Development Trend of Agricultural Extension Information Service in China

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Abstract. Agricultural Extension Information Service in China has made great progress in the past decades. The information technology developed rapidly. The development of agriculture must rely on information technology. The development of agricultural extension information service key technology was introduced at first. Then, the development trend of agricultural extension information service supply was analyzed from different angles of supply subject, channel and content. The demand trend of agricultural information service also was analyzed from different angles such as the changes and development of clients, changes and development of service content requirements, changes in the mode of service and development. Finally, suggestions were given to improve agricultural information service in China. The results provide reference for agricultural information service reform.

Introduction

Since the beginning of the 21st century, the development of information technology is changing with each passing day [1-4]. The development of these technologies for agriculture to promote information services to provide a strong support. Agricultural extension of information services will inevitably work closely with the information technology in order to advance with the times, to adapt to the development trend of the times and trends. For agricultural extension of information services, all aspects of information technology and are inextricably linked. Information technology will be involved in the whole process of information services. New information technology gradually was introduced to agricultural information service [5-7].

The Development of Agricultural Extension Information Service Key Technology

Big Data Technology in Agriculture

Agricultural extension information service source is the source of information, only to master a lot of information resources in order to better carry out agricultural extension of information services [8]. Large data in the agricultural sector are of great importance to agricultural production decisions and agricultural products sales.

Agricultural large data is a collection of data that is widely distributed, diverse, complex, potentially valuable and difficult to apply to the usual methods of dealing with and analyzing the characteristics of agricultural regional, seasonal, diversity and cyclical characteristics. The agricultural field is susceptible to the natural environment and socio-economic conditions, and the establishment of large data in the agricultural field provides scientific basis for accurate forecasting of risks, provision of market forecasting and decision-making reference.

In recent years, there have been many outstanding problems in the process of sales of agricultural products, such as the sudden decline in the prices of some agricultural products are the lack of market information and dissemination of information is not smooth, timely access to and use of relevant information to establish a sound agricultural data can reduce the occurrence of this phenomenon. The construction of large agricultural data needs to be completed by many disciplines, and establish and
improve the collaborative mechanism of large data research, such as through the construction of agricultural data industry technology innovation alliance to achieve.

**Precision Agricultural Technology**

Precision agriculture is a combination of modern information technology and intelligent equipment technology, through the intelligent equipment to achieve quantitative production of agricultural decision-making, variable input and positioning implementation, precision agriculture can achieve efficient use of resources and investment in scientific, is a new highly intensive. It is the type of modern agricultural production.

Agricultural production technology service is an important content of agricultural extension information service. How to make more rational use of resources, making the resources to play the highest efficiency, must be achieved with precision agricultural technology. If you want to improve the technical guidance services, the need for local agricultural production conditions and resources such as digital and information technology, and access to local agricultural production of basic data, such as ecological conditions and soil fertility status, for farmers to provide scientific and precise guidance And services.

**Agricultural Information Service Platform**

Agricultural extension of information services to today, more and more people aware of the computer and the Internet's great charm and driving force. The Internet has brought epoch-making changes, and people's lifestyles and social structures have changed dramatically. Therefore, the agricultural information service platform (website) will inevitably become a new form of agricultural extension information service.

Agricultural information service platform is a set of information release, information services, online learning, and expert advice as an integrated platform. Can achieve the past a variety of ways to achieve the function. Because of its novel form, beautiful interface, large amount of information, by the people welcome. 1994, the Ministry of Agriculture opened the "Jinnong project" is one of the typical representative of the construction of a Jinnong project is mainly in the national and provincial-level agricultural information service platform, the construction of the national level and the Ministry of Agriculture official website as a whole Of the Chinese agricultural information network, with the political version and service version to distinguish between the two. By nearly two decades of construction, it has achieved remarkable results.

In recent years, smart phones have been widely used in rural areas. According to statistics, the number of rural mobile phone ownership per 100 rural households in 2015 is 226.1 (China Statistical Yearbook, 2016). Therefore, the agricultural information service platform and application development and construction based on mobile terminal are the development trend and hotspot of future agricultural extension information service.

