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The Reality of the Response of Agricultural Extension Workers in Nineveh Governorate to The Sources of Agricultural Information and Their Relation with Some Variables

ABSTRACT

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The research was aimed to recognizing the reality of the response of agricultural extension workers in the governorate of Nineveh for the sources of agricultural information, and its relation with Independent importance of each source from the view point of the agricultural extension workers, specifying the newness of the sources and their application, the need of them by the agricultural extension workers finding the correlation between the reality of the response of the agricultural extension workers (Nineveh governorate) for the sources of agricultural information and the independent variables which are represented by (gender, scientific qualification, personal experience, specialization and contacting with farmers in rural areas). That was done by a questionnaire designed for collecting data it included three alternatives for measuring agricultural information sources (thirteen sources for information). After making sure that the question face validity, reliability has been measured using the method (alpha- chronbmch) where the stability coefficient was (0.83). The research covered all those working in agricultural extension in the agricultural offices and departments of the agricultural directorate of Nineveh and whose number is (430) agricultural employees distributed on (32) agricultural offices including the centre agricultural department. After excluding (30) employees for the reliability sample, a random simple sample was chosen consisting of (128) agricultural employees representing (32%) of the total number of the workers. Results revealed that the average of response of agricultural ten extension workers to be on a medial scale by (59%), (personal expertise, magazines and guiding bulletins) the first stages with percentage weight ranged from (80,46% - 84,2%) according to the reality of the response of agricultural extension workers for the sources of agricultural information, results revealed concerning the newness of information that the agricultural magazines and personal experience have got the first ranks compared with other sources with percentage weight ranged from (70,78% - 70,46%), as for the application of new ideas (training courses and personal experience) have occupied the first ranks compared with other information sources with percentage weight ranged from (83,20% - 77,96%), as for the need to source, results have revealed that the (training courses, references and scientific books) have occupied the first ranks with percentage weight ranged from (80,78% - 80,64%) and it has become clear that there is an abstract and correlation between the scientific qualification and the reality of the response of the agricultural extension workers for the sources of agricultural information, also results

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indicate that there is no significant correlation between the reality of the response of the agricultural for extension workers the sources of agricultural information and (age, job experience, specialization and communicating with farmers in rural areas).

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INTRODUCTION AND RESEARCH PROBLEM

The great scientific advancement of the current century has influenced the various activities of the society and has participated in developing them considering what it has provided of information and expertise's and also tools, apparatuses and systems (Hayawi, 1991: 141). The world nowadays is characterized by rapid changes, perhaps the most prominent features of this time is the great and rapid development in various technical, research and scientific spheres; that is accompanied by deep and wide changes in different human activities (Badran, 1997: 7). Beginning from the influence of social variables with all their aspects and the emergence of new scientific notions connected with using modern scientific sources and up to date methods which compelled the scientific establishments to specify the real state of those scientific sources and using them in the sphere of work. Because of the rapid change and evolution of these sources, the study of the employees' response to these sources is of the important issues towards developing them and improving the work in them, (Khalaf-Allah,2008: 68). Agricultural growth depends on two essential factors: the materialistic factor which is represented by scientific advancement and the technological one in the field of sciences which have relations with agricultural product and the human factor with all their capabilities and skills which enable them to use the materialistic factor efficiently towards better growth (Alabody, 2002). Farmers and the question of change into modernization occupy an increasing importance in the theories of social change, because it is considered the process by which individuals move from traditional ways of living into the most complicated ways and the use of advanced technical methods and swiftness in changing life style (Al-Omar, 2004: 224). The dynamism of achieve extension workers its goals depends on the education and capabilities of agricultural extension workers who work in rural local communities and who are responsible for shaping and changing the life styles of country men in living and production (Omar, 1995: 2).

The great scientific and technical development which the world witnessed and which was reflected in the development in the ways and techniques of agriculture so that they became sophisticated and dependent on the results and achievements of a large number of branches related to science and knowledge. Applying up to date ways and technical methods means recording high scores in the agricultural product quantity, the agricultural sector should be a modern one depending on knowledge and science sources (The Arab Organization for agricultural growth, 2001) and there is an agreement among many scientists and practitioners in the sphere of agricultural extension that it is a notion meaning a continuous operation including two essential dimensions:

The first dimension: It is the communicative or media dimension via which information, ideas, practices, and modern agricultural technology are transferred to farmers and rural communities. Masses telecommunications as well as the ways of various individual and collective communication media play an essential role in the field of educating country men and making them familiar with all what is new of the modern agricultural ways and techniques which in turn participate in improving the agricultural product in quality as well as quantity. All of that improves the living of those people and maintains natural resources and protecting them of pollution and misuse.

