

AN EVALUATION OF EXTENSION TEACHING METHODS/MEDIA USED FOR THE ADOPTION OF RECOMMENDED WATER MANAGEMENT PRACTICES BY FARMERS

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The relative effectiveness of different extension teaching methods/media as perceived by the farmers and field workers of Niaz-Beg sub-project, Lahore, was assessed. An analysis of the data collected through interview schedule administered to 150 randomly selected farmers and all the eight field workers disclosed that result/method demonstrations, meetings and farm & home visits were more effective teaching methods as indicated by a large majority of the respondents, whereas office calls, exhibitions, farmers' days, conducted tours, radio, T.V., movies, and signboards/mottos were effective to some extent. As regards the relative effectiveness of teaching methods/media, result demonstrations got the highest score and were placed at the top of all other methods/media.

INTRODUCTION

The successful crop growing mainly depends upon the availability of sufficient irrigation water and its efficient use by the farmers. It has been observed that about one-third of the total available irrigation water is used by plants and the rest goes waste due to defective water courses and unlevelled fields. This situation demands proper education of the farmers in water management techniques. For this purpose water management field staff has been using different extension teaching methods/media. The present study was an attempt to judge the comparative effectiveness of various extension teaching methods/media commonly used.

REVIEW OF LITERATURE

Razzaq (1963) pointed out that extension workers used only few communication media of extension education. Of 13 communication media mentioned by him, only four such as farm visits, general meetings, demonstrations and posters were commonly used, whereas lectures, exhibits and audio-visual aids were occasionally used. Other communication media like office calls, circular letters, slogans, correspondence, news articles and radio were not used at all.

According to Muhammad (1970) farm and home visits, meetings, result demonstrations, method demonstrations, pamphlets and leaflets were the most important extension teaching methods as perceived by the extension field staff. Shakir (1982) found that extension methods such as field demonstrations, farm and home visits and group meetings were termed as the most effective methods by a great majority of the farmer respondents for motivating them to adopt improved agricultural practices.

MATERIALS AND METHODS

The study was conducted in sub-project Area Niaz-Beg, Lahore. Of 40 improved water courses in the area, 20 were selected at random. All the eight field workers and 150 randomly selected water users were personally interviewed. The data were tabulated, analysed and interpreted by using simple percentages.

RESULTS AND DISCUSSION

Analysis of the data indicated that result/method demonstrations, meetings and farm and home visits were effective to a great extent (Table 1). However, the teaching methods/media like office calls, exhibitions, farmers' days, conducted tours, literature, radio, T.V., movies and signboards/

Table 1. Distribution of the respondents according to the extent of effectiveness of various extension teaching methods as perceived by them

Sr. No.	Teaching methods/ media	To great extent		To some extent		Not at all	
		No.	%	No.	%	No.	%
1.	Method demonstrations	7	87.50	1	12.50	-	-
2.	Result demonstrations	8	100.00	-	-	-	-
3.	Meetings	7	87.50	1	12.50	-	-
4.	Farm and home visits	6	75.00	2	25.00	-	-
5.	Office calls	1	12.50	7	87.50	-	-
6.	Exhibitions	1	12.50	7	87.50	-	-
7.	Farmers' days	2	25.00	6	75.00	-	-
8.	Conducted tours	2	25.00	6	75.00	-	-
9.	Literature	2	25.00	6	75.00	-	-
10.	Radio	2	25.00	6	75.00	-	-
11.	T.V.	2	25.00	6	75.00	-	-
12.	Movies	2	25.00	6	75.00	-	-
13.	Signboards/mottos	3	37.50	5	75.00	-	-

Table 2. Relative value of different extension teaching methods/media as reported by 150 farmer respondents

Extension teaching methods/media	More effective X^3		Effective to some extent X^2		Ineffective X^1		No response X^0		Total score
	No.	Score	No.	Score	No.	Score	No.	Score	
Method demonstrations	133	399	17	34	-	-	-	-	433
Result demonstrations	150	450	-	-	-	-	-	-	450
Meetings	132	396	18	36	-	-	-	-	432
Farm and home visits	106	318	44	88	-	-	-	-	406
Office calls	8	24	98	196	12	12	32	-	232
Exhibitions	14	12	107	214	8	8	21	-	264
Farmers' days	27	81	114	228	-	-	9	-	309
Conducted tours	28	84	115	230	-	-	7	-	314
Literature	52	156	92	184	-	-	6	-	340
Radio	38	114	104	208	-	-	8	-	322
T.V.	38	114	103	206	-	-	9	-	320
Movies	38	114	105	210	-	-	7	-	324
Signboards/mottos	60	180	86	172	-	-	4	-	352

mottos were effective to some extent as reported by a large majority of the field worker respondents. These findings are in line with those reported by Muhammad (1970).

The data in Table 2 revealed that result/method demonstrations, meetings, farm and home visits were more effective teaching methods, whereas office calls, exhibitions farmers' days, conducted tours, radio, T.V., movies, and signboards/mottos were effective to some extent as reported by majority of the farmer respondents. It was further observed that the result demonstration occupies top position among all other teaching methods/media followed by method demonstrations, meetings, farm and home visits, signboards/mottos, literature, movies, radio, T.V., conducted tours, farmers' days exhibitions and office calls. These findings are in agreement with those of Shakir (1982).

The following conclusions were drawn from this study:

- i. Result/method demonstrations, meetings, farm and home visits were effective to a great extent as reported by a large majority of the field worker respondents.
- ii. Result demonstrations were found to be the most effective teaching method and

method demonstrations, meetings and farm and home visits were also found to be effective teaching methods as indicated by majority of the farmer respondents. However office calls, exhibitions, farmers' days, conducted tours, radio, T.V., movies, and signboards/mottos were effective to a lesser extent.

- iii. Result demonstrations got the highest score and were placed at the top of all other methods/media.

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