APPENDIX A: SURVEY QUESTIONNAIRE

1. What is your age?
   ☐ 35 ☐ 55 ☐ 56 and above

2. What is your income level? (In rupees per year)
   ☐ Large (more than 1, 10,000) ☐ Medium (50,000 – 1, 00,000) ☐ Small (less than 50,000)

3. What is your education level?
   ☐ Graduate ☐ Matriculate and above ☐ High School ☐

4. Your land is
   ☐ Own ☐ Leased ☐ Both

5. Area of land you cultivate (In acres)
   ☐ Large (5 and above) ☐ Medium (1-4) ☐ Small (Below 1)

6. Which type of crops do you cultivate more?
   Food ☐ Cash ☐ Both Food and cash

7. Which are the major Food crops do you cultivate? Please arrange them in the following space according to the area of land of cultivation.
   - Paddy ☐
   - Coconut ☐
   - Fruits & Vegetables ☐
   - Mixed crops ☐
   - Fish & Poultry ☐

8. Which are the cash crops do you cultivate? Please arrange them in the following space according to the area of land of cultivation.
   - Spices ☐
   - Rubber ☐
   - Areca nut ☐
Medicinal Plants

Vanilla  
Cashew nut  
Beverages

9. Do you listen to rural farm programs in radio and television?
   □ Often     □ Rarely □ Never

10. Through which media do you listen to farm programs?
    □ Doordarshan □ Private T.V. channels □ A I R □ Print

11. Do you experiment farm crops/methods transmitted through media?
    □ Often     □ Rarely □ Never

12. From which media do you adopt most farming practices?
    □ Doordarshan □ Private T.V. channels □ A I R

13. From which media do you adopt most farming practices for seasonal crops like vegetables?
    □ Doordarshan □ Private T.V. channels □ A I R

14. You adopt farm practices transmitted by agricultural programs because
    □ Methods exhibited through the programs disseminates knowledge and awareness
    □ Methods exhibited through the programs impart an attitudinal change
    □ Adequate Infrastructure, farming facilities and stable price for the crops available
    □ Got proper support from farm authorities of the government
    □ All of the above

15. Which media broadcasts easily understandable farming methods?
    □ Doordarshan □ Private T.V. channels □ A I R

16. More information for the crops which you are cultivating is transmitted through
    □ Doordarshan □ Private T.V. channels □ A I R

17. Which media keeps convenient time schedule for you to view/listen farm programs?
    □ Doordarshan □ Private T.V. channels □ A I R
18. Which media provides timely information on farming practices?
   - Doordarshan
   - Private T.V. channels
   - AIR

19. Which type of programs are useful for your cultivation?
   - Serial programs like farm school on AIR
   - Seasonal programs on different crops
   - Success stories
   - Newly invented methods on farming

20. Which media broadcasts more serial programs on a particular crop?
   - Doordarshan
   - Private T.V. channels
   - AIR

21. Which media broadcasts more seasonal programs on different crops?
   - Doordarshan
   - Private T.V. channels
   - AIR

22. Which media broadcasts more success stories of farmers?
   - Doordarshan
   - Private T.V. channels
   - AIR

23. Which media broadcasts more innovative methods on farming?
   - Doordarshan
   - Private T.V. channels
   - AIR

24. Do you often get a feedback for your queries regarding farm practices?
   - Often
   - Rarely
   - Never

25. Which media often gives you a better feedback for your queries regarding farm practices?
   - Doordarshan
   - Private T.V. channels
   - AIR

26. Which media helps more for betterment of your farming practices?
   - Doordarshan
   - Private T.V. channels
   - AIR

27. Have you introduced any new crops after started viewing/listening to farm programs?
   - Yes
   - No

28. If so which crops do you introduced newly to your farming?
   - Food
   - Cash
   - Both Food and cash
29. Do you have a better yield by applying farming practices through media?
   □ Yes    □ No

30. Do you think that you can earn a better livelihood through farming?
   □ Yes    □ No

31. Do you think that you are a successful farmer?
   □ Yes    □ No

32. Which type of crop gives you better yield by applying methods through farm programs?
   Food    □ Cash    □ Both Food and cash

33. Do you get ample support and follow up actions from farm offices in Panchayath level to bring the methods introduced by media into practice?
   □ Yes    □ No

34. Do you advice the methods and experiences adapted from farm programs to other farmers?
   □ Yes    □ No    □ Rarely

35. Do other farmers accepts your advices and experiment them for their farm practices?
   □ Yes    □ No    □ Rarely

36. Do you think that the spreading of farming of non-traditional crops like rubber is due to the influence of media?
   □ Yes    □ No

37. You experiment new farm methods broadcast through electronic media because new farming practices through media increases your yield and profit?
   □ Yes    □ No

38. Do you think that farm communication through media can boost agricultural production/adoption of new farming practices?
   □ Yes    □ No

39. Do you think that without proper support, stable price and better yield, farm communication can produce wonders in boosting the rate of adoption?
   □ Yes    □ No

40. Do you think that the electronic medium is more suitable than print medium for disseminating farm information?
41. Do you watch farm programs for entertainment?
   □ Yes  □ No  □ Rarely

42. If yes, which media do you prefer more to watch farm programs for entertainment?
   □ Doordarshan  □ Private T.V. channels  □ A I R