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THE ANALYSIS OF THE ACCESS TO INFORMATION REGARDING THE ADOPTION OF INNOVATION, IN BUZAU COUNTY, YEAR 2012

NECULA RALUCA¹

Abstract

The information represents the engine of development both for the individual and for society. I watched by our analysis to make a link between the possibility of accessing information and the respondents, in order to understand the consequences of adoption of innovation, and disseminating them. The study was done in Buzau County, in the communes of Bisoca, Pietroasele and Gheraseni, a total of 90 people. The importance of understanding the concept of innovation, the implementation of new in households, it is great, just by getting more information and free access to reach an optimum development of the agriculture.

In our study we wanted to touch several points of interest with regard to access to information with a view to their adoption of the innovation in agriculture, i looked through most of the information ways , evaluating the autodidactic profile and access to technical updates.

Keywords: *innovation, technical news, information, questionnaire*

INTRODUCTION

The term "agricultural innovation" refers to innovation in crop plants, livestock, forestry, fisheries/aquaculture and agro-industry sectors. Agricultural innovation system – the term refers to individuals, organizations and businesses that bring new products, processes and forms of organization to ensure food security, economic development and sustainable management of natural resources. Like any "system", it will include different stakeholders made up of actors, and the linkages between them. It also includes a "favorable environment", which includes the factors that make it all possible, such as vision, policy and legal frameworks, economic and budgetary allocations, the structures of governance and power; incentives and social rules [2].

How it will be approached the increasing societal challenges, climate change, energy supply, resource shortages and the impact of demographic change? How it will be enhanced health and safety and how will be provided water sustainably and affordable food of high quality?

The only answer is innovation, which constitutes the core of the Europe Strategy 2020 [1], agreed by Member States at the European Council in June 2010 , that supports smart growth, sustainable and positive inclusion endorsed by this strategy.

MATERIAL AND METHOD

In investigating the multiple problems relating to the innovation, the goal is that, on the basis of the results of processing the data obtained, to estimate, using the principles of probability theory, the proposed parameters to be analyzed in the dissemination of innovation and its evaluating implementation at farm level. The poll was conducted at the county level in Buzau, 3 villages of different relief areas: Bisoca-mountain, Pietroasele- hill and Gheraseni-plain. In each township were elected randomized a total of 30 respondents. I proposed a system of questions for the factors of innovation, through which I wanted to monitor the performance of family exploitation in relation to the many features of innovation (products, processes, etc).

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RESULTS AND DISCUSSION

The main questions were focused on sources of information (either personal or institutional sources, the media).

Table 1 Frequency analysis departure to Buzau, 2012

Specification	Um	Mountain	Hill	Plain	Total	
Less than once a month	No	13	10	8	31	21.4
	%	26.0	32.3	16.0	100	x
1-3 times per month	No	9	8	8	25	17.3
	%	36	32	32	100	x
1 time per week	No	4	8	2	14	9.7
	%	28.57	57.14	14.29	100	x
Several times per week	No	4	4	12	20	22.2
	%	20	20	60	100	x

Source: Necula Raluca , 2012, questionnaire, perception and dissemination of agricultural innovations, Buzău County [5]

Hints of distance and age played a very important role to the answers given in table 1, in particular for the commune of Bisoca, which stood at 64 Km from the city of Buzau, Pietroasele commune at 23,6 km distance and the village Gheraseni at 17,2 km:

- Those who responded that go at least once a month, had the largest share, 34%, nearly 42% of these being in the mountains, 32% of the hill and 25,8% of the plains area.
- The proportion of those who go 1-3 times a month at Buzau is of 27.8%, divided almost equally between the three villages.
- Of those who go once a week (15.6%), most are from Pietroasele-57%
- Of those who go several times a week, 22,2% of the total, are persons aged till 50 years, of which 60% are located in Gheraseni.

The analysis of innovation has been through several questions, namely: “A householder who don't do as the others do is not a good householder?; “A householder who tries new techniques is a good householder?”.

Since the question that made the theme table has a double negation , it was hardly understood by the respondents, but the proportion of results is the following:

- 47,78% were fully agree that an owner must do like other householders, about 70% of them have over 50 years of age;

Table 2: The analysis of the innovation: “A householder who doesn’t do as the others do is not a good householder?”

