## Analysis of Knowledge and Attitude of Paddy farmers towards Sustainable Agriculture in West of Guilan

Mohadese Abdollahzade\*,

Abstract Product resistance is among the serious matters that had drawn researchist's attention in recent years. Analysis of cognitive domain of paddy farmers regarding integrated soil fertility management is a determinant is stability of production units. According to this, in order for analysing the effect of cognitive domain of paddy farmers of Pirbazar village regarding integrated soil fertility management. There was a research on the method of statistical parametric that includes these tests: Friedman test, Equality of average between two separate groups, and equality of among several separate groups. The method of the research on the aspect of applied point, and with regard to the nature of the matter, this is an descriptive research and the method of gathering, information is field study. Statistical society in the analysis includes 2973 paddy farmers in Pirbazar district that is 6 kilometers north of Rasht. Sample size was done on the method of multi-stage sampling. In the analysis, 140 paddy farmers was chosen. The panel of experts was chosen for defining validity. The panel of experts includes Guilan agricultural organization's experts. Cronbach's coefficient Alpha was used in order for analysis of the reliability and the scale knowledge was defined (0/84) resulted studies show that as we go down the Bloom's cognitive domain, responders are in good condition that it is the result of responder's experiment outcome and practical work. The results obtained showed that age variable, the number of family members, experience in cultivation of rice, level of education, the extent of the agricultural land, the number of pieces of the land, the type of land ownership, product operations, agricultural income had no effect on integrated soil fertility management. It means that the importance of soil resources resistance is not considered correctly.

## Keywords: knoledge, soil fertility management, rice

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