DOCUMENT RESUME

ED 293 672 RC 016 572

AUTHOR Richardson, John G.; Mustian, R. David
TITLE Preferred Methods for Delivery of Technological Information by the North Carolina Agricultural Extension Service: Opinions of Agricultural Producers Who Use Extension Information.
PUB DATE Feb 88
NOTE 18p.; Paper presented at the Annual Meeting of the Agricultural Communications Section, Southern Association of Agricultural Scientists (85th, New Orleans, LA, January 31-February 3, 1988). For a related document, see RC 016 568. Best copy available.
PUB TYPE Reports - Research/Technical (143) -- Speeches/Conference Papers (150)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Adult Farmer Education; Communications; *Delivery Systems; Demonstrations (Educational); *Extension Education; Farm Visits; *Information Transfer; Newsletters; Nonprint Media; Publications; Rural Education; Telecommunications; *User Needs (Information)
IDENTIFIERS North Carolina; *North Carolina Agricultural Extension Service; *Technical Communication

ABSTRACT

The findings of a questionnaire survey of 702 North Carolina agricultural producers indicated that communication methods historically used by the North Carolina Agricultural Extension Service for information dissemination are accepted by state farmers and continue to be popular. Information delivery methods most frequently preferred are newsletters, meetings, farm visits (agent to farmer), telephone calls, and on-farm tests and demonstrations. Newer extension information delivery techniques such as teleconferencing, video tapes, audio cassettes, cable television, and home study courses were rated quite low. Results indicated that only slight variation existed among preferences of individual commodity groups (field crops, tobacco, peanuts, hogs, beef cattle, dairy, forestry, poultry, Christmas trees, ornamental horticulture; and fruit and vegetable horticulture). When respondents were requested to project five years into the future as to their expected preferred methods, traditional methods continued to be most popular. Implications suggest that extension should avoid moving too rapidly into newer, impersonal forms of communications to meet informational needs of its agricultural audiences. However, there was an indicated desire to receive information more directly. Thus the continuing utilization of familiar teaching methods, coupled with the introduction/inclusion of newer direct methods of information delivery, will likely be acceptable to agricultural clientele. (NEC)

PREFERRED METHODS FOR DELIVERY OF TECHNOLOGICAL INFORMATION BY THE NORTH CAROLINA AGRICULTURAL EXTENSION SERVICE: OPINIONS OF AGRICULTURAL PRODUCERS WHO USE EXTENSION INFORMATION

John G. Richardson
Agricultural Extension Service
North Carolina State University

R. David Mustian
Agricultural Extension Service
North Carolina State University

February, 1988

[1] Paper presented to the Agricultural Communications section, Southern Association of Agricultural Scientists, New Orleans, Louisiana

Preferred Methods for Delivery of Technological Information by the North Caroira Agricultural Extension Service: Opinions of Agricultural Prodicers Who Use Extension Information

John G. Richardson
and
R. David Mustian

County Extension agents have by tradition, used a variety of information delivery methods for effecting desirable change among their clientele. From the use of the traditional on-farm demonstration to computers, this variation in delivery methods has allowed agents to focus on their primary audiences and to attempt to provide information to those audiences in the most effective and efficient manner possible.

As newer technologies have emerged for information delivery, coupled with a tightening of human resources within Extension and research and a rapidly changing agriculture structure, it becomes even more important for Extension agents to be aware of the effectiveness of their various delivery methods and to be able to tailor those delivery methods to the expressed desires of the farmers who receive the information. Furthermore, as newer information delivery techniques such as computers or video tapes are implemented, the agent's knowledge of farmers' acceptance of these newer techniques can be of value in helping the agent to gauge the degree of utilization of these techniques and to also be aware that some effort may need to be directed toward enhancing acceptance of those newer techniques.

Purpose of the Study

The two primary purposes of this study were (1) to determine the methods that North Carolina agricultural producers who use Extension prefer to receive information from Extension both currently and in the future and (2) to determine any differences that may exist between the producers of selected major farm enterprises as to their preferred Extension informational delivery techniques.

Research Methodology

A mailed survey instrument was used to obtain information from agricultural producers who were users of North Carolina Agricultural Extension Service services in two randomly selected counties from each of the six Extension districts in North Carolina. Of the 1178 instruments mailed, 702 viable instruments were returned, for a 60 percent return rate.

