

## **Use of Mass Media among the Poultry Farmers: A Study on Selected Villages in Aizawl District of Mizoram**

\* **Ruth Lalthlamuanpuii**#

\*\* **Lalngaizuali**

\* Department of Studies in Library and Information Science, Mizoram University, Aizawl, Mizoram, India, 796004; Email: ruthltmp8@gmail.com

\*\* Department of Studies in Library and Information Science, Mizoram University, Aizawl, Mizoram, India, 796004; Email: lhzc27@gmail.com

# Corresponding author.

*Received: 24 April 2023*

*Accepted: 21 June 2023*

---

### **Abstract**

*The researchers investigated the levels of mass media literacy and usage among poultry farmers in a number of communities within the Aizawl District. In order to accomplish the goal, a standardized questionnaire was developed, and data was collected by conducting a phone interview with each of the 150 farmers, with 111 of the farmers participating in the interview. The paper also discusses the role that library professionals, non-governmental organizations, village authorities, and subject matter experts play in informing farmers about the use of mass media for their benefit of using it in farming. The study discovered that many farmers effectively used mass media because it enables them to quickly access the information they required. The findings show that a lot of farmers are familiar with the concept of using mass media for farming purposes; however, the challenge they face is that the language barriers and poor Internet connectivity while accessing information. The study also recommends that farmers should use various social media platform to access farming related information.*

---

**Keywords:** Mass media, mass media literacy, poultry farmers, farmers, society.

### **1. Introduction**

The term "mass media" refers to any form of media technology that is designed to communicate with a large number of people simultaneously. Nowadays, a considerable amount of our information intake comes from various forms of the media. Poultry farming is the business of raising domesticated birds like chickens, geese, ducks, and turkeys for their meat and eggs. Poultry farming can refer to any of these types of farming. India is the world's third-largest producer of eggs (56 billion eggs), and it is the fifth-largest producer of poultry meat (2.6 million tonnes), as stated in a report that was published by the Agriculture Skill Council of India. There are a lot of private poultry farmers in Mizoram, in addition to the farm that is raised by the Department of Animal Husbandry and Veterinary (AH&Vety). Many families in Mizoram depend on poultry farming as their primary source of income.

The term "mass media" refers to a variety of communication channels that are accessible to a large audience, including radio, television, newspapers, magazines, and the Internet. It is essential for influencing social, cultural, and political trends as well as for influencing public opinion and information dissemination. Due to India's low literacy rate, radio and television are effective ways of transferring modern agricultural technology from literate to illiterate farmers. This is because radio and television reach farmers in a relatively short period of time, which makes them more accessible. Farmers typically accessed the internet through

their mobile phones, and a significant number of farmers made use of this technology in order to watch individual or private cable television channels on YouTube. The role of the mass media in the dissemination of information to farmers is an extremely important one; many specialists can use this platform to disseminate information to farmers in order to reach a larger audience, and many farmers may find it inconvenient to visit government offices and may find it more effective to consult with an expert via television live programs.

## **1.2. Who is responsible for disseminating Information to the farmers?**

### **1.2.1 Library professionals**

Aizawl, which is the capital of Mizoram, received its first public library in the form of a sub-divisional library in the year 1969. The professionals who work in the state or district libraries can also help raise awareness of the effects caused by the use of mass media by organizing a workshop or any other type of public gathering, informing the attendees on how to collect information and filter out false information from a large number of information sources available, and also referring the attendees to resources that can help them obtain information that can assist them with their farming requirements. In addition to this, it is also their responsibility to translate any necessary written materials into the farmers' native tongue so that they can make use of them.

### **1.2.2 Young Mizo Association (YMA) Library**

The Young Mizo Association (YMA), which is Mizoram's most prominent non-governmental organization, is responsible for the establishment of libraries in the state's towns and villages. Since 1982, the State Library Committee of Mizoram has recognized a total of 424 libraries out of a total of 729 towns and villages in the state of Mizoram, while 305 villages do not have any libraries that have been recognized. Members of the YMA's appointed committee are responsible for the operation and management of the library. The Department of Art and Culture provided the library with funding and resources on an annual basis. These resources included books, book racks, and other materials. The funding and resources were provided with the assistance of the Raja Ram Mohan Roy Library Foundation (RRRLF). The library can also be used as a venue to raise awareness among poultry farmers. Additionally, it provides an opportunity to distribute booklets and leaflets to poultry farmers that explain how to utilize social media effectively and obtain information from mass media.

### **1.2.3 Village Authorities**

They took the lead role in making decisions and disseminating information through the use of social media and public information given in the Information Communication Center. The village authorities are elected by the people from the community they serve. In such a scenario, the village authorities can be asked to help spread awareness by holding mass gatherings or by sending messages verbally or in written form, informing poultry farmers about the effects used of social media to help them in their farming under the direction of the professionals working in the library or the staff members working in the concerned department.

