

Extent of Online Communication Compatibility in Rural Area

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Abstract

Online communication system are several way people communicate with each other over the Internet, as well as e-mail, make contact with forms on web sites ,feedback on blogs and social networking sites.³Recently efforts have been made to use the electronic modes or communication to supply information to rural development sector. Online communication system is helpful for rural development such as Technology Transfer (Persuasive and Paternalistic), Advisory work (Persuasive and Participation), Human Resource Development (Educational and Paternalistic) and Facilitation for empowerment (Educational and Participatory).^{1,7} Uttar Pradesh is the second largest state-economy in India, agriculture is a significant part of Uttar Pradesh's economy.⁵ On the basis of Kanpur Dehat Uttar Pradesh India respondents interviewed to judge the level of satisfaction on the communication facility provided by different agencies was desired in order to measure the on line communication compatibility in rural area.

Keywords: Educational and Paternalistic, Persuasive and Participation, Persuasive and Paternalistic.

I. Measure the online communication compatibility in rural area

The Communication compatibility survey was conducted from the respondents on the basis of

likert type five point scale having SA,A,UD,DA and SDA with 5,4,3,2,1. The statements and the respondents against each of the statement are given in Table 1.1.

Table 1.1: Survey data to deduce compatibility of online communication of Information

S.No.	online communication C1ompatibility from various sources source of Information	Mean	Rank order
1.	Source of Information capture evidence attention and arouse their interest	4.87	1.87
2.	Source of information high light main point of the message clearly	4.53	1.87
3.	Source of information reduced possibility misinterpreting concepts	4.32	1.32
4.	Through source of information the learning process become more effectively	4.36	1.36
5.	Messages perceived with several sense are understood and retained better	3.77	0.77
6.	Source of information provide experiences otherwise difficult to get	3.43	0.43
7.	Help reach more people in respective of their level of literacy and language.	3.48	0.43
8.	Speed up the process of learning.	1.01	1.01
9.	Can adopt the speed of presentation to the reaction of the evidence	2.58	-0.42
10.	Save time of Teacher and learner	1.73	-1.27
	Total	37.08	

The compatibility scores of the rural people and individual items are given in the table 1.1. A perusal of the data in Table 1.1 shows that the mean scores on items “Source of Information capture evidence attention and arouse their interest “, “Source of information high light main point of the message clearly”, “Source of information reduced possibility

misinterpreting concepts”, “Through source of information the learning process become more effectively”, “Messages perceived with several sense are understood and retained better”, “Source of information provide experiences otherwise difficult to get”, “Help reach more people in respective of their level of literacy and language”, “Speed up the

process of learning”, were 1.87, 1.53, 11.32, 1.36, 0.77, 0.43, 0.48, 1.01 much above the neutral score respectively indicating that the respondents had highly favorable compatibility towards there items. But in case of remaining item number “Can adopt the speed of presentation to the reaction of the evidence”, “Save time of Teacher and learner were only -0.42 and -1.27 below in the neutral score respectively, indicating that the compatibility of the

farmers were unfavorable towards their item.

Thus, in their respondents to 8, out of 10 items, the respondents reacted favorable to source of information can the scale 37.08 which was above the corresponding neural score on the scale. This revealed that the overall compatibility of the rural people were favorable towards the communication sources available.

