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Case study: Role of Education on information seeking behaviour

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Abstract

The present study was conducted on 120 women dairy farmers selected from 8 villages of Mathura district to assess the Role of Education on information seeking behavior. The data were collected through pre-tested structured interview schedule by holding personal interview with the dairy farmers during 2016-17. The result revealed that The result revealed that 36.67 per cent were primary, 30.00 per cent were middle level education, 15 per cent were illiterate, 12.5 per cent were secondary passed, 3.3 per cent were higher secondary and just 2.50 per cent were having graduate degree or above educational qualification. Information seeking behavior size was categorized into three groups, viz, Personal localite, Personal cosmopolite and Impersonal Cosmopolite Channel, The result revealed that In Personal localite category information seeking behavior was found in 41.67 percent of the respondents having high personnel contact with family members and relatives.

Keywords: Information seeking behavior, education, dairy farmers

Introductions

Education also plays important role in the overall development of human race as it broadens the horizons of the people and simultaneously brings about a change in the knowledge, skills, attitudes and ultimately the behaviour of human beings. It is one of the important elements which effects the growth and economical development of the farmer and its livestock enterprises. Personal localite is the people who belong to the farmers' own social system ex, family members, relatives, and friends. Personal cosmopolites are the source of information from outside the social system of farmer ex, veterinary officer, livestock extension officer, paravet, subject matter specialist. Impersonal cosmopoliteness is the degree to which an individual is exposed to the mass media ex, radio, TV, magazine, computer, mobile phone etc.

Methodology

This study was conducted in Mathura district of Uttar Pradesh which is purposively selected for the study. Mathura geography has a major influence on its climate and topography. Mathura lies between the coordinates 27°41'North latitude and 77° 41 ' East longitudes. This city in Uttar Pradesh is located on the beautiful banks of the river Yamuna. Mathura, popularly known as Brajbhoomi, is 145 km south of the capital city, New Delhi. The holy city is just 50 km from Agra, where the beautiful Taj Mahal is located. Total population of Mathura district is 2,541,894 in which 70.32 per cent rural population and 29.68 per cent urban population and constitutes 1.27 percent of total population of Uttar Pradesh Mathura was an economic hub, located at the junction of important caravan routes. Today, it is a fast expanding city with over 2.5 million residents. Mathura has been divided into four tehsils and ten Blocks with Geographical Area of 3340 Sq Km. Mathura had 89 Nyaya Panchayat 479 Gram Panchayatsand 736 Revenue villages. The study was conducted in 2016- 2017, to know the role of education on information seeking behaviour of the women dairy farmers. 8 villages were selected from the district randomly. From each village 15 respondents were selected on random sampling techniques, thus the total sample constituted for the study was 120. The information was gathered from the respondents personally using pre tested structured interview schedule. The gathered information was analyzed by using appropriate statistical tools like frequency, percentage, mean, standard deviation etc.

Education

It refers to level of formal education attained by an individual respondent. The scoring will be done as per the procedure followed by Somasundaram (1995) [14].

SL. No.	Category	Score
1.	Illiterate	0
2.	Primary	1
3.	Middle	2
4.	Secondary	3
5.	Higher Secondary	4
6.	Graduate and above	5

Information seeking behavior

It refers to the frequency with which the sources were consulted by the respondents in order to seek information regarding animal husbandry and agriculture related information. Sources of information included personal localite channels, personal cosmopolite channels and impersonal cosmopolite channels. To find out the extent of consultation of information to each of these sources were fitted in three point continuum that is regularly, occasionally and never. The scoring of 2, 1 and 0 followed respectively. The sources of information were classified into following categories:

Personal-localite

Personal localite are the people who belong to the farmers' own social system. It was measured in terms of family members, relatives, friends, progressive farmers and village quacks. The response of the respondents was obtained on three point continuum. The respondents were classified into low, medium and high on the basis of cumulative square root frequency method.

