



## CREDIBILITY OF COMMUNICATION SOURCES AS PERCEIVED BY DAIRY ENTREPRENEURS\*

Dairy entrepreneurs, being commercial in nature always keep in contact with various extension agencies and information sources around them. Among these sources some are held in high regard even as holding a varying degree of credibility. Hence it is important that the credibility of various sources of information should be assessed for their effective utilisation. Hence the present study was undertaken to study the credibility of communication sources as perceived by dairy entrepreneurs.

The study was conducted among 60 dairy entrepreneurs of Ollukkara block of Thrissur district in Kerala. There are 32 milk

co-operative societies in Ollukkara block and out of these, ten milk co-operative societies were selected at random. Six dairy entrepreneurs were selected at random from each society and in total 60 dairy entrepreneurs constituted the sample. The data were collected with the help of a structured interview schedule.

Credibility was the extent to which a communication source was preferred as trustworthy and important by receivers of the message.

Credibility was assessed among 13 communication sources selected for the study by using standard paired comparison

**Table.** Credibility of communication sources

Sl. No.	Communication sources	Credibility scale value	Rank
1.	Professionally qualified persons in animal husbandry	2.1152	I
2.	Veterinary college	2.0952	II
3.	Veterinary hospital	2.0407	III
4.	Milk co-operative society	1.1548	IV
5.	Television	0.9704	V
6.	Newspaper	0.8108	VI
7.	Friends	0.8037	VII
8.	Periodicals	0.7013	VIII
9.	Other publications	0.6128	IX
10.	Neighbours	0.5784	X
11.	Radio	0.4812	XI
12.	Relatives	0.2664	XII
13.	Poster	0.0000	XIII

technique developed by Thurstone (1927). Maximum possible number of pairs with the communication sources selected was arrived at by using the formula suggested by Edwards (1957).

$$\text{Number of pairs} = \frac{n(n-1)}{2}$$

N = total number of communication sources selected for the study.

The respondents were asked to identify the source from each pair, which they judge as more credible than the other. Based on the judgement of respondents, the F, P and Z matrices were constructed as suggested by Edwards (1957) to arrive at the credibility scale value of each of the selected communication source. Scale value was taken as the basis for credibility ranking.

It could be seen from the table that professionally qualified persons in animal husbandry were perceived as the most credible source which was followed by institutional sources like Veterinary College, Veterinary Hospital and milk co-operative society. They were followed by television, newspaper, friends, periodicals, other publication, neighbours, radio, relatives and finally posters.

The first three most important and trustworthy sources mentioned were other professionally qualified persons in animal husbandry, Veterinary College and Veterinary Hospital. This indicated that dairy entrepreneurs recognised importance of technically competent personnel. The results that technical experts are highly credible to farmers agreed with the findings of Chole and Rabudkar (1975), Kalamegam and Menon (1977), Vijayaraghavan and Subramaniam (1981). Other professionally qualified persons included retired veterinary personnel who rendered service to dairy farmers in the study area. Such persons were mostly those retired from the College of Veterinary and Animal Sciences, located in the study area. At the same time, some other important media sources such as radio, poster and other publications were observed to be comparatively less credible probably because they were impersonal media.

## Summary

Dairy entrepreneurs perceived technical experts as the most credible sources of information available to them. It was followed by institutional sources like Veterinary College and Veterinary Hospital. Nevertheless, credibility of communication sources such as radio, poster and other publications should be enhanced by giving right information at the right time.

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