BENEFITS OF BROADCAST MEDIA USAGE AMONG FARMERS IN KWARA STATE, NIGERIA.

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ABSTRACT
Broadcasting media remains an important instrument which can act as a vehicle for agricultural technology/information transfer. On this, the study examined the benefits of broadcast media use among farmers in Ekiti local government area of Kwara state, Nigeria. A multistage stage sampling procedure was used to select 120 farmers. Data were obtained by the use of structured questionnaire and were analyzed using descriptive statistics and Pearson Product Moment Correlation (PPMC) statistics. Results showed that majority (90%) of the farmers have access to radio and television programmes in their locality. Majority (57.7%) of the respondents' listened to agricultural programmes on radio while 42.5% of the respondents view agricultural programmes on television. Theseprogrammes were Agbelere, Agbeloba, Arokobodunde, and Food today. The leading benefits of the programmmes to farmers were access to information on improved farming practices, information on improved variety of crops, information on government intervention programmes. The benefits have positive significant relationship with farming experience (r =0.475; p <0.01).However, inconvenient time of broadcast, erratic power supply, and competence of the presenter in presenting agricultural programme were the leading challenges faced by farmers in listening and watching agricultural programmes through the broadcasting media. This study therefore recommend the need for more efforts in providing more agricultural information programmes to farmers through radio especially in the morning hours and during some of the leisure times of the farmers.

Keyword: Television, radio, agricultural programme, availability, accessibility.

INTRODUCTION

Information is an essential input in agriculture. It relates to improving knowledge which plays a prominent role for farmers to respond to opportunities that could improve their agricultural productivity (Nzonzo and Mogambi, 2016). Communication has been acknowledged for playing, a prominent role in the success of agricultural production and adoption of innovations. According to Mboho (2009), the use of broadcast medium in disseminating agricultural information is an example of planned communication. Example of broadcasting media are radio and television stations. So the radio and television as the mass media channels are very much essential in agricultural technology dissemination.Jannat (2018) emphasis that radio and television are two of the greatest inventions of science which revolutionized communications among all sectors of human lives including agriculture.The role of radio was dominant in the past but presently the role of television in agricultural development is increasing day by day as television sets are accessible easily with reasonable cost (DAE, 2016). According to Mtega and Msungu (2013) radio was the highest ranked communication media which were used by the farmers in Tanzania while television was the main sources of agricultural information in Bangladesh (Hossain and Islam, 2012).

Around the world, the presence of radio and/or television in the farmer's home has positive effect on adoption of agricultural technologies and improved knowledge (Abebe et al., 2013; Kumari et al. 2014). About 300,000 farmers were benefitted from the information broadcasted in the agricultural programmes of four TV Channels in Bangladesh (Katalyst, 2018).Agwu*et al.* (2008) carried out a research to determine the adoption of improved agricultural technologies by the farmers disseminated by radio farmer programme in Enugu State, Nigeria. It was observed in the research that out of nineteen technologies adoption of six technologies by the farmers were enhanced due to radio farmer programme. Rasak and Amusat (2012) noted that the high score of the perceived benefits of the radio marketing information was due to general favourable disposition of famers enhancing bargaining power, boosting of farmers' agricultural product sales and adequacy of the market information.

Nowadays emergence of many other information and communication technologies have suppressed the appeal of radio/television to many farmers in Nigeria but still radio/television is the best communication medium to the farmers living in the rural areas (Jahan, 2017; Adesiji, Ibrahim and Komolafe, 2017). There has been increase in the demand for food in Nigeria due to the increase in population, poor the linkage between farmers and the research centres and so something serious should be done to avert food crises in the country.As radio and TV have been identified as vital tool for dissemination of agricultural technologies.

Hence, it is necessary to assess what was the role of these media in agricultural development. The findings of the study will help the policy makers, extensionists, broadcasters, scientists, teachers and stakeholders for formulating their future plan of action towards development of agriculture in Nigeria.

The broad objective of this study is to examine the benefits of broadcasting media usage among farmers in Ekiti East Local Government of Kwara state. The specific objectives were to describe the socio-economic characteristics of farmers, assess the available, preferred and accessed broadcasting media, list the agricultural programmesthroughbroadcasting media, examine the benefits of listening/watching agricultural programmes and challenges faced in accessing agricultural programmes through radio/television media.

