



Full Length Research Article

FACTORS INFLUENCING THE CHARACTERISTICS OF YOUTH FARMERS AND THEIR COMMUNICATION BEHAVIOUR IN VILLUPURAM DISTRICT

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ABSTRACT

This study entitled factors influencing the characteristics of youth farmers and their communication behaviour in Villupuram district of Tamil Nadu has aimed at to study the information input, information processing & information output behaviour of farm youth and to study the relationship between socio-economic and psychological characteristics of farm youth and their communication behaviour. The study was conducted among 120 farm youth in Gingee block of Villupuram district, Tamil Nadu. The study revealed that out of the variables annual income economic motivation, self-confidence and leadership ability were found to have positive and significant relationship, whereas educational status and self confidence were found to have negative and significant relationship with their information input behaviour.

Key words:

INTRODUCTION

The prosperity and growth of a nation depends on the status and development of its youth as they not only constitute nearly half of its population but also influence growth of the remaining half of the population. The crucial role of youth in agriculture, allied occupation and various activities has however been underestimated and undervalued. There is an actual need to effectively utilize them in all the areas of development. Youth's contribution to national development is crucial. The process of development would be incomplete, unless youth are fully involved in it. So, youth must be recognized as a greater power in development of a nation. Farm youth have the opportunity to work in both urban and rural settings using a variety of tools and equipment. Farm youth will be able to take home food from the farm. In agriculture, farm youth play a key role in transfer of technology to the farming community therefore the study of their communication behaviour is important to know the effectiveness in transfer of technology. Communication is an integral part of development. Communication support is a vital necessity of to inspire and help rural people to take full advantage of available opportunities for their all-round development. Communication helps in imparting training to people, organizing community and farm related process and co-coordinating various activities.

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From the creation of awareness regarding the adoption of new technology up to the final adoption of it, communication has played a predominant role over the years. Berlo (1960) viewed communication as a dynamic ongoing, over-changing continuous act. Youth can be effectively utilized for agricultural development. These farm youth can be effectively used for dissemination of agricultural information to other youths.

MATERIALS AND METHODS

The study was carried out in 7 villages of Gingee block in Villupuram district of Tamil Nadu. A sample size of 120 farm youth was selected by using simple random sampling procedure. The data were collected by interviewing the respondents personally with the help of a pre-tested and structured interview schedule. Percentage analysis, cumulative frequency distribution and zero order correlation were used for analyzing and interpreting the data.

RESULTS AND DISCUSSION

The relationship between socio-economic and psychological characteristics of farm youth and their communication behaviour is presented below: Zero order correlation was computed to know the relationship of the socio-economic and psychological characteristics of farm youth with their communication behaviour. The relationship was analysed under three sub-divisions namely (i) information input behaviour (ii) information processing behaviour and (iii) information output behaviour, which are presented in Tables 1,2 and 3.

Table 1. Zero order correlation for socioeconomic and psychological characteristics of farm youth and their information input behavior

Sl. No.	Socioeconomic and psychological characteristics	Correlation coefficient ('r' value)
1.	Educational status	0.299**
2.	occupational status	0.028 NS
3.	Annual income	0.322
4.	Social Participation	0.144 NS
5.	Extension agency contact	0.101 NS
6.	Mass media exposure	0.004 NS
7.	Scientific orientation	0.117 NS
8.	Economic motivation	0.315 **
9.	Innovativeness	0.101 NS
10.	Training Undergoes	0.116 NS
11.	Leadership ability	0.306 **
12.	Decision making	0.082 NS
13.	Self confidence	0.116 NS

* - Significant at 5 % level

** - Significant at 1 % level

NS – Non-significant

Table 2. Zero order correlation for socioeconomic and psychological characteristics of farm youth and their information processing behavior

Sl. No.	Socioeconomic and psychological characteristics	Correlation coefficient ('r' value)
1.	Educational status	0.151NS
2.	occupational status	0.017 NS
3.	Annual income	0.046 NS
4.	Social Participation	0.311**
5.	Extension agency contact	0.097 NS
6.	Mass media exposure	0.026 NS
7.	Scientific orientation	0.126 NS
8.	Economic motivation	0.325 **
9.	Innovativeness	0.111 NS
10.	Training Undergoes	0.154 NS
11.	Leadership ability	0.377 **
12.	Decision making	0.092 NS
13.	Self confidence	0.187 *

* - Significant at 5 % level

** - Significant at 1 % level

NS – Non-significant

Table 3. Zero order correlation for socioeconomic and psychological characteristics of farm youth and their information output behavior

Sl. No.	Socioeconomic and psychological characteristics	Correlation coefficient ('r' value)
1.	Educational status	0.174 NS
2.	occupational status	0.141 NS
3.	Annual income	0.067 NS
4.	Social Participation	0.067 NS
5.	Extension agency contact	0.071 NS
6.	Mass media exposure	0.006 NS
7.	Scientific orientation	0.126 NS
8.	Economic motivation	0.288 **
9.	Innovativeness	0.111 NS
10.	Training Undergoes	0.154 NS
11.	Leadership ability	0.279 **
12.	Decision making	0.092 NS
13.	Self confidence	0.269 *

* - Significant at 5 % level

** - Significant at 1 % level

NS – Non-significant

A perusal of the Table 1 showed that out of 13 variables only 4 Variables viz., educational status, annual income, economic motivation and leadership ability showed a positive and significant relationship with information input behavior at 1% level. Higher educational status, annual income, economic motivation and leadership ability would have enabled them to spend more money towards farm development through the information input behaviour higher economic motivation and leadership ability might have made them to sack more information for development.

However, the factor educational status was positively associated with information input behaviour. Greater education might have made them to depend more on information sources. This findings is in accordance with the findings of Ramkumar (1997). The Table 2 showed that out of 13 variables studied only 4 variables namely social participation, economic motivation, leadership ability and self-confidence were found to have positive and significant relationship with information processing behaviour of farm youth, whereas the remaining characteristics namely

educational status, occupation, annual income, extension agency contact mass media exposure, scientific orientation, innovativeness, training undergone, decision making, self-confidence were found to have non-significant relationship with the information processing behaviour of farm youth. Based on this it might be inferred that higher the economic status of the respondents. It would help the farm youth to search and processing more information this finding gets the support from the findings of Jothimani (1999) and Lakshmidhevi (2004). A perusal of the Table 3 exhibited that out of 13 variables economic motivation, leadership ability and self-confidence were found to have positive and significant relationship with information output behaviour of farm youth at 1 % level the remaining characters namely educational status, occupation, annual income, social participation, extension agency contact, mass media exposure, scientific orientation, innovativeness training undergone and decision making were found to have non-significant relationship with the information output behaviour.

Summary and Conclusion

From the study, it could be concluded that educational status, annual income, economic motivation and leadership ability showed a positive and significant relationship with information input behaviour; variables namely social participation, economic motivation, leadership ability and self-confidence were found to have positive and significant relationship with information processing behaviour and the variables economic motivation, leadership ability and self-confidence were found to have positive and significant relationship with information output behaviour of farm youth.

Hence, such an analysis on the information input behaviour, information processing behaviour and information output behaviour of farm youth would be helpful to the administrators and policy makers to prepare policies and programmes exclusively meant for youth development.

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