

Percived Effectiveness of Media Utilization Among Fadama Farmers in Osun State, Nigeria

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Abstract: Nigeria agriculture is faced with various problems which do not allow for rapid development. There exist lack of effective interaction between the researchers and the extension agents in the process of disseminating new findings in agriculture. Fadama farmers in Osun State were the target of this study. 10 Fadama User Association were randomly selected using a simple random sampling technique. Nine farmers from each group were selected. The result shows that there is a relationship between farmer's sources of media utilization and their socio-economic characteristics. Also, sex, marital status, and land ownership arrangement were significant at (P-value = 0.05). The result also observed that low educational experience is witnessed in the study area. Sizable numbers of respondents' utilised in varying degree the followings as means of communication: personal letter, demonstration methods, agricultural workshop, radio and television. It is recommended that more proper extension education and orientation aimed at addressing the use of these devices among the farmers to foster easy adoption and transfer of relevant information to them. Also, its usage and applicability for field practices should be taught during programmes.

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Key words: Effectiveness; Media Utilization; Fadama Farmers

1.0 Introduction

In spite of growing urbanization and increased revenue from the oil sector, agriculture is still the mainstay of the Nigerian economy. Historical experiences have shown that there are no cases of successful development of a major country in which the rise in agricultural productivity did not precede or accompany development (Audu, 2003). The mass media are increasingly becoming a veritable instrument for transforming Nigerian agriculture through which people will derive pleasure from learning how the food they eat daily is produced and they may be encouraged to develop an interest in growing some food themselves (Patrick, 2001). Almost every aspect of human beings communicates, and all their activities and interactions involve communication. Umaru (2002), communication is not just words, paint on canvas, mathematical symbols or the interaction of human beings trying to escape loneliness, trying to share experience or trying to implant ideas. The primary purpose of communication is to inform educate, persuade and to entertain. For effective communication to take place, this basically means that ideas, information, opinion feeling or experience must be shared without any cultural bias. Adebayo and Adedoyin, (2001), it is used to identify problems and solution manages programs and regulates the attitudes within the specific contexts. Communication is not just giving of information, it is the giving of understandable information and receiving and understanding of the message. Communication is the transferring of a message to

another party so that it can be understood and acted upon. Communication is very essential in undemanding the behaviour of the farmers and is therefore useful to extension work.

Agricultural extension communication is very important, without effective communication extension can escalate the purpose of communication in any agricultural extension programme is for the dissemination of information, and directives with the sector to enhance the attainment of goals and objectives. The ultimate aim of an extension system is to effectively and efficiently deliver information to the end-users in a comprehensible and utilizable manner. Extension services bear great potentials for improving the productivity of natural resources and promoting the right attitudes among natural resource managers. The service is recognized as an essential mechanism for delivering information and advice as inputs into modern natural resource management. The structures and institutions engaged in the extension services encompass a diverse range of socially sanctioned and legitimate activities that seeks to improve the ability of natural resource managers to adopt more appropriate and often new practices and to adjust to changing conditions and societal needs. (Patrick, 2001) This should be the function of agricultural extension agencies all over the world. These extension agencies make use of different approaches, means and media in transferring improved agricultural technologies to the end users (farmers). The National Fadama Development Project (NAFDP) is a project of the Federal Government of Nigeria through the pooled

World Bank loan, to finance the development of Fadama lands by introducing small-scale irrigation in states with Fadama development potentials. The project aims at boosting incremental food production and raises the standard of living of the beneficiaries. Fadama are low lying lands subject to seasonal flooding or water logging along the banks of streams or depressions. It is a Hausa word meaning, the seasonally flooded or flood able plains along major savannah rivers and or depressions or adjacent to seasonally or perennially flowing streams and rivers. It is called "Akuro" in Yoruba land.

The enormous potentials for irrigated agriculture in the Fadama and flood plain is unquestioned. According to Baba (1998), the Fadama lands have high potentials and agricultural values several times more than the adjacent upland. Fadama development is a typical form of small scale irrigation practice characterized by flexibility of farming operations, low inputs requirement, high economic values, minimal social and environmental impact and hence conform with the general criteria for sustainable development (Akinbile et al., 2006).

The Fadama Users Association (FUAs) was different groups form different community to assess funds from the programme. The FUAs link with ADPs to identify user members, maintain infrastructure, monitor water availability, and finance infrastructure such as roads and carry out agronomic work.

