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Views of Extension Personnel on Extension Methods and Transition to Private Extension: The Case of Isparta Province

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ABSTRACT

Criticism of public extension services has resulted in various countries seeking alternative approaches for provision of these services. In all these approaches, extension personnel are the key factors to the success of the implementation. Today, agricultural extension services in Turkey bear the responsibility of the Ministry of Food, Agriculture and Livestock. A number of non-public extension activities, on a very small scale, and in limited regions are being administered by various entities. The present study aims at determining the extension methods used by extension personnel in practice along with their views and evaluations of extension systems (public-private). A number of 103 extension personnel were contacted and then included in the survey. Absolute and proportional distribution, independence test (Chi-square) and Multiple Correspondence Analysis (MCA) were employed to analyze data obtained from the received questionnaires. It was observed that mostly individual and group extension methods were used, with young personnel preferring the individual method, while the others preferring the group model. Although 54.37% of the extension personnel in Isparta believed that extension services should be privatized, 32.14% were of the belief that extension should continue as a public service.

Keywords: Extension, Extension methods, Extension personnel.

INTRODUCTION

Agricultural extension is a non-formal and voluntary training system, pursuing the objective of helping those engaged in agriculture to improve their standing in social, economic and cultural issues. To enable this system to be constantly used more effectively and more efficiently, each country carries out its own needed number of studies. As a result, various systems and methods have been developed and implemented.

Agricultural Extension Systems can be classified as: Public Extension System (public financing and delivery), Private Sector Extension System (Partially-Public-Funded Private Extension*;* Extension services by private firms under contract or fees paid by public extension budgets (in addition to partial user fees for service). Policy-Supported Private Extension; Fee-for-service extension provided by private firms made viable by government requirements or subsidies/taxes of specific production practices. Privatized Extension System (performed by Agricultural Extension/Advisory Companies and Agricultural Advisors), Extension System of Producer Organizations (performed by, for instance, Chambers of Agriculture), University Extension (performed by the USA Cooperative Extension Service) (Hanson and Just, 2001; Yurttas *et al.,* 2009).

Institutional pluralism in provision of extension services is considered to be an important strategy in developing an

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integrated extension system and to form an extension master plan (Gemo and Rivera, 2002). All the various reforms emerging in general extension activities are oriented towards a more flexible and pluralist demand oriented strategy involving all the stakeholders. Special cooperation incentives, producer incentives, coordination of public-private extension services, increased participation of private sector in extension or complete privatization of public extension services are examples of this strategy (Ozor and Madukwe, 2004; Wilson, 1991).

Criticism of public extension services, particularly in many developing countries, encompasses a lack of adequate motivation of the personnel, excessive non-extension duties, inadequate operating budget, deficiency of related technologies, top-to-down planning, centralized management and lack of accountability in public. Furthermore, ineffective extension activities financed by the public, the inability to address the needs of rural people and general dissatisfaction of rural communities are also widely criticized (Ozor *et al*., 2007; Davidson and Ahmad, 2002).

There is a growing belief that provision of extension services should be reconsidered due to criticisms of public extension and its low performance. For this reason, various countries seek alternative approaches to address the problem. There is a global trend towards privatization of extension services. Experience reveals that the private sector takes more responsibility in the rapid transformation of institutional arrangements in various countries around the world (Rivera and Gustafson, 1991; Ameur, 1994; Rivera, 1997; Kidd *et al*., 2000). At the same time, it is argued that small and poor farmers are unlikely to gain much benefit due to resource constraints and limited coverage by the private extension services. With private extension services, large input supply firms are less likely to invest in technologies since the potential profitability is far lower and technology transfer more difficult. In addition, public research and extension systems need to expand their programs in the area of natural resources management, since this area will continue to be largely ignored by the private sector. Therefore, public extension systems cannot be replaced by private extension systems (Sulaiman, 2003; Ali, 2013; Sulaiman *et al*., 2005; Swanson, 2006).

