

Studies on the effect of agricultural TV education¹

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summary

This investigation is carried out to analyze the effect of agricultural TV programs on the different ages and degrees of educated farmers for the following three parameters as:

- () Reception rate on agricultural Tv. programs.
- () Receptional motive and application.
- () Effect on farming skills and income.

After studing these we can understand the function of our agricultural TV. education. and based on it we can produce educational materials for agricultural programs or as criteria for future extension work.

Three towns, namely, Chi-An, Feng-Lin, Fu-Li, from Hualien prefecture by characteristic sampling were selected for investigation. Chi-An. Feng-Lin, Fu-Li are located on north, central, south of Hualien prefecture respectively. Three hundred farmers from the list of nucleus-famers in these three towns were sampled randomly, and the questionnaires was sent to each of them to fill out. A total of three hundred questionnaires were sent out, but only seventy questionnaires were answered completely. After analyzing, it came to four conclusions as follows:

- () The farmers belong to different ages and degree of education have the same ideas on the test scale of the effect on the agricultural TV. education.
- ()The farming time is the major factor for farmers to watch agricultural TV. programs or not, i.e. when they are busy on farming, they watch agricultural TV. programs less, however there are still 67% farmers who watching TV. as usual.
- ()Farmers enjoy agricultural TV programs only next to TV. news, but much more than drama and social educational programs, shows and athletic programs. In average, farmers watching agricultural programs over three times in a week.
- ()There are about 90% farmers watching agricultural programs on the purpose of learning how to improve their farming skills. There are 55.7% farmers who think that the agricultural TV. education can promote their agricultural skills and increase their income. Therefore it is sure that the agricultural TV. programs are worth to continuing, and it is still the most favorite media to teach farmers the new techniques of modern agriculture.

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