The FUAs performed very well in some states, and fairly in others. In Kano State the FUAs perceived their achievement to be high access to inputs, improved social relations, access to Fadama Users Association resources, increased farm size, access to loans, knowledge of improved marketing systems and increased family income (Meomeka,1990.) Akinbile, (2007) noted Nigeria has had many intervention programmes in the agricultural sector, which have not had lasting impact on agricultural development nor yield the expected result of sustained increase in food production.

Ani (2002) noted that a very essential communication strategy of reaching farmers is through the mass media. It is one the roads through which the vehicle for agricultural and rural development gets to its desired destination or the farmers. It is useful to reach a large number of people or wide audience at a very fast rate. Mass media methods in agricultural information dissemination generally, are useful in reaching a wide audience at a very fast rate. Davison (2001) reported that in many developing countries, wide adoption of research results by majority of farmers remains quite limited. This therefore, calls for a system which allows adequate information flow from researchers to farmers. Therefore, Information and communication

are essential ingredients needed for effective transfer of technologies that are designed to boost agricultural production. For farmers to benefit from such technologies, they must first have access to them and learn how to effectively utilize them in their farming systems and practices.

1.1 Objective of the study

This study will therefore, assess the extent to which the farmers' perceived media used by farmers involved in fadama and the specific Objective are:

- identify the socio-economic characteristics of the farmers
- ascertain the extent of which mass media is utilized by farmers.
- identify the problems militating against the use of various mass media by fadama farmers
- determine the farmer's accessibility to mass media.

1.2 Hypotheses

- (i) There is no significant relationship between farmer's sources of media utilization and their socio-economic characteristics.
- (ii) There is no significant relationship between farmer's sources of media utilization and relevance of information in solving farmer's problem.

2.0 Methodology

Osun state is located in south-western Nigeria. Majority of the rural dwellers of Osun state are peasant farmers whose land holding is averagely 6 hectares (Akanbi 2000). Fadama farmers in Osun state were the target of this study. 10 Fadama User Association were randomly selected using a simple random sampling technique. Nine farmers from each group were selected. A total of ninety Fadama farmers were interviewed for the study using structured questionnaires which were administered.

3.0 Results and Discussion

The predominant age range in the study area is 46-55years (46.7%) having the high number of respondents, the result can be attributed to the facts that most of the young able bodied persons are in the urban area seeking for white collar and petty jobs. It was also observed that 57.8% of the respondents were women; it implies that more women were supporting their husband in farming. Married respondents constituting 88.9% of the total respondents and this implies that most of the farmers were married because they need their family to assist them on the farm while the single on are in town looking for white collar jobs. Majority (43.3%) of farmers in the study area have no form of formal education and were classified as illiterates while 24.4% have primary school education. The low level of education among the farmers in the study area may be attributed to the facts that they overlook the value of education or due to lack of funds

to attend schools. A significant number (77.7%) of the respondents have spent 20-30 years as practicing farmer and this shows that majority of respondents were born and bred in that community and most probably they are indigene.

Table 2 shows that the most prefer media is Radio (48.9%) and this is was the most widely used medium among the farmers. This finding is in agreement with Nwachukwu (2003) who pointed that the introduction of radio has been longer than any other mass medium, hence; almost every household has a radio set. The use of local languages and dialects is also more, especially in radio than any other channel. Radio is known to be the most effective mass media channel for communicating agricultural information. So also the television, as it has become part of our national life. if properly used, it may be an effective channel for communicating agricultural innovations and information.

Table 4 shows media employed in disseminating information to the farmers in the study area, the following deductions were made that mobile phones is the most frequently used communication medium among the respondents as revealed by 92.2% of the respondents. Also the radio was observed to be the second most widely used source as revealed by 91.1% of the study population. While exhibition received the

least attention from the respondents as opined by 91.1% who indicated that it is not frequently used among the farmers. Due to their low level of education, bulletin, demonstration methods, magazine, newspaper, persona letters and posters are not frequently in used among the farmers while major mediums employed includes meetings and local leaders as indicated by 85.6% and 81.1% respectively. On the average, television and agricultural workshop are used among them as revealed by 54.4% and 60% of the respondents respectively.

Table 5 considering the level of importance of the medium employed in disseminating information to the respondents in the study area, the following deductions were also made that mobile phones was perceived very important among the respondents as revealed by 94.4% and radio (87.8%) in the study area. On the other hand, considering mediums that are not important as revealed by the study, demonstration method, bulletin magazine, newspaper and exhibition were considered not important. The result also emphasizes the role played by education before any of the mentioned medium could be explored among them. The ease and relative cost associated to mobile phones and radio and the coverage is one of the determinants controlling its wide spread application and use among the respondents in the study area.

