

A Paradigm for Evaluation of Use and Effect of Communication Channels in Agricultural Extension Services

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ABSTRACT An evaluation is essential in an attempt to assess the relative effectiveness of one approach against the other. Many communication channels have been used in agricultural extension services and it is through evaluation that appropriateness and effectiveness of such channels can be determined. To facilitate the task of evaluation among researchers, it is necessary to put in place a model such as the one being proposed by this paper. In the model, a professionally designed and packaged extension messages in form of improved agricultural technologies emanate from an extension agency which constitutes the communication source. The next stage in the model is the use of communication channels. This entails decision by the target audience to use a particular channel, amount of content, and in a particular manner, which can be determined by many socio-economic variables. Effect of an extension programme on the target audience through a particular channel can be operationalized through observable changes in their attitude, knowledge and practice of the innovations leading to enhanced technical competence and increased farm output.