

Perception of Agricultural Programmes on Amuludun Radio in Oyo State, Nigeria

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Abstract

The study investigated the perception of farmers towards agricultural programmes of Amuludun 99.1 FM station in Oyo state. Multistage sampling procedure was used to select 180 respondents. Interview schedule was used to collect data, while descriptive and inferential statistics were used for analyses. Most (71.1%) of the farmers listen to radio more than 4 hours daily. Weighted scores revealed that the programmes mostly listened to were Agbeloba (232.8), followed by Arokobodunde (230.7), Itoju nkan osin (228.8), Ere agbe (221.6) and Isebuse (189.8) in that order. The study also found that 56.0% of the respondents were favourably disposed to the agricultural programmes. Significant relationship existed between farmers' perception and listenership to Amuludun FM agricultural programmes ($r = 0.155$, $p < 0.05$). The study concluded that the respondents were generally favourably disposed to agricultural programmes aired on Amuludun FM.

Key Words: Agricultural programmes, Listenership, Perception to programmes, Amuludun FM,

INTRODUCTION

Communication is described as the conscious attempt to share information and ideas, facts, feelings or impressions so that each gains a common understanding of the meaning, intent and use of message (Oladeji, 2008). It is the relational process of creating and interpreting messages that elicit a response (Griffin, 2012). Olowu (1993) and Yahaya and Badiru (2002) posit that the mass media have great potentials for the development of the Nigerian agricultural sector and the rural areas. Mass media is designed to reach a very large audience such as the population of a nation or state. The mass media can either be print media which includes newspapers and magazines or electronic media which may also include television, film strips, radio, mobile telephony, computer and recordings that are a product of this mass society, and they in turn produce a standard product (Siva and Selvin, 2012). Among the known mass media, the radio was found to be more readily available to rural dwellers since the technology is easy to use. The advantage of radio is that literacy is not needed for the users, and it incurs low investment cost. The radio has a relative advantage over other mass media because it is portable, require low cost investment, and the ability to communicate in any language spoken by the people. These characteristics make it popular for disseminating agricultural information to a large number of farm families by various organisations. Agricultural organisations in Nigeria make use of radio in disseminating relevant agricultural information to large number of farm families at minimal cost and to areas that were previously not accessible to extension agents on a regular basis.

An earlier study conducted in South West Nigeria by Olowu and Igodan (1989) reveals that farmers generally obtain information from the radio and out of about 34 percent of the farmers who sought information from radio only 31 percent actually obtained useful information from it. Amuludun 99.1 FM is one of the community radio stations established since five years ago in Nigeria by the government in order to meet the information needs of the grassroots in order to bring about development socially and economically in Oyo state. The station usually airs programmes like news, sports, entertainment, political, agricultural, health, educational, security, governance and constitutional and marketing programmes using the local dialect, Yoruba. The weekly agricultural programmes of the station include Arokobodunde, Ere Agbe, Isebuse, Itoju nkan osin and Agbeloba. There is the need to ascertain the extent to which the programmes have fulfilled the needs of the audience. Hence, the perception of the farmers towards these agricultural programmes was determined. The general objective of this study was to determine the perception of farmers towards the agricultural programmes of Amuludun FM station in Oyo state, Nigeria. Specifically, it was designed to:

- describe the listening pattern of the respondents to the programmes of the station;
- identify extent of listening to agricultural programmes of Amuludun FM station;
- assess the perception of farmers
- determine the level of perception of the programmes;
- and
- ascertain the constraints faced by farmers in listening to agricultural programmes aired on Amuludun FM station

Methodology The study was carried out in Oyo state which is geographically located in the South West region of Nigeria. It is located between latitudes 7°02'N and 9°10'N and longitude 2°04'E and 4°30'E. The people in the state are homogenous, and are primarily agrarian but have predilection for living in high density urban centres. The state covers approximately an area of approximately 28,454 square kilometres and has a population of 5,591,589, consisting of 2,809,840 males and 2,781,749 females (NPC, 2006).

