



## **Relationship between Personal, Psychological and Communication Characteristics of Researchers and their Perceived Feed Back effectiveness of Extensionists**

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### **ABSTRACT**

Forty per cent of the researchers perceived that the feedback effectiveness of extensionists was medium. Correlation Coefficient analysis revealed that out of 11 variables only six viz., empathy, job commitment, role awareness, communicative initiative, communicative responsiveness and interaction of researchers with extensionists were found to have significant positive relationship with their perceived feedback effectiveness. Multiple regression analysis revealed that all eleven independent variables selected explained 52.00 per cent variation in dependent variable.

**Key words :** Characteristics of Researchers, Effectiveness of Extensionists.

Communication is an instrument and product of development and technological advancement, a source as much as education, hence the question of access and participation, control and coordination assumes tremendous significance. Communication can play an important supportive role in the nation building process as well as in the process of development. Its significance can be critical if handled with imagination and dynamism. It is a powerful tool, but its results depend on the end toward which it is employed and the efficiency with which it is used.

Agricultural progress in any country depends upon spread of reliable, pragmatic and accurate information related to the recommended improved practices to the tillers of the soil. Communication is effective when the stimulus as it was initiated and intended by the sender corresponds by the receiver. Holli and Calabrese (1991), Reddy and Appannaiah (1999) and Joseph and Vohra (2002) emphasized the importance of feedback to make the communication effective. Feedback information provides the communicator an opportunity to take corrective steps in communication work, helps in identifying subsequent activities and act as a pathfinder for need based research. Hence a need was felt to find out the relation and contribution of researchers profile characteristics on their perceived feedback effectiveness of extensionists.

### **MATERIAL AND METHODOLOGY**

An ex post-facto research design was adopted for the study. Out of 7 Agro climatic zones, Krishna-Godavari zone of Andhra Pradesh was selected purposively as the number of research stations and researchers working are huge and the diversity is high as this zone is covering seven districts. Out of 73 researchers working in Agricultural research stations of this zone, 50 were selected by using simple random sampling method. To find out the relation, correlation coefficient analysis and to predict the variation, regression analysis were carried out. The data was collected by administering questionnaires to researchers. To measure the perceived feedback effectiveness, structured schedule was developed for the study.

### **RESULTS AND DISCUSSION**

#### **1. Feedback effectiveness extensionists as perceived by researches.**

The results pertaining to feedback effectiveness of extensionists as perceived by researchers was presented in table 1. It could be observed that 40 per cent of researchers perceived that feed back effectiveness of extensionists was medium. Whereas nearly one third (32.00 %) of researchers felt that feedback effectiveness of extensionists was high followed by 28.00 per cent with low perceived feedback effectiveness of

Table 1. Distribution of researchers according to their perceived communication effectiveness of extensionists

n = 50		
Categorization of variable	Frequency	Percentage
Low	14	28.00
Medium	20	40.00
High	16	32.00

Mean : 19.12      SD: 3.06

Table 2. Relationship between personal, Psychological and communication characteristics of researchers and their perceived feed back effectiveness of extensionists

		n = 50
Sl.No.	Characteristics	Correlation coefficient (r)
<b>Personal characteristics</b>		
1.	Age	0.0813 <sup>NS</sup>
2.	Education	-0.0573 <sup>NS</sup>
3.	Experience	0.1236 <sup>NS</sup>
4.	Training	-0.1289 <sup>NS</sup>
<b>Psychological characteristics</b>		
5.	Client accountability	0.0388 <sup>NS</sup>
6.	Empathy	0.3905**
7.	Job Commitment	0.3806**
8.	Role awareness	0.4778 **
<b>Communication characteristics</b>		
9.	Communicative initiative	0.5302**
10.	Communicative responsiveness	0.4087**
11.	Researcher-extensionists interaction	0.4026**

<sup>NS</sup> - Non significant

\*\* Significant at 1 percent level

extensionists. The reasons for low perceived feedback effectiveness may be the extensionists were unable to provide specific feedback and sometimes the researchers were not giving much emphasis to receive feedback from their clients.

As feedback is the most important and crucial factor for developing need based location specific technologies, it is required to encourage feedback from extensionists by researchers. Also it is needed that researchers have to give much emphasis on feedback received.

## 2. Relationship between personal, psychological and communication characteristics of

## researchers and their perceived feedback effectiveness of extensionists

To find out the relationship between independent and dependent variables correlation coefficients were calculated and presented in Table 2.

It was evident from the table that out of eleven selected personal, psychological and communication characteristics of researchers only six variables viz., empathy, job commitment, role awareness, communicative initiative, communicative responsiveness and interaction of researchers with extensionists were found to have significant positive relationship at 1 per cent level with their perceived feedback effectiveness of extensionists.

