

A Scale to Measure the Attitude of Farmers Towards Farming

K Kiranmayi, B Vijayabhinandana, T Gopi Krishna and V Srinivasa Rao

Department of Agricultural Extension, Agricultural College, Bapatla 522 101, Guntur dist

ABSTRACT

A scale was developed to measure the attitude of farmers towards farming based on Likert's method of summated rating. A tentative list of seventy three (73) statements each expressing the attitude of farmers towards farming was collected and edited in the light of the informal criteria suggested by Thurstone and Chave, Likert and Edward. These statements were framed such that they expressed the positive or negative attitude. The respondents were asked to indicate their degree of agreement or disagreement with each statement on a three point continuum ranging from most relevant to not relevant. The score of each individual item on the scale was calculated by summing up the weights of the individual items. Based on the total scores obtained, the respondents were arranged in descending order. The top 25 per cent of the respondents with their total scores were considered as the high group and the bottom 25 per cent as the low group, so that these two groups provide criterion groups in terms of evaluating the individual statements as suggested by Edwards (1957). In order to find out the discriminating index for each item, 't' value was calculated using the formula and procedure given by Edwards. The scale so developed finally consists of twenty five (25) statements (thirteen positive and twelve negative).

Key words : Attitude, Farming, Reliability, Validity.