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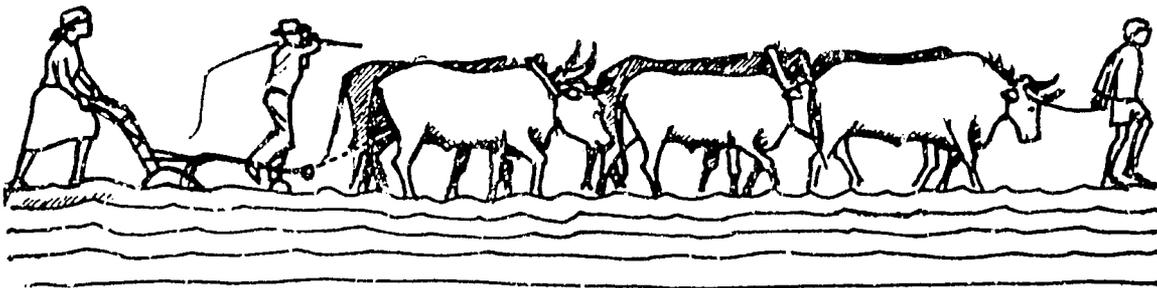
AGRICULTURAL TECHNOLOGY IMPROVEMENT PROJECT (ATIP)

AN ANALYSES OF JOB ATTITUDES
OF AGRICULTURAL DEMONSTRATORS IN
BOTSWANA

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BY

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EXECUTIVE SUMMARY

This paper describes a study which sought to determine the attitudes of Agricultural Demonstrators toward their jobs. The investigators were interested in what the attitudes of the demonstrators were, the distribution of attitude scores by selected personal and situational characteristics, and if there were a relationship between attitude scores, sex, age and years of employment. This was part of a larger investigation designed to measure the effectiveness of a long-term in-service training programme for Agricultural Demonstrators.

Historically, Agricultural Demonstrators have occupied the lowest rung on the organizational ladder of the Ministry of Agriculture in Botswana, and salaries and conditions have reflected this low status. It was assumed, that working under these conditions, morale would be low and this would result in the Demonstrators holding negative attitudes toward their job.

Questionnaires, which elicited background information and included an attitude scale based on the Semantic Differential Scale, were completed by 135 Agricultural Demonstrators at the first session of the new long-term in-service training programme in July, 1987.

The results showed that the overall mean attitude score was 4.45 on a seven point scale, indicating that Agricultural Demonstrators viewed their jobs in only a slightly positive manner. Males' attitudes toward their jobs were slightly more positive than those of females, and older Agricultural Demonstrators had higher attitude scores than those who were younger. In terms of "years of professional service," Agricultural Demonstrators with from four to seven years of service, had the lowest attitude scores. In general, Agricultural Demonstrators viewed their jobs as relatively exciting, modern, friendly, and strong, but somewhat dissatisfying.

In terms of job satisfaction, females were less satisfied with their jobs than males; Agricultural Demonstrators aged 30 to 39, and those over 45 viewed their jobs as being less satisfying than did the other age groups. Agricultural Demonstrators employed for four to eleven years were more dissatisfied with their jobs than other "years of service" groups. Over 50 percent of the Agricultural Demonstrators were in this group. A correlation analysis of the relationship between job attitudes and sex, age, years in professional agriculture, and years in present position resulted in only one weak correlation. There was a slight positive correlation between job attitude and age, indicating that job attitude tends to improve with age. There was little correlation between job attitude and the other three variables.

Based on these results it is obvious that there is room for improvement in the Demonstrator's attitudes toward their jobs. If the long-term in-service training programme is handled well, Agricultural Demonstrators should show a marked change in job attitudes at the end of the three year period. The results obtained from this current study will serve as a comparison to the end of training attitude assessment.

ACKNOWLEDGEMENTS

This paper has been reviewed by staff of the Department of Agricultural Field Services. However, any interpretations or conclusions presented here, do not necessarily reflect the views of the Department of Agricultural Field Services, Department of Agricultural Research, USAID, or MIAC.

AN ANALYSIS OF JOB ATTITUDES OF AGRICULTURAL DEMONSTRATORS IN BOTSWANA

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1. INTRODUCTION

A long-term in-service training programme for Agricultural Demonstrators was instituted in July of 1987 as a part of the Department of Agricultural Field Services' effort to improve extension worker performance and efficiency. The training programme was a result of a directive by the Director of Agricultural Field Services to the Senior Agricultural Officer for Training and departmental Division Heads to develop and put into operation a comprehensive, centrally coordinated long-term training programme for the field staff. A National Training Committee, composed of the Senior Agricultural Officer for Training, Division Heads, and Field Staff, was appointed in December of 1985.

