

UNIVERSITY OF IBADAN
2025 PROMOTION EXERCISE
CURRICULUM VITAE

- I. (a) Name: Idris Olabode Badiru
 (b) Date of Birth: 2 April, 1976
 (c) Department: Agricultural Extension and Rural Development
 (d) Faculty: Agriculture
- II (a) First Academic Appointment: Assistant Lecturer (1 March, 2013)
 (b) Present Post (with date): Reader (1 October, 2022)
 (c) Date of Last Promotion: 1 October, 2022
 (d) Date Last Considered (in cases where promotion was not through): Not Applicable
- III University Education (with dates)
 (a) University of Ibadan, Ibadan. 1995-2001
 (b) University of Ibadan, Ibadan. 2003-2005
 (c) University of Ibadan, Ibadan. 2005-2013
- IV Academic Qualifications (with dates and granting bodies)
 (a) B.Sc. Agricultural Extension and Rural Development, University of Ibadan. 2001
 (b) M.Sc. Agricultural Extension and Rural Development, University of Ibadan. 2005
 (c) Ph.D. Agricultural Extension and Rural Development, University of Ibadan. 2013
- V Professional Qualifications and Diplomas (with date) Nil
- VI Scholarships, Fellowships and Prizes (with date) in respect of Undergraduate and Postgraduate work only
 (a) Ogun State Scholarship Award for Academic Excellence. 1997
 (b) Best Graduating Student, Agricultural Extension and Rural Development. 2001
 (c) Egba (A.G Leventis) Scholarship Award for Excellence. 2004
 (d) Egba (A.G Leventis) Scholarship Award for Excellence. 2007
- VII. Honours, Distinctions and Membership of Learned Societies
 (a) Sociology/Rural Development Expert, Scientific and Technical Committee (STC), West and Central Africa Council for Research and Development (WECARD/CORAF), Dakar, Senegal.
 (b) Senior Fellow, Agriculture Cluster, Non-Residential Fellowship Programme, Nigerian Economic Summit Group (NESG), Nigeria.
 (c) General Secretary, Rural Sociological Association of Nigeria (RuSAN).
 (d) Member, Agricultural Extension Society of Nigeria (AESON).
 (e) Guest Researcher (2017), Nordic Africa Institute, Uppsala, Sweden.

VIII Details of Teaching/Work Experience

i. Work experience

- a. Associate Editor, Crown Goldmine Communications Limited, Ibadan
Oyo State. 2003 - 2004
- b. Community Facilitator, Second National Fadama Development
Programme (NFDP II), Abeokuta, Ogun State. 2004 - 2008
- c. Special Administrative Assistant, Design Variation, Lagos Island, Lagos
State. 2008 - 2009
- d. Support Officer, Third National Fadama Development Programme (NFDP III)
Southwest Zonal Office, Ibadan, Oyo State. 2009 - 2013
- e. Lecturer, Department of Agricultural Extension and Rural Development,
University of Ibadan, Ibadan, Oyo State. 2013 - date

ii. Teaching load

Below is the list of courses jointly taught with others since 2012/2013 academic year:

(a) Undergraduate courses:

S/N	Course Code	Course Title	Session
1.	AED 313	Educational Psychology and Extension Methods (co-taught)	2012/13 - 2023
2.	AED 318	Introduction Agricultural Journalism (co-taught)	2017/18 - date
3.	AED 510	Diffusion and Adoption of Innovations (co-taught)	2012/13 - date
4.	AED 517	Social Statistics and Research Methods (co-taught)	2013/14 - 2023
5.	AED 518	Agricultural Extension and Community Development Practice (co-taught)	2012/13 - 2023

(b) Postgraduate courses:

S/N	Course Code	Course Title	Session
1.	AED 714	Psychology for Extension Personnel (co-taught)	2012/13 - date
2.	AED 709	Agricultural and Rural Development Journalism (co-taught)	2021/22 - date
3.	AED 724	Theories and Practice of Development Communication (co-taught)	2017/18 - 2023

