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CROP FARMERS' ENTERPRISE INFORMATION NEEDS IN REALITY TELEVISION SHOW UTILIZATION IN OYO STATE, NIGERIA

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ABSTRACT

The emerging scenario of robust Agricultural Extension and Advisory Services (AEAS) in Africa presupposes the need for Reality Television Shows (RTS) to support AEAS demand and delivery Systems. A variant of the entertainment-education (EE) genre, RTS provides an ample platform for effective AEAS. Given this, this study investigated crop farmers' information needs in RTS utilization in Oyo State, Nigeria. A four-stage sampling procedure was used to select 140 crop farmers who own a television set randomly, while data was collected with the use of a structured questionnaire on respondents' characteristics, perceived benefits and constraints to utilization of RTS and information needs on farmers' crop enterprises from RTS. Data were analyzed using frequencies, percentages, means and PPMC at P= 0.05. Findings show that respondents were predominantly male (68.6%), married (65.7%) with tertiary education (40.0%), while mean age, farming experience and annual income were 46.10±13.395years 11.36±8.83years and N464464.29±95,805.94, respectively. The likelihood of RTS to facilitate the adoption of improved technologies (4.41±3.11) and the provision of information on key factors like marketing channels and production cost (2.73±3.11) were some of the perceived benefits by respondents. However, they had reservations about the language barrier (2.3643±4.9081) as a constraint to the maximal exploitation of the potentials of RTS. Respondents' information need was high for irrigation system (2.61±2.54), harvesting activities (1.96±0.81), and marketing outlets (3.00±2.05), across production, harvesting and marketing information needs. It is

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recommended that proposed RTS should use local language for RTS dissemination, while addressing the most pressing information needs of the crop farmers.

Keyword: *crop farmers, information needs, reality television shows*

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INTRODUCTION

Research on television's impact on viewers has been widely examined over the past few decades. Much of this research has concentrated on how television programs that seem 'real,' such as news, documentaries, soap operas, and daytime dramas, influence viewers' perceptions of reality. Recently, a new trend in television has emerged: Reality Television Shows (RTS), a genre that captures unscripted events and real-life scenarios, often featuring a cast of previously unknown individual (Olajide, 2021; Umoren & Udonquak, 2022). The RTS definitions by various scholars such as Roscoe (2001); Malekoff (2005); Chikafa and Mateveke (2012) reflect that they are programmes where real people are often placed in extraordinary situations where their every moment is recorded as they react to their surroundings. Chikafa and Mateveke (2012) citing Roscoe (2001) note that in RTS, the conventional boundaries between fact and fiction, drama and documentary and between the audience and the text are blurred. This genre of entertainment has become the latest fan favorite, especially among youths the world over (Chikafa & Mateveke, 2012), and has gradually made inroads in Africa (Badiru and akande, 2018). The RTS is significantly proving to be a favorite among the youth – particularly those who fall within the 18-25 age range (Chikafa & Mateveke 2012).

In furtherance of the exploit of RTS for development agenda, there are specific RTS designed to appeal directly to farmers to accelerate access to information relating to their crop production needs. Examples abound in RTS like Farmers Apprentice (UK), Don't Lose the Plot and Shamba Shape Up (Kenya). In Nigeria, reality television programmes are gradually becoming a dominant genre in television programming and the reason may not be farfetched. Many programme on television now revolves around reality television chiefly because they now provide audience members, advertisers, and producers with certain entertainment gratifications and benefits which scripted programmes like film and home videos may have difficulty fulfilling (Olajide, 2021).