The National Training Committee conducted a study (published in June, 1986) which assessed the competencies of Agricultural Demonstrators in 13 subject matter areas. From this study and statements of Ministry priorities by the Director of Agricultural Field Services, a three year long-term in-service training programme for Agricultural Demonstrators was drawn up by the National Training Committee. The training schedule lists specific topics for presentation to Agricultural Demonstrators each month, and covers a three year period. In order to provide for this monthly training, Ministry and other experts selected by the National Training Committee, present lessons every three months to regional and district level staff. Those regional and district officers receiving the training, then make presentations to the Agricultural Demonstrators on designated dates. One to three topics are covered each month. Agricultural Demonstrator training sessions are held in conjunction with the regular district monthly administrative staff meetings.

In the original plan for the long-term training programme, a review of the project was to have been made at the end of the first year. The review was not conducted, but the training programme has continued.

Near the end of the three year programme an evaluation will be made to determine whether or not the training has been effective. An assessment will be made of the competencies of Agricultural Demonstrators, and before and after levels will be compared. Also, pre-training and post-training attitudes of Agricultural Demonstrators toward their jobs will be compared. This study will supply the necessary base data against which the post-training attitude data can be compared.

The purpose of this study was to determine attitudes held toward their job by Agricultural Demonstrators in Botswana. It is part one of a larger study designed to measure the effectiveness of a long-term in-service training programme for Agricultural Demonstrators. Part two deals with changes in Agricultural Demonstrators' levels of competency in 13 selected subject matter areas.

Agricultural Demonstrators occupy the lowest rung on the organizational ladder of the Ministry of Agriculture in Botswana. Historically, salaries have been low; living conditions, poor; transport, meager or totally lacking; opportunities for advancement, few; educational level, minimal; opportunities for training, few; turnover, unusually high; and feedback from supervisors, minimal.

It was assumed, that working under these conditions, morale would be low and this would result in Agricultural Demonstrators' holding negative attitudes toward their job.

It is well documented, by research, that positive attitudes toward one's job results in greater personal commitment and greater work output.

The primary purpose of this study, then, was to assess the attitudes of Agricultural Demonstrators toward their jobs at the beginning of the long-term training programme. The pre-training attitudes will be compared with attitudes held at the end of the training programme and changes noted.

1.1 OBJECTIVES

The specific objectives of the study were to:

1. Determine the attitudes of Agricultural Demonstrators toward their jobs.
2. Determine the distribution of attitude scores of Agricultural Demonstrators by selected personal and situational characteristics.
3. Determine the relationships between Agricultural Demonstrators' attitude scores and sex, age, and years of employment.

1.2 METHODOLOGY

This study utilized a descriptive design, and the data were collected through self-administered questionnaires.

The population for this study consisted of Agricultural Demonstrators in Botswana who were employed at the beginning of the long-term training programme.

The data collection instrument developed for use in this study consisted of two sections (See Appendix !). The first section elicited background information about the participants, and the second was an adaptation of the "Semantic Differential Scale", which is used widely to determine attitudes toward a variety of objects, places, and people. It consisted of 10 sets of words, each with opposite meaning.

Respondents were instructed to examine each of the 10 sets of two words with opposite meaning, and circle a number from one to seven on a scale between the words. A score of one reflected identification with the word having negative connotations about their job, while a score of seven reflected having positive connotations about their job.

Questionnaires with appropriate cover letters were delivered to district offices and completed by Agricultural Demonstrators at the first monthly sessions in July, 1987. Completed questionnaires were collected by District Agricultural Officers and returned to Ministry Headquarters.

The data were analyzed using means, percentage distributions and the coefficient of correlation. They were processed on the Apple III microcomputer. The data are presented in tables.

2. RESULTS

2.2 PERSONAL AND SITUATIONAL CHARACTERISTICS OF RESPONDENTS

One hundred and thirty-five usable questionnaires were returned which represented 75.4 percent of the possible responses. Responses by District and Region are shown in Tables 2.1 and 2.2. Kweneng South and Tati Districts accounted for 20.8 percent of the responses, each with 10.4 percent of the total. The lowest percentage of total responses came from Bamalete/Tlokweg and Bobonong Districts, each with three percent. The largest response by Region came from the Southern Region (23.7 percent of total), while the smallest percent of the total responses came from the Western Region (5.2 percent).

