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Annals of Child

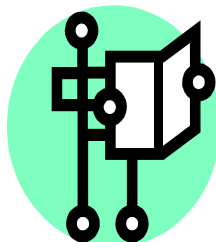
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BRIEF HISTORY OF THE JOURNAL

At the 7th Annual General Meeting of the International Research and Development Network of Children and Youth in Agriculture Programme (CYIAP-Network: visit our website www.cyiap_network.org for more information) held at Tai Solarin University of Education, Ijagun, Ijebu-Ode, Nigeria on the 28th November, 2006, it was resolved that a journal named *Annals of Child and Youth Studies (ACYS)* of the Network be established. Dr. Dixon OlutadeTorimiro, an Associate Professor in the Department of Agricultural Extension and Rural Development, ObafemiAwolowo University, Ile-Ife, Nigeria was unanimously appointed as the Editor-in-Chief and the Department was chosen as the Editorial Office of the Journal.

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From the Editorial Desk

The framing and formation of this Volume is quite fascinating. The authors, although working separately, converge around issues of living and giving meaning to living in our ever-changing world. All the articles in this Volume have accent of structuralism. The Volume begins with menstrual blood, an idiom of dignity, dirt, danger and death in many contexts. Menarche is a marker of rite of passage. It is celebrated with great fanfare in many cultures. Blood, in structuralists' paradigm, is meant to circulate inside and give life to the body (structure). Menstrual blood, however, flows out of the body, and weakens it. The blood is out of its place. It is a form of disorder/out of order, hence, constitutes a danger. Menstrual blood symbolizes a failed reproduction cycle and the preparation for another. It indicates impediment and hope with respect to building and elongating the super-organic structure (society). Blood is life. The loss of it is a symbol of dying and death that depletes the society(structure). These ideas perhaps explain why some religious groups tend to limit activities of menstruators. Olajide *et al's* article, in this Volume, conceptualizes menstrual blood as a decaying dirt that has influence on menstruators' agency. The authors indicate that the blood requires a certain degree of bodily hygiene to ameliorate its negative influences among girls in secondary

schools. They insist that this category of menstruators, due to limited resources and experiences, are prone to problems of inadequate menstrual hygiene such as infections and repugnant odor capable of staining, straining and severing social relationship. Stigmatization, stress, low self-esteem, amongst others, arising from limited bodily hygiene may cause self-rejection, depression, suicide ideation among menstruators. The authors suggest that adequate hygiene education is important for preventing problems associated with menstrual blood, including suicide ideations as implied in Durkheim's Suicide.

Suicide and stress are multifactorial phenomena. Associated factors of stress and suicidal ideation among undergraduate students is the focus of Anuodo *et.al's* article in this Volume. These authors offer insights into various ways of reducing suicide ideation and thus deaths among young people.

Death, although a natural process, is anti-structural. The longevity of any structure is predicated on both natural and social processes. Okorie and Torimiro explore ethnocultural relations, as a social process, to indicate how the process might be engineered to engender, elongate and enliven egalitarian structure with respect to nomadic Fulani in Yoruba land. The authors show that inter-marriages,

religious harmony, and coproduction of infrastructure are precursors of inclusive structures even in this era of persistent nomadism and unabating migration

Migration may weaken or strengthen a structure. To this end, Onuekwusi *et al* (in this Volume), highlight the causes and effects of seasonal migration in south eastern Nigeria, paying attention to issues of rural livelihoods. Opportunities in exploiting agrarian-based livelihoods are highly important to the sustenance of any society or structure that has an agrarian economy, like Nigeria. Therefore, issues of agrarian-based livelihood should be a source of concern to every stratum of an agrarian society. Oyegbami *et al* and Kayode *et al* all in this Volume share this view. These authors separately interrogate perceived conditions that might enhance and/or inhibit students' continual eking of a living from the agricultural sector in various geographies in Nigeria. Oyegbami *et al* identify infrastructure as a crucial condition for students in Ibadan whereas Kayode *et al*, discuss crop farmers and herdsmen's conflict as a great inhibitor to in-school youth participation in agripreneurship in Ilorin. Ojo and Akinyemi explore the effectiveness of some communication methods in increasing the participation of youth in Nigerian government agricultural program. They identify social media as one the effective outlets for the

program. Ohiagu underscores the importance of social media in human communication and discusses how malleability of identity fuels cybercrime reduces its usefulness in the society. The author, however, shows how a model of communication might be used to reduce the frauds.



