

Factors influencing perceived effectiveness of the Mysore Journal of Agricultural Sciences

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Abstract: The study was conducted at University of Agricultural Sciences, Bangalore to analyze the influence of socio personal characteristics of readers on their perception about the effectiveness of Mysore Journal of Agricultural Sciences. The data were collected from a purposively selected 80 university professors, scientists, extension and personnel of GKVK and Hebbal campuses, with the help of well structured, pre-tested questionnaire, through interview method. The study revealed that most of the readers rated the Journal as moderately effective. A significant association was found between age, occupation, experience, education, annual income, type of membership, attitude towards print media, regularity in reading, mass media participation, and purpose of reading with readers' perception level.

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I. Introduction

In the development of agriculture particularly in countries like India where about 65 per cent of the population depends on agriculture, communication plays a significant role in transfer of technology. Agricultural progress in any country depends upon spread of reliable, pragmatic and accurate information related to recommended improved practices. To create awareness and awakening, it is essential the message is communicated regularly, effectively and efficiently with the support of media to the clientele group. Acceptance of information and ideas by receivers is dependent on "who said it" and how they perceive the communication source. Personal, psychological and communication characters of readers are the important factors influencing their perceived communication effectiveness. Hence, the present study was undertaken to study the following objectives.

1. To know the overall perception of readers about the Mysore Journal of Agricultural Sciences
2. To find out the association between socio-economic characteristics of readers and their perception.

II. Methodology

The study was conducted during January to May 2010 at University of Agricultural Sciences, Bangalore in Karnataka State of India, covering two campuses viz., GKVK and Hebbal. The population consists of all University professors, university scientists and extension personnel. The data were collected from a purposively selected 80 subscribers with the help of well-structured pre-tested questionnaire, through interview method. The collected data were analyzed using appropriate statistical tools and the dependent variable is readers' perception about the Mysore Journal of Agricultural Sciences. The independent variables were age, occupation, experience, education, annual income, number of papers published, type of membership, purpose of reading, attitude towards print media, regularity in reading and mass media participation. The salient findings of the study are summarized here under.

III. Results

1. Overall Perception of Readers about Mysore Journal of Agricultural Sciences

The overall perception of readers about Mysore Journal of Agricultural Sciences is provided in Table-1, it is observed that majority of the respondents (43.75%) perceived the Journal as moderately effective followed by high (31.25%) and low (25.00%). This finding indicated the scope for further improvements in the effectiveness of many of the components of Journal and it is in line with is in that of Ramadasamurthy *et al.* (1990), Umale and Kude (2000), Nataraju (1991), Prakash (2002) and Nagaraja (2009).

Table 1: Overall Perception of Readers about Mysore Journal of Agricultural Science (n=80)

Category	Score	Number	Per cent
Low	Below 85	20	25.00
Medium	Between 85 to 99	35	43.75
High	Above 99	25	31.25
Total		80	100.00
Mean=91.87		SD=14.94	

2. Association between Socio-economic Characteristics of Readers and their Perception

Association between dependent and independent variables was tested using chi square test. The results filled in Table-2, depicts a significant association between age, occupation, experience, education, annual income, type of membership, attitude towards print media, regularity in reading and mass media participation with readers' perception at 0.01 per cent level. It further denotes that only one variable viz., purpose of reading had significant association with readers' perception at 0.05 per cent level, and one variable namely number of papers published had no significant association with the readers' perception level.

Age

It is observed from the Table that variable age was found to express a significant association with perceived magazine effectiveness. The reason which could be attributed to this relationship might be the fact that most of the readers belonged to middle and old age group. This trend of significant relationship is in line with the views of Nataraju (1991) who observed positive association between readership perception and age.

Occupation

Occupation of the readers was found to influence their perception about the Journal. Since Professors had long association with the Journal than Assistant professors, they were found to have high perception about the Journal.

Experience

Experience of readers was associated with perceived effectiveness of Journal. More experienced readers have considered the articles of Journal as more relevant, appropriate, scientific and useful than other Journals. This might have resulted in this trend. The results of Nataraju (1991) support the above trend.

Education

It was found that education exhibited a significant association with effectiveness of Journal as perceived by its readers. It could be stated that when the reader possesses higher qualifications there is possibility of widening his mental horizon and thereby he actively uses the printed materials in general and farm journals in particular.

Annual Income

It was found that annual income of the readers was found to have significant association with their perception. As discussed elsewhere with the long experience and high level occupation, Professors used to get high income which resulted in their high perception.