TABLE 2.1: NUMBER AND PERCENT OF RESPONSES BY DISTRICT

| DISTRICT | NUMBER OF RESPONSES | PERCENT |
|--------------|---------------------|---------|
| Ngwaketse S. | 10 | 7.4 |
| Ngwaketse C. | 9 | 6.7 |
| Ngwaketse N. | 13 | 9.6 |
| Bamalete/T | 4 | 3.0 |
| Kweneng S. | 14 | 10.4 |
| Palapye | 7 | 5.2 |
| Serowe | 10 | 7.4 |
| Bobonong | 4 | 3.0 |
| Letlhakane | 8 | 5.9 |
| Tati | 14 | 10.4 |
| Tutume | 10 | 7.4 |
| Ngamiland E. | 6 | 4.4 |
| Ngamiland W. | 7 | 5.2 |
| Chobe | 12 | 8.9 |
| Tsabong | 7 | 5.2 |
| TOTAL | 135 | 100.1 |

TABLE 2.2: NUMBER AND PERCENT OF RESPONSES BY REGION

| REGION | NUMBER OF RESPONSES | PERCENT |
|-------------|---------------------|---------|
| Gaborone | 18 | 13.3 |
| Francistown | 24 | 17.8 |
| Maun | 25 | 18.5 |
| Central | 29 | 21.5 |
| Southern | 32 | 23.7 |
| Western | 7 | 5.2 |
| TOTAL | 135 | 100.0 |

As shown in Table 2.3, 77 percent of the respondents were male and 23 percent were female. The age range was from less than 20 years to over 45 years. Thirty two and six tenths percent were age 24 or younger and 40 percent were between the ages of 25 and 29.

Forty eight percent of the respondents had been employed in professional agriculture for three years or less. Eighty percent of the respondents had had seven years or less of professional agricultural experience. The data on years in present position, showed essentially the same pattern as years in professional agriculture.

TABLE 2.3: NUMBER AND PERCENT OF RESPONSES BY PERSONAL AND SITUATIONAL CHARACTERISTICS

| <u>CHARACTERISTIC</u> | <u>NUMBER OF RESPONSES</u> | <u>PERCENT</u> |
|----------------------------|----------------------------|----------------|
| <u>Sex</u> | | |
| Male | 104 | 77.0 |
| Female | 31 | 23.0 |
| Total | 135 | 100.0 |
| <u>Age</u> | | |
| Less than 20 | 1 | 0.7 |
| 20 to 24 | 43 | 31.9 |
| 25 to 29 | 54 | 40.0 |
| 30 to 34 | 17 | 12.6 |
| 35 to 39 | 4 | 3.0 |
| 40 to 44 | 10 | 7.4 |
| Over 45 | 6 | 4.4 |
| Total | 135 | 100.0 |
| <u>Years in Prof. Ag.</u> | | |
| Less than 1 yr. | 18 | 13.3 |
| 1 to 3 yrs. | 47 | 34.8 |
| 4 to 7 yrs. | 43 | 31.9 |
| 8 to 11 yrs. | 9 | 6.7 |
| 12 to 15 yrs. | 6 | 4.4 |
| 16 to 19 yrs. | 7 | 5.2 |
| Over 20 yrs. | 5 | 3.7 |
| Total | 135 | 100.0 |
| <u>Years in Pres. Pos.</u> | | |
| Less than 1 yr. | 17 | 12.6 |
| 1 to 3 yrs. | 49 | 36.3 |
| 4 to 7 yrs. | 47 | 34.8 |
| 8 to 11 yrs. | 10 | 7.4 |
| 12 to 15 yrs. | 5 | 3.7 |
| 16 to 19 yrs. | 4 | 3.0 |
| Over 20 yrs. | 3 | 2.2 |
| Total | 135 | 100.0 |

2.3 ANALYSIS OF THE DATA

The major objective of this study was to determine the attitudes of Agricultural Demonstrators toward their jobs. Respondents were asked to respond (on a scale of 1-7) to 10 sets of two descriptive words as each set related to his or her job. Examples were "dull-exciting", "weak-strong", "dissatisfying-satisfying", etc. A score of one was considered to be a strong negative attitude and a score of seven, a strong positive attitude.

