

An investigation of extension – educational variables effects on social effectiveness of technology participatory development approach from point of view farmers of Isfahan Province

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Today, supply of healthy food and adequate of population is the most important concern of governments. On the other hand, the world population is growing dramatically. According to the FAO, in 2050 years, it could reach to 9/4 billion. For optimal and sustainable use of agriculture lands series of planning and management strategies are needed. One of main approaches in this field is technology participatory development that help to founds transfer facilitation. The purpose of this study is an investigation affective educational – extensional factors on social effectiveness of technology participatory development strategy. This research was done from March of 2010 to November of 2013 in Isfahan Province. The population of this study was consisted of all farmers (N=160) who had been under the ICM strategy and grew horticultural production (greenhouse cucumbers and tomato) from 2006 to 2010. The number of 113 farmers were selected as the sample population by Stratified Sampling and based on using standard table of kerjesy & Morgan (1970). 103 questionnaires were eventually collected and analyzed (n=103). Results showed that membership in social institutions is effective on social effectiveness but educational – extensional courses not affect. Also, educational content and educational methods that were used in this strategy have significant relation and could be explained 58 percent of total variance.

Key words: Technology participatory development, Social effectiveness, Educational and extension variables