Chapter 3

REVIEW OF LITERATURE

FARM JOURNALISM IN KERALA

Author: Anil Kumar Vadavathoor

Year Of Publication: 1999

Place: Kottayam, Kerala

Summary: An extensive study on the evolution of farm communication in Kerala, this book is an excellent compendium which will be useful to researchers in the field of agricultural communication and Journalism students alike.

The author of the book, Sri Anil Kumar is a well known journalist with post graduation in Journalism and mass communication and law. An extensive researcher, veteran journalist and popular Science writer, Sri Anil Kumar has got a dozen books to his credit

COMMUNICATIONS IN AGRICULTURE: THE AMERICAN FARM PRESS

Writers: By James F. Evans, Rodolfo N. Salcedo

Publishers: Iowa State University Press

Year of publishing: 1974

Place: Iowa

Summary: This book studies communications in agriculture, focusing on the American farm Press. As defined here, a commercial farm periodical is directed to farmers and supports itself through the sale of subscriptions or advertising. It includes local as well as regional and national periodicals. A 90-year analysis,
from 1880 to 1970, was chosen because 1880 was a pivotal point in American agricultural history. Part 1, "Upward and Westward (1880-1920)." examines the shape of the growth of farm periodicals, external incentives, shifting information channels, and incentives from the farm Press. Part 2, "Fighting Stagnancy (1920-1940)," examines elements of the depression, a source of growth for the farm Press, and erosion of the editorial base. Part 3, "Peaks and Growing Pressures (1940-1970)," examines readers as assets, readers as liabilities, and the new marketing mix. Part 4, "A 90-Year Perspective," examines various forces in farm publishing and includes four appendixes which offer notes on the methods of analysis used for this study, figures, tables, and variables used in time-series analyses.

COMMUNICATING IN THE AGRICULTURAL INDUSTRY

Writers: Russell A. Graves

Publishers: Thomson Delmar Learning Technology & Industrial Arts

Year of Publishing: 2003

Place: USA

This book encompasses many facets of the transforming agriculture communications industry, and prepares readers for careers in this field. Providing instruction and hands-on activities, it covers a range of media topics and industry employment opportunities. It discusses the industry, careers, writing, electronic media, Web page design, photography, public speaking, page layout, as well as many other topics that give readers valuable skills as they enter the work place. Examples and other chapter activities enrich the book and reinforce principles that readers learn from application.
RURAL SOCIAL STRUCTURE AND COMMUNICATION IN AN INDIAN VILLAGE

Writers: V R Gaikwad; B L Tripathi; S M S Haque;
Publisher: Centre For Management In Agriculture, Indian Institute Of Management,
Year of publishing: 1973
Place: Ahmedabad
Summary:
In rural India, information pertaining to agriculture is purely depends on the Village Social System An Indian village generally has a small composite population who doing almost similar jobs .The book explaining how communication executes at Indian villages and how the new information diffuse through these systems and how extend media is effective in introducing new ideas among the farmers in an Indian village.

VALUES OF FARMERS, SUSTAINABILITY, AND AGRICULTURAL POLICY

Writers: Ben Schoon and Rita te Grotenhuis
Source: Journal of Agricultural and Environmental Ethics
Publisher: Springer Netherlands
ISSN :1187-7863 (Print) 1573-322X (Online
Year: 2004
This article describes the feasibility of research into the relation between values of farmers and sustainability for the Dutch Ministry of Agriculture and the Dutch Federation of Agricultural and Horticultural Organizations.
Firstly, a theoretical framework describes different levels of motivation behind conduct and choices. It enables exploration and analysis of individual interviews with small groups of conventional and ecological farmers. The aim is to find out what their basic convictions regarding nature and sustainability are, and to analyze the relation between these convictions and the actual choices they make in their farming practice. The research shows that for some farmers, differences in farming practice go back to the motivation level of moral convictions about what is good farming'. For others, the motivations for a specific farming practice are more pragmatic or superficial'. This knowledge can be of significance for the process of policymaking.

