in the provision of helpful information to users through various sources and channels for the adoption of new technology that creates awareness and changes in farmers' attitudes for fostering speedy acceptance of agricultural advances.

In terms of access to agricultural information, gender gaps would be reduced when information and communication technologies (ICTs) were used more frequently in agricultural extension service delivery (Osondu and Ibezim, 2015) [3]. Transferring agricultural knowledge from research facilities to farmers is crucial because it enables farmers to acquire new techniques that increase agricultural productivity (Sanusi *et al.*, 2010) [4]. The effective sources of information & channels to which farmers are often exposed, directly or indirectly, play a significant role in how they use the enhanced agricultural technology.

### 2. Materials and Methods

The research study was conducted in order to determine the extent of mass media utilization of the farmers of Imphal east district of Manipur. There are 4 blocks in the Imphal East district, and two of them Heingang and Keirao were chosen randomly. Two villages were randomly chosen from each chosen block, and then 120 farmers were chosen as responders from those four villages using simple random sampling.

A research design known as ex-post-facto was used for the investigation. The interview schedule was created with the study's goals in mind and pretested on a sufficient number of non-sampled farmers. The extent of mass media utilization was studied on five-point range *i.e.*, daily, weekly, fortnightly, monthly, whenever needed and never. The scores 5, 4, 3, 2, 1 and 0 were assigned respectively.

The total scores ranged from "0" to "25," the minimum and maximum allowed scores. The respondents were then divided into groups based on the Mean and Standard Deviation. Using a pretested structured schedule and in-person interviews with the respondents, data were gathered. The collected data were correctly analyzed. The statistical tools of mean and standard deviation, frequency, and percentage were applied to interpret the data.

### 3. Results and Discussion

#### 3.1 The extent of mass media utilization

Farmers had included mass media as a valuable tool for agricultural information and knowledge. Through mobile phone, television, radio, newspaper and farm magazines, farmers access market updates, weather forecasts, agricultural news and educational resources. Utilization is the extent to which farmers make use of information from the media.

#### 3.2 Extent of mass media utilization

The results in the Table 1 shows that most of the respondents used mass media daily. In case of television, most of the respondents (65.83%) used it daily, 24.17 percent of the respondents used it weekly, 9.17 percent of the respondents never used it, and only 0.83 percent of the respondents used whenever needed. In case of radio, 64.17 percent of the respondents used daily, 13.33 percent of the respondents used it weekly and 22.50 percent of the respondents never used radio. In case of newspapers, most of the respondents (34.17%) never used them, 33.33 percent of the respondents used them weekly and 32.50 percent of the respondents used them daily. In case of farm magazine, majority of the respondents (94.17%) never used it and only 5.83 percent of the respondents used it monthly. In case of mobile phones, all the respondents (100%) used them daily. The review of such results indicate that findings are in line with Naveen (2015)<sup>[2]</sup>.

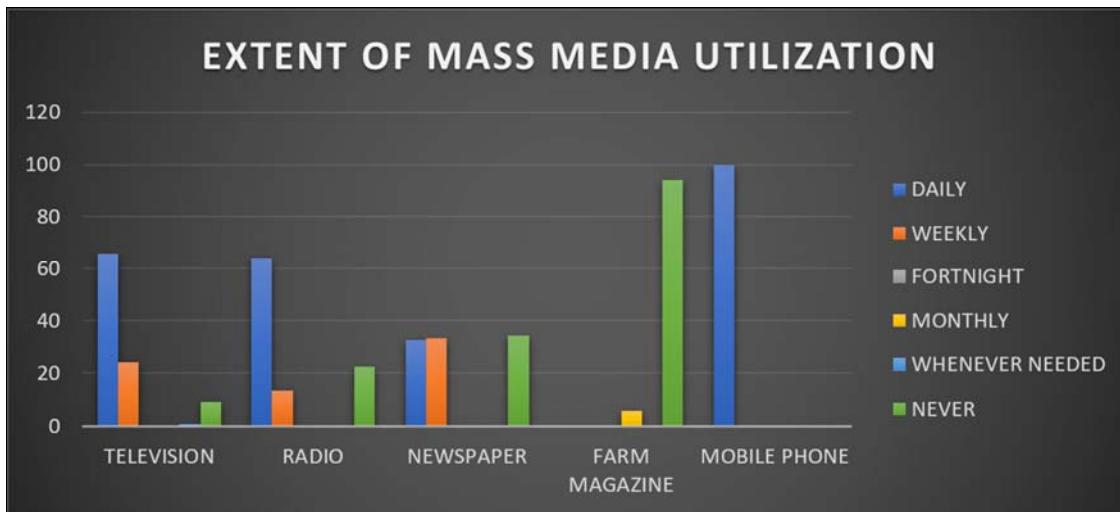
#### 3.3 Overall extent of mass media utilization

The Table 2 reveals that majority of the respondents (65.80%) had medium level of extent of mass media utilization, low by 17.50 percent and high by 16.70 percent of respondents. The findings are similar with Giridhar *et al.* (2019)<sup>[1]</sup> and Tekale *et al.* (2020)<sup>[5]</sup>.

