

()

GPS

//

() (

)

()

()

()

()

(Global Position System-

GPS)

GPS

GPS

Archive of SID

(.)

() ()
() ()
() ()

()

Archive of SID

()

()

()

()

()

()

()

"

GPS

GPS

GPS

Archive of SID

GPS

GPS

GPS

GPS

GPS

GPS

GPS

GPS

GPS

/ /
/ /
/ /

/ /

/ /
/ /
/ /

GPS

GPS

GPS

Archive of SID

SPSS

()

GPS

GPS

GPS

GPS

GPS

...

:

.()

.()

GPS

GPS

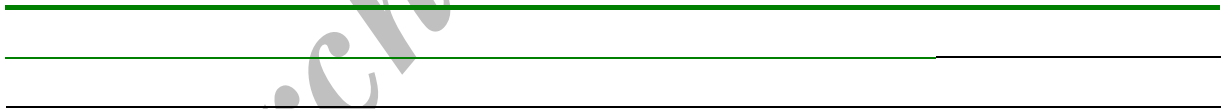
GPS

GPS

GPS

GPS

Archive of SID



Archive of SID

GPS

()

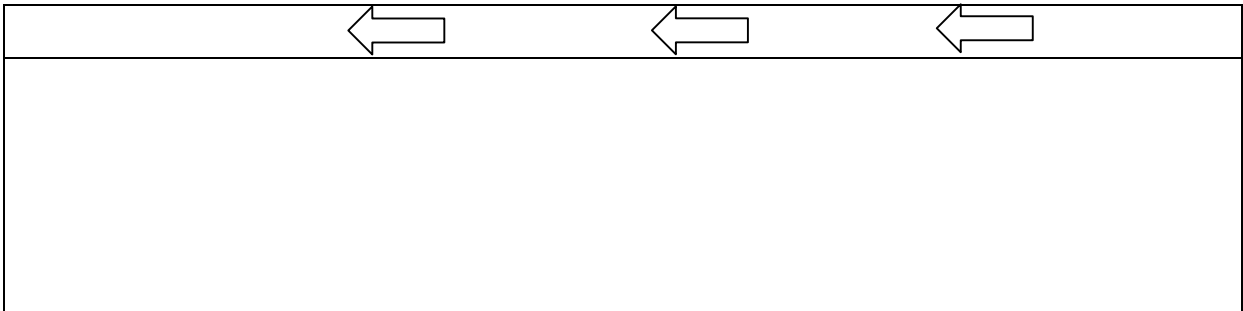
GPS

/	/	/
/	/	/
/	/	/
/	/	/
/	/	/
/	/	/
/	/	/
/	/	/
/	/	/
/	/	/
/	/	/
/	/	/
/	/	/

KMO

KMO

Archive of SID



)

.

GPS

.()

Archive of SID

(

)

(

)

GPS

(

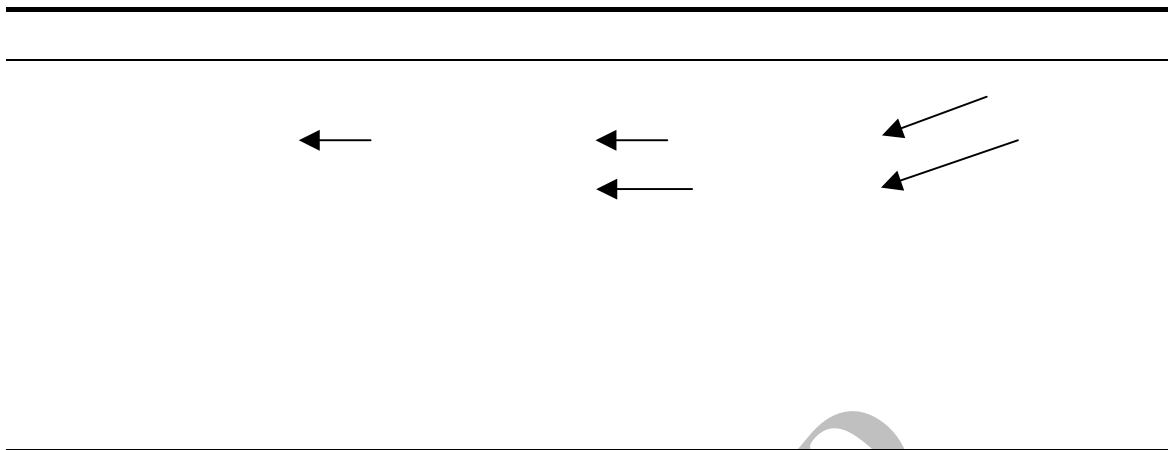
)

.()

.()

...

:



Archive of SID

GPS

GPS

()

()

Archive of SID

GPS

REFERENCES

Archive of SID

11. Atkin, C.K. 1981. Mass media information campaign effectiveness, in: R.G.rice and W.J. paisley (eds) .New Bury Park: Sage .
12. Bandura , A.1977. Social learning theory . Englwood Cliffs : Printice Hall.
13. Blanie, E. & H.A. Carey. 1990. Training of extension perssonel for effective technology transfer . Journal of Extension Systems, Vol.6. No.1.
14. Blum, A. 1992. Use of different information sources for disicion making by traditional farmers in progressive knowledge system extension . Journal of Extension Systems, Vol.8. No.2.
15. Bulasubramaniam, S & G. Perumal. 1989. Technology transfer effectiveness in inland fish farming as perceived by extension personnel . Indian journal of extension education . vol . xxv , nos .384 .
16. Field, K., P. Holden, & H. Lawlor. 2000.effective subject leadership . London and new York: Rotledge.
17. Hornik, R. C. 1989. Channel effectiveness in development communication programs in: R.E. Rice and C., Atkin (eds). New Bury Park : Sage .
18. Mangua, H. 2000. The role of information and communication in technologies in rural development and food security. www.fao.org/DOCREP/
19. Mc, Quail.1987. Mass communication theory: an introduction , 2nd Edition . London: sage
20. Rogers, Evert, M. 1995. Diffusion of innovation (4th edition), The free press and clooper, manufactured in the united state of America.
21. Sandhu, A. S. 1993. Textbook on agricultural communication: process and methods. New dehli, axford &IBH publishing co . PVT .LTD
22. West , M. 1994. Validity a scale for the measurment of credibility , Journalism quarterly . Vol. 7.
23. Westmyer, S.A., R.L. Dicioccio & R.B. Rubin. 1998. Appropriateness and effectiveness of communication channels in competent interpersonal communication . Journal of Communication , 48(3).

Archive of SID