Secondly, this research demonstrates that investigation into the relation between values and behavioral choices is possible. The analysis of interviews among a small group of farmers gives an idea of the importance of personal values in add it into (and sometimes of more importance than) economic considerations. Due to the restricted size of the search population, however, these conclusions are of limited ability to generalize. Finally, in order to make a larger research agenda possible, the research methodology is evaluated based on scientific criteria.

COMMUNICATION AND SUSTAINABLE AGRICULTURE:
BUILDING AGENDAS FOR RESEARCH AND PRACTICE

Writer: Gerry Walter

Journal: Agriculture and Human Values

Publisher: Springer Netherlands

Year of publishing: 2005

Place: Netherlands
Communication cannot be overlooked as a component of sustainable agriculture; theoretical perspectives from communication Science, such as coorientation and information systems analysis, can suggest ways to help improve the chances for sustainability, as can attention to specific types of communication. Communication about sustainable agriculture, which creates political-economic and social environments that promote development of sustainable systems, must more clearly define sustainability and what is to be sustained and must help producers and the public “think agro ecologically.” Communication of sustainable agriculture, which creates and disseminates information about how to farm and consume sustainable, must expand the standards for what constitutes valid information by increasing farmer participation in production research and easing farmer access to media to disseminate on farm trial findings.

THE INVISIBLE FARM: THE WORLDWIDE DECLINE OF FARM NEWS AND AGRICULTURAL JOURNALISM TRAINING

Writer: Pawlick, Thomas

Publisher: Universal Publishers

A Survey of the current issues in agriculture, intended to demonstrate to Journalist and Journalism educators that subject area is not only news worthy, but crucial to the future of the humanity itself.

And also include both agricultural Journalism practice both past and present and the state of agri cultural Journalism training in three representative global regions, showing that both farm coverage and the resources available for training farm journalists are in adequate in some cases grossly inadequate.
ROLE OF TELEVISION IN AGRICULTURAL TECHNOLOGY TRANSFER

Writer: S Muhammad, SA Butt, I Ashraf
Publisher: Pakistan Journal of Agricultural Sciences,
Year: 2004
Place: Faisalabad

The present paper aims to assess the role of Television in agricultural technology transfer. The data show that majority of the respondents was unaware of the regular agricultural telecasts. Only 5.60% respondents were found to be regular viewers and they preferred watching agricultural telecasts over other assignments. Feedback link between farmers and T.V. authorities appeared to be totally missing. Majority of the respondents watched agricultural telecasts rarely, a reason able number was occasional viewers, and only a fraction of the respondents was regular viewers. A vast majority got only up to 25% agricultural information through agricultural telecasts, 12.8% got 25-50% information while those who got more than 50% information were negligible in number.

INFORMATION SOURCES AND THEIR RELATIVE EFFECTIVENESS

Writers: S Muhammad, C Garforth
Publisher: Pakistan Journal of Agricultural Sciences,
Year: 1999
Place: Faisalabad

Pakistan is basically an agricultural country its development is mainly depends on this sector. However, agricultural production of the country is much lower
than that of many other countries of the world. Even within the country there is a big gap between average potential yields of various agricultural crops. It clearly indicate that available technologies, if adopted by farmers according to the recommendations can enhance agricultural productivity. There for there is a dire need to apply science and technology in the field of agriculture. In order to achieve this objective, the extension agencies are disseminating new technologies through different means including mass media. The present study was planned to determine the role of mass media on the dissemination of agricultural technologies among the ultimate users, that is farmers. Lahore district was selected for the study. A random sampling technique was focused for selective sample. The total size of the project was 120 respondents. Data were collected through pre-set interview schedules. The book reveals that a simple majority (54.1) of the respondents gave preference to Television. 25.03 gave 2nd preference and Radio get 16.7 gave 3rd preference to print media as source of agriculture information.

