

Summary of Paper Publications

1. Agricultural Journalism

Badiru, I. O. and Olajide, B. R. (2022)

The chapter addresses topics like Agricultural journalism as a field of specialization, writing script for agricultural radio, television programme and newspaper. Rural community radio; Definition and meaning of community radio, Tips for rural radio broadcasting, Global challenges to rural community radio, Barriers and opportunities, stage-management and auditioning as well as studio broadcast.

2. Conceptualizing and Operationalizing Variables in Agricultural Extension Research

Akinbile, L. A., Badiru, I. O. and Daneji, M. I. (2022)

The chapter presents the concept of variables in research, ways of conceptualizing and operationalizing variables, the concept of measurement and the levels of variable measurement.

3. Factors Affecting the Listenership of Enlightenment Programmes on University of Ibadan Community Radio

Ladele, A. A., Ladigbolu, T. A. and Badiru, I. O. (2014)

Community radios are usually set up by members of the communities to serve their communal, developmental, social, economic and cultural objectives through enlightenment programming. These objectives cannot be achieved without good listenership. This study set out to determine the factors affecting the listenership of enlightenment programmes on University of Ibadan campus radio in its catchments areas. Multistage sampling procedure was used to select three categories of respondents (students, staff and catchment respondents) in the study area, giving a total of 100 respondents. Questionnaires and in-depth interview guide were used to collect information on listenership, listening pattern, listeners' perception, level of use of information and factors limiting listenership. Data were analysed using descriptive and inferential statistics. Many (68.8%) of the respondents listened to radio 1-5 hours per day with a favourable perception (98.5%) of enlightenment programmes listened to. There was a high level of use of information derived from the programmes by 61.5% of the respondents. Interruption during broadcasts ($\beta = 0.38$, $t = 3.04$, $p = 0.00$), uninteresting programme formats ($\beta = -0.00$, $t = -0.00$, $p = 0.10$) and irregular power supply ($\beta = 0.27$, $t = 1.87$, $p = 0.10$) were the major factors that affected respondents' listenership. Capacity of presenters should be built and a combination of programme formats should be adopted for effective programme delivery, while government should also improve the power situation in the country.

4. Reportage of Environmental Issues in Selected Nigerian Newspapers

Eucharia Ejowokoghene Obar, Idris O. Badiru, Temitope Shukurat Matesun

This study assessed the reportage of environmental issues in selected Nigerian newspapers. Purposive sampling technique was used to select three Nigerian daily newspapers (The Nation, Vanguard and Punch) based on indications of the report of environmental news and wide coverage of readers. The time frame for the study was 1st August, 2015 to 31st January, 2016. Data on frequency of reportage, space allotted and placement were collected and analysed using, percentages, mean and analysis of variance.

Results indicated that environmental issues were mostly reported in the month of August (34.4%, 23.9% and 24.5%) in The Nation, Vanguard and The Punch respectively within the space of 12-270cm² and mostly in the inner pages (99.1%) of the newspapers. Environmental issues differ significantly in space allotted ($F= 3.896$, $P= 0.05$) across the newspapers. Reportage of environmental issues in the selected newspapers was generally low in terms of frequency, space allotted and prominence. Government should sponsor environmental issues in Nigerian newspaper to improve on their reportage in view of its importance in sustaining mankind.

5. Exposure to Dada Onipaki and Farmers' Willingness to Adopt Vitamin A-Fortified Cassava in Oyo State, Nigeria

Badiru, I. O. and Uyamasi, I. M. (2022)

Vitamin A fortified cassava (VaFC) is one of the products of biofortification aimed at mitigating the effects of vitamin A deficiency in children and pregnant women. In order to promote the widespread of this innovation, entertainment education approach through the use of "Dada onipaki" video was deployed. This study evaluated the effects of exposure to Dada onipaki video on farmers' willingness to adopt vitamin A biofortified cassava (vAbc) in Oyo State, Nigeria. Using structured questionnaires, information was elicited from 187 respondents selected through a four-stage sampling procedure. Data were collected on respondents' change in knowledge, willingness to adopt vAbc and perceived constraints to adoption of vAbc. Knowledge of the perceived benefits of vAbc increased (from 52.9% to 71.7%) after exposure to the video. More respondents (84.5%) expressed willingness to adopt after exposure compared to 66.8% before exposure to the video. Lack of information on the processing of vitamin A cassava into other productsx 1.45 was a serious perceived constraint to adopting vAbc. There were significant differences in the knowledge of the perceived benefits of vAbc ($t=-6.687$) as well as the willingness to adopt vAbc ($t=-11.564$) before and after exposure to the video. Exposing cassava farmers to Dada onipaki video increased their knowledge of the perceived benefits of vAbc and willingness to adopt it. Therefore, the use of entertainment education in promoting agricultural innovation is recommended to supplement extension work.

6. Acceptability of Immunization Programme Among Rural Women of Reproductive Age in Oyo State, Nigeria

Badiru, I. O., Adeyanju, B. O. and Aina, A. S. (2023)

This study assessed the acceptability of immunization programme among rural women of reproductive age in Oyo state, Nigeria. A multistage sampling procedure was used to select 220 respondents for the study. Data on socioeconomic characteristics, common ailments, awareness of and sources of information on immunization programme, acceptability of immunization and willingness to pay for immunization were collected through questionnaire and analyzed using both descriptive and inferential statistics. Majority of the respondents had mean age of 26.63 ± 6.6 years, were Christians (50.9%), married (89.9%), had mean household size of 3 ± 1 , had formal education (75.2%), with mean monthly income of $16,789 \pm 8,980$, and had trading as their major occupation (59.6%). Measles was confirmed to be the most common ailment (98.6%) in the study area and about 34.9% of them visit the health center to obtain information about immunization. Majority (64.1%) of the respondents had high awareness, while a substantial proportion (58.6%) had high

acceptance rate for different immunization programmes. Majority (71.4%) also had high willingness to pay for different immunization programmes. A significant relationship existed between awareness of immunization programme ($r=0.428$, $p=0.000$), sources of information on immunization programme ($r=0.271$, $p=0.000$), constraints faced by respondents in immunization programme ($r=-0.212$, $p=0.002$), willingness of respondents to pay for immunization programme ($r=-0.683$, $p=0.000$) and acceptability of immunization programme in the study area. Respondents accepted and were willing to pay for immunization programmes. Cost of immunization of child should be made affordable so as to sustain the willingness of the respondents to pay for the services.

7. Adherence to Strategic Communication Principles Among Agribusinesses in Southwestern Nigeria

Olatunji, O. F. and Badiru, I. O. (2024)

The adoption of strategic communication is expected to aid agribusinesses in circumventing the stiff competition pervading the business environment. Hence, this study investigated the adherence of agribusinesses in the study area to strategic communication principles. Multistage sampling procedure was used in selecting 265 staff of agribusinesses stratified into Farming Inputs Supply (FIS); Producing Firms (PrF); Processing Firms (PF); and Food Marketing and Distribution (FMD). Structured questionnaires were administered to elicit information on constraints to deployment of strategic communication and adherence to its principles among others. Data were described using frequency and percentages. Insufficient financial resources (mean = 0.97), security issues (mean = 0.95) and power supply issues (0.92) were the highest ranked constraints to deployment of strategic communication for all the agribusinesses. Adherence to strategic communication principles was high (59.5%) among the agribusinesses, with PrF being the highest in planning (67.6%), implementation (77.0%) and feedback (71.6%), while PF was the least in planning (36.1%), implementation (50.0%) and feedback (41.7%). Adherence to strategic communication principles was generally high among the agribusinesses and should be sustained for enhanced customer satisfaction.