The questionnaire contained thirty different communication techniques. Farmers surveyed were asked to respond to three specific questions relating to their preferences and perceptions

of the various methods. Initially, respondents were requested to identify all of the methods that they currently used to obtain information from Extension. Secondly, respondents were asked to identify the five methods that they used most frequently. Finally, respondents were asked to think about the future and to identify the five methods that they felt they would use most frequently five years in the future. Consistency of respondents' preferences were measured by means of Spearman's rho and Kendall's coefficient of concordance. These measures indicated the degree of association among perceptions of importance, current use, and pojected future use of communication media.

Findings

Agricultural producers surveyed generally expressed a strong preference for those information delivery methods that can be classified as traditional Extension methods. When asked to list the five methods most frequently used, producers listed as most important (1) newsletters, (2) meetings, (3) farm visits (agent to farmers), (4) telephone calls, and (5) on-farm tests and demonstrations. Newer Extension informational delivery techniques such as teleconferencing, video tapes, audio cassettes, cable television, and home study courses were rated quite low as preferred methods for receiving information.

When respondents were requested to project five years into the future as to their expected preferred methods of receiving Extension information, they indicated no significant differences from their current preferences.

The variable of major farm enterprise was analyzed to determine if the producers of the different major enterprises held significantly different preferences for receiving information. By weighting the top ten preference scores for each of the eleven commodity groups, when combined, the five methods considered to be most important were (1) newsletters, (2) farm visits (agent to farmers) (3) meetings, (4) field days, and (5) demonstrations. Newer Extension informational delivery techniques such as teleconferencing, video tapes, audio cassettes, cable television, and home study courses were rated quite low as methods considered to be important.

When asked to list the five methods used most frequently, again, traditional communication methods were preferred. Weighted rankings by eleven enterprise groups indicated preferences for (1) farm visits, (2) meetings and newsletters (tie), (4) telephone calls and (5) field days. Communication methods such as teleconferencing, computers, fact sheets, video tapes, audio cassettes, and cable television failed to receive a top ten ranking by any commodity group.

When respondents were requested to project five years into the future as to their expected preferred methods, traditional methods continued to be most popular. Meetings were ranked first, with farm visits second, newsletters third, telephone calls fourth, and on-farm tests and demonstrations fifth. In this future category, some shift in thinking was projected by respondents, in that computers were ranked in the top ten preferences by producers of eight commodity groups as compared to none previously. Other methods gaining at least top ten ranking among some commodity groups that had not been previously ranked include video tapes, exhibits, and teletip.

Among those methods listed in the top ten by one or more commodity groups that is expected to decline in importance are magazine articles and bulletins. Indeed, bulletins received a currently used top ten ranking by ten commodity groups, and when projecting into the future, only four commodity groups continued to rank bulletins in their top ten preferred methods of receiving information. Magazine articles also declined in importance, in that six commodity groups ranked this method in their top ten most currently used methods, while only three groups continued to see magazines as an important delivery mechanism for the future.

The results indicated that only slight variations exist among the preferences of the individual commodity groups. Those commodity groups included field crops, tobacco, peanuts, hogs, beef cattle, dairy, forestry, poultry, Christmas trees, horticulture (ornamentals), and horticulture (fruits and vegetables). Therefore, the summary of all groups on a weighted basis generally coincides with the summary Table 1 as to the preferences of agricultural producer users of Extension/research information.

Conclusions and Implications

These findings demonstrate that communication methods that Extension has historically used for information dissemination are accepted by North Carolina farmers and continue to be popular. Also, the familiarity by the farmers to traditional methods appears to confirm their validity as methods that will continue to be preferred. However, the decline in popularity of bulletins and magazine articles as compared to the increasing popularity of computers and special publications appears to indicate that more prompt and specific sources of information will gain in popularity among Extension clientele.

The implications of these findings suggest that Extension should avoid moving too rapidly into newer, impersonal forms of communications to meet the information needs of its agricultural audiences. however, there is an indicated desire to receive information more directly. Thus, the continuing utilization of familiar teaching methods coupled with the

introduction or inclusion of newer direct methods of information delivery will likely be acceptable to agricultural clientele. By using an incremental type approach to using newer, less familiar communicators techniques, the Agricultural producers will have an opportunity to gain familiarity with these new techniques and through this process of acclimation may come to prefer the newer methods as situations and needs for learning changes. However, through this methodical, planned introduction process, the producers will also have the opportunity to continuously assess the acceptability of old and new communication methods. Thus, it will be the responsibility of the Extension information communicators to constantly stay attuned to the assessments of their audiences and to be prepared to make adjustments in information delivery techniques as appropriate or as the need arises.