### **1.2.4 Subject Expert**

Employees of the Concern Department are able to raise awareness in another way by educating poultry producers on how to make effective use of the media. Talk shows and

online discussion forums are two examples of platforms that the staff can utilize to inform the farmers.

## 2. Review of Literature

Ariyo, et al. (2013) highlights the importance of mass media in the dissemination of information to agricultural farmers, suggesting that radio and television program must be strengthened with more program about agriculture information monitored by competent presenter and made the airing time fit for the farmers. Khan, et al. (2019) highlight about the problem faced due to lack of farmers knowledge of accessing latest information, the findings of the study conclude that to effectively used mobile application for getting farming information there is need of education, training and digital literacy skills among farmers. Javaid (2017) in a study finds that farmers preferred their local language while accessing information and the information provided has left out many areas where they need information. Singh, et al. (2016) mention that farmers in India depend largely in traditional methods of farming, they mention different information sources for farmers and mention the importance of disseminating latest technology to the farmers in order to improve their farming productivity. Abubakar, et al. (2009) mention that radio and television are the most commonly used further recommend to provide information during night time and they also wish to establish community viewing centres for the government.

## 3. Objectives

The present study carried out with the following major objectives:

1. To study the demographic characteristics of poultry farmers.
2. To know their awareness of using mass media.
3. To examine the effectiveness of mass media used by farmers.
4. To identify their main source of getting information using mass media.
5. To identify the problem faced by a poultry farmer.

## 4. Methodology

This study is design to analyse the impact of mass media among poultry farmers, the scope of the study is limited to poultry farmers in Aizawl District. The data for the present study was collected through the interview method for which a structured questionnaire was framed and interview was conducted among randomly selected poultry farmers through phone calls. A total Number of 150 phone calls were made, out of which a total number of 111 (74.0%) interviews phone calls were received and responded properly. The data collected was present in the form of tables and charts.

## 5. Analysis, Finding and Discussion

### 5.1 Response rate

**Table 1: Respondent rate**

<b>Response rate</b>	<b>Number</b>	<b>Percentage</b>
Number of respondents contacted	150	100.0
Number of responses Received	111	74.0

Table 1 reveals that a total number of 150 contact numbers were collected and a structured questionnaire was framed which was asked of the respondent through phone call interviews. A total number of 111 (74%) responses were received during the extended course of time.

## 5.2. Demographic information of the respondents

**Table 2: Demographic information of the respondents**

<b>Gender</b>	<b>Number of Respondents (N=111)</b>	<b>Percentage</b>
Male	54	48.65
Female	57	51.35
<b>Marital Status</b>	<b>Number of Respondents (N=111)</b>	<b>Percentage</b>
Single	12	10.81
Married	99	89.19
<b>Age</b>	<b>Number of Respondents (N=111)</b>	<b>Percentage</b>
20-30Years	9	8.11
31-40 Years	38	34.23
41-50 Years	30	27.03
51-60 Years	28	25.23
Above 61 Years	6	5.40
<b>Occupation</b>	<b>Number of Respondents (N=111)</b>	<b>Percentage</b>
Employed	3	2.70
Unemployed	108	97.30
<b>Language Known</b>	<b>Number of Respondents (N=111)</b>	<b>Percentage</b>
Mizo	81	72.97
Mizo, English	15	13.51
Mizo, Hindi	6	5.41
Mizo, English, Hindi	9	8.11
<b>Annual Income</b>	<b>Number of Respondents (N=111)</b>	<b>Percentage</b>
Below 2,00,000	27	24.32
2,00,001-3,00,000	54	48.65
3,00,001-4,00,000	3	2.70
4,00,001-5,00,000	12	10.81
Above 50,000,001	9	8.11
<b>Farming Experience</b>	<b>Number of Respondents (N=111)</b>	<b>Percentage</b>
Less than 5 Years	36	32.43
6-9 Years	45	40.54
More than 10 years	30	27.03
<b>Education Qualification</b>	<b>Number of Respondents (N=111)</b>	<b>Percentage</b>
Below HSLC	60	54.05
HSLC-HSSLC	31	27.93
Bachelor Degree	20	18.02
Master Degree	-	-
<b>Number of Chickens raised</b>	<b>Number of Respondents (N=111)</b>	<b>Percentage</b>
50-100	9	8.11
101-200	21	18.92
201-300	33	29.73
301-400	27	24.32
Above 401	21	18.92

The above table 2 shows that out of 111 respondents, a total number of 57 (51.35%) were female, 99 (89.19%) of the respondent are married, 38 (34.23%) were in the age group of 31-40 years, 108 (97.3%) of the respondent were unemployed, 81 (72.97%) of the respondent knows Mizo language, the annual income of 54 (48.65%) of the respondent is between 2,00,001-3,00,000, 45 (40.54%) of the farmers having farming experience of 6-9 years, 60 (54.05%) of the farmers have educational background below High School Leaving Certificate (HSLC) and 33 (29.73%) of the respondent raised above 201-300 chickens.