8. Measuring the Impact on Farmers Agricultural Radio and Television Programs in Southwest Nigeria.

Yahaya, M. K. and Badiru, I. O. (2002)

In Nigeria, as in many other countries, limited numbers of extension agents (one to 4,000 farmers) make it impossible to reach all farmers by interpersonal means. For this reason, radio and, more recently, television have been used by agricultural organizations to disseminate relevant agricultural information to larger numbers of farm families at minimal cost and to areas hitherto not accessible to extension agents on a regular basis. While prior studies have confirmed that these radio programs have large audiences, there has been less attention to the perceptions farmers hold about the specific benefits these programs provide. The purpose of this study was to examine the performance of two long-running Nigerian agricultural programs, one for radio and the second for TV, as perceived by 198 randomly selected farmers in Oyo State of southwest Nigeria. Results indicate a very positive assessment of both specific program components and the value of the two programs for improving agricultural production across 12 perceptual dimensions.

9. Employment Prospects of Agricultural Extension and Rural Development Graduates in the Broadcasting Industry of Southwest Nigeria

Oladeji, J. O. and Badiru, I. O. (2007)

This study was designed to investigate the employment prospects of Agricultural Extension and Rural Development (AERD) graduates in the broadcasting industry. Media practitioners (N = 96) representing 19 broadcasting stations across three states recorded their perceptions of the prospects of AERD graduates in the broadcasting industry. Findings revealed that AERD graduates are very few (4.2%) in the industry and vacant slots exist to be filled. However, these vacancies are mostly for independent broadcasts (89.5%) in the evening (81.6%) with the most probable limiting problem being adverts/sponsorship sourcing (75.9%). Further analyses showed that media practitioners are mostly neutral (63.5%) in their perception of the employment prospects of AERD graduates in the broadcasting industry. There exists a significant difference in the perceptions of media practitioners from public and private broadcasting houses ($F=6.95$, $p<0.05$) on the employment prospects of AERD graduates in the broadcasting industry. There is also a significant difference in the perceptions of agricultural broadcasters, management staff and non-agricultural broadcasters ($F=20.52$, $p<0.05$), on the employment prospects of AERD graduates in the broadcasting industry, while there is no significant difference in the perceptions of the media practitioners across the three states on the employment prospects of AERD graduates in the broadcasting industry ($F=0.56$, $p>0.05$). AERD departments in universities nationwide should enhance their curricula to include the rudiments of broadcasting so they can produce graduates who can package good agricultural and rural development programs which are attractive enough for sponsorship and advert- placements on both radio and television.

10. Listenership of Radio Agricultural Broadcasts in Southwestern Nigeria

Adekoya Adegbeniga Emmanuel and Badiru Idris Olabode

Agricultural broadcasts on radio play a major role in agricultural extension and rural development in Nigeria due to the low ratio of extension agents in relation to the farming population. The broadcasts have been on air for some time and therefore there is a need to investigate their acceptance among the rural dwellers in Southwestern Nigeria. Multistage random sampling technique was used to select 450 respondents from three out of the six states that make up Southwestern Nigeria. They were asked to respond to an interview schedule designed for the study. Out of the returned schedules, 438 were found suitable for analyses. Results showed that agricultural broadcasts enjoyed wide listenership (94.1%) among the respondents, many of whom (69.0%) had medium listenership index (64.3%). Rural dwellers' educational attainment was significantly related to listenership of rural development broadcasts ($\chi^2 = 69.619$), while there was no significant relationship between rural dwellers' perception ($r = -0.080$, $P > 0.05$) of agricultural broadcasts and listenership of agricultural broadcasts. Since agricultural broadcasts enjoyed wide listenership and were found to be potentially beneficial to the rural dwellers, they should be sustained, while avenues of improving the programming should be explored.

11. Fadama III Beneficiaries' Adherence to Project Guidelines in Ogun State, Nigeria **Badiru, I. O.**

Fadama III project in Nigeria like other community driven development projects is faced with a lot of challenges in spite of the laudable goals and approach. A major challenge of the projects is non-adherence to implementation guidelines among the implementers and beneficiaries. This study therefore assessed the adherence of project beneficiaries in Ogun state to the Fadama III implementation guidelines in order to make necessary recommendations to the implementers for proper management. Ijebu division was randomly selected out of the four (4) divisions in Ogun state. Two (2) out of the six (6) local government areas (LGAs) constituting the division were randomly sampled for the study. All the eight (8) registered Fadama Community Associations (FCAs) in the two LGAs were sampled. Eight focus group discussions (FGDs) and four in-depth interviews with key informants (IDIs) were used to verify secondary data obtained from the records of the FCAs. Adherence to project implementation guidelines ranged from fair to high while adherence to procurement guidelines and Fadama users' equity fund (FUEF) requirements needed to be improved. Beneficiaries were over expectant of the benefits accruable from the project, which led to reduction in their enthusiasm towards the project because of its slow implementation. It was recommended that the implementers should keep up their efforts at sensitising beneficiaries on the implementation guidelines of the project, re-work their strategies at addressing procurement and FUEF inadequacies among the beneficiaries and fast-track the delivery of project benefits in the communities.

12. Newspapers' Readership among College of Agriculture Students in Oyo State **Fawole O. P., I. O. Badiru and B. T. Olatunji**

Development practitioners are constantly in search of appropriate media to reach specific target groups in the development process. Newspapers are relatively more suitable for the literates. This study therefore investigated the readership of newspapers among college of agriculture students in Oyo state. A total of 162 respondents were randomly selected and administered with questionnaire on areas such as newspapers reading status, types of newspapers read, frequency of reading of newspapers, preferred newspaper segment, information sourced and constraints to readership of newspapers. Descriptive statistics, chi-square and PPMC were used to analyse the collected data. Results show that many of the respondents (64.8%) read newspapers with The Punch being the most read (39.1%). Many respondents (43.8%) read weekly, while news segment was the most preferred (40 points) by the respondents. Also, educational (120 points) and agricultural information (117 points) topped the list of information sought by the respondents while cost was the most limiting factor (85.8%) in the readership of newspapers. Respondents' sex ($X^2 = 13.25$, $p \leq 0.05$), sponsorship ($X^2 = 15.58$, $p \leq 0.05$) and level of study ($r = -0.22$, $p \leq 0.05$) were significantly related to frequency of reading. Information targeted at students will be more likely received if packaged in the news form while access to newspapers could be improved by stocking of college libraries with newspaper copies for free reading.

13. Perceived Effectiveness of Agricultural Information Channels (AIC) in Marketing of Poultry Eggs in Ijebu North-East Local Government Area of Ogun State **Fawole O. P. and Badiru, I. O. (2014)**

The productivity of the poultry industry like any other industry is hinged on adequate dissemination of information through appropriate channels. This study assessed the perceived effectiveness of agricultural information channels in marketing of poultry eggs

in Ijebu North East local government area of Ogun state. Fifty-four randomly selected poultry farmers and an equal number of purposively selected marketers were administered with questionnaires. Data on socioeconomic characteristics, availability and extent of use of AIC as well as perceived effectiveness of the channels were collected and analysed. Results showed that more of the farmers were male (81.7%) compared to the marketers, majority of the respondents had formal education (91.7%) and had over five years of experience in their trades (94.4 and 90.7%). Mobile phone was the most readily available and utilised AIC (97.2% and $x = 1.46$) while the presence of extension agents was not very pronounced (62.0% and $x = 0.73$). Inconsistent power supply ($x = 1.52$) was the most limiting constraint to the use of the AIC. There was significant difference in the perceived effectiveness of AIC among poultry farmers and marketers ($t=3.833$, $p \leq 0.005$). Sustained use of preferred channels of information was thus advocated while extension agents were urged to step up their activities.

14. Private Sponsorship of Rural Development Broadcasts on Radio in Southwest Nigeria Badiru, I.O and Adekoya, A.

The study explored the private sponsorship prospects of rural development broadcasts (RDBs) on radio in Southwest Nigeria. Forty private sponsors of programmes were randomly selected for the study. Questionnaire was used to collect data on private sponsorship status of RDBs, reasons for broadcasts' sponsorship, factors hindering RDBs sponsorship and willingness to sponsor RDBs. Frequency counts and binomial logit were used to analyse the resulting data. There was a low sponsorship status (26.7%) of RDBs among the sponsors. Inadequate knowledge of benefits derivable from sponsorship of RDBs (30%) hindered sponsorship of RDBs while increased sensitisation on these benefits (40%) would enhance their sponsorship status. Increased brand awareness was the most important reason (46.7%) that propelled sponsors to support broadcasts. Most sponsors (66.7%) would be willing to support RDBs on radio. Sponsors' characteristics were not significantly related to their willingness to sponsor RDBs. Stakeholders in rural development broadcasting should therefore step up their sensitisation campaigns among prospective sponsors to intimate them of the listenership strength of RDBs in the area in order to improve the sponsorship situation.