**Table 1:** Distribution of the respondents according to their extent of mass media utilization (n=120)

Sl. No.	Mass media	Daily		Weekly		Fortnight		Monthly		Whenever Needed		Never	
		F	%	F	%	F	%	F	%	F	%	F	%
1.	Television	79	65.83	29	24.17	0	0.0	0	0	1	0.83	11	9.17
2.	Radio	77	64.17	16	13.33	0	0.0	0	0	0	0	27	22.50
3.	Newspaper	39	32.50	40	33.33	0	0.0	0	0	0	0	41	34.17
4.	Farm magazine	0	0.0	0	0	0	0.0	7	5.83	0	0	113	94.17
5.	Mobile phone	120	100.0	0	0	0	0.0	0	0	0	0	0	0

F = Frequency  
% = Percentage

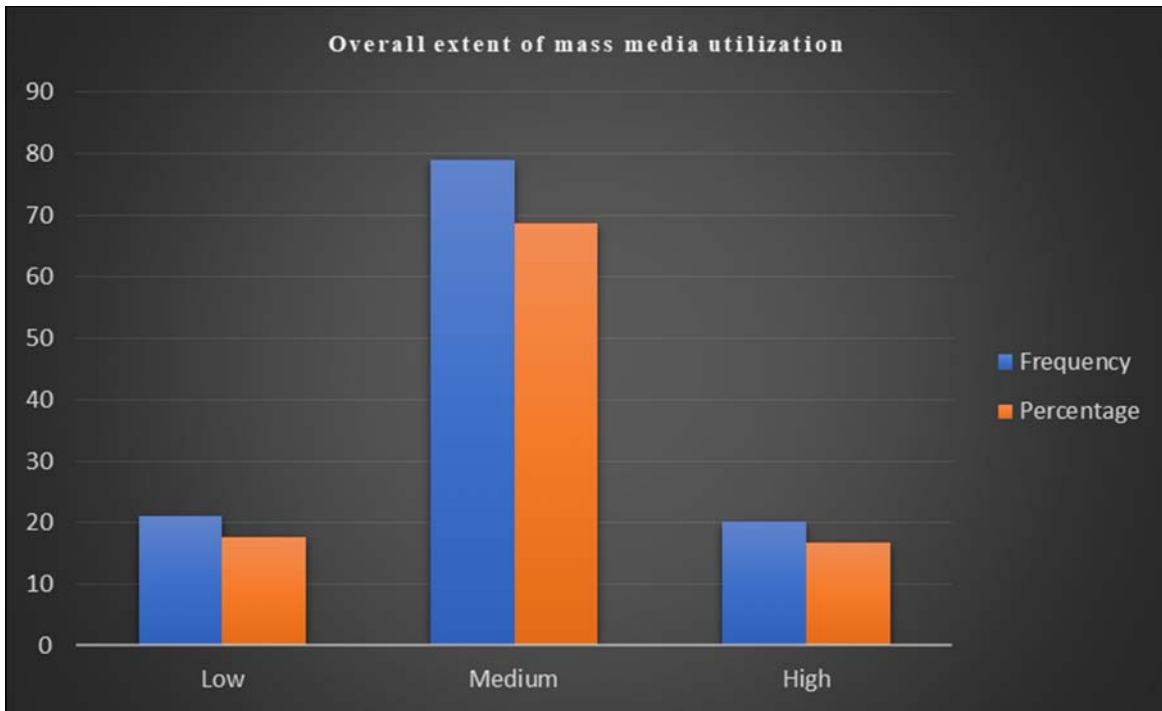


**Fig 1:** Distribution of the respondents according to their extent of mass media utilization

**Table 2:** Distribution of the respondents according to the overall utilization of extent of mass media (n=120)

Sl. No.	Category	Range	F	%
1.	Low	< 12	21	17.50
2.	Medium	12 – 19	79	65.80
3.	High	> 19	20	16.70
	Total		120	100.00

F = Frequency  
% = Percentage  
Mean = 16.2, S.D. = 4.1



**Fig 2:** Distribution of the respondents according to their extent of mass media utilization

#### 4. Conclusion

In the extent of mass media utilization, it was found that most of the farmers used mass media like television, radio, newspaper and mobile phone daily, but in case of farm magazine, majority of the respondents never used this mass media. Therefore, maximum focus should be given to farm magazine, so that it would be easily available to their places and take benefit from these farm magazines.

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