**Farmers’ Perceptions of PTV’s Agricultural Telecasts ('Haryali' and 'Kisan Time')**

Writers: S. Muhammad, SA Butt, I Ashraf

Publisher: Pakistan Journal of Agricultural Sciences,

Year: 2004

Place: Faisalabad

Pakistan is predominately and agricultural country. Its development is largely dependent on the development of agricultural sector. Presently there exists a big gap between the average yield of various crops obtained in the country and their potential yield, which can only be minimized with the application of science and technology by farmers. The extension services have critical role to play for which they use a variety of extension teaching methods/media. Television is one of such media which is being used for the education of...
farmers. ‘Haryali’ and ‘Kisan Time’ are 2 important regular agricultural telecasts of Pakistan Television (PTV). The present paper reports the perceptions of the farmers about these agricultural telecasts. The data show that majority of the respondents did not watch these telecasts. Among the viewers, most of the respondents watched ‘Haryali’ regularly. However, regular viewers of ‘Kisan Time’ were negligible in number. Most of the respondents regarded the telecasts interesting and informative. Relatively less number of respondents perceived the contents of the telecasts useful, practicable, and timely. Most of the respondents perceived the presentation style of the telecasts as highly impressive. ‘Kisan Time’ appeared to be better than ‘Haryali’ in this regard.

ON-FARM ADOPTION OF CONSERVATION PRACTICES: THE ROLE OF FARM AND FARMER CHARACTERISTICS, PERCEPTIONS, AND HEALTH HAZARDS

Authors: Namatie Traore, Rejean Landry, Nabil Amara

Issue: Land Economics, Vol. 74, No. 1

Date of release: (Feb., 1998), pp. 114-127

The research reported in this paper concerns (1) Quebec potato farmers and the factors that compose their concern for environmental degradation and (2) the adoption of conservation practices using a two-stage decision-making process. The surveyed farmers are concerned mainly with the problem of pest infestation. Their awareness of environmental problems is raised by the level of educational attainment, membership in producers' organizations, and participation in Government sponsored farm programs. The actual adoption of conservation practices by farmers is influenced by the extent to which they perceive environmental degradation to be a problem, their educational level, the expected crop loss to pests and weeds, the perceived health effects of farm
chemicals application, and the availability of adequate information on the best management practices.

**INTEGRATING MODELS OF DIFFUSION OF INNOVATIONS: A CONCEPTUAL FRAMEWORK**

Journal article by Barbara Wejnert; Annual Review of Sociology, 2002

This chapter examines how diverse concepts, variables, and processes related to the diffusion of innovations can be integrated. The goal is to establish a conceptual framework of variables influencing the diffusion of innovations rather than to provide an exhaustive review of the literature associated with each variable. Therefore, discussion focuses on the nature of each variable and its importance to the process of adoption, and not on every detail of its effects. Moreover, because adoption processes are different for individual persons and for collective entities within which individuals operate (e.g., political States or organizations), the different nature of adoption processes that depend on these distinctions is noted throughout.

**DIGITAL DIVIDES AND THE ADOPTION OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE UK FARM SECTOR**

Martyn Warren

University of Plymouth, Newton Abbot, Devon, TQ12 6NQ, UK

For farm businesses operating in remote rural areas, internet-based technologies offer the prospect of overcoming disadvantages relative to urban areas, particularly those related to spatial and social isolation. Using empirical data, this article contends that a "digital divide" exists within the agricultural
sector between relatively small cattle and sheep farmers and larger-scale
arable and dairy farms, which will result in uneven take up of new
communication media, loss of competitiveness and increasing relative
disadvantage for those businesses affected. Arguing that this disadvantage will
be serious for individual businesses and the industry, the article identifies the
development of human potential as a priority.

THE INFLUENCE OF COMMUNICATION SOURCE AND MODE
ON CONSUMER ADOPTION OF TECHNOLOGICAL
INNOVATIONS

EUN-JU LEE, JINKOOK LEE and DAVID W. SCHUMANN

Communication is the critical process of diffusion of technological innovations,
yet there is little research in the consumer behavior literature investigating how
communication affects consumers' decision to adopt technological innovations.
This paper examines the effects of communication source and modality on
consumers' adoption of technological innovations using the 1999 University of
Michigan's Survey of Consumers data. Specifically, a typology of
communication sources and modality is presented, and the respective and
interrelated influences of source and mode on consumers' adoption of
electronic banking are examined. The results demonstrate that communication
factors can serve as significant predictors of consumer adoption of
technological innovations and that consumer preferences for communication
source and modality vary for different segments of adopters. In addition, we find
information gaps between consumer segments high and low in socio-economic
status. Finally, implications for the diffusion of technological innovations and
future research directions are discussed.
Farmers' Preferences for Methods of Receiving Information on New or Innovative Farming Practices