15. Listeners' Perception of Enlightenment Programmes of University Community Radios

Ladigbolu, T. A., Ladele, A. A. and Badiru, I. O. (2014)

Community broadcasting is a means of information dissemination, and it is of immense benefit to communal life. The study examined listeners' perception of enlightenment programmes on University of Ibadan and Obafemi Awolowo University radios. A total of 200 respondents comprising 80 students, 60 staff and 60 catchment respondents were administered questionnaires. About half of the respondents listened to the programmes, while the non-listeners were restricted mainly by lack of signal. Children programme was the most preferred programme type, while drama/play format was the most preferred format. There was generally an unfavourable perception of the programmes by the listeners. It recorded significant difference in the perceptions of enlightenment programmes between the two citadels of learning as well as that the primary and secondary

communities of University of Ibadan. Radio drama programme format was advocated for enhanced listenership.

16. Appraisal of the First Phase of the School Farm Programme in Oyo State

Ladele, A. A., Badiru, I. O.

Youth's interest in agriculture is crucial to the sustainability of the Agricultural Transformation Agenda (ATA). The attempt to renew this crucial but dying interest through the School Farm Programme in Oyo state is currently moving towards its second phase. Therefore, an enquiry into the operations of the programme in its first phase becomes imperative for better programme delivery. In-depth Interview (IDI) with key informants was used to elicit information from principals, agricultural science teachers and participating students from three out of the eleven schools that participated in the programme based on enterprise being managed. Data on programme characteristics, achievements of the programme, inhibiting factors and areas of further improvement were collected and analysed qualitatively. Schools benefitting from the programme participated in one of the enterprise (arable, poultry or fishery) promoted under the programme while participating students felt that agriculture was worth being pursued as a future career. Inadequate manpower was a major inhibiting factor in the programme while capacity building of supervising officers and provision of incentives to participating students were advocated for enhanced project delivery. The programme was successful at enhancing the interests of the students in pursuing career in agriculture. The next phase of the project should be supported by a detailed implementation manual while incentives are provided for the implementers for more effective delivery.

17. Programme Format Preferences of Rural Development Broadcasters and Listeners in Southwestern Nigeria

Badiru, I. O. and Yekinni, O. T.

Convergence in rural development broadcast format preferences among broadcasters and listeners is crucial to enhancing listenership of rural development broadcasts. This study investigated broadcasters and listeners' format preferences in southwestern Nigeria. Thirty broadcasters and 438 listeners were administered with questionnaires. Data were collected on commonly used programme formats and respondents' preferences. Lecture, interview, news and group discussion were the commonly used formats. Broadcasters preferred lecture format (95 points) to interview format which was preferred by the listeners (1073 points). There were significant differences in the preferences of broadcasters and listeners for lecture ($t = -3.007$, $p < 0.05$) and group discussion formats ($t = 5.006$, $p < 0.05$). Rural development broadcasters should continue using the interview format due to its preference by the listeners.

18. 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

Badiru, I. O., Fawole, O. P. and Nkwocha, C. A.

This study investigated the utilisation of Access to Global On-line Research in Agriculture (AGORA) by final year undergraduate students of the Faculty of Agriculture and Forestry,

University of Ibadan. A total of 140 respondents were selected from the eight departments in the faculty using simple random sampling technique. Data collection was done using a structured questionnaire and the data were analysed using both descriptive (frequency, percentage, means) and inferential statistics (Chi-square and PPMC) at $P=0.05$. The results revealed that 52.1% of the respondents were female, 90% were single, 97.1% were computer literate and the mean age of the respondents was 24 years. About 67.1% had high level of awareness on AGORA. Constraints to the use of AGORA identified included irregular power supply (64.3%), limited access to AGORA password (52.8%), and lack of awareness (49.3%). Significant relationship existed between level of awareness and use of AGORA ($r=0.334$; $p=0.05$). There was no significant relationship between constraint and utilisation of AGORA ($\chi^2=3.334$; $p>0.05$). Hence, there is a need for increased publicity in order to encourage attitudinal change and improve the utilisation of AGORA by the students. Keywords: AGORA, online research, utilisation of AGORA.

19. Sustainability of the Benefits Derived from Fadama II Critical Ecosystem Management Project in Eriti Watershed of Ogun State

Badiru, I.O. & Olaoye, A.D.

This study investigated the sustainability of the benefits derived from Critical Ecosystem Management Project in Ogun State. Interview schedule was used to elicit information from 166 respondents randomly drawn from three communities in the project's catchment area. Data on beneficiaries' involvement, benefits derived and satisfaction as well as constraints to benefits derived from the project were collected. Frequency counts and Students' t-test were used to analyse data. Many of the beneficiaries (55.4%) generally had high level of involvement in the project, but reported low involvement in the selection of service providers ($\bar{x}=1.36$) and decision on how much to pay them ($\bar{x}=0.96$). Meanwhile, bee hives and other honey making equipment recorded the highest proportion (85.0%) of beneficiaries. About 57.2% of the beneficiaries had high level of satisfaction with the benefits derived from the project but were constrained by lack of technical knowledge and maintenance ($\bar{x}=0.8072$). There were significant differences in the statuses of benefits derived from bee hives ($t=-25.39$) ($p\leq0.05$), bee making equipment ($t=-33.221$) ($p\leq0.05$), snail ($t=-33.681$) ($p\leq0.05$), grasscutter weaners ($t=-136.106$) ($p\leq0.05$) and plantain plantations ($t=9.717$) ($p\leq0.05$) between project intervention period and current period. Benefits derived from the project were not well sustained by the beneficiaries. Future projects should improve on the involvement of beneficiaries in procuring service providers in addition to been exposed to capacity building workshops on asset maintenance to enhance their sustainability.

20. Readership of Oriwu Sun community newspaper in Ikorodu, Lagos State, Nigeria

Idris Olabode Badiru & Sherifat Taiwo Ajao

Community newspapers are designed to fill the information gap created by the urban-centric nature of conventional media houses. This aim cannot be achieved without reading the disseminated messages by the target population. This study assessed the readership of Oriwu Sun community newspaper in Ikorodu area of Lagos state. Multistage sampling was used to select 240 respondents from three Local Government/Council Development Areas. A structured questionnaire was administered to elicit information on demographic characteristics, awareness, readership status and readership scores from the sampled

respondents. Data were analysed using frequency counts, chi-square and PPMC at 0.05 level of significance. Results showed that respondents had the mean age of 39 years; 59.2% male; mostly with higher education (66.0%) and had lived in the community for about 16 years. Many of them (76.0%) were aware of the community newspaper, and 65.0% reported that local content was the main attraction for its readers while nonreaders were constrained by access (50.2%). Despite the low readership base, the community newspaper had high readership scores among the readers. Education ($2 = 30.147$, $p \leq 0.05$) and perceived size of community ($2 = 11.286$, $p \leq 0.05$) were significantly related to the readership of the community newspaper. It is therefore recommended that the publishers should improve on their Oriwu Sun community newspaper distribution strategies.

21. Utilization of Agricultural Information on Ere Agbe Radio Broadcasts Among Farmer-Listeners in Oke-Ogun Area of OyoState, Nigeria

Idris Olabode Badiru, Molayo Elizabeth Akande, and Temitope Adejoju Ladigbolu

This study assessed farmers' utilization of agricultural information on Ere Agbe radio broadcasts in the Oke-Ogun Area of Oyo State. Data were collected on appropriateness, utilization of agricultural information, and constraints to access, from 160 farmer-listeners using an interview schedule. The appropriateness of information was low (51.9%); 47.5% utilized information highly; irregular power supply ($M = 1.3125$) was the main constraint to information access. The perceived appropriateness ($r=.89$, $p<0.05$) and constraints faced ($r=-0.29$, $p<0.05$) were significantly related to utilization of agricultural information. Broadcasts should address farmers' needs, while cheap, alternative power sources should be explored.