Reality Television Shows such as Naija Farmer, The Agripreneur, Corporate Farmers, The Farm House and The Face of Agric Nigeria (FOAN) all focus on bringing farmers and agriculture to the front line where they truly

belong and also creating jobs, empowering the farmers through exposure to modern agricultural techniques and technologies and with the basic modern tools and information required to excel in agro-enterprise. Oresanya & Olajide (2023) elucidate that albeit, RTS is a relatively new concept; however, it has become popular amongst the latest strategies utilized to improve the dissemination of farmers' agricultural information needs. Being relatively new and its effectiveness may not have been yet established, there are indications that farmers appear to be upbeat about the strategy. According to Oresanya (2021) and Oresanya & Olajide (2023), stakeholders are highly inclined to use reality television shows for information on Climate Smart Agriculture (CSA) in the southwestern part of Nigeria because of its tremendous educational benefits and ability to disseminate agricultural information needed by the farmers.

In Nigeria and other parts of the world, RTS has proved valuable in Entertainment Education (EE) for the dissemination and transfer of knowledge. With the world on the brink of a food crisis coupled with the pangs of the COVID-19 effects further threatening food security (Ibe, Edet, Ajaero& Godson-Ibeji (2023), there can never be a better time to call for innovative approaches to disseminating agricultural information needed by farmers to boost their production. Recently, RTS has been a capable source for providing adequate information considered vital to different communities, social groups, age groups, and various fields of professionals such as farmers, fishermen, doctors and teachers.

According to Oresanya (2021), agricultural stakeholders are willing to use reality television shows for their enterprise information needs. Moreover, past studies have variously established the potency of EE for agricultural and climate-smart agriculture information dissemination being the anchor for all entertainment-based genre from perspectives of several key stakeholders viz: scriptwriters (Badiru, 2019; Olajide & Ladigbolu, 2020a and Olajide, Tijani & Ojomuyide, 2020), product advertisers (Olajide & Ladigbolu, 2020b) and farmers (Oresanya & Olajide, 2023). Above all considerations, while it is expedient that proven technologies to better serve the farmers are continuously explored, equally significant is the information needed to serve small-scale farmers that dominate the lands.

Consequently, this study profiled crop farmers based on their socio-economic characteristics; examined the likely benefits of using RTS for agricultural information dissemination to crop farmers; ascertained the perceived constraints to utilizing the strategy as a channel to disseminate agricultural information; and, established the information needs of crop farmers in Reality Television Show utilization for agricultural information dissemination ape of developing countries with adequate knowledge and information. Hence, it has become a necessity to work out crop farmers' enterprise information needs in reality television show utilization in Oyo state, Nigeria.

RESEARCH METHOD

This study was conducted in Oyo State, situated in the South-West geopolitical zone of Nigeria. Oyo is one of the three states that were formed from the former Western State of Nigeria in 1976. The state is made up of 33 Local Governments and 29 Local Council Development Areas.The State boasts of many television stations with varying ownership statuses and with the liberalization of media outfits, many television stations have sprung in recent years. The population was registered crop farmers from the four Agricultural Development Project (ADP) zones in Oyo State. A four-stage random sampling procedure was adopted for selecting respondents for this study. The first stage involved random selection of two zones from the four Agricultural Development Project (ADP) zones. In the second stage, a random selection of 20% of the 10 blocks in each zone for a total of four extension blocks was carried out. Thereafter, 10% of the cells that made up the blocks were randomly selected, giving 20 cells. From each cell, 5% of the registered crop farmers who own a television set (an inclusion criterion for the study) were systematically picked to arrive at 140 respondents for the study. An interview schedule was used to elicit information from the farmers.

To measure the information needs of crop farmers' enterprise in RTS, a 4-point rating scale of 'high', 'medium', 'low', and 'not at all' was used to compute the extent of information need of the farmers with assigned scores of 3,2,1 and 0, respectively. The information need was measured across production, harvesting and post-harvesting, marketing and credit information needs. The weight of the responses of each item was summed and the mean was established. The grand mean for each of the information need categories formed the basis for classification of each item into high and low information needs. Data were analyzed using descriptive (percentages, means) and inferential (PPMC) statistics at P= 0.05.

