



ABSTRACT

This study was conducted to determine factors influencing effective communication of agricultural information in Giade LGA, Bauchi state. The study utilized a descriptive survey research design. The sample size was 150 respondents randomly drawn from three wards of the LGA using simple random sampling technique. Fifty respondents were selected

ASSESSMENT OF FACTORS INFLUENCING FARMERS PREFERENCE TO SOURCES OF COMMUNICATION ON AGRICULTURAL INFORMATION IN GIADE LOCAL GOVERNMENT AREA OF BAUCHI STATE

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Introduction

Background to the study

Agricultural information is essential for improving agricultural production. Specifically, agricultural productivity can arguably be improved by relevant, reliable and useful information and knowledge. Agricultural information interacts with and influences agricultural productivity in a variety of ways. It can help inform decisions regarding land, labour, livestock, capital and management. Agricultural productivity can arguably be improved by relevant, reliable and useful information and knowledge. Hence, the creation of agricultural information (by extension services, research,



education programmes and others) is now often managed by agricultural organizations that create information systems to disseminate information to farmers so that farmers can make better decisions in order to take advantage of market opportunities and manage continuous changes in their production systems. Agricultural information creates awareness among farmers about agricultural technologies for adoption. Information is the first and indispensable step of an adoption process. How far farmers progress in agriculture depends largely upon the availability and access to accurate and reliable information (Bello and Obinne, 2012). Today, in the age of information and communication technology, the dissemination of

from each of the selected wards. The study used a questionnaire to obtain primary data. The questionnaires were self-administered. Results of the study indicated the major extension communication media in the study area is radio utilized by 90% of the respondents. The result further revealed that there is a positive and significant relationship between choice of media, socio-economic characteristics and effective communication of agricultural information as supported by beta coefficients of 0.217 and 0.651 respectively. The results also showed that there is a negative and significant relationship between, farmers' attitude and effective communication of agricultural information as supported by beta coefficients of -0.038. Choice of media and farmers attitude influences effective communication. The study recommended that the extension agency through the relevant contact persons at the community level, should develop communication structures that can effectively improve information exchange between the extension workers and the farmers. It is also suggested that further studies should be conducted on the specific kind of agricultural information that small scale farmers need for increased productivity.

Keywords: Assessment, Farmers, Preference, Agricultural, and Information



information becomes much easier and more complex. This is because information messages must be disseminated to the farmers in ways and methods, which are appropriate, and best support its recipient.

Information is an important tool used in the realization of any objective or goal set by individuals. It remains the lifeblood of any individual or organization. It is a valuable resource required in any society; thus acquiring and using information are critical and important activities. Users of information use it for different reasons. Some use it for health, others for advancement in knowledge, while others for politics. To all these people, information seeking is a fundamental human process closely related to learning and problem solving. Many factors initiate the search for information. Among these are individual tasks for knowledge advancement, creativity and for future documentation. Information seeking process depends on these tasks, and the complexity of the task difficulty is an important factor that influences an individual in seeking information (Garba, 2014). Agricultural information is essential for improving agricultural production. Specifically, agricultural productivity can arguably be improved by relevant, reliable and useful information and knowledge. Agricultural information interacts with and influences agricultural productivity in a variety of ways. It can help inform decisions regarding land, labour, livestock, capital and management. Agricultural productivity can arguably be improved by relevant, reliable and useful information and knowledge. Hence, the creation of agricultural information (by extension services, research, education programmes and others) is now often managed by agricultural organizations that create information systems to disseminate information to farmers so that farmers can make better decisions in order to take advantage of market opportunities and manage continuous changes in their production systems (Black, 2010). Agricultural information covers all published and unpublished knowledge on general aspects of agriculture and consists of innovations, ideas and technologies of agricultural policies (Ifuko, 2013). Ghafourian, A., Nejad and Hosseini (2012), disclosed that agricultural information provides the data used for decision making. Agricultural information is needed for overall development of agriculture for the improvement of living standard of