The second dimension: It is the educational one and includes helping farmers and rural communities to make use of all what has reached them of information, ideas, practices and modern agricultural techniques and helping them in the application and benefiting from them soundly and at the right time so that the agricultural product increases and improving its quality and agriculture and finally improving living levels in rural communities (Fareed, 1996). Usually new techniques are produced in various scientific research centres and it is the task of the extension system or the extension employees to transfer special information using those agricultural practices and spreading them as well as teaching farmers and following the application of these by the farmers by using different educational ways and methods (Abdul-Al Maqsood and Al-Nassar,1989: 72). There are various

divisions for information sources and the sources differ in the type of the information which can be obtained of which the degree of belief in them by the farmer and the extent to which the farmer is confident of them and the extent to which the source is available for the farmer. The extension systems differ in their philosophy, activities and capabilities, the extension system may exert efforts and uses many ways in order to reach the farmers to spread this information among them. The guiding system may not be able to reach many of those farmers and in such cases it may resort to using other ways of communication (Rezig, 1996: 7). Many information sources for the extension system can be found from various places be it governmental, non-governmental or private. The more the information available the more becomes the scientific information accurate and diverse, and it would be of benefit for all the members of the society to be acquainted with the various information sources (Ibrahem, 2003). The evolution of humanity, the complicated lifestyles, the accumulated information and the wide usage of it have increased the need to get more information which helps to make sound decisions; because information is an endless resource and an element that is indispensable for any individual or society (Jabri, 2011: 25). The agriculturall extension workers, being the information source, is the means whereby information reaches the rest of the individuals and he is the leader whose job is to complete his mission, in the first place, in the right manner (Musleh, 2010: 65). The agricultural guide, being an important source of agricultural information, has to know all agricultural sources and the number of ways and guiding methods to be in touch with the farmers to ensure that every individual gets benefit from the educational position and the related new ideas they get (Al-Salihi, 2016: 766). The subject has received considerable attention from many researchers due to the fact that it distinguishes between the successful extension workers from the less successful one (Al-Aslihi, 2015: 2). In spite of the fact that the agricultural extension workers does his job perfectly in delivering the agricultural information for farmers, studies point out that the performance of the extension workers is faint unsatisfactory, the reason behind that may be his weak familiarity with all the up to date agricultural information sources to transfer them to those who seek guidance; the objective of the research is to acquainted with the reality of the response of agricultural employees in the governorate of Nineveh for the sources of agricultural information.

RESEARCH OBJECTIVES

1- To recognize the personal, social and job characteristics of the agricultural guides.

2- To recognize the reality of the response of the agricultural employees in Nineveh governorate for the agricultural information sources.

3- To specify the relative importance for each of the agricultural information sources from the view point of the agricultural guides.

4- To specify the newness of the sources and their application and the need for them by the agricultural employees besides specifying the relative importance for each source of those sources.

5- Finding the correlation between the reality of the response of the agricultural extension workers in Nineveh governorate for the agricultural information sources and the independent variables which are represented by (gender, scientific qualification, personal expertise, specialization and communicating with farmers in rural areas).

MATERIALS AND METHODS

The research included all those working in agricultural extension at the agricultural filed of Nineveh agriculture directorate whose number is (430) agricultural employees distributed on (32) agricultural filed including the centre agricultural one and after excluding (30) agricultural employees for the reliability sample, the number of the agricultural extension workers became (400) employees. A simple random sample of (128) agricultural employees who represent (32%) of the total number of the workers were selected. A questionnaire form has been prepared as a source for agricultural information to be a means to collect research data. The questionnaire included three main scoles the first one included data about the personal and job qualifications of the agricultural employees which are (gender, scientific qualification, job expertise, specialization and getting in touch with farmers in rural region). The second one held data related to the extent to which the agricultural employees in Nineveh Governorate respond to the agricultural information sources. The third one included

specifying the newness of the sources, their application and the need of it by the agricultural employees as well as determining the relative importance for each source of those sources. After showing the items to a group of experts to be sure of the surface truth and to determine the scale items, the Alfa- chronback , whereby reliability coefficient reached (0.83), and the scale of –likret-the quintuple was used and response alternatives were (always, sometimes, often, rarely and no) and were given the degrees (5-4-3-2-1) respectively. Table (1) illustrates the distribution of those under research according to the agricultural departments in which they work, as for statistical methods , the frequency , percentages percentage weight and Spearman correlation coefficient were used .

