The Necessity and Development Path of Agricultural Information Service Based on New Media

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Abstract. Agricultural information service is the main way to realize modern agriculture and raise agricultural industry level. Agricultural information service can eliminate the information gap between urban and rural areas, improve farmers’ quality and realize agricultural informatization, improve and complement the rural market, innovate the mode of agricultural extension and so on all is of great significance. For the smooth development in agricultural information service puts forward the corresponding countermeasures and Suggestions. It mainly cultivates the main body of agricultural information service, improves the quality of peasants, and strengthens the construction of agricultural information service infrastructure. Finally, it can provide scientific basis and reference for agricultural information service in the new situation.

Introduction

The development of agriculture is related to the long-term stability and food security of the country. In the process of the construction of modern agriculture needs the support and guidance of science and technology, the farmers get agriculture information service is the main way of science and technology [1]. Agricultural information service is to improve the agricultural industry level and the important way for the development of rural economy. From 2003 to 2017, the no. 1 document of central committee of the communist party of China (CPC) locked up the issue of agriculture. Over the years a number of files are referred to related questions of agricultural informatization and information service, and the expression is more and more clear. In 2017, the central committee of the communist party of China (CPC central committee) has devoted a large amount of time to the work of agricultural information service, fully demonstrating the importance of the country's attention to agricultural information service, and also the necessity and urgency of agricultural information service work. In recent years, new media has emerged and widely used, and the number of farmers using and owning new media has increased year by year. The new mode of agricultural information service based on new media is the development direction of agricultural information service in the future [2-3]. It is also an important way to realize agricultural informatization and overtake the information curve in rural areas.

Necessity of carrying Out Agricultural Information Service under the New Situation

(a) The important way to eliminate the urban-rural gap and information gap.

The urban-rural gap is a concrete embodiment of the dual economic structure of economic and social development. At present, the main gap between urban and rural areas is not only the income and public service, but also today in the information society, which is caused by the imbalance of the possession and acquisition of information resources. The information gap, also known as the
digital divide, refers to the huge gap between the distribution of information in different countries, regions and social classes. Among the many information gaps, the urban and rural information gap is particularly striking. Farmers' relative to the city, in the rural information infrastructure, education level, access to information and ways are in obvious disadvantages, such as the farmers' poverty is largely caused by poor information. Especially in today's popular Internet use the gap is more obvious. By the end of December 2016, the number of Internet users in China reached 731 million, among which 2.01 billion were, rural users, accounting for 27.4 percent of the population. According to figures released by the national bureau of statistics, China's urbanization rate has reached 57.35 percent in 2016.

**The Necessary Means to Improve the Quality and Income of Peasants.**

The improvement of the quality of peasants requires many efforts. To some extent, the farmer's poverty is mainly caused by "poor information", farmers not don't want to apply new technology, but the lack of guidance and information on the subject, and small-scale peasant mode of production for farmers to limit the need for information. Farmers have a strong sense of information demand, but they are vague, and the types and types of demand information are not very clear, which in turn leads to weak awareness of farmers' information. The construction of agricultural information service platform is a new form of service oriented to farmers, and it will lose interest in information service if it is not the information they need. Consider farmer's specific requirements and needs, providing farmers need common crop production in the production of new technology of the new method, provide scientific knowledge and skills training for farmers and ultimately achieve the goal of improving peasant quality and income.

(b) The main content and proper meaning of agricultural informationization construction

Agricultural informatization contains many contents, and its definition and meaning are more extensive. It is generally believed that agricultural informationization refers to the application of modern information technology to promote agricultural and rural economic structure adjustment, enhance the market competitiveness of agriculture, developing rural economy, the construction of modern agriculture, increase farmers' income, accelerating the process of rural modernization. Agricultural information service is the important content and main connotation of agricultural informatization. Agricultural information service can not only improve the agricultural informationization level in the countryside, but also promote farmers' income, increase agricultural production, and promote the modernization of agriculture, and realize the coordinated development of the four modernizations.

The central task of agricultural informationization construction is to provide good information service for farmers. Agricultural information service platform is the carrier and way to realize the good service of agricultural information. It can provide real-time, accurate and comprehensive information service for farmers. The construction of agricultural informatization advocates diversified service. Agricultural information service platform on the basis of the integration of resources, realize the combination of a variety of media and service mode, give full play to the strengths and advantages of various media and ways to provide farmers with vertical all-round efficient real-time information services.