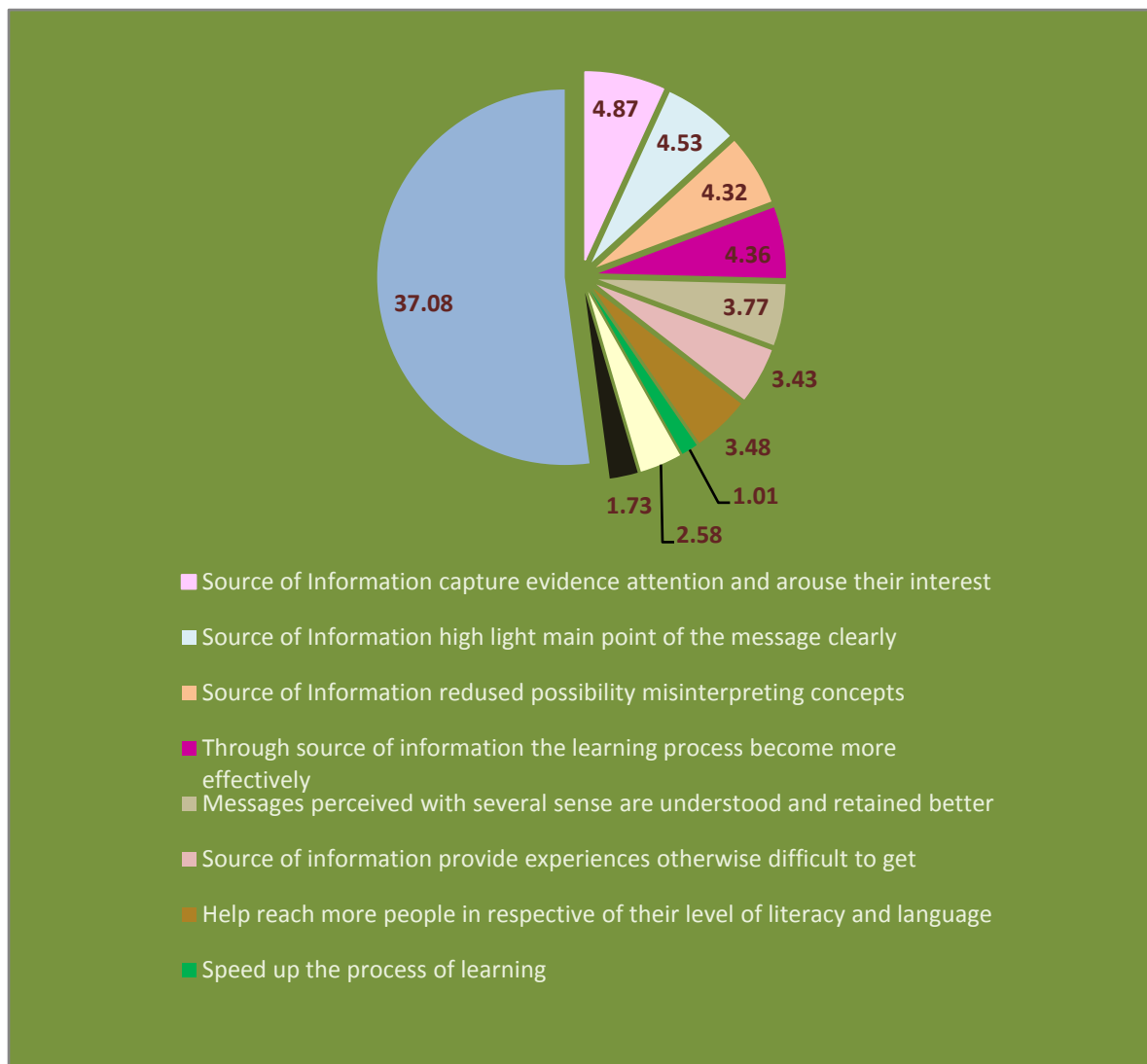


Figure 1.2: Survey data to deduce compatibility of online communication of information

Table-1.3: Suggestions given by respondents regarding on line communication services compatibility:-

S.No.	Particulars	No.	Percentage
1.	Separate extension unit at block level	291	91
2.	Involvement of progressive farmers	253	79
3.	Need of strong support by the Government to progressive farmers	235	73.50
4.	Skilled extension worker services	219	68.50
5.	Timely availability of extension literature	174	54.50
6.	Information related to input management need of timely telecast	157	49

Suggestions given by respondents regarding on line communication Compatibility in Kanpur Dehat is depicted in the Table 1.2 about 91.00 per cent majority of the respondents possessed separate extension unit at block level followed by 79.00,73.50,68.50,54.50,49.00 percent possessed Involvement of progressive farmers, Need to strong

support by the Government of progressive farmers, Skilled extension worker, Timely availability of extension literature, Information related to input management need of timely telecast respectively.

Thus, it is obvious that the majority of the respondents were having Separate extension unit at block level.