Effectiveness of Communication Methods Used in FADAMA Graduate Unemployed Youth Agro-Preneur Support Programme in Osun State, Nigeria

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Abstract

The study assessed the effectiveness of communication methods used in FADAMA Graduate Unemployed Youth and Agro-preneur Support (FADAMA-GUYS) Programme in Osun State, Nigeria. Multi-Stage sampling procedure was used in selecting a total sample of 112 respondents for the study. Data were collected through the use of interview schedule. Frequency counts, percentages, means, standard deviation were used to describe data while chi-square was used for data analyze. Results showed that the mean age of the respondents was approximately 36.71 ± 9.23 years and the mean years of formal education was 15.23 ± 5.10 . Respondents identified meetings, seminars and conferences (mean = 2.76), WhatsApp (mean = 2.60) and group discussions (mean = 2.44) as the commonly used methods of communication. However, only group discussions (mean = 1.73), WhatsApp (mean = 1.60) and meetings, seminar and conferences (mean = 1.58) were effective methods used. In addition, it was observed that information from GUYS is useful in site selection (mean = 4.14) and GUYS provide information on capital investment (mean = 4.13) ranked first and second, respectively as the statements with positive disposition among the respondents. Inadequate power supply (mean = 1.67) and lack of good browsing phone (mean = 1.67) were the major constraints to effective usage of these communication methods. A positive and significant relationship existed between age ($r = 0.348$, $p \leq 0.01$) and the effectiveness of communication methods. It was concluded that the communication methods used by FADAMA-GUYS Programme in Osun State were found to be moderately effective.

Keywords: Effectiveness, Communication Methods Agro-preneur

INTRODUCTION

INTRODUCTION

Africa's most populous nation and largest economy has a youth unemployment problem with 55.4 percent of them without work and living in poverty and struggling to fulfil the most basic needs of life (Aljazeera, 2019). Poverty is a vital situation in Africa and it has been increasing over time (Collier, 2007). Organisation for Economic Cooperation and Development (2006) pointed out that factors like harvest failure, limited opportunities, low capabilities, conflicts, inequalities, exclusion and adverse incorporation intensify the level of poverty. Other factors exacerbating the effect of poverty in Africa are macroeconomic distortions, effects of globalization, governance, corruption, debt burden, low productivity, unemployment, high population growth rate and poor human resources development (Eko, Utting and Udousoro, 2013). Given this, various programmes and projects have been planned and implemented in Nigeria, each of them with their various objectives and goals. Among such programmes are the Agricultural Development Programme (ADP) 1974, Operation Feed the Nation (OFN) 1976, Green Revolution (GR) 1979, Directorate of Food, Roads and Rural Infrastructure (DFFRI) 1986, and National Economic Empowerment for Development Strategy (NEEDS) 2004, among others (Ojo Isaac, and Farinde, 2019). The first National Fadama Development Project (NFDP-1) was established in 1993 to promote simple low-cost improved irrigation technology under the World Bank financing. The main objective of NFDP-1 was to sustainably increase the incomes of the Fadama users through expansion of farm and non-farm activities with high value-added output. NFDP-1 adopted Community Driven Development (CDD)

approach with extensive participation of stakeholders at the early stage of the project. This approach is in line with policies and development strategies for Nigeria with emphasis on poverty reduction, private sector leadership and beneficiary participation. The overall appraisal of the first phase of the project showed remarkable success (Akinola, 2003). The success recorded in Fadama I led to the establishment of Fadama II. The strategy for Fadama II was aimed at contributing to food security and increased access to rural infrastructure facilities. Consequently, Fadama II programme was assisted by World Bank and co-financed with loan from African Development Fund (ADF). Fadama II was more of agricultural diversification programmes providing financing for the diverse livelihood activities which the beneficiaries themselves identified and designed, with appropriate facilitation support. Fadama III Project was a comprehensive five-year action programme developed by the Federal Ministry of Agriculture and Water Resources (FMAWR) in close collaboration with the Federal Ministry of Environment (FME), Federal and State Government ministries, Local Governments and key stakeholders (donors, private operators, NGOs).

