

# Study of Rural Women to Some Related Decisions to Rural Development

A Study of Rural Women Making Some As a result of the great scientific improvement in the agricultural field, many innovations suitable for applications widespread in the various fields of life and production. Agricultural extension services is considered one of the organization responsible for transferring such innovations to rural people men or women and helping them for their efficient utilization. Advising and informing rural women is considered one of the most important fields of agricultural extension work for her various roles whether in the production side or home economics side, besides her indirect role in affecting agricultural and family decisions. Many research and extension efforts were directed to woman implementation of agricultural activities, but more efforts and care should be directed to her role in agricultural and family innovation decision making process due to their effects on raising standard of living and modernization rural people in general, rural women in particular and in turn developing and innovating their rural communities. Because of the members of each community vary in their traits personal characteristics and their surrounding situational variables, which make them vary in the quickness of decision making related to innovativeness and modernization, this study was carried out for determining the time airlines of the rural women in her innovation- decision process (or her innovativeness) depending in its measuring for three stages of the innovation-decision process related to accepting the innovations about some selected innovations which were not cared about in previous studies. For all what pre mentioned this study was carried out for realizing the following objectives :

- 1) Recognizing the degree of interviewee's innovativeness measured by the degree of their knowledge, persuasion and decision about the studied innovations.
- 2) Determining the relationship between the degree of interviewee's innovativeness measured by each of their knowledge, persuasion and decision degree and each of the following independent variables:
  - 1-age
  - 2-period of marriage
  - 3-The degree of interviewee's education
  - 4-The degree of family member's education
  - 5-Size of family agricultural land holding
  - 6-Personal interviewee's modernization degree
  - 7- Informal social participation degree
  - 8-Mass media exposure degree
  - 9-Contacting change agent degree
  - 10-A spiration degree
  - 11-Achievement motivation degree
  - 12-Opinion leadership degree
  - 13-The degree of attitude toward rural women's farm work
- 3) Determining the degree of contribution of the independent variables having significant relation with the interviewee's innovativeness measured by the degree of their knowledge, persuasion and decision about the studied innovations rural
- 4) Recognizing sources of rural women's information about the agricultural innovations in the three stages of decision-innovation process its : the knowledge stage, persuasion stage and decision stage.

This study was carried out in Gerwan villages at El-Bagour district of El-Monofia governorate, on a random sample of male and female holders in the agricultural cooperative amounting to 150 female interviewers representing about 20 % of their total in the village. The female land holders and the wives of male land holders were asked in the content of the questionnaire's information for the objectives of this study. Data was collected by personal interview questionnaire including two main part. The first of them is related to measuring the independent variables, while the second of them is related to measuring the three studies dependent variables related to interviewee's innovativeness measured each of them with one of the stages of innovations-decision making process which are knowledge, persuasion and decision. Also this second part included question to recognize sources

of interviewee's information about the studied innovations in the three pre mentioned decision-making process's stages. A scale was set up each variable composed from one or more items, then measurement and quantitative estimations were carried out for these variables for their analysis. Simple correlation coefficient, step-wise multiple regression -correlation coefficient, averages, percentages and tabulation were used in this study for presentation, analysis of data and deducting results. The following are the major results reached in this study.

- 1) The innovativeness of interviewees in the first three stages of innovations decision process were relatively low to all the studied innovations. The most prevail one is using milk - separator and the smallest one is raising Bekini Ducks.
- 2) The interviewee's innovativeness measured by the degree of their knowledge about the studied innovations was positive and significant at the 0.01 level with each of degree of family member's education, degree of interview's achievement motivation, and at the 0.05 level with the attitude of interviewee towards farm work. It was negative or positive level insignificant with each of the rest of the studied independent variables.
- 3) The two independent variables named the degree of interviewee's family member's education and her achievement motivation degree were jointly contributing to 12% of the total variation interpreting the interviewee's innovativeness measured by their knowledge degree about the studied innovations.
- 4) The interviewee's innovativeness measured by the degree of their persuasion about the studied innovations was positive and significant at the 0.05 level with only the variable of the degree of the interviewee's family members' education, while it was negative or positive but insignificant with the rest of the studied independent variable.
- 5) The interviewee's innovativeness measured by the degree of their decision about the studied innovations was positive and significant at the 0.01 level with each of interviewee's period of marriage and her achievement motivation degree, while it was positive and significant at the 0.05 level with each of interviewee's age, the degree of interviewees' family members education and her attitude towards farm work. It was negative and significant at the 0.05 level with the aspiration degree variable. It was negative or positive but insignificant with the rest of studied independent variables.
- 6) Three studied independent variables named the interviewee's achievement motivation degree, period of interviewees' marriage and the degree of interviewee's family members' education were jointly contributed to 18.17% of the total variation interpreting the interviewee's innovativeness measured by the decision making degree about the studied innovations.
- 7) Source of interviewee's information about the studied innovations and their relative importance were varied according to the differences of their innovations. Local personal sources were considered the most important sources of information for the interviewee's in all the first three stages of innovation decision process. Relatives and neighbors came in advanced orders. The implementation benefits of the results of this study could be summarized in the following two major benefits with three partial subbenefits.

- 1) The extension program planners and executors should take in consideration the following:
  - a) Planning agricultural extension programs for informing rural women about spreaded innovations in the studied area and similar other rural communities and convincing them about deciding of their acceptance.
  - b) When planning future agricultural extension programs aiming for wide spreading the studied innovations in the studied and similar other rural communities, it is important to take in consideration variables having high contribution on affecting the changes of rural women innovativeness in each stage of decision making process for acceptance of innovations reached in this study.
  - c) Using different and various sources of information for acquainting rural women with innovation needed for wide spreading and convincing them with taking decisions for their acceptance, with concentrating on sources most suitable to nature and characteristics of these innovations.
- 2) Future researches should care about studying other independent variables not included in this study and could have significant contribution in the predictability of rural women innovativeness. Also care should be given about the comparison among various rural women innovativeness scales for reaching the most and accuracy in their measuring.