



Arable Crop Farmers Willingness to Use Soap Opera in Sourcing Agricultural Information in Iseyin Local Government of Oyo State, Nigeria

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Abstract

The study was conducted to assess arable crop farmers' use of soap opera for sourcing agricultural information in Oyo State. A total of 120 respondents were selected using a multistage sampling procedure. Well-structured questionnaire was used for Data collection. Data obtained were subjected to both descriptive and inferential statistics such as frequencies, percentages, Pearson Product Moment Correlation. All hypotheses were tested at 0.05 level of significance. Results showed that 37.5% of the respondents were below 29years of age, 69.2% were male and 72.5% had between 1and 12years of education, 42.5% had less than 10 acres of land and 66.7% of the respondents had above 8 household members, with a mean monthly income of ₦ 14,541 respectively. Many of the respondents 71.7% agreed that the use of soap opera for sourcing agricultural information is of great benefit to the arable crop farmers. However, the study further revealed majority 99.2 % of the respondents said soap opera helps in combating pest and disease, 97% used soap opera for harvesting procedure. Also, 97.5% for improved storage methods, 95.8% for alternative marketing strategies. The constraints involved in the use of soap opera were unstable power supply 50.8%, poor network 46.7% and unfavorable broadcasting hours 48.3%. Pearson Correlation analysis revealed that age ($r = 0.412$, $p < 0.05$), farm size ($r = 0.381$, $p < 0.05$), farming experience ($r = 0.422$, $p < 0.05$) and income ($r = 0.332$, $p < 0.05$) had a significant relationship with the utilization of soap opera in the study area. The study revealed that soap opera could be exploited for sourcing timely agricultural information if efforts are made to eliminate the perceived constraints, it is recommended that farmers should pool resources together to provide stable power supply while stable network should be built and already built ones should be maintained.

Keywords: Soap opera; willingness; Utilization; farmers

Introduction

The importance of information in every society today cannot be overemphasized. Society needs information on every aspect of life ranging from health, agriculture, commerce, business, education, etc. Information has been one of the important elements that has established and maintained human relations across the globe. Agricultural information generation and dissemination are necessary for the development of agricultural products. Many initiatives have been put in place to create, manage and use agricultural information in Africa, particularly in Nigeria, to increase food productivity. Aina, Dixon and Akinrinde (2007) reported that agricultural information is an essential recipe for successful farming. One therefore sees that information as a recipe can be used by Nigerian farmers to increase productivity. However, information per se cannot increase productivity unless farmers are

provided with the right type of information and at the right time using the right channels like radio, television, telephones, film strips, meetings, talking, exhibition, film slides, books, bulletin, posters, newspaper, leaflet, postal letters and so on (Van and Hawkins, 1992).

Utilization of improved farm practices requires adequate information, which has to be effectively disseminated so that the clientele receives it, understands it and regards it as a valid basis for action (Keregero, 1995). Also to compete the global market today, our farmers should have latest information regarding new techniques of arable farming, new methods of cultivation, new set of arable crops, seeds, pesticides, water management, marketing of product, government policies regarding agriculture, export potential of their crops (Bala and Sharma, 2008; Singh, Priya and Singh, 2011).



Soap opera forms an integral part of modern mass media messages and it follows that, sources on mass media are valuable. It is a branch under Entertainment Education being a strategy for development communication that shares behavior change premises with other development communication theories and strategies (Buenting and Brown, 2013; Brown and Singhal, 1993). It is trans-cultural and encapsulates a universal appeal that fascinates members of most culture in which it incorporates both imagery and dialogue, this is because soap opera is a combination of the visual image and the linguistic (Marx, Willemse and Preez, 2007). Soap opera is commercial but it is also a popular art form that has grown from the wellspring of culture and folk story and therefore appeals across time, culture and even classes. It is enduringly successful and continues to attract mass audiences as it has demonstrated to be highly effective and efficient in communicating relatively complex ideas and concepts, and in changing behavior (Williams, 1992).

Statement of Problem

The power of popular entertainment in shaping the perceptions and practices of its viewers and listeners cannot be overemphasized. Both radio and television Entertainment-Education (EE) shows, programs, movies, folklores and music not only command the attention of their audiences, but also reinforce existing positive behavior, demonstrate new behavior, and affect audience emotions (Coleman 1986; Olajide and Yahaya 2003). The strength of soap opera as an extension tool is widely regarded to lie in its ability to reach farming population of several enterprises, including arable crop farmers and provide them with information relating to all aspects of their agricultural enterprises in all languages they understand. This does not mean simply relaying technical information over the airwaves in local languages, but understanding the way farmers themselves discuss their problems in the community and providing relevant information in the local agro-ecological and cultural context. Agricultural extension services have been criticized both for failing to reach the majority of farmers in many developing countries and to communicate successfully with those that fall within the range Girard (2001) due to several reasons. Some important factors hindering effective communication utilization between farmers and extension workers, is the gross inadequacy of extension agents with a ratio of

1:1500 (Bello, 2007). Brempong, Boateng and Codjoe (2013) identified inadequate interaction with researchers and extension agents, insufficient training programs for farmers; generally low educational level of farmers and the delays in information delivery as pressing constraints to agricultural information hence the need to investigate the preference of arable crop farmers to utilize soap opera for sourcing agricultural.