22. Adherence to Cooperative Principles among Agricultural Cooperatives in Oyo State, Nigeria Badiru, I.O., Yusuf, K.F. and Anozie, O.

This study assessed agricultural cooperatives' level of adherence to cooperative guiding principles in Oyo State, Nigeria. Multi stage sampling procedure was used to select 126 respondents for the study. Data on group characteristics, level of awareness, adherence and constraints to adherence to cooperative principles were collected using structured questionnaire and analysed using chi square at 5% level of significance. The mean year of existence of the cooperatives was 10years while the mean membership size was 44. In addition, many of the cooperatives (44.4%) were fairly strong financially. More than half (53.2%) of the respondents had high level of awareness of the cooperative principles while 57.1% had high level of adherence to the principles. Meanwhile, inadequate financing and loan recovery difficulty ($\bar{x}=1.4$ each) were the main constraints to adherence to the principles. There was a significant relationship between respondents' level of awareness and adherence to the cooperative principles ($r = 0.013$, $p \leq 0.05$). Agricultural cooperatives in the area largely adhered to the cooperatives principles. However, capacity building on innovative financial sourcing and loan recovery mechanisms should be embarked upon by management to enhance the adherence.

23. Agricultural Extension Students' Perception of Career Prospects in Rural Development Broadcasting

Badiru, I. O., Aboluwarin, T. O. and Adejumo, A. A.

Rural development broadcasting is crucial in the dissemination of improved technology and sustained livelihood among rural dwellers. Agricultural extension students are positioned to become future rural development broadcasters. Hence, the study examined agricultural extension students' perception on career prospects in rural development broadcasting. The study was carried out in the University of Ibadan, Oyo state. Simple random sampling technique was used to select a total of 170 respondents. Data were collected with the aid of structured questionnaire. Data analysis was done using chi-square and Pearson's Product Moment Correlation. The results showed that most of the respondents were male (51.8%), single (60.0%) with an average age of 32 years. Poor funding of agriculture by government ($x=1.64$), inadequate sponsorship in agricultural broadcasting ($x=1.58$), uncertainty of job availability in rural broadcasting ($x=1.56$) and poor awareness on career prospects in rural development broadcasting ($x=1.54$) were major constraints to students taking up career prospects in rural development broadcasting. Most (55.0%) of the respondents had favourable disposition towards career prospects in rural development broadcasting. Respondents' age ($r=-0.342$, $p \leq 0.05$), membership of campus press organisations ($\chi^2=0.650$, $p \leq 0.05$) and constraints to career prospects in rural development broadcasting ($r=-0.238$, $p \leq 0.05$) were significantly related to students' perception of career prospects in rural development broadcasting. Efforts should be made by various stakeholders in increasing the awareness of students on the career prospects of rural development broadcasting.

24. Perceived Effectiveness of the Midwives Service Scheme among Beneficiaries in Oyo State, Nigeria

Adegoke, B. A., Fawole, O. P. and Badiru, I. O.

The Midwives Service Scheme (MSS) was established by the Federal Government of Nigeria to reverse the country's unacceptably high maternal and neonatal mortality. It has been in operation for over five years (2009) and it became imperative to review its success. This study therefore assessed the effectiveness of the Midwives Service Scheme (MSS) in Oyo state. The study was carried out in Akinyele, Lagelu and Ibarapa East Local Government Areas (LGAs). Multi-stage sampling procedure was used to select 135 beneficiaries from the study area. Data on characteristics of the respondents, benefits derived, constraints to effectiveness and perceived effectiveness of the scheme were collected through structured questionnaire administered to (135) beneficiaries of MSS in Oyo state. Data were analysed using descriptive and inferential statistics, including Chi Square, Pearson's Product Moment Correlation (PPMC). Results showed that respondents benefited to a large extent from skilled birth attendants (97.0%), Antenatal care (94.1%) and 24 hours qualified managed service (94.1%). Ambulance service was the only activity which majority of the beneficiaries (97.8%) were not satisfied with. Beneficiaries (68.1%) perceived the MSS as highly effective, while poor ambulance services ($\bar{x}=1.93$) and erratic power supply ($\bar{x}=1.79$) were the most limiting constraints faced by the beneficiaries. MSS was substantially effective in achieving its set objectives in the study area in spite of the constraints being faced. Ambulances should be made available to PHCs so as to enhance referral system.

25. Consumers' Inclination to Utilize Online Marketing Portals for Agricultural Purchases in Lagos, Nigeria

Idris Olabode Badiru and Odunayo Ebenezer Afolabi

ABSTRACT This study assessed consumers' inclination to utilize online marketing portals in Lagos, Nigeria. Data were elicited from 120 consumers using questionnaires. Descriptive and inferential analyses showed that many consumers (53.3%) had a low inclination to utilize online marketing portals for purchasing agricultural produce. They, however, had a higher inclination ($X = 0.5000$) for yam flour and certain livestock products. Consumers were mainly motivated by convenience and comfort ($X = 1.8000$) but constrained by risk of fraud ($X = 1.2750$) in utilizing e-marketing for agricultural purchases. Products with a higher consumer inclination can be tried on a pilot scale.

26. Students' Perception of West African Agricultural Productivity Programme Adopted Schools Programme in Oyo State, Nigeria

Samuel, J. E., Fawole, O. P. and Badiru, O. I.

This study examined students' perception of the effectiveness of adopted school programme in Oyo State. Primary data were collected using structured questionnaires from 90 respondents using multi-stage procedure. Data were subjected to both descriptive and inferential statistics at $p=0.05$. The results show that 72.2% of the respondents were between 15-16 years, 51.1% were in SS2 and mostly females (58.1%). Also, 48.9% owned farm at home and 61.1% had farming background. The students were exposed to maize (77.8%), cassava (77.8%), poultry (66.7%), fishery (44.4%) and rabbitry (44.4%) production. Major constraints were lack of interest ($x=2.00$), inadequate equipment in agricultural laboratory ($x=1.93$) and lack of home garden ($x=1.82$). More than half (55.6%) of them were favourably disposed to the programme while respondents' farming background ($r=3.740$, $p \leq 0.05$) was significantly related to their perception of the programme. It was recommended that West African Agricultural Productivity Programme officials should focus more attention on educating students in areas that are more technologically inclined such as in animal breeding, vaccination and crop processing instead of only in areas involving manual labour such as in planting, weeding and sanitation of pen.

27. Gender Analysis of Access and Utilisation of Information and Communication Technologies in Ekiti state, Nigeria

Yekinni, O. T., Sunday, K. M. and Badiru, I. O.

There is disparity in access to Information and Communication Technologies between male and female especially in developing countries. This study did a gender analysis of access and use of ICTs in Ekiti state, Nigeria. Multistage sampling procedure was used to select 178 respondents. Data collected were analysed using descriptive statistics and ttest at $\alpha 0.05$. Radio (198.7), mobile phones (186.4) and television (182.9) were the mostly accessed ICT tools. More (30.7%) male had appreciable access to ICTs than (25.6%) female. Also, more (25.6%) male use ICTs appreciably than (23.9%) female and the pattern of ICT preferences (radio, television, and mobile phone) were the same among them. More (35.8%) female had substantial constraints to ICTs than (22.7%) male, and significantly different ($t=-3.744$) in constraints to ICTs access and use.

28. Listenership of Farmers' Digest Radio Program on Joy FM (96.5), Otukpo, Benue State, Nigeria

Idris Olabode Badiru, Temitope Adejoju Ladigbolu, and Thaddeus Bodaga

The study investigated listenership of the Farmers' Digest radio program on Joy FM (96.5) in Otukpo, Benue State, Nigeria. A questionnaire was used to collect data on listenership of Farmers' Digest, preferred segment, listeners' perception, and factors limiting listenership of the program from 150 respondents. Farmers' Digest enjoyed wide listenership (56.3%) and a favorable perception (74.4%). Discussion (M = 1.79) was the most preferred segment and irregular supply of electricity (M=1.64) was the most limiting listenership factor. Perception was significantly related to program listenership ($r = .484$). The program design should be sustained, while identified constraining factors should be mitigated for enhanced listenership.

