The Development Countermeasures of Rural Information Service System in Northeast China

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Abstract. Agricultural information service plays an important role in agricultural modernization. China's northeast agricultural information service system construction has made great progress. But it can not meet the current needs of modern agricultural construction. Taking Liaoning Province as an example, first-hand data of information service was obtained through questionnaire and field interview. The countermeasures and suggestions were put forward for the construction of agricultural information service system in view of the outstanding problems in the agricultural information service system. Agricultural information service should depend on new midea in the future. The results can provide reference for agricultural information service in developing countries.

Introduction

The agricultural information service system is an important guarantee for the development of agriculture [1]. The application of science and technology needs agricultural information service to concrete realization. With the development of information technology, agricultural information service means increasing. An agricultural information service in Northeast China has achieved great success, but there are still some outstanding problems. How to better carry out agricultural information services for the development of modern agriculture to provide help is the reality of the key issues.

Strengthen the Government Functions and Play the Leading Role of the Government

Rural information service system construction is multi-sectorial, multi-disciplinary large system engineering, its high capital investment, personnel scheduling, beneficiaries of the crowd, the impact of a wide range of non-ordinary individuals or businesses can afford. The government needs to give full play to the leading role in the construction of rural information service system in order to ensure the sustainable development of rural information service system and long-term development. Rural information service system construction is a high-tech, high-input social welfare project, its products have consumption and use of non-competitive, product benefits on non-exclusive attributes, with the nature of social public goods. Government departments should fully understand the characteristics of public goods in the construction of rural information service system, introduce market mechanism in project investment, encourage individuals and enterprises to actively participate in the construction of rural information service system to reduce the final elimination of government single investment weakness, Government-led, multi-participant rural information service system construction mechanism. At the same time, the government should be a high degree of overall planning and effective integration and unified information collection, information processing and information dissemination mechanism to avoid duplication of funds caused by the duplication of rural information resources, and enhance the information of various regions and departments Interconnection, and truly realize the information sharing in the Liaoning region.

In the rural information service system construction of capital investment, the government should increase investment channels [2]. For the rural information services in the pure public goods, directly from the government investment and the use of funds to bear the responsibility to supervise the form.
of rural information service system in the form of every detail; for rural information services in the quasi-public goods, can introduce the market mechanism, encourage individuals, organizations and enterprises to participate in the system construction, but cannot ignore the government's leading role and supervisory responsibility; for rural information services in the private products, the government can use the means of compensation, to market, in the market mechanism to detect its quality and quality.

In the credit, tax and so on to give a certain system of tilt, to encourage and guide social forces to participate in the construction of rural information service system, the formation of state-driven, active participation of all sectors of the diversified construction pattern. It is important to appropriate reduction of farmers to enjoy information services in the process of equipment hardware costs and telephone costs, to encourage computer-based information technology in the vast rural areas of expansion.

**Building the Team to Improve the Quality and Quantity of Services**

The Construction of Rural Information Service Talent Team is the Successful Construction of Rural Information Service System [3]. In view of the status quo and structure of rural basic information service personnel in Liaoning Province, Liaoning Province grassroots rural information service departments need to introduce a number of high-quality compound talents to make up for the shortage of personnel in the existing information service process, Grass-roots information services sector into the fresh blood, improve service quality and vitality, the construction of a party command, can win the battle, fine style of modern rural information service personnel. On the one hand, through the establishment of the corresponding stage in the university education to cultivate information service personnel is not realistic, because the rural information service system is an interdisciplinary, cross-professional, multi-level linkage of the system engineering, not a master, Professional knowledge of the door can do a good job of rural information service, not only to have skilled information technology reserves, but also based on agriculture, rooted in rural areas, contact farmers thinking and practical ability.

It is recommended that schools and government departments arrange a one-year graduation internship and a one-year post internship for students who are about to join the rural information service personnel, so that students can go deep into the countryside and integrate into the peasants and think Farmers are anxious, worry about the farmers worry about, really a farmer's perspective to think about problems, solve problems, improve their own information services and improve the quality of rural information services. On the other hand, for the short period of time is expected to have no fresh blood to join the remote areas, the quality of its information service work cannot be taken place. First of all, to improve the level of grassroots rural information service sector leadership level, in the ideological establishment of the united front, to know the rural information service system is a work in the contemporary, benefit in the cause of the future, to the lower department staff clearly convey the party in the countryside Information service system construction on the determination and confidence, to subordinate staff to encourage the spirit. Second, do a good job in remote areas of rural information service personnel training, mainly job awareness training and information technology training. Through training, to correct the grassroots staff on the rural information service work misunderstanding, change their traditional ideas, so that every grassroots staff can be positive, correct and optimistic view of rural information service work, under the premise of ideological change, Regular or irregular organization of rural information service personnel to carry out system information technology and special information technology learning and discussion work, make up the board, a total of progress.
Strengthen the Positive Guidance, Improve the Level of Awareness of Farmers

As we all know, farmer's problem is very important in China. According to statistics, the total population of Liaoning Province in 2014 was 42,442 million, of which the rural population of 16,384 million, accounting for about 40% of the total population of Liaoning Province. China's rural population generally low quality, which is relatively high level of economic development in Liaoning Province, is no exception. Liaoning Province, the rural population education level concentrated in primary and junior high school, there is a considerable part of the rural population in illiterate and semi-illiterate state, the reality of the rural state imprisoned the idea of farmers, seriously affected the farmers awareness of new things and new Technical learning ability, farmers do not solve the problem, the construction of rural information service system is difficult to achieve tangible results. Domestic experts and scholars on the issue of farmers launched a lot of discussion, and put forward a number of unique views, in line with practical countermeasures and suggestions, which without exception, the entry point on the education. To this end, should be in the following aspects to deal with: First, enhance the quality of compulsory education.

