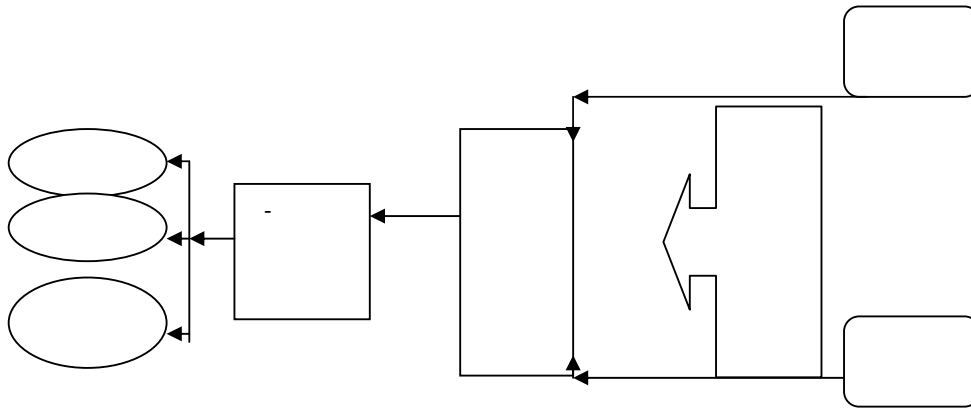


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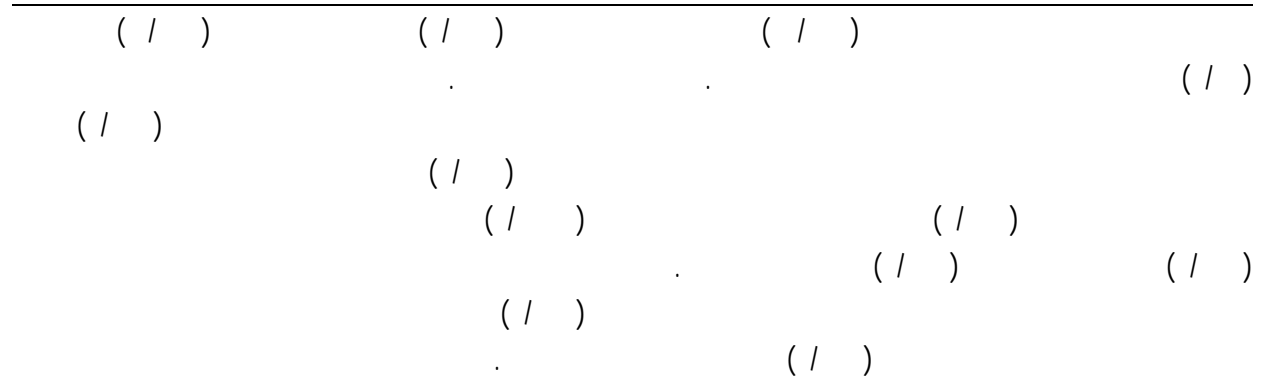
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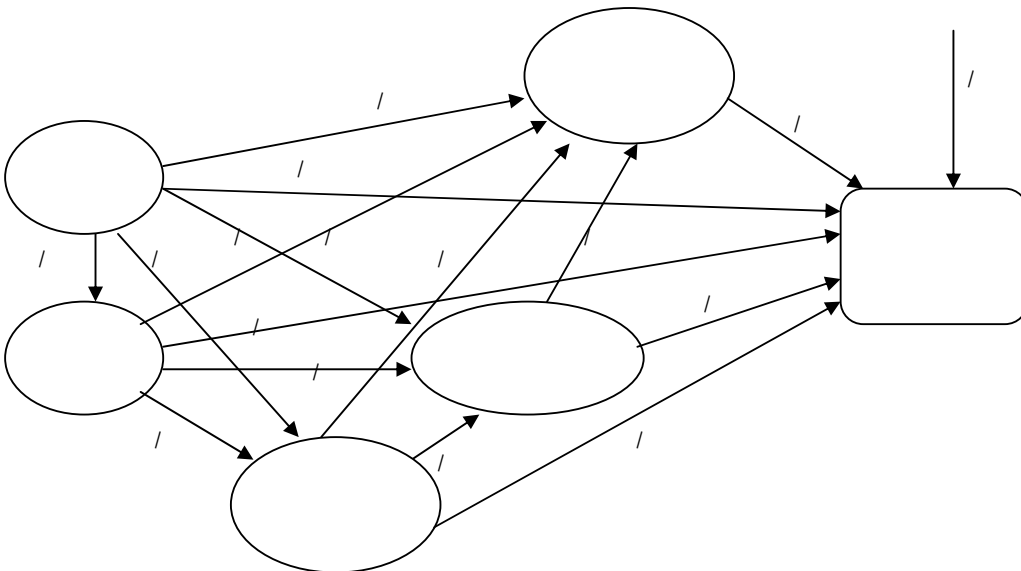
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Role of Information Sources in Adoption of Fish Farming Innovations

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Abstract

Diffusion and application of innovations are the suitable challenges for resolving food security, employment problems and make modern society. Adoption of new technologies happens through a process consisting of knowledge, persuasion and decision stages. The role of information sources and communication channels are important in this regard. This research focused on to study the role of information sources and communication channels in adoption of fish farming innovations. A sample of 91 fish farmers in Kordestan were selected which at least, had cultured fished for a year. Data were collected using a structured questionnaire. The results revealed that education, the distance from the city, using of personal information sources such as extension agents, fish specialists in the province, other fish farmers and telephone and community information sources such as printed materials and extension courses had significant relationship with adoption of fish farming technologies. According to the multiple regression analysis, these variables could explain about 52 % variations in the adoption of fish farming technologies. Results of the path analysis showed that education positively affects the adoption process of technologies directly and indirectly by influencing on the using of personal and community information sources. It was recommended based on the results, using modified education and visiting approach in which it has been used both personal and community information sources for fish farming technologies.

Keywords: Adoption innovation decision process, Fish farming technologies, Communication channels, Information sources

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