Job Attitude Scores were tabulated from the data collection instrument. Table 2.4 shows Job Attitude Scores by sex, age, years in professional agriculture, years in present position, and overall attitude score.

TABLE 2.4: JOB ATTITUDES BY PERSONAL AND SITUATIONAL CHARACTERISTICS

| CHARACTERISTIC | NUMBER | ATTITUDE SCORE |
|-------------------------------|--------|----------------|
| <u>Sex</u> | | |
| Male | 104 | 4.5 |
| Female | 31 | 4.2 |
| <u>Age</u> | | |
| Less than 20 | 1 | 1.5 |
| 20 to 24 | 43 | 4.3 |
| 25 to 29 | 54 | 4.6 |
| 30 to 34 | 17 | 4.1 |
| 35 to 39 | 4 | 4.5 |
| 40 to 44 | 10 | 5.2 |
| Over 45 | 6 | 4.7 |
| <u>Years in Prof. Ag.</u> | | |
| Less than 1 yr. | 18 | 4.7 |
| 1 to 3 yrs. | 47 | 4.7 |
| 4 to 7 yrs. | 43 | 3.9 |
| 8 to 11 yrs. | 9 | 4.4 |
| 12 to 15 yrs. | 6 | 5.0 |
| 16 to 19 yrs. | 7 | 5.0 |
| Over 20 yrs. | 5 | 4.7 |
| <u>Years in Pres. Pos.</u> | | |
| Less than 1 yr. | 17 | 4.6 |
| 1 to 3 yrs. | 49 | 4.7 |
| 4 to 7 yrs. | 47 | 4.0 |
| 8 to 11 yrs. | 10 | 4.6 |
| 12 to 15 yrs. | 5 | 4.9 |
| 16 to 19 yrs. | 4 | 4.8 |
| Over 20 yrs. | 3 | 4.7 |
| <u>Overall Attitude Score</u> | | 4.45 |

The overall mean attitude score was 4.45 on the seven point scale, indicating that Agricultural Demonstrators viewed their jobs in a slightly positive manner. A score of 4.00 would have indicated neutrality, and one less than 4.00 would have indicated a negative attitude.

Males' attitudes toward their jobs were slightly more positive than those of females.

Respondents aged 40 to 44 had the highest attitude score (5.2), followed by those 45 years and older (4.7), those 25 to 29 years of age (4.6), and those aged 35 to 39 (4.5).

As shown in Table 2.4, respondents who had been employed for the longest period of time, tended to view their jobs more positively than those with the fewest years of service. However, those with from four to seven years of service had the lowest attitude score.

An examination of Table 2.5 reveals that respondents viewed their jobs as relatively exciting, modern, friendly, and strong, but somewhat dissatisfying.

The second objective of the study was to determine the distribution of attitude scores of Agricultural Demonstrators by selected personal and situational characteristics.

TABLE 2.5: JOB ATTITUDE SCORES BY ITEM

| ITEM | ATTITUDE SCORE |
|--------------------------|----------------|
| Dull-Exciting | 4.72 |
| Old Fashioned-Modern | 4.76 |
| Unhealthy-Healthy | 4.05 |
| Weak-Strong | 5.07 |
| Sad-Happy | 4.16 |
| Unpleasant-Pleasant | 4.13 |
| Unorganized-Organized | 4.16 |
| Unfriendly-Friendly | 4.99 |
| Dissatisfying-Satisfying | 3.96 |
| Bad-Good | 4.50 |
| Overall mean score | 4.45 |

Table 2.6 shows that females were less satisfied with their jobs than males, and those aged 30 to 39 and those over 45 viewed their jobs as less satisfying than did the other age groups. Only one respondent was in the "less than 20 age grouping." In terms of years of employment, those employed from four to eleven years were more dissatisfied with their jobs than other "years of service" groups. Those employed for four to seven years represented over 50 percent of the respondents.

The third objective of the study was to determine the relationships between Agricultural Demonstrators' attitude scores and sex, age, and years of employment.

Table 2.4 shows the mean attitude scores by respondents' personal and situational characteristics, and Table 2.7 shows the results of the correlation analysis. The strongest

relationship, as shown through the correlation analysis was between job attitude and age ($r=0.12$), indicating that job attitude tends to improve with age. There was little relationship between job attitude and the other variables studied.