RESULT AND DISCUSSION

Respondents' Socioeconomic Characteristic

Results in Table 1. reveal that 23.6% of the respondents were aged between 40 and 49 years, 20.7% and 22.1% were respectively within the age range of 50 and 59 years and 60 years and above. The mean age of the respondents was 46.10±13.395 years. This implies that crop farmers in the study area are relatively young and active and have the potential to seek several means to promote their enterprise and by extension, the propensity to use emerging platforms like RTS to seek enterprise information. In the opinion of Shaibume et. al. (2021), the preponderance of young farmers has sparked interest in the use of technology in farming enterprise, hence the likelihood that the young and vibrant young

farmers population will embrace innovations in farming and associated enterprises.

Table 1. Distribution of Respondents by Their Socioeconomic Characteristics (n=140)

Variable	Frequency	Percentage	Mean/Std. dev.
Age of Respondents (years)			
20-29	18	12.9	46±13.39
30-39	29	20.7	
40-49	33	23.6	
50-59	29	20.7	
60 and above	31	22.1	
Sex of Respondents			
Male	96	68.6	
Female	44	31.4	
Level of Education			
Non formal Education	37	26.4	
Adults Education	17	12.1	
Primary Education	8	5.7	
Secondary Education	22	15.7	
Tertiary Education	56	40	
Farming Experience (years)			
Less than 10	89	63.6	11.36±8.83
10-19	29	20.7	
20-29	17	12.1	
30 and above	5	3.6	
Annual income			
<₦100,000	34	24.3	₦464464.29±95,805.94
₦101,000- ₦200,000	20	14.3	
₦201,000-₦300,000	25	17.9	
₦301,000-₦400,000	21	15	

Source: Field Survey, 2023

Distribution of the respondents by sex reveals that 68.6% were male, while 31.4% were female. This implies that crop farming enterprises are male-dominated. Culturally, men control most farming and productive resources and in line with the submission of Ibitola et al. (2019) that higher percentage of the male gender dominates food crop production in the area. On educational attainment, 40.0% had tertiary education, 15.7% had secondary education, and 26.4% of the respondents had non-formal education. This suggests a high preponderance of farmers with education. It also implies that crop farmers in the study area are largely literate with one form of education or the other. This is

expected to influence their use of information from innovative platforms like RTS to improve their crop farming enterprise. This supports the work of Ibidapo et al. (2018) and Attah et al (2020) who further submit that educational attainment could enhance effective training, access to agricultural information and use of agricultural information to enhance farmers' productivity. Findings on the crop farmers' farming experience indicate that 63.6% of the respondents had been engaged in crop farming enterprise for less than 10 years, while 36.4% had been in crop farming for more than 10 years. The mean year of farming experience was 11.36 ±8.83 years. Farming experience is expected to translate to better utilization and understanding of agricultural information which may invariably result in better productivity, enhanced profit, better income and ultimately improved standard of living. Annual income for 28.6% of the respondents was above N400,000, while 71.4% of the respondents earned below N400,000 with a mean annual income of N464,464.29 ±95,805.94.

Perceived Benefits to the Use of Reality Television Show

Against the grand mean of 2.735, findings in Table 2. showthat respondents' most perceived benefit to the use of reality television shows was facilitating the adoption of improved technologies (4.41±3.11), and provision of information on key factors (2.73±3.05). The factors include marketing channels, production cost, cheap transportation, storage techniques, modern processing techniques, risk management, profit and government services. Though, below the calculated grand mean, the promotion of positive change in farmers' skill, attitude and knowledge (2.39±0.73) and improvement in farmers' productivity capacity and income (2.26±0.54) were some of the perceived benefits prompted by the respondents. According to Oluwasogo & Oladimeji (2018), Damba et al., (2020) and Funom & Soyemi (2020) significant benefits abound in the effect of technology dissemination on the uptake and utilization of same by beneficiaries, especially if such aligns with their aspirations, enterprise needs and peculiar circumstances.

