

## Media utilization pattern among rural families residing in Varanasi district of eastern U.P

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### Abstract

**Background:** Mass media plays a significant role in strengthening the rural resources of the individual as well as the whole society and motivating the families for the adoption of new technologies. Mass media like Television, News paper, Radio, Magazines are playing a key role in information dissemination to rural population of the community. It may be more effective if the centers of information sources, their availability and utilization pattern is known to media planners. Taking this drawback, the present study was conducted with the objective to know the utilization pattern of information sources among the families residing the rural areas of Kacchehriya village of Varanasi district. Most of the village populations were engaged in vegetable production. Total agriculture land was approximately 100 acre of the village with population of nearly three thousand.

**Key words:** Media, Mass media, Entertainment, New papers

Access this article online	
Quick Response Code:	Website: www.innovativepublication.com
	DOI: 10.5958/2394-2738.2016.00009.1

### Introduction

The media scenario in India has undergone with a spectacular changes since Independence. From the era of Bullock cart, we have traveled down the modern age of satellite technology, but the progress yet achieved is inadequate. Our rural areas are even still with insufficient availability and utilization of media and communication networks. Mass media can be considered as potential agencies for the development of the community primarily because their use is very wide. Television and radio have the power to overcome all the barrier of civil and progressive society. Mass media are very suitable instruments for the rapid development of developing countries Like India, where material resources are in short supply and educational status of people is low. The nature and extent of interrelation between mass communication and development in social and economic life of rural population is one area which is remain unattended. The acceptance of communication is determined by the factors like religious ideology, political conviction, race, age, sex education etc. The impact of these variables on the relationship among mass media resources, effects and development of rural society is not satisfactory and significant.

Mass communication stands for dissemination of information, ideas and entertainment. It includes modern means of communication such as radio and

television, publications etc. It plays a significant role in developing rural resources and motivating the families for the adoption of new technologies in cultivation. Mass media like television, news papers, radio, magazines are playing a key role in information dissemination among rural population. The electronic media and print media have revolutionized the communication process. In light of above present study was conducted to get the answer on the status of mass media in our rural society with following objectives.

- i. Availability of Information Sources in the families.
- ii. Utilization Pattern of Information Sources among the Vegetable Growers.

### Methodology

The area of the present study was Kachahariya village of Araziline community development block of Varanasi District of Eastern Uttar Pradesh. The village consists of 342 families, out of them maximum households were engaged in vegetable cultivation. One hundred five head of the vegetable grower's family were selected randomly for the study purpose. The cross sectional research design was used. The data was collected by using P.R.A. (Participatory Rural Appraisal) Techniques including direct observation and schedule method. The information regarding availability and utilization of various media along with other information were collected. The data were presented in the form of number and percentage, Chi-Square test was used to find out the association between the variables. The data entry and analysis is performed with SPSS 16 version.

## Results

The findings of this study show that only television, radio, news papers and magazines/journals were the available media in the study area. The availability and utilization of these media is presented in Table 1. About two third respondents had the television while four fifth were viewing this media. 57.11 per cent respondents possessed television sets, while 81% were watching television. Majority of respondents 89.5 percent had the radio where as 100

percent respondents were listening the radio. The availability of news papers and magazines/journals was among 31.4 percent respondents equally while 47.6 percent had been reading the news papers and 38.1 percent had been reading the magazines/ journals. The findings of this table highlights that many respondents were utilizing these media without the possession due to lack of economy, electric facility, lack of awareness etc. These two sources were not much in use as compared to radio and television sets.

**Table 1: Distribution of media availability & utilization among the family of the respondents (N=105)**

Type of Media	Availability		Utilization	
	No.	%	No.	%
Television	60	57.11	85	80.9
Radio	94	89.52	105	100
News Papers	33	31.41	50	47.6
Magazines/Journals	33	31.40	40	38.1

**Table 2: Association of pattern of utilization of the different medias**

Type of media	Pattern of utilization						$\chi^2$	P value
	Regular		Sometimes		Never			
	No.	%	No.	%	No.	%		
Television	48	45.71	37	35.20	20	19.05	6.18	0.04
Radio	88	83.81	17	16.19	0	0.0	64.07	<0.001
News Paper	49	46.67	05	04.76	51	48.57	27.8	<0.001
Magazines/ Journal	7	6.66	49	46.67	49	46.67	23.3	<0.001

The pattern of mass media utilization according to type of media, is presented in Table-2. About one –fifth respondents never used television. The utilization of news papers and magazines/journals were absent among slightly less than 50% respondents. Regular utilization of television, radio, newspapers and magazines/journals were 45.7%, 83.8%, 46.7% and 6.7% respectively. The significant differences ( $p < 0.001$ ) among pattern of utilization for radio, news papers and magazines/journals were observed separately.