Therefore, this study was guided by the following research questions:

- What are the personal characteristics of the farmers in the study area?
- What are the enterprises characteristics of the farmers in the study area?
- Are arable crop farmers willing to use soap opera in the study area?
- What are the constraints faced in the use of soap opera in the study area?

Objective of the study

The broad objective of the study was to assess the willingness to use of soap opera for sourcing agricultural information among arable crop farmers in Iseyin local government area of Oyo State

While the specific objectives were to:

- describe the Personal characteristics of farmers
- identify the Enterprise characteristics of farmers
- determine arable crop farmers' willingness to use soap opera
- identify the constraints faced in the use of soap opera

Methodology Study Area

The study was carried out in Iseyin local government area Oyo State Nigeria. Iseyin local government is under Oyo State as one of its local in southwestern Nigeria, Iseyin is a city located in the Nigerian State of Oyo. It is approximately 100 km (62 mi) north of Ibadan. The city was estimated to have a population of 236,000, per a United Nations 2005 estimate, which increased to 302,990 in 2011, and has a total land mass of 1,419 km² (548 sq mi). Iseyin is centrally located and accessible via road networks from Ibadan, Oyo, Abeokuta, and Ogbomosho. There are expanses of land which can be used for industrial, agricultural and institutional purposes in and around the city.



Sampling procedure and sample size

A multi-stage sampling procedure was used in the selection of respondents for this study. Using Agricultural Development Programme (ADP) structure, stage one involved 25% of the four ADP zones in Oyo State which was randomly selected resulting in the selection of Ibadan/Ibarapa zone. During stage two, 25% of the blocks (nine blocks) in the selected zone was then randomly sampled, resulting in two blocks. At stage three, 25% of cells within each selected blocks were randomly sampled, resulting in 4 cells. In stage 4, 60 registered arable crop farmers were randomly selected from the cell.

Result and Discussions

The age distribution of the respondents as shown on Table 1 reveals that 37.5% of the respondents were below 29 years of age, followed by 8.4% that fell within age range of 30 and 40 years, 33.3% of the respondents were ranging between 41 and 50 and 20.8% of the respondents were above 50 years of age. The mean age was found to be 34 years. Also the gender shows that 69.2% were male, while 30.8% were female

It was further revealed that 16.6% of the respondents were not educated, 46.7% of the respondents has primary education, 25.8% of the respondents has secondary education, while 10.9 of the respondents has tertiary education. Lastly, 25.8% has less than 3 household members, 31.7% of the respondents had 4 - 8 household members, 66.7% of the respondents had above 8 household members.

Table 1, personal characteristics of respondents (N=120)

Variables	Frequency	Percentage	Mean
Age:			
<29	45	37.5	34
30 - 40	10	8.4	
41 - 50	40	33.3	
Above 50	25	20.8	
Sex:			
Male	83	69.2	
Female	37	30.8	
Religion:			
Christians	35	29.2	
Muslims	46	38.3	
Traditional	39	32.5	
Marital status:			
Single	42	35.0	
Married	48	40.0	
Divorced	16	13.3	
Separated	6	5.0	
Widowed	8	6.7	
Educational Level (Years):			
Non formal	20	16.6	

Primary education	56	46.7
Secondary education	31	25.8
Tertiary education	13	10.9
Household size:		
< 3	31	25.8
4 - 8	38	31.7
Above 8	80	66.7

Source: Field Survey 2021

Selected Economic related characteristics of the respondents

Farm size (acres)

Entries in Table 2 Revealed that 42.5% of the respondents had a farm size of less than 10 acres, 36.7% had between 11 and 20 acres while 20.8% had above 20 acres. Also about 38.3% of the respondents had below 5 years of farming experience, 35.8% had 5 to 10 years of experience, 19.2% had 11 to 15 years of farming experience while 6.9% of the respondents had above 15 years experience.

However, 20.0% of the respondents earn below ₦10,000 per month, 71.1% earn ₦11,000-₦20,000, 4.2% earn ₦20,000 – ₦30,000 while 4.2% earn above ₦30,000 per month respectively.

