



Preference for mass media usage among farmers in Egbedore local government area of Osun State, Nigeria

Bolarin, O., S.E. Komolafe * and S.A. Kolade

Department of Agricultural Extension and Rural Development, Faculty of Agriculture, University of Ilorin, P.M.B. 1515, Ilorin, Kwara State, Nigeria.

Abstract

This study examined the preference for mass media usage among farmers in Egbedore local government area of Osun state, Nigeria. A two stage sampling procedure was used to select 80 respondents. Data were obtained by the use of structured questionnaire. Findings show that telephone (50%), television (21.2%) and radio (20%) were the most preferred mass media by farmer in accessing agricultural information in the study area. easy accessibility (mean=4.57), readily availability (mean=4.35), and cheaper/low cost (mean=4.31) were the foremost reasons for the choice of mass media preferred for accessing agricultural information in the study area. The study found that household size ($X^2=0.328$; $p=0.003$), years of experience ($X^2=0.413$; $p=0.000$) and education ($X^2=0.387$; $p=0.000$) were significantly related to preferred use of mass media to access agricultural information. The study recommend that trained agricultural extension personnel should be deployed to improve the technical know-how of farmers on the use of mass media gadgets to access agricultural information.

Keywords: Farmers; Radio; Telephone; Television.

1. Introduction

Agricultural technologies are primarily generated for farmers (Adesiji *et al.*, 2017). The channel through which the agricultural information is disseminated to the farmers is important for maximum coverage and usage. Mass media methods in agricultural information dissemination generally, are useful in reaching a wide audience at a very fast rate. They are useful as sources of agricultural information to farmers and as well constitute methods of notifying farmers of new developments and emergencies (Nwalieji *et al.*, 2019). They could equally be important in stimulating farmers' interest in new ideas and practices (Sharma, 2012). Mass media are important in providing information for

enabling the rural community to make informed decision regarding their farming activities, especially in the rural areas of developing countries (Enwelu *et al.*, 2017).

Hasan and Sharma (2011) noted that mass media are used to reach a large number of people quickly. It is particularly useful in making large number of people aware of new ideas and practices, or alerting them to sudden emergencies. While the amount of detailed information that can be transmitted through mass media is limited, they can serve as an important and valuable function in stimulating farmers' interest in new ideas. Once stimulated or made aware through mass media, farmers may seek additional information from neighbours, friends, extension agents or progressive farmers in the area (Sharma, 2012). Previously numerous studies have been globally conducted regarding the effectiveness of mobile phone and its use in

*Corresponding author: Sola Emmanuel Komolafe

Email: kemmas04@yahoo.com

Received: November 20, 2021; Accepted: May 22, 2022;

Published online: June 5, 2022.

©Published by South Valley University.

This is an open access article licensed under

the dissemination of agricultural information to the farmers (Surabhi and Mamta, 2016). Ibrahim *et al.* (2020) stated that extension services use mass media because of the high speed and low cost with which information can be communicated over a wide area. The information technology is a tremendous power that could be harnessed by organizations for the benefit of mankind.

The potentials of mass media such as speed, mass coverage and low cost in the dissemination of information further necessitate their use in agriculture. This therefore, calls for a system which allows adequate information flow from researchers to farmers and vice-versa. In Osun State, farmers abound and there is availability of different types of mass media. The preference and extent through which these farmers utilize various kinds of mass media for accessing information to boost agricultural production in the area is not yet known. This study therefore assessed the preferred mass media usage by farmers in Osun State, Nigeria. Specifically, the objectives were to: socioeconomic characteristics of farmers, prefer mass media by farmers, reasons why farmers prefer some mass media, extent at which farmers use mass media, and challenges faced by farmers to use of mass media to access agricultural information.

2. Methodology

The study was conducted in Egbedore Local Government Area (LGA) of Osun State. The LGA have its headquarters in an ancient town named Awo. It experiences an average monthly rainfall of 25mm between May and July and 2.5mm between December and January. Also, the study area covers an approximately 102 sq km. Majority of the farmers engage in large scale production of food and cash crops such as Cocoa, Kolanut, Palm-products, Orange, Banana, Maize, Yam, Cassava, Cocoyam *e.t.c.* Although, peasant farming is predominant in the area, a sizeable percentage of farmers engage in other forms of agricultural practices like Poultry

keeping, animal husbandry, fishing and beekeeping.

The population for the study consist of all farmers in Egbedore Local Government Area of Osun State. A questionnaire was designed based on the objectives and administered to 80 farmers in the study. The sampling of respondents was done randomly by selecting six communities. The selected communities were Awo, Okinni, Ofatedo, Ido-Osun, Iragberi and Olorunsogo. A number of 15 respondents were selected from Awo, Ido-Osun, Ifetedo, Okinni communities and 20 respondents were selected from Olorunsogo and Iragberi communities resulting into a total of 80 respondents.

Preference was measured as Yes=1, No=0. Reasons for preference was measured as strongly agree=5, agree=4, disagree=3, strongly disagree=2, no influence=1. Usage of preferred mass media as highly used=5, moderately used=4, used=3, rarely used=2, not used=1. Challenges to use of preferred mass media was measured as very severe=5, severe=4, somewhat severe=3, a little severe=2, not severe=1. Data collected was analysed using descriptive statistics which include frequency counts, percentages and mean scores as well as chi square test.