The main objective of the Fadama III Project was to increase the income of users of rural land and water resources on a sustainable basis. By increasing their incomes, the project helped reduce rural poverty, increase food security, and contribute to the achievement of the Millennium Development Goal (MDG).

The Graduate Unemployed Youth and Women Agro-preneur Support (FADAMA GUYS) is an offshoot of FADAMA through the FADAMA III Additional

Financing (AFII) programme which involved youths across the country with a target of about 5,916 youth in 23 States with the aim of improving the country's agricultural production. The aims and objectives of the programme include: (i) increase the income of beneficiaries sustainably; (ii) generate employment opportunities; (iii) ensure food security; (iv) make youth and women entrepreneurs and (v) improve the asset base of beneficiaries.

FADAMA-GUYS programme in Osun State has its State Fadama Coordinating Office (SFCO) at Iwo in Osun State. The programme began with a training which was delivered in collaboration with the Faculty of Agriculture, Obafemi Awolowo University, Ile Ife, Osun State for a period of two weeks with various available enterprises such as poultry, piggery, fishery, maize production, cassava/maize production, crop processing, agro-inputs, rice cultivation, pepper and fluted pumpkin (*ugwu*) which the beneficiaries could venture into. Though, many programmes have been organized in order to raise the standard of living and improve the quality of life of rural dwellers by successive governments in Nigeria using rural development approach. Several communication methods were used in these development programmes but no deliberate research has been conducted to unravel the effectiveness of these communication methods, including the on-going, FADAMA-GUYS programme. This serves as the basis for the conduct of this research.

OBJECTIVES

This paper examined effectiveness of the various communication methods utilized in the course of the graduate unemployed youth agro-preneur support (FADAMA-GUYS) programme in Osun State, Nigeria. Specifically, it described the personal and socio-economic characteristics of the beneficiaries, identified the extent of use of

communication methods, determined the effectiveness of the communication methods used, examined their perception of the information communicated during the programme and identified constraints to the use of communication methods in FADAMA GUYS proramme.

Hypothesis

H₀: There is no significant relationship between the effectiveness of communication methods and the personal and socio-economic characteristics and the FADAMA-GUYS beneficiaries.

METHODOLOGY

The study was conducted in Osun State, Nigeria between October and December, 2019. The State with a population of 3,423,535, covers an area of approximately 14,875 sq. km and lies between latitude 7° 30' 0" N and longitude 4° 30' 0" E in Southwest Nigeria (National Population Commission (NPC), 2006; Osun State Government, 2020). A total of 284 participants in the FADAMA-GUYS programme were trained in Osun State by the State Fadama Coordinating Office (SFCO), Iwo, Osun State in collaboration with the Faculty of Agriculture, Obafemi Awolowo University, Ile Ife, Osun State for a period of two weeks in various available enterprises. Out of this number, only 215 participants received disbursement. The two third (2/3) of the total number of participants that received disbursement (215) were selected with simple random sampling technique through their register at the SFCO, Iwo to give a total of 143 respondents. They were located through their contact address and GSM number. A structured open and closed ended questionnaire was used to elicit information from the respondents. A total of 112 questionnaires were retrieved for analyses. The data collected were described using simple descriptive statistics such as frequency counts, percentages, mean and