SL. No.	Category	Range
1.	Low	<4.0
2.	Medium	4.0 – 6.0
3.	High	>6.0

Personal cosmopolite

Personal cosmopolites are the source of information from outside the social system of farmer. It includes veterinary officer, livestock extension officer, paravet, subject matter specialist, university personnel, dairy cooperatives, inputs dealers etc. The response of the respondents was obtained on three point continuum. The respondents were classified into low, medium and high on the basis of cumulative square root frequency method.

SL. No.	Category	Range
1.	Low	<5.0
2.	Medium	5.0 – 8.0
3.	High	>8.0

Impersonal cosmopolite

Impersonal cosmopoliteness is the degree to which an individual is exposed to the mass media. It was measured in terms of exposure to newspaper, radio, TV, magazine, awareness campaigns, computer, mobile phone, CD/DVD etc.

with respect to various aspects of dairying and animal husbandry. The respondents were classified into low, medium and high on the basis of cumulative square root frequency method.

SL. No.	Category	Range
1.	Low	<2.0
2.	Medium	2-4
3.	High	>4.0

Results and Discussion

The results presented in Table 1 show that nearly 36.67 and 30.00 per cent of respondents had primary and middle level of education. It was observed that only 18.30 per cent of respondents were above the secondary education or above educational qualification.

Table 1: Distribution of respondents according to their education (n= 120)

SL. No	Variable	Category	Frequency	Percentage
2.	Education	Illiterate	18	15.00
		Primary	44	36.67
		Middle	36	30.00
		Secondary	15	12.50
		Higher secondary	4	3.33
		Graduate and above	3	2.50

The results in Table 2 reveal that information seeking behavior size was categorized into three groups, viz, Personal localite, Personal cosmopolite and Impersonal Cosmopolite Channel.

Table 2: Distribution of respondents according to Information seeking behavior (n=120)

SL. No.	Variable	Categories	Frequency	Percentage
1.	Personal localite	Low (<4)	26	21.67
		Medium (4 –6)	44	36.67
		High (>6)	50	41.67
2.	Personal cosmopolite	Low (<5)	48	40.00
		Medium (5 – 8)	62	36.67
		High (>8)	10	8.33
3.	Impersonal Cosmopolite Channel	Low (<2)	7	5.83
		Medium (2 –4)	55	45.83
		High (>4)	58	48.33

The respondents in the study areas have high (41.67%) personal localite contact followed by medium contact (36.67%) respectively.

The results of Personal cosmopolite shows that majority of the respondents (8.33% & 36.67%) have high and medium contact with service provider.

The respondents have high Impersonal Cosmopolite Channel 48.33 per cent followed by medium category 45.83 per cent and only 5.83 percent has low impersonal source of information respectively. Respondents mainly source of information is personal localite in this category they generally consult with family members, relatives, local leaders and friends. In impersonal cosmopolite source of information respondents like to gather their source of information from TV, radio and newspaper they prefer leaflet and poster occasionally.

Conclusion

It was revealed that majority of the respondents have primary to middle level of education but the literacy rate is higher than the average literacy rate of Uttar Pradesh. In personal cosmopolite (50 percent) respondents had contact with veterinary officers and extension workers. In impersonal cosmopolite channel category, 48.33 percent respondents had radio, TV, newspaper as sources of information. In this category, leaflets and poster were used very less as source of information. It might be due to the reason that the dairy farmers had fair formal education, better rapport with extension agencies, more exposure with different media etc. The findings are in tune with those of Baindha (2011) ^[7], Kayensuza (2012) ^[8], Lawrence and Ganguli (2012) ^[10] and Patel (2013) ^[9]. Similarly Suresh (2004) reported that majority of dairy farmers had medium level of information seeking behaviour. Kayensuza (2012) ^[8] reported 94.37% of the respondents had medium information seeking behaviour, whereas Lawrence and Ganguli (2012) ^[10] and Patel (2013) ^[9] reported this figure to be 56 per cent and 73.75 per cent, respectively.

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