Since 1940s, agricultural extension activities in Turkey have been implemented by the Ministry of Food, Agriculture and Livestock in the form of public extensions. Today, agricultural extension services in Turkey remain the responsibility of this Ministry and thus, the Ministry maintains its indispensable role in extension services in the agriculture sector (Ozcatalbas *et al*., 2010). Extension services after 1980 involved the private sector too. In general, non-public extension activities on a very small scale and in limited regions are carried out by such various entities as producer organizations (chambers of agriculture, cooperatives, producer-unions), agricultural consulting associations, consulting firms, non-governmental organizations, agricultural industry institutions, universities and media organizations. Legal arrangements in 2006 (issue of the Regulation on the Agricultural Extension and Advisory Services) accelerated the promotion of non-public extension, hastening transition to private extension services. The public sector has not yet lost its weight in this process.

Undoubtedly, provision and finance of extension services are indispensable for more effective extension work. However, implementers of this system and extension personnel, who provide extension services to the producers, are also important indicators of the system. The success and impact of the system depends on successful implementation results. Extension personnel are the key persons for the success of implementation. Therefore, knowledge of the socio-economic characteristics and professional backgrounds of extension personnel, the extension methods they use, and their way of using those methods will

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undoubtedly provide important data for amendments to the extension system.

The hypothesis in this study is that a knowledge of characteristics as well as views of the extension personnel towards the system should be a requirement in future amendments of the extension system for the success of implementation.

This study aims at determining the extension methods used by extension personnel in practice along with their views and evaluations on extension systems (publicprivate). Based on data collected from the study, socio-economic characteristics of extension personnel, extension methods they apply and their evaluations of the extension system are presented.

MATERIALS AND METHODS

Material for the study consisted of extension personnel working in Isparta provincial and district directorate of the Ministry of Food, Agriculture and Livestock, with questionnaires being administered to the extension personnel. A total of 202 extension personnel work in Isparta Province and in the neighboring districts (Anonymous, 2010). There are 103 extension personnel providing the needed services in Isparta Province. This study was carried out by conducting surveys with the help of all the 103 of these extension personnel. Absolute and proportional distribution, independence test (Chi-square) and Multiple Correspondence Analysis (MCA) were employed to analyze data obtained from the questionnaires.

MCA is a useful and popular descriptive technique to examine relationships among more than two sets of discrete variables. MCA is primarily a descriptive method designed to assign scores to rows (representing the subjects) and columns (representing the response categories of the discrete variables), yielding a graphical display that may facilitate the understanding of the interdependency among the data set. The parameters of MCA are estimated by pooling the data across respondents under the implicit assumption that all the respondents come from a single, homogeneous group. However, it often seems more realistic to assume that respondents come from heterogeneous groups, such that they are different with respect to their attitudes and preferences (Hwong and Takane, 2002; Hwong *et al*., 2006).Therefore, the MCA method, through which multiple variables are analyzes in an easy and understandable way, is suitable for analyzing the data obtained throughout the study. With MCA, it is possible to visually and reliably depict the relationships between these multiple variables. MCA quantifies nominal (categorical) data by assigning numerical values to cases (objects) and categories so that objects within the same category are close together on a dimension chart and while objects in different categories are far apart (see Figure 1). Each object is as close to the category points of categories, applied to the specific object, as possible. In this manner, the categories divide the objects into homogeneous subgroups. Variables are considered as homogeneous when they classify objects in the same categories into the same subgroups (Celik Ates and Ceylan, 2010).

