

Analyzing of information needs and communication network of agricultural consultancy services firms' experts and agriculture office experts in Meshginshahr Township, Ardebil Province

Mina Mousavi^{*1}, Mahnaz Mohammadzadeh Nasrabadi²

¹ Agricultural Extension PHD Student(Tarbiat Modares University), ² Faculty of Payam-e-Noor University and Agricultural Development PHD Student(Tehran University
mousavi_mina@yahoo.com

Information is the most important tool for any activity. To do anything, it must first properly identify the relevant and needed information and then be prepared. This study aimed to survey Information needs and communication networks of experts of agriculture office and agricultural consultancy services firms in Meshginshahr Township. This study is applied a descriptive- correlation survey approach. Sample for this study was selected based on random sampling and Cochran statistics of the population of experts of agricultural office and advisory services firms in Meshginshahr Township (n=100). Data was gathered through survey questionnaire. The results showed that the top three mostly used information sources by experts were "Persian books", "scientific technical reports", and "Internet Websites". Regarding communication channels: "in-service training courses", "office library", and "TV" were three top communication channels. "Lack of time flexibility for doing job tasks" was the main handle to seeking information. Information about ways of improving efficiency, new technologies, and new issues raised in agriculture is the most important information needs by the experts. The most satisfaction of communication channels was expressed ease of understanding, precision, accuracy and be updating of communication channels by experts. The most satisfaction of information sources was expressed precision, accuracy and its updating by experts.

Key Words: Information needs- communication network - agricultural experts- agricultural office- advisory services firms