



## **Effectiveness of various Communication sources among the Rural women in Faizabad District**

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### **ABSTRACT**

*The study was conducted in Milkipur block of Faizabad district (U.P.) selected purposively. A total number of 100 respondents were selected through random sampling four sample villages on the basis of highest area under Agriculture of the respondents. Finding that the majority of respondents (95%) respondents had television followed by Mobile phone (95%), radio (80%), and News paper (50%) as their main sources of information. Among all the sources of information, as formal, informal and mass media were observed most important sources. On the basis of data, it can be concluded that they may play vital role with in farming community for influencing them and improving their knowledge level. It can be said that informal sources, maximum contact of the respondents was seen with family members and neighbours followed by friends, progressive farmers and local leaders. The majority of respondents (45%) was observed in medium category of pattern of accessing household information followed by low (25%) and high (30%) respectively. The majority of respondents (45%) respondents was observed in medium category of effectiveness of information sources followed by low (15%) and high (40%) respectively.*

**Key words-** Information, seeking ,communication media, rural women

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### **INTRODUCTION**

The information society is where everyone can create, access, utilize and share information and knowledge enabling individual's communities and peoples to achieve their full potential in promoting their sustainable development and improving their quality of life [1-2]. The main objective of information society is to empower all the people through access to opportunities presented by the changes being created by information and communication technology. The information needs; demands and wants have been used interchangeably, although they may not be identical. Information need involves a cognitive process which may operate on different levels of consciousness and, hence, may not be clear even to the inquirer him/her. People in different situations require information on a subject in different forms and with different emphasis and different depth of explanation. Even the same person seeks information in different ways and forms on various occasions depending on his/her knowledge of the subject and the reasons for wanting the information. So the information need is very difficult to define and categorize. They are the recipients of an iniquitously small share of development opportunities. Their access to education, nutrition, health care, skill formation, jobs and decision making is very limited [3-5]. Many customs cause them harassment. Wage discrimination and gender bias are both visible and widespread. Generally they are employed in low paid, low producing sectors, despite a lot of laws enacted for conceptualizing the equal status of women. After Independence many steps have been taken to improve the lot of women. Many laws have also been passed. A National Commission on Women was setup to act as a watchdog on the matters concerning women in 1992. Many Programmes in the areas of education, health and employment have been initiated for development of women, rural as well as urban. Information is the basic material for the decision making process. People need information, right from the organizational level to the personal level, from the highly educated and experience person to school children, from a very famous person to an ordinary person, for taking the right decision in every step of

life. In this information age there is so much of information being generated that we are confronted with growth of information which leads to information explosion, exponential information pollution. Due to information explosion or information pollution, the people are confused about the information need, information access and information sources. Again information access varies from person to person according to their needs. Thus, information seeking is a kind of communication behavior, which surely be influenced by many factors. It also involves personal reasons for seeking information, the kind of information which sought, and the ways and sources with which needed information is sought. Information needs and information seeking pattern /behavior is a kind of communication behavior, which surely be influenced by many factors. Rural people are aware of their information needs. As a developing country, the features that characterized the rural population in India include illiteracy, poverty, hunger, disease, and general absence of basic infrastructure such as roads, schools, electricity, etc. These coupled with peculiar problems of rural population such as early marriages, lack of income, withdrawal of students from school has created indolence towards any form of developmental efforts. A recent UNESCO report revealed that the level of poverty in the country is increasing at an alarming rate and the situation is worst in the Northern part, particularly the North East where Barak Valley is situated. Women's education and empowerment have been important social economic and political issues in the developing countries like Bangladesh and over the past three decades Bangladesh has made impressive gains in these areas. Women are now participating in family decision making as well as in national and international socio economic and political development. Women irrespective of location need information on family health food and nutrition family planning and child education but rural women also need information regarding agriculture and animal husbandry for their involvement in socio economic growth. However the women who live in villages have lack of access to information resources and inability to have access to information and communication technology. The rural women are remained as unexploited natural resources and the whole nation would be benefited if they are properly involved in the development activities in a planned Way library or information centers can irrigate information needs of rural women through access to relevant information and can enable rural women of Bangladesh participating in the national economic development. Information is the basic material for the decision making process. People need information, right from the organizational level to the personal level, from the highly educated and experience person, for taking the right decision in every step of life. In this information age there is so much of information being generated that we are confronted with growth of information which leads to information explosion, exponential information pollution. Due to the information explosion or information pollution, the people are confused about the information need, information access and information sources [6-8]. Again information access varies from person to person according to their needs. Thus, information seeking is a kind of communication behavior, which surely be influenced by many factors. It also involves personal reasons for seeking information, the kind of information which sought, and the ways and sources with which needed information is sought.