standard deviation while the hypothesis was analysed using Pearson's correlation. Equal Interval Approach was used to group the effectiveness of the communication methods used by the respondents into three categories: low, medium and high. The minimum effectiveness scores were 0 and 150 respectively. Scores below 50 were regarded as low level, scores within 50 - 100 were regarded as moderate level while scores above 100 were regarded as high level. The overall level of beneficiaries' perception was categorized into unfavourable, indifferent and favourable using equal interval. Scores below 15 were regarded as unfavourable level, 15-30 were regarded as indifferent level while scores above 30 were regarded as favourable level of perception. Furthermore, the overall level of usage of the communication methods were categorized into low, moderate and high level using equal interval. Scores below 12 were regarded as low level, scores between 12-24 were regarded as moderate level while scores above 24 were regarded as high level of usage.

RESULTS AND DISCUSSION

Personal and Socio-economic Characteristics of Respondents

Results in Table 1 show that majority (62.5%) of the respondents that participated in the FADAMA-GUYS programme in Osun State were male while the remaining 37.5 percent were female. Furthermore, 25.0 percent of the respondents were below 30 years, 39.3 percent were between age 30 and 39 years while 23.2 percent were between age 40 and 49 years. The mean age of the respondents was 36.71 ± 9.23 years with more than half (67.8%) of the respondents being married. It can be inferred from the result that many of the respondents in the programme were married and as such were expected to be responsible individuals in the community. This could

have spurred them into participation in the graduate unemployed youth agro-preneur support programme to learn new livelihood activities leading to the creation of jobs that could earn them more income to meet their household expenses and needs. The data further reveal that 55.4 percent of the respondents were Christians and 80.4 percent had either Bachelor's degree or Higher National Diploma. This shows that most of the respondents had one form of tertiary education or the other and as such were literate. This is in line with Alao (2010), that farmers in Osun State were literate. The inference is that attendance of formal educational institutions and high level of literacy provide opportunity for enlightenment and exposure in various area of life which could enhance their rate of comprehension, understanding and adoption of the various agricultural enterprises that was provided during the FADAMA-GUYS training programme.

Extent of Use of the Communication Methods utilized in the programme

Results in Table 2 indicate that meetings, seminars, conferences (mean = 2.76), WhatsApp (mean = 2.60), Group discussions (mean = 2.44), Friends and Neighbours (mean = 2.42) and Text message (mean = 2.36) ranked 1st, 2nd, 3rd, 4th and 5th respectively in the extent of use of the communication methods employed in the FADAMA-GUYS programme. While fliers (1.27), posters (1.27) and twitter (1.09) ranked 10th, 11th and 12th, respectively in the extent of use of communication methods utilized in the programme. The overall result shows that meetings, seminars, conferences, WhatsApp, Group discussions and Friends and Neighbours were the most utilized methods of communication employed in the FADAMA-GUYS programme. The inference is that the programme utilized different group methods of communication

to disseminate agricultural information based on the goal of the programme for better understanding by the participants. This finding agreed with that of Ojo *et al.* (2019) who asserted that many of the respondents – who participated in Community - Based Natural Resources Management Programme (CBNRMP) in Ondo State identified different group methods of communication as sources of information about the programme.

Level of use of communication methods utilized

Results in Figure 1 show the overall level of extent of use of the communication methods in FADAMA-GUYS programme. The overall level of usage of the communication methods were categorized into low, moderate and high level using equal interval. The result shows that 76.8 percent of the respondents fell within moderate level of usage while 23.2 percent fell within low level of usage. The results revealed that communication methods used by the programme were on the moderate level of usage. This might be as a result of some of the constraints encountered in the usage of the communication methods such as inadequate power supply, messages disseminated not detailed and short-lived and inadequate feedback. This is in line with the findings of Ojo *et al.* (2019) which reported that the communication methods used by the Community-Based Natural Resources Management Programme (CBNRMP) in Ondo State were on the moderate level as a result of some problems encountered in the utilization of these methods.

