

现代农业

贫困农村社区不同类型农户信息需求特性分析

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摘要:

在贫困农村社区中,不同类型农户因其生产生活活动的不同,决定了他们对信息需求的差异,自给自足型农户主要关注对新品种等最基本的农业信息,种植(养殖)专业型农户更关注市场价格信息和其他农业相关信息,而兼业型农户的信息需求更倾向于非农就业机会。在获取信息的渠道上,自给自足型农户更多地依赖传统的人际交流途径,而另两类农户在利用人际交流的基础上,趋于更多地利用大众传媒途径。信息在社区内呈现出从信息拥有量高的农户向信息量低的农户传播的梯度趋势,对信息占有的多寡,决定了不同农户在社区内地位的强弱,并影响其在进一步获得信息过程中的优劣。

关键词: 信息需求 传播途径 贫困农村社区 人际交流

Analysis on the features of information needs from different farmers in the poor chinese rural community

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Abstract:

In the poor rural community of China, farmer's needs on information depends largely on their activities in production and livelihood levels, by which there are some differences among subsistence farmers, specialized farming and livestock farmers as well as part-time farmers. More information on new varieties is needed by subsistence farmers, while specialized farmers focus more on marketing information and other agricultural related information. Those part-time farmers concentrate on information of non-farming opportunities. Accessing information related, subsistence farmers rely more on inter-personal communication approach, while other two types of farmers use more mass media or internet to meet their requirements on information based on inter-personal communication approach. There exists an information delivery model within the community from farmers with higher information density to other farmers with lower one. The position of farmers in the community with difference of dominant group and vulnerable group is determined by the amounts of information possession, which in turn strengthens their original advantage and disadvantage situations in accessing further information.

Keywords: information needs information delivery approach poor rural community inter-personal communication

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