(c) Students' research supervision

Level	B.Sc.	M.Sc.	M.Phil.	Ph.D.
Number completed	20	36	1	1
Number in progress	2	2	0	3

iii. Administrative Responsibilities

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|---|-------------|
| 1. Coordinator, AERD Radio Broadcasts on Diamond 101.1FM | 2013 - date |
| 2. Member, Departmental Undergraduate Committee | 2014 - 2023 |
| 3. Member, Departmental Committee on Research, Outreach and Collaboration | 2013 - 2021 |
| 4. Member, Departmental Postgraduate Committee | 2020 - 2021 |

iv. Community Service

- | | |
|---|-------------|
| 1. Rural Development Analyst, ADBN Television, Abuja. | 2025 - date |
| 2. Extension Specialist, IITA-PROSSIVA Yam Project, Oyo State. | 2023 - date |
| 3. Resource Person, Capacity Development of Local Government Administrative and Community Development Officers in Oyo State. | 2021 - date |
| 4. Resource Person, Capacity Development of Personal Assistants and Confidential Secretaries in Oyo State. | 2021 - date |
| 5. Rapporteur, Experts' Roundtable on Perspectives of Extension in Agriculture Value Chain: Driving Policy Development and Climate Smart Adaptation on behalf of Sir Ahmadu Bello Memorial Foundation (SABMF), Abuja. | 2021 |
| 6. Resource Person, Analysis of Institutional Framework on Monitoring and Evaluation for Government Policies and Programmes at Nigerian Information Technology Development Agency (NITDA) Management Retreat, Abuja. | 2021 |
| 7. Project Manager, Dissemination of Feed the Future SAWBO Animated Videos among Agricultural Value Chain Actors in Nigeria. | 2021 |
| 8. President, University of Ibadan Muslim Staff Cooperatives Investment and Credit Society Limited. | 2025 - date |
| 9. Resource Person, Adoption of Low Volume Road Manual on behalf of Rural Access Mobility Programme (RAMP) in Osun, Adamawa and Imo States. | 2020 |
| 10. Resource Person, Kogi State Agro-Processing Productivity Enhancement and Livelihood Improvement Support Project (APPEALS) Stakeholders' Sensitisation Programme | 2019 |
| 11. Resource Person, Capacity Building Workshop on Project Management Operations for Sustainability for Agricultural Project Executives in Lagos State. | 2019 |

IX Research

(a) Completed

- (i) Acceptability of Immunization Programme Among Rural women of Reproductive Age in Oyo State, Nigeria.
- (ii) Viewership of Naija Farmer Reality Television Show Among Agriculture Undergraduates in Oyo State.
- (iii) Exposure to “Dada Onipaki” video and Farmers’ Willingness to Adopt the Vitamin-A Fortified Cassava in Oyo State.
- (iv) Adherence to Strategic Communication Principles Among Agribusinesses in Southwestern Nigeria.
- (v) Impact of Extension Services and Input Consultants’ Activities on Crop Yields of Fadama III Additional Financing Farmers in Nigeria.

(b) In progress

1. E-extension Readiness among Agricultural Stakeholders in West Africa

The study is designed to assess the readiness of agricultural stakeholders in adopting e-extension tools in the West African sub-region. Information on access and utilisation of e-extension tools would be elicited and used to ascertain the readiness of relevant stakeholders (farmers, extension practitioners and researchers) in the agricultural sector. The result will help in providing baseline information for policy makers and development partners seeking to deploy information and communication technology (ICT) tools in extension delivery in the sub-region. The study is still at the proposal stage.

2. Reputation of Selected Agricultural Institutions Among Their Key Publics in Nigeria

The reputation of an organisation is a function of certain variables such as employee satisfaction, brand awareness, social responsibility and client satisfaction etc. This study intends to assess how well some selected agricultural institutions are rated by those who they claim to serve. The result will add to the pool of information on public perception of agricultural institutions in the country. The study is still at the proposal stage.

3. Audit of Radio Agricultural Broadcasts on Radio in Southwest Nigeria

Researchers in the field of agricultural broadcasting are often confronted with the dearth of reliable baseline data on agricultural broadcasts. This study intends to fill this gap by documenting the current status of agricultural broadcasts across radio stations in the Southwestern part of Nigeria. The study is still at the proposal stage.

(c) Project, Dissertation and Thesis

- i. Farmers' Perception of the Informative Roles of "Agbeloba" and "Ejekaroko" on Broadcasting Corporation of Oyo State (BCOS). B.Sc. Degree Project, Department of Agricultural Extension and Rural Development, University of Ibadan, 2001.
- ii. Employment Prospects of Agricultural Extension and Rural Development Graduates in The Broadcasting Industry of Southwest Nigeria. M.Sc. Degree Project, Department of Agricultural Extension and Rural Development, University of Ibadan, 2005.
- iii. Sponsorship and Listenership of Rural Development Broadcasts in Southwestern Nigeria. Ph.D. Thesis, Department of Agricultural Extension and Rural Development, University of Ibadan, 2013.

