

“ASSESSMENT OF INFORMATION NEEDS OF AGRI-MEDIA USERS”

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ABSTRACT

The study on “assessment of information need of agri-media users” was undertaken to assess information needs of agri-media users. Three stages random sampling technique was adopted for the selection of samples. At the first stage, one district selected from the Gujarat state. At the second stage two taluka were selected from Junagadh district i.e. Visavadar and Mendarda. At the Third stage from each selected taluka 5 villages were selected randomly and then from each village 10 farmers were selected randomly for the collection of data. Therefore, 100 samples were selected for the study. The mass media users surveyed from two taluka of Junagadh district have important implications for agricultural information dissemination that public extension system and other programs carried out in developing countries. Although the impact of agri-media is very satisfactory to the extent but then also impact was very less. Five factors were extracted from 21 statements (variables) such as handling and transport needs, plant protection and growth, knowledge and technology utilization, credit and insurance, beneficial and environment and diversity and under that highest factor loading was found in variables such as storage, disease management, planting method, credit and loans, seed treatment and market and price. These factors were needed to satisfy information needs of mass media users.

KEYWORDS: Information Needs, Agri Media Users, Information Dissemination