METHODOLOGY

This study was carried out in Ekiti Local Government Area of Kwara State which has its headquarters in the town of AraromiOpin.Ekiti Local Government Area (LGA) is one of the sixteen LGAs in Kwara State North central region of Nigeria. The LGA has an area of 480km^2 and a population of 54, 850 at the 2006 census.The LGA is located on latitude 70^0 45‟ North, and Latitude 7^o 45‟ in the Southern part; longitude 5^0 30‟ south and 5o East in the Eastern reach. The major towns and villages include Aare-Opin, Isolo-Opin, Isare-Opin, Osi, Oke-Opin, Etan, Obbo-Ile,Osi, Eruku,Isapa, Obo-Aiyegunle,Obo-Ille, Isapa, Isare, and so on. Their major occupation is farming.

A random sampling technique was used to select five communities (Obbo-Aiyegunle, Eruku, Obbo-Ile, Osi and Oke-Opin). In selecting respondents for the study, random sampling technique was used to select 24 farmers in each community making a total of 120 sample size. A questionnaire validated by experts in the Department of Agricultural Extension and Rural Development, University of Ilorin was used to collect data from respondents. The data obtained was analyzed using frequency counts, percentages, means and inferential statistics of Pearson Product Moment Correlation (PPMC).

RESULTS AND DISCUSSION

Socio-economic Characteristics of the Respondents

Results presented in Table 1 shows that most of the farmers were within the age of 30 – 50years. Majority (61.7%) of the farmers were married while about half (51.7%) of the respondents are males. With respect to their education, 32.5% had secondary education while 27.5% had tertiary education. Little above half (53.3%) had less than 10 years of farming experience. This findings imply that majority of the farmers in their active and productive years will be able to read/write and are expected to contribute greatly to agricultural productivity in the study area.

Table 1: Socio-economic characteristics of farmers

Variables	*Frequency*	*Percentage*
Age		
≤ 30	37	30.8
31-40	39	32.5
41 -50	37	30.8
51 and above	7	5.8
Gender		
Male	62	51.7
Female	58	48.3
Marital Status		
Single	31	25.8
Married	74	61.7
Divorce	10	8.3
Widow	5	4.2
Educational Level		
No formal Education	26	21.7
Primary Education	22	18.3
Secondary Education	39	32.5
Tertiary Education	33	27.5
Years of Experience		
≤ 10	64	53.3
11 -20	43	35.8
21 -30	13	10.8

Source: Field Survey, 2017

Available and preferred broadcasting media among farmers

As revealed in Table 2, shows that radio (57.5%) and television (42.5%) were the broadcasting media available and accessible (90%) by majority in the study area. The table further revealed that radio (56.7%) was most preferred media.

Table2: Available and preferred broadcasting media among farmers

Source	***Yes***
Available Media	
Radio	69 (57.5%)
Television	51 (42.5%)
Media accessed	
Both radio and television programmes	108 (90.0%)
Preferred media	
Radio	68 (56.7%)
Television	52 (43.3%)

Source: Field Survey, 2017

Frequency of Listening and Watching the Available Programmes

The result in Table 3 reveals the frequency of listening and watching of available programmes. The programmes which includes Agbelere which was ranked 1st, Agbeloba was ranked 2nd, Arokobodunde was ranked 3rd, and Food today was ranked 4th.

Table 3: Distribution of listening and watching of available programmes

Programmes	***Always***	***Sometime***	***Rarely***	***Never***	***Mean***	***Rank***
Agbeloba	25 (20.8)	78(65.0)	14(11.7)	3(2.5)	3.04	2nd
Agbelere	40(33.3)	53(44.2)	22(18.3)	5(4.2)	3.07	1st
Arokobodunde	39(32.5)	53(44.2)	20(16.7)	8(6.7)	3.03	3rd
Food Today	27(22.5)	27(22.5)	43(35.8)	23(19.2)	2.48	4th

Source: Field Survey, 2017

Benefits Derived fromListening and WatchingAgricultural Programme

The result in Table 4 reveals that benefits derived from radio and television programmes by ranking wereaccess to information on improved farming practices, information on improved variety of crops, information on government intervention programmes on agriculture, weather forecast, information on diseases outbreak, information on market days, and Information on new prices were ranked 1st, 2nd,3rd, 4th,5th, 6th and 7th respectively. This findings implies that access to information on improved farming practices, information on improved variety of crops, Information on government intervention programmes on agriculture were the leading benefits derived from broadcasting media in the study area.Amusat*et al.* (2018) and Khanal (2011) similarly found that, to a large extent, the radio agricultural programme assisted farmers in peri-urban area of Ibadan, Nigeria in getting improved farm management, provided information on the right time for crop cultivation and provided increased marketing opportunities for their farm produce, better access to agricultural inputs, and helped them to learn new agricultural technologies. Similarly, Ango*et al.* (2013) found in a study that new practice disseminated through radio agricultural programmes were adopted by majority of the farmers in Zaria, Kaduna State, Nigeria. Ango*et al.* attributed the high rate adoption to availability and portability of radio and the format in which the radio agricultural programmes were aired. Agwu*et al.* (2008) also observed that out of nineteen technologies, adoption of six technologies by the farmers in Enugu State were enhanced due to radio farmer programme.