Age	UM	A householder who does not like the others					Total	
		I am completely agree	Faltering, undecided	Not really I agree	Not at all agree	I do not know	no	%
< 30	no	x	x	x	1	1	2	2.22
30-40	no	4	x	1	1	x	6	6.67
40-50	no	5	2	4	4	1	16	17.78
50-60	no	13	1	3	8	2	27	30.00
60-70	no	8	1	3	4	1	17	18.89
> 70	no	13	2	4	2	1	22	24.44
Total	no	43	6	15	20	6	90	100.00
	%	47.78	6.67	16.67	22.22	6.67	100.00	

Source: Necula Raluca , 2012, questionnaire, perception and dissemination of agricultural innovations, Buzău County [5]

- 22.2% not at all agree with this assumption and not too 16,67 agree
- 13, 3% don't know or soavatori regarding the answer to this question.

From the analysis of the test did not reveal a hi square link between age and respondents or the way you responded to this question, all agreeing that tether, demonstrating that all support the introduction of the new, the risk is that it may have.

Table 3: An analysis of creativity trying new techniques for the householder is a householder good.

Specification						Total	
age	UM	I am completely agree	I am quite agree	Faltering, undecided	I do not know	nr	%
< 30	nr	1	x	x	1	2	2.22
30-40	nr	5	1	x	x	6	6.67
40-50	nr	13	1	2	x	16	17.78
50-60	nr	23	2	x	2	27	30.00
60-70	nr	15	x	1	1	17	18.89
> 70	nr	15	1	1	5	22	24.44
Total	nr	72	5	4	9	90	100.00
	%	80.00	5.56	4.44	10.00	100.00	x

Source: Necula Raluca , 2012, questionnaire, perception and dissemination of agricultural innovations, Buzău County [5]

The answers to this question is of special importance for our analysis, as it shows us the way that respondents do agree with the adoption of new techniques, specifically the adoption of innovation.

With a very high proportion, 80% are the ones who are completely agree as a householder who try new techniques is a good householder, 31,9% of them are aged between 50-60 years old and 41,6% have over 60 years.

On this question no one questioned answered that disagrees with this hypothesis. The proportions have shown a pretty small part of respondents agreeing with both questions, which reflect the fact that the others do not necessarily involve the householders to adopt new techniques, or the adoption of new techniques does not mean that is followed by other householders.

Table 4. Media channels that access depending on the geographical area.

Specification		Um	Mountain	Hill	Plain	Total
TV?	Yes	No	30	30	30	90
		%	100	100	100	100
Radio?	Yes	No	22	27	25	74
		%	45.5	90.0	83.3	51.1
	Not	No	8	3	5	16
		%	16.6	6.2	10.4	11.1
Computer?	Yes	No	15	15	15	45
		%	50	50	50	50
	Not	No	15	15	15	45
		%	50	50	50	50

Source: Necula Raluca , 2012, questionnaire, perception and dissemination of agricultural innovations, Buzău County [5]

Computer and Media, are some of the most important ways of informing people , in the table are analyzed data that reflect how many of the respondents have in their own households these means:

- 100% of respondents have TV
- 73,3% of those from the mountain area, 90% of the hill area and 83,3% of plain area responded affirmatively when asked if they have radio;

- Regarding owning a computer, the proportions are equal on both areas and affirmative or negative response, namely 50%.

The Press, it is also a very important factor for access to information, the manner in which respondents have recourse to the written press is presented in the table:

- 14.4% read newspapers every day, of which 46% are in the plains area and 46% of the deal.
- 30% of respondents read newspapers at least once a week, 40,7% of these are in the mountain zone, 37% - hill and 22.2% - plain.
- the majority though, over 55% responded that they never read newspapers, thus, access to information is denied

Table 5. Evaluation of autodidactic profile by reading newspapers

Specification	Um	Mountain	Hill	Plain	Total
Yes, every day	No	1	6	6	13
	%	3.3	20	20	8.9
At least once a week	No	11	10	6	27
	%	22.8	20.7	20	30
Not	No	18	14	18	50
	%	60	46.67	60	55.56

Source: Necula Raluca , 2012, questionnaire, perception and dissemination of agricultural innovations, Buzău County [5]

Table 6. Evaluation of autodidactic profile by reading magazines

Specification	Um	Mountain	Hill	Plain	Total
Yes, every day	Nr	1	x	1	2
	%	3.3	x	3.3	2.2
At least once a week	Nr	6	6	10	22
	%	20	20	20.7	15.2
Not	Nr	23	24	19	66
	%	76.67	80	63.3	45.5

Source: Necula Raluca , 2012, questionnaire, perception and dissemination of agricultural innovations, Buzău County [5]

So far, the specialised magazines (magazines with agricultural profile) the answer of those who have not read is worrisome 73,3% , their distribution map has been quite forthcoming (34,9% of Bisoca, 36,4% of the Pietroasele, 28,7 % of Gheraseni). Among those who read daily magazines, 2,2%, 1 is from the Bisoca and 1 of Gheraseni. At least once a week have answered 24.4%, 45,4 % are from Gheraseni, 27,3% from Pietroasele and 27,3% from Bisoca.