TABLE 2.6: JOB ATTITUDE SCORES ON ITEMS BY PERSONAL AND SITUATIONAL CHARACTERISTICS

| CHARACTERISTIC | ATTITUDE SCORE |
|-----------------------------|----------------|
| <u>Dull-Exciting</u> | |
| <u>Sex</u> | |
| Male | 4.76 |
| Female | 4.58 |
| <u>Age</u> | |
| Less than 20 | 2.00 |
| 20 to 24 | 4.51 |
| 25 to 29 | 4.83 |
| 30 to 34 | 4.18 |
| 35 to 39 | 5.25 |
| 40 to 44 | 5.80 |
| Over 45 | 5.00 |
| <u>Years in Prof. Ag.</u> | |
| Less than 1 yr. | 4.83 |
| 1 to 3 yrs. | 4.81 |
| 4 to 7 yrs. | 4.26 |
| 8 to 11 yrs. | 4.67 |
| 12 to 15 yrs. | 6.00 |
| 16 to 19 yrs. | 5.43 |
| Over 20 yrs. | 5.00 |
| <u>Years in Pres. Pos.</u> | |
| Less than 1 yr. | 4.76 |
| 1 to 3 yrs. | 4.90 |
| 4 to 7 yrs. | 4.32 |
| 8 to 11 yrs. | 4.90 |
| 12 to 15 yrs. | 6.00 |
| 16 to 19 yrs. | 5.25 |
| Over 20 yrs. | 4.33 |
| <u>Old Fashioned-Modern</u> | |
| <u>Sex</u> | |
| Male | 4.76 |
| Female | 4.58 |
| <u>Age</u> | |
| Less than 20 | 1.00 |
| 20 to 24 | 4.65 |
| 25 to 29 | 4.85 |
| 30 to 34 | 4.06 |
| 35 to 39 | 5.25 |
| 40 to 44 | 5.70 |
| Over 45 | 5.50 |

TABLE 2.6: JOB ATTITUDE SCORES ON ITEMS BY PERSONAL AND SITUATIONAL CHARACTERISTICS (CONTINUED)

| <u>CHARACTERISTIC</u> | <u>ATTITUDE SCORE</u> |
|----------------------------|-----------------------|
| <u>Years in Prof. Ag.</u> | |
| Less than 1 yr. | 4.78 |
| 1 to 3 yrs. | 5.04 |
| 4 to 7 yrs. | 4.12 |
| 8 to 11 yrs. | 4.56 |
| 12 to 15 yrs. | 5.83 |
| 16 to 19 yrs. | 5.29 |
| Over 20 yrs. | 6.00 |
| <u>Years in Pres. Pos.</u> | |
| Less than 1 yr. | 4.82 |
| 1 to 3 yrs. | 5.12 |
| 4 to 7 yrs. | 4.11 |
| 8 to 11 yrs. | 4.80 |
| 12 to 15 yrs. | 5.40 |
| 16 to 19 yrs. | 5.75 |
| Over 20 yrs. | 6.33 |
| <u>Unhealthy-Healthy</u> | |
| <u>Sex</u> | |
| Male | 4.19 |
| Female | 3.58 |
| <u>Age</u> | |
| Less than 20 | 1.00 |
| 20 to 24 | 3.72 |
| 25 to 29 | 4.17 |
| 30 to 34 | 3.63 |
| 35 to 39 | 6.00 |
| 40 to 44 | 4.50 |
| Over 45 | 5.00 |
| <u>Years in Prof. Ag.</u> | |
| Less than 1 yr. | 4.56 |
| 1 to 3 yrs. | 4.15 |
| 4 to 7 yrs. | 3.49 |
| 8 to 11 yrs. | 3.89 |
| 12 to 15 yrs. | 4.17 |
| 16 to 19 yrs. | 4.86 |
| Over 20 yrs. | 5.20 |
| <u>Years in Pres. Pos.</u> | |
| Less than 1 yr. | 4.53 |
| 1 to 3 yrs. | 4.20 |
| 4 to 7 yrs. | 3.60 |
| 8 to 11 yrs. | 4.00 |
| 12 to 15 yrs. | 4.00 |
| 16 to 19 yrs. | 4.75 |
| Over 20 yrs. | 5.33 |