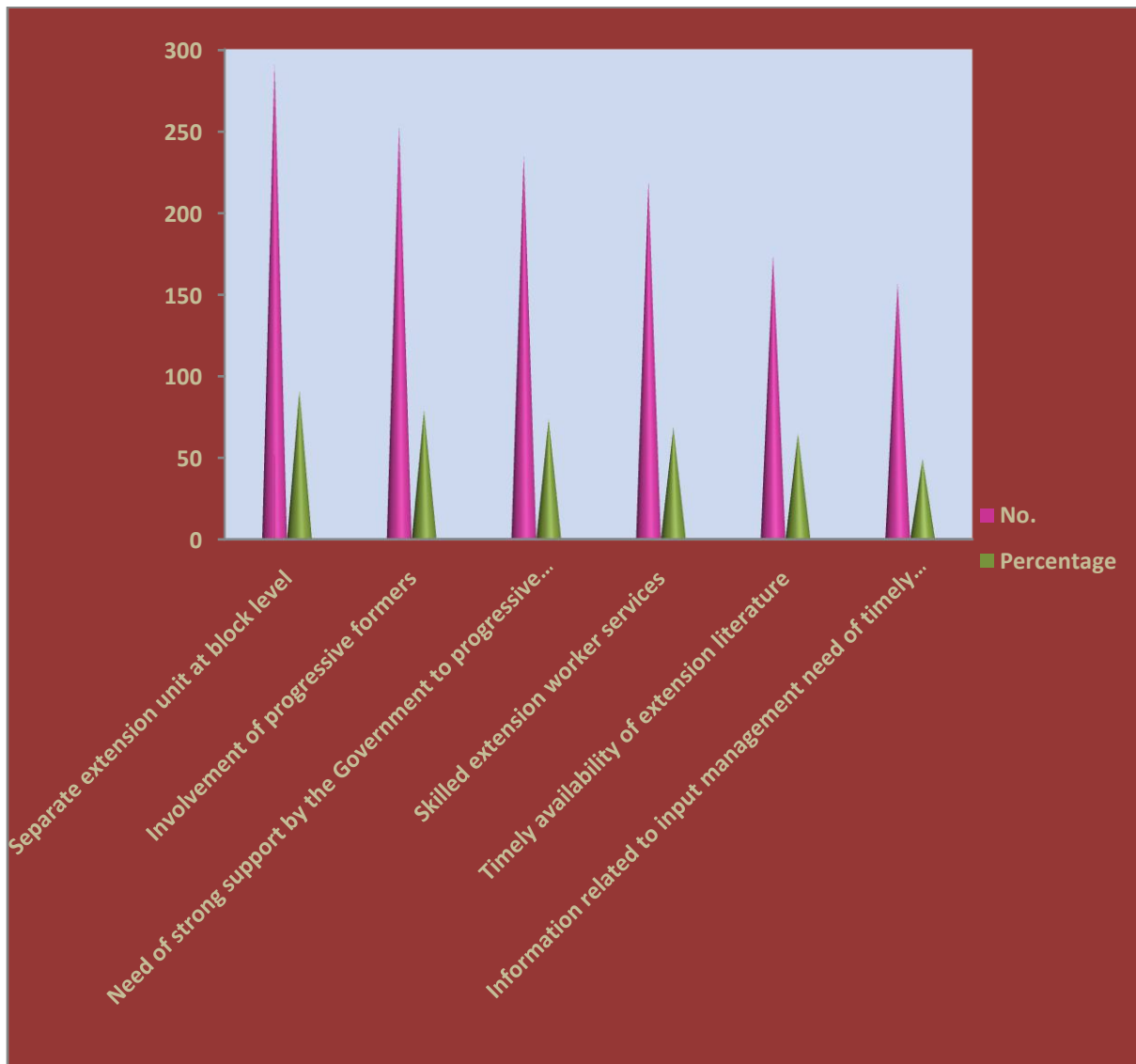


Figure 1.4: Suggestions given by respondents regarding on line communication services compatibility

II. Summary

Respondents scores on items such as “Source of Information capture evidence attention and arouse their interest”, “Source of information high light main point of the message clearly”, “Source of information reduced possibility misinterpreting concepts”, “Through source of information the learning process becomes more effective”, “Messages perceived with several senses are understood and retained better”, “Source of

information provide experiences otherwise difficult to get”, “Help reach more people in respective of their level of literacy and language”, and least people scores on “Speed up the process of learning” and Suggestions given by respondents regarding on line communication Compatibility in Kanpur Dehat is depicted in the table 21 where about 91 per cent is majority of the respondents possessed separate extension unit at block level followed by 79,73.50,68.50,54.50,49 per cent possessed

Involvement of progressive farmers, Need to strong support by the Government of progressive farmers, Skilled extension worker, Timely availability of extension literature, Information related to input management must be timely telecasted respectively.

Thus, it is obvious that the majority of the respondents were having Separate extension unit at block level.

III. Issues

The main problem in communicating new ideas to the general farmers is that they may be mostly illiterate in the sense of reading and writing, however, they are very efficient in their profession. Indian farmer is very conscious about the economics of his farming but relies more on his own experiences than other things. He has in fact very limited opportunities and facilities, to learn from experiences of others around.

IV. Conclusion and Suggestion

The following are the important and specific conclusions and suggestion that have emerged out of the present investigation:-

- ❖ Majority on online users suggest that a Computer which is another effective online communication source should be extended least to each village so that farmers of rural area may get the recently information of transfer of agricultural technology through online communication service.
- ❖ Present study deals with problems of online user's .It will be more rewarding if the study also deals with problems of online communication centres too.
- ❖ Online communication systems are the mere technological tools for development .They can enable changes but cannot create them. They can increase the efficiency of the system reduce structural constraints, increases resources, bring transparency in the working software or system and help in achieving a global growth.
- ❖ The need is to use the online communication system is a structured and integrated way linking them with the other strategies for development that would include infrastructural development developing system and service models, creating software platforms that would serve the actual needs.
- ❖ The future lies in harnessing the benefits of the software in new horizons of education, employment generation, marketing, agriculture, banking, entertainment etc.
- ❖ The upcoming technologies like voice input system, speech recognition, satellite networking would help integrate software in a more conducive way with the rural user. It would also

be needed that the solutions provided are dynamic in nature i.e. they have an ability to grow with the change of needs and adapt to them.

- ❖ This application can be extended to work in a distributing environment.

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