

Research

(i) Completed

Comparative analysis of researchers', extension agents' and farmers' perception of the use of entertainment- education for agricultural information dissemination in southwestern Nigeria

Entertainment-Education (EE), though, an innovative communication approach for addressing development related issues, its use and potentials for dissemination and adoption of agricultural technology has not been fully harnessed. This study was conducted to compare the perception of researchers, extension agents and farmers in southwestern Nigeria on the use of EE for agricultural information dissemination. Findings reveal that while majority of the researchers had a high perception of the use of EE, some extension agents and farmers had a low perception towards the use of EE strategy for agricultural information dissemination with an overall high perception of EE by all respondents taken together.

Congruency, accuracy, and agreement among researchers, extension agents and farmers on the use of entertainment education for agricultural information dissemination in southwest Nigeria

The need to gather research-based information about the characteristics, needs, preferences of the target audience needed to sharpen the design of Entertainment- Education (EE) programme necessitated this study. It was aimed at establishing a central value based on needs assessment and perception survey of the target audience, mass media professionals, policy makers and commercial sponsors in EE programming. There was congruence between researchers' perception and their estimates of extension agents' and farmers' perception of media environment. Also, there was congruence between farmers' perception and their estimates of researchers' and extension agents' perception of media environment. However, congruence between extension agents' perception and their estimates of researchers' and farmers' was established for infrastructural factors.

(ii). In progress

Audio simulation enhancement of farmers' pest and diseases management knowledge in Osun state

Though, pest and disease management has played its role in doubling food production in the last 40 years, however, pathogens still claim 10–16% of the global harvest. According to the Food and Agriculture Organization of the United Nations, (2001), some 20 to 40 percent of the world's potential crop production is already lost annually because of the effects of weeds, pests and diseases. For a significant level of intended change to be achieved, access to required information and ability to utilize such places a high premium on the channel used. According to Phrampus, Metro and Williams (2002), human patient simulation has emerged as a powerful

educational modality across the continuum of learners. Therefore, this study seeks to establish the impact of audience simulation in the enhancement of farmers' knowledge of pest and diseases management. The study adopts an experimental design as respondents (farmers) will be exposed to an audio pre-recorded lesson (for simulation of targets) on disease management practice of die back disease of cocoa for three weeks. The disease in focus (die back disease of cocoa) ravages the intended farming communities. Farmers' knowledge levels (pre and post intervention) will be established to ascertain the impact of the simulation intervention.

(iii). Dissertation and thesis

Media Practitioners' Perception of the Utilization of Entertainment - Education Format for Agricultural Information Dissemination in Southwest Nigeria (Ph.D research submitted to the Department of Agricultural Extension and Rural Development, University of Ibadan in 2002)