Perceived Constraints to the Utilization of Reality Television Shows (RTS) For Information Sourcing by Crop Farmers

The results in Table 3. show that the most severe constraints likely to confront the use of RTS for crop farmers' enterprise information in the study area were language barrier (2.36±4.91), message delivery pattern (1.69±0.95), interruption during the broadcast of RTS (1.55±0.69), message clarity (1.50±0.81) and poor network coverage (1.44±0.99). However, untimely information (1.37±0.82), unfriendly characters/actors in the programme (1.36±0.82), poor knowledge about RTS by farmers (1.44±0.99), lack of stable electricity supply (1.30±0.93) and overgeneralization of issues were not all severe constraints to the possible use of RTS by crop farmers. The implication is that language barriers,

message delivery patterns, interruptions during the broadcast of RTS, and poor network coverage are likely to impede farmers' use of reality television shows for sourcing agricultural information and the development of their enterprises. Experiences in the past radio and television broadcasts have also shown that these constraints are potent and could make or mar new broadcast interventions like the reality television shows. This corroborates the findings of Olajide & Ladigbolu (2017) who implicated these constraints in various dimensions. Despite this, the unlikely impediments by constraints such as poor network coverage untimely information and poor programme schedule are a boast to the use of reality television shows. Hitherto, these constraints were prompted in past studies (Yahaya & Olajide 2002; Yahaya & Olajide 2006; Fawole & Olajide, 2012; Badiru, Ladigbolu & Bodaga, 2016) as impacting on technology dissemination using several communication media, especially radio and television.

Table 2. Perceived Benefits of the Use of Reality Television Shows

Item	Mean	SD
Facilitate the adoption of improved technologies	4.408	3.110
Provision of information on key factors such as marketing channels, production cost, cheap transportation, storage techniques, modern processing techniques, risk management, profit and government services	2.735	3.059
Promote Positive change in farmers' skills, attitudes and knowledge	2.392	0.726
Would improve farmers' productivity capacity and income	2.257	0.541
An enduring source of knowledge	2.185	0.488
Improvement in the quality of production	2.121	0.542
Provision of necessary information like credit facilities, loans, availability of improved varieties of seeds and place of purchase	2.042	0.821
Access to acquisition of land and properties	1.907	0.633
Simplification of cropping techniques	1.835	0.582
Grand Mean	2.735	

Source: Field Survey, 2023

Crop Farmers' Enterprise Information Needs in Reality Television Shows Utilization

Table 4. presents the result of the crop farmers' information needs in RTS utilization by crop farmers in their farm enterprise. It generally indicates universal exuberance for the use of reality television shows to cover a wide range of crop farming enterprises particularly as it relates to their production need. Against the backdrop of a grand mean of 1.82, respondents expressed high information need for all production information needs. Be this as it may,

information needs on production such as irrigation system (2.61±2.54), soil fertility management (2.52±0.66) and climate information (2.22±2.54) were the topmost three in the production information need hierarchy. A critical cursory look at the three pieces of information suggests that they are linked and affect each other in some ways. The challenge posed by climate change over the years exacerbates drought in some regions of the world, study areas inclusive and has in turn necessitated the need for more irrigation systems and technology to supply water for intensive and all-year-round farming. Hence, the response by some World Bank-financed interventions like Fadama in all its phases to provide irrigation facilities to small-scale farmers in the study area.

Table 3. Perceived Constraints to The Utilization Of Reality Television Shows (RTS) For Information Sourcing By Crop Farmers

Item	Mean	SD
Language barrier	2.364	4.908
Message delivery pattern	1.685	0.945
Interruption during the broadcast of RTS	1.557	0.691
Message clarity	1.500	0.809
Poor network coverage	1.435	0.990
Poor/inconvenience programme hour/schedule	1.400	0.609
Untimely information	1.371	0.816
Unfriendly characters/factors in the programme	1.364	0.815
Poor knowledge about RTS by farmers	1.328	0.790
Lack of stable electricity supply	1.300	0.926
Overgeneralization of issues	1.200	0.769
Grand Mean	1.500	

Source: Field Survey, 2023

On information needs of the respondents on harvest and post-harvest activities using RTS and against the grand mean of 1.88, crop farmers expressed a high information need for all information categories, except packaging. Harvesting activities (1.96±0.81), sorting (1.90±0.75) and protection from pests (1.89±0.95) ranked 1st, 2nd and 3rd, respectively among the information needed in harvesting and post-harvesting activities. The reason for this is not far-fetched as crop farmers reckoned themselves as prime actors in the harvesting of their produce while sorting and protection from pests are key activities they should engage themselves in to command high premiums for their produce. The seeming non-preference for packaging may be attributed to the perception that this is purely for off-takers who are seen as marketers (Akinwale et al., 2016).