Table 3. Contribution of personal, psychological and communication characteristics of researchers on their perceived feedback effectiveness of extensionists

n = 50

SI.No. Characteristics	Regression coefficients (b)	SE. of regression coefficients	t-value
<b>Personal characteristics</b>			
1. Age	-0.0674	0.1387	0.5005 <sup>NS</sup>
2. Education	-0.9281	0.7006	1.3246 <sup>NS</sup>
3. Experience	0.0553	0.1257	0.4405 <sup>NS</sup>
4. Training	-0.5870	0.3760	1.5611 <sup>NS</sup>
<b>Psychological characteristics</b>			
5. Client accountability	0.1714	0.2067	0.8291 <sup>NS</sup>
6. Empathy	0.5364	0.3106	1.7612 <sup>NS</sup>
7. Job Commitment	0.0852	0.0909	1.0263 <sup>NS</sup>
8. Role awareness	0.1067	0.0701	1.4761 <sup>NS</sup>
<b>Communication characteristics</b>			
9. Communicative initiative	0.3193	0.3040	1.2124 <sup>NS</sup>
10. Communicative responsiveness	0.1938	0.1797	1.0350 <sup>NS</sup>
11. Researcher-extensionists interaction	0.0962	0.1430	0.8396 <sup>NS</sup>

<sup>NS</sup> Non-significant

$R^2 = 0.5168$

\*\* Significant at 1percent value

$F = 3.695^{**}$

Table 4. Personal psychological and communication characteristics of researchers and their perceived feedback effectiveness of extensionists step down regression analysis

n = 50

Step No.	Variable dropped	R <sup>2</sup>	F-value	Partial b	t-value
1.	Job Comonitment ( $X_7$ )	0.5168	3.6957	-	-
2.	Experience ( $X_3$ )	0.5144	4.1313	0.0553	0.4405
3.	Age( $X_1$ )	0.5136	4.6933	-0.0125	0.2502
4.	Researcher Extensionists interaction( $X_{11}$ )	0.5055	5.2395	0.1006	0.0159
5.	Client accountability( $X_5$ )	0.4914	5.7987	0.2109	1.0795
6.	Education( $X_2$ )	0.4807	6.6350	-0.5461	0.9413
7.	Communicative Responsiveness( $X_{10}$ )	0.4659	7.6785	0.1867	1.1059

Table 5. Feedback effectiveness of extensionists as perceived by researchers and their remained personal, psychological and communication characteristics at the last step of step down regression analysis

n = 50

Last Step	Variables remained	Partial b	SE of b	t value
8.	X <sub>4</sub> Training	-0.5304	0.3221	1.6465 <sup>NS</sup>
	X <sub>6</sub> Empathy	0.7731	0.2790	2.7701 <sup>**</sup>
	X <sub>8</sub> Role awareness	0.1091	0.0551	1.9792 <sup>*</sup>
	X <sub>9</sub> Communicative initiative	0.5470	0.2528	2.163 <sup>*</sup>
R <sup>2</sup> = 0.4423		F = 8.9227 <sup>**</sup>		

<sup>NS</sup> Non Significant

\* Significant at 5 per cent level; \*\* Significant at 1 per cent level

Other remaining variables viz., age, education, experience, training and client accountability were non-significant having no relationship with perceived feedback effectiveness.

Hence, it can be inferred that for variables namely empathy, job commitment, role awareness, communicative initiative, communicative responsiveness and researcher-extensionist interaction, null hypothesis was rejected accepting the empirical hypothesis and for remaining variables null hypothesis was accepted rejecting the empirical hypothesis.

It could be noticed that researcher's empathy, job commitment, role awareness, communicative initiative, communicative responsiveness and researcher-extensionist interaction had positive significant relationship with their perceived feedback effectiveness of extensionists. Empathy is the factor which might have helped researchers to facilitate extensionists to provide their feedback at right time. Job commitment had positive relation as it made the researchers to realize that they need to understand the needs of farmers through extensionists to perform their job satisfactorily.

Regarding the role awareness of researchers their job roles might have made them to encourage feedback from extensionists so that they can get timely, reliable and specific feedback regarding latest technology, Communicative initiative and communicative responsiveness of researchers also provoke extensionists to provide timely, accurate and specific feedback to researchers. More the interaction between the researcher-extensionist more will be the possibility to clarify the doubts of extensionists, to understand the specific needs, interests and problems of farmers. Hence efforts

should be made to improve the interaction between researchers and extensionists.

### 3. Contribution of personal, psychological and communication characteristics of researchers on their perceived feedback effectiveness of extensionists

Multiple regression analysis of selected eleven variables with perceived feedback effectiveness was presented in table 3.

Multiple regression analysis revealed the relative importance of selected variables on perceived feedback effectiveness. From the table it was clear that all eleven variables selected together contributed for 51.68 per cent variation in the perceived feedback effectiveness. Out of eleven variables none of them were found to be significant. However, the F-value for the R<sup>2</sup> value of the independent variables was 3.695 indicating highly significant at 0.01 level of probability. In other words the selected variables altogether significantly predicting the variation in the perceived feedback effectiveness.

### 4. Personal, psychological and communication characteristics of researchers and their perceived feedback effectiveness of extensionists - Step down regression analysis

It was evident from the multiple regression analysis, the R<sup>2</sup> value (0.52) which explained the variation of all eleven independent variables on researchers perceived feedback effectiveness of extensionists was significant at 0.01 per cent level of probability (F = 3.69).

Further to identify the variables contributing for maximum variation in dependent variable by delineating them from the rest of the variables which

had negligible contribution, step down regression analysis was carried. The details of this aspect was presented in Table 4. It includes the sequence of factors dropped at each step, coefficient of multiple determination ( $R^2$ ), F value, partial regression coefficients and 't' values.

It could be noticed from the last step (Table 5) the computed  $R^2$  value (44.23 %) was statistically significant at 0.01 level which explained 44.23 per cent of variation in perceived feedback effectiveness by four independent variables viz., training ( $X_4$ ), empathy ( $X_6$ ), role awareness ( $X_8$ ) and communicative initiative ( $X_9$ ). Hence these four factors are very crucial which need to be considered

for enhanced extensionist's feedback effectiveness as perceived by researchers.

#### LITERATURE CITED

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