Table 2: Distribution of respondents based on economic related characteristics

Variables	Frequency	Percentage	Mean
Farm size (acres):			
< 10	51	42.5	11.8
11 - 20	44	36.7	
Above 20 acre	26	20.8	
Years of Experience:			
< 5	46	38.3	11.8
5 - 10	43	35.8	
11 - 15	23	19.2	
Above 15	8	6.9	
Level Income (Monthly):			
Below #10000	24	20.0	14,541
N 10,000- N20,000	86	71.1	
N 20,000 - N 30,000	5	4.2	
N 30,000 - N 40,000	2	1.7	
Above N 40,000	3	2.5	

Source: Field survey, 2021

Willingness to utilize soap opera by the arable crop farmers

Results in Table 3 Revealed that 70.8% indicated their willingness to utilize soap opera



for site selection, 85.0% were willing to utilize soap opera in the method of land cleaning. majority 85.5% were willing to use soap opera to adopt new planting practices. Also 90.0% attested to the use of soap opera for new manure application procedures 99.2 % said soap opera will help in combating pest and disease, 97% used soap opera for harvesting procedure. Furthermore, majority 97.5% utilize soap opera for improved storage methods, 95.8% for alternative marketing strategies, 69.2% for land and boundary disputes, 90.0% for new technology and innovations while 94.8% for timely climatic information. This implies that the farmers were willing to explore soap opera for timely agricultural information. This is in tandem with (Ladigbolu and Olajide 2018) that general inclination and enthusiasm to use soap opera for sourcing agricultural information was positive for the respondents.

Table 3 Distribution of respondents based on willingness to utilize soap opera

Statements	Yes	No	Mean
Are you to use soap opera for Site selection	85 (70.8)	35 (29.2)	1.42
Do you think soap opera will assist in method of land Clearing of land	102 (85.0)	18 (14.0)	1.70
Soap opera gives more information on soap Planting practices	105 (87.5)	15 (12.5)	1.75
Soap opera helps in providing new methods of Manure application procedure	108 (90.0)	12 (10.0)	1.80
Soap opera helps to combat Pest and disease control	119 (99.2)	1 (0.8)	1.98
Harvesting procedures	117 (97.5)	3 (2.5)	1.95
Soap opera helps to provide improved Storage methods	117 (97.5)	3 (2.5)	1.95
Soap opera helps to provide alternative Marketing strategies	115 (95.8)	5 (4.2)	1.92
Soap opera helps in providing solutions to Land and boundary dispute issues	83 (69.2)	37 (30.9)	1.38
Soap opera provides New technology and innovation	108 (90.0)	12 (10.0)	1.80
Soap opera gives timely information on Climatic information	118 (98.4)	2 (1.6)	1.97

Source: Field survey, 2021

Perceived constraints

Table 4 shows the perceived constraints associated with agricultural information in the study area.

The result shows that, unstable power supply has the highest WMS (1.40), which the respondents in the study area identified as the highest constraints, poor network was ranked as second which has WMS (1.34), Unfavorable broadcasting hours is the third, which has WMS (1.05), language barrier is identified as the lowest constraints which has WMS (0.96).

Table 4 Distribution of respondents based on perceived constraints of soap opera

Constr aints	Sever e constr aints	Mild constr aints	Not a constr aints	W MS	Ran king
Language barrier	32 (26.7)	51 (42.5)	37 (30.8)	1.9 5	4 th
Unstable power supply	61 (50.8)	47 (39.2)	12 (10.0)	2.4 0	1 st
Poor network	56 (46.7)	49 (40.8)	15 (12.5)	2.3 4	2 nd
Unfavorable broadcasting hours	34 (28.3)	58 (48.3)	28 (23.3)	2.0 5	3 rd

Source: Field survey, 2021

Test of Hypotheses

There is no significant relationship between selected socioeconomic characteristics and perceived utilization of soap opera to arable crop farmers

The test of significant relationship of between selected socioeconomic characteristics (age, household size, income, farm size and farming experience) of the respondents and the level of utilization of soap opera by the respondents was presented in Table 5. Pearson Correlation analysis revealed that age ($r = 0.412$, $p < 0.05$), farm size ($r = 0.381$, $p < 0.05$), farming experience ($r = 0.422$, $p < 0.05$) and income ($r = 0.332$, $p < 0.05$) exert a significant relationship with the utilization of soap opera in the study area. The relationship is positive which implies that their willingness to use soap opera is a function of Age, Farm size, Farming experience and Income respectively.

Table 5: Summary of Pearson Correlation analysis showing relationship between selected socioeconomic characteristics and perceived utilization of soap opera to arable crop farmers(N=120)

Socio-economic characteristics	r-value	p-value	Remark
Age	0.412	0.015	S
Years in School	0.056	0.201	NS
Socio-economic characteristics	r-value	p-value	Remark
Household size	0.011	0.125	NS
Farm Size	0.381	0.011	S
Farming Experience	0.422	0.021	S



Income from 0.332 0.017 S
farming

S = significant; NS = not significant **Source:**
Field Survey, 2021

Conclusion

The study concluded that soap opera programme aids in increasing farmers' income and improve farmers' standard of living, It enlightens arable crop farmers on land and boundary dispute issues, crop planting procedures on livelihood diversification activities, and also helps in farm input survey or prices.

Recommendations

It is therefore recommended that attention of Extension Stockholders should focused on the soap opera and should be encouraged particularly in the rural areas. In the same vein, stable power supply and stable network should be built and already built ones should be maintained. This will promote availability and affordability of the farm productions.

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