

INFORMATION SEEKING BEHAVIOUR AND USE OF INFORMATION SOURCES BY FARMERS OF HARYANA : A STUDY

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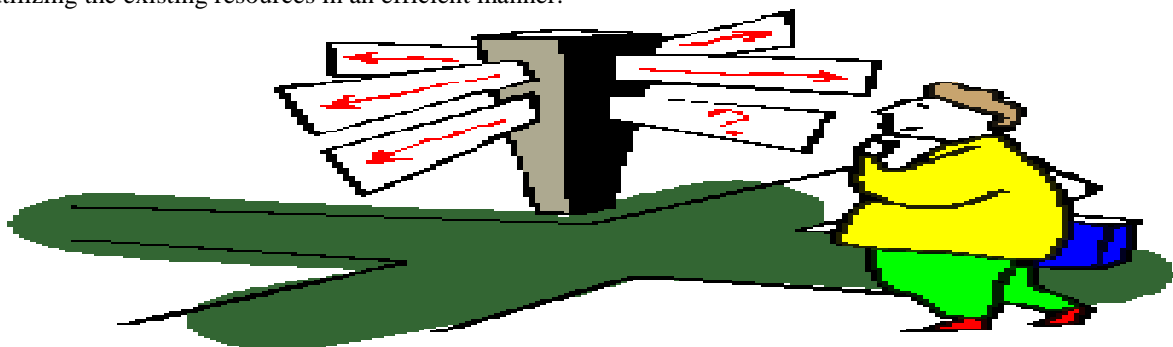
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Abstract: The present paper deals with the information seeking behaviour of Farmers in the District Rohtak of Haryana. The purpose of this study was to determine about their information requirements and their awareness about the services among them. A well-structured questionnaire was distributed among the farmers for data collections. Purposive statistical measures such as percentages and frequency distribution were employed for data analysis.

Keywords: Information, ISB- Information Seeking Behaviour, Information Search, and Information Needs, Farmers of Haryana.

1.0 Introduction

In this ICT era, the everyday life of the people too much depends upon the contents and quality of information. The information plays a vital role in different area of knowledge, decision-making, cultural growth, economic planning, research and development. Birdan et al (2003) described, "The future of each nation as well as that of mankind is based now more than ever before an information and knowledge gained rather than on any other material or resources". Yet, some of the problems/deficiencies may be overcome by managing and properly utilizing the existing resources in an efficient manner.



2.0 Description of ISB

2.1 Information: The word Information means knowledge acquired experience or study: the act of informing or the condition of being informed. It is regarded as a collection of raw data, consisting of symbols, signs, signals and surrogates that can be compile into message text, audio, image or digital for communication.

2.2 Seek: To make search or enquiry to look for information.

2.3 Seeking: It means an expression of want, demand, need or requirement that entails looking for or fetching an item or information.

2.4 Information Use Behaviour: it consists of the physical and mental acts involved in incorporating the information found into the person's existing knowledge base. It may involve, therefore, physical acts such as marking sections in a text to note their importance or significance, as well as mental acts that involve, for example, comparison of new information with existing knowledge.

According to oxford, English dictionary bearing or conduct means the way of behaving or behaving with careful good manner. It normally associated with the psychological and emotional status dynamics and paradigm of an individual or organization in relation or reaction or internal and external stimulus.

Kadli, and others (2015) Teaching, learning and research methods of higher education worldwide and India have tremendously influenced by the information environment. The new information communication technologies have made easy to transformation of data into digital format.

It has altered the process of use of information, retrieve and access, by users or patron. Babariya & others (2014) this study indicate about which types of information sources are available in library, which services of information are provided and with the access of internet, user can There are four concepts derived from the definitions.

Singh and Sharma (2013) the study can be concluded that journalists use wide range of sources of information in their day -to-day work. The analysis indicates that their varied information needs cannot be satisfied with one type of source. The use of sources of information is determined by various factors such as their information needs and purpose of use of information. Journalists used information sources for various purposes.

