

What are the working mechanisms of Agricultural Technology Extension mode?

The working mechanisms of the new agricultural technology extension mode are as follows. The agro-technique extension department releases relevant technical information in the form of articles or videos on agricultural technology WeChat public accounts, agricultural technology extension apps and other platforms.

Does the new agricultural technology extension mode work?

With the development of Internet information technology and portable mobile terminals, a new agricultural technology extension mode has emerged that uses new media such as WeChat public accounts and apps. However, empirical studies on the effectiveness of the new agricultural technology extension mode have not been reported.

How does the Internet affect agricultural technology promotion?

Tenth, the more time farmers spend daily on the Internet, the more strongly they feel about the Internet's remote services, high efficiency, convenience, personalized interaction and other characteristics, and the more likely they will be to adopt new agricultural technology promotion methods (Rana et al., 2016).

What percentage of farmers adopted the new agricultural technology extension mode?

The proportion of sample farmers who adopted the new agricultural technology extension mode was 15.28%. With regard to the sex of the head of household, 77.73% of the heads of household were male. With regard to age composition, the majority of farmers were aged 55-65 years, accounting for 49.54%.

What is the adoption rate of agricultural technology?

The adoption rates for technology were relatively low as a whole. The proportion of sample farmers who adopted the new agricultural technology extension mode was 15.28%. With regard to the sex of the head of household, 77.73% of the heads of household were male.

Does the new agricultural technology extension mode affect the adoption of NUF?

(1) Both $\Delta T T'$ and $\Delta T T''$ are significant, indicating that the new agricultural technology extension mode has a spillover effect on the technology adoption of NUF (with new mode farmers present in the same village) compared with NUF (with farmers who do not use the new mode present in the same village).

With more than 1.2 billion monthly active users in China, WeChat has changed the way people live their daily lives. What began in 2011 as a humble messaging app - similar to WhatsApp -, ...

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By using the advantages of modern social tools, a new agricultural information service platform was designed and implemented, which was re developed by WeChat platform. It provided an ...

Ning et al. addressed the challenge of designing an energy network for agricultural waste in the face of uncertain raw material prices . The interdependence between water, food, and energy underscores the need for ...

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This article takes the WeChat public account of agriculture and rural areas in J Province as the research object to explore the influencing factors of satisfaction of organizational information ...

WeChat is a social media widely used in rural China because of its operability and simplicity. This paper contributes to the role of WeChat in rural e-commerce.

12396 WeChat public platform upgraded and developed an integrated "one-stop" micro-site to allow users know the agriculture market timely, releasing supply and demand information, etc. ...

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To start the WeChat public platform for the China Research Center for Agricultural Mechanization Development, CAU, it needs to apply for a service account as well, which take five or seven ...



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