**Table 3: Purpose of Utilization of various media**

Media Type	Purpose of Utilization							
	News and Information		Entertainment		Education		Passing leisure time	
Television	18	20.0	53	58.89	3	03.33	16	17.78
Radio	90	44.33	94	46.31	14	06.90	5	02.46
News Paper	49	79.03	4	6.45	9	14.57	—	—
Magazines/Journals	18	30.22	34	38.20	27	30.33	10	11.23

**\*Note:** Multiple Responses was allowed

Purpose of utilization of the mass media differs with the demographic, socio economic profiles of the respondents. The purpose of using various media were news & information, entertainment, education or just for passing the leisure time. The purposes of using different media have been presented in Table 3. In this case multiple responses was allowed. The findings also indicates that majority (58.89%) of the television viewer had viewed the television for entertainment followed by news and information 20.0% , education 3.33% and passing time 17.78%. It can be shown from the Table 3 that the maximum respondents' i.e. 46.31% listening radio for entertainment followed by news and information purpose 44.33%. Only 06.90 percent respondents reported to use the radio for education while the remaining 02.46 percent respondents had listen radio for passing the leisure time. This table highlights that majority of respondents i.e. 79.3% read newspaper for obtaining news and information followed by education 14.57% and entertainment 6.45 percent. None of the readers reported to read news paper for passing the leisure time. Purpose of reading magazine/journals by the respondents' shows that maximum number of respondents

i.e. 38.20 percent read magazines/journals for the entertainment followed by education 30.33 percent, news and information 30.22 percent and passing the leisure time 11.23 percent.

**Table 4: Duration of utilizing the various media**

Duration (hours spent per day)	Television (N=86)		Radio (N=94)		News paper (N=90)		Magazines/ Journals (N=56)	
< 1	65	62.50	06	15.39	40	44.44	28	50.0
1-2	18	32.14	35	33.65	46	51.12	07	12.50
> 2	03	5.36	53	50.96	04	4.44	21	37.50
$\chi^2$	37.01		23.6		21.3		6.3	
P Value	P=001		P <0.001		P <0.001		P <0.05	

It is very essential to know the amount of time spent per day by the respondents with mass media so that we can find out the utilization of various media with share in total time spent by an individual. Finding of this respect is presented in Table 4. Out of 105 respondents only 56 (62.5%) were television viewers for less than a hour per day while 32.14% were between one to two hours per day. Only 5.36 per cent viewers reported to devote more than two hours per day on the television. It is evident from the this table that maximum number of radio listeners 50.96% devoted more than two hours per day as the fact that they used this media information's more frequently with their field area. 33.65% radio listeners devoted the time between one to two hours per day in listening radio. However, 15.39% listeners spent below one hour per day in listening process. It gives pleasure to note that out of 105 respondents 50 (47.6%) were newspaper readers. The present study further revealed that out of total newspaper reader's more than half devoted time between 1 to 2 hours per day. However, 4.44% readers reported to devote more than 2 hours per day on reading news paper. Fifty percent magazine readers reported to devote less than one hour per day on reading magazines/ journals. Respondents devoted >2 hours per day and 1 to 2 hours per day were of 37.50 % and 12.50% respectively.

### Conclusion

On the whole it can be said that majority of respondents were Radio listeners followed by newspaper users. People devoted more time in listening radio and reading news papers as compared to watching television and magazine reading. It used by the vegetable growers not only in the house but also to the field area. They often listen to Radio Programmes related to Agriculture and farmer beneficiary. Shastri (1984) reported in his study that 50% viewers were seeking information regarding vegetable cultivation from Television & Radio more than two third respondents were seeking information through radio as reported by Gill to (1988). Gill & Khanna (1994) has found in the study that 51.22% respondents were listening radio regularly majorly of the respondents

viewed television regularly 65.85% were reading newspapers regularly. Radio was the most effective media among villagers for their benefit as quoted by Sharma et al (1995). Olawn & Yadava (1998) reported that 72.1% women former were listening radio for agricultural information. Nath (2001) observed that 90% opinion leaders received information through television, followed by 86.7% through radio and 80% through newspapers while 96.7% farmers considered radio as the best source of information. Singh et al (2003) found that extensions personal were used least of television, radio etc as compared to personal contact methods. Singh (2008) observed that newspapers, radio & television were most popular mass media among farmers 74.2% respondents heard radio sometimes & 25.8% were regularly where as 50% respondents watched television regularly.

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