Dr. John G. Richardson is Extension Specialist-Educational Programs, North Carolina Agricultural Extension Service, College of Agriculture and Life Sciences, North Carolina State University, Raleigh , North Carolina

Dr. R. David Mustian is Professor and State Leader of Evaluation, North Carolina Agricultural Extension Service, College of Agriculture and Life Sciences, North Carolina State University, Raleigh, North Carolina

*Additional information may be obtained by contacting the lead author of this article.

Table 1: Frequency Distribution of Respondents by Methods Used to obtain Information Provided by The North Carolina Agricultural Extension Service (N=702)

	Methods Considered to be important		Methods Used Most Frequently		Projected Future Most frequently Used Methods	
	N	%	N	%	N	%
Meetings	571	81.3	443	63.1	400	57.0
Newsletters	608	86.1	469	66.8	376	53.6
Radio	219	31.2	78	11.9	68	9.7
TV	236	33.6	80	11.4	94	13.4
Newspapers	367	52.3	143	20.4	108	15.4
Field Days	462	65.8	204	29.1	165	23.5
Workshops	257	36.6	66	9.4	76	10.8
Tours	393	56.0	140	19.9	119	17.0
Demonstrations	440	62.7	159	22.6	161	22.9
Teleconferencing	16	2.3	0	0	24	3.4
Computers	75	10.7	16	2.3	140	19.9
Symposiums	33	4.7	6	.9	11	1.6
Home Study Courses	28	4.0	1	.1	17	2.4
Bulletins	373	53.1	156	22.2	97	13 8
Movies	55	7.8	5	.7	10	1.4
Teletip	69	9.8	11	1.6	34	4.8
Telephone Calls	422	60.1	271	38.6	224	31.9
Fact Sheets	247	35.2	66	9.4	57	8.1
On-Farm tests and demonstrations	477	67.9	241	34.3	226	32.2
Farm Visits (agent to farmer)	575	81.9	392	55.8	351	50.0
Video Tapes	35	5.0	2	.3	56	8.0
Audio Cassettes	10	1.4	0	0	13	1.9
Cable Television	9	1.3	0	0	15	2.1
Office Conferences	202	28.8	102	14.5	96	13.7
Posters	34	4.8	2	.3	3	.4
Magazine Articles	328	46.7	118	16.8	84	12.0
Special Publications or articles	287	40.9	74	10.5	80	11.4
Fairs	178	25.4	28	4.0	21	3.0
Exhibits	153	21.8	13	1.9	17	2.4
Other	6	.9	4	.6	5	.7

Table 2: Frequency Distribution of Respondents with Horticulture (Fruits and Vegetables) as Major Enterprise by Methods used to obtain Information Provided by the North Carolina Agricultural Extension Service (N=57)

	Methods Considered to be important		Methods Used Most Frequently		Projected Future Most frequently Used Methods	
	N	%	N	%	N	%
Meetings	49	86.0	34	59.6	35	61.4
Newsletters	48	84.2	33	57.9	30	52.6
Radio	11	19.3	4	7.0	4	7.0
TV	14	24.6	3	5.3	3	5.3
Newspapers	31	54.4	11	19.3	6	10.5
Field Days	38	66.7	17	29.8	15	26.3
Workshops	25	43.9	7	12.3	10	17.5
Tours	31	54.4	16	28.1	14	24.6
Demonstrations	39	68.4	17	29.3	17	29.8
Teleconferencing	1	1.8	0	0	1	1.8
Computers	7	12.3	1	1.8	7	12.3
Symposiums	4	7.0	1	1.8	1	1.8
Home Study Courses	2	3.5	0	0	1	1.8
Bulletins	31	54.4	17	29.8	10	17.5
Movies	6	10.5	0	0	1	1.8
Teletip	3	5.3	0	0	3	5.3
Telephone Calls	30	52.6	18	31.6	18	31.6
Fact Sheets	18	31.6	4	7.0	3	5.3
On-Farm tests and demonstrations	41	71.9	20	35.1	18	31.6
Farm Visits (agent to farmer)	51	89.5	37	64.9	34	59.6
Video Tapes	2	3.5	0	0	2	3.5
Audio Cassettes	2	3.5	0	0	0	0
Cable Television	2	3.5	0	0	1	1.8
Office Conferences	20	35.1	7	12.3	9	15.8
Posters	1	1.8	0	0	1	1.8
Magazine Articles	21	36.8	5	8.8	5	8.8
Special Publications or articles	22	38.6	8	14.0	10	17.5
Fairs	14	24.6	2	3.5	1	1.8
Exhibits	9	15.8	0	0	3	5.3
Other	0	0	0	0	0	0

