INFORMATION SEEKING BEHAVIOUR OF FARMERS AND FACTORS INFLUENCING INFORMATION SEEKING BEHAVIOURS OF FARMERS OF NALBARI DISTRICT OF ASSAM WITH REFERENCE TO CLIMATE CHANGE ADAPTATION

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ABSTRACT

The study was conducted in Nalbari district of Assam, with a view to examine the data in the year 2016 Of farmers with regard to climate change adaptation. A purposive and random sampling technique was adopted to draw 120 respondents. The 4 villages under the NICRA project area have been selected for the study. 30 respondents from each village were chosen randomly for the analysis. Administering program gathered data. Surveys indicated that bulk of those respondents (94.17%) employed friends/relatives/neighbors/fellow farmers/ enter trader as source of data followed by 72.50 percent of respondents who obtained data from innovative farmers and 65.00 percent of respondents who obtained data from VLEW. A small proportion of them (19.17%) received information from ADO/ Block Extension Personal / SDAO / DAO. Only 8 respondents (0.07%) were found to use agricultural scientist as source of information.

In the mass media Resources, most of the respondents (80.00%) utilized newspapers as supply of data followed by 38.33 Percent of respondents who Obtained Advice from TV and 24.17 Percent of respondents who obtained Data from Radio. A small proportion of them (16.67%) used Mobile phones as a source of information. No respondent was found to use Internet as a source of information.

Findings demonstrated that majority of those respondents (70.00%) had moderate extent of information searching behavior followed by 15.83 percent of respondents using reduced degree of information seeking behavior. The remaining 14.16 percent of respondents had elevated degree of information searching behavior.

The findings also demonstrated that institutional linkage, societal involvement, Innovation proneness and financial motivation of farmers had a more positive and highly significant connection with advice seeking behavior. However, the training vulnerability had a positive and meaningful connection with the information seeking behavior.

KEYWORDS: Information, Information Seeking Behavior, Frequency of Information Seeking, Sources of Information, Competency Level of the Sources of Information & NICRA

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INTRODUCTION

The word 'information' refers to facts provided or learned about something or someone. According to the Oxford Advanced Learner's Dictionary (2011), information means something one wishes to know and need means necessity for a course of action arising from some facts and circumstances.

Information helps in decision making and reduces uncertainty. It might exist as information in publications, computers, people, files and tens of thousands of other resources. These resources need to be considered as raw information until they have been utilized to solve doubts. What we frequently call advice is frequently a random assortment of information that does not become information until it's used by somebody to reach a particular function.

Information needs may be realized from the advice seeker or from the data expert on behalf of this information seeker. On the other hand, the information programmer and a specialist might want to work collectively towards "disentangling" and setting the true information requirements, a person may take part in information seeking behavior. Information seeking behavior (ISB) is purposive in nature and is a consequence of a necessity to meet some goals. Face to face or electronically. Therefore, the person recognizes an inadequacy in their understanding that has to be solved as a way to manage an issue, which then contributes to information seeking behavior.

The Climate change poses an immediate and growing threat. In agriculture surroundings, timely and relevant advice helps choice to be taken by farmers. Usage of data in agriculture industry is currently improving farming productivity. Supplying information on climate trends, best practice in farming, timely access to promote information helps farmer make proper decisions about what plants to crops and where to market their merchandise and purchase inputs.

Gogoi (1988) concluded that the phenomenon of farm information flow within a village social system is likely to be affected by information seeking behavior of farmers. A farmer may seek information and advice within his village boundaries i. e. from his neighbors, friends or progressive farmer who is of higher socio-economic status and having access to the cosmopolite sources of information. He may also directly approach sources outside the village, such as an agricultural extension worker, a private input dealer or even a scientist working in an agricultural university. The farmers who come out of the village in search of information, serve as linkage between the external and internal communication network. The extent of farmers' information search may have a positive effect on the breadth of farm information diffusion within a village social system.

Findings of a Research (1992) on "Mass media & Social Change", showed the minimal number of respondents favored that the radio listening (73.33%), compared to studying the papers (66.67percent) and Television watching (60.00%).

The respondents were daily reader of magazines and papers, listeners of all Radio and seeing of T. V. Mass Media vulnerability had helped in altering older values of enhancing status and girls.

Khurana and Kapoor (1998), while analyzing "Krishi Darshan" (Rural telecast) found that rural girls didn't allow their family work endure at the price of T. V. viewing. Day social interaction of those respondents (84.4 percent) was a profound root habit and Krishi Darshan wasn't attractive enough to change their everyday routine.