farmers. The objectives of agricultural information can hardly be realized if farmers have no access to information (Ifuko, 2013). Agricultural information creates awareness among farmers about agricultural technologies for adoption. Katungi (2006) opined that information is the first and indispensable step of an adoption process. Iriwieri, (2007). suggested that for a steady flow of accurate understandable and actual agricultural progress, farmers must know, and act in accordance to agricultural information. Therefore, how far people progress in whatever they are doing in agriculture depends largely upon the availability and access to accurate and reliable information. Today, in the age of information and technology, the dissemination of information becomes much easier and more complex. This is because information messages must be disseminated to the farmers in ways and methods, which are appropriate, and best support its recipient.

Statement of the Problem

Effective communication is one of the major tools for dissemination to farmers. The failure of various extension communication of agricultural information in developing countries is constraint to effective communication of agricultural information. This research would investigate and find a solution to effective communication of agricultural information in the study area.

Objectives of the study

The main objective of the study is to determine the factors influencing effective communication of agricultural information in Giade Local Government Area of Bauchi State

The specific objectives are:

- i. To determine the socioeconomic characteristics of respondents.
- ii. To examine the influence of farmers' attitudes on the effectiveness of communicating agricultural information in the study area.
- iii. To assess the influence of farmers' socio economic characteristics on effective communication of agricultural information among farmers in the study area.



METHODOLOGY

Research Design

The research work utilizes a descriptive survey research design

The Study Area

This study was conducted in Giade local government of Bauchi State. Giade is situated in northern part of Bauchi state one of the three (3) geo-political zones, under latitude 110N and Longitude 130E of the Equator. About 188km away from Bauchi town. The three wards are found within the Sudan savannah, base on the Nigerian vegetation. Soil type found in the study area loam. The annual rainfall ranges between 78.5mm normally falls between May to October.

Within these, three (3) villages were selected randomly.

Sample and Sampling Techniques

Three (3) wards were randomly selected from ten (10), the three wards selected are Jugudu, Zirami and Giade. Fifty (50) respondents

Method Data Collection

Data were collected using a questionnaire administered by the researcher.

Data Analysis Techniques

Data collected were analyzed using both descriptive and inferential statistics. A linear multiple regression model was used to major the relationship between independent variables and the dependent variable (effective communication), which are explained in the model.

Results and Discussion

Socio economic characteristics of the respondent

The result from table 1 shows that majority (33.3%) of the respondents falls within the age of 40 – 49. This means that they are active working class. (6.7%) the least 60 and above are dependent. Farmers at the age of 41-50 have the % of 14, therefore the study suggested that, majority of the farmers were within the age of 51 and above years considered as the most productive age as well as been less conservative.



The result shows that majority (89.3%) agreed with the findings of Katungi (2006) who reported a higher number of males participating in farming activities than their female counterpart. The result shows majority (53.3%), have no formal education and (3.3%) possess tertiary education, this indicates that majority lack formal education, and this can affect their attitudes toward fellow farmers which hinder effective communication of agricultural information. This is not surprising outcome as the local government area, is among the educationally backward L.G.A in the state. The results indicate that majority (83.3%) are married this shows that most likely have dependents on them. The result from table 5 shows majority (63.3%) of the respondents have household ranging from 1 – 10 followed by (29.3%) with 11 – 20 and the least (7.4%) 21 and above. This indicates that size guarantee free and available cheap labour for the farm and family.

The result from table 6 shows that majority (40.0%) have farming experience between 11 – 20 years. Followed by (26.6%) and the least (13.3%). This shows that the farmers attitude towards effective communication on agricultural information through radio is positive. The result further shows that about (5) respondents representing 4.2% were farming. This shows that most of the respondents have one thing or the other doing as a means of livelihood. The findings disagree with the finding of Nge'no, (2013). where he reported a high percent's of the respondents having less than five years experience. The result shows that respondents had an average of 9 years of farming experience. The result shows that majority (61.4%) are farmers followed by (16.7%) and the least (3.3%) engage in fishing activities in the study area. The result shows that Majority (70.0%) of the respondents cultivated 1 – 3h, this indicates their subsistence nature of farming activities.

