Title of the Dissertation: "Relative effectiveness of selected Extension Teaching Methods in imparting knowledge about Hybrid Seed Production Technology in sunflower to the Agricultural Development Officers of Punjab State"

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ABSTRACT

The present study was conducted to examine the effectiveness of selected extension teaching methods in imparting knowledge about hybrid seed production technology in sunflower to Agricultural Development Officers of the Punjab state. The specific objectives of the study were (i) to assess the gain in knowledge of the ADOs about hybrid seed production technology in sunflower through selected extension teaching methods; (ii) to evaluate the relative effectiveness of selected extension teaching methods in imparting knowledge about the hybrid seed production technology to the ADOs; and (iii) to find out the relationship, if any, between the selected socio-personal characteristics of the ADOs and the knowledge gained through selected extension teaching methods.

The study was conducted on 120 Agricultural Development Officers spread over the whole Punjab state. Three groups of 40
ADOs each were treated with method demonstration, video and slide-tape synchronisation. The gain in knowledge was calculated by taking the difference between the post-test and pre-test scores of the respondents. The data were analysed using paired 't-test' to study the differences between the gain in knowledge due to different extension teaching methods. To study the relationships between the socio-personal characteristics and gain in knowledge, coefficients of correlation and Chi-square tests were applied.

The study revealed that all the selected extension teaching methods, viz. method demonstration, video and slide tape synchronisation were effective as there was a significant gain in knowledge through these methods. However, method demonstration was the most effective method. The age was negatively related with gain in knowledge, where mass media had positive relationship with gain in knowledge. The ADOs with higher educational qualification also gained more knowledge through all the extension teaching methods. There was no significant relationship of job experience, marital status and family background with gain in knowledge. From these findings it can be concluded that young ADOs with higher qualifications should be preferably deputed for technical training; they should be encouraged to keep in constant touch with mass media like radio, TV and newspapers and they should be provided funds to purchase technical literature on agriculture. Method demonstration should be preferred for practical work under field conditions. However, for conceptual clarification, video and slide tape synchronisation are more suitable.

Signature of Supervisor

Signature of the Student