Findings of Research from Singh (2002) reported that stations that were most utilized from the farmers were team conversation, tv, radio and newspaper respectively. He reported that bulk of farmers utilized neighbors (83 percent), private agencies (25%) and friends (50 percent) as source of advice.

Sharma, D. (2012) conducted a research on Mass media, use pattern for farm girls. The study's out comes, revealed that the majority of the respondents were of young age category, who had no involvement in any business and illiterate having land carrying.

Verma A. K. et al., (2012) ran a case study on Information Sharing and Hunting Behavior of Uttar Pradesh of the Farmers. The study found that most of the farmers were still not connected with the developmental agencies for latest information related to livestock services.

Naveed et. al., (2012) discovered the limited quantity of research along with its narrow focus on a crucial requirement to perform an extensive evaluation of their agricultural data infrastructure and solutions and prepare a comprehensive plan for improving those. This exercise is only going to be meaningful if comprehensive information regarding behavior research is performed, but also particularly focusing on agricultural scientists and investigators, data providing agencies and particular groups of farmers. The attempts must be made to grow and provide integrated data services in the neighborhood level which cover self-improvement growth, agriculture, health, and schooling. This type of service will result in enhanced life of the rural inhabitants and make them better educated and more effective.

Chauhan & Kansal (2014) demonstrated that this sort of dairy farmers are fully conscious of television and radio when compared with newspapers, magazines and web. The extent of use of media resources that are mass are various verities among different categories of dairy farmers and magazines and newspapers which have been used to acquire information.

METHODOLOGY

The study was conducted in the NICRA villages of Nalbari district of Assam. The NICRA project has been implemented in the district by the AICRP on Dry land Agriculture, BNCA, AAU, Biswanath Chariali (Assam) since 2013. The NICRA Project has been implemented in Nalbari district in a Cluster of four villages, namely, Bor-narddi, Doukuchi, Churchuri and Mohkholi. These four villages were Chosen for Its study. From each 30 farmers were chosen. Thus a total 120 farmers/respondents constituted the sample of the study. Keeping in view the objectives of the study a set of 16 independent and dependent variables were selected after reviewing the relevant literature available to the investigator and in consultation with the social science experts of B. N. College of agriculture, Biswanath Chariali.

In the current analysis, "the information seeking behavior of a farmer was defined as the point to which farmer tactics distinct sources for advice and information to fix his farm issues with regard to climate change adaptation". The scope of data searching of a predator was conceptualized in 2 measurements, viz.,

- Frequency of advice seeking i. e. amount of times per farmer approaches the other resources, in certain time period.
- 'Amount of resources' consulted in a particular amount of time while thinking about the amount of resources, an extra dimension could be added into it; the competency levels of these resources.

The information seeking Behavior, yet Another dependent variable of this Analysis was operationalized as the Accumulative score Acquired by a respondent Concerning his frequency of Touch with Given sources of Advice, multiplied

by the weightages given to the Various Resources on the basis of their level of Proficiency. A five-point scale, as suggested by Gogoi (1988), was used to measure the frequency of contact with each source.

The sources were assigned weightage on the basis of their level of competency as judged by few extension scientists.

The information seeking Behavior score has been calculated using the following formula:

$$\text{Information Seeking Behaviour Score} = \sum_{i=1}^n c_i w_i$$

Where,

C_i = Score for the frequency of contact with i th source of agricultural information.

W_i = Weightage Given to i th supply of information regarding the basis of degree of proficiency.

n = Number of sources

To calculate the factors influencing information seeking behavior of farmers, some statistical tools were selected. Those are discussing below in details. The Accumulated data were coded, tabulated and Examined According to The objectives of the analysis by using proper statistical methods.

The statistical tools and techniques along with their uses are described in the following paragraphs.

- **Frequency Distribution:** It is a representation which displays the number of observations within a given interval.
- **Percentage:** It's a Percentage Expressed by 100 as its denominator. It's used to any pair of information for comparison.
- **Mean:** It's the arithmetic average and has been utilized to assess the sort of the observation as a whole. The mean for the readings were exercised as mentioned below.

$$\text{Mean, } \bar{X} = \frac{\sum X}{n}$$

where, $\bar{X}$ = Arithmetic mean

$\sum X$ = Summation of item values

n = Number of item

- **Standard Position:** To discover the degree of variability exhibited by the factors, i. e., the dispersion of these factors around the expression, Standard Deviation (SD) has been utilized. It was worked out by using the formula mentioned below:

$$S.D. = \sqrt{\frac{\sum (X_i - \bar{X})^2}{n - 1}}$$

Where, SD= Standard deviation.

n = Total number of respondent.

x_i = Variables of the study.