#### **MATERIAL AND METHODS**

The Faizabad district of U.P. was selected purposively selected as locale for present investigation because the researcher was well acquainted with the locality and culture. The district Faizabad comprised of 11 community development blocks namely – sohawal, Masodha, Purabazar, Mayabazar, Milkipur, Amaniganj, bikapur, Tarun, Harinteenganj, Rudauli and Mawai. Out of these 11 blocks, the milkipur block was selected purposively for the study because of its easy accessibility and familiarity of researcher with the local language, socioeconomic and cultural conditions. An exhaustive list of the village of Milkipur block was prepared and 4 villages was selected randomly. Moreover, list of farm families from each of the selected village was prepared and 25 women from each of the selected village was identified through random sampling technique. Thus a total of 100 rural women constitutes the sample size for the purpose of further investigation. The pattern of the seeking information among rural women in the research problem was find out with the help of duration, frequency, purpose of accessing information from various sources. The effectiveness of the information sources was find out by accessing trustworthiness, creditability and cost effectiveness of the information sources among the selected women and one women was selected from the each family.

## RESULT AND DISCUSSION

**Table-1. Distribution of respondents according to communication media possession: N=100**

S. No.	Communication media possession	Respondents	
		Number of respondents	Percentage
1.	Television	95	95.00
2.	Radio	80	80.00
4.	News paper	50	50.00
8.	Mobile/ telephone	95	95.00

**Note:** More than one items have been shown by respondents, hence the total percentage of all items would be more than 100.

It is evident from the Table 1. that the cent percent respondents reported having television followed by (95%), radio (80%), news paper (50%), and mobile phone (95%), respectively in descending order. Thus, it can be inferred that T.V., Mobile phone and Radio were main sources for getting information and recreation purposes.

**Overall materials possession:****Table 2: Distribution of the respondents according to overall material possession: N=100**

S. No.	Categories (Scores)	Respondents	
		Number	Percentage
1.	Low (up to 5)	40	40.00
2.	Medium (5-8)	30	30.00
3.	High ( above 8)	30	30.00
	Total	100.00	100.00

**Mean=6.01,S.D.=1.30,Min.=3,Max.=9**

The overall material possession was categorized into three main categories. The data given in Table-2. revealed that highest number of the respondents (30%) was observed in the medium category of materials possession followed by low (40%) and high (30%) categories respectively. Thus, it can be concluded that the materials possession of respondents was appreciably better.

**Table 3. Distribution of respondents according to the perceived effectiveness of various information sources: N= 100**

S. No.	Categories (Scores)	Respondents	
		Number	Percentage
1.	Low (up to 47)	15	25.00
2.	Medium (47-71)	45	45.00
3.	High ( above 71)	40	30.00
	Total	100.00	100.00

**Mean=59.19,S.D.=12.21,Min.=45,Max.=84**

The overall perceived effectiveness of various information sources was categorized into three main categories. The data given in Table- 3. revealed that highest number of the respondents (45%) was observed in the medium category of perceived effectiveness of information sources followed by low (15%) and high (40%) categories respectively. Thus, it can be concluded that the perceived effectiveness of information sources of respondents was appreciably better.

**Table 4. Correlation coefficient (r) between different variables and Perceived effectiveness of various information sources**

S. No.	Variable	Correlation Coefficient
1.	Age	0.055232
2.	Education	0.24699**
3.	caste of respondent	0.048501
4.	Income	0.29655**
5.	Occupation	0.246218*
6.	Land Holding	-0.27743**
7.	Family Type	-0.01038
8.	Family Size	0.014893
9.	Type of House	-0.18136
10.	Social Participate	0.15258
11.	Material possession	0.053668
12.	Informal sources	-0.36303

\*Significant at 0.05% probability level

\*\* Significant at 0.01% probability level

The Table 4 shows the perceiving the information of respondents with different information sources as used by them for general information as well as about various house information. The information sources will be categorized into three categories namely, formal sources, informal sources and mass media exposure to find out the effectiveness of information of the respondents. In case of formal sources namely, gram pradhan, Co-operative societies, Agriculture school and colleges teachers, and others got rank orders as 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, and 7<sup>th</sup> respectively. So far as informal sources like family members, neighbor, friends, relatives, local leaders, progressive rural women and others, got rank orders as 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> respectively. So far as mass media sources like will be found in descending *i.e.* radio, television, mobile, internet, news paper, general magazine, circular letters, posters, exhibition/ fair, demonstration, and others, got rank orders as 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, respectively. The overall mean of score for formal, informal and mass media exposure to be (59.19%)

## CONCLUSION

Among all the sources of information, as formal, informal and mass media were observed most important sources. On the basis of data, it can be concluded that they may play vital role with in farming community for influencing them and improving their knowledge level. It can be said that informal sources, maximum contact of the respondents was seen with family members and neighbours followed by friends, progressive farmers and local leaders. The majority of respondents was observed in medium category of pattern of accessing household information followed by low and high respectively. The majority of respondents was observed in medium category of effectiveness of information sources followed by low and high respectively.

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