Table 3: Frequency Distribution of Respondents with Horticulture (ornamentals) as Major Enterprise by Methods used to obtain Information Provided by N.C. Agricultural Extension Service (N=19)

	Methods Considered to be important		Methods Used Most Frequently		Projected Future Most frequently Used Methods	
	N	%	N	%	N	%
Meetings	16	84.2	8	42.1	7	36.8
Newsletters	15	78.9	13	68.4	12	63.2
Radio	3	15.8	0	0	0	0
TV	3	15.8	2	10.5	0	0
Newspapers	5	26.3	1	5.3	1	5.3
Field Days	14	73.7	6	31.6	5	26.3
Workshops	12	63.2	3	15.8	2	10.5
Tours	14	73.7	7	36.8	6	31.6
Demonstrations	13	68.4	1	5.3	2	10.5
Teleconferencing	1	5.3	0	0	1	5.3
Computers	0	0	1	5.3	4	21.1
Symposiums	0	0	0	0	0	0
Home Study Courses	2	10.5	0	0	0	0
Bulletins	8	42.1	3	15.8	1	5.3
Movies	2	10.5	0	0	0	0
Teletip	4	21.1	0	0	1	5.3
Telephone Calls	12	63.2	8	42.1	8	42.1
Fact Sheets	8	42.1	2	10.5	1	5.3
On-Farm tests and demonstrations	12	63.2	5	26.3	5	26.3
Farm Visits (agent to farmer)	17	89.5	15	78.9	13	68.4
Video Tapes	2	10.5	0	0	0	0
Audio Cassettes	1	5.3	0	0	1	5.3
Cable Television	0	0	0	0	0	0
Office Conferences	7	36.8	5	26.3	5	26.3
Posters	0	0	0	0	0	0
Magazine Articles	6	31.6	3	15.8	2	10.5
Special Publications or articles	8	42.1	2	10.5	3	15.8
Fairs	3	15.3	0	0	0	0
Exhibits	2	10.5	0	0	0	0
Other	0	0	0	0	0	0

Table 4: Frequency Distribution of Respondents with Christmas Trees as Major Enterprise by Methods used to obtain Information provided by the North Carolina Agricultural Extension Service (N=13)

	Methods Considered to be important		Methods Used Most Frequently		Projected Future Most frequently Used Methods	
	N	%	N	%	N	%
Meetings	13	100	10	76.9	8	61.5
Newsletters	12	92.3	5	38.5	5	38.5
Radio	3	23.1	1	7.7	0	0
TV	2	15.4	0	0	0	0
Newspapers	4	30.8	0	0	0	0
Field Days	12	92.3	7	53.8	6	46.2
Workshops	6	46.2	4	30.8	4	30.8
Tours	9	69.2	2	15.4	3	23.1
Demonstrations	9	69.2	6	46.2	7	53.8
Teleconferencing	0	0	0	0	0	0
Computers	2	15.4	0	0	2	15.4
Symposiums	1	7.7	0	0	0	0
Home Study Courses	0	0	0	0	0	0
Bulletins	6	46.2	3	23.1	4	30.8
Movies	2	15.4	0	0	0	0
Teletip	2	15.4	1	7.7	1	7.7
Telephone Calls	10	76.9	8	61.5	9	69.2
Fact Sheets	2	15.4	1	7.7	0	0
On-Farm tests and demonstrations	10	76.9	3	23.1	3	23.1
Farm Visits (agent to farmer)	13	100	8	61.5	9	69.2
Video Tapes	2	15.4	0	0	0	0
Audio Cassettes	0	0	0	0	0	0
Cable Television	0	0	0	0	0	0
Office Conferences	3	23.1	2	15.4	2	15.4
Posters	1	7.7	0	0	0	0
Magazine Articles	3	23.1	0	0	0	0
Special Publications or articles	7	53.8	2	15.4	3	23.1
Fairs	1	7.7	1	7.7	0	0
Exhibits	4	30.8	0	0	0	0
Other	0	0	0	0	0	0