29. Benefits of Zucchini Crop Cultivation among Farmers in Oluyole Local Government Area of Oyo State

Badiru, Idris Olabode and Moronkunbi, Sekinat Abiola

This study assessed the benefits derived from the cultivation of zucchini crop among farmers in Oluyole Local Government Area of Oyo State. Data were collected from 79 farmers on socioeconomic characteristics, access to information and knowledge of the potentials of zucchini cultivation as well as constraints to and benefits derived from zucchini cultivation. Frequency counts and percentages were used to describe the data. Majority of the farmers had minimum formal education (75.9%) and over 10 years of farming experience (86.1%). Many (46.8%) had large household size (9 – 13 members), small holdings of 3 – 5.9 hectares (63.3%) and mostly (91.1%) cultivated Middle Eastern zucchini varieties. Access to information on zucchini was mainly through zucchini merchants ($x=1.76$), extension agents ($x=0.90$) and radio ($x=0.54$). The majority (60.8%) however, had low knowledge of the potentials of zucchini cultivation. The main constraints to its cultivation were inadequate storage facilities ($x=1.96$), low awareness of the value and potential of zucchini ($x=1.95$) and high cost of inputs ($x=1.24$). The major benefit derived from the cultivation of the crop was increased income ($x=1.94$). There was no significant relationship between knowledge of the potentials and benefits derived from the cultivation of zucchini. Awareness campaign on the potentials of the crop should be created while farmers' capacity on appropriate storage technologies should be enhanced.

30. Assessing the Success of “Cocoa na Chocolate” Musical Intervention in Mobilizing the Youth for Agriculture in Oyo State, Southwestern Nigeria

Idris Olabode Badiru and Temitope Ibiwumi Akande

The study assessed the success of “Cocoa na Chocolate” musical intervention for agricultural mobilization in Oyo State, Nigeria. Responses from 160 randomly selected students on awareness, exposure, retention, perception, and constraints to utilizing its message using structured questionnaires were analyzed. Most respondents (88.8%) had contact with the album, many (55.6%) were aware of its agricultural content, heard it six times, and most (76.1%) retained the contents. More (54.9%) had an unfavorable perception of its mobilization potential, and were constrained to utilize its message by credit facilities (M = 1.0938). Workable agricultural credit schemes are needed to complement future mobilization efforts.

31. Reporting of aquaculture issues in Nigerian newspapers

Omitoyin S. A., Adegoke O. I., Olajide B. R. and, I. O. Badiru

Newspapers, like other media types determine to a large extent the level of attention given to an issue by the government and the public due to the coverage of such issues. This study assessed the reportage of aquaculture issues in selected Nigerian newspapers with a view to ascertain its importance in the day-to-day lives of the reading public. Variables measured included types of story, sources, placement and space allotted to aquaculture related stories. Data were analysed using both descriptive (frequency, percentage) and inferential (Analysis of Variance) statistics at $p < 0.05$. Results show that production was the most reported issues (38.9%) in area of the value chain, while the combination of production and marketing were the least reported (8.3%). Government officials (37.5%) provided most of the information disseminated by the media. The mean space allotted to aquaculture issues was 240.9722cm², while 51cm² and 600cm² were the minimum and maximum, respectively. Majority of the articles (90.3%) were placed on less important pages of the newspapers. The quantum of coverage of aquaculture issues by the media in Nigeria dailies was limited and prominence was low. Nigeria's press needs to do more in the coverage of aquaculture issues.

32. Farmers' Utilization of Utom Inwang Agricultural Broadcast on Atlantic FM 104.5 RadioStation, AkwaIbomState, Nigeria

Idris Olabode Badiru and Nsikakabasi Akpabio

This study examined farmers' utilization of the Utom Inwang agricultural program on Atlantic 104.5 FM radio station. Data on listenership, utilization and constraints to utilization of information aired on the program were obtained from 150 randomly selected farmers. Although more of the respondents (53.3%) had a low listenership status, utilization of information was high (54.7%). Constraints to utilization were lack of finance ($x = 1.51$) and poor feedback ($x = 1.21$). Farming experiences ($r = 0.188$, $p > 0.05$) and annual income ($r = 0.376$, $p > 0.05$) were significantly related to utilization of the broadcast. Utom Inwang should be sustained, while financial information and feedback mechanisms should be improved upon.

33. Reportage and Framing of Pastoralist-farmer Conflicts in Nigerian Newspapers
Badiru Idris Olabode and Sunmonu Ifeoluwa Victoria

The study examined the reportage and framing of pastoralist-farmer conflicts in the newspapers. Three top newspapers (Punch, Vanguard and The Nation) were randomly selected for analysis. The coverage period was January to December, 2016. Variables measured include nature of covered issues, frequency of reportage, space allotted, placement and frames. Frequency counts, percentages and Analysis of Variance (ANOVA) were used to analyse the collected data. Calamity/killing (40.0%) was the most covered issue across the papers, while Vanguard newspapers had the highest (48.2%) reportage of and largest (470cm²) space allotment to the issue. The paper also gave the issue more (60.7%) prominence than other newspapers. More (52.0%) of the issues reported had ethnic slants in their frames, with Vanguard having the largest proportion (40.0%). There was a significant difference in the spaces allotted to pastoralist-farmer conflicts across the newspapers ($F = 3.418$, $p \leq 0.05$). The current framing of pastoralist-farmer conflicts in the newspapers could aggravate the existing tension along ethnic lines. Newspaper editors are implored to be more socially responsible in their publications.

34. 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

Idris Olabode Badiru, Bolanle Aluko, and Adewale Adisa Adejumo

This study investigated teachers' perception of the effect of the new education curriculum on the choice of agriculture as a career among secondary school students in Oyo State. A proportionate sampling method was used to select 102 respondents whose information was analyzed using descriptive and inferential statistical tools. More of the respondents (55.8%) had an unfavorable perception of the effects of the new curriculum on students' career choice. Perceptions of agricultural science teachers in rural and urban areas did not differ. There is need for review of the curriculum to inculcate the importance of agriculture in young people.

35. Nollywood's Coverage and Framing of Agriculture in the Transformation Agenda Period (2013–2014) in Nigeria

Idris Olabode Badiru

The study analyzed 108 films released during the transformation agenda period. The proportion, frequency, centrality and framing of agricultural content in the movies were reviewed. Data obtained were described using frequency counts and percentages. One out of three movies screened had agricultural content, which was either one or two scenes in the movie (80.0%). Such content was mostly peripheral (89.0%) to the themes of the films and negatively framed (60.0%). Potentials of the industry for agricultural purposes were poorly utilized by government. Government should partner with Nollywood to portray agriculture in a positive light for improved citizens' attitude toward agriculture.

36. Farmers' preference for agricultural radio programmes in Niono area of Segou, Mali
Tijani, S. A., Traore, A. B. and Badiru, I. O.

This study examined farmers' preference for agricultural radio programmes in Niono area of Segou, Mali. Data on farmers' radio set ownership, listening time and listenership of agricultural radio programmes were obtained from 205 randomly selected respondents. Data were analysed using descriptive (percentages) and inferential statistics (Chi-square and Pearson's Product Moment Correlation) at $\alpha=0.05$. Most farmers had high radio set ownership (79%), preferred listening to radio in the evening (61.50%) but had low listenership status (60.5%). The respondents preferred listening to Cikelaw ka Kene from Kaira radio station ($\bar{x} = 1.2683$). Farmers' radio set ownership ($X^2 = 39.623$), listening preferred time ($r = 0.22$) and their listenership status ($r = 0.696$) were significantly related to farmers' radio agricultural programme preference. Broadcast of Cikelaw ka Kene from Kaira radio station should be sustained, while relevant agricultural information should be targeted at the evening period to enhance listenership among farmers in the study area.

37. Educators' perception on the choice of agriculture as a career among youth in Oyo state, Nigeria

Badiru, I. O., Obabire, F. F. and Aina, A. S.