The entire farming households in the study area constituted the population of the study. A multistage sampling procedure was used to select the respondents for the study. The 33 local government areas in Oyo state were stratified into three based on the senatorial districts; these are Oyo North, Oyo Central and Oyo South senatorial districts. In the first stage, one local government area (LGA) was randomly selected from each senatorial district making a total of three LGAs. In the second stage, 30% of the wards in each of the selected LGAs were randomly selected. The third stage involved random selection of one village in each selected wards. The fourth stage involved a systematic selection of 20 households from each of the selected villages to give a sample size of 180 respondents. Data were described using frequencies, percentages and analysed using mean and standard deviation while Pearson Product Moment Correlation (PPMC) was used to test for the significance between farmers' perception and listenership to Amuludun FM agricultural programmes.

To ascertain the extent of listening to agricultural programmes of Amuludun FM station, the programmes were listed and responses were captured on a four point Likert type scale as; always (3), occasionally (2), Rarely (1) and not at all (0). The weighted scores were derived by multiplying the proportion of responses for each item with their assigned scores respectively. The weighted score with the highest score was considered as the programme most listened to by the respondents.

The respondents' perception of agricultural programmes of Amuludun FM was measured on a five point Likert type scale of Strongly Agree, Agree, Undecided, Disagree and Strongly Disagree with assigned scores of 5, 4, 3, 2, 1 respectively. Index of perception was derived from the responses to the statements, which was categorised into low and high levels.

A list of possible constraints was presented to the

farmers to indicate the extent to which they encounter them. Respondents were to indicate the level of perceived severity of each constraint on a three point Likert-type of scale: Serious constraints = 2, Mild Constraints = 1, Not a constraint = 0. The minimum constraints score was 0 and the maximum constraint score was 15 while the mean score is 3.9833. The mean was used to categorise the constraints score into high and low.

Results and discussion

Socioeconomic characteristics of the respondents
The result in Table 1 shows that 48.33% of the respondents were between 50 and 65 years old while 12.2% were above 64 years with the mean age being 49.5 years, which implied that majority of the respondents are still in their active and productive ages, and can invariably contribute meaningfully to the agricultural development in the area. Also, 65.6% of the respondents were male while 34.4% were female. This showed that a greater proportion of farmers were male. More than half (66.7%) of the farmers were Muslims while 33.3% of the respondents were Christians. This is in line with the statement of Nneji (2009) that Christianity and Islam are the two dominant religions in Nigeria. Furthermore the result shows that majority (88.9%) of respondents were married. This finding is in line with that of Badiru (2015) that most of adults in rural areas were married. Moreover, 28.0% of the respondents had no formal education, 31.7% of them had primary education while 23.3% and 16.1% had secondary and tertiary education, respectively. It shows that the literacy level of the respondents is low, and hence would be able to assimilate more information if disseminated in their dialects than other foreign languages.

Results also showed that majority (76.1%) of the respondents practiced mixed farming, 13.9% of them practiced sole crop farming while only 10.0% engaged in livestock farming. A larger percentage of the respondents tend to concentrate more on mixed farming as a way of coping with risk associated with agricultural production. The results on respondents' group membership also showed that revealed that 51.7% belong to at least one social group while 48.0% do not belong to any social group. This implies that more of the respondents belonged to social groups. This is in line with the finding of Odebode and Adetunji (2010) that farmers cherish social groups so as to facilitate benefits derivable from the cultivation of goodwill fellowship, sympathy and social interaction, which can be useful during crises.