TABLE 2.6: JOB ATTITUDE SCORES ON ITEMS BY PERSONAL AND SITUATIONAL CHARACTERISTICS (CONTINUED)

| <u>CHARACTERISTIC</u> | <u>ATTITUDE SCORE</u> |
|----------------------------|-----------------------|
| <u>Weak-Strong</u> | |
| <u>Sex</u> | |
| Male | 5.13 |
| Female | 4.84 |
| <u>Age</u> | |
| Less than 20 | 3.00 |
| 20 to 24 | 4.86 |
| 25 to 29 | 5.07 |
| 30 to 34 | 4.82 |
| 35 to 39 | 5.50 |
| 40 to 44 | 6.00 |
| Over 45 | 5.67 |
| <u>Years in Prof. Ag.</u> | |
| Less than 1 yr. | 4.94 |
| 1 to 3 yrs. | 5.17 |
| 4 to 7 yrs. | 4.65 |
| 8 to 11 yrs. | 5.22 |
| 12 to 15 yrs. | 5.83 |
| 16 to 19 yrs. | 5.86 |
| Over 20 yrs. | 5.80 |
| <u>Years in Pres. Pos.</u> | |
| Less than 1 yr. | 4.88 |
| 1 to 3 yrs. | 5.20 |
| 4 to 7 yrs. | 4.72 |
| 8 to 11 yrs. | 5.30 |
| 12 to 15 yrs. | 5.80 |
| 16 to 19 yrs. | 6.00 |
| Over 20 yrs. | 5.07 |
| <u>Sad-Happy</u> | |
| <u>Sex</u> | |
| Male | 4.17 |
| Female | 4.13 |
| <u>Age</u> | |
| Less than 20 | 3.00 |
| 20 to 24 | 4.21 |
| 25 to 29 | 4.17 |
| 30 to 34 | 3.53 |
| 35 to 39 | 5.00 |
| 40 to 44 | 4.70 |
| Over 45 | 4.33 |
| <u>Years in Prof. Ag.</u> | |
| Less than 1 yr. | 4.67 |
| 1 to 3 yrs. | 4.32 |
| 4 to 7 yrs. | 3.60 |
| 8 to 11 yrs. | 4.11 |
| 12 to 15 yrs. | 5.17 |

TABLE 2.6: JOB ATTITUDE SCORES ON ITEMS BY PERSONAL AND SITUATIONAL CHARACTERISTICS (CONTINUED)

| CHARACTERISTIC | ATTITUDE SCORE |
|----------------------------|----------------------------|
| 16 to 19 yrs. | 4.43 |
| Over 20 yrs. | 4.20 |
| <u>Years in Pres. Pos.</u> | |
| Less than 1 yr. | 4.53 |
| 1 to 3 yrs. | 4.47 |
| 4 to 7 yrs. | 3.68 |
| 8 to 11 yrs. | 4.30 |
| 12 to 15 yrs. | 4.40 |
| 16 to 19 yrs. | 3.50 |
| Over 20 yrs. | 4.67 |
| | |
| | <u>Unpleasant-Pleasant</u> |
| <u>Sex</u> | |
| Male | 4.19 |
| Female | 3.74 |
| <u>Age</u> | |
| Less than 20 | 1.00 |
| 20 to 24 | 4.09 |
| 25 to 29 | 4.26 |
| 30 to 34 | 4.00 |
| 35 to 39 | 2.50 |
| 40 to 44 | 4.80 |
| Over 45 | 4.17 |
| <u>Years in Prof. Ag.</u> | |
| Less than 1 yr. | 4.89 |
| 1 to 3 yrs. | 4.34 |
| 3 to 7 yrs. | 3.49 |
| 8 to 11 yrs. | 3.89 |
| 12 to 15 yrs. | 5.17 |
| 16 to 19 yrs. | 4.43 |
| Over 20 yrs. | 3.80 |
| <u>Years in Pres. Pos.</u> | |
| Less than 1 yr. | 4.88 |
| 1 to 3 yrs. | 4.33 |
| 4 to 7 yrs. | 3.62 |
| 8 to 11 yrs. | 4.00 |
| 12 to 15 yrs. | 4.80 |
| 16 to 19 yrs. | 4.00 |
| Over 20 yrs. | 3.80 |