RESULTS AND DISCUSSION

Socio-economic Characteristics of Extension Personnel

All the socio-economic characteristics including age, gender, educational level, job, income, origin and marital status of extension personnel in Isparta Province were analyzed. A majority of the extension personnel were aged within the range of 36-45 (48.5%), mean age being 38.9. Of the extension personnel, 18.4% were females while, 81.6% males. Results of previous studies conducted in different regions (Celik Ates and Terin, 2007; Kizilaslan, 2009; Torun, 2007) had shown that extension

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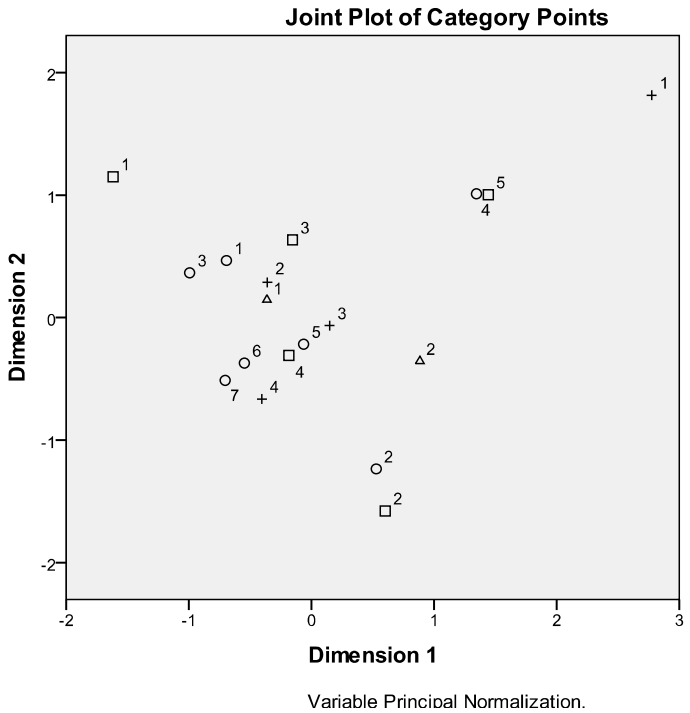

Figure 1. The relationship of income, origin, age and applied extension methods. □ Income (TL/Monthly): (1) <1000; (2) 1001-1500 and 1501-2000; (3) 2001-2500, (4) 2501+; △ Origin (place of growing up): (1) Rural, (2) Urban; + Age: (1) 20-25 ; (2) 26-35; (3) 36-45, (4) 46+, ○ Used extension methods: (1) Individual; (2) Group; (3) Mass; (4) Individual+group+mass; (5) Individual+group; (6) No answer, (7) Group+mass.

personnel aged within the 31-40 age group with majority males.

Socio-economic characteristics of extension personnel in Isparta Province revealed that they were Agricultural Engineers, in the 36-45 year age group, the majority of them male and married, of rural origin with a monthly income of 2,000-2,500 TL (1333-1667 USD) (Table 1). There was a statistically significant relationship between education level and monthly income of the extension personnel. It was observed that as the education levels of the extension personnel increased, their income levels also increased ($P< 0.05$).

Extension Methods Applied by the Extension Personnel

Extension methods employed in the agricultural extension fall into three categories of: individual (face to face), group, and mass. Individual extension method is based on face-to-face communication. It is performed as one-to-one. It is an effective method to enable people to acquire skills. Group method aims at finding solutions to similar problems of a certain number of farmers who produce the same crop in the same region. It involves extension activities for a specific group. Mass extension method, on the other hand, can be effectively used to inform a large number of people about the existence of new techniques, and new ideas; to draw their attention to certain issues and to warn them against certain emergency situations (floods, storms, rainstorms etc.). None of these techniques is superior to another. More than one method should be used in combination; they should be consistent with each other and audio-visual facilities used to as large an extent as possible (Yurttas *et al*., 2009;

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Table1. Socio-economic characteristics of extension personnel