Table 7 Profile evaluation by participating in information meetings.

Specification	Um	Mountain	Hill	Plain	Total
Always	No	x	x	6	6
	%	x	x	20	6.67
Whenever I can	No	3	3	1	7
	%	10	10	3.3	4.8
Sometimes	No	7	7	6	20
	%	14.5	14.5	20	22.2
Never	No	20	20	17	57
	%	66.7	66.7	56.7	63.3

Source: Necula Raluca , 2012, questionnaire, perception and dissemination of agricultural innovations, Buzău County [5]

For those who are interested in agriculture news, of national and european programs , information meetings are the best. 6,67% of the total respondents, ie 6 respondents, all from the plain area said they always attend meetings; 7,8% of the total, how many times they can, 22,2% sometimes (almost equally distributed for the villages studied), and the majority, 63.3% do not engage in such activities never.

The role of the SAPARD programme was to create the necessary deployment of a modern agriculture and sustainable development of rural areas in the candidate States.

SAPARD program was intended to promote the takeover of the acquis communautaire and gradual adaptation market mechanisms governing principles CAP [4].

Table 8. Analysis of knowledge concerning SAPARD and FARMER programmes, PNADR

Specification	Um	Mountain	Hill	Plain	Total
Yes, good	Nr	7	3	12	22
	%	14.5	10	40	15.2
I heard about them but I do not know more	Nr	14	18	11	43
	%	29.0	60	22.8	29.7
Not	Nr	9	9	7	25
	%	30	30	14.5	17.3

Source: Necula Raluca , 2012, questionnaire, perception and dissemination of agricultural innovations, Buzău County [5]

The FARMER was "a set of measures intended to help transform the small farms in commercial farms, to strengthen and improve access to farm financial resources" [3] almost a quarter – 24.4%-of those who participated in this poll, know the programs that have been implemented for the development of agriculture in Romania, most of them, being from Gheraseni. Among them were people, most who have heard about these programs but do not know more, 47,8% of the total.

The share of those who do not know the SAPARD and the FARMER programmes, is with a few percent over the share of those who are well informed, 27,8%, due to the fact that they did not have the needed information regarding European support, or did not have access to such information.

Table 9. The channel's broadcast on new technical innovation.

Specification	Um	Mountain	Hill	Plain	Total
A neighbor	Nr	x	2	x	2
	%	x	4.2	x	2.2
A specialist	Nr	6	5	8	19
	%	20	10.4	16.6	13.1
A family member	Nr	2	7	2	11
	%	4.2	14.5	4.2	7.6
Someone Else	Nr	14	3	4	21
	%	29.0	10	8.3	14.5
Nobody	Nr	8	13	16	37
	%	16.6	26.9	53.3	25.5

Source: Necula Raluca , 2012, questionnaire, perception and dissemination of agricultural innovations, Buzău County [5]

We are also interested in farming, how the respondents manage to update information on technical developments. Over 41% responded that they don't have a person to inform them regularly, many justifying that are old to be interested on technical news. The remaining 59% of polled responded with the following proportion: 2,2% are informed by a neighbor, 21,1% obtain information from a specialist, a 12,2% consult with a family member and 23,3% have indicated another person whose keeping them up to date with developments in the technical field.

CONCLUSIONS

1. Due to the rather large distance to the city of Buzau and the mountain zone which makes movement more difficult, leaving from Bisoca is more difficult, as most of respondents said arrive in Buzau less than once a month. For the other two villages, an impediment is for some of them the age quite old.

2. In the analysis of innovation, we have used a number of questions, and we have tried to make a connection between two of them "A householder who don't do as the others do , is not a good householder?"and "A householder who try new techniques is a good householder?". The answers to the two have released a link quite small, only a part of respondents agreeing with both questions posed, resulting not necessarily following the others householders means to adopt new methods.

3. Nearly a quarter – 24.4%-of those who participated in this poll, know the programs that have been implemented for the development of agriculture in Romania, most of them, belong to the village Gheraseni. Almost half of the polled, only heard about these programs but do not have more information.

4. How respondents manage and update information about technical news, is also an important aspect of our study and the way they responded, emphasize the fact that for most there is no person to inform regularly.

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