3. Results and discussion

Results presented in Table 1 show that a considerable percentage (31.2%) of the respondents were aged between 30 to 39 years of age while 30% were also within the age above 50 years of age. Most of the respondents were male (52.5%). Majority (63.8%) were married. Considerable percentage (35.5%) of the respondents had no formal education while some (25%) of the respondents had primary education. This implies that literacy level of farmers in the study area is low. Results further show that majority (65%) of the respondents practice Islam religion. Above halve of the respondents (55%) had between 4 to 6persons in their households. Substantial percentage (35%) of the respondents

had 6 to 10 years of farming experience while some (30%) had less than 5 years of experience in farming activities.

Table 1. Socio-economic characteristics of farmers.

Variables	Frequency	Percentage	Variables	Frequency	Percentage
Age			Religion		
< 30	11	13.8	Christianity	35	43.8
30-39	25	31.2	Islam	44	65.0
40-50	20	25.0	Traditional	1	1.2
> 50	24	30.0	Household size		
Sex			1-3	10	12.5
Male	42	52.5	4-6	44	55.0
Female	38	37.5	7-10	14	17.5
Marital Status			>10	12	15.0
Single	13	16.2	Years of experience		
Married	51	63.8	<5	24	30.0
Divorced	3	3.8	6-10	28	35.0
Widowed	13	16.2	11-20	15	18.8
Educational level			>20	13	16.2
No formal education	15	35.5			
Primary education	20	25.0			
Secondary education	17	21.2			
Tertiary education	28	18.8			

Source: Field survey, 2017

Results illustrated in table 2 show that telephone (50%), television (21.2%) and radio (20%) were the most preferred mass media by farmer in accessing agricultural information in the study area. Earlier studies (Msoffe *et al.*, 2018, Ayandiji and Oyesola, 2018) established that majority of farmers use mass media tools especially mobile phones for accessing extension information in Nigeria. Mobile phone

is known to speed up how farmers can access and exchange, information for optimum production. Mobile phones are therefore, becoming increasingly important to farmers as entrepreneurs because it is used as an infrastructural device for improving efficiency of agricultural markets, promoting investment, and contributing to empowerment (Oladipo and Olaniyi, 2020; Komolafe *et al.*, 2018).

Table 2. Preferred media by farmers.

<i>Mass media</i>	Most Preferred	
	<i>Frequency</i>	<i>Percentage</i>
Radio	16	20.0
Telephone	40	50.0
Television	17	21.2
Twitter	1	1.2
Facebook	3	3.8
Agric. Blog	1	1.2
Newspaper	1	1.2

Source: Field survey, 2017

Table 3. Reasons for preferring the media

<i>Reasons</i>	<i>Mean</i>	<i>Rank</i>
Easy accessibility	4.57	1 st
Not depend solely on electricity	3.76	7 th
Readily available	4.35	2 nd
Cheaper	4.31	3 rd
Reliable	4.26	4 th
Good station signal	4.03	5 th
Good medium for transmission of agric program	3.98	6 th

Source: Field survey, 2017

Table 3 presents the reasons for the preferred media. The table show that easy accessibility (mean=4.57), readily availability (mean=4.35), and cheaper/low cost (mean=4.31) were the foremost reasons for the choice of mass media preferred for the accessing agricultural information in the study area.

As revealed in Table 4, telephone (mean=4.42), radio (mean=4.30) and television (mean=3.96) were the media used by farmers in the study

Table 4. Extent of media usage by farmers.

Media	Mean	Rank
Radio	4.30	2 nd
Telephone	4.42	1 st
Television	3.96	3 rd
Twitter	1.57	7 th
Facebook	2.71	5 th
Agric. Blog	1.85	6 th
Newspaper	2.73	4 th

Source: Field survey, 2017

As revealed in Table 5, Lack of technical know-how to operate gadgets (mean=3.38), lack of awareness about the importance of gadgets (mean=3.22) and poor infrastructure like electricity, network (mean=3.17) were the leading challenges perceived to be faced by farmers in the use of mass media gadgets to access agricultural information in the study area. The chi square test of relationship between socioeconomic characteristics and preferred use

Table 6. Chi square test of relationship between socioeconomic characteristics and preferred use of mass media gadgets

<i>Variables</i>	<i>Chi square</i>	<i>p value</i>	<i>Decision</i>
Sex	0.95	0.404	Not significant
Education	0.387	0.000	Significant
Household size	0.328	0.003	Significant
Years of experience	0.413	0.000	Significant

area. Media used for accessing agricultural information by farmers may be attributed to the preferred media. These findings are in line with the work of Koyenikan (2011) and Oladeji (2011), who reported that radio, mobile phone, television were the mass media forms/ channels mostly used by farmers in Nigeria. Chah *et al.* (2013) also identified radio as the major source of information on climate change by farmers.