No.	Agricultural Filed	Total Number	Sample
1	Al-Qahtania Agricultural Filed	4	
2	Al-Shimal Agricultural filed	14	4
3	Hamam-Alaleel Agricultural filed	11	3
4	Al-Hamdania Agricultural filed	7	2
5	Al-Shikhan Agricultural filed	10	3
6	Talafr Agricultural filed	18	6
7	Tel-Kaif Agricultural filed	13	4
8	Rabeaa' Agricultural filed	3	1
9	Sinjar Agricultural filed	11	3
10	Faida Agricultural filed	9	3
11	Al-Baaj Agricultural filed	8	3
12	Al-Shora Agricultural filed	3	1
13	Al-Ayadhia Agricultural filed	4	1
14	Al-Qoush Agricultural filed	7	2
15	Al-Qaiarah Agricultural filed	16	5
16	Al-Muhalabia Agricultural filed	6	2
17	Al-Markz Agricultural filed	12	4
18	Al-Namrood Agricultural filed	7	2
19	Bashiqa Agricultural filed	19	6
20	Humaidat Agricultural filed	6	2
21	Zumar Agricultural filed	11	3
22	Wana Agricultural filed	11	3
23	Al-Hadhar Agricultural filed	5	2
24	Telabta Agricultural filed	3	1
25	Al-Qaiarah/the left side Agricultural filed	1	
26	Al-Qairawan Agricultural filed	1	
27	Al-Qwair Agricultural filed	4	1
28	Bartullah Agricultural filed	11	3
29	Telafr/the first Agricultural filed	3	1
30	Telafr/the second Agricultural filed	1	
31	Al-Markaz Agricultural filed	202	57
	Total	430	128

 Table (1) The distribution of the respondents to the agricultural people

RESULTS AND DISCUSSION

One: Recognizing the personal, social and job characteristics of the agricultural extension workers. To achieve this objective frequency and percentage rates were used as illustrated in the following table (2).

Variables	Frequency	Percentage Rate
Gender		
Male	119	92.977
Female	9	7.031
Total	128	100%
Scientific Qualification		
Agricultural secondary	37	28.915
Graduate		
Agricultural Institute Graduate	28	21.875
Agricultural College Graduate	56	43.750
High Certificates	7	5.468
Total	128	100%
Specialization		
Specialized in extension	30	23.446
Not Specialized in extension	98	76.562
Total	128	100%
Communicating with Farmers in	Rural Areas	
Low (0-1) degree	9	7.031
Medial (2) degrees	66	51.562
High (3) degrees	53	41.415
Total	100%	128
Job Expertise		
From (1) to (13) years	44	34.375
From (14) to (26) years	73	28.915
From (27) to (39) years	47	36.718
Total	128 1	00%

Table (2) Illustrates distribution under research according to personal and job characteristics:

Results have shown that the number of male employees was (119) representing (92.977%) of the research population and the number of female employees was (9) constituting (7.031%) of the research population, the reason behind that is the need for female staff in the countryside in Iraq namely the agricultural female extension workers to have new agricultural scientific sources.

As for the scientific qualification, results showed that (28.915%) of the agricultural employees were holders of secondary certificates in agriculture and (21.875%) of them were holders of agricultural institute certificates whereas (43.750%) of them were B.A holders and (5.468%) of them were holders of high certificates. Was the highest rate of the scientific qualification of the employees was the B.Sc certificates . it was a good indicator because they have good agricultural information sources and experience from their study at the college. makes the practice and application of the agricultural extension work that efficient.

As for the variable of specialization, results showed (23.466%) of the agricultural employees were specialized in agricultural guidance and agricultural (76.562%) of the employees were not the reason behind that is the scarcity of the agricultural extension which led to referring the extension work to the agricultural employees. That would make those employees getting benefit from the extension sources and agricultural information which were useful to them in their field of agricultural work.