TABLE 1: Distribution of respondents according to socio-economic characteristics.

Variable	Frequency (n)	Percentage %
Age		
21-35	9.0	10
36-45	39	43.3
46-55	42	46.7
Total	90.0	100.0
Gender		
Male	38.0	42.4
Female	52.0	57.8
Total	90.0	100.0
Marital status		
Single	4.0	4.4
Married	8.0	88.9
Widower	6.0	6.7
Total	90.0	100.0
Educational status		
No formal education	39.0	43.3
Primary education	22.0	24.4
Secondary education	19.0	21.1
Tertiary education	10.0	11.1
Total	90.0	100.0
Farming Experience		
20- 30	70	77.7
31-40	13	14.4
41-50	7	7.7
Total	90.0	100.0

ABLE: 2. Prefer medium

Prefer Medium	Frequency	Percent
Television	32.0	35.6
Radio	44.0	48.9
Newspaper	2.0	2.2
Others	12.0	13.3
Total	90.0	100.0

Table 3: Distribution of Respondents based on the extent of utilisation of media

EXTENT OF UTILIZATION OF MASS MEDIA	Frequency	Percent
very large extent	40.0	44.4
large extent	37.0	41.1
little extent	13.0	14.4
Total	90.0	100.0

Source: Field survey (2011).

TABLE 4: MEANS OF DISSEMINATING INFORMATION

Communication	not used frequently		used frequently		Total	
	Frequency	%	Frequency	%	Frequency	%
PERSONAL LETTER	74.0	82.2	16.0	17.8	90.0	100.0
DEMONSTRATION METHODS	76.0	84.4	14.0	15.6	90.0	100.0
AGRICULTURAL WORKSHOP	36.0	40.0	54.0	60.0	90.0	100.0
CONFERENCE DISCUSSION	59.0	65.6	31.0	34.4	90.0	100.0
MEETINGS	13.0	14.4	77.0	85.6	90.0	100.0
LOCAL LEADERS	17.0	18.9	73.0	81.1	90.0	100.0
BULLETIN	81.0	90.0	9.0	10.0	90.0	100.0
MOBILE PHONES	7.0	7.8	83.0	92.2	90.0	100.0
MAGAZINE	75.0	83.3	15.0	16.7	90.0	100.0
POSTERS	68.0	75.6	22.0	24.4	90.0	100.0
EXHIBITION	82.0	91.1	8.0	8.9	90.0	100.0
NEWSPAPER	74.0	82.2	16.0	17.8	90.0	100.0
RADIO	8.0	8.9	82.0	91.1	90.0	100.0
TELEVISION	41.0	45.6	49.0	54.4	90.0	100.0

Source: Field survey (2011)

TABLE 5: LEVELS OF IMPORTANCE OF THE MEDIUM EMPLOYED IN DISSEMINATING INFORMATION

Communication	Not important		important		very important		Total	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
PERSONAL LETTER	20.0	22.2	37.0	41.1	33.0	36.7	90.0	100.0
DEMONSTRATION METHODS	66.0	73.3	18.0	20.0	6.0	6.7	90.0	100.0
AGRICULTURAL WORKSHOP	-	-	46.0	51.1	44.0	48.9	90.0	100.0
CONFERENCE DISCUSSION	7.0	7.8	17.0	18.9	66.0	73.3	90.0	100.0
MEETINGS	4.0	4.4	52.0	57.8	34.0	37.8	90.0	100.0
LOCAL LEADERS	3.0	3.3	21.0	23.3	66.0	73.3	90.0	100.0

BULLETIN	61.0	67.8	19.0	21.1	10.0	11.1	90.0	100.0
MOBILE PHONES	3.0	3.3	2.0	2.2	85.0	94.4	90.0	100.0
MAGAZINE	50.0	55.6	20.0	22.2	20.0	22.2	90.0	100.0
POSTERS	29.0	32.2	39.0	43.3	22.0	24.4	90.0	100.0
EXHIBITION	45.0	50.0	24.0	26.7	21.0	23.3	90.0	100.0
NEWSPAPER	49.0	54.4	9.0	10.0	32.0	35.6	90.0	100.0
RADIO	-	-	11.0	12.2	79.0	87.8	90.0	100.0
TELEVISION	-	-	36.0	40.0	54.0	60.0	90.0	100.0

Table 6 considered the medium well understood by the respondents in terms of its applicability and usage, the following deductions were also observed that conference discussion and mobile phone usage was well understood among the respondents as indicated by 83.3% while none indicated lack of understanding for mobile phone usage. Also, 81.1% understood the application and usage of radio as an effective medium that could be used to disseminate information among farmers in the study area.