$\bar{x}$ = Mean of the distribution.

- **Simple correlation co-efficient:** To find out the relationship between two given sets of scores, the Pearson Product- Moment Correlation Co-efficient(r) was worked out by using the following formula (Welkowitz et al., 1982).

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}$$

Where,

r_{xy} = Correlation co-efficient between x & y variables

x = Original scores in variables x

y = Original scores in variables y

$\sum$ = "Summation of"

N = Total number of pairs of observations

- **T-Test:** In order to test the significance of observed correlation co-efficient, the students "t" ratio was found out by using the formula given below (Guilford and Fruchter, 1978).

$$t = \frac{r \sqrt{n-2}}{\sqrt{1-r^2}} \text{ with } (N-2) \text{ d. f}$$

Where,

r = Observed Correlation co-efficient

N = Number of Observation

d. f = Degree of Freedom

RESULTS AND DISCUSSIONS

The information seeking behavior of farmers was calculated through the multiplication of competency levels of sources with the frequency of contact of farmers.

The data in Table 1 shows that most of the respondents (15.83%) have Low information seeking behavior followed by (70.00%) of farmers who have Medium information seeking behavior, followed by (14.17%) of farmers have High information seeking behavior. This revealed that majority of the respondents of the study area have medium seeker of information about climate change adaptation.

Table 1: Frequency and Percentage Distribution of Respondents According to Information Seeking Behaviour

N = 120

Categories	Score range	Frequency (%)	SD	Mean	CV
Low information seeking behaviour	16.00–25.10	19 (15.83)	8.31	33.41	24.87
Medium information seeking behaviour	25.10–41.72	84 (70.00)			
High information seeking behaviour	41.72–64.00	17 (14.17)			
Total		120 (100)			

Relationship of Selected Independent Variables with Information Seeking Behavior of Farmers

Table 2 presents the coefficient of correlation between information need of farmers and 16 independent variables. It is evident from the table that 3 independent variables, viz., Institutional linkage, Innovation proneness and Level of aspiration had significant positive relationship with the information seeking behavior of farmers at 0.01 level of probability. The variable training exposure showed significant positive relationship with the information seeking behavior of farmers 0.05 level of probability.

Table 2: Correlation Co-Efficient between Information Seeking Behaviour and Selected Independent Variables

Sl. No.	Independent Variables	Correlation coefficient	T-Value
1.	Age	-0.143	-1.583
2.	Educational level	-0.024	-0.263
3.	Family type	-0.109	-1.19
4.	Family size	0.001	0.010
5.	Institutional linkage	0.239**	2.673
6.	Training exposure	0.179*	2.590
7.	Farm size	-0.119	-1.301
8.	Annual income	0.176	1.94
9.	Social participation	0.032	0.349
10.	Farming experience	-0.125	1.368
11.	Management orientation	-0.050	0.543
12.	Innovation proneness	0.278**	3.143
13.	Farm mechanization	0.156	1.715
14.	Economic motivation	0.017	0.184
15.	Level of aspiration	0.179**	1.986
16.	Risk preference	0.023	0.249

Note: * indicates Significant at 5% level of probability ≥ 1.98 (118 d. f)

** indicates Significant at 1% level of probability ≥ 2.61 (118 d. f)

CONCLUSIONS

Surveys Suggested that majority of Those respondents (94.17%) Employed friends/relatives/neighbors/fellow farmers/ Enter Trader as source of Data followed by 72.50 Percent of respondents who Obtained Data from Innovative farmers and 65.00 Percent of respondents who Obtained Data from VLEW, One of the mass media Resources. Most of the respondents (80.00%) Utilized News Papers as Source of advice Followed by 38.33 percent of respondents who obtained advice from TV and 24.17 percent of Respondents who obtained advice. A small proportion of them (16.67%) used Mobile Phones as source of information. No respondent was found to use Internet as source of information. Surveys Suggested that majority of Those respondents (94.17%) Employed friends/relatives/neighbors/fellow farmers/ Enter Trader as source of Data followed by 72.50 Percent of respondents who Obtained Data from Innovative farmers and 65.00 Percent of respondents who Obtained Data from VLEW. The rest 14.17per cent of respondents had high extent of information seeking

The findings of correlation analysis indicate that 3 independent variables, viz., Institutional linkage, Innovation proneness and Level of aspiration had significant positive relationship with the information seeking behavior of farmers at 0.01 level of probability. The variable training exposure showed significant positive relationship with the information seeking behavior of farmers 0.05 level of probability.

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