Table 1 socio-economic characteristics of respondents

Variable	Frequency	Percentage
Age (years)		
20-29	15	10.0
30-39	45	30.0
40-49	50	33.3
50-59	30	20.0



60 and above	10	6.7
Gender		
Males	134	89.3
Females	16	10.7
Level of formal education		
Primary school	30	20.0
Post primary	35	23.4
Tertiary	5	3.3
No formal education	80	53.3
Marital status		
Married	125	83.3
Single	25	16.7
Household size		
1-10	95	63.3
11-20	44	29.3
21 and above	11	7.4
Farming experience (years)		
1-10	20	13.3
11-20	60	40.0
21-30	40	26.6
Above 30	30	20.0
Major occupation		
Civil servant	8	5.3
Farming	92	61.4
Fishing	5	3.3
Hand craft/artisan	25	16.7
Trading	20	13.3
Farm size (hectares)		
Less than 1	20	13.3
1-3	105	70.0
4-6	25	16.7

Source: Field survey (2021)

Farmer's attitude toward effective communication

The result from the table revealed that majority (59%) disagreed that farmer's negative attitude towards extension officers hinders effective communication of agricultural information. Results also revealed that majority (45%), of the respondents disagreed that farmers negative attitudes towards disagreed that farmers negative attitudes towards



input supplies hinders effective communication of agricultural information. Results also revealed that 57%, of the respondents disagreed that farmer’s negative attitudes towards local leaders hinder effective communication of agricultural information. Results also revealed that majority (68%) of the respondents strongly agreed that negative, attitudes towards agricultural information communicated through radio hinder effective communication of agricultural information. Results also revealed that majority (60%) of the respondents disagreed that negative attitudes towards fellow farmers hinder effective communication of agricultural information. Further, results revealed that majority (55%) disagreed that farmers negative attitude towards agricultural information obtained from fellow farmer’s group/associations hinder effective communication of agricultural information.

Table 2: Farmers attitudes towards effective communication

Statement	Strongly agreed (%)	Agreed (%)	Undecided (%)	Disagree (%)	Strongly disagree(%)
Farmers’ negative attitude towards extension officers hinders effective communication of agricultural information.	11	19	11	40	19
Farmers negative attitude towards input suppliers hinders effective communication of agricultural information.	8	25	22	37	8
Negative attitude towards local leaders hinder effective communication of agricultural information.	8	27	8	45	12
Negative attitude towards agricultural information communicated through radio	43	25	15	10	7



hinder effective communication of agricultural information.					
Negative attitude towards fellow farmers hinder effective communication of agricultural information.	5	23	12	47	13
Farmers negative attitude towards agricultural information obtained from farmers' groups/associations hinder effective communication of agricultural information.	9	24	12	30	25

Table 3: Regression result

Regression coefficients in table 3 shows that there is a positive and significant relationship between choice of media, socio-economic characteristics and effective communication of agricultural information as supported by beta coefficients of 0.217 and 0.651 respectively. This implies that an increase in the unit change of choice of media and socio economic characteristics would result to an increase in effective communication of agricultural information. These results also show that there is a negative and significant relationship between farmers’ attitude and effective communication of agricultural information as supported by beta coefficients -0.038. This implies that an increase in the unit change in farmers’ attitude would result to a decrease in effective communication of agricultural information.

Variable	B	Std Error	T	Sign
(Constant)	6.474	0.415	13.673	0.000
Choice of media	0.217	0.123	2.011	0.050
Farmers attitude	-0.038	0.006	-7.213	0.002
Socio economic factors	0.651	0.228	3.321	0.001

Conclusion and recommendations

Socio economic characteristics of the respondent influences effective communication of agricultural information. The choice of communication



media and farmers attitudes influences effective communication in the study area. This study recommended that the extension agency through the relevant contact persons at the community level, should develop communication structures that can effectively improve information exchange between the extension workers and the farmers.

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