Socio-economic characteristics	Number of respondents	%
Age		
1.20-25	4	3.9
2.26-35	30	29.1
3.36-45	50	48.5
4.46+	19	18.4
Gender		
1. Female	19	18.4
2. Male	84	81.6
Education		
1. Pre-BSc	24	23.3
2. BSc	51	49.5
3. MSc	28	27.2
4. PhD	-	-
Occupation		
1. Engineer	52	50.5
2.Veterinarian	18	17.5
3. Technologist	31	30.1
4. Other	2	1.9
Income (TL/Month)		
1.< 1000 (667 USD)	1	1.0
2. 1001-1500(667-1000 USD)	12	11.7
3. 1501-2000(1000-1333 USD)	40	38.8
4. 2001-2500(1333-1667 USD)	44	42.7
5. 2501+ (1667 USD)	6	5.8
Origin (Place, where grown up)		
1. Rural	73	70.9
2.Urban	30	29.1
Marital status		
1. Married	88	85.4
2. Bachelor	15	14.6

Talug and Tatlidil, 1993; Ozkaya, 1996; FAO, 1984).

It was observed that the extension personnel employed individual method the most (29.2%), however group method was believed to be more effective (Table 2). The fact that group method turns disadvantages of individual method into advantages (lowering costs, time-saving, lowers the ratio of extension personnel to the number of farmers, other opportunities, etc.) and as well advantages over mass method (fast feedback, face-to-face communication etc.) increases the effectiveness of this method.

Table 2. Extension methods, applied, and regarded as effective methods by extension personnel.

Extension method	Method used		Method regarded to be effective	
	Number of respondents	%	Number of respondents	%
Individual	30	29.2	21	20.4
Group	27	26.2	69	67.0
Mass	13	12.6	6	5.8
Individual+Group+Mass	20	19.4	2	1.9
Mixed (Dual group)	13	12.6	5	4.9
Total	103	100.0	103	100.0

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On the other hand, combined use of extension methods is known to be more successful (Ozkaya, 1996). According to MCA analysis, although female extension personnel contacted the producers once a week and preferred individual extension method, male extension personnel contacted the producers less frequently and preferred group method.

Extension personnel in 26-35 age group, of rural origin, having a monthly income of 1501-2000 TL generally used individual method. However, extension personnel in the 36-45 age category group with a monthly income of 2,501 TL and higher used a combination of individual and group methods (Figure 1) .Strong communication skills of extension personnel with the producers are of great importance for the success of extension activity. There was a statistically significant relationship between extension method preference and intervals of contacting producers (P< 0.05). A majority of extension personnel (34%) contacted the producers on a daily basis. Various supports provided by the ministry to producers, compulsory farmer registry system and other reasons for visits by the farmers to Provincial Directorate of Agriculture necessarily increased frequency of interviews.

Extension personnel who found group method effective were in the 36 and over age group and were of rural origin. The methods they used the most were found to be farm visits and village meetings. On the other hand, extension personnel who believed that individual extension method was the most effective were of urban origin. These personnel mostly used farm visits.

Of the extension personnel, 80.6% had no communication problems with the producers. There was a significant relationship observed between the frequency of contact with producers and experiencing problems with producers (P< 0.05). Extension personnel who met producers more frequently experienced fewer problems. However, extension personnel who faced problems in communication with the producers mostly experienced the problems as related to expressing themselves, different expectations and an understanding of the producers.

Of the extension personnel in Isparta Province, 75.7% reported that they had adequate professional knowledge, while 24.3% admitted that they lacked adequate professional knowledge. The fact that extension personnel believe that they enjoy adequate knowledge also indicates that they make use of various information sources. It was found that 79.6% of extension personnel made use of such written media as books and magazines, the internet, research institutions and universities, while 20.4% did not make use of any of such sources. There was a significant relationship observed between belief in having adequate knowledge of professional matters and making use of various reference sources to improve knowledge and skills in extension services (P< 0.05). The extension personnel who used various sources to improve their knowledge and skills believed themselves to be qualified for their profession. Similarly, the ones who took extension courses to improve their knowledge and skills believed themselves qualified for the profession. According to MCA analysis, extension personnel who made use of reference sources to improve their knowledge reported that they benefited from adequate professional knowledge; however these extension personnel did face problems with the producers.