Region result from communicating, results showed that the average of communication between the agricultural extension workers and the farmers in the rural areas outside the guiding work is low; it has been shown that the rate of (7.031%) of Who under research was low whereas the communication

those average was (51.652%) with farmers in rural areas was medial and there are those who registered (41.415%), their communication with farmers was high. Then the communication with farmers tended to be in the middle average which is a sign that most employees vary in their contact with farmers for they are preoccupied in employment affairs and being away from farmers in rural areas or there are other ways by which they reach farmers and thus communicating agricultural information.

As for the variable of expertise, results have shown that expertise which ranged from (1-13) years recorded (44) employees whose rate was (34.375%) whereas the employees whose service ranged from (14-26) years recorded (37) whose rate was (28.915%), and those whose service ranged from (27-39) years were (47) employees whose rate was (36.718%).

This simply means that the more the service is the more the employees are acquainted with the sources of the agricultural information and that is affected by the long service period, expertise and practice in their work sphere.

Two: Recognizing the reality of the average of the response of the agricultural extension worker's / Nineveh governorate for the sources of the agricultural information:

in table (3): Results revealed that the highest digital value gotten by those under research which tells us about the agricultural employees' response (59), and the lowest digital value was (32) and those were distributed on the basis of range according to the extent of their response for the agricultural information sources from the view point of the sample, as is illustrated

Table (3) Illustrates reality of the average response of agricultural extension workers for agricultural information sources

Category	Frequency	Percentage	
Low (32-41) degrees	27	21.093	
Medial (42-51) degrees	76	59.531	
High (52) degrees and more	25	19.531	
Total	128	99.99	

Results showed an average of the response of the agricultural extension workers tends to be relatively medial, it has been revealed that the response of those of the low level reached (21.093%) and the rate of the medial category has reached (59.531%), and the one (19.531%) of the high category of the sources of the agricultural information.

Three: Specifying the relative importance for each source of agricultural information from the view point the agricultural employees.

The percentage weight and rank were used in specifying the relative importance for each source of the agricultural information sources from the view point of the agricultural employees, as is illustrated in table (4):

Table (4) Illustrates relative importance for each source of agricultural information

Agricultural Information Sources	Percentage Weight	Rank
Training Courses	76.86	4
extension Bulletins	79.36	3
T.V Agricultural Programmes	70.46	6
Agricultural Educational Establishments	64.68	7
References and Scientific Handbooks	53.3	12
Agricultural Magazines	80.46	2
Agricultural Radio Programmes	63.4	8
Agricultural Conferences	56.4	11
Agricultural Symposiums	75.78	5
Agricultural exhibition	15.74	13
Internet	59.52	10
Personal Expertise	84.2	1
Agricultural Research Centres	62.18	9

Results have shown that personal expertise, magazines and agricultural bulletins occupied the first ranks with a percentage weight ranged from (84.2-80.46)% according to the extent to which agricultural extension workers respond to these sources and that is so because of the fact that there are many employees having experience from work and practice in the sphere of their job due to their direct contact with farmers and they depend on themselves as an information source. As for the magazines and agricultural bulletins, were considered an important sources of information as they were available for all employees .Bulletins always present what new in agricultural extension work.

As for the agricultural exhibition, they have occupied the last rank with percentage weight ranged from (15.74)% and the reason behind that was the scarcity of agricultural exhibition that have been established, that is why they are considered a very faint source the agricultural extension works gets his agricultural information from to make use of it his work field.

Four: Specifying the newness of the sources and their application and the need of them by the agricultural extension workers and determining the relative importance for each source.

The percentage weight and rank were used in determining the newness of the sources, their application and the need for them by the agricultural extension workers and determining the importance of those sources, as is illustrated in table (5):

Table (5) specifies the newness of the sources and their application and the need of them by the					
agricultural extension wor	kers				