Table 4: Benefits derived from radio and television programmes

Benefits	Strongly Agree	Agree	Disagree	Strongly Disagree	Undecided	Mean	Rank
Information on new prices	25(20.8)	25(20.8)	43(35.5)	26(21.7)	1(0.8)	3.39	7th
Weather forecast	23(19.2)	48(40.0)	43(35.8)	17(14.2)	1(0.8)	3.52	4th
Information on market days	15(12.5)	49(40.8)	28(23.3)	28(23.3)	----	3.42	6th
Information on diseases outbreak	25(20.8)	30(25.0)	43(35.8)	22(18.3)	-----	3.48	5th
Information on government intervention programmes on agriculture	20(16.8)	41(34.2)	43(35.8)	16(13.3)	----	3.53	3rd
Information on improved variety of crops	22(18.3)	48(40.0)	35(29.2)	14(11.7)	1(0.8)	3.63	1st
Information on improved farming practices	18(15.0)	41(34.2)	55(45.8)	6(5.0)	------	3.59	2nd

Source: Field Survey, 2017

Challenges encountered by farmers in the use of broadcasting media

Result of the data analyzed in Table 5 shows that inconvenient time of broadcast, Erratic power supply, and competence of the presenter in presenting agricultural programme were the leading challenges faced by farmers in listening and watching agricultural programmes through broadcasting media.Obidike (2011) found similar result and argued that the constraints faced by the rural farmers of Nsukka in using radio and television in accessing agricultural information for better crop and livestock production were poor radio and television signals and non-availability of electricity/constant power interruptions.Similarly, Sife*el al.* (2010)found that use of television was hindered by some factors such as lack of electricity and terrestrial connections in rural Tanzania.

Table 5: Challenges encountered by farmers in the use of broadcasting media on agricultural programmes

Challenges	Strongly Agree	Agree	Disagree	Strongly Disagree	Undecided	Mean	Rank
Time of broadcast	28(23.3)	57(47.5)	30(25.0)	5(4.2)	------	3.90	1st
Erratic power supply	19(15.8)	38(31.7)	56(46.7)	7(5.8)	------	3.57	2nd
Bad signal	16(13.3)	43(35.8)	48(40)	12(10.0)	1(0.8)	3.50	4th
Language barrier	15(12.5)	47(39.2)	39(32.5)	17(14.2)	2(1.7)	3.46	5th
Competence of the presenter	20(16.7)	42(35.0)	38(31.7)	20(16.7)	------	3.51	3rd
Duration of the programme	18(15.0)	43(35.8)	40(33.3)	19(15.8)	------	3.50	4th
Frequent interludes	20(16.7)	35(29.2)	39(32.5)	25(20.8)	1(0.8)	3.40	6th

Source: Field survey, 2017

Test of Hypothesis

Results of PPMC presented in Table 6 shows that only farming experience (r=0.475; p=0.000) of farmers had significant relationship with benefits they derived from listening and watching agricultural programmes through broadcasting media.

Table 6: Relationship between the socio-economic characteristics of the farmers and the benefits derived from the use of broadcasting media

Variables	Coefficient®	Significant (p)	Decision
Age	1.000	-----	Not Significant
Educational level	-0.200	0.33	Not significant
Farming experience	0.475**	0.000	Significant

**Correlation is significant at 0.01 (2-tailed)

CONCLUSION AND RECOMMENDATION

This study concluded that radio and television were the available and accessed broadcasting media in the study area. The agricultural programme broadcasted through radio and television wereAgbelere, Agbeloba, Arokobodunde and Food today. The leading benefits of the programmmes to farmers were access to information on improved farming practices, information on improved variety of crops, information on government intervention programmes. However, inconvenient time of broadcast, erratic power supply, and competence of the presenter in presenting agricultural programme were the leading challenges faced by farmers in listening and watching agricultural programmes through the broadcasting media.

Thestudy therefore recommends that:

- There is need for more efforts in providing more agricultural information programmes to farmers through radio especially in the morning hours and during some of the leisure times of the farmers.
- Adequate announcement of the agricultural programme on the radio and television before the kick-off of the programme will keep the farmers abreast and enable them to plan their time to listen to and watch such programme.
- The erratic power supply from the power supply company should be improved significantly if electronic mass media such as television is to perform its roles effectively.
- Presenters of theprogrammes should be competent in presenting agricultural programme.

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