Of the extension personnel, 62% participated in an extension course on agricultural extension, while 38% did not participate in any. There was a statistically significant relationship between belief in having adequate knowledge on professional matters and participation in extension courses (P< 0.05). It was found that there was a statistically significant relationship between frequency of contact with producers and an extension personnel's participation in courses (P< 0.05). In general, extension personnel who met producers more frequently were observed to have higher

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frequencies of participation in courses. This finding can be attributed to the fact that as communication with the producers increases, extension personnel find more enthusiasm, feeling the need to further improve themselves. As the extension personnel improved themselves and felt more adequately equipped in their profession, they met the producers more frequently. There was a statistically significant relationship observed between belief in having adequate professional knowledge and frequency of meeting the producers ($P< 0.05$). MCA analysis revealed that extension personnel who participated in any extension course selected an extension method as required by the task, while those who didn't participate in any educational course preferred individual method due to the convenience of one-to-one meeting, communication and explanation.

Job satisfaction can be defined as an individual's attitude towards professional roles related to job motivation. Positive attitudes of a person towards his/her job are theoretically equivalent to job satisfaction, while negative ones express job dissatisfaction (Vroom, 1964; Turner and Lawrence 1965). Managers had better understand the job satisfaction levels of their employees. Sensitive issues to employees should be identified and analyzed prior to organizational changes (Scott et al., 2005). In this context, job satisfaction levels of employees are important as efficiency can only be achieved by the accurate and proper understanding of the relationship between an individual and his/her job.

It was found that 84.5% of extension personnel were satisfied with their jobs, while the remaining 15.5% were not. It became evident that the majority of extension personnel were satisfied with their jobs.

MCA analysis revealed that the personnel who participated in a course on agricultural extension were those who found the existing extension system as successful and enjoyed job satisfaction. On the other hand, the extension personnel who did not participate in any course on extension found the existing system as unsuccessful and lacked the needed job satisfaction.

Views of Extension Personnel towards the Privatization of Extension Activities

Of the extension personnel in Isparta Province 54.4% rated the public extension system as successful (Table 3). They were also of the belief that privatization attempts and thus Legislation on the Organization of Agricultural Extension and Advisory Services were applicable in practice. Similarly, 77.7% of the extension personnel supported ministry incentives on the farmers' hiring of "consultants". On the other hand, 28.15% believed that incentives should be provided to contribute to employment (Table 3).

Although 54.37% of the extension personnel in Isparta believed that extension activities should be privatized, some 32.14% believed that extension affairs should continue as public services. Of the extension personnel, 63.10% reported that private consultants would not adversely affect their profession (Table 3).

According to MCA analysis, the extension personnel who believed that extension services should be privatized reported that problems related to privatization were low income levels and a reluctance of the producers (Figure 2). They also reported that private consultants could affect the activities of public extension personnel as the private sector works to gain profit. Similarly, extension personnel who believe that extension services should not be privatized think that extension should remain staying as a public service and that private consultants would not much effectively affect the activities of the public extension personnel.

MCA analysis revealed that the extension personnel who found public extension system unsuccessful reported the reasons for the failure to be deficient tools, devices, equipment and communication plus the

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Table 3. Views of public extension personnel on privatization of extension services.