TABLE 2.6: JOB ATTITUDE SCORES ON ITEMS BY PERSONAL AND SITUATIONAL CHARACTERISTICS (CONTINUED)

| <u>CHARACTERISTIC</u> | <u>ATTITUDE SCORE</u> |
|------------------------------|-----------------------|
| <u>Unorganized-Organized</u> | |
| <u>Sex</u> | |
| Male | 4.21 |
| Female | 3.97 |
| <u>Age</u> | |
| Less than 20 | 1.00 |
| 20 to 24 | 4.07 |
| 25 to 29 | 4.30 |
| 30 to 34 | 3.88 |
| 35 to 39 | 3.25 |
| 40 to 44 | 4.80 |
| Over 45 | 4.33 |
| <u>Years in Prof. Ag.</u> | |
| Less than 1 yr. | 4.33 |
| 1 to 3 yrs. | 4.47 |
| 4 to 7 yrs. | 3.58 |
| 8 to 11 yrs. | 4.56 |
| 12 to 15 yrs. | 3.50 |
| 16 to 19 yrs. | 4.86 |
| Over 20 yrs. | 4.60 |
| <u>Years in Pres. Pos.</u> | |
| Less than 1 yr. | 4.24 |
| 1 to 3 yrs. | 4.41 |
| 4 to 7 yrs. | 3.70 |
| 8 to 11 yrs. | 4.70 |
| 12 to 15 yrs. | 4.20 |
| 16 to 19 yrs. | 4.50 |
| Over 29 yrs. | 4.33 |
| <u>Unfriendly-Friendly</u> | |
| <u>Sex</u> | |
| Male | 5.08 |
| Female | 4.68 |
| <u>Age</u> | |
| Less than 20 | 1.00 |
| 20 to 24 | 4.60 |
| 25 to 29 | 5.39 |
| 30 to 34 | 4.41 |
| 35 to 39 | 5.75 |
| 40 to 44 | 5.70 |
| Over 45 | 4.67 |

TABLE 2.6: JOB ATTITUDE SCORES ON ITEMS BY PERSONAL AND SITUATIONAL CHARACTERISTICS (CONTINUED)

| <u>CHARACTERISTIC</u> | <u>ATTITUDE SCORE</u> |
|----------------------------|---------------------------------|
| <u>Years in Prof. Ag.</u> | |
| Less than 1 yr. | 4.67 |
| 1 to 3 yrs. | 5.32 |
| 4 to 7 yrs. | 4.65 |
| 8 to 11 yrs. | 4.89 |
| 12 to 15 yrs. | 5.00 |
| 16 to 19 yrs. | 5.71 |
| Over 20 yrs. | 5.00 |
| <u>Years in Pres. Pos.</u> | |
| Less than 1 yr. | 4.65 |
| 1 to 3 yrs. | 5.31 |
| 4 to 7 yrs. | 4.72 |
| 8 to 11 yrs. | 5.10 |
| 12 to 15 yrs. | 5.00 |
| 16 to 19 yrs. | 5.75 |
| Over 20 yrs. | 4.33 |
| | <u>Dissatisfying-Satisfying</u> |
| <u>Sex</u> | |
| Male | 4.04 |
| Female | 3.71 |
| <u>Age</u> | |
| Less than 20 | 1.00 |
| 20 to 24 | 4.09 |
| 25 to 29 | 4.06 |
| 30 to 34 | 3.65 |
| 35 to 39 | 2.25 |
| 40 to 44 | 4.60 |
| Over 45 | 3.67 |
| <u>Years in Prof. Ag.</u> | |
| Less than 1 yr. | 4.50 |
| 1 to 3 yrs. | 4.34 |
| 4 to 7 yrs. | 3.35 |
| 8 to 11 yrs. | 3.56 |
| 12 to 15 yrs. | 4.17 |
| 16 to 19 yrs. | 4.43 |
| Over 20 yrs. | 3.60 |
| <u>Years in Pres. Pos.</u> | |
| Less than 1 yr. | 4.53 |
| 1 to 3 yrs. | 4.29 |
| 4 to 7 yrs. | 3.45 |
| 8 to 11 yrs. | 3.70 |
| 12 to 15 yrs. | 4.00 |
| 16 to 19 yrs. | 4.25 |
| Over 20 yrs. | 4.00 |