Information Sources	Information Newness		The Application of New Ideas		The Need for Source	
	Percentage Weight	Rank	Percentage Weight	Rank	Percentage Weight	Rank
Training Courses	67.02	5	83.20	1	80.72	1
extension Bulletins	68.28	4	76.4	3	76.86	5
T.V Agricultural	63.42	7	70	7	72.5	9
Programmes						
Educational Agricultural Establishments	61.24	10	68.74	10	76.08	6
References and Scientific Handbooks	59.84	11	69.06	8	80.46	2
Agricultural Magazines	70.78	1	74.68	5	77.34	3
Agricultural Radio Programmes	62.5	9	68.90	9	70.78	11
Agricultural Conferences	57.18	13	65.62	12	66.24	12
Agricultural Symposiums	62.96	8	74.84	4	71.4	10
Agricultural exhibition	58.12	12	64.68	13	65.3	13
Internet	69.68	3	68.12	11	73.9	8
Personal Expertise	70.46	2	77.96	2	75.62	7
Agricultural Research Centres	64.84	6	71.2	6	77.18	4

Results: concerning the newness of information, (the agricultural magazines and personal expertise have occupied the first ranks with percentage weight ranging from (70.78-70.46%), they are considered important sources of information and the employees get benefit from them concerning the agricultural information to use it in their office job; they rely, in the first place, on their expertise which they acquired from their long service, the personal experience is one of the important agricultural information sources. As for the agricultural magazines, they have, lately, become very popular in all agricultural spheres and thus employees have depended on them considerably in their jobs.

As for the agricultural conferences, they have occupied the last place with percentage weight of about (57.18%), the reason behind that is the fact that the agricultural conferences held were few and

even if they are held they do not add new information that help agricultural farmers in their agricultural extension worker's jobs.

As for the application of new ideas the (training courses and the personal expertise) got the first place with percentage weight of about (83.20-77.96%). Concerning the training courses, they are important source of the sources of agricultural information concerning the application of new ideas. Everything that is new of any agricultural idea and how the new agricultural techniques are applied can be noticed by way of the training courses. The agricultural exhibitions occupied the last place with percentage weight of about (64.66%), the reason is the same- the scarcity of the agricultural exhibitions that are held and the extension workers does not get any benefit from them in the application of new ideas, this fact decreases their importance when applying those new ideas.

Concerning the need to sources, the (training courses and references and scientific handbooks) occupied the first places with percentage weight which ranged from (80.78-80.64%) the reason behind choosing those sources by the employees is the importance of them in improving their efficiency and making them acquire new experiences that are useful to them at work besides transferring agricultural information in a scientific correct manner so that it can be of benefit for the largest possible number of farmers. The agricultural exhibitions also occupied the last place with percentage weight of about (64.3%).

Five: finding the correlative relation between the response reality of the agricultural extension workers at Mosul University of agricultural information sources and the independent variables.

Spearman rank coefficient has been used in finding the correlation between the research variables and the response reality of the agricultural guides of the agricultural information sources as is illustrated in table (6):

Table (6) illustrates correlative relation between the research variables and the response reality
of the agricultural extension workers of the agricultural information sources

No.	Research Variables	Spareman Coefficient Value
1	Gender	0.164 N.S.
2	Scientific Qualification	0.221*
3	Job Expertise	0.077 N.S.
4	Specialization	0.120 N.S.
5	Contacting Farmers in Rural Areas	0.054 N.S.

(*) abstract at the level 0.05

1- Age: Results have shown that there is no significant correlation between the reality of the response of the agricultural extension workers of the agricultural information sources and age, the correlative coefficient of Spearman rank correlation was (0.164).

2- Scientific Qualification: Results have shown that there is significant correlation between the already mentioned response and the scientific qualification whereby the coefficient of spearman rank correlation recorded (0.221); the reason behind that is whenever the scientific qualification increases the researcher's ability to determine the agricultural information sources increases via expertise and practice in the field of the agricultural extension works as well as their possessing good information during the study period which enables them to transfer agricultural information to the respondents more efficiently.

3- **Job Expertise**: Results revealed that there is no significant relation between the above reality and the job expertise and the coefficient of spearman rank correlation recorded (0.077).

4- **Specialization**: Results have shown that there is no significant correlation between the response stated above and specialization and the coefficient recorded (0.120).

5- Contacting the Farmers in Rural Areas: There is no significant correlation between this and the response and the coefficient recorded (0.054).

CONCLUSIONS

1- It can be concluded from this research that the reality of the response of agricultural extension workers in Nineveh governorate of the agricultural information sources is middle with recorded (59%). it is a sign that those under research have some agricultural information from some sources especially their personal expertise, magazines and agricultural bulletins whereas they lack other agricultural information such as conferences and agricultural exhibitions.