At present, nine years of compulsory education in China has been fully popular, and exempt from the compulsory education of the book fees and tuition fees, to further reduce the school-age children's school burden. However, these excellent conditions do not retain the practical study of students, parents believe that free education cannot cultivate outstanding students, they are more keen on those high-fee boarding private schools, individual public schools, bad behavior-like behavior The more parents are breeding this prejudice. To this end, public schools in the superior conditions at the same time, we must work hard to grasp the quality of teaching. Secondly, actively carry out rural vocational and technical education and adult education, cultivate a number of new farmers in the production and management technology, and encourage farmers to participate in the development of rural information resources, so that farmers not only as a beneficiary of rural information service system construction, but also as Rural information providers, so that rural information services more ground, the farmers more affinity. Finally, encourage higher education; cultivate rural information technology talents and agricultural production management personnel.

Encourage Technological Innovation

After several years of accumulation, Liaoning Province has developed a sufficient number of rural information resources to guide farmers to agricultural production and socialist new rural construction. Because of their own cultural level and information quality constraints, farmers in the use of rural information resources in the process also exposed a variety of problems, so the development and utilization of rural information resources, technological innovation, to become the province of human information services to achieve the inevitable choice The Focus on doing the following work: First, the development of agriculture-related professional search engine. At present, Liaoning Province, the major information about agriculture and information systems and systems are mostly integrated search engine, the search engine content is comprehensive, poor targeting, high degree of blur, low precision, long time-consuming, the final harvest less , Not only the test of farmers' information quality, but also the farmers do not respect the time spent. It is necessary to develop and study the agriculture-related professional search engine in order to meet the fast, accurate and full demand of the farmers to improve the information service experience of farmers and improve the efficiency of rural information service construction. Second, heterogeneous resource integration technology research and development is necessary. Due to the non-uniformity of the current development of rural information resources and the lack of information resource sharing mechanism, the complete information resources are infinitely divided and the local information resources are reused. After the farmers retrieve the information, the information is processed twice, Very inconvenient. Heterogeneous resource integration technology is to destroy the original data content and storage format, based on the multi-heterogeneous data to provide high-level multi-service, so that farmers with a shorter time to query more accurate and more comprehensive information resources. Third, the
development of information pushes technology. Through the record and analysis of the user's information retrieval content and retrieval habits, with the way to send text messages for registered users to push the relevant information in a timely manner to save users access to information on the time cost, while ensuring the user access to information on the timeliness to meet the user's personality Information needs.

Develop a Unified Standard and Improve the Information Sharing Mechanism

The construction of rural information service system is complicated and it is difficult to discuss the standard of the whole work. This paper briefly explains the standard word from three aspects: information collection, information processing and information release in the process of rural information service. (1) The initial collection of information standards. It includes information collection time, information collection channels and information acquisition minimum units. In China, according to the importance of the survey and the scope of the survey, there are census, focus on the investigation and sampling of the points, the information collection time is also different, and some once every five years, and some of the end of each year, and every year at the beginning of each year. Different information collection time leads to different acquisition results; common information collection channels are questionnaire survey, interviews and through the grassroots units of the data collected indirectly the necessary information. The smallest unit of information is reflected in the data refers to the unit of data is "people" or "household" problem, the unit is the most important part of the information collected by the unit, Consistent, the data collected by various departments to interoperability, with less time to obtain the most comprehensive data. (2) To develop information processing standards. The development of new information data network technology and new data service decision support system need to be constructed through the establishment of service model, heterogeneous information resources to achieve efficient processing and transparent management. (3) The development of information dissemination standards. Text class information on the font, size, paragraphs and line spacing must be unified requirements; picture information on the picture format, size, image size should also develop a unified specification; video information on the video format, picture clarity, picture Size, length of subtitles, etc. should also develop a unified recording standards.

Stimulate the Consumption of Information and Improve the Rural Information Market Services

The rural information market is an information service system for farmers. The establishment and improvement of the rural information market is conducive to agricultural efficiency, rural prosperity and farmers' income, and promote the rational flow and optimal allocation of rural information resources. Liaoning Province, the development of rural information market is still in its infancy, in the market supply and demand, service management, operation mechanism, there are many problems. In order to improve the rural information market services in Liaoning Province, the following measures should be taken: First, reduce the cost of farmers to obtain information. Reduce the farmers to obtain production decision information, agricultural sales information and wealth information costs, to stimulate farmers' potential information needs, to enhance farmers' desire to buy information, to promote the further development of rural information market. Second, the government should actively create environmental conditions suitable for the development of rural information market. Such as the development of relevant economic plans and economic development strategic objectives to provide the impetus for the development of the information market; to take tax relief and provisions of the project to give appropriate government subsidies and other policy tilt measures to encourage rural information market diversification of the main body of participation; Crack down on the development of rural information market in the false information and other non-standard behavior, reduce the risk of farmers to obtain information.
References