Table 1: Distribution of the respondents by their socioeconomic characteristics

Variables	Percentage n=180	Mean
Age		49.49 years
20 – 34	11.67	
35 – 49	27.78	
50 – 64	48.33	
65 and above	12.22	
Sex		
Male	65.60	
Female	34.40	
Religion		
Christianity	33.30	
Islam	66.70	
Marital status		
Single	5.00	
Married	88.90	
Divorced	1.10	
Separated	3.90	
Widow	1.10	
Formal education		1.27 years
None	28.90	
Primary	31.70	
Secondary	23.30	
Tertiary	16.10	
Types of farming		
Livestock Farming	10.00	
Crop Farming	13.90	
Mixed Farming	76.10	
Membership of group		
No	51.70	
Yes	48.30	

Source: Field survey (2013)

Listening pattern to agricultural programmes of Amuludun FM

The form of listening to Agricultural programmes - Table 2 shows that most (60.6%) of the respondents listened to agricultural programmes of Amuludun FM with their family. This is followed by 16.1% of the respondents who listened to agricultural programmes of Amuludun FM alone. However, few respondents (10.6%) listened to the agricultural programmes of Amuludun FM with other farmers. It shows that the major form of listening to the Amuludun radio programmes is through the family set-up. This might be mostly dictated by the time when the programme is aired.

Place of listening - The result also revealed that the place of listening to agricultural programmes of Amuludun FM by 85.0% of the respondents was their homes while 9.4% of them listened to the programmes on their farm and 5.6% of them listen to it in their offices. This indicates that many of the respondents listened to the agricultural programmes privately in their homes. This finding reinforces the previous one where the respondents mostly used family form of listening.

Proportion of the agricultural programmes listened to - The result of the study revealed that many (58.9%) of the respondents listened to 75.0% of each agricultural programme of Amuludun FM, while 23.3% listened to the whole of the programmes and 17.8% listened to 50% of the agricultural programmes. This implies that most of the respondents listened to a sizable proportion of the agricultural programmes that can be of benefit to their work.

Reason for listening - The study's finding also revealed that 97.8% the respondents listened to agricultural programmes of Amuludun FM for the purpose of relevant information for their farm work and only 2.2% of them listened to it for the purpose of entertainment. This indicates that most of the respondents listened to agricultural programmes of Amuludun FM for the purpose of enterprise information. This finding is in line with the work of Badiru (2013) who found that majority of rural dwellers used the information received from rural development broadcasts for their farm works.

Table 2: Distribution of respondents by listening pattern to agricultural programmes of Amuludun FM

Variable	Percentage
Format of listening	
Alone	16.11
Together with family	73.33
Together with otherfarmers	10.56
Place of listening	
Farms	9.44
Office	5.56
Home	85.00
Proportion of the programmes listened to	
100%	23.33
75%	58.89
50%	17.78
Reason for listening	
For information on my farm work	97.78
Entertainment	2.22

Source: Field survey (2013)

Extent of listening to agricultural programmes of Amuludun FM station

The results in Table 3 shows that the mostly patronised programme in terms of listenership was Agbeloba (232.8), followed by Arokobodunde (230.7), Itoju nkan osin (228.8), Ere agbe (221.6) and Isebuse (189.8). In line with this result, there is highest level of consistency in

the extent to which the respondents are listening to Agbeloba. This may be due to the fact that the programme touches all aspect of agriculture and the time of airing it falls within the preferred time of listening to radio programmes

Table 3: Distribution of respondents by extent of listening to agricultural programmes of Amuludun FM

(n=180)

Agricultural programmes of Amuludun FM	Always	Occasionally	Rarely	Not at all	Weighted score
<i>Agbeloba</i>	60.6	24.4	2.2	12.8	232.8
<i>Arokobodunde</i>	62.8	20.6	1.1	15.6	230.7
<i>Itoju nkan Osin</i>	63.3	17.8	3.3	15.6	228.8
<i>Ere Agbe</i>	58.3	22.8	1.1	17.8	221.6
<i>Isebuse</i>	54.4	12.2	2.2	31.1	189.8

Source: Field survey (2013)

