

# The effectiveness of Some of Assistive Devices in Agricultural Extension Work in El -Qalubia

No doubt that the agricultural extension aids performs educational effects among the farmers' audience. The effects of each aid vary in its intensity according to various factors and conditions; as clientele variables, or the nature of the extension message or and the educational objectives which the aid aimed to achieved. The Video film is one of modern communications devices which transmitted via television sets in the group situations. The reviewer of the Egyptian literature dealing to the agricultural extension video film effects will observe that it is very few generally and especially in the capacity of the film through its characteristics and the relationship between that characteristics and the educational effects. So questions are aroused about what the level and degree of that education effect due to the film and what its relationship with video film traits. Objectives: Therefore the following objectives were determined to answer these questions to: Summary -1-First: Identify the levels of the acquired knowledges dealing to growing and producing grapes after exposing to an extension video film about grapes. Second: Identify the relation change rates and levels of the respondents' knowledges in growing and production of grapes crop resulted to their exposure to the previous video film .Third: Determine the difference between respondents scores of grapes knowledges before exposure the video film and their scores (before -after). Fourth: Determine variations between the (after) scores means of grapes knowledges about growing and production. Fifth: Determine the relationship between the respondents acquired scores about growing and production of grapes after the exposure to the film and some of independent variables. Sixth: (a) Determine the relationship between the after scores of knowledges about growing and production grapes and the respondents scores dealing with the film characteristics evaluations. (b) Determine the relationship between the total scores of respondents evaluations about film characteristics and the after Summary -2- scores of gained knowledges about grapes growing and production from the video film. Seventh: Determine the relationship between the total scores of respondents evaluations of the characteristics of the video film and each of the studied independent variables. Thus five research hypothesis were formulated to test the third, fourth, fifth, sixth and seventh objectives. Procedures: Kalubia governorate was choosed to conduct this study for the heavy efforts were done by the agricultural extension work in the field of horticultural programs in this govemorate. The districts of Benha, Toukh and EL-Kanater El-Khiria were selected for the greater lands planted with grapes than the other districts. This research depends chiefly upon the experimental methodology, it is very recommended from methodologists to study the effects of educational media and aids. So the experimental design was (before — after) for one group. Then the agricultural extension video film was the experimental factor. That agricultural extension video film was produced from the center for development support communication at Dekernis. The film was subjected to growing and production of grapes. According to the last technical recommendation issued from the research center. All the video techniques etc. Camera, lighting & audio techniques, editing were done under advisory and Summary -3- This video film was tested therefore before production to determine its suitability. Also this research tested again the film validity. At Kalub district in Kalubia governorate, so the film was valid to use in this recent study. The research population were the all 75 the grapes farmers in the all previous mentioned districts according to the list of names in the regional agricultural extension department at the governorate level. It has been

chosen as a simple sample of 66.67% of the total farmers in the districts and had thus reached 50 farmers of the total number of farmers in the districts. They were invited to the extension centers of Damalo (Benha), Safaina (Toukh) and Kranfeel (El-Kanater El-Khiria) for the purpose of interviews under considerations and assistance of each center of officer after contacts with each. Personally with a task letter from the faculty.

**Variables and Measurement:** First the control variable is: Past knowledges attached to grapes growing and production before exposure to the video film, that accompanied from the following items: 1-Land preparation: includes two sub items. 2-Grafting: includes four sub items. 3-Fertilizing: includes three sub items. 4-Pest control: includes 11 sub items. 5-Harvesting: includes three sub items. So this variable was consisted of (23) sub items.

**Summary -4-Second the dependents variables:** 1-The acquired knowledges of growing and production of grapes scores After exposure to the film. It was the same in the previous (before) measuring. 2-EValuation of the video film efficiency which exposed experimentally, it were consisted from the total scores of about the respondents responses to word the following characteristics: Film moving, lighting, pacing, sequence, items presentation, color, timing, vocabulary, visual amount of information, introduction stimulating and the applicability of the content in the field. Third: The independent variables were the following: literary state, years of schooling holding, size of grapes trees, land size of grapes, total land holding, membership in local organizations, contact with change agencies, visiting the agricultural services centers and exposure to mass media communications. Scales and measures were designed to provide data about these variables. Two forms of questionnaires were contained the scales and measures: one for the study before and the other for after. Data collection had been done therefore in Feb. & March 2010. Data were main pulsated in a quantities form. The statistical analysis tools were: (z) test, analysis of variance (ANOVA) and "ft ratio, Tokey test, simple correlation coefficient "r" beside means, frequencies and relative change ratio.