X Publications

(a) Books already published:

Nil

(b) Chapters in Books already published:

- *1. **Badiru, I. O.** and Olajide, B. R. (2022). Agricultural Journalism. In Madukwe, M. C. (Ed.) Agricultural Extension in Nigeria. Ilorin: Agricultural Extension Society of Nigeria. 345-355pp. ISBN 978-978-914-491-4. (Nigeria) (Contribution: 70%).
- *2. Akinbile, L. A., **Badiru, I. O.** and Daneji, M. I. (2022). Conceptualizing and Operationalizing Variables in Agricultural Extension Research. In Madukwe, M. C. (Ed.) A Guide to Research in Agricultural Extension. Ilorin: Agricultural Extension Society of Nigeria. 9-21pp. ISBN 978-978-8446-45-3. (Nigeria) (Contribution: 50%).
- (c) Articles that have already appeared in Refereed Conference Proceedings
3. Ladele, A. A., Ladigbolu, T. A. and **Badiru, I. O.** (2014). Factors Affecting the Listenership of Enlightenment Programmes on University of Ibadan Community Radio. In Madukwe, M. C. (Ed.) The State of Agricultural Extension in Nigeria: Proceedings of the 19th Annual National Conference of the Agricultural Extension Society of Nigeria. 27 – 30 April, 2014. Nsukka: Agricultural Extension Society of Nigeria. 124 – 135 (Nigeria) (Contribution: 30%).
4. Obar, E. E., **Badiru, I. O.** and Matesun, T. S. (2019). Reportage of Environmental Issues in Selected Nigerian Newspapers. In Madukwe, M. C. (Ed.) Enhancing Agricultural Extension Capabilities for Improved Agricultural Value Chain in Nigeria: Proceedings, 24th Annual Conference of the Agricultural Extension Society of Nigeria. 7 - 10 April, 2019. Abuja: Agricultural Extension Society of Nigeria. 221 – 227 (Nigeria) (Contribution: 50%).
- *5. **Badiru, I. O.** and Uyamasi, I. M. (2022). Exposure to Dada Onipaki and Farmers' Willingness to Adopt Vitamin A-Fortified Cassava in Oyo State, Nigeria. In Oladeji, J. O. (Ed.) Poverty, Governance and Social Values in Rural Context: Proceedings of the 31st Annual National Congress of the Rural Sociological Association of Nigeria. 5 – 8 December, 2022. Akure: Rural Sociological Association of Nigeria. 58 – 64 (Nigeria) (Contribution: 70%).
- *6. **Badiru, I. O.**, Adeyanju, B. O. and Aina, A. S. (2023). Acceptability of Immunization Programme Among Rural women of Reproductive Age in Oyo State, Nigeria. In Oladeji, J. O. (Ed.) Contemporary Sociological Contexts of the Nigerian Food System: Proceedings of the 32nd Annual National Congress of the Rural Sociological Association of Nigeria. 30 October – 3 November, 2023. Sokoto: Rural Sociological Association of Nigeria. 72 – 75 (Nigeria) (Contribution: 70%).

- *7. Olatunji, O. F. and **Badiru, I. O.** (2024). Adherence to Strategic Communication Principles Among Agribusinesses in Southwestern Nigeria. In Erkmen, O. (Ed.) Proceedings of the 6th International Conference on Gastronomy, Nutrition and Dietetics, Institute of Economic Development and Social Researches Publications, Turkey. 20 -21 November, 2024. (Turkey) (Contribution: 50%)

(d) Patents and Copyrights:

Nil

(e) Articles that have already appeared in learned journals:

8. Yahaya, M. K. and **Badiru, I. O.** (2002). Measuring the Impact on Farmers Agricultural Radio and Television Programs in Southwest Nigeria. Journal of Applied Communications Vol. 86 No. 3: 24 – 36. (United States of America) (Contribution: 50%).
9. Oladeji, J. O. and **Badiru, I. O.** (2007). Employment Prospects of Agricultural Extension and Rural Development Graduates in the Broadcasting Industry of Southwest Nigeria. Research Journal of Applied Sciences Vol. 2 No. 3: 319 – 322. (Pakistan) (Contribution: 50%).
10. Adekoya, A. E. and **Badiru, I. O.** (2012). Listenership of Radio Agricultural Broadcasts in Southwestern Nigeria. Journal of Applied Environmental Education and Communication Vol. 11 No. 3 and 4: 189-196. (United Kingdom) (Contribution: 50%).
11. **Badiru, I. O.** (2013). Fadama III Beneficiaries' Adherence to Project Guidelines in Ogun State, Nigeria. Journal of Agricultural Extension Vol. 17 No. 1: 61 – 68. (Nigeria) (Contribution: 100%).
12. Fawole O. P., **Badiru, I. O.** and Olatunji, B. T. (2014). Newspapers' Readership among College of Agriculture Students in Oyo State. Nigerian Journal of Rural Extension and Development Vol.8: 69 – 74. (Nigeria) (Contribution: 30%).
13. Fawole O. P. and **Badiru, I. O.** (2014). Perceived Effectiveness of Agricultural Information Channels (AIC) in Marketing of Poultry Eggs in Ijebu North-East Local Government Area of Ogun State. African Journal of Livestock Extension Vol. 14: 1 – 6. (Nigeria) (Contribution: 50%).
14. **Badiru, I. O.** and Adekoya, A. E. (2014). Private Sponsorship of Rural Development Broadcasts on Radio in Southwest Nigeria. Journal of Agricultural Extension Vol. 18 No. 1: 109 – 120. (Nigeria) (Contribution: 70%).
15. Ladigbolu, T. A., Ladele, A. A. and **Badiru, I. O.** (2014). Listeners' Perception of Enlightenment Programmes of University Community Radios. Nigerian Journal of Rural Sociology Vol. 15 No. 1: 142 – 150. (Nigeria) (Contribution: 30%)
16. Ladele, A. A. and **Badiru, I. O.** (2014). Appraisal of the First Phase of the School Farm Programme in Oyo state. Nigerian Journal of Rural Sociology Vol. 15 No. 1: 7 – 14. (Nigeria) (Contribution: 50%).

17. **Badiru, I. O.** and Yekinni, O. T. (2015). Programme Format Preferences of Rural Development Broadcasters and Listeners in Southwestern Nigeria. *Nigerian Journal of Rural Extension and Development* Vol. 9: 47 – 52. (Nigeria) (Contribution: 70%).
18. **Badiru, I. O.**, Fawole, O. P. and Nkwocha, C. A. (2015). Utilisation of Access to Global Online Research in Agriculture (AGORA) by Final Year Undergraduate Students of the Faculty of Agriculture and Forestry, University of Ibadan, Nigeria. *Nigerian Journal of Rural Sociology* Vol. 15 No. 2: 116 – 120. (Nigeria) (Contribution: 50%).
19. **Badiru, I. O.** and Olaoye, A. D. (2015). Sustainability of the Benefits Derived from Fadama II Critical Ecosystem Management Project (CEMP) in Ogun State. *Journal of Agricultural Extension* Vol. 19 No. 2: 146 – 156. (Nigeria) (Contribution: 70%).
20. **Badiru, I. O.** and Ajao, S. T. (2016). Readership of Oriwu Sun Community Newspaper in Ikorodu, Lagos State, Nigeria. *Journal of Development and Communication Studies* Vol. 4 No. 2: 487 – 496. (Malawi) (Contribution: 70%).
21. **Badiru, I. O.**, Akande, M. E. and Ladigbolu, T. A. (2016). Utilization of Agricultural Information on Ere Agbe Radio Broadcasts among Farmer-Listeners in Oke - Ogun Area of Oyo State, Nigeria. *Journal of Agricultural and Food Information* Vol. 17 No. 2 – 3: 142-150. (United States of America) (Contribution: 50%).
22. **Badiru, I. O.**, Yusuf, K. A. and Anozie, O. (2016). Adherence to Cooperative Principles among Agricultural Cooperatives in Oyo State, Nigeria. *Journal of Agricultural Extension* Vol. 20 No. 1: 142 – 152. (Nigeria) (Contribution: 50%).
23. **Badiru, I. O.**, Aboluwarin, T. O. and Adejumo, A. A. (2016). Agricultural Extension Students' Perception of Career Prospects in Rural Development Broadcasting. *Nigerian Journal of Rural Sociology* Vol. 16 No. 4: 54 – 60. (Nigeria) (Contribution: 50%).
24. Adegoke, B. A., Fawole, O. P. and **Badiru, I. O.** (2016). Perceived Effectiveness of the Midwives Service Scheme among Beneficiaries in Oyo State, Nigeria. *Nigerian Journal of Rural Sociology* Vol. 16 No. 4: 46 – 53. (Nigeria) (Contribution: 30%).
25. **Badiru, I. O.** and Afolabi, O. E. (2016). Consumers Inclination to Utilize Online Marketing Portals for Agricultural Purchases in Lagos, Nigeria. *Journal of Agricultural and Food Information* Vol. 17 No. 4: 290 – 299. (United States of America) (Contribution: 70%).
26. Samuel, J. E., Fawole, O. P. and **Badiru, I.O.** (2016). Students' Perception of West African Agricultural Productivity Programme Adopted Schools Programme in Oyo State, Nigeria. *Journal of Agricultural Extension* Vol. 20 No. 2: 159 – 171. (Nigeria) (Contribution: 50%).
27. Yekinni, O. T., Sunday, K. M. and **Badiru, I. O.** (2016). Gender Analysis of Access and Utilisation of Information and Communication Technologies in Ekiti state, Nigeria, *International*