Information on marketing information as revealed in Table 4 shows that of the eight information areas on marketing, three were in high need. Comparing the grand mean of 2.22, marketing outlets (3.00±2.05), prevailing market prices (2.33±0,78) and product prices (2.25±0.82) were in high need. If one considers the likely premium farmers may place on various types of marketing information,

prompting of these three by respondents comes with little surprise. According to Olajide et al., (2015), these are the critical areas of concern that may bother any farmer who seeks prompt marketing of his or her produce.

Table 4. Crop Farmers' Enterprise Information Needs in Reality Television Show Utilization

Information needs	Mean	SD
Production Need		
Irrigation System	2.607	2.543
Soil Fertility Management	2.521	0.662
Climate Condition	2.228	2.584
Land Preparation	2.100	0.761
Seed Conservation	2.071	0.774
Weather condition	2.064	0.637
Seed Collection	2.035	0.743
Fertilizer Application	2.014	0.848
Pest and Disease Management	2.000	0.758
Planting methods	1.964	0.825
Harvesting Technology	1.921	0.730
Identification of maturity symptoms	1.921	0.700
Planting Time	1.892	0.696
Crop rotation practices	1.892	0.716
Crop Variety	1.828	0.905
Grand Mean	**1.821**	
Harvesting and Post-Harvest Need		
Harvesting activities	1.964	0.817
Sorting	1.907	0.748
Protection from Pest	1.892	0.957
Grading	1.885	0.823
Packaging	1.800	0.968
Grand Mean	1.889	
Marketing Information Need		
Marketing outlet survey/location	3.000	2.050
Prevailing marketing price of input	2.335	0.783
Price of product	2.257	0.822
Information on market research	2.150	0.718
Produce transport facilitation	1.985	0.864
Measurement of farm produce	1.928	0.583
Marketing Strategy	1.921	0.668
Grand Mean	2.225	
Credit Information		
Credit facilities	2.343	0.697
Source of credit	2.236	0.716
Credit terms and condition	2.136	0.946
Grand Mean	2.238	

Source: Field Survey, 2023

On credit information, there seems to be a high need for credit information in the utilization of RTS. However, only items of credit facilities (2.34±0.69) and sources of credit (2.23±0.72) had a mean above the grand mean, therefore more

critical for farmers in terms of information item they would like RTS to address. Again, this speaks directly to the general attitudinal disposition of people on credit as they often are concerned with credit availability and source with little attention to what goes with such funds in respect of its terms and conditions, even among the literate population (Olajide & Aderolu, 2017).

On a general note, it is evident that there are various needs to be met in reality television show-based programming for crop farmers' enterprise information needs. Traditionally, agricultural television shows have been used in the past in the study area as a medium of disseminating important information such as innovations and technology for improving farming methods and productivity (Olajide, 2015; Olajide et al., 2015) and still subsists. This perhaps explains the precision with which crop farmers in this study address critical areas of their information needs.

CONCLUSION AND SUGGESTION

Conclusion

The study concludes that crop farmers in the study area are mostly farmers, averagely aged and experienced with various forms of education. The respondents reckoned that reality television shows will facilitate the adoption of improved technologies and will provide information on key areas like marketing channels and production though they had reservations about the language barrier as a likely constraint to exploit the potential of reality television shows to the maximum.

Suggestion

It is recommended that the proposed RTS should use local language for RTS dissemination while addressing the most pressing information needs of the crop farmers. The information need areas that should be focused in RTS utilization include harvesting, sorting and protection from pests.

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