

Divine Word University

Abstract

**BRIDGING THE INFORMATION GAPS
BETWEEN RESEARCHERS, FARMERS,
POLICY-MAKERS AND DEVELOPMENT
AGENTS**

by

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This paper examines whether the Papua New Guinea press is an appropriate medium for bridging the information gaps between researchers, farmers, policy-makers and development agents. It is based on the hypothesis that the media has a role in bridging the information gaps and facilitating an information exchange among key stakeholders. It examines whether the PNG press is an appropriate and efficient instrument in the information exchange among stakeholders.

The topic is important, as information is a prerequisite for development. Without the exchange of information, no innovation can take place. If we accept this statement, then information gaps are direct impediments to development and need to be overcome. This paper attempts to highlight the importance of information and communication by showing how the media can be useful in closing the information gaps between different stakeholders in the agricultural sector.

The study is based on a content analysis of the two daily national newspapers (*Post Courier* and *The National*) for a period of three months (April – June 2007) and a survey of the key stakeholders, including journalists who report on agricultural issues. Views of organizations and individuals working in the communication sector, and agricultural information and extension specialists have also been sourced on how best the PNG press could be used in closing the information gaps.