

Differential Mass Media Use among Rice Farmers in Nigeria: Evidence from Benue State

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KEYWORDS Variations. Mass Media Technologies. Farm Information

ABSTRACT The use of mass media for obtaining farm information on rice was analysed to determine the extent of variations in three agricultural zones. Data collected from 250 randomly selected farmers from zones A, B and C showed that 83.3% used radio in A, 80.7% in B and 79.5% in C. Television use indicated 21.4%, 33.0% and 39.7% in the zones respectively while mobile phone use showed 76.2%, 47.7% and 55.1% in the zones respectively. The ANOVA result indicated wider variation in the use of mobile phone ($SS = 3.708$ between zones and 56.488 within each zone) with an f-ratio of 8.108 at 1% level of probability and television ($SS = 1.398$ between and 52.266 within) with an f-ratio of 3.305 at 5%. The Sum of Squares (SS) between and within groups for radio were 0.063 and 38.101 respectively, indicating a wider variation in radio use within each zone than at zonal levels but the f-ratio (0.206) was found to be insignificant (0.814) at 5% level of probability. Since mobile phone, television and radio utilization patterns differed according to agricultural arrangements it was recommended that Governments of various zones should encourage farmer's use of these technologies.