

Demographic Characteristics of Farmers and General Use of Electronic Media in District Dir Lower Khyber Pakhtunkhwa Province, Pakistan

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Abstract

Electronic media have greater role in modern world. Every aspect of life and every occupation are affected either positively or negatively by the media. This study aims to dig out the types of media used by the farmers and major purpose of watching it. As well as chi-square test was used to know the association among the demographic characteristics and use of electronic media by farmers of district Dir Lower, Khyber Pakhtunkhwa (previously known as North West Frontier province (NWFP)), Pakistan. The analysis revealed that majority of the farmers exposing to electronic media such as television, radio, computer and internet for acquiring information. On the other hand chi-square test also showed significant association among; education, radio, computer and internet. The association were found among age with; TV, radio and computer. The study also proved that using of computer depends on income of the farmers. In the light of the study it is recommended to government policy makers and media practitioners' to broadcast informative programs by electronic media for

farmers particularly in Dir Lower and generally for all the farmer of the country. Special farmer program should be lunch for educated farmer on specific time of the day to improve the knowledge of the farmers and develop the agriculture sector of the country. Special documented Programs related to farming should to provide in the shape of computer Disk for the farmers to acquire knowledge about the development of the farming in the area.

Keywords: Demography, Farming, ownership, Electronic Media, Agriculture, uses of media, Dir Lower, Significant Association,

Introduction

It is a fact that agriculture sector is playing an important role in the uplifting of the economy of a country. Agriculture sector may improve community socio-economic status and reduce poverty (Hassan et al., 2010). Pakistan is mostly an agricultural country and the economy of the country depends on the said sector. Unfortunately agricultures sector in Pakistan is facing various problems. Due to which per acre yield of crops is less than many countries. One of the problem of agriculture sector is using of ancient instrument for farming by farmers. (Irfan et al, 2006). They have not aware about using of modern technology. Exposure is needed to inform them and train them for using of the modern technology. Face to face meeting and guidance is difficult therefore mass media can be use to get the target faster (Butt et al, 2011). According to Irfan (2006) Mass media are playing very important role in creating awareness about new agricultural technologies among farmers. Mass media are also introducing agricultural technologies to the farmers at a greater speed than personal contacts. In mass media radio is a powerful communication tool. It is the most effective media in promoting agriculture and development in rural areas, particularly as a tool for the delivery of quick information (Nazai et al , 2010). Abbas (2011) says that 63% of farmers were using radio only for information and entertainment. TV also got popularity in farmer for getting information and entertainment. Khan (2012) claimed that TV is the most popular device in all of electronic media among the farmers. He said that farmers are using almost all the sources of media (print and electronic) but electronic media may be better than print. Because electronic media helpful for both educated and uneducated growers. Most of communication researchers investigated that farmers are using mostly electronic media for getting information about farming. Khan (2010) explored in his study that farmers are using electronic devices such as radio, TV, audio cassettes/CDs, video cassettes/CDs, internet, telephone, help lines (various), and mobile phone. This study was conducted in District Dir Lower, Khyber Pakhtunkhwa province of Pakistan.

Objectives of the Study

1. To estimate number of farmer having different kind of electronic media
2. To investigate purpose of using electronic media by farmer
3. To dig out relationship between demographic characteristic of farmers and use of electronic media

Research Design

This study was conducted in district Dir Lower, an important district with respect to agriculture, during 2012. Population of this study was farmers of the area. Data was collected through interview schedule by the researchers. Purposive sampling method was used to select respondent. Total number of 67 growers was selected from area, having high number of farmers in the District Dir Lower. SPSS (Statistical Package for Social Sciences version-17) was used for data analysis and statistical testing of the variables. Data was presented by tables and percentage. Chi-square test was used for testing association among demographic characteristics of respondents and the use of electronic media.

Discussion of results

The discussion of the results are contains on two parameters, one on the general findings whereas the other is on based on the association of the demographic characteristics of respondents and purpose of usage in the agriculture sector.

Table I. Type of media own by farmers

Kind of media	Frequency	percentage	score
TV	16	24	53
Radio	17	25	50
Mobile phone	23	34	62
Telephone	2	3	6
Tape recorder	3	5	6
Computer	3	4	12
Internet	3	5	11

Table I shows the range of diversification in the context of ownership of electronic devices. Majority of the respondent is using three electronic devices; mobile phone (34%), radio (25%) and TV (24%) respectively.