Table 5: Frequency Distribution of Respondents with Forestry as Major Enterprise by Methods used to obtain information Provided by North Carolina Agricultural Extension Service (N=18)

	Methods Considered to be important		Methods Used Most Frequently		Projected Future Most frequently Used Methods	
	N	%	N	%	N	%
Meetings	15	83.3	10	55.6	11	61.1
Newsletters	17	94.4	15	83.3	9	50.0
Radio	10	55.6	4	22.2	3	16.7
TV	7	38.8	1	5.6	1	5.6
Newspapers	11	61.1	3	16.7	2	11.1
Field Days	15	83.3	5	27.8	3	16.7
Workshops	10	55.6	4	22.2	3	16.7
Tours	13	72.2	5	27.8	2	11.1
Demonstrations	13	72.2	0	.0	2	11.1
Teleconferencing	0	0	0	0	2	11.1
Computers	3	16.7	0	0	3	16.7
Symposiums	1	5.6	1	5.6	0	0
Home Study Courses	3	16.7	1	5.6	1	5.6
Bulletins	13	72.2	5	27.8	2	11.1
Movies	3	16.7	0	0	1	5.6
Teletip	4	22.2	1	5.6	3	16.7
Telephone Calls	17	94.4	11	61.1	5	27.8
Fact Sheets	10	55.6	1	5.6	3	16.7
On-Farm tests and demonstrations	13	72.2	6	33.3	6	33.3
Farm Visits (agent to farmer)	15	83.3	11	61.1	9	50.0
Video Tapes	5	27.8	0	0	4	22.2
Audio Cassettes	2	11.1	0	0	2	11.1
Cable Television	0	0	0	0	0	0
Office Conferences	9	50.0	2	11.1	1	5.6
Posters	1	5.6	0	0	0	0
Magazine Articles	9	50.0	2	11.1	2	11.1
Special Publications or articles	8	44.4	2	11.1	4	22.2
Fairs	5	27.8	0	0	1	11.1
Exhibits	4	22.2	0	0	3	16.7
Other	0	0	0	0	1	5.6

Table 6: Frequency Distribution of Respondents with Tobacco as Major Enterprise by Methods used to obtain information Provided by North Carolina Agricultural Extension Service (N=231)

	Methods Considered to be important		Methods Used Most Frequently		Projected Future Most frequently Used Methods	
	N	%	N	%	N	%
Meetings	190	82.3	146	63.2	141	61.0
Newsletters	206	89.2	160	69.3	127	55.0
Radio	95	41.1	30	13.0	24	10.4
TV	110	47.6	44	19.0	42	18.2
Newspapers	133	57.6	48	20.8	38	16.5
Field Days	144	62.3	45	19.5	40	17.3
Workshops	90	39.0	19	8.2	25	10.8
Tours	139	60.2	42	18.2	39	16.9
Demonstrations	152	65.8	51	22.1	52	22.5
Teleconferencing	8	3.5	0	0	8	3.5
Computers	26	11.3	3	1.3	39	16.9
Symposiums	13	5.6	1	.4	4	1.7
Home Study Courses	9	3.9	0	0	5	2.2
Bulletins	120	51.9	44	19.0	26	11.3
Movies	20	8.7	2	.9	1	.4
Teletip	23	10.0	4	1.7	13	5.6
Telephone Calls	149	64.5	88	38.1	67	29.0
Fact Sheets	94	40.7	24	10.4	22	9.5
On-Farm tests and demonstrations	177	76.6	104	45.0	102	44.2
Farm Visits (agent to farmer)	198	85.7	139	60.2	134	58.0
Video Tapes	17	7.4	0	0	24	10.4
Audio Cassettes	3	1.3	0	0	5	2.2
Cable Television	5	2.2	0	0	6	2.6
Office Conferences	72	31.2	31	13.4	31	13.4
Posters	17	7.4	1	.4	0	0
Magazine Articles	111	48.1	26	11.3	15	6.5
Special Publications or articles	95	41.1	16	6.9	21	9.1
Fairs	57	24.7	7	3.0	7	3.0
Exhibits	54	23.4	3	1.3	4	1.7
Other	5	2.2	3	1.3	3	1.3

