



FARMERS BENEFIT FROM THE CONTENT OF THE EXTENSION PAMPHLETS ISSUED BY THE OFFICE OF EXTENSION AND AGRICULTURAL TRAINING IN BABIL PROVINCE OF IRAQ

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Abstract

The research aims determine the level of farmers benefit of the content of the Extension Pamphlets issued by the Office of Extension and Agricultural Training. The research included the farmers in Al-Aimam to spend Mahawil in Babil province, a random sample of 2500 farmers was selected by 5% with 125 farmers, and to measure the level of benefit has identified binary scales yes or no. The degree of benefit has been identified by three levels, and the aspects of the benefit were identified beside the reasons for not benefiting. The results showed that the level of benefit of farmers from the content of the Pamphlets is weak, and more than half of the sample did not benefit from them for several reasons, foremost of which was insufficient material for application and put it higher than the educational level of farmers and the lack of images and lack of clarification of the content of the Pamphlets, and the degree of benefit was medium to weak, while the benefits were to make greater use of the knowledge side than the skills and Attitudes and the adoption of technologies on the clouds of importance. The researcher recommends that the body preparing these Pamphlets take into consideration all the results reached by the research, so that the content of these Pamphlets is more useful to the farmers.

Key words : Extension Pamphlets, Agricultural Training, Agricultural Extension

Introduction

Agricultural Extension is one of the organizations that seek to promote agriculture and improve rural life in general through content with farmers individually, collectively or massively (Adel, 2011; Qassem, 2004). The publications, including the extension pamphlets, are one of the means of communication with the masses, they are one of the most popular sources of communication to link research and extension through their ability to provide a large amount of information to an audience that is spread over a wide geographic and indefinite period of time, as well as the continuity of information updating (Mohamad, 2011; Mahmoud, 2004). The real revolution of world in the field of communications and information technology has led Agricultural Extension Agencies in many countries to apply and employ electronic Extension communication methods to overcome the difficulties and increase the effectiveness of traditional extension methods such as the Extension Pamphlets (Hussein, 2010), where electronic Pamphlets provide

printing and distribution costs and allow continuous updating of information, in addition to the possibility of farmers directly contacting experts (7, 14). However, the Pamphlets, whether paper or electronic, can not play its effective role as means of mass communication unless its content is used by farmers. It is preferred that its content be simple, clear and understandable to the needs of farmers (FAO, 2004, 2010). The importance of this method has been issued by the Office of Extension and Agricultural Training, but the studies conducted to determine the extent of exposure to these Pamphlets or to analyze their content did not address the extent of which farmers benefited from the content of these Pamphlets (Al-Ani, 2006; Najm *et al.*, 2010). As the study of content must also address its impact on the target audience by determining the extent to which they benefit from it (Samir, 1999), as the content analysis aims to answer the five questions : who speaks ? what does he say ? by what means ? and who draws? and what effect? (Shaima, 2005). Therefore, this research came to answer the following questions:

- How farmers benefit from the content of the Extension Pamphlets Issued by the Office of Extension and Agricultural Training.
- What are the reasons why farmers do not benefit from the content of the Extension Pamphlets issued by the Office of Extension and Agricultural Training.

Research goals

1. Determine the extent to which farmers benefit from the content of the Extension Pamphlets issued by the Office of Extension and Agricultural Training, in terms of :
 - Benefit level
 - Degree of benefit
 - Aspects of benefit
2. Identify why farmers do not benefit from the content of the Extension Pamphlets issued by the Office of Extension and Agricultural Training.

Materials and Methods

To conduct this research the methods of survey research, which falls within the descriptive approach (Miller and Lorallecox, 2006) was followed to determine the extent to which farmers benefited from the content to which farmers benefited from the content of the Extension Pamphlets issued by the Office of Extension and Agricultural Training, and selected AL-Aimam to spend Mahawil in Babil province to conduct research on the diversity of its agricultural production and to ensure the arrival of the Extension Pamphlets for this governorate near Baghdad. A random sample of 2500 farmers was selected by 5% with 125 farmers.

Research tools

To measure the extent to which farmers benefit from the content of the Extension Pamphlets issued by the Office of Extension and Agricultural Training, the development of a binary scale (Yes, No), and to measure the level to which farmers benefit from the content of these Pamphlets, they have been identified with three degrees: (significantly benefit, medium benefit, little benefit), and weights the following : 1-2-3 score, either aspects of the benefit has left the respondent to choose more than one aspect to benefit and more than the reason for not benefiting. the Data were collected by means of questionnaire that included a set of questions for the farmers about the extent to which they benefited from the content of the Pamphlets, and the data were collected by interviewing the interviewees, in November 2017, and the data is displayed using frequency and percentages.

Reliability and stability if the scale

In order to measure the stability of the scale of benefit, a preliminary test was conducted on a sample of 15 farmers in Al-Aimam to spend of Babil province (outside the sample), and the stability coefficient was 0.78.