TABLE 6: LEVELS OF UNDERSTANDING OF EACH MEDIUM

Communication	no understanding		little understanding		well understood		Total	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
PERSONAL LETTER	4.0	4.4	50.0	55.6	36.0	40.0	90.0	100.0
DEMONSTRATION METHODS	25.0	27.8	37.0	41.1	28.0	31.1	90.0	100.0
AGRICULTURAL WORKSHOP	8.0	8.9	50.0	55.6	32.0	35.6	90.0	100.0
CONFERENCE DISCUSSION	5.0	5.6	10.0	11.1	75.0	83.3	90.0	100.0
MEETINGS	17.0	18.9	58.0	64.4	15.0	16.7	90.0	100.0
LOCAL LEADERS	4.0	4.4	16.0	17.8	70.0	77.8	90.0	100.0
BULLETIN	48.0	53.3	33.0	36.7	9.0	10.0	90.0	100.0
MOBILE PHONES	-	-	15.0	16.7	75.0	83.3	90.0	100.0
MAGAZINE	46.0	51.1	32.0	35.6	12.0	13.3	90.0	100.0
POSTERS	19.0	21.1	42.0	46.7	29.0	32.2	90.0	100.0
EXHIBITION	25.0	27.8	58.0	64.4	7.0	7.8	90.0	100.0
NEWSPAPER	36.0	40.0	35.0	38.9	19.0	21.1	90.0	100.0
RADIO	1.0	1.1	16.0	17.8	73.0	81.1	90.0	100.0
TELEVISION	8.0	8.9	38.0	42.2	44.0	48.9	90.0	100.0

Source: Field survey (2011)

Table 7 shows the channels that was regularly accessed by respondents is the conference discussion as well as through local leaders (86.7%) respectively was used by the respondents in the study area. Also, respondents used Radio regularly which is (84.7%). Other that were regularly used include Television, mobile phones with respective percentage of 77.8% and 55.6%. Communications that were not frequently accessed include demonstration method 5.6 %, bulletin 7.8% and magazine with 10.0%.

TABLE 7: DISTRIBUTION OF RESPONDENTS BASED ON CHANNELS ACCESSIBILITY

Communication	not accessible		sometimes		regularly		Total	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
PERSONAL LETTER	12.0	13.3	63.0	70.0	15.0	16.7	90.0	100.0
DEMONSTRATION METHODS	23.0	25.6	62.0	68.9	5.0	5.6	90.0	100.0
AGRICULTURAL WORKSHOP	18.0	20.0	42.0	46.7	30.0	33.3	90.0	100.0
CONFERENCE DISCUSSION	9.0	10.0	3.0	3.3	78.0	86.7	90.0	100.0
MEETINGS	21.0	23.3	46.0	51.1	23.0	25.6	90.0	100.0
LOCAL LEADERS	-	-	12.0	13.3	78.0	86.7	90.0	100.0
BULLETIN	50.0	55.6	33.0	36.7	7.0	7.8	90.0	100.0
MOBILE PHONES	4.0	4.4	16.0	17.8	70.0	77.8	90.0	100.0
MAGAZINE	57.0	63.3	24.0	26.7	9.0	10.0	90.0	100.0
POSTERS	15.0	16.7	46.0	51.1	29.0	32.2	90.0	100.0
EXHIBITION	38.0	42.2	35.0	38.9	17.0	18.9	90.0	100.0
NEWSPAPER	22.0	24.4	40.0	44.4	28.0	31.1	90.0	100.0
RADIO	3.0	3.3	11.0	12.2	76.0	84.4	90.0	100.0
TELEVISION	16.0	17.8	24.0	26.7	50.0	55.6	90.0	100.0

Source: Field survey (2011)

Problems that is militating against the utilization of mass media in the study area revealed that irregular power supply (43.3%) as the highest, because electricity is used needed for charging phones, the operation of TV and radio e.t.c. Also the complete absence of electricity in their area as revealed by 17.8% of the respondent has not made it possible for them to explore this mass medium. The timing of programmes schedule is another reasons why most of them returns from farm in the evening tired, also low level of education.

PROBLEMS MILITATING AGAISNT UTILIZATION OF MASS MEDIA	Frequency	Percent
irregular power supply	39.0	43.3
absence of electricity	16.0	17.8
time of programme	19.0	21.1
low level education	14.0	15.6
time of programme and irregular power supply	2.0	2.2
Total	90.0	100.0

Source: Field survey (2011).