This study investigated the educators' perception on the choice of agriculture as a career among youths in Oyo State. Structured questionnaire was used to collect data from 207 respondents (teachers and parents) who were randomly selected for the study. Data were

collected on respondents' personal characteristics, awareness of career options in agriculture, preferred occupation for wards, factors determining preference and perception of respondents on agriculture as a career choice. Data were analysed using frequency counts, percentage, mean and Pearson Product Moment Correlation (PPMC) at 0.05 level of significance. The mean age of the respondents was 36.8 years. More of them (55.1%) were males, married (56.0%), had some form of tertiary education (82.1%) and employed in the education profession (43.5%). Many (54.6%) had high level of awareness of the career opportunities in agriculture and ranked agriculture as the second most preferred occupation for their wards (\bar{x} = 2.23) after medicine (\bar{x} = 2.24). High income expectations (\bar{x} = 1.63) ranked as the most important factor determining preference for any career and more of them (54.1%) had favourable perception of their wards taking up a career in agriculture. Significant relationship existed between awareness of career options in agriculture and perception of agriculture as a career choice ($r=0.255$, $p\leq 0.05$). Educators were favourably disposed to agriculture as a career choice for their wards, although considered second to medicine. Stakeholders should sustain the public awareness of the potentials of agriculture as a high income generating occupation.

38. Reportage of Forestry-Related Issues in Selected Nigerian Newspapers

Badiru, I. O., Akanbi F. S. and Obar, E. E.

Sustainable forest management is central to reducing climate change impact. The media can help impress this importance on the minds of policymakers and the general public. However, the extent to which the media is carrying out its agenda-setting role in this respect is not absolute. This study, therefore, examined the reportage of forestry-related issues in Nigerian newspapers. A purposive sampling technique was used to select three Nigerian daily newspapers (Punch, Guardian and Vanguard) that have wide readership and report on forestry-related issues. The study was carried out between 1st January and 31st June 2016. Data on type of issues reported, the frequency of reportage, space allotted and placement was collected and analysed using frequency counts, percentages and mean and Analysis of Variance (ANOVA). The result of the findings show that more than half of the forest-related issues reported were on public awareness (64.7%) with the modal frequency of reportage being 11-20 days (41.2%) while modal space allotted was 66-767 cm² (76.5%). All issues (100%) were placed on the inner pages. Forestry related issues were not adequately covered in the newspapers. The study recommends that Government sponsor or subsidise forest related news in Nigerian newspapers to increase their reportage.

39. Residents' Assessment of Farmers-Pastoralists Conflict in Enugu State, Nigeria **Urama, K. O., Badiru, I. O. and Nwaogu, F. K.**

This study focussed on residents' assessment of farmers-pastoralists conflict in Enugu State Nigeria. Multistage sampling procedure was used to select 120 farmers from three Local Government Areas in Enugu State. Data were collected using structured questionnaire, focus group discussion and in-depth interview. Data were analyzed using descriptive statistics while the hypothesis was tested using Chi-square and PPMC. The mean age of the respondents was 46 years. The majority (79.2%) of the farmers were married and 86.7% were male. The average household size of the respondents was 7 persons. Most of the respondents were involved in reporting conflict situation (\bar{x} = 1.62). Major perceived cause

of conflict was destruction of crops by cattle ($\bar{x} = 1.97$) and the method mostly used in resolving conflicts was dialogue between the two parties (85.0%) while the predominant consequences of such conflict were displacement of farmers ($\bar{x} = 1.95$) and reduction in farm output ($\bar{x} = 1.94$). The socioeconomic characteristics of respondents and the consequences of conflict were not significantly related (sex ($\chi^2 = 18.147$, $p > 0.05$), religion ($\chi^2 = 9.172$, $p > 0.05$), age ($r = -0.710$, $p > 0.05$), level of education ($r = -0.005$, $p > 0.05$)). The study concludes that farmer pastoralist conflict in the study area has resulted in insecurities in terms of food, lives and properties. It was recommended that farmers should be educated by extension agents and other professionals on conflict management strategies and the implications of embarking on conflicts on their livelihood activities.

40. Utilization of collapsible fish tank innovation among homestead fish farmers in Osun State, Nigeria

Idris Olabode Badiru and Theophilus Opeyemi Amure

This study ascertained the utilization of collapsible fish tanks among homestead fish farmers in Osun State of Nigeria. A structured questionnaire was used to elicit data on fish farmers' awareness, disposition, influencing/limiting factors and utilization of the fish tank innovation from 166 randomly selected respondents from the three agricultural zones in the State. Percentages and frequency counts were used to describe collected data. The hypothesis was tested using a t-test at 95% confidence level. Homestead fish farmers were aware (61.4%) and well-disposed to the innovation (50.6%). However, level of utilization was low (11.4%). Users were mainly influenced by the multipurpose use of the innovation (mean=2.0) and movability (mean=1.68), while non-users were constrained by knowledge (mean=1.24) and demographic access (mean=1.09). There was a significant difference ($t = 3.556$, $P \leq 0.05$) in the utilization of the innovation between members and non-member of fish farmers' associations. Fish industry stakeholders should organize more trainings/workshops and provide more sales outlets for improved access and enhanced utilization of the innovation.

41. Constraints to Microfinance Banks' Services among Rural Dwellers in Oyo West Local Government Area of Oyo State, Nigeria

Ladigbolu, T. A., Olajide B. R., Badiru, I. O. and Yekinni, O.T.

Over the years, rural dwellers' access to finance through several rural finance and development programs met with unsatisfactory results due to one constraint or the other, hence poverty is still prevalent among rural dwellers. This study therefore probed factors associated with rural dwellers' benefits derived from microfinance bank's services in Oyo West Local Government Area of Oyo state. Multistage sampling procedure was used to select 105 respondents, interview schedule was used to elicit information on personal characteristics, sources of information, rural dwellers' participation, benefit derived from microfinance banking and constraints faced by rural dwellers in getting microfinance banks' services. Majority (51.4%) of the respondents were between age bracket 40-59 years, male (53.3%) and 46.7% were farmers. They heard about microfinance bank from friends (89.5%) and radio (83.8%) while they participated most in savings plan (61.9%) and business loan (57.1%). They ranked opening of account with very little fund as most important benefit derived with weighted mean score of (132.3). They had low (55.2%) level of benefits while constraints to microfinance banks' services were high interest rate

(119.1), short repayment time (116.3) and inadequate fund to save before obtaining loan (113.9) respectively. Although rural dwellers benefited from microfinance banks, amount was generally low due to high interest rate and short repayment time. Therefore, interest rate should be reduced to the minimum level, while grace period for repayment is increased at least to one production year in order to lessen the rural dwellers' rigors of access funds to improve their livelihood.

42. Coverage of reproductive health issues in Nigerian newspapers

Adeleke, O. A., Busari, F. M. and Badiru, I. O.

Newspaper as one of the channels of media is useful in passing information to the public and various stakeholders on several issues due to its wide coverage. This study was carried out to investigate the coverage of reproductive health issues in selected newspapers in Nigeria. Three Nigerian newspapers were selected for the study namely: Punch, Vanguard and The Nation. Two days of the week and a weekend were purposively selected for this study and a total of 149 news articles were used for the study. Data collected were analysed using descriptive statistics (frequencies, percentage) and inferential (Analysis of Variance) statistics at $p < 0.05$. Results revealed that sex education (38.9%) and maternal health (42.3%) were mostly reported. Reproductive health experts (50.3%) were the highest source quoted across the newspapers followed by news reporters (26.2%). The highest space allotted to reproductive health issues was 68-746sq.cm with 40.3%. The bulk of reproductive health issues were placed on other pages (80.5%) of the newspapers which are of less prominence to the audience. There was a significant difference in the spaces allotted to reproductive health issues ($F = 3.041, p = 0.001$) across newspapers. It is pertinent for Nigerian newspaper industry to improve the coverage of reproductive health issues and increase the space allotted to the issue to enhance visibility and effective communication to the audience.