**The Development of Agricultural Extension Information Service Supply**

**The Supply of the Main Diversification**

Since the reform and opening up, especially since the new century, agricultural and rural areas have undergone tremendous changes. China's overall economic strength for the development of agriculture has laid a solid material foundation and protection. The attention and attention of the agricultural sector has also increased year by year. The traditional agricultural extension of information services to the main body by the government to bear, with the economic and social development, supply the main body presents a diversified development trend. Agricultural institutions, scientific research units, agricultural cooperatives organizations, agriculture-related enterprises have become the main body of agricultural extension of information supply, based on their own advantages to carry out effective agricultural information services. Of course, many of the main body in the agricultural extension of information service supply process focus on the difference, the starting point and the
foothold is also different, its mode of operation, operating mechanism and so on to be further research and exploration.

The Diversification of Supply Channels

The rapid development of information technology to the socio-economic areas have a profound impact, the natural area of agriculture is no exception. Traditional agricultural extension of information dissemination channels are gradually replaced by new media and channels, such as the traditional paper media gradually fade out, emerging means of electronic communication after another, especially in recent years, rapid development of mobile terminals, farmers use the proportion of mobile phones also increased year by year, Agricultural extension of information services to the channel to television, Internet and mobile terminal as the main body. Traditional media are still used in some areas; the supply channels show a diversified development trend. Of course, the new media in the process of disseminating information with the traditional media is different, more efficient transmission, a wider range of exploration and research of new media in agricultural extension of information services in the dissemination of the law is imperative.

The Supply of Content Integration

China's agricultural development is in the transition from traditional agriculture to modern agriculture. The regional differences in agricultural and rural development are obvious, and the level of economic development in different regions directly affects the level and content of supply service. From the actual situation, the information services in rural areas related to various fields and aspects of agricultural technology, industrial planning, marketing, life skills are all information services supply areas of work. At the same time, the provision of agricultural information services departments and institutions are more, the supply of content more colorful. In general, the content of agricultural extension information service supply from a single to a comprehensive, from the past a single technology or information services, and gradually transformed into comprehensive information services.

The Development of Agricultural Extension Information Service Demand

Changes and Development of Clients

Economic development will directly lead to changes in social structure. Rural residents have also undergone structural changes and development. In particular, the age of the clients is changing, the age of the people engaged in agricultural production is generally too large, the young farmers are generally impurely engaged in agricultural production activities; the second is the change of the knowledge of the clients, the general knowledge of the peasants, With the emergence of certain information and the use of information capabilities; Third, the emergence of large grain and agricultural cooperation organizations for agricultural extension of information services put forward new requirements, large grain and agricultural cooperative organizations, the demand for agricultural information and ordinary farmers are significantly different The How to carry out effective information service for specific people is the key problem to be solved urgently.

Changes and Development of Service Content Requirements

As the ultimate recipient and beneficiaries of agricultural extension information services, the information needs of farmers have changed greatly. From the content, the demand for information content from the technical information into decision-making and market-class information. Farmers are no longer satisfied with the acquisition of individual information, but the overall content of the information and the whole picture is a demand. In addition, the demand for information from farmers is gradually expanding, from agriculture-related information extended to rural areas of agriculture, all in the "three rural" may encounter problems are farmers information needs. It is of great significance
to study the information needs of peasants' information and its influencing factors to fully understand and master the information needs of farmers.

**Changes in the Mode of Service and Development**

Farmers in the new era have a higher demand for information services. The traditional way of information service is generally face to face, or paper media more. Today, peasant families have computers, access to the Internet and the use of mobile phones has become the main body, so they are more accustomed to from the computer and mobile phones to obtain relevant information. The service approach has also changed from past technical guidance to advisory services. Experts and farmers are free to exchange views, no longer simply listen to expert guidance from farmers.

In short, the agricultural extension of information services with the development of information technology and socio-economic development, make full use of the existing information technology development on the basis of timely attention to farmers' information needs, from the supply side in-depth reform, change the service, Supply, provide farmers with practical and targeted information to improve the effectiveness of agricultural extension of information services for rural economic development and farmers to contribute their own strength.

**References**