- Journal of Agricultural Science, Research and Technology in Extension and Education Systems. Vol. 6 No 2: 101-106. (Iran) (Contribution: 30%).
28. **Badiru, I. O.**, Ladigbolu, T. A. and Bodaga, T. (2017). Listenership of Farmers' Digest Radio Program on Joy FM (96.5), Otukpo, Benue State, Nigeria, Journal of Agricultural and Food Information Vol. 18 No. 1: 44 – 52. (USA) (Contribution: 50%).
 29. **Badiru, I. O.** and Moronkunbi, S. A. (2017). Benefits of Zucchini Crop Cultivation in Oluyole Local Government Area of Oyo State. Journal of Agricultural Extension Vol. 21 No. 3: 56 - 65. (Nigeria) (Contribution: 70%).
 30. **Badiru, I. O.** and Akande, T. I. (2018): Assessing the Success of “Cocoa na Chocolate” Musical Intervention in Mobilizing the Youth for Agriculture in Oyo State, Southwestern Nigeria. Journal of Agricultural and Food Information Vol. 19 No.1: 55 – 65. (United States of America) (Contribution: 70%).
 31. Omitoyin, S. A., Adegoke, O. I., Olajide, B. R. and **Badiru, I. O.** (2018). Reporting of Aquaculture Issues in Nigerian Newspapers, Nigerian Journal of Rural Extension and Development Vol. 12 No. 10: 74 – 78. (Nigeria) (Contribution: 30%).
 32. **Badiru, I. O.** and Akpabio, N. (2018). Farmers’ Utilization of Utom Inwang Agricultural Broadcast on Atlantic FM 104.5 Radio Station, Akwa Ibom State, Nigeria. Journal of Agricultural and Food Information Vol. 19 No. 4: 377 – 386. (United States of America) (Contribution: 70%).
 33. **Badiru, I. O.** and Sunmonu, I. V. (2018). Reportage and Framing of Pastoralist-Farmer Conflicts in Nigerian Newspapers. Journal of Agricultural Extension Vol. 22 No. 3: 1 – 8. (Nigeria) (Contribution: 70%).
 34. **Badiru, I. O.**, Aluko, B. and Adejumo, A. A. (2019). Teachers’ Perception of the Effects of the New Education Curriculum on the Choice of Agriculture as a Career Among Secondary School Students in Oyo State, Journal of Agricultural and Food Information Vol. 20 No. 1: 86 - 95. (United States of America) (Contribution: 50%).
 35. **Badiru, I. O.** (2019). Nollywood’s Coverage and Framing of Agriculture in the Transformation Agenda Period (2013 -2014) in Nigeria, Journal of Agricultural and Food Information Vol. 20 No. 3: 277-290. (United States of America) (Contribution: 100%).
 36. Tijani, S. A., Traore, A. B. and **Badiru, I. O.** (2019). Farmers’ Preference for Agricultural Radio Programmes in Niono Area of Segou, Mali, Nigerian Journal of Rural Extension and Development Vol. 13: 14 – 21 (Nigeria) (Contribution: 30%).
 37. **Badiru, I. O.**, Obabire, F. F. And Aina, A. S. (2019). Educators’ Perception on the Choice of Agriculture as a Career Among Youth in Oyo State, Nigeria, Nigerian Journal of Rural Extension and Development Vol. 13: 27 – 35. (Nigeria) (Contribution: 50%).