	No	(%)
Public extension system		
Successful	56	54.4
Unsuccessful	41	39.8
No idea	6	5.8
If unsuccessful, the reasons:		
Centralized approach fails to communicate provincial problems.	14	34.15
Deficient tools: devices. equipment and communication.	6	14.63
Inability to make field visits due to excessive office work.	5	12.19
Free of charge.	5	12.19
Inadequate number of personnel.	4	9.75
Lack of interest shown by the farmers.	3	7.32
Extension services should be provided to those who feel need.	3	7.32
Other	1	2.45
Privatization efforts (Regulations)		
Successful	56	54.4
Unsuccessful	23	22.3
No idea	24	23.3
Reason for being unsuccessful		
Farmers not willing to pay.	4	17.40
Personnel are of insufficient professional knowledge, capacity, and experience.	6	26.09
Current implementation should be improved first. Available examples not successful.	11	47.82
Other	2	8.69
Encouragement of the farmers by the ministry to hire "advisers"		
Appropriate	80	77.7
Inappropriate	17	16.5
No idea	6	5.8
Inappropriate, because:		
Unnecessary	7	41.18
Ineffective	2	11.76
Insufficient	8	47.06
Thoughts on providing incentives for advisory		
Has beneficial effect on employment.	15	14.56
Needs to be supported.	14	13.59
Insufficient, farmers lack information.	10	9.71
Unnecessary	3	2.91
Could only be beneficial in the areas where the state remains insufficient.	6	5.83
Could be successful if implementation is goal-specific and appropriate controls are done.	7	6.80
Other	3	2.91
No answer	45	43.69
Extension service		
Should be privatized.	56	54.37
Should not be privatized.	40	38.83
No idea	7	6.80
Problems related to privatization of extension services		
Surplus small agricultural enterprises.	5	8.93
Low income and unwillingness of producers.	10	17.86
Commercial worries. Producers being looked at as customers. High fees of consultants.	8	14.28
Extension should be a public provided service.	18	32.14
Control	7	12.51
There are no region-tailored, different, implementations.	8	14.28
Private advisers		
Affect works you are doing.	31	30.10
Does not affect.	65	63.10
No idea	7	6.80
How do they affect your works?		
Private sector will be operating on a profit-making basis.	7	22.58
All farmers will be accessing the information.	3	9.68
Provides competition, accelerates agricultural development as a result.	3	9.68
Decreases work load. Positive effects.	16	51.61
Saving time	2	6.45

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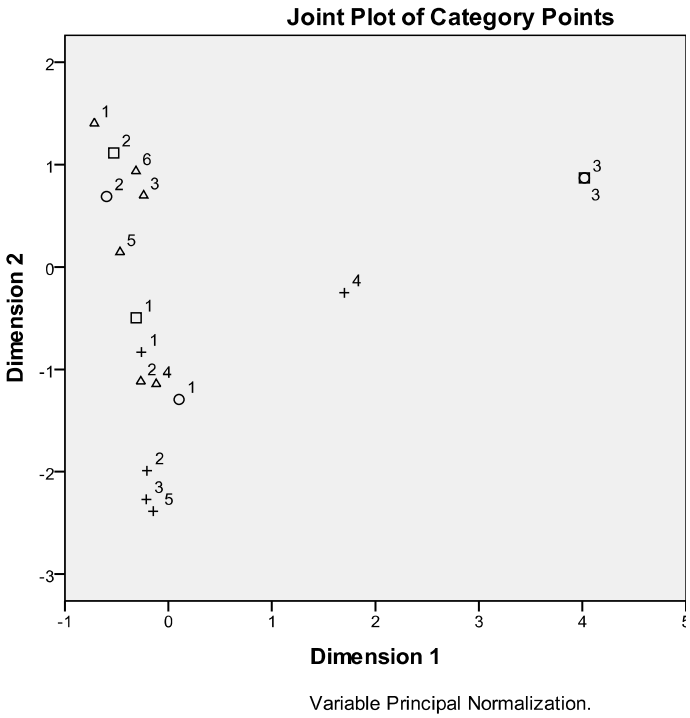

Figure 2. The relationship of affect public activities, how affect, privatization of extension and problems. ○ **Do private consultants affect your (public) activities**?: (1) Yes; (2) No, (3) No idea; + **How do private consultants affect your activities?**: (1) Private sector will work to make profit; (2) All farmers reach information; (3) It will lead to competition; agricultural development will be accelerated; (4) Workload decreases, it makes a positive impact, (5) It provides time-saving; □ **Extension**: (1) Should be privatized; (2) Should not be privatized, (3) No idea, **Problems related to privatization of extension activities:** (1) Small-scale structure of the majority of agricultural enterprises; (2) Low income levels and reluctance of producers; (3) Commercial concern, regarding the producers as a customer, high consultant prices; (4) Extension should be a public service; (5) Inspection, (6) No different practices according to regional conditions.

inability to make frequent field visits due to excessive office work. These people also found the extension legislation (the legislation that determines the administrative system of private consultants) which allows for the privatization of extension activities to be unsuccessful.

