

Research

(i) Completed

1. Choice of Career among Secondary School Students in Oyo State.

The study investigated the basis for the choice of careers amongst students in secondary schools in Oyo State and percentage of the students that are likely to take agriculture as a career. The findings revealed that many of the students are not ready to take agriculture as a career. They believed agriculture as a career is too laborious and meant for older people in the society.

2. Medicinal Value of Selected Crop Plants in Oyo State.

The study identified the knowledge levels of people concerning the use of certain crop plants in curing diseases and the mode of disseminating or transferring the knowledge about the use of crop plants to cure ailments among the people. The result showed that many Crop Plants we have around us have various medicinal value. Leaves various crop like Pawpaw, Mango and Citrus can be used to cure malaria, typhoid fever and body pain. Bitter-cola can be used to cure cough and throat related ailments.

3. Rural Neglect of Development Programmes in Egbeda Local Government Area of Ondo State. The study assessed local government effort in bringing development to rural community, the type of projects in the community, the beneficiary participation in the project execution and the aspect of beneficiary participation in the project. The study led to the publication of article 22.

4. Assessment of Farmers' Awareness and Use of the Nigerian Agricultural Insurance Scheme in Ekiti State. The study assessed the awareness and use of the insurance scheme by farmers in Ekiti state and how much of the services provided are used by the farmers. The study led to the publication of article 30.

5. Coverage of Agricultural Advertisement in the Newspaper. The Study assessed the coverage given to Agricultural Advertisement by the News Paper editors, the most Advertised Agricultural Advertisement Category. The Study led to the Publication of article 15.

6. Effects of Nomadic Pastoralists in Savannah Grassland area of Oyo state Nigeria. Funded by University of Ibadan Senate Research Grant. The study assessed the effect of nomadic pastoralists on savannah grassland in Oke- ogun area of Oyo State. This led to publication of article 42.

(ii) In Progress

1. Participatory Approach to Community Development; Impact of Communication Channels. The study assesses the influence of communication channels on community development using participatory approach to development. The study is still at data collection stage. In-depth interview have been carried out with different key informant in the society but Focus Group Discussions (FGD) are yet to be carried out among various groups such as men, women and youth.

2. Production and Marketing Performance of Farmers Participation on Cassava Initiatives in Nigeria. The study assesses the farmers yield as a result of the government initiative on Cassava. The study is at the data analysis stage.

3. Socio-Economic Implications of Human Trafficking on Household Livelihood in Southwest, Nigeria. The study assesses the reason for human trafficking and its likely

influence on the livelihood of the people in the Southwest, Nigeria. The study is at the data collection stage.

(iii) Dissertation and Thesis:

1. Content Analysis of Agricultural Advertisements in Four Nigerian Newspapers, M.Sc. project, University of Ibadan, Ibadan.
2. Content Analysis of Visuals and Information Cues of Agricultural Advertisements in Nigerian Newspapers. Ph.D. Thesis, University of Ibadan, Ibadan..

(i) Research Focus

My research focus is Communication in Agricultural Extension which is vital to rural development. Communication is basic to any form of social reality and it involves a shared experience of ideas among various stakeholders. In fact, it is the only means by which expression is given to social existence.

However, the movement of new group of people “new entrants” into farming business who usually have higher education than the traditional farmers into the farming enterprise brought about an up- swing in the literacy level of the farming audience. This group of people rely on the news media, especially the print media for the much needed agricultural information. Articles that addressed the information needs of the new entrant farmers are article numbers 2, 15, 19 and 23. Research effort was also on the use of information communication technologies to enhance information dissemination among various agricultural and rural development stakeholders. Articles 44, 46, 48 and 55 addressed this.

Print media constitute one of the main vehicles for wide and rapid transmission of information. Articles 15, 19 and 23 assessed the print media coverage of agricultural advertisement and the use of certain information cues and visuals in agricultural advertisements. It is evident from the study that agricultural advertisements are not been given adequate attention by Nigerian daily newspapers and this calls for greater concerns among the researchers, government, agricultural extensionists and newspaper editors. However, of the few agricultural advertisements in the newspapers specific combination of information cues were mostly used in advertising agricultural products and services. Sole information cue was rarely used in advertising of agricultural products. The type of agricultural products and services advertised influenced the information cues used as tangible and complex products such as agrochemical and machinery/tools are advertised more with combinations of information cues than the intangible and may be “simple” agricultural services. Moreover, less than half of agricultural advertisements in daily newspapers have visuals, predominantly photographs and mostly used for advertising tangible products. Article 53 addressed farmers’ perception towards newspapers agricultural advertisement.

In the area of general extension, where agricultural extension is a unit, research method is an important field of study. Two separate articles were written and published in a social science research textbook. The articles focus on analysis of data instrument and method of data collection (Articles 1a and 1b). Likewise, in research study, analyzing the data collected is an essential area of research. This prompted the writing of a chapter in a book titled “Research Methods in Agricultural Extension”. The

topic of the chapter jointly written is “Descriptive Statistics for Agricultural Extension Research”. (Article 4).

Moreover, the thrust of rural development programmes is to improve the living condition of rural dwellers and to provide necessary infrastructure for them to realize their full development potentials. This necessitated the study on rural neglect of social basic amenities (article number 21).

Gender study, which is one of the sensitive areas in agricultural extension assessed whether a development intervention has had a gender differentiated impact of the access to and control of domestic and community resources. Articles 25 and 38 focused on gender. Articles 17, 24 and 26 were also studies related to women issues and development.

In the rural sector, social services are a mix of resources and information, whether one is dealing with adult education, health, family planning, nutrition or community development. All meaningful communicative art in a social environment is to achieve development. Articles 12, 14, 27, 36, 47 and 49 addressed different facets of rural communicative activities to ensure rural development.

DR.

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