Ownership of other devices showed a poor picture ranging from 3% to 5%. The results of the show a paradigm shift from radio to TV and from telephone to mobile phone due the improvement in the field of technology in the globe. The study reveals that modern media influence also Dir Lower of Khyber Pakhtunkhwa province of Pakistan. The result of the study justified the assumption of Khan (2012) that farmers are concentrating on modern media.

Use of electronic media

The electronic media included in the study was mobile TV, radio, mobile, computer, CD player and internet. The information was collected by using Likert scale (1=very low, 2=low, 3=medium, 4=high, 5=very high) for assessing the general use of electronic media. The data presented the scenario regarding the levels of using various electronic media was varying from very low to medium. Getting the status based on score, table I indicated that the mobile phone was in the leading position with score 62 followed by TV score 53 and then radio with score 52. Computer and internet got 3rd and 4th position respectively. The use of telephone and tape recorder got same position i.e. 5th.

Purpose of electronic media

The farmer respondents are using electronic media for multipurpose. Table II indicates that the major purpose of exposing to electronic media is for getting information (28% of the farmers). The Users of TV, radio and mobile phone indicated their purpose pertinent entertainment, information and both of these. While major purpose of using tape recorder, computer and internet was information, getting assistant, entertainment and information respectively. Informative casts of tape recorder were found with the farmers of the area.

Table II Purpose of using electronic media by farmers

Purpose	Electronic media							Total
	TV	Radio	Mobile phone	Telephone	Tape Recorder	computer	CD player	
Entertainment	4 (25%)	1 (6%)	10 (56%)	-	-	-	-	15 (22%)
Information	6 (38%)	5 (29%)	8 (35%)	-	-	-	-	19 (28%)
Contact	2 (12%)	4 (24%)	-	-	1 (33%)	1 (33%)	-	8 (12%)
Getting assistance	-	1 (6%)	2 (9%)	1 (50%)	-	2 (67%)	1 (33%)	7 (10%)
Entertainment+ contact	1 (6%)	5 (29%)	2 (9%)	-	-	-	2 (67%)	10 (15%)
Information + contact	3 (19%)	1 (6%)	1 (4%)	1 (50%)	2 (67%)	-	-	8 (12%)
Total	16	17	23	2	3	3	3	

Relationship between the Demographic Characteristics of Respondents and General Use of Electronic Media

Chi-square test was used to test the association between some demographic characteristic of growers and use of electronic media. Table III showed highly significant association between education and use of internet. While association between education and radio, computer was significant at 5% level of significant. Similarly age was highly significant associated with use of TV, and significant with use of radio and computer. While the relationship appeared as highly significant with income of farmer and use of computer. Education, age and income of the respondent with the other media device were insignificant.

Table III Chi-square value showing association between demographic variable and use of electronic media

Demographic characteristics	Type of electronic media						
	TV	Radio	Mobile phone	Telephone	Tape recorder	Computer	internet
Education	24.035	39.397**	38.923	15.217	10.325	44.541**	26.321***
Age	31.905***	27.00**	12.99	5.351	8.169	31.47**	6.199
Income	12.863	14.350	8.156	9.582	4.848	25.211**	1.992

*significant at 10 % ** significant at 5% *** significant at 1%

Conclusion And Recommendations

This study was aim to investigate the fact about ownership, purpose and using of electronic media by the farmers. The study reflects that majority of the farmers use mobile phone for entertainment, such as listing songs and watching funny clips and dramas on mobile phone. While 35% of them was using mobile phone for taking information regarding current affairs and farming related from their fellows. About same number of respondent owned radio and TV. Majority of the farmer were using these two medium for getting information in the area. A huge number among the farmers are using electronic media for getting information and very low proportion of respondent have their own computer, tape recorder and CD player. In the study, association between some important characteristic of farmer and ownership of electronic media are found. There were significant association between education and the use of radio and computer by the farmers. The result of the study also revealed that the age was significantly associated to radio, TV and computer.

Keeping in view the importance of mobile phone in the area, more informative programs relating farming should be prepared so that the respondent downloads it to mobile phone. Due to the strong association between education and the use of radio and internet, it is suggested to the government policy makers and media practitioners to broadcast more farming related programs through radio and internet for the educating of farmers regarding new technology usage in their farming.

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