43. A Descriptive Analysis of the Social Impact of Fadama III Project Among Beneficiaries in Osun State

Idris Olabode Badiru

Fadama III project was an attempt at sustainably managing natural resources in Nigeria. In a bid to achieving this goal, the project was expected to have impacted the social and economic well-being of the beneficiaries. The social aspect of the impact of projects is usually downplayed by most researches. This study, therefore, assessed the social impact of the Fadama III project among beneficiaries in Osun State. Data on socioeconomic characteristics, access to assets and infrastructure, social inclusion, capacity building on sustainable environmental management, as well as conflict and grievance redress mechanism were collected from 360 respondents randomly selected from 12 Fadama Community Associations (FCAs) and six non-Fadama groups in six Local Government Areas (LGAs) of the State using interview schedule. A descriptive analysis of the comparative data from the two classes of respondents revealed that the respondents were mostly in their productive years (97.5%), male (60.7%), married (74.4%), had post-primary education (65.4%), indigenes (86.1), owned farmlands (75.2%), had household sizes of 5-8 members (56.5%) and evenly distributed among the major productive enterprises. Between group analysis showed that Fadama beneficiaries had more access to assets and infrastructure, better social inclusion, better capacity in sustainable environmental

management and better conflict and grievance redress mechanisms as a result of the project. Fadama III project had positive impacts on the social wellbeing of the beneficiaries and the gains should be sustained by all stakeholders.

44. Self-Esteem of Agriculture Students at the University of Ibadan and the Federal University of Agriculture Abeokuta, Nigeria

Badiru, Idris Olabode, Oguntala, Funmilola Omolola and Sanusi, Mohammed Kabiru

The study investigated self-esteem of agriculture students of the University of Ibadan and the Federal University of Agriculture Abeokuta in Southwestern, Nigeria. Multi-stage sampling procedure was used to select 117 and 124 students from the conventional university and agriculture-based university respectively. A structured questionnaire was used in data collection and analysed with percentages, Chi-square, PPMC and independent t-test. The students from the University of Ibadan (UI) preferred medicine ($x=1.14$), had unfavourable perception (87.2%) about agriculture and low self-esteem (85.5%) while students from the Federal University of Agriculture Abeokuta (FUNAAB) preferred agriculture ($x=1.48$), had favourable perception (82.7%) about agriculture and high self-esteem (89.5%). Self-esteem was significantly related to family structure and preferred course of study in UI while sex and perception towards agriculture is significantly related to self-esteem of students in FUNAAB. There were significant differences in self-esteem of students in UI and FUNAAB and that of 100 level and 500 level students in UI. School counsellors should promote careers and opportunities in agriculture to make it popular and attractive to the students.

45. Listenership of Bambou 89.3 FM Agricultural Broadcasts among Rural Farmers in Faranah Prefecture of Guinea Conakry

Badiru, I. O., Bangaly, T. and Ladigbolu, T. A.

To boost Guinean agriculture that is undermined by inadequate infrastructure, untimely or lack of information, inaccessibility to extension services and technologies, Bambou FM produced some agricultural programmes targeting rural farmers. This study investigated the listenership of these agricultural broadcasts by rural farmers. A two-stage sampling procedure was used in selecting 143 rural farmers in Faranah prefecture, Guinea Conakry. Data were collected on respondents' listening pattern, perception about agricultural broadcasts and constraints to listening to agricultural information on Bambou FM. It also tested for relationships between rural farmers' perception, constraints and listenership of agricultural broadcast on Bambou Fm. Data were collected with the aid of interview schedule and analysed using frequency counts, percentages and PPMC at $\alpha 0.05$. Majority (76.9%) always listened to agricultural broadcast on Bambou FM via mobile phones (59.4%), at home (58.7%) while 43.6% spent more than 3 hours daily listening. They frequently listened (86.7%) to agricultural broadcasts "L'Emission Interactive des Producteurs" {EIP} with a high (54.5%) level of listenership. Perception of the agricultural broadcasts was favourable (56.6%) and irregular power supply (86.0%) was the major constraint limiting listenership of agricultural broadcasts on Bambou FM. Perception of the agricultural broadcast ($r = 0.174$) and constraints to listening and accessing information ($r = 0.058$) were significantly related to listenership of the broadcast. Conclusively, agricultural broadcasts on Bambou FM enjoyed wide listenership among rural farmers of

Faranah prefecture, still sustainability is key, therefore, rural infrastructure need to be improved on by government while development communicators need to target listeners' primetime and avoid repetition.

46. Impact of Land Use Changes on Wellbeing of Residents around Onigambari Forest Reserve in Oyo State, Nigeria

Badiru, I. O. and Ajagbe, R. O.

Land can be put to many productive uses based on man's needs. However, these uses often result in changes in the ecosystem with attendant effects on human wellbeing. Therefore, the impact of land use changes on wellbeing of residents around Onigambari forest reserve in Oyo State, Nigeria was investigated. Multi-stage sampling procedure was used to select 137 respondents for the study. Interview schedule was used to elicit information on socioeconomic characteristics, causes of land use changes, livelihood activities and wellbeing status before and after land use changes. Percentages, means, were used for data analyses. Average age of respondents was 50.5 ± 14.47 years, majority (89.2%) were married, had high literacy level (76.7%), male (68.3%) and had farming as the main source of income (65.0%). Climate change ($x=1.97$), loss of fertility and low productivity of lands ($x=1.73$) and land fragmentation by inheritance ($x=1.73$) were the main perceived causes of land use changes by the respondents in the study area. Overall well-being of the respondents was relatively better before ($x=13.9$) than after ($x=9.6$) the land use change. It is therefore concluded that land use changes had negative impact on the wellbeing of the respondents in the study area, leaving them worse off. There is need to regulate land use around the forest reserve in order to sustain the wellbeing of residents around it.

47. Farmers' Utilisation of Agricultural Information on Osun State Broadcasting Corporation (Orisun 89.5 FM) in Osun State, Nigeria

Badiru, I. O., Oyebode, L. A. and Oladosu, O. M.

The study assessed farmers' utilisation of agricultural information on Osun state broadcasting corporation (Orisun 89.5 FM) in Osun state, Nigeria. A total of 130 farmers were sampled through multi stage sampling procedure. Descriptive statistics (percentages and mean) and inferential statistics Pearson Product Moment Correlation (PPMC) was used to analyse data. Perceived credibility of agricultural information was high for crop production (54.6%), animal production (55.4%) and off farm activities (58.5%). Information was not perceived as timely disseminated for crop production (74.6%), animal production activities (75.4%) and off farm activities (76.9%). Furthermore, perceived relevance of agricultural information disseminated was high for crop production (57.70%), animal production (58.50%) and off farm activities (54.60%). On the overall utilisation of information disseminated was high (54.6%). Significant relationship was established between, perceived credibility ($r=0.207$), perceived timeliness ($r=0.266$), perceived relevance ($r=0.328$) and utilization of information disseminated. The study recommends that only programmes that are thought through as credible and relevant to the enterprise needs of the recipients should be aired. Most importantly, programmes should be timely aired to ensure appropriate utilisation of the information disseminated.

48. Usage of Herbicides among Smallholder Cassava Farmers in Selected Local Government Areas of Oyo State, Nigeria

Idris Olabode Badiru, Samson Damilola Afolayan and Abiona Sunday Aina

The study assessed the usage of herbicides among smallholder cassava farmers in Oyo State, Nigeria. A two-stage sampling procedure was used. Saki East and Ibarapa East Local Government Areas (LGAs) of Oyo state were purposively selected from Oyo state. Thereafter, 15% of registered cassava farmers were randomly selected from each LGA to give a total of 247 respondents. Data were collected using interview schedule and analysed using descriptive statistics, chi-square and Pearson Product Moment Correlation. The mean age, household size and years of farming experience were 48.4 ± 6.5 , 5.7 ± 1.3 and 21.8 ± 4.9 , respectively. Majority of the respondents were male (75.3%), married (82.6%), practiced Islam (60.7%) and possessed at least primary education qualification (64.8%). Respondents' usage of herbicides was high (69%) among the majority who also indicated that information on herbicide usage was mostly conveyed through radio (92.7%). Pre-emergence herbicide (1.87 ± 0.43) was the main type of herbicide available to farmers while non-selective herbicide (1.71 ± 0.57) was the most preferred type of herbicide. A considerable proportion of the respondents (46.1%) however had low knowledge of herbicides specification. Farmers usage of herbicides was limited by high cost of herbicides (1.60 ± 0.73). Significant relationships existed between age ($r = 0.261$, $p = 0.000$), years of farming experience ($r = 0.275$, $p = 0.000$) and usage of herbicides. Cassava farmers' usage of herbicides in the study area was generally high, but low knowledge on specifications among a considerable proportion of the users calls for concern. Extension and agrochemical outfits should increase awareness campaigns and trainings on safe use of herbicides to enhance farmers and consumers' safety.