Table 5. Challenges associated with mass media gadget usage

Challenges	Mean	Rank
Purchase and maintenance cost of gadgets	2.43	5 th
Non-availability of the gadgets	2.31	6 th
High illiteracy level	3.10	4 th
Lack of technical know-how to operate gadgets	3.38	1 st
Lack of awareness about the importance of gadgets	3.22	2 nd
Poor infrastructure like electricity, network	3.17	3 rd

Source: Field survey, 2017

of mass media gadgets in Table 6 show that household size ($X^2=0.328$; $p=0.003$), years of experience ($X^2=0.413$; $p=0.000$) and education ($X^2=0.387$; $p=0.000$) were significantly related to preferred use of mass media to access agricultural information. This implies that increase years of experience in farming, increase number of persons in farming household and increase numbers of years in school will increase farmers' preference for media to access agricultural information in the study area.

4. Conclusion and recommendations

Based on findings of this study, it could be concluded that telephone, television and radio were the most preferred and used mass media gadgets by farmer to access agricultural information in the study area. The preferred media gadgets were strongly influenced by education, household size and years of farming experience.

The study recommends that; trained agricultural extension personnel should be deployed to improve the technical know-how of farmers on the use of gadgets to access agricultural information. Government and other concern institution should provide basic and stable social amenities like electricity and mobile network. Adult education should be made available to farmers so that education can influence their use of mass media gadgets.

Funding

This research received no external funding

Institutional Review Board Statement

The study was conducted according to the guidelines of the Department of Agricultural Extension and Rural Development, University of Ilorin, Nigeria and approved by the Head of Department.

Data Availability Statement

The authors confirm that the data supporting the findings of this study are available within the article.

Ethics Approval and Consent to Participate

Informed consent was obtained from all participants involved in the study.

Consent for Publication

The authors agree to publish this study

Conflicts of Interest

The authors declare no conflict of interest

5. References

Adesiji, G.B., Ibrahim, M., Komolafe, S.E. (2017). 'Comparative assessment of agricultural technology generating practices in universities and research institutes in north central zone of Nigeria', *Information Processing In Agriculture*, 4(2), pp. 161–167.

- Ayandiji, A., Oyesola, O.B. (2018). 'Effects of Knowledge and Attitude on Uses of Mobile phone among selected Cassava farmers in Oyo State, Nigeria', *Ife Journal of Agriculture*, 30(1), pp. 20–29.
- Chah, J., Odo, E., Asadu, A., Enwelu, I. (2013). 'Poultry farmers' adaptation to climate change in Enugu North Agricultural Zone of Enugu State, Nigeria', *Journal of Agricultural Extension*, 17(1), pp. 100-114.
- Hasan, S., Sharma, A. (2011). 'Print media utilization pattern among home makers', *Global Media Journal: Indian Edition*, 2, pp. 1-17.
- Ibrahim, U.S., Danguguwa, D.D., Ahmad, S.S., Ibrahim H. (2020). 'Assessment of mass media communication in extension service delivery in Danbatta Local Government Area, Kano State, Nigeria', *Journal of Agricultural Economics, Environment and Social Sciences*, 6(1), pp. 22-31.
- Komolafe, S.E., Adesiji, G.B., Abogunrin, O.O., Akinnifesi, A.I. (2018). 'Assessment of the use of mobile phone as an information communication channel among fish farmers in Lagos State, Nigeria', *Bulletin of the Institute of Tropical Agriculture, Kyushu University*, 41, pp. 57-66.
- Koyenikan, M.J. (2011). 'Assessment of rural poultry extension services in Oshimili North Local Government Area, Delta State, Nigeria', *Nigerian Journal of Animal Production*, 3(9), pp. 165-171.
- Msoffe, G., Augustino, C., Maulilio, J.K., Malongo, R.S., Camilius, A.S. (2018). 'Poultry Farmers' Information needs and Extension advices in Kilosa, Tanzania: Evidence from Mobile-based Extension, Advisory and Learning System (MEALS)', *Library Philosophy and Practice* (e-journal) pp.1710.
- Nwalieji, H.U., Ezeakunne, C.C., Enwelu, I.A., Okeke, M.N., Udemezue, J.C., Uzuegbunam, C.O. (2019). 'Mass

- Media Utilization by Poultry Farmers in Anambra State, Nigeria', *Journal of Agricultural Extension*, 23(2), pp. 1-12.
- Oladeji, J.O. (2011). 'Sources and utilization of poultry production information among poultry farmers in Oyo State', *International Journal of Livestock Production*, 2(2), pp. 11–16.
- Oladipo, I.F., Olaniyi, O.A. (2020). 'Analysis of Mobile Phone Use for Agricultural Information among Poultry Farmers in Oyo State, Nigeria', *Nigerian Journal of Animal Science and Technology*, 3(3), pp. 53–63.
- Sharma, D. (2012). 'Mass Media utilization pattern of farm Women', *International Journal of Scientific and Research Publications*, 2(5), pp. 50-63.
- Surabhi, M., Mamta, M. (2016). 'Socio-economic factors affecting adoption of modern information and communication technology by farmers in India: analysis using multivariate probit model', *Journal of Agricultural Education and Extension*, 22(2), pp. 199-212.