



## **A Study on Knowledge and Adoption Levels of Opinion Leaders and Their Followers**

**Key words :** Adoption Levels, Knowledge, Opinion Leaders.

Recent developments in agriculture have increased the demand of extension, services. Government with limited personnel has to resort to trickle down strategy to disseminate agricultural information through farm opinion leaders to all the rural community. Reaching every individual farm family through the professional extension worker is an up hill task as the ratio between extension workers and the farm families is much in India. This warrants a need for the extension workers to work through the opinion leaders who can guide the community towards the established goals and this strategy will be more effective as opinion leader adds his opinion to the message.

The study was conducted in the purposively selected Bapatla Mandal of Guntur district in Andhra Pradesh. Out of 20 villages in Bapatla Mandal, two villages namely Murukondapadu, and Bharipudi were selected on progressiveness criteria as progressive and non progressive villages respectively. six opinion leaders and 48 followers from each village were selected based on socio metrics scores. Selected opinion leaders and followers were interviewed to know their knowledge and adoption levels regarding recommended cultivation practices of paddy.

Table 1 shows distribution of opinion leaders and followers in non progressive and progressive villages according to their knowledge level regarding recommended cultivation practices of paddy. (n=108)

Data in the table 1 reveals that in non progressive village incase of opinion leaders 50 per cent were in medium category and 50 per cent were in high category according to their knowledge level regarding recommended cultivation practices of paddy. In case of follower, 85.41 per cent were in medium category and regarding 14.59 per cent were in low category according to their knowledge level regarding recommended cultivation practices of paddy. In total in non progressive village, 81.48 per cent were in medium, 12.96 per cent were in low and 5.56 per cent were in high categories according to their knowledge level regarding recommended cultivation practices of paddy.

In progressive village, cent percent of opinion leaders were in high category according to their knowledge level regarding recommended cultivation practices of paddy. In case of followers, 77.08 per cent were in medium, 14.59 per cent were in high and remaining 8.33 per cent were in low categories and according to their knowledge level regarding recommended cultivation practices of paddy. In total in progressive village 68.52 per cent were in medium category, followed by 24.08 per cent in high and 7.40 per cent were in low categories and categories according to their knowledge level regarding recommended cultivation practices of paddy.

For this finding the reason might be progressiveness of the progressive village i.e., having more educational, irrigation, transport, communication, electricity and medical facilities. This finding was in conformity with the findings of the study conducted by Angadi et al. (1992) and Saikrishna (1998) who reported that most of the farmers had medium knowledge level about the cultivation practices of crops studied.

Table 2 shows distribution of opinion leaders and followers in non progressive and progressive villages according to their adoption level regarding recommended cultivation practices of paddy. (n=108)

Data in the Table 2 reveals the adoption level of opinion leaders and followers in non progressive and progressive villages.

In non progressive village, in case of opinion leaders 83.33 per cent were in medium category and 16.67 per cent were in high category according to their adoption level regarding recommended cultivation practices of paddy. In case of followers, 70.83 per cent were in medium categories and 29.17 per cent were in low category according to their adoption level regarding recommended cultivation practices of paddy. In total, in non progressive villages, 72.22 per cent were in medium, 25.92 per cent were in low and 1.86 per cent were in high categories according to their adoption level regarding recommended cultivation practices of paddy.

Table 1. Distribution of opinion leaders and followers in non progressive and progressive villages according to their knowledge level regarding recommended cultivation practices of paddy.

(n= 108)

Category	Non-progressive village			Progressive village		
	Opinion leaders	Followers	Total	Opinion leaders	Followers	Total
Low (< Mean-SD)	- (0.00)	7 (14.59)	7 (12.96)	- (0.00)	4 (8.33)	4 (7.40)
Medium (Mean-SD to Mean + SD)	3 (50.00)	41 (85.41)	44 (81.48)	- (0.00)	37 (77.08)	37 (68.52)
High (>Mean + SD)	3 (50.00)	0 (0.00)	3 (5.56)	6 (100.00)	7 (14.59)	13 (24.08)

Mean:19,184      SD: 4.469

Table 2. Distribution of opinion leaders and followers in non progressive and progressive villages according to their adoption levels regarding recommended cultivation practices of paddy.

(n= 108)

Category	Non-progressive village			Progressive village		
	Opinion leaders	Followers	Total	Opinion leaders	Followers	Total
Low (< Mean-SD)	- (0.00)	14 (29.17)	14 (25.92)	- (0.00)	9 (18.75)	9 (16.67)
Medium (Mean-SD to Mean + SD)	5 (83.33)	34 (70.83)	39 (72.22)	1 (16.67)	28 (58.33)	29 (53.70)
High (>Mean + SD)	1 (16.67)	- (0.00)	1 (1.86)	5 (83.33)	11 (22.92)	16 (29.63)

Mean:72.148      SD: 9.863

In progressive village, in case of opinion leaders, 83.33 per cent were in high category and 16.67 per cent were in medium category and according to their adoption level regarding recommended cultivation practices of paddy. In case of followers, 58.33 per cent were in medium category followed by 22.92 per cent were in high category and 18.75 per cent were in low categories and according to their adoption level regarding recommended cultivation practices of paddy. In total, in progressive village, 53.70 per cent were in medium category, 29.63 per cent were in high categories regarding 16.67 per cent were in low category according to their adoption level regarding recommended cultivation practices of paddy.

The finding was in conformity with results reported by Meti and Hanchinal (1994) and Saikrishna (1998) who stated that majority of the respondents had medium adoption level.

#### LITERATURE CITED

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