

## FACTORS INFLUENCING OF THE INFORMATION MANAGEMENT BEHAVIOUR (IMB) OF EXTENSIONIST

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### Abstract

An agricultural information system is a system in which agricultural information is generated, transformed, consolidated and feedback received in such a manner that these processes function synergistically to understand knowledge utilization by agricultural producers. Generation of knowledge of information is not an end in itself but rather an indispensable means whereby the elements of the scientific research system are interconnected through the communication process to enable to work as a system. The study was conducted in cuddalore district of Tamil Nadu. Sixty farmers involved in the generation, dissemination and utilisation of sugar cane technologies formed the sample for the study. Appropriate statistical tools were used to measure the variables. Out of ten independent variables, three variables viz., education, training received and achievement motivation were found to have positive and highly significant relationship with information management behaviour of extensionists at one per cent level of probability. Hence, in this chapter discussed about the Annual Income, Farm Size, socio economic status, infrastructure and cropping pattern.

**Key Words:** IMB, Sugarcane Growers and Extensionists.

### Introduction

An agricultural information system is a system in which agricultural information is generated, transformed, consolidated and feedback received in such a manner that these processes function synergistically to understand knowledge utilization by agricultural producers (Rolling, 1988). Generation of knowledge of information is not an end in itself but rather an indispensable means whereby the elements of the scientific research system are interconnected through the communication process to enable to work as a system. Kishore

(1986) identified three systems of agricultural development process viz., agricultural research system-responsible for generating and evolving new agricultural technology/innovation, the extension system – responsible for transfer of technology to their users and to bring back the problems to the research system (feedback) and the client system (farmers) - the ultimate users of new knowledge and technology. Since the strength of the system's chain is decided by its weakest link, information management becomes almost important in each system so that it can plan intelligently for the future. If the information is not managed properly, timely and systematically by the researchers and agricultural workers, it may become absolute and sometimes may not reach the intended audience at all and consequently reflects on poor information management behaviour of different personnel manning in different systems. The best way to view information management behaviour is to treat it as an aspect of human behaviour in general, which yields the highest information satisfaction. So, over the years there has been a change in the understanding of the use of information management behaviour.

Sugar from cane accounts for approximately 70.00 per cent of the world's sweetener and is an economically important cash crop in the tropical and subtropical regions of many countries. In India, sugar industry is the second largest industry. Sugarcane is cultivated in 4.4 million hectares in India and in Tamil Nadu, it occupies 0.33 million hectares. India produces 300 million tonnes of sugarcane and 18 million tonnes of sugar in 2001-02. Tamil Nadu produced 36 million tonnes of sugarcane and 1.64 million tonnes of sugar during 2001-02. The average cane yield in India is 68.2 tonnes per hectare in India and 111.4 tonnes per hectare in Tamil Nadu.

### **Materials and methods**

It was decided to select two sugar factories which are located closer to sugarcane research station and Annamalai University.

Accordingly, the extension personnel working at M.R.K. Co-operative sugar factory, Sethiathope and at EID Parry (India) Ltd., Nellikuppam were considered for the selection of extensionists. These two sugar factories are located at Cuddalore district. Thirty respondents in the cadre of cane officers with B.Sc (Agri.) qualification from M.R.K. Co-operative sugar factory, sethiathope and thirty cane officers from EID Parry (India) Ltd., Nellikuppam were selected. Thus, totally sixty extension workers were selected for the study.

## Findings and Discussion

Correlation coefficient (r), regression coefficient and step down analysis was worked out to study the relationship between independent variables with the information management behaviour of extensionists and the results are presented in Table 1.

**Table 2 . Correlation and multiple regression analysis of characteristics of extensionists with the information management behaviour**

Sl. No.	Variables	'r' value	Standard regression co-efficient	Standard error	't' value
X <sub>1</sub>	Age	0.297*	0.611	0.328	0.360 NS
X <sub>2</sub>	Education	0.371**	0.462	0.198	2.327*
X <sub>3</sub>	Professional experience	0.319*	0.476	0.223	0.128 NS
X <sub>4</sub>	Training received	0.481**	0.850	0.785	2.011 NS
X <sub>5</sub>	Possession of communication assets	0.306*	0.277	0.319	0.727 NS
X <sub>6</sub>	Subscription to print media	0.193 NS	-1.942	-0.872	-0.452 NS
X <sub>7</sub>	Job satisfaction	0.124 NS	3.427	1.429	0.526 NS
X <sub>8</sub>	Organisational climate	0.256*	0.627	0.511	2.997**
X <sub>9</sub>	Achievement motivation	0.391**	1.209	0.977	2.952**
X <sub>10</sub>	Job commitment	0.194 NS	0.989	0.772	0.812NS

\* - Significant at 5% level

\*\* - Significant at 1% level

NS - Non-significant

a = 6.986

R<sup>2</sup> = 0.672

F = 8.928

It could be observed from the table, that out of ten independent variables, three variables viz., education (X<sub>2</sub>), training received (X<sub>4</sub>) and achievement motivation (X<sub>9</sub>) was found to have positive and highly significant relationship with information management behaviour at one per cent level of probability. Age (X<sub>1</sub>), professional experience (X<sub>3</sub>), possession of communication assets (X<sub>5</sub>) and organisational climate (X<sub>8</sub>) was found to have positive and significant relationship with information management behaviour at five per cent level of probability. The correlation values of the remaining characteristics were found to be non-significant. The significant variables alone were considered for discussion.

It could be interpreted from the correlation analysis that age, education, professional experience, training received, possession of communication assets, organisational climate, achievement motivation would result in effective information management behaviour of extensionists.