Number of Papers Published

The results show that the number of papers published by the readers had no significant association with their perception. This indicates that irrespective of the papers published, the respondents had expressed high perception about the Journal because of its attractive cover page, relevant contents and appropriate format characteristics.

Type of Membership

Type of membership of readers' viz., Annual, Life was found to be associated with their perception level. Life members used to read the Journal regularly to understand and comprehend the contents properly than annual members. This might be the reason for the above result.

Purpose of Reading

It was found that purpose of reading was significantly associated with the perception of readers. As the readers read the Journal to acquire knowledge and to get acquainted with the new information they showed high perception. Further the Journal also fulfilled the information needs of readers more satisfactorily and hence this finding.

Attitude towards Print Media

It could be noted that attitude of readers towards print media in general and farm Journals in particular influenced the perceived effectiveness of farm magazines. If a person showed favourable attitude to any medium, he would show interest in using the medium and gain the intended message. This was explained by the significant result obtained in this study. Similar results were reported by and Nataraju (1991) who observed a positive significant relationship of farmer's attitude towards print media with the effectiveness of print media.

Regularity in Reading

It was found that regularity in reading agricultural articles associated with the effectiveness of farm magazines. It could be stated that more frequent the reader exposed to print media higher would be his comprehension level.

Mass Media Participation

It is seen that media participation influenced the readers' perception on effectiveness of Journal significantly and positively. This finding indicated that those who listened to the radio, viewed the television programmers and read agricultural publications built up the capacity to gain knowledge when they read written articles. This might be due to their frequent exposure to media which developed in them the comprehension ability for correctly decoding the messages sent by the communicator. Similar findings were reported by Nataraja (1991) who found that the perceived effectiveness of the magazine was positively related to mass media participation of readers.

Table 2: Association between Socio-economic characteristics of Readers' and their Perception(n=80)

Sl. No.	Independent Variables	Chi square Values
1	Age	54.37**
2	Occupation	33.77**
3	Experience	68.20**
4	Education	31.25**
5	Annual Income	136.75**
6	Number of Papers Published	24.50 ^{NS}
7	Type of Membership	20.00**
8	Purpose of Reading	8.70*
9	Attitude towards Print Media	48.10**
10	Regularity in Reading	58.00**
11	Mass Media Participation	42.70**

** = Significant at 1 per cent level

* = Significant at 5 per cent level

NS= Non significant

IV. Discussion

Information on the needs and preferences of readers regarding the content, coverage, etc. are of greater importance to the success of a Journal. This enables to make suitable attraction in content or its treatment or effect changes in format or design, if needed and helps to improve the utility and overall effectiveness of the Journal preference of readers towards subject matter areas, sources of articles, format component, etc. were analyzed. Therresults about the Subject matter areas preferred by readers of Mysore Journal of Agricultural Sciences reveal that majority of the readers preferred to read articles on Agriculture followed by Horticulture and Social Science. Various luminaries contribute articles for publication in farm magazines. The numbers of articles written by different persons or organizations published during 1967 to 2009, that University Scientists, University Teachers and ICAR Scientists were accorded first, second and third rank respectively based on the preferential scores. Regarding overall perception of readers about Mysore Journal of Agricultural Sciences it is observed that majority of the respondents (43.75%) perceived the Journal as moderately effective followed by high (31.25%) and low (25.00%). This finding indicated the scope for further improvements in the effectiveness of many of the components of Journal and it is in line with that of Siddaramaiah *et al.* (1976), Sohalet *et al.* (1977), Sharma (1983), Ramadasamurthy *et al.* (1990), Umale and Kubde (2000), Nataraju (1991), Prakash (2002) and Nagaraja (2009).

V. Conclusions

Agricultural development in India mainly depends on the efficiency with which communication of new agricultural information to the farmers is made. Recognition of this has lead in systematic and organized efforts in publishing agricultural information to the farmers. However, very little is known about how such publications are received by farmers and made use of. It is also not very well understood to what extent these publications are readable by farmers. The Mysore Journal of Agricultural Sciences, published by the University of Agricultural Sciences, Bangalore is a scientific quarterly Journal published since 1967 and issued without any break. It publishes original Research papers, Research Notes and Thesis abstracts in the field of agriculture and allied Sciences. Being an internationally recognized referred Journal abstracted by CAB International and rated by National Academy of Agricultural Sciences, New Delhi. However, no efforts have been made analyze the contents of the Journal and its relevance to readers' tastes and preferences. The success of farm journals again depends upon the socio-economic characteristics and reading behavior of readers. Further, another important

factor is the attitude of readers towards the farm journals. If the readers have favorable attitude towards journals, it will increase the utility of farm journals by the readers.

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