Natarajan (2012) the study reports the most important aspects of Information seeking behaviour of the students, for whom the library and information centres are being maintained. It deals with the libraries of management institutions in the National Capital Region (NCR) of Delhi. Prabhavathi (2011) examined the Information seeking Behavior of postgraduate students of SPMVV, Tirupati (A.P.) a study. The objectives of this study are 1. To study the information need and seeking behaviour of post graduate students in SPMVV. 2. To identify the types and range of information sources. 3. To identify the information seeking methods 4. To analyze the possible reasons for not using information sources etc. Questionnaire and interview methods were used in this study. The third and one fourth of the respondents agree and strongly agree that they need instruction on how to use information sources in there subject areas.

Kaushik & Vichare & Pothare (2011) the studied entitled 'Information seeking behavior of users of cyber Library. The study is about case study of Tata Institute of social science. The objectives of this study are. 1. To study the gender wise and residency wise profile of users 2. To understand about preference for specific online resources. 3. Convenience of accessing e-resources compared to print resources. Questionnaire method was used. User preferred using particular databases only.

As individuals, farmers have their favored information sources (Vergot et al. 2005), which they use depending on the specific information being sought (Solano et al. 2003). The amount of information collected depends on the complexity of the task (Bystrom and Jarvelin 1995) and the importance of the decision being made (Assael 1997; Kaine 2004).

Extension agents and programs have been identified as a source of agricultural information used by farmers (Jensen et al. 2009; Spink and Hicks 1996). This is compatible with one aim of extension: to use communication to help people and communities identify potential improvements to their practices (Australasian Pacific Extension Network 1999). Yet there is little data available on the information needs of farmers considering adoption of an innovation. Consequently most extension is designed in an ad hoc manner based on practitioner experience, resources or organizational culture (Roberts and Gillard 2007).

Agricultural studies examine how farmers source general information (Vergot et al. 2005, Villamil et al. 2008), the role of interpersonal information (Ford and Babb 1989; Solano et al.2003), and the use of specific sources of information such as the world-wide web (Spink and Hicks 1996), written information (Sutherland et al. 1996) and communication networks (Demiryurek et al. 2008). Yet these studies do not tell us what content the farmers

were seeking from the information, nor do they consider where the farmer was in the adoption decision making process.

If there is a pattern to the farmers' information seeking behaviour, extension activities could be designed to enable farmers to obtain the required information from fewer sources. Farmers would be able to obtain reliable information more quickly and easily, saving time and frustration, and hastening the adoption process (Solano et al. 2003). Furthermore it may reduce the chance of a decision made on incomplete or erroneous information.

3.0 Methodology & Techniques of Data Collection

The present study is descriptive and exploratory in nature. In the present study, Questionnaire method was adopted. Findings from the previous study pertaining to the study have been consulted as sources of data. The present study is carried out among farmers of District Rohtak in Haryana state. The sample of the existing study consisted of farmer. Total 50 questionnaires were distributed there and only 42 responses received.

4.0 Area of study – Village of District- Rohtak, Haryana

Table -1 Questionnaire Distribute among farmers

No. of questionnaires distribute	No. of questionnaires Received
50	42

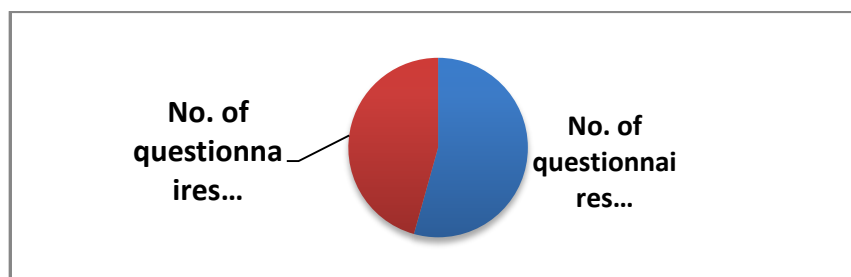


Figure-1: Questionnaire Distribute among farmers

Table -2: Education level of farmers

Standard of Farmers	No of Farmers	%
Illiterate	08	19.05
Primary schooling	11	26.19
Secondary & high school	18	42.86
Higher Education	05	11.90

The above table depicted the level of literacy of farmers. In this study 11.9% of population among the entire universe are highly educated. 26.19% of farmers are primary level schooling and 19% farmers are illiterate. Majority among the farmers are found in the secondary level and high school level.