38. **Badiru, I. O.**, Akanbi F. S. and Obar, E. E. (2019). Reportage of Forestry-Related Issues in Selected Nigerian Newspapers, *Nigerian Journal of Rural Sociology* Vol. 18 No 2: 100 – 104. (Nigeria) (Contribution: 50%).
39. Urama, K., **Badiru, I. O.** And Nwaogu, K. (2019). Residents' Assessment of Farmers-Pastoralists Conflict in Enugu State, Nigeria, *Nigerian Journal of Rural Sociology* Vol. 19 No 1: 71 – 78. (Nigeria) (Contribution: 50%).
40. **Badiru, I.O.** And Amure, T.O. (2020): Utilization of Collapsible Fish Tank Innovation Among Homestead Fish Farmers in Osun State, Nigeria, *African Journal of Science, Technology, Innovation and Development*, Vol 12 No. 5: 571 - 580 (South Africa) (Contribution: 70%).
41. Ladigbolu, T. A., Olajide, B.R., **Badiru, I. O.** And Yekinni, O.T. (2020). Constraints to Microfinance Banks Services Among Rural Dwellers in Oyo West Local Government Area of Oyo State, Nigeria, *Nigerian Journal of Rural Sociology* Vol. 20 No. 1: 49 – 55 (Nigeria) (Contribution: 30%).
42. Adeleke, O. A, Busari, F. M. And **Badiru, I. O.** (2020). Coverage of Reproductive Health Issues in Nigerian Newspapers, *Nigerian Journal of Rural Extension and Development*, Vol. 14: 35-40 (Nigeria) (Contribution: 30%).
43. **Badiru, I. O.** (2021). A Descriptive Analysis of the Social Impact of Fadama III Project among Beneficiaries in Osun State, *Journal of Sustainable Development*, Vol. 19 No. 1 90 – 98 (Nigeria) (contribution 100%)
44. **Badiru, I. O.**, Oguntala, F. O. and Sanusi, M. K. (2021). Self-Esteem of Agriculture Students at the University of Ibadan and the Federal University of Agriculture Abeokuta, Nigeria, *Journal of Agricultural Extension* Vol. 25 No. 4: 1 – 15. (Nigeria) (Contribution: 50%).
45. **Badiru, I. O.**, Bangaly, T. and Ladigbolu, T. A. (2021). Listenership of Bambou 89.3 FM Agricultural Broadcasts among Rural Farmers in Faranah Prefecture of Guinea Conakry. *Nigerian Journal of Rural Sociology*, Vol. 21 No. 2: 70 - 76 (Nigeria) (Contribution: 50%).
46. **Badiru, I. O.** and Ajagbe, R. O. (2022). Impact of Land Use Changes on Wellbeing of Residents around Onigambari Forest Reserve in Oyo State, Nigeria. *Nigerian Journal of Rural Sociology*, Vol. 22 No. 1: 42 - 48 (Nigeria) (Contribution: 70%).
47. **Badiru, I. O.**, Oyeboode, L. A. and Oladosu, O. M. (2022). Farmers' Utilisation of Agricultural Information on Osun State Broadcasting Corporation (Orisun 89.5 FM) in Osun State, Nigeria. *Uniosun Journal of Agriculture and Renewable Resources* Vol. 6 No. 1: 88 – 99 (Nigeria) (Contribution: 50%).

