

Online and Digital Learning Behaviour of Farmers in Andhra Pradesh

K Sravya, V Jyothi, B Vijayabhinandana and D Ramesh

Department of Agricultural Extension, Agricultural College, Bapatla, A. P.

ABSTRACT

Online and digital learning is the process of acquiring new understanding, knowledge, behaviour and skills by the use of internet enabled electronic devices. Learning behaviour included learning activities that enable respondents to access online and digital content and interact with others productively in the community. The study was conducted in Andhra Pradesh during 2021-22 using exploratory research design. The respondents for the study included 50 farmers. The farmers who were using online and digital learning tools for problem solving in agriculture were selected using simple random sampling procedure. Farmers possessing smart phones and using them for at least a period of one year were sampled for the study. Data was collected using online questionnaire coupled with telephonic interview. Data was analyzed using descriptive statistics. The Online and digital learning behaviour of farmers was studied in terms of learning behaviour, frequency of using and time spent in browsing internet for problem solving in agriculture. Nearly two third of the respondents had medium learning behaviour (64.00%), followed by low (20.00%) and high (16.00%) learning behaviour. Only ten per cent of the respondents used internet daily, followed by alternate days (16.00%), weekly (70.00%) and fortnightly (4.00%) for agricultural purpose. While majority of them used internet daily (90.00%), followed by alternate days (3.00%) and weekly (4.00%) for entertainment and other purposes. Nearly half of the respondents spent their time on internet for 1-2 hours (48.00%), followed by half an hour (42.00%).

Keywords : *Digital learning, ICTs, Learning behaviour, Online.*