Respondents' perception of agricultural programmes of Amuludun FM

Results in Table 4 indicate that 51.7% of the respondents strongly agree to the statement that the agricultural programmes are well presented in my own view and only 48.3% agreed to the statement. The statement which stated that the formats of presenting the agricultural programmes enhance my listenership was strongly agreed to by 51.7% of the respondents and 48.3% agreed to it. Majority of the respondents (98.3%) strongly agreed to the statement that agricultural information obtained from the station were of immense benefit to them and 1.7% were undecided. Also, 51.1% strongly agreed that information disseminated has contributed to increase income, and 46.7% disagreed to the statement. Moreover, majority of respondents (96.1%)

agreed that listening to agricultural programmes of the radio station has contributed to farm productivity, and 2.8% of them disagreed to the statement. About 98.9% strongly agreed that the presenter had a good grasp of the subject matter. Moreover, majority (91.7%) of the respondents strongly agreed that improved techniques learned from the station are easy to utilise at farm level. Respondents who strongly agreed that the timing of the agricultural programmes broadcasts was appropriate for effective learning were 96.6% and 1.7% strongly disagreed to the statement. All these and many others could be factors that contributed to the favourable perception of the respondents to the agricultural programmes of the station.

Table 4: Distribution of respondent by perception of agricultural programmes of Amuludun FM

Statements	SA	A	U	D	SD
Agricultural information obtained from the station are not of significant benefit to me	8.3	13.3	0	31.7	46.7
The agricultural programmes are well presented in my own view	51.7	48.3	0	0	0
The formats of presenting the agricultural programmes enhance my listenership	49.4	50.6	0	0	0
Agricultural information obtained from the station are of immense benefit to me	71.7	26.7	1.7	0	0
Information disseminated has contributed to increase income	51.1	46.7	2.2	0	0
Listening to agricultural programmes of the radio station has contributed to farm productivity	53.3	42.8	1.1	2.8	0
The presenter seems to have good grasp of the subject matter	45.6	53.3	1.1	0	0
The packaging of the agricultural programmes broadcast is poor in my own view	10.6	22.8	2.8	23.3	40.6
Improved techniques learned from the station are easy to utilize at farm level	45.6	46.1	1.1	1.7	5.6
The timing of the agricultural programmes broadcasts is appropriate for effective learning	49.4	47.2	1.7	0	1.7
Agricultural programmes of the radio station listened to has not contributed to farm productivity	10	21.7	0	19.4	48.9
Agricultural programmes address my informational needs	3.3	0	2.8	55	38.9
The feedback mechanism of the agricultural programmes is poor for effective learning	7.8	27.8	3.3	21.1	40
The agricultural programmes of the station have good feedback mechanism	46.7	38.9	7.2	5	2.2
The timing of the agricultural programmes broadcasts is inappropriate for effective learning	0	37.8	4.4	10.6	47.2
Formats of presenting the agricultural programmes do not enhance listenership	7.8	27.8	0	21.7	42.8
Agricultural programmes do not address my informational needs	52.2	10	1.7	29.4	6.7
Agricultural information contents of the programmes are not easy to utilize at the farm level	5.6	27.2	0	13.3	53.9
The benefits derived from these agricultural programmes worth the time invested in listening to it	48.9	42.2	1.1	2.8	5
The presenter do not have good grasp of the subject matter	8.9	25.6	0	22.2	43.3
Information disseminated has not contributed to increase income	7.2	28.3	1.1	12.8	50.6
The benefits derived from these agricultural programmes did not worth the time invested in listening to it	38.3	19.4	2.8	27.8	11.7

Source: Field survey (2013)

Farmers' level of perception

The result in Table 5 shows that 56.0% of the respondents were favourably disposed to agricultural programmes of Amuludun FM. This corroborated earlier findings of Badiru (2013) in a similar study in the zone that many of the respondents were favourably disposed to on-going rural development broadcasts and implies that many are likely to be receptive to information that

are propagated on the radio. This implied that the information disseminated through Amuludun FM is useful to the farmers and could enhance their agricultural production.