Table 8 showing the relationship between farmer's sources of media utilization and their socio-economic characteristics, the following results were obtained that sex, marital status, and land ownership arrangement were significant at (P-value = 0.05) the alternative hypothesis is accepted that there is a relationship between farmer's sources of media utilization and their socio-economic characteristics.

TABLE 8 : DISTRIBUTION OF RESPONDENTS BASED ON SOURCES OF MEDIA UTILIZATION

Independent Samples Test	Sources of Media Utilization								95% Confidence Interval of the Difference	
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Sex	EVA	4.30	0.04	1.16	74.00	0.25	0.13	0.12	(0.10)	0.36
	EVNA			1.17	68.67	0.25	0.13	0.11	(0.09)	0.36
Age	EVA	0.13	0.72	(0.21)	74.00	0.83	(0.08)	0.38	(0.85)	0.68
	EVNA			(0.22)	69.01	0.83	(0.08)	0.38	(0.84)	0.68
Marital status	EVA	3.94	0.049	(0.90)	74.00	0.37	(0.14)	0.16	(0.47)	0.18
	EVNA			(1.05)	47.55	0.30	(0.14)	0.14	(0.42)	0.13
Years of farming experience	EVA	1.82	0.18	(1.83)	74.00	0.07	(6.46)	3.54	(13.52)	0.59
	EVNA			(1.92)	74.00	0.06	(6.46)	3.36	(13.17)	0.24
Educational status	EVA	3.70	0.06	0.22	74.00	0.83	0.05	0.24	(0.43)	0.54
	EVNA			0.23	73.60	0.82	0.05	0.24	(0.41)	0.52
Total size of farmland	EVA	2.99	0.09	0.15	74.00	0.88	0.12	0.81	(1.49)	1.73
	EVNA			0.16	73.77	0.87	0.12	0.76	(1.40)	1.64
Type of ownership	EVA	5.97	0.02	1.69	74.00	0.09	0.30	0.18	(0.05)	0.66
	EVNA			1.64	57.71	0.11	0.30	0.18	(0.07)	0.67

Source: Field survey (2011).

EVA – Estimated Variance Assumed

EVNA- Estimated Variance Not Assumed

Table 9 showing the relationship between farmer's sources of media utilization and relevance of information in solving farmer's problem, the following results were obtained that (P-value = 0.01, F = 6.54) measured at 0.05 level which is the acceptance level of significance, the null hypothesis which states there is no significant relationship between farmer's sources of media utilization and relevance of information in solving farmer's problem was rejected and the alternative hypothesis accepted that there is a significant relationship between farmer's sources of media utilization and the relevance of information in solving farmer's problem.

Relevance of information in solving farmer's problem	Sources of Media Utilization								95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Relevance of information in solving farmer's problem	EVA	6.54	0.01	1.22	74.00	0.23	0.05	0.04	(0.03)	0.12
	EVNA			1.43	43.00	0.16	0.05	0.03	(0.02)	0.11

Source: Fields Survey 2011

4.0 Conclusion

Every human society, from the most primitive to the most advanced, depends on some form of communications medium; Communication networks make society a reality. It makes it possible for people to cooperate, to produce and exchange commodities, to share ideas and information and to assist one another in times of need. The economic growth of any country depends, to a certain degree, on the ability of the country's business community to maximize their growth potential. One of the biggest contributors from the agricultural community of any nation, to the nation's economic development, is the agricultural sector of which the rural area plays an important role. Studies have shown that extension

agents and indeed, large and multi-national organizations can improve the productive capacity of farmers by using the benefits of the mass media technology.

4.1 Recommendations

Based on the constraints faced by farmers on media usage in enhancing their productivity, the following suggestions are proffer:

- Financial intervention through the provision of electricity and media devices should be encouraged by the Government, NGOs, Agricultural agencies among extension workers and farmers. This could be subsidized, provided as donations or

organized in a specific manner in order to assist the farmers so as to encourage them.

- Proper extension service education and orientation must be aimed at addressing the use of this mobile device among the farmers to foster easy adoption and transfer of relevant information to them. Also, its usage and applicability for field practice should be taught during such programmes.
- Mediums/devices should be made accessible in local station for farmers use or community centers such as TV to as to foster speed and development in modern agricultural practices.
- Poor network services in the rural area should be addressed by policy makers so that the rural communities could benefit from the advent of modern technology and the productivity thereof.

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