**Analysis of Agricultural Information Service Approach Based on new Media**

(a) Strengthen the construction of agricultural information infrastructure and provide a material basis for agricultural information services.
Agriculture information infrastructure construction is to realize and material foundation for developing the agriculture information service, telephone, television and computer popularization and application to provide various channels and media for agricultural information service, can provide farmers with multi-angle information push. It is to realize the network coverage and high rate of agricultural information service.

Infrastructure construction should gradually be transformed into enterprises and social forces. The government will provide planning guidance in the form of infrastructure construction and optimization through the purchase of public services. We will focus on strengthening the construction of infrastructure such as wireless networks based on new media, and provide a platform for new media to carry out information services.

(b) The acquisition of agricultural information service will provide the guarantee for agricultural information service.

The development and utilization of information resources is the premise of agricultural information service and the core content of agricultural information service. Without scientific information, agricultural information service is an empty talk. Agricultural information of the production department to production oriented research, developed to adapt to the regional feature and local actual agricultural new technology, new achievements and new method, provide the basis for agricultural information service content.

Under the background of new media, the media gradually prevailed, every social individual and organization can be a publisher and information provider, how to ensure the information the reasonable and correct, reduce the information release of chaos and chaotic. At the same time, it can consider using the network information fetching technology and data analysis, analysis of sorting collection and extracting information about a topic, to expand the channels of information acquisition to increase comprehensive information.

(c) Focus on new media application training to improve farmers' ability to receive and use information.

Farmers are the direct object of agricultural information service, and its technological and cultural quality is directly related to the quality and effect of agricultural information service. Farmers' quality can provide appropriate to improve the actual effect of agricultural information service, and solve the problem of the last kilometer of information service, make the agriculture information service for farmers, and directly reach the purpose of improving peasant quality and increase farmers' income.

In 2015, the ministry of agriculture issued a notice of "the ministry of agriculture on improving the information capacity of rural mobile phone application skills training". It points out that it is an important measure to improve the informationization ability of farmers and strengthen the training and service of mobile phone Internet, which are an important measure of the "curve overtaking" and the coordinated development of rural and rural areas. In 2016, the general office of the ministry of agriculture on mobile application skill training with related units to promote farmers work notice, further refinement of the farmer work arrangement of mobile application training. The document points out those mobile terminals, such as mobile phones, can quickly spread to the countryside, making mobile phones a good helper for farmers to develop their production, facilitate their lives and increase their wealth. Minister of agriculture, Han Changfu, made a special speech on video, stressing the importance of mobile phone training for the construction of agricultural informatization and the elimination of the information gap between urban and rural areas.

(d) Improve the agricultural information service team and ensure the smooth development of information activities.

Agricultural information service is the main implementer of farmer information service, and the
stability of agricultural information service team is conducive to the smooth development of information service activities. Improving the quality of the team and improving the quality of personnel is crucial to improve the overall service level of agricultural information. We should strengthen the training of agricultural information management and service personnel at all levels, and improve their ability to carry out agricultural information system construction and their own service levels.

(e) To improve the supply side of information service, actively develop agricultural information application based on new media.

Because of the wide coverage and application of new media, technology demonstration households and some agricultural technical personnel can become information sources of information services. The application and scheme of public communication platform are also gradually increasing, so information service presents a trend of diversification and spread.

In recent years, mobile media based on mobile terminals has developed rapidly. The number of mobile phone ownership in rural areas is also increasing year by year. The agriculture department's deployment of farmers' mobile phone training in 2017 is based on the actual situation, the training of farmers' mobile phones and the ability of farmers to use mobile phones to obtain information.

At present, the agricultural information application based on new media is relatively few and insufficient. Positive development of agricultural information service based on new media application, can provide information service platform, and can improve the effectiveness of information services, allowing information to directly access farmers, shorten the process and link of the information service.

**Summary and prospect**

Agricultural information service is the main way and way to transform agricultural scientific and technological achievements. It is also an important driving force to improve the agricultural industry level. Based on the rapid development of information technology and information technology in the field of new media constantly emerging, agricultural information service should be closely combined with the development trend of information technology, full use of the existing public information platform, develop information service based on mobile terminals. Such as the emergence of some instant messaging software and applications, it can promote the information and services of agricultural science and technology and expand the channels and means of information services. With the progress and development of The Times, it also focuses on the transformation of information receiving mode of information service objects, carries out various information services and improves the effectiveness of information service. Agricultural information service generally belongs to the third industry category. With economic and social development, enterprises focus more on rural agriculture. Agricultural information services can better promote the 123 industrial convergence in rural areas, promoting local industry grows, eventually achieve industrialization, informationization, synchronous coordinate development of agricultural modernization and urbanization.

**References**