According to MCA analysis, public extension personnel who found public extension system unsuccessful believed that this failure was mostly due to an inadequate numbers of personnel and a lack of interest on the part of the farmers. They believed that extension services should be privatized.

It was also found that the extension personnel who did not vote for the extension services to be privatized believed that private consultants would not positively and effectively affect the activities of public extension personnel. On the other hand, public extension personnel who believe that private consultants would effectively affect their activities were of the idea that their work load would go on the decrease.

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MCA analysis revealed that public extension personnel who believe that public extension services should be privatized stated that this would affect their activities and that privatization attempts (legislation) were successful (Figure 3). These extension personnel were of the idea that the most important problem as regards privatization was sluggishness in inspection. On the other hand, public extension personnel who believed that public extension services should not be privatized found these attempts (legislation) unsuccessful and thought that the most important problem regarding privatization was a lack of different practices as according to regions. They believed that privatization would not effectively affect their activities.

CONCLUSIONS

Extension personnel in Isparta were middle-aged, male, married and of rural class. Gender balance among employees is of importance for the balanced development of the society. A low ratio of female to male extension personnel indicates gender imbalance. The number of female extension personnel should be increased to reach female farmers more easily and to achieve more effective extension activities. The fact that extension personnel were of rural origin will be an advantage for familiarity with rural life and communication with the farmers. Mean age of the extension personnel might indicate their professional experience and potential to further improve

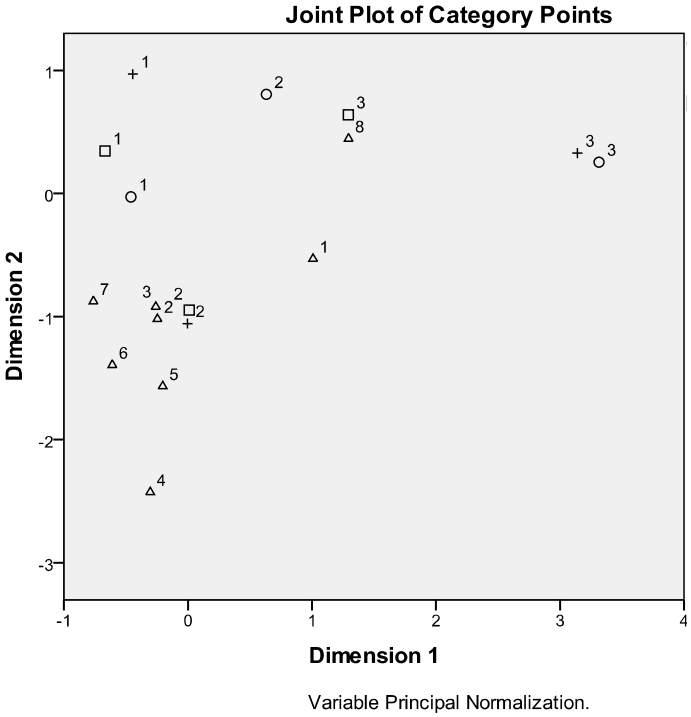

Figure 3. The relationship of encouragement of the farmers, if unsuccessful, the reasons and privatization attempts. ○ **Encouragement of the farmers by the ministry to hire "consultants":** (1) Right; (2) Wrong, (3) No idea; + **Public extension system:** (1) Successful; (2) Unsuccessful, (3) No idea; △ **If unsuccessful, the reason:** (1) Centralized approach fails to communicate provincial problems; (2) Deficient tools, devices, equipment and communication; (3) Inability to make field visits due to excessive office work; (4) Free of charge; (5) Inadequate number of personnel; (6) Lack of interest shown by the farmers; (7) Extension services should be provided to those who feel need, (8) Other; □ **Privatization attempts (Legislation) implementation:** (1) Successful; (2) Unsuccessful, (3) No idea.