There was positive and significant relationship of education of extensionists with their information management behaviour. Education is the process by which an individual increase his knowledge as well as information management behaviour. The higher information needs

of farmers had possibly led to better information management behaviour on the already acquired information. This finding is in agreement with the findings of Sambu Reddy (1997).

Professional experience showed a positive and significant relationship with information management behaviour of extensionists. It is quite understandable that professional experience is an important factor for information management behaviour. Extensionists with more professional experience are mostly middle aged. More professional

experience otherwise means middle and old aged extensionists, would possess rich experience in their job and thus professional experience of extensionists would have resulted in the positive and significant relationship with their information management behaviour. This finding is in conformity with the findings of Shavitha (2002).

Training received had positive and significant relationship with information management behaviour of extensionists. Training improves the knowledge and capabilities in the required direction. The respondents who have received more number of trainings might have been exposed to the recent advances in sugarcane cultivation, thereby leading them towards better information management behaviour. This finding is in conformity with the findings of Sampath (1994).

The positive and significant relationship between possession of communication assets and information management behaviour may be explained as follows. Possession of more communication assets would have naturally motivated the extensionists to use them. This findings derives support from the findings of Kalidasan (2000).

Organisational climate showed a positive and significant relationship with information management behaviour. It is quite understandable that organization climate is an important factor for better information management behaviour. Besides, proper organisational set up, team work, coupled with congenial organisational climate would have resulted with efficient and better information management. This finding is in line with the findings of Sambu Reddy (1997).

Achievement motivation had showed a highly significant and positive relationship with information management behaviour. Achievement motivation as the name indicates is the tendency of the individual to struggle hard for realizing the goal. To achieve the goal, an individual had to process the acquired information for systematic dissemination. This finding is in accordance with the findings of Sampath (1994).

### Multiple regression co-efficient

The data in table indicates that the  $R^2$  value was 0.672 which revealed that 67.20 per cent of variation in the information management behaviour was explained by 10 independent variables in the study.

Since the 'F' value was significant at one per cent level of probability, the prediction equation was fitted for information management behaviour of the extensionists as given below.

$$Y_1 = 6.986 + 0.611 + 0.462 + 0.476 + 0.850 + 0.277 - 1.942 \\ + 3.427 + 0.627 + 1.209 + 0.989$$

It could be seen from above equation that regression coefficient of two variables namely organisational climate ( $X_8$ ) and achievement motivation ( $X_9$ ) was found to be positive and had significantly contributed to the information management behaviour of extensionists at one per cent level of probability. The variables education ( $X_2$ ) and training received ( $X_4$ ) was also found be positive and had significantly contributed to the information management behaviour of extensionists at five per cent level of probability.

The strength of contribution of these variables can be explained as *ceteris paribus* i.e one unit increase in organisational climate ( $X_8$ ) and achievement motivation ( $X_9$ ) would bring about 2.997 and 2.952 units increase in information management behaviour respectively and one unit increase in education ( $X_2$ ) and training received ( $X_4$ ) would bring about 2.327 and 2.011 units increase in information management behaviour.

### Step down regression analysis

Though the multiple regression analysis revealed that joint influence of all the independent variables on information management behaviour, it was considered better to have a simple model in which there is lesser number of predictors in explaining the relationship. Hence, to obtain the best set of predictors of information management behaviour, step down regression analysis was done.

The results on the step down regression analysis on the information management behaviour of extensionists with the selected independent variables are presented in Table 2.

**Table 2. Step down regression analysis of selected independent variables with information management behaviour of extensionists**

Sl. No.	Variables included	Correlation coefficient	R <sup>2</sup>	'F' value
1	Education (X <sub>2</sub> )	0.589	0.481	41.22**
2	Education (X <sub>2</sub> ) Training received (X <sub>4</sub> )	0.719	0.498	39.88**
3	Education (X <sub>2</sub> ) Training received (X <sub>4</sub> ) Job satisfaction (X <sub>7</sub> )	0.745	0.532	37.53**
4	Education (X <sub>2</sub> ) Training received (X <sub>4</sub> ) Job satisfaction (X <sub>7</sub> ) Achievement motivation (X <sub>9</sub> )	0.786	0.595	32.71**

It could be observed from the Table 45 that in the first step education (X<sub>2</sub>) alone explained 48.10 per cent of the variation in the information management behaviour followed by 49.80 per cent of variation explained by education (X<sub>2</sub>) and training received (X<sub>4</sub>). Another 53.20 per cent of the variation was increased when education (X<sub>2</sub>), training received (X<sub>4</sub>) and job satisfaction (X<sub>7</sub>) were included along with education and training received. In the final step, four variables included explained 59.50 per cent of the variation in the information management behaviour. These four variables were education (X<sub>2</sub>), training received (X<sub>4</sub>), job satisfaction (X<sub>7</sub>) and achievement motivation (X<sub>9</sub>). The 'F' value in all the steps were found to be statistically significant at one per level of probability.

### Summary and Conclusion

Out of ten independent variables, three variables viz., education, training received and achievement motivation were found to have positive and highly significant relationship with information management behaviour of extensionists at one per cent level of probability. Age, professional experience, possession of communication assets and organizational climate were found to have positive and significant relationship with information management behaviour at five per cent level of probability.

Regarding regression co-efficient, two variables viz., organizational climate and achievement motivation were found to be positive and had significantly contributed to the information management behaviour of extensionists at one per cent level of probability. The variables viz., education and training received were also found to be positive and had significantly contributed to the information management behaviour of the extensionists at five per cent level of probability.

The step down regression analysis in the final step revealed that four variables included explained 59.50 per cent of variation in the IMB. The four variables were education, training received, job satisfaction and achievement motivation. The 'F' value in all the steps were found to be statistically significant at one per cent level of probability.

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