Table 7: Frequency Distribution of Respondents with Dairy as Major Enterprise by Methods used to obtain Information Provided North Carolina Agricultural Extension Service (N=54)

	Methods Considered to be important		Methods Used Most Frequently		Projected Future Most frequently Used Methods	
	N	%	N	%	N	%
Meetings	43	79.6	29	53.7	26	48.1
Newsletters	49	90.7	38	70.4	31	57.4
Radio	12	22.2	6	11.1	5	9.3
TV	16	29.6	8	14.8	7	13.0
Newspapers	26	48.1	11	20.4	8	14.8
Field Days	34	63.0	16	29.6	14	25.9
Workshops	25	46.3	9	16.7	8	14.8
Tours	30	55.6	7	13.0	8	14.8
Demonstrations	33	61.1	10	18.5	11	20 4
Teleconferencing	2	3.7	0	0	2	3.7
Computers	9	16.7	5	9.3	19	35.2
Symposiums	1	1.9	0	0	0	0
Home Study Courses	0	0	0	0	0	0
Bulletins	31	57.4	13	24.1	6	11.1
Movies	3	5.6	0	0	2	3.7
Teletip	5	9.3	1	1.9	2	3.7
Telephone Calls	39	70.4	24	44.4	20	37.0
Fact Sheets	13	24.1	5	9.3	4	7.4
On-Farm tests and demonstrations	33	61.1	10	18.5	8	14.8
Farm Visits (agent to farmer)	45	83.3	36	66.7	33	61.1
Video Tapes	2	3.7	0	0	3	5.6
Audio Cassettes	1	1.9	0	0	0	0
Cable Television	1	1.9	0	0	1	1.9
Office Conferences	12	22.2	6	11.1	7	13.0
Posters	1	1.9	0	0	0	0
Magazine Articles	29	53.7	14	25.9	8	14.8
Special Publications or articles	25	46.3	5	9.3	4	7.4
Fairs	17	31.5	1	1.9	0	0
Exhibits	12	22.2	1	1.9	0	0
Other	0	0	0	0	0	0

Table 8: Frequency Distribution of Respondents with Swine as Major Enterprise by Methods used to obtain Information Provided by the North Carolina Agricultural Extension Service (N=60)

	Methods Considered to be important		Methods Used Most Frequently		Projected Future Most Frequently Used Methods	
	N	%	N	%	N	%
Meetings	47	78.3	37	61.7	35	58.3
Newsletters	51	85.0	38	63.3	30	50.0
Radio	24	40.0	7	11.7	5	8.3
TV	23	38.3	5	8.3	8	13.3
Newspapers	32	53.3	9	15.0	6	10.0
Field Days	42	70.0	15	25.0	14	23.3
Workshops	22	36.7	8	13.3	9	15.0
Tours	31	51.7	11	18.3	11	18.3
Demonstrations	36	60.0	10	16.7	13	21.7
Teleconferencing	4	6.7	0	0	4	6.7
Computers	11	18.3	3	5.0	13	21.7
Symposiums	6	10.0	1	1.7	3	5.0
Home Study Courses	1	1.7	1	1.7	3	5.0
Bulletins	36	60.0	15	25.0	6	10.0
Movies	2	3.3	0	0	2	3.3
Teletip	5	8.3	0	0	2	3.3
Telephone Calls	34	56.7	19	31.7	14	23.3
Fact Sheets	21	35.0	8	13.3	5	8.3
On-Farm tests and demonstrations	41	68.3	19	31.7	17	28.3
Farm Visits (agent-to farmer)	49	81.7	39	65.0	27	45.0
Video Tapes	5	8.3	0	0	4	6.7
Audio Cassettes	2	3.3	0	0	2	3.3
Cable Television	0	0	0	0	1	1.7
Office Conferences	17	28.3	6	10.0	7	11.7
Posters	2	3.3	0	0	1	1.7
Magazine Articles	29	48.3	12	20.0	8	12.3
Special Publications or articles	24	40.0	5	8.3	9	15.0
Fairs	22	36.7	4	6.7	5	8.3
Exhibits	15	25.0	1	1.7	2	3.3
Other	0	0	0	0	1	1.7