- *48. **Badiru, I. O.**, Afolayan, S. D. and Aina, A. S. (2023). Usage of Herbicides Among Smallholder Cassava Farmers in Selected Local Government Areas of Oyo State, Nigeria. *Uniosun Journal of Agriculture and Renewable Resources* Vol. 7 No. 2: 21 – 32 (Nigeria) (Contribution: 50%).
- *49. **Badiru, I. O.**, and Soladoye-Adewole, T. J. (2023). Influence of Agriculture Portrayal in Ona Wura Movie on Youths' Perception of Agricultural Career in Ibadan North Local Government Area of Oyo State, Nigeria. *The Nigerian Journal of Rural Extension and Development* Vol. 15 No. 1: 18 - 25 (Nigeria) (Contribution: 70%).
- *50. **Badiru, I. O.** (2024). Impact of Extension Services and Input Consultants' Activities on Crop Yields of Fadama III Additional Financing Farmers in Nigeria. *Journal of Agricultural Extension* Vol. 28 No. 3: 42 – 49 (Nigeria) (Contribution: 100%).
- *51. **Badiru, I. O.**, Ladigbolu, T. A. and Adebowale, M. A. (2025). Viewership of Naija Farmer Reality Television Show among Agricultural Undergraduates in Oyo State, Nigeria. *Nigerian Journal of Rural Sociology*, Vol. 25 No. 1: 46 - 51 (Nigeria) (Published June 2025) (Contribution: 50%).
- (f) Books, Chapters in Books and Articles already accepted for Publication: Nil
- (g) Technical Reports and Monographs:
52. **Badiru, I. O.** (2010). Review of Small Farmer Access to Agricultural Credit in Nigeria. International Food Policy Research Institute. Policy Note No. 25, 6 pages. (Nigeria) (Contribution: 100%).
53. **Badiru, I. O.** (2010): Facilitating Community Driven Development: A Handbook for Community Facilitators. Saarbrücken: VDM Verlag Dr. Müller. 47 pp. ISBN 978-3-639-22152-7. (Germany) (Contribution: 100%).
- *54. **Badiru, I. O.** (2023). Leveraging the Entertainment Industry to Drive Nigerian Agriculture: Expanding agricultural Policy Beyond the Usual. Policy Brief, NESG Non-Residential Fellowship Programme. 9 pages. (Nigeria) (Contribution: 100%).
- *55. Odularu, G., **Badiru, I.** and Bello-Aliyu, F. (2023): Digital Disparities and COVID-19 Pandemic among Agrifood NMSMEs: A Zero-Sum Game? NESG Non-Residential Fellowship Programme. 27 pages. (Nigeria) (Contribution: 50%).

* Publications which have appeared since last promotion.

XI Major Conferences/Workshops Attended in the Last Five Years (with Papers Read)

1. Triennial Congress of the Sustainable Livelihoods and Development Network for Africa (SLIDEN Africa), held at Entebbe, Uganda on 5 – 9 April, 2021.
Paper presented – A Descriptive Analysis of the Social Impact of Fadama III Project Among Beneficiaries in Osun State.
2. 30th Annual National Congress of the Rural Sociological Association of Nigeria (RuSAN), held at Federal University of Agriculture, Abeokuta, Nigeria on 4 – 8 October, 2021.
Paper presented – Impact of Land Use Changes on Wellbeing of Residents around Onigambari Forest Reserve in Oyo State, Nigeria.
3. 28th Annual National Conference of the Agricultural Extension Society of Nigeria (AESON), held at Nnamdi Azikiwe University, Awka, Anambra State, Nigeria on 26 – 28 September, 2022.
Paper presented – Behavioural Change among COVID 19 Jingles’ Listeners in Oyo State, Nigeria.
4. 6th International Conference on Gastronomy, Nutrition and Dietetics, held at Istanbul Arel University, Turkey on 20 -21 November, 2024.
Paper presented - Adherence to Strategic Communication Principles Among Agribusinesses in Southwestern Nigeria.
5. 30th Annual Conference of the Agricultural Extension Society of Nigeria (AESON), held at Taraba State University, Jalingo, Taraba State, Nigeria on 6 – 10 April, 2025.
Paper presented – Determinants of Quality of Service Delivered by Agribusinesses in Southwest Nigeria.