TABLE 2.6: JOB ATTITUDE SCORES ON ITEMS BY PERSONAL AND SITUATIONAL CHARACTERISTICS (CONTINUED)

| <u>CHARACTERISTIC</u> | <u>ATTITUDE SCORE</u> |
|----------------------------|-----------------------|
| | <u>Bad-Good</u> |
| <u>Sex</u> | |
| Male | 4.64 |
| Female | 4.03 |
| <u>Age</u> | |
| Less than 20 | 1.00 |
| 20 to 24 | 4.37 |
| 25 to 29 | 4.61 |
| 30 to 34 | 4.56 |
| 35 to 39 | 4.25 |
| 40 to 44 | 4.90 |
| Over 45 | 4.33 |
| <u>Years in Prof. Ag.</u> | |
| Less than 1 yr. | 4.61 |
| 1 to 3 yrs. | 4.74 |
| 4 to 7 yrs. | 4.05 |
| 8 to 11 yrs. | 4.89 |
| 12 to 15 yrs. | 5.00 |
| 16 to 19 yrs. | 4.86 |
| Over 20 yrs. | 4.00 |
| <u>Years in Pres. Pos.</u> | |
| Less than 1 yr. | 4.59 |
| 1 to 3 yrs. | 4.71 |
| 4 to 7 yrs. | 4.17 |
| 8 to 11 yrs. | 4.90 |
| 12 to 15 yrs. | 5.00 |
| 16 to 19 yrs. | 4.50 |
| Over 20 Yrs. | 3.67 |

TABLE 2.7: COEFFICIENTS OF CORRELATION BETWEEN JOB ATTITUDES AND PERSONAL AND SITUATIONAL CHARACTERISTICS OF RESPONDENTS

| <u>CHARACTERISTICS</u> | <u>COEFFICIENT OF CORRELATION</u> |
|------------------------|-----------------------------------|
| Sex | -0.08 |
| Age | 0.12 |
| Years in Prof Ag. | 0.02 |
| Years in Pres. Pos. | -0.02 |

4. CONCLUSIONS

From the analysis of the data in this study, it can be concluded that there is room for improvement in Agricultural Demonstrators' attitudes toward their jobs. The mean attitude score was 4.45, just .45 of one point above the neutral point. This means that a sizable number of Agricultural Demonstrators have negative attitudes toward their jobs. If the long-term in-service training programme is handled well, Agricultural Demonstrators should show a marked change in job attitudes at the end of the three year period.

The attitude instrument used in this study should be administered to all Agricultural Demonstrators at the end of the three year training programme, and the results compared with those of this study.

APPENDIX 1.

JOB ATTITUDES

PLEASE FURNISH THE FOLLOWING INFORMATION ABOUT YOURSELF

1. JOB TITLE: _____ --- TI

2. DISTRICT: _____ --- DI

3. REGION: _____ --- RI

4. SEX: (Tick one)

1. Male ___

2. Female ___

--- SX

5. AGE: (Tick one)

1. Less than 20 years old ___

2. 20 to 24 ___

3. 25 to 29 ___

4. 30 to 34 ___

5. 35 to 39 ___

6. 40 to 44 ___

7. 45 or older ___

--- AG

6. YEARS EMPLOYED IN PROFESSIONAL AGRICULTURE:
(Tick one)

- 1. Less than 1 year ___
- 2. 1 to 3 years ___
- 3. 4 to 7 years ___
- 4. 8 to 11 years ___ -- PE
- 5. 12 TO 15 years ___
- 6. 16 to 19 years ___
- 7. 20 years or more ___

7. YEARS IN PRESENT POSITION: (Tick one)

- 1. Less than 1 year ___
- 2. 1 to 3 years ___
- 3. 4 to 7 years ___
- 4. 8 to 11 years ___ --- YP
- 5. 12 to 15 years ___
- 6. 16 to 19 years ___
- 7. 20 years or more ___

INSTRUCTIONS FOR FOLLOWING SECTION

Following are 10 sets of words with opposite meanings. Please read each set of words. Draw a circle around the number on each line which best describes your feelings about YOUR JOB. For example, in item 1 below, if you feel that your job is very exciting, you should draw a circle around the number 7 on the scale. If you feel that your job is very dull, you should draw a circle around number 1.

| IT IS: | HOW I FEEL ABOUT MY JOB | | | | | | | | |
|-----------|-------------------------|---|---|---|---|---|---|---|------------|
| 1. EX | Dull | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Exciting |
| 2. MO | Old Fashioned | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Modern |
| 3. HE | Unhealthy | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Healthy |
| 4. ST | Weak | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strong |
| 5. HA | Sad | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Happy |
| 6. PL | Unpleasant | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Pleasant |
| 7. OR | Unorganised | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Organised |
| 8. FR | Unfriendly | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Friendly |
| 9. SA | Dissatisfying | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Satisfying |
| 10. GO | Bad | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Good |