Table 5: Distribution of farmers by level of perception of agricultural programmes

Perception	Percentage (%)
Unfavourable	43.3
Favourable	56.7
Total	100.0
Mean 84.2667	Minimum 65 Maximum 102

Source: Field survey (2013)

Constraints to agricultural programmes of Amuludun FM

Table 6 indicates that the most serious constraints in listening to agricultural programmes of Amuludun FM was irregular power supply ($\bar{x}=1.12$), followed by inadequate broadcast hour for the programmes ($\bar{x}=0.59$) and unstable radio signal ($\bar{x}=0.55$). However, relevance of topic discussed is the least constraint realised by the respondents ($\bar{x}=0.10$) to listening to the agricultural programmes of Amuludun FM.

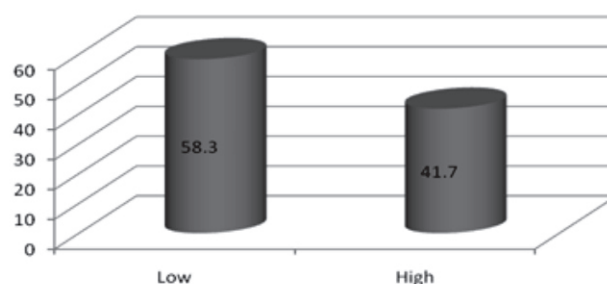
Table 6: Mean score of respondents according to constraints of listening to Agricultural programmes of Amuludun FM

Constraints	Mean	Standard Deviation
Irregular power supply	1.12	0.92
Inadequate broadcast hour for the programmes	0.59	0.72
Unstable radio signal	0.55	0.70
Poor feedback opportunity	0.53	0.78
Information obtained from the programs are not enough	0.40	0.66
Time schedule for the programmes	0.24	0.56
Poor public relation of the radio presenter	0.17	0.49
Boredom as a result of frequently repeated edition	0.16	0.46
The information obtained are not correct	0.12	0.44
Topic discussed is irrelevant	0.10	0.42

Source: Field survey (2013)

Distribution of farmers' level of constraints in listening to agricultural programmes of Amuludun FM station

Categorisation of levels of constraints encountered revealed that more (58.3%) of the respondents had low constraints to listening to agricultural programmes of Amuludun FM station. This implies that fewer of the respondents had substantial constraints to listening to agricultural programmes.

**Figure1: Distribution of farmers level of constraints in listening to agricultural programmes**

Source: Field Survey (2013)

Test of Hypothesis

This hypothesis seeks to test for relationship between the listenership frequency and the farmers' perception of the agricultural programmes of Amuludun FM. Pearson's Product Moment Correlation (PPMC) was used to test the hypothesis. Result on Table 7 reveal that there was significant relationship between the listenership frequency and the farmers' perception of the

agricultural programmes of Amuludun FM ($r=0.155$). This implied that farmers that usually listened to agricultural programmes aired at the station had favourable perception of the programmes. It can also be implied that their continued and sustained listenership to the agricultural programmes was as a result of the favourable perception of the programmes.

Table 7: Correlation analysis between the listenership frequency and farmers' perception of agricultural programmes of Amuludun FM

Variable	r- value	p- value
Frequency of Listening vs. Farmers Perception	0.155*	0.048

*= Significant at 0.05

Source: Field Survey (2013)

Conclusion and Recommendations

Virtually all the respondents listened to the agricultural programme of the station in the company of their family members. Of all the radio programmes, Agbeloba was the programme most frequently listened to by the farmers. The farmers faced most of them were favourably disposed to agricultural programmes of the station.

Based on the findings of the study, the following recommendations were made;

There should be conscious efforts to address the significant constraints to listening to agricultural programmes on Amukudun FM radio stations.

The signal strength of the station should be improved upon in order to increase listeners' accessibility as well as benefit.

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