### 5.3 Awareness level on the use of mass media

**Table 3: Awareness level on the use of mass media**

Purpose	Very Unaware	Unaware	Almost Aware	Aware	Very Aware
Do you know how to use newspaper effectively for getting poultry farming information	-	3 (2.70)	6 (5.41)	12 (10.81)	90 (81.08)
Do you know how to use Internet for poultry farming related information	45 (40.54)	6 (5.41)	8 (7.21)	30 (27.03)	22 (19.82)
Do you know how to utilize radio for poultry farming information	-	2 (1.8)	4 (3.6)	8 (7.21)	97 (87.39)
Do you know how to use television for getting poultry farming information	-	3 (2.70)	10 (9.0)	45 (40.54)	53 (47.75)
Do you know how to use a mobile phone for accessing poultry farming information	6 (5.41)	8 (7.21)	4 (3.6)	48 (43.24)	45 (40.54)

Note: Number given in brackets represent Percentages.

Table 3 shows that 90 (81.08%) of the respondent are much aware of the use of newspapers, 45 (40.54%) of the respondent are not aware of the use of the Internet, 97 (87.39%) of the respondent are much aware of the use of radio, 53 (47.75%) of the respondent are very much aware in used of television and 48 (43.24%) of the respondent are aware with used of mobile for accessing information. It is evident that poultry farmers are aware of the use of newspapers and radio, but are less aware of the use of the Internet for information access.

### 5.4. Satisfaction level in the use of mass media

**Table 4: Satisfaction level in the use of mass media**

Mass media	Level of satisfaction				
	Excellent	Good	Average	Poor	Very Poor
Newspaper/Magazine	105 (94.59)	3 (2.70)	3 (2.70)	-	-
Internet	15 (13.51)	54 (48.65)	3 (2.70)	24 (21.62)	15 (13.51)
Radio	96 (86.49)	12 (10.81)	3 (2.70)	-	-
Mobile Phone	45 (40.54)	48 (43.24)	3 (2.70)	12 (10.81)	3 (2.70)

Note: Number given in brackets represent Percentages.

Table 4 demonstrates the poultry farmers' satisfaction level with the use of different mass media, 105 (94.59%) of the respondent used newspapers/magazines excellent, 54 (48.65%) of the farmers were good with the use of the Internet, 96 (86.49%) of the respondent says they were excellent in used of radio and 48 (43.24%) of the respondent says they were good in the use of the mobile phone. The data shows that the majority of respondents are satisfied with the information they obtained from newspapers/magazines and radio.

### 5.5 Most effective farmer-related program used

**Table 5: Most effective farmer-related program used**

<b>Program</b>	<b>Number</b>	<b>Percentage</b>
Doordarshan Kendra	21	18.92
Radio	-	-
T.V. Shows	30	27.03
YouTube	60	54.05

It is evident from table 5 that there was different program organized by different local cable TV and by private own channel which was shown on Cable Tv, broadcasted on Radio, and through the use of YouTube. The result shows that 60 (54.05%) of the respondent find the used of YouTube effective. Among the various programs hosted by cable television, the government, and the private sector, YouTube has been shown to be the most effective among farmers, followed by farming-related programs broadcast on cable television.

### 5.6. Most effective type of mass media usage

**Table 6: Most effective type of mass media usage**

<b>Type of mass media</b>	<b>Number</b>	<b>Percentage</b>
Print Media	66	59.46
Electronic Media	45	40.54

Table 6 shows that 66 (59.46%) of the farmers preferred print media and 45 (40.54%) of the respondent preferred electronic media. It is clear from the analysis that majority of respondents preferred print media over non-print media.

### 5.7. Problem in use of mass media

**Table 7: Problem in use of mass media**

<b>Problems</b>	<b>Number</b>	<b>Percentage</b>
Language Barrier	87	78.38
Insufficient power Supply	30	27.03
Financial Problems	15	13.51
Dissatisfied with the information received	33	29.73
Misalignments of time with the show broadcast on television	27	24.32
Internet signal is poor	75	67.57

Table 7 indicate the problem faced by farmers when accessing information from mass media 87 (78.38%) of the respondent have a language barrier and 75 (67.57%) of the respondent have a poor internet signal, 33 (29.73%) of the respondent were dissatisfied with the information received, 30 (27.03) of the farmers mention about the insufficient power supply, 27 (24.32) says that the missed the shows broadcast on television and 15 (13.51%) of the respondent have a financial problem. The most significant barrier to information access is language barriers, which are followed by poor internet connectivity.

