

IRSA - CONGRESSO MUNDIAL DE SOCIOLOGIA RURAL (01/10/2025 A
20/01/2026) - IRSA 35 - PUBLIC POLICIES FOR FAMILY FARMING IN LATIN
AMERICA AND THE CARIBBEAN

**INFORMATIONAL CONCENTRATION IN THE DISSEMINATION OF PUBLIC
POLICIES FOR FAMILY FARMING**

Fabio Mosso Moreira (fabio.moreira@unesp.br)

Marcelo Marques De Magalhães (marcelo.marques.magalhaes@gmail.com)

Ana Elisa Bressan Smith Lourenzani (ana.lourenzani@unesp.br)

Informational concentration is a phenomenon that also manifests itself in the flow of information derived from the communicational processes of public policies. This generates relevant implications, such as the reduction of content diversity, the exclusion of specific audiences (such as women, rural youth, and traditional communities), excessive dependence on intermediaries, and the reproduction of asymmetries in access to resources and opportunities. This study aims to analyze the level of informational concentration manifested in the flow of information derived from the communicational processes of public policies for family farming on the Web, to determine the structure of agents involved in this flow, and to observe how its effects favor or limit efficient access for family farmers. To this end, an online search was conducted to collect data

on informational resources available on the Web containing information about the Programa Nacional de Fortalecimento da Agricultura Familiar. These data were analyzed from the perspective of the Economics of Information, combining quantitative methods based on the calculation of indicators associated with Economic Sciences and Information Science, with qualitative methods applied through content analysis. The results show that the analyzed flow is strongly marked by dynamics of informational concentration determined mainly by agents linked to the direct administration of the State, although other agents also present significant participation, such as those associated with journalistic media and knowledge institutions. The calculation of indicators revealed a trend toward decentralization in the last of the three decades analyzed, signaling the strengthening of a network-based communication model that is more diverse and participatory, characteristic of the digital era. In terms of implications, the research points to a scenario of communicational transition, in which the Web tends to consolidate itself as a strategic space for the dissemination of public policies, although it still lacks interinstitutional and intersectoral coordination.

Palavras-chave: public policies family farming pronaf information flow informational concentration.