XII Ten Best Publications that Reflect the Totality of my Contributions to Scholarship

1. Adekoya, A. E. and **Badiru, I. O.** (2012). Listenership of Radio Agricultural Broadcasts in Southwestern Nigeria. *Journal of Applied Environmental Education and Communication* Vol. 11 No. 3 and 4: 189-196. (United Kingdom).
2. **Badiru, I. O.** and Ajao, S. T. (2016). Readership of Oriwu Sun Community Newspaper in Ikorodu, Lagos State, Nigeria. *Journal of Development and Communication Studies* Vol. 4 No. 2: 487 – 496. (Malawi).
3. **Badiru, I. O.** and Afolabi, O. E. (2016). Consumers Inclination to Utilize Online Marketing Portals for Agricultural Purchases in Lagos, Nigeria. *Journal of Agricultural and Food Information* Vol. 17 No. 4: 290 – 299. (United States of America).
4. **Badiru, I. O.**, Ladigbolu, T. A. and Bodaga, T. (2017). Listenership of Farmers' Digest Radio Program on Joy FM (96.5), Otukpo, Benue State, Nigeria, *Journal of Agricultural and Food Information* Vol. 18 No. 1: 44 – 52. (United States of America).
5. **Badiru, I. O.** and Sunmonu, I. V. (2018). Reportage and Framing of Pastoralist-Farmer Conflicts in Nigerian Newspapers. *Journal of Agricultural Extension* Vol. 22 No. 3: 1 – 8. (Nigeria).
6. **Badiru, I. O.** and Akande, T. I. (2018): Assessing the Success of “Cocoa na Chocolate” Musical Intervention in Mobilizing the Youth for Agriculture in Oyo State, Southwestern Nigeria. *Journal of Agricultural and Food Information* Vol. 19 No. 1: 55 – 65. (United States of America).
7. **Badiru, I. O.** and Akpabio, N. (2018). Farmers’ Utilization of Utom Inwang Agricultural Broadcast on Atlantic FM 104.5 Radio Station, Akwa Ibom State, Nigeria. *Journal of Agricultural and Food Information* Vol. 19 No. 4: 377 – 386. (United States of America).
8. **Badiru, I. O.** (2019). Nollywood’s Coverage and Framing of Agriculture in the Transformation Agenda Period (2013 -2014) in Nigeria, *Journal of Agricultural and Food Information* Vol. 20 No. 3: 277 - 290. (United States of America).
9. **Badiru, I. O.** (2023). Leveraging the Entertainment Industry to Drive Nigerian Agriculture: Expanding agricultural Policy Beyond the Usual. Policy Brief, NESG Non-Residential Fellowship Programme. 9 pages. (Nigeria).
10. **Badiru, I. O.**, and Soladoye-Adewole, T. J. (2024). Influence of Agriculture Portrayal in Ona Wura Movie on Youths’ Perception of Agricultural Career in Ibadan North Local Government Area of Oyo State, Nigeria. *The Nigerian Journal of Rural Extension and Development* Vol. 15 No. 1: 18 – 25. (Nigeria).

Research Focus

Rural development communication is my main area of research focus. It encompasses the use of communication media such as print, electronic and internet for informing and empowering various stakeholders in the rural economy.

Considering the peculiarities of the rural environment, radio use for communicating development has been a critical area of focus with efforts made at understanding the listenership variables of the dwellers. I have adapted the methodology used in measuring readership behaviour to generate improved and more empirical approach to measuring listenership. My findings revealed that although rural dwellers largely listen to rural development broadcasts on radio, their depth of listenership ranges from low to medium. Further, the utilisation of the broadcasts listened to was high, but constrained by factors related to infrastructure and finance.

In extending the frontier of knowledge on rural development communication, my research also focused on the agenda setting role of the media using coverage of various development issues in the print media. Findings indicate that print media in Nigeria do not generally give prominence to development related issues.

In a bid to explore the possibility of using entertainment education tools for rural development purposes, my research on the use of popular musical artistes, the Nigerian movie industry (Nollywood) and reality television shows in projecting agricultural messages confirmed that their use had been largely accidental and sparing, while they could be efficacious if the content and medium are appropriate.

The potential for the use of the internet for agricultural marketing purposes in the most urbanised state in Nigeria showed that it could be useful in the marketing of a number of luxurious agricultural produce.

The issue of sustainability in rural development communication has also been of interest in my research efforts. Research works were therefore conducted bothering on the disposition as well as the enablers of the disposition of the future development communicators and agriculturists. I found that interventions designed to project agriculture to secondary school students were fraught with inadequacies and the change in curriculum design could discourage many students from pursuing the profession. Further, societal disposition to the field of agriculture affects the self-esteem of university undergraduates studying agriculture in conventional universities.

In all, communication in rural development is critical regardless of the medium and the stakeholders involved.

Idris Olabode Badiru

Name



Signature

___11 – 07 - 2025___

Date