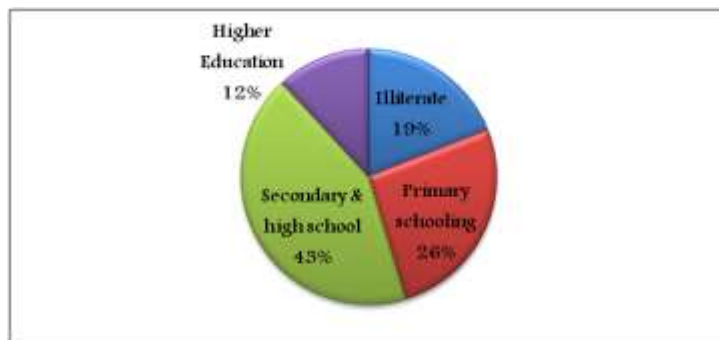


Figure 2: Education level of farmers

Table -3: Access to information sources by the farmers

Information Sources	Usage	%
Radio	22	52.38
Television	29	69.05
Landline Phone	3	7.14
Mobile Phone	36	85.71
Internet	8	19.05
Newspapers and magazines	18	42.86

The above table show that most of the farmers gain the information on mobile phone; they were used it for internet. Second important medium for Information is television and after that next one important source is radio and newspapers 18% because all these have remote access and available also.

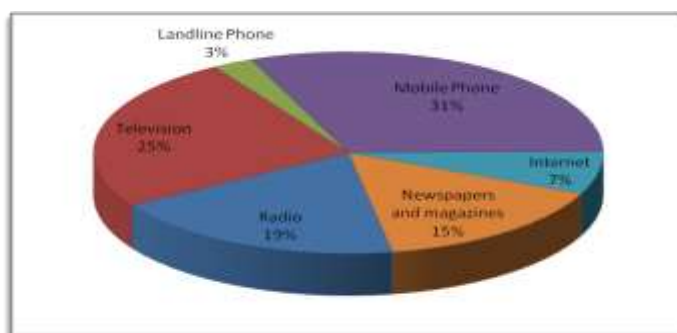


Figure -3: Access to information sources by the farmers

5.0 Information resources

All surveyed farmers reported that they access information from multiple sources. They said they usually do not find any single source providing all that they need.

Table- 4: Medium Sources of information

Personal sources	Usage of resources for seeking information
Demonstration	10
Friends	18
Field days	04
Exhibition	12
Group meeting	14
Key communicators	08
Training camps	11

Kirshi Mela	15
Private dealers	08

The above table shows to the usages of information resources that are being used by the farmers of Haryana. Mostly farmers use friends 10% as a medium of information to collect information about agriculture, Krishi mela 15% meeting with experts and other agents 14%, similarly 12% of farmers used exhibition and 11% of farmers used training camps.

Table 5: Mostly used resources of information by the Farmers

Sources of information	Rating
Radio	2
Television	3
Landline Phone	8
Mobile Phone	4
Internet	7
Newspapers and magazines	5
Mela	6
Experts talks & Neighbour talks	1

The above stated table depicted that most common resource within the above given resources- expert talks and neighbour talks have rated as 1, radio-2, television -3, mobile phone-4, newspapers and magazine 5, mela of krishi 6, mobile phone rated by 7 and land line phone rated by 8.

