

Assessment of Farmers' Perceived Utilization of the Entertainment-Education Format for Sourcing Agricultural Information in Southeastern Nigeria

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ABSTRACT Utilization of Entertainment-Education format was assessed to determine its potential use by farmers for sourcing agricultural information in southeastern Nigeria. A multi-stage sampling procedure resulted in the selection and interview of 612 farmers. Findings reveal that majority of the farmers were in their active years (70.8%), married (81.3%) and engaged more in crop farming (63.7%). Radio rates as the most easily accessible (93.7%), preferred (81.6%) and used (74.8%) entertainment medium for sourcing agricultural information. However, music (35.6%), folklores (39.4%) and drama (32.9%) were rated as highly relevant by farmers. Farmers' sex ($\chi^2=10.6$; $p < 0.05$) agricultural enterprise ($\chi^2=26.2$; $p < 0.05$) and education ($\chi^2=17.0$; $p < 0.05$) had significant relationship with respect to their perceived relevance of EE media for sourcing agricultural information. It is recommended that media relevance be considered in the design and formulation of EE based agricultural programs while all EE media should be exploited for disseminating agricultural news.