Table 9: Frequency Distribution of Respondents with Beef Cattle as Major Enterprise by Methods Used to obtain Information Provided by the North Carolina Agricultural Extension Service (N=159)

	Methods Considered to be important		Methods Used Most Frequently		Projected Future Most frequently Used Methods	
	N	%	N	%	N	%
Meetings	133	83.6	112	70.4	93	58.5
Newsletters	137	86.2	101	63.5	80	50.3
Radio	50	31.4	17	10.7	15	9.4
TV	43	27.0	8	5.0	14	8.8
Newspapers	78	49.1	29	18.2	23	14.5
Field Days	115	72.3	64	40.3	48	30.2
Workshops	49	30.8	9	5.7	12	7.5
Tours	106	66.7	50	31.4	35	22.0
Demonstrations	111	69.8	47	29.6	45	28.3
Teleconferencing	3	1.9	0	.0	5	3.1
Computers	10	6.3	4	2.5	31	19.5
Symposiums	5	3.1	0	0	1	.6
Home Study Courses	6	3.8	0	0	5	3.1
Bulletins	87	54.7	36	22.6	24	15.1
Movies	18	11.3	1	.6	1	.6
Teletip	16	10.1	4	2.5	11	6.9
Telephone Calls	86	54.1	48	30.2	34	21.4
Fact Sheets	50	31.4	9	5.7	9	5.7
On-Farm tests and demonstrations	105	66.0	55	34.6	46	28.9
Farm Visits (agent to farmer)	134	84.3	80	50.3	61	38.4
Video Tapes	7	4.4	1	.6	12	7.5
Audio Cassettes	3	1.9	0	0	3	1.9
Cable Television	2	1.3	0	0	5	3.1
Office Conferences	46	28.9	20	12.6	18	11.3
Posters	6	3.8	0	0	0	0
Magazine Articles	77	48.4	31	19.5	23	14.5
Special Publications or articles	65	40.9	16	10.1	19	11.9
Fairs	50	31.4	10	6.3	8	5.0
Exhibits	43	27.0	8	5.0	7	4.4
Other	1	.6	1	.6	1	.6

Table 10: Frequency Distribution of Respondents with Field Crops as Major Enterprise by Methods used to obtain Information Provided by the North Carolina Agricultural Extension Service (N=229)

	Methods Considered to be important		Methods Used Most Frequently		Projected Future Most frequently Used Methods	
	N	%	N	%	N	%
Meetings	188	82.1	139	60.7	128	55.9
Newsletters	196	85.6	158	69.0	121	52.8
Radio	82	35.8	26	11.4	22	9.6
TV	88	38.4	26	11.4	32	14.0
Newspapers	132	57.6	39	17.0	33	14.4
Field Days	157	68.6	64	27.9	52	22.7
Workshops	84	36.7	15	6.6	19	8.3
Tours	122	53.3	40	17.5	35	15.3
Demonstrations	146	63.8	41	17.9	55	24.0
Teleconferencing	7	3.1	0	0	10	4.4
Computers	23	12.2	4	1.7.	39	17.0
Symposiums	9	3.9	0	0	1	.4
Home Study Courses	13	5.7	1	.4	6	2.6
Bulletins	120	52.4	53	23.1	29	12.7
Movies	16	7.0	1	.4	2	.9
Teletip	23	10.0	4	1.7	16	7.0
Telephone Calls	136	59.4	97	42.4	80	34.9
Fact Sheets	97	42.4	24	10.5	19	8.3
On-Farm tests and demonstrations	173	75.5	94	41.0	84	36.7
Farm Visits (agent to farmer)	188	82.1	134	58.5	125	54.6
Video Tapes	15	6.6	1	.4	17	7.4
Audio Cassettes	3	1.3	0	0	3	1.3
Cable Television	5	2.2	0	0	7	3.1
Office Conferences	63	27.5	31	13.5	32	14.0
Posters	13	5.7	2	.9	1	.4
Magazine Articles	113	49.3	42	18.3	25	10.9
Special Publications or articles	96	41.9	21	9.2	22	9.6
Fairs	57	24.9	6	2.6	2	.9
Exhibits	49	21.4	4	1.7	5	2.2
Other	4	1.7	3	1.3	4	1.7