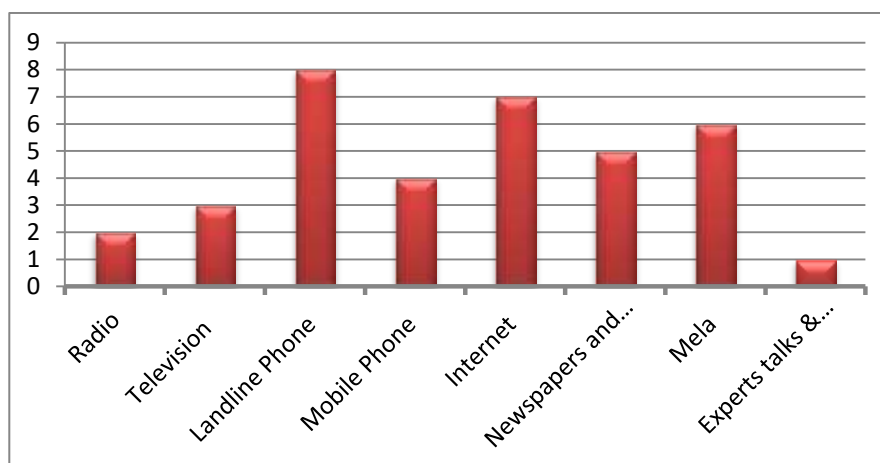


Figure- 5: Mostly used resources of information by the Farmers

Table -6: Areas of Information Needs of the Farmers

Sr. No	Percentage
1. New crop production	70.86
2. Seeds availability	74.29
3. Insecticide availability	62.29
4. Water Management	34.28
5. Fertilizer availability	64.58
6. Weather Information	23.43
7. New Agriculture equipment	17.72

8. Kishan Seva Kendra	70.86
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The above table shows the area of information that is mostly thrust for information. Maximum number of the farmers having interest to gain information about seeds variety and its availability in the market or about new crops inventions and their production.

The farmers also seeking about information towards fertilizers 64.58%, farmers like to cover all kind of areas that is affects to the growth of crops production i.e. water management 34% and weather information 23% and new coming agriculture technology and equipments 17 % respectively.

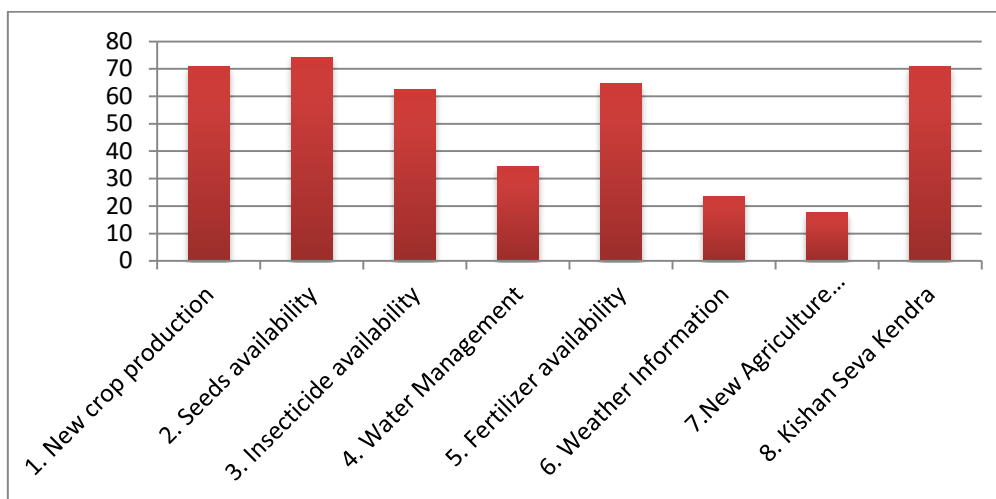


Table -6: Areas of Information Needs of the Farmers

7.0 Conclusion

This study concluded as farmers of Haryana, District –Rohtak, about their information sources and what extent they used these services and resources and level of their education. Majority of the farmers are found in the secondary level and high school level.

It is also finding out the areas of the information i.e. mostly covered by the farmers to grow the crops production. In the Study found that awareness of information and its use among the farming community is growing too. Most of the farmers believe on informal sources of information from neighbours, friends rather than from other resources. Farmers have a little information on animal husbandry, livestock production, and fishing.

8.0 References

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