## 6 Further scope of the study

The data gathered among poultry farmers in their usage of mass media for information access demonstrates the effectiveness of society's use of mass media. The following areas can be investigated further to determine the effectiveness of mass media.

- Mass media usage is rising and well-known in today's society. Research can be conducted among piggery farmers or farmers who engage in farming.
- With the increased usage of various social media platforms for business by entrepreneurs, a study of their use of mass media is needed to determine the beneficial function it plays.

## 7. Conclusion

In a society in which many people rely on the media as their primary source of information, the purpose of this study is to shed light on the magnitude of the influence that the media has on farmers. The findings indicate that many farmers used mass media for their farming purposes, which indicates that disseminating information to farmers about poultry farming and other types of farming will be a viable and accessible tool for farmers. The findings demonstrate that many farmers used mass media for their farming purposes. An authority figure and a librarian can both lend a hand in translating information into the individuals' native language and bringing it to them so that it can be accessed.

The findings of the study illustrate how effectively farmers utilized new media to communicate with others and acquire knowledge. This online forum has the potential to be used to educate farmers through the use of video demonstrations and the spread of relevant information. In this day and age, when information is literally at our fingertips, how we effectively use it depends on one's hand. A person with a low level of education and a language barrier can have and face problems while accessing information from various mass media platforms. In order to make the most effective use of it, one needs awareness and some guidance from an expert.

## References

1. Abubakar (2009). The Roles of Mass Media in Disseminating Agricultural Information to Farmers in Birnin Kebbi Local Government Area of Kebbi State: A Case Study of State Fadama II Development Project. *Journal of Agricultural Extension*, 13(2), 42-54.
2. Adikari, (2014). Usage of Mass Media by Farmers in Sri Lanka. *Developing Country Studies*,4(4),1-4.
3. Ariyo, O.C., Ariyo, M.O., Okelola, O.E., et.al. (2013). Assessment of the role of mass media in the dissemination of agricultural technologies among farmers in Kaduna North Local Government Area of Kaduna State, Nigeria. *Journal of Biology, Agriculture and Healthcare*, 3(6), 19-28.

4. Baran, Stanley J, (2015). *Introduction to mass communication: media literacy and culture*. Mac Grow Hill.
5. Department of Animal Husbandry and Veterinary Government of Mizoram (2017). Poultry farms. Retrieved March 15, 2023, from [Department of Animal Husbandry and Veterinary, Government of Mizoram, India](#)
6. Dutta & Ray (2015). Media in Mizoram. Retrieved March 14, 2023. <https://communicationtoday.net/2015/06/29/mediain-mizoram/>
7. Javaid (2017). Role of mass media in promoting agricultural information among farmers of district nankana. *Pakistan Journal of Agricultural Sciences*. 54(3), 711-715.
8. Khan, N.A., Qijie, G., Sertse, S.F., et.al. (2019). Farmers' use of mobile phone-based farm advisory services in Punjab, Pakistan. *Information Development*, 36(3), 390-402.
9. Kumar, A. (2021). Mass media and society: types, characteristics, functions. Getuplearn. Retrieved March 14, 2023. [Mass Media and Society: Types, Characteristics, Functions \(getuplearn.com\)](#)
10. Mansour, E. (2023). Information and communication technologies'(ICTs) use among farmers in Qena Governorate of Upper Egypt. *Library Hi Tech*, (ahead-of-print).
11. Maurya, S., Shukla, A. & Ngurtinkhuma R.K. (2018). Rural public library system in Mizoram, in *Dynamics of Rural Librarianship in 21<sup>st</sup> century*, edited by Singh, Ch Ibohah, (Kolkata: Levant Books.41-46)
12. Md, S.H., Sulaiman, M.Y., Hayrol, A., et.al. (2011). Receiving the agriculture information through mass media and interpersonal sources among the rural community. *American Journal of Agricultural and Biological Sciences*, 6(3), 451-461.
13. Ministry of Communication & Information Technology National Informatics Centre (2021), More Information-> Media in Mizoram. Retrieved March 15, 2023. <https://mizoram.nic.in/more/media.htm>
14. Panda, P., Tiwari, R., Handage, S., & Dutt, T. (2022). Information source utilization by livestock and poultry farmers of Uttar Pradesh. *Indian Journal of Extension Education*, 58(1), 172-175.
15. Singh, A., Sidhu, S., Hundal, J.S., et.al (2016). Information sources for Indian livestock farmers. *Journal of Livestock Science*, 7, 150-156.
16. Yadav, V., Yadav, S.R., Mishra, A., et.al (2020). Impact of Mass Media on Agriculture Practices in District Lucknow (UP), India. *Int. J. Curr. Microbiol. App. Sci.*, 9(4), 1313-1319.