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themselves.

It was observed that mostly individual and group extension methods were used and young personnel preferred individual method, while older ones preferred the group model. Individual extension was preferred due to one-to-one communication, strong expression and communication, while group method was preferred due to its such advantages as reaching many more people at the same time and savings in time. It should be taken into account that extension method is generally selected based on the instructions of the central administration. Combined use of more than one method is effective in increasing the success. For this reason, extension personnel should be provided with in-service training as well as courses on how to use a combined method and on how to select the appropriate extension method.

Although 54.37% of the extension personnel in Isparta believed that extension services should be privatized, some 32.14% were of the belief that extension should be a public service. There was no significant difference observed between the views of the extension personnel towards privatization of extension activities; however the number of those who believed that services should be privatized was slightly higher. These ratios indicate that privatization of extension activities has been considered as a need among a vast majority. Beliefs of the implementers towards their jobs will be important for the success of the system. For this reason, the extension personnel should primarily be well informed of the necessity of privatization and be encouraged to understand the benefits of the system. On the other hand, appropriate equipment including adequate means of transport should be provided, and while off-site assignments being avoided for the success of the system.

The public extension personnel who believed that extension services should not be privatized reported the problems of privatization as low income level and reluctance of producers, small-scale structure of most agricultural enterprises, commercial concerns of private sector, regarding farmers as customers plus deficiencies in inspection. In the transition process in a system which involves both public and private sectors, these sectors are expected to complement each other by achieving private-public balance. Public systems are better to remain to protect and support small-scale, low-income, inefficient enterprises. On the other hand, public systems should not give rise to deficient inspections and should undertake their role as mediator regulators.

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نظرات پرسنل ترویج در مورد روشهای ترویجی و انتقال ترویج از دولتی به بخش خصوصی (مورد خاص: استان ایسپارتا)

ه. جلیک آتس، و ز. گوکی کاکال

چکیده

انتقاد از خدمات ترویج دولتی باعث شده که بسیاری کشورها به دنبال رهیافت‌های جایگزین دیگری در زمینهٔ ارائه این خدمات باشند. در تمامی این رهیافت‌ها، پرسنل ترویج عوامل کلیدی پیروزی در اجرا هستند. امروزه، خدمات ترویج کشاورزی در ترکیه مسئولیت وزارت غذا، کشاورزی و دامداری را بر عهده دارند. تعدادی از فعالیتهای ترویجی غیر دولتی (در مقیاس بسیار کوچک) و در مناطق بسیار محدودی توسط نهادهای مختلفی اداره می شوند. هدف از مطالعه حاضر تعیین روشهای ترویجی است که دست‌اندرکاران ترویج آنها را در عمل به کار می‌بندند و به همراه نظراتشان و ارزیابی سیستم‌های ترویجی (اعم از بخش خصوصی و یا دولتی) را انجام می دهند. با تعداد یکصدو سه نفر از پرسنل مشاغل ترویجی تماس گرفته شد و نهایتاً در تحقیق حاضر شرکت داده شدند. توزیع مطلق و نسبی، آزمون استقلال و تکنیک آنالیز چند معیاری در تجزیه و تحلیل آمار جمع‌آوری شده از پرسشنامه‌های دریافتی به کار گرفته شدند. چنین مشاهده شد که اکثراً روشهای فردی و یا گروهی ترویجی به کار گرفته می‌شوند این در حالیست که پرسنل جوان بیشتر روش فردی و بقیه افراد مورد مطالعه روش گروهی را ترجیح می دادند. گرچه که ۵۴/۳۷ درصد از کارکنان ترویج در ایسپارتا براین عقیده بودند که خدمات ترویجی بایستی به سمت خصوصی سازی سوق داده شود معذالک ۳۲/۱۴ درصد هم این عقیده را داشتند که ترویج بایستی به فعالیت خود به عنوان یک خدمت عمومی ادامه دهد.

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