Lou E. Riesenberg, Associate Professor
Christopher Obel Gor, Graduate Student
University of Idaho

The purpose was to identify and describe the sources of information considered credible, beneficial, and preferable by farmers, and how the identified sources can be used effectively in disseminating information on new or innovative farming practices. The following were specific objectives of the study:

To identify the preferred methods of receiving information on new or innovative farming practices among farmers in Nez Perce County, Idaho.

To identify the differences in farmer characteristics as related to preferences for methods of receiving information on new or innovative farming practices among farmers in Nez Perce County, Idaho.

Procedures

The population was comprised of farmers in Nez Perce County whose names and addresses were on file with the County Extension Office. Three hundred 86 (386) farmers qualified as subjects for the study. Farmers from Nez Perce County were selected because of the county’s array of agricultural information sources and a well established co-operative extension service.

Communication and Implementation of Change in Crop Protection

Authors: Escalada MM, Heong KL
The slow adoption of integrated pest management (IPM) has been attributed to the widespread gaps in farmers' knowledge of rational pest management. Other factors such as farmers' perception of high input use and promotion of pesticides also influence decisions to practise rational pest management. To bridge these gaps and improve farmers' pest management practices, most IPM implementation programs rely on communication strategies. These communication approaches utilise either mass media or interpersonal channels or a combination. The choice of which communication approach to employ depends on project objectives and resources. Among extension and communication approaches used in crop protection, strategic extension campaigns, farmer field schools and farmer participatory research stand out in their ability to bring about significant changes in farmers' pest management practices. While extension campaigns have greater reach, farmer participation and experiential learning achieve more impact because learning effects are sustained. Communication media are important in raising awareness and creating a demand for IPM information but interpersonal channels and group methods such as the farmer field school and farmer participatory research are essential to accomplish the tasks of discovery and experiential learning of IPM skills.

**INFLUENCE OF PESTICIDE INFORMATION SOURCES ON CITRUS FARMERS' KNOWLEDGE, PERCEPTION AND PRACTICES IN PEST MANAGEMENT, MEKONG DELTA, VIETNAM**

Authors: P. van Mele, T. V. Hai, O. Thas, A. van Huis

Abstract:
In 1998-99, about 150 citrus farmers and 120 pesticide sellers were interviewed in Can Tho and Dong Thap province, Mekong Delta, Vietnam. Media, pesticide sellers and extension staff had different influences on farmers' pest perception and management practices depending on the region and intensity of the cropping system. Pesticide sellers were notified by about 95% of the farmers about their major pest problems, and the type of pesticides sold in their shop was primarily based on farmers' demand (87%) and then on company promotion (56%). Those farmers relying on pesticide sellers used more of the banned insecticide methyl parathion. Probably for fear of being accused of illegal practices, none of the pesticide sellers mentioned that they recommended this product or that farmers asked for it. In the intensive Tieu mandarin cropping system, media and extension activities increased farmers' knowledge of difficult-to-observe pests such as the citrus red mite Panonychus citri and thrips, Thrips sp. and Scirtothrips sp. Since extension was weak in sweet orange, those farmers exposed to media only reported the damage symptom of mites, not knowing the causal agent. Media alone seemingly did not suffice to acquaint farmers with these small organisms. Farmers getting advice from the media advertisements applied more different pesticide products and sprayed insecticides more frequently, whereas the extension has stimulated the use of acaricides and increased the number of both insecticide and fungicide sprays. The traditional practice of biological control with the ant Oecophylla smaragdina might be endangered with growing media influence and when extension activities remain confined to chemical pest control. Constraints and potentials of different information sources are discussed in relation to developing IPM programs for citrus.