Table 11: Frequency Distribution of Respondents with Poultry as Major Enterprise by Methods used to obtain Information Provided by the North Carolina Agricultural Extension Service (N=51)

	Methods Considered to be important		Methods Used Most Frequently		Projected Future Most frequently Used Methods	
	N	%	N	%	N	%
Meetings	37	72.5	31	60.8	23	45.1
Newsletters	42	82.4	33	64.7	27	52.9
Radio	23	45.1	9	17.6	9	17.6
TV	26	51.0	5	9.8	6	11.8
Newspapers	33	64.7	14	27.5	13	25.5
Field Days	36	70.6	24	47.1	19	37.3
Workshops	18	35.3	7	13.7	8	15.7
Tours	32	62.7	13	25.5	13	25.5
Demonstrations	29	56.9	11	21.6	8	15.7
Teleconferencing	0	0	0	0	1	2.0
Computers	3	5.9	0	0	9	17.6
Symposiums	1	2.0	0	0	1	2.0
Home Study Courses	2	3.9	0	0	1	2.0
Bulletins	30	58.8	8	15.7	8	15.7
Movies	6	11.8	1	2.0	1	2.0
Teletip	4	7.8	2	3.9	2	3.9
Telephone Calls	30	58.8	16	31.4	13	25.5
Fact Sheets	19	37.3	6	11.8	5	9.8
On-Farm tests and demonstrations	29	56.9	12	23.5	10	19.6
Farm Visits (agent to farmer)	38	74.5	22	43.1	16	31.4
Video Tapes	4	7.8	0	0	4	7.8
Audio Cassettes	1	2.0	0	0	0	0
Cable Television	0	0	0	0	0	0
Office Conferences	15	29.4	8	15.7	5	9.8
Posters	2	3.9	0	0	0	0
Magazine Articles	26	51.0	10	19.6	10	19.6
Special Publications or articles	24	47.1	5	9.8	8	15.7
Fairs	15	29.4	5	9.8	3	5.9
Exhibits	14	27.5	0	0	1	2.0
Other	0	0	0	0	0	0

Table 12: Frequency Distribution of Respondents with Peanuts as Major Enterprise by Methods Used to obtain Information Provided by North Carolina Agricultural Extension Service (N=73)

	Methods Considered to be important		Methods Used Most Frequently		Projected Future Most frequently Used Methods	
	N	%	N	%	N	%
Meetings	60	82.2	47	64.4	45	61.6
Newsletters	63	86.3	53	72.6	42	57.5
Radio	29	39.7	8	11.0	5	6.8
TV	32	43.8	10	13.7	14	19.2
Newspapers	41	56.2	15	20.5	12	16.4
Field Days	51	69.9	16	21.9	8	11.0
Workshops	31	42.5	4	5.5	7	9.6
Tours	33	45.2	7	9.6	5	6.8
Demonstrations	46	63.0	12	16.4	11	15.1
Teleconferencing	3	4 1	0	0	2	2.7
Computers	15	20.5	1	1.4	18	24.7
Symposiums	6	8.2	0	0	1	1.4
Home Study Courses	7	9.6	0	0	2	2.7
Bulletins	49	67.1	23	31.5	13	17.8
Movies	7	9.6	2	2.7	1	1.4
Teletip	11	15.1	1	1.4	7	9.6
Telephone Calls	48	65.8	33	45.2	29	39.7
Fact Sheets	38	52.1	10	13.7	12	16.4
On-Farm tests and demonstrations	57	78.1	34	46.6	30	41.1
Farm Visits (agent to farmer)	63	86.3	48	65.8	43	58.9
Video Tapes	4	5.5	0	0	7	9.6
Audio Cassettes	2	2.7	0	0	3	4.1
Cable Television	2	2.7	0	0	2	2.7
Office Conferences	22	30.1	6	8.2	6	8.2
Posters	4	5.5	1	1.4	0	0
Magazine Articles	44	60.3	8	11.0	7	9.6
Special Publications or articles	32	43.3	6	8.2	8	11.0
Fairs	11	15.1	0	0	1	1.4
Exhibits	13	17.8	0	0	1	1.4
Other	3	4.1	3	4.1	4	5.5