49. Influence of agriculture portrayal in Ona Wura movie on youths' perception of agricultural career in Ibadan North local government area of Oyo State, Nigeria

Badiru, I. O. and Soladoye-Adewole, T. J.

Entertainment-education tools are underutilised in the promotion of food security in Nigeria. This study assessed the influence of positive portrayal of agriculture in few scenes of Ona Wura movie on youths' perception of agriculture as a career in Oyo State. Exposure to, satisfaction and retention of the movie as well as youths' perception of career in agriculture were assessed using structured questionnaire administered to 130 secondary school students randomly selected from the study area. Data were analysed using t-test at 95% level of significance. Only a few students (4.7%) had watched the movie more than once. Respondents were satisfied with the lessons learnt in the movie ($\bar{x} = 1.54$), but majority (86.9%) had low retention of the movies watched. There was a slight increase in the percentage of respondents with favourable perception of a career in agriculture (from 50.8% to 56.9%) after watching the movie. There was no significant difference in the respondents' perceptions of career in agriculture before and after exposure to the movie ($p \geq 0.05$). Stakeholders should be strategic in their use of entertainment education to enhance youths' perception of agriculture in Nigeria.

50. Impact of Extension Services and Input Consultants' Activities on Crop Yields of Fadama III Additional Financing Farmers in Nigeria

Badiru, Idris Olabode

The study examined the impact of the Advisory Services and Input Consultants (ASICs) activities on the crop yield of farmers under Fadama III AF. Multi-stage sampling

procedure was used to select 800 respondents to whom questionnaires were administered, but 687 of the copies of the questionnaire were used. Data analysis was done using mean, frequencies, percentages and t-tests. Findings revealed that adoption and continuous use of quality pest and disease management technology were high among all the categories of farmers with 94.0%, 93.5%, 98.0% and 94.7% of the rice, cassava, sorghum and tomato farmers, respectively. Furthermore, the average crop yield per hectare for the enterprises was rice (\bar{x} =11.2 tons), cassava (\bar{x} =29.1 tons), sorghum (\bar{x} =1.33 tons) and tomatoes (\bar{x} =9.7 tons). Meanwhile, inadequate funding/credit facility to implement knowledge gained (188 points) was the most severe constraint affecting adequate participation in ASIC activities. In addition, cassava (\bar{x} =40,888.01) and sorghum (\bar{x} =1,658.37) yields of the funded farmers were significantly higher than those of the non-funded farmers (\bar{x} =15,322.47 and \bar{x} =426.67, respectively). ASIC activities improved crop yield of the farmers. Therefore, the ASIC approach to technologies dissemination should be sustained by the Fadama management team.

51. Viewership of Naija Farmer Reality Television Show Among Agricultural Undergraduates in Oyo State, Nigeria

Badiru, I. O., Ladigbolu, T. A. and Adebawale, M. O.

Advocacy for the use of the entertainment industry to stimulate youths' interest in agriculture has been gaining momentum globally. Nigeria's agriculture ministry recently launched an initiative in that regard using the reality television format. There is however, scarcity of information on the success of the initiative. This study, therefore, investigated the viewership of Naija Farmer Reality show among agricultural undergraduates in Oyo State. A multistage sampling procedure was used to select 280 undergraduate students for the study. Information was garnered on personal characteristics, awareness, viewership, and constraints affecting viewership of Naija farmer reality show. Data was analysed using frequency counts, percentages, Chi-square and Pearson's Product Moment Correlation (PPMC) at 0.05 significance level. Findings indicated that the majority (64.6%) of the students were between the ages of 19 and 24 years. Most (53.6%) were female, single (92.2%) and unaware of the show (58.2%), while majority (57.9%) did not view the show. Among those that watched, 59.8% knew about it on social media, 89.9% preferred watching it on YouTube and 50.7% had wide viewership. While inability to purchase data was a major constraint (weighted score of 78.2) to viewership of the programme. It was deduced that students were not aware of Naija Farmer Reality Show hence, did not view it. Although those that did, prefer to watch on YouTube channel. Therefore, subsequent editions of the show should be publicised by the producers among agricultural undergraduates by exploring all social media platforms and popular streaming platforms to boost viewership of the show.

52. Review of Small Farmer Access to Agricultural Credit in Nigeria

Idris Olabode Badiru (2010)

The important role of credit in agricultural enterprise development and sustainability has prompted the Federal Government of Nigeria (FGN) to establish credit schemes such as the Agricultural Credit Guarantee Scheme (ACGS) and Agricultural Credit Support Scheme (ACSS) to ensure farmers' access to agricultural credit. Yet, the situation has not improved substantially; based on the 2006 Core Welfare Indicators Questionnaire Survey,

it is estimated that only 18 percent of farm households (mainly small scale farmers) have access to financial services (Akramov 2009). This brief reviews existing knowledge on small-scale farmers' access to credit with particular focus on conditions for accessing credit, the maximum credit provided, repayment of credit, other factors limiting access, and the impact of credit on small-scale farmers.

53. Facilitating Community Driven Development: A Handbook for Community Facilitators

Badiru, I. O. (2010)

Facilitating Community Driven Development is an attempt at demystifying the concepts of community facilitation and CDD in Nigeria. It explains the two concepts in a simple manner, citing first hand experiences the author had while discharging his duties as a community facilitator and later as a trainer and supervisor. It reviews participatory rural appraisal tools and logical framework among others. The book also explains the use of problem and solution trees and how these are progressively incorporated into Local Development Plans (LDPs). An attempt was also made at explaining how LDPs are implemented through the preparation of sub project proposals which was decisively dealt with. Other concepts like the newly introduced Fadama Users' Equity Fund (FUEF) are also highlighted for easy understanding of current and would-be community facilitators.

54. Leveraging the Entertainment Industry to Drive Nigerian Agriculture: Expanding agricultural Policy Beyond the Usual

Badiru, I. O. (2023)

Sustaining the momentum of citizens' involvement in agriculture requires innovative approaches from policymakers. Since the entertainment industry has proven to be potent in promoting agriculture along with other desirable social change globally, this brief examined the successful use of the industry to promote agriculture across the world, reviewed its deliberate use in achieving the same in Nigeria, argued for direct government intervention to achieve this end and suggested ways by which the industry's potential can be leveraged for the benefit of the agricultural sector and the nation at large.

55. Digital Disparities and COVID-19 Pandemic Among Agrifood NMSMEs: A Zero-Sum Game?

Odularu, G., Badiru, I. and Bello-Aliyu, F. (2023)

This research investigates the digitalisation experiences among agrifood Nano, Micro, Small, and Medium Enterprises (NMSMEs) during and after the COVID-19 pandemic. We analysed primary data collected from different agrifood NMSMEs at diverse levels of socioeconomic status. From a static standpoint, our research shows the free entry and exit of agrifood NMSMEs in the digital space. However, and dynamically, these NMSMEs are endemically skewed along the following borders - digital tools adoption, the timing of digital engagement, professional association memberships, geographies, gender, education, and income borders, thereby deepening digital disparities among the NMSMEs. Based on the analysed data, we recommended a 'positive-sum' 5XAACS framework as a deliberate digital uptake programming intervention for strengthening agrifood NMSMEs while reversing the adverse effect of digital inequalities and the COVID-19 pandemic.