2- The emergence of an abstract correlation between the reality of the response of agricultural extension workers of agricultural information sources and between.

3- Scientific qualification, i.e. the more the scientific qualification of the agricultural extension workers increases the more their agricultural information increases via experience and practice and by being in contact with other employees at work.

RECOMMENDATIONS

1- The necessity of stimulating the role of the service, extension and research systems which may lead to improving the knowledge of the agricultural extension workers.

2- Initiating agricultural extension guiding studies about the subject to improve this response.

3- Benefiting more from the agricultural information sources that are available for the agricultural extension workers in order to improve work.

4- Conducting a study that reveals the reasons behind the response of the agricultural extension workers for the agricultural information sources.

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واقع استجابة العاملين بالإرشاد الزراعي / محافظة نينوى لمصادر المعلومات الزراعية وعلاقتها ببعض المتغيرات لمى منذر ادريس جامعة الموصل – كلية الزراعة والغابات

المستخلص

استهدف البحث التعرف على واقع استجابة العاملين بالارشاد الزراعي في محافظة نينوى لمصادر المعلومات الزراعية، تحديد الاهمية النسبية لكل مصدر من مصادر المعلومات الزراعية من وجهة نظر العاملين بالارشاد الزراعي، تحديد حداثة المصادر وتطبيقها والحاجة اليها من قبل العاملين بالارشاد الزراعي، وايجاد العلاقة الارتباطية بين واقع استجابة العاملين بالارشاد الزراعي / محافظة نينوى وبين المتغيرات المستقلة المتمثلة بـ (الجنس، المؤهل العلمي، الخبرة الوظيفية، التخصص، والاتصال بالزراع في المناطق الريفية)، وذلك من خلال استبانة صممت لجمع البيانات تضمنت بدائل لقياس مصادر المعلومات الزراعية , وبواقع (13) مصدرا للمعلومات . وبعد التأكد من الصدق الظاهري للاستبيان تم قياس الثبات بطريقة الفا كرونباخ، حيث بلغ معامل الثبات (0,83)، وشمل البحث جميع العاملين بالارشاد الزراعي في الشعب الزراعية التابعة الى مديرية زراعة نينوي والبالغ عددهم (430) موظفا زراعيا موزعين على اثنان وثلاثون شعبة زراعية بما فيهم شعبة زراعة المركز، وبعد استبعاد (30) موظفا لعينة الثبات تم اختيار عينة عشوائية بسيطة بحجم (128) موظفا زراعيا يمثلون (32%) من العدد الكلي للعاملين. اظهرت النتائج ان مستوى استجابة العاملين بالارشاد الزراعي يميل الى المتوسط بنسبة (59%) , كما حصلت (الخبرة الشخصية , المجلات والنشرات الارشادية) المراتب الاولى وبوزن مئوي تراوح (80,46%- 84,2%) وفقا لواقع استجابة العاملين بالارشاد الزراعي لمصادر المعلومات الزراعية ,كما اظهرت النتائج بالنسبة لحداثة المعلومات احتلت (المجلات الزراعية , والخبرة الشخصية) المراتب الاولى من بقية المصادر بوزن مئوى تراوح (70,78% - 70,46%) اما بالنسبة لتطبيق الافكار الجديدة فقد احتلت (الدورات التدريبية , الخبرة الشخصية) المراتب الأولى من بقية مصادر المعلومات وبوزن مئوى تراوح (83,20 % - 77,69%) , اما الحاجة الى المصدر فقد اظهرت النتائج ان (الدورات التدريبية, المراجع والكتب العلمية) احتلت المراتب الاولى بزون مئوى تراوح (80,78% - 80,64%) واتضح وجود علاقة ارتباطية معنوبة بين واقع استجابة العاملين بالارشاد الزراعي لمصادر المعلومات الزراعية والمؤهل العلمي، وكذلك تشير النتائج عدم وجود علاقة ارتباطية معنوبة بين واقع استجابة العاملين بالارشاد الزراعي لمصادر المعلومات الزراعية وبين كل من (العمر، الخبرة الوظيفية، التخصص، الاتصال بالزراع في المناطق الريفية) .

الكلمات المفتاحية: العاملين بالإرشاد الزراعي - مصادر المعلومات الزراعية