

()

*

(// : // :)

(a= /)

:

(Tollefson, 1995)

(Rezvanfar & Zareh, 2006)

(Singh &

(Rezvanfar & Vaisy,

.Sahay, 1970)

.2003)

(2003) Rezvanfar & Vaisy

()

()

()

()

(Randhir-Singh et al., 1992; Vimala et al.,

2005)

(Jigget, 1989)

(Parker,

1996)

(2006) Rezvanfar & Zareh

(Kiran & Schiere, 1995)

(Ewell,

1986)

(1992) Rice

Molkote

(1991)

(Haverkork & Rooling, 1984)

(1993) Karami et al.

Machado & Neal (1970) Singh & Sahay

Vasanta & (1985) Kareem et al. (1976)

Randhir- Singh et al. (1988) Somasundaram

:

() Vimala et (1998) Peters (1995) Tollefson (1992)
() (2005) Large (1981) Chamala (2005) al.

() ()

)

(

)

(

:

)

(

:

:

()

()

/

()

/

/

/

/

/

/

/

/

/

/

/

()

()

()

()

()

()
(Stepwise)

:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Beta B

Beta B Beta

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

()

/	**	/	**	/	*
/	**	/	**	/	**
/	*	/	*	/	*
/		/		/	
/	**	/	*	/	**
/	*	/	**	/	**
/		/		/	*
/	**	/	*	/	**
/		/		/	**

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

P	(Beta)	(B)
/	/	(b)
/	/	/
/	/	/
/	/	/

P	(Beta)	(B)
/	/	(b)
/	/	/
/	/	/
/	/	/

P	(Beta)	(B)
/	/	(b)
/	/	/
/	/	/
/	/	/

.(1996)

Rezvanfar &)
Randhir- Singh et al. (2003) Vaisy
.(1992) Kunju (1992)

REFERENCES

1. Abate, G. (1996). Analysis of extension contact and farmers' knowledge. *Proceedings of the sixth international symposium in horticulture economics*, 4-9, Aug. 1996. Rutgers, The State University of New Jersey, U.S.A.
2. Chamala, S. (1981). Differential source-utilization patterns: At awareness stages in progressive and non-progressive villages in India. In B. R. Crouch & S. Chamala, (Ed.), *Extension education and rural development*, 1, pp. 281-291.
3. Ewell, P. T. (1986). Designing and agricultural ecosystems for humid tropics. *Annual review of ecological systems*, 17, 245-271.
4. Haverkork, A. W. & Roeling, N. G. (1984). Six approaches to rural extension. *Proceedings of the seminar center*. Wageningen, Netherlands.

5. Jigget, J. (1989). Seminar proceeding: Part 1, *International seminar on rural extension policies*. Washington DC: International Agricultural Center, U.S.A.
6. Karami, E., Zamani, G. H., Lari, M. B. & Hawkins, H. S. (1993). Agricultural development: the impact of communication. *Iran Agricultural Research*, 12, 29-50. (In Farsi).
7. Kareem, K., Menon, A. & Bhaskaran, A. G. (1985). Determinate of communication behavior of contact farmers- a path analysis. *Agriculture and Research Journal*, 23 (1), 104-109.
8. Kiran, S. & Schiere, J. B. (1995). *Farmers' perceptions of innovations*. Handbook for Straw Feeding Systems. ICAR, New Delhi, India, pp: 107-118.
9. Kunju, O. A. R. (1992). *Transfer of agricultural technology, structural and functional Linkages: A Study of Improved Rice Varieties*. Concept Publication, Co., New Dahli, India.
10. Large, R. O. (2005). *External communication behavior of purchasers effects on supplier management performance*. University of Applied Sciences, Faculty of Business Administration, Waldhausweg 14, D-66123 Saarbrucken, Germany.
11. Machado, F. F. & Neal, J. W. (1976). The communication behavior of extension agents in Texas, *U. A. S. Experientias*, 24(8), 183-207.
12. Melkote, S. R. (1991). *Communication for development in the third world-theory and practices*. Sage Publication, New Delhi, India.
13. Parker, E. (1996). Communication and the Cancian dip. *Proceedings of AEJMC Conference*. Central Michigan University, U. S. A.
14. Peters, B. A. (1998). *Measuring the quality of communication linkages between farmers and the diffusion of innovations in the South West Province of Cameroon*. Department of Agricultural Education Texas A&M College Station, Texas, pp: 77843-2116.
15. Randhir- Singh, R., Tiagi, K. C. & Singh, R. (1992). A study of communication behavior of dairy farmers. *Indian Journal of Dairy Science*, 45(8), 405-408.
16. Rezvanfar, A. & Zareh, A. (2006). Role of different communication channels and information sources in different stages of innovation–decision process over the adoption of GPS technology: An effectiveness model. *Iranian Journal of Agricultural Sciences*, 37-2 (1), 49-61. (In Farsi).
17. Rezvanfar, A. & Vaisy, H. (2003). Communication behavior among farmers in East Azerbaijan, Iran. *Journal of Science and Technology of Agriculture and Natural Resources*, 6(4), 41-52. (In Farsi).
18. Rezvanfar, A. (2001). Information flow: A study of dairy husbandry technology in East Azarbayjan, Iran. *Iranian Journal of Agricultural Sciences*, 32(1): 17-29. (In Farsi).
19. Rice, R. E. (1992). Task analyzability, use of new medium and effectiveness: A multi-site exploration of media richness. *Organization Science*, 3(4), 475-500.
20. Singh, I. B. & Sahay, B. N. (1970). *Communication behavior and Social Change*. East Patel Nagar, New Delhi. Pp: 26-18.
21. Tollefson, L. C. (1995). *Requirements for improved interactive communication between researchers, managers, extensionists, and farmers*. Saskatchewan Irrigation Diversification Centre. Canada.
22. Vasanta, K. J. & Somasundaram, D. (1988). Communication behavior of tribal leaders and their followers in progressive and less progressive settlements. *Indian Journal of Extension Education*, 24(3&4), 7-15.
23. Vimala, D., Kumaran, M., Krishnan, M., Chandrasecaran, V. S. & Shanthi, B. (2005). *Communication behaviour of shrimp farmers*. ACAR, Central institute of brackishwater aquaculture.