

Role of visual media in agricultural development in some villages of the East of the Suez Canal Area and Sinai Region

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Abstract

This research aimed to identify the role of visual media in agricultural development in East of the Suez Canal Area and Sinai Region. The research was conducted in El-Arish and BirAl-Abd centers in North Sinai Governorate, The comprehensive research was represented in the farmers of the study area with anumber of (1168) ,The sample size of the respondents was determined with the knowledge of the overall size using the Cochran equation, thesample size was 175 respondents, Data were collected during November2021using questionnaire forms, The data were quantitatively and statistically analyzed by using the arithmetic mean, standard deviation

The most important results are summarized as follows:

- 70 % of the respondents farmers located in categories of high level of knowledge of good agricultural practices.
- Television is the most important source of agricultural information with a percentage of 53.1% followed by the Internet and social network sites with a percentage of 38.3% then friends, colleagues and relatives with a percentage of 27.4% then the rest of the sources with lower percentages
- That 50.86% of the respondents have a medium degree of benefit from agricultural television programs, while 28.57% have a high degree and 20.57% have a low degree

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