Results and Discussion

Objective 1: Determine the level of thee farmers benefit from the content of the Extension Pamphlets issued by the Office of Agricultural Extension and Training, in addition to the degree of benefit and reasons for not benefiting.

- The level of the farmers benefit from the content of the Extension Pamphlets :

Table 1: Distribution of farmers according to the level of their benefit from the content of the Extension Pamphlets.

Level of the benefit	No.	%
Benefit Not benefit	5075	4060
Total	125	100

Table 1 shows that more than half of the 75 Farmers and by 60 % did not benefit from the content of the Pamphlets, although they adopted them as a means of obtaining agricultural information, while 50 farmers and by 40 % mentioned that they benefited from the content of the Pamphlets, and therefore can be described benefit from being weak.

- The degree of farmers benefit from the content of the Extension Pamphlets :

Table 2 shows that the degree of farmers benefit

Degree of benefit	Farmers beneficiaries	
	No.	%
Significantly benefit	9	18
Medium benefit	25	50
Little benefit	16	32
Total	50	100

Table 2: Distribution of farmers according to their degree of benefit from the content of the Extension Pamphlets.

Table 3: Distribution of farmers according to their aspects of benefit from the content of the Extension Pamphlets.

Aspect of benefit	Farmers beneficiaries	
	No. *	%
Increase my knowledge	41	82
Learn new skills	21	42
Change my Attitudes	18	36
Adoption of new technologies	14	28

*The number of farmers is not equal to 50, where each farmer was given the opportunity to mention more than one aspect of benefit.

Table 4: Distribution of non-beneficiaries of the content of the Extension Pamphlets according to the reasons for not benefiting..

The reasons for not benefiting	Farmers non-beneficiaries	
	No.	%
Insufficient scientific material to apply what is recommended	62	82.6
The material presented in the pamphlets is higher than the scientific level of the farmer	59	78.6
The images used do not reflect the content of the pamphlet sufficiently to illustrate what is being proposed	55	73.3
Do not take pamphlets of important subjects to farmers	43	57.3
The difficulty of the pamphlets to use scientific terms	30	40
The material presented comes late in the agricultural season	28	37.3
Its information is not new because it is not keeping pace with the results of modern research	25	33.3

* The number of farmers is not equal to 75, where each farmer was given the opportunity to mention more than one reason for not benefiting.

from the content of the Extension Pamphlets is described as medium to little and by 50% and 32 from the farmers sequentially, while a few of them benefited significantly and by 18%, indicating a weak benefit from the content of these Pamphlets.

- The aspects of farmers benefit from the content of the Extension Pamphlets.

The results showed that the increase in knowledge as one of the aspect of benefit was ranked first, where 41 farmers were mentioned and by 82% that their benefit from the content of the Extension Pamphlets was in the area of knowledge, while learn new skills and change attitudes came in the second and third rank with 42% and 36% respectively, either adoption of new technologies came in last rank and by 28% in aspects of benefit.

Table 3 shows that the greatest benefit of the Extension Pamphlets content was in the area of increasing knowledge, although the behavioral changes that Agricultural Extension seeks to bring about among farmers should include changing knowledge, skills and attitudes and convincing farmers to adopt new technologies

Objective 2: Identify why farmers do not benefit from the content of the Extension Pamphlets issued by the Office of Extension and Agricultural Training:

-The reasons for not benefiting from the content of the Extension Pamphlets:

The results showed that the insufficient material of the pamphlet to apply what is recommended and put it at a higher level than the scientific level of the farmer and the lack of images used to clarify what it raises and not taking the Pamphlets on subjects important to the farmer and by 82.6%, 78.6%, 73.3%, 57.3% respectively, then came the other reasons, such as the difficulty of the language of the Pamphlets and its failure to keep pace with the agricultural season and the results of scientific research by 40%, 37.3% 33.3%, respectively, which

requires the entity preparing these Pamphlets to take these reasons for not taking advantage of consideration when preparing and taking out the content of these Pamphlets to make full use of them.

Conclusion

1. The result revealed that the level of benefit of farmers from the content of the Extension Pamphlets is weak, As more than half of the sample didn't benefit from them, and the degree of benefit of farmers beneficiaries average tends to be weak. As for the aspect of the benefit, the greater benefit was on the knowledge more than skills and attitudes and adoption Technologies..
2. It was found that there are several reasons why farmers did not benefit from the Extension Pamphlets, in the first place, it was not sufficient to apply them and put them at a higher level than the educational level of the farmers and the lack of image used, in addition to not taking all the subjects of interest to farmers.

Recommendations

1. The need to take the body prepared for these Pamphlets to consider the results of this research to improve the use of the content of these Pamphlets, in addition to Focus on aspects that gain farmers new skills and attitudes and help them to understand and adopt modern Technologies.
2. The need to take into account the reasons that led to the Lack of benefit from the Extension Pamphlets to activate the benefit of them through the preparation and Output content in a clear and simplified and sufficient for application by farmers.

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