

研究簡報

農民對農業推廣書刊利用需求之探討

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為探討桃園區農業改良場轄區內讀者對本場贈閱農業推廣專訊之利用需求，依地區比例隨機抽樣讀者 1,200 位，郵寄問卷，回收有效問卷 160 份，以 DBASE III 建檔，SAS 程式頻率分析，結果如下：

一、讀者基本資料分析

讀者基本資料分析如表 1 所示，讀者年齡 51-60 歲占 30%，41-50 歲占 27.5%，顯示讀者年齡層偏高；教育程度則以小學畢業 43.8% 居高，國中畢業 18.7% 次之。

二、讀者對專訊需求分析

分析結果如表 2 所示，讀者對農業推廣專訊之資訊種類需求甚為廣泛，對農業推廣專訊內容滿意度高，且瞭解內容。有 65% 讀者表示願意付費訂閱，可見農業推廣專訊是相當受到讀者肯定的一種刊物。惟專訊內容之報導應加強農場經營、農產運銷、農產加工等資訊，若能開放讀者意見篇幅作雙向溝通，應可發揮更大的農業傳播效果與供讀者終身學習的目標。

本計畫經調查分析資料顯示：讀者多數從事農業工作，年齡層偏高，教育程度偏低。對專訊資訊內容需求廣泛，且都能定期收到期刊，惟本場編印專訊資訊內容，偏重栽培技術與病蟲害防治報導，對於農場管理、產品運銷及廢物利用有加強報導之必要。對專訊內容滿意度相當高，且大多數表示願意付費訂閱，應可酌收成本。

表 1. 讀者身分、年齡、教育程度及性別分布

Table 1. Distribution of vocation, age, education, and sex of readers of agricultural extension publication.

項目 Item	類別 Type	人數 Person	百分比 Percentage
身份 Vacation	農事班員 Member of farm class	82	51.2
	家政班員 Member of housework class	6	3.8
	四健班員 Member of 4 H's class	14	8.7
	農會代表 Member of representatives of farmer's association	50	31.3
	公務員 Officers	8	5
	年齡 Age	20 歲以下	2
21-30 歲		6	3.8
31-40 歲		26	16.3
41-50 歲		44	27.5
51-60 歲		48	30.0
61 歲以上		34	21.2

續表 1.

項目 Item	類別 Type	人數 person	百分比 Percentage	
教育程度 Education	小學以下 Under primary school	8	5.0	
	小學 Middle school	70	43.8	
	初(國)中 Junior high school	30	18.7	
	高中(職) Senior vocation school	28	17.5	
	大專 College	16	10	
	大學以上 Above university	8	5	
	性別 Sex	男 Male	144	90
		女 Female	16	10

表 2. 讀者對內容需求、滿意度、瞭解程度及付費意願分布

Table 2. Requirement of subject, satisfaction, and realization of readers on agricultural extension publications.

項目 Item	類別 Type	人數 Person	百分比 Percentage	
內容需求 Requirement of subject	廢物利用 Disposal utilization	22	5.4	
	農產運銷 Marketing of agricultural products	38	9.4	
	農場管理 Farm management	44	10.9	
	農產加工 Processing of agricultural products	42	10.4	
	農業機械 Agricultural mechanics	46	11.4	
	施肥技術 Fertilizing techniques	50	12.4	
	植物保護 Plant protection	48	11.9	
	栽培技術 Planting techniques	40	9.9	
	品種特性 Variety characteristics	74	18.3	
	滿意度 Satisfaction	沒有意見 No opinion	6	4
		不很充實 Not very	10	6
普通 Common		64	40	
很充實 Very		80	50	

續表 2.

項 目 Item	類 別 Type	人 數 Person	百 分 比 Percentage
瞭解度 Realization	一半以上不瞭解 Understand less than 50%	8	5
	瞭解十之八九 Understand more than 80%	92	57.5
	能完全瞭解 Understand completely	60	37.5

表 3. 農業推廣專訊內容分布

Table 3. Distribution of subjects of Agricultural Extension Publications.

項 目 Item	人 數 Person	百 分 比 percentage
品種特性 Variety characteristic's	2	2.4
栽培技術 Planting techniques	40	47.6
植物保護 Plant protection	27	32.2
施肥技術 Fertilizing techniques	6	7.1
農業機械 Agricultural mechanics	6	7.1
農產加工 Processing of agricultural products	2	2.4
農場管理 Farm management	1	1.2
農產運銷 marketing of products	0	0
廢物利用 Disposal utilization	0	0

表 4. 讀者閱讀其他農業雜誌份數及是否定期收到專訊

Table 4. Reading condition of readers of Agricultural Extension Publications.

項 目 Item	類 別 Type	人 數 person	百 分 比 percentage
閱讀其他雜誌 Reading other agricultural magazines	0 份	12	7.5
	1 份	80	50.0
	2 份	30	18.7
	3 份	28	17.5
	4 份	2	1.3
是否定期收到 Receive other agricultural magazines punctually	5 份	8	5.0
	不定期收到	24	15
付費與否 Charge on agricultural magazines	定期收到	136	85
	沒意見	4	2.5
	不同意	52	32.5
	同 意	104	65

參考文獻

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Survey on the Readers of Agricultural Extension Publications in Taoyuan District

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In order to understand the readers' requirement and acceptance of Agricultural Extension Publications in Taoyuan District, an investigation was made in the areas of Taipei, Taoyuan, Hsinchu and Miaoli. Questionnaires were sent to 1200 readers chosen by random. One hundred and sixty effective questionnaires were returned and used for analysis.

The results showed that 30 % of readers were 51-60 years old and 27.5 % were 41-50 of age. There were 43.8 % and 18.7 % of readers who have graduated from primary and secondary schools, respectively. Readers who needed Agricultural Extension Publications were mostly graduates from primary and secondary schools. Most readers were satisfied with and could understand the contents of Agricultural Extension Publications. Sixty-five percent of the readers were willing to pay for the subscription. The contents of Agricultural Extension Publications were highly accepted by readers. The readers also suggested that the topics such as farm management, production, marketing and processing be included in the Agricultural Extension Publications.