Beneficiaries' perception of the information communicated during the programme

Results in Table 3 indicate beneficiaries' perception of the information communicated during the programme. The perceptual statement information from

GUYS is useful for site selection to begin an enterprise ranked first with mean = 4.14. This was followed by GUYS provide information on capital investment (mean = 4.13), information from GUYS is required in production techniques (mean = 3.75), GUYS provide information on revenue and profit potential (mean = 3.27) and information from GUYS is important in value addition to produce (mean = 3.07). The perceptual statements information from GUYS helps to utilize the available products (mean = 2.62) and GUYS provide information on road networks and accessibility (mean = 2.15) ranked eleventh and twelfth respectively. The overall level of beneficiaries' perception in Figure 2 was categorized into unfavourable, indifferent and favourable level of perception using equal interval. The result shows that 85.7 percent of the beneficiaries indicated favourable perception, 0 percent indicated indifferent perception while 14.3 percent indicated unfavourable perception. This implies that majority of the respondents had favourable perception towards information communicated during the programme. This favourable perception might encourage them into assimilating information content of the programme that will lead to the eventual uptake of the various agricultural enterprises that was provided to the respondents during the FADAMA-GUYS training programme.

Constraints mitigating against the effective usage of the communication methods

Results in Table 4 show that inadequate power supply (mean = 1.64), messages not detailed and short-lived (mean = 1.20) and inadequate feedback mechanism (mean = 1.00) were major constraints under mass media communication method. This implies that the main constraints of mass media communication method in the FADAMA-GUYS programme were inadequate power

supply and messages not detailed and short-lived. This situation might be connected with the erratic power supplies prevalent in Nigeria. Also, the messages not being detailed and short-live may be as a result of the brevity of time for the training period of the FADAMA-GUYS. Furthermore, under the social media communication method, lack of good browsing phones (mean = 1.68), inadequate power supply (mean = 1.45), network issues (mean = 1.30), inadequate feedback mechanism (mean = 1.11) and lack of data or subscription (mean = 1.04) were the major constraints. The inference is that the socio-economic condition of the participants prior to their being selected for the FADAMA-GUYS programme may be a probable reason for their inability to get a good browsing phone and purchase of data for internet connection. Also, possibility of network failures at critical moments when it is needed is regular occurrence in the Nigerian telecommunication landscape. For the print media, specific needs were not covered (mean = 1.22) was the major constraint. This implies that the area of agro-prenueral needs of interest of some of the participants were not covered by the print media utilised by the programme. Finally, poor time management (mean = 1.01) was the major constraint to the face to face channel of communication. This might be connected with the fact that some of the facilitators might have been carried away by their presentation and overshot their assigned time of their presentation in the programme.

Effectiveness of Communication Methods used in the Programme

Results in Table 5 show the mean score of each communication methods on each objective of FADAMA GUYS programme by the beneficiaries. The results show that Group Discussions (mean = 1.73), WhatsApp (mean = 1.73) and meetings,

seminars and conferences (mean = 1.58) were considered to be the most effective communication methods for the achievement of the first FADAMA-GUYS programme objective which was to increase the income of beneficiaries. Overall results indicate that group discussions as methods of communication were considered to be the most effective of the communication methods by the respondents to receive agricultural information and this might enhance its effectiveness. This implies that group discussions for communication were effective during the course of the programme. This agrees with the submission of Ojo *et al.*, (2019) that group methods of communication were the most effective methods in disseminating agricultural information in the course of the Community - Based Natural Resources Management Programme in Ondo State.

In addition, meetings, seminars and conferences (mean score = 1.15), WhatsApp (mean = 1.13) and group discussions (mean = 1.09) were considered to be the most effective of communication methods for the achievement of the second FADAMA-GUYS programme objective which is to generate employment opportunities. The inference is that youths prefer communication methods which allow face to face interaction among themselves to other methods which do not allow for free interpersonal interaction. Furthermore, meetings, seminars and conferences (mean score = 1.44), Facebook (mean = 1.02) and WhatsApp (mean = 1.00) were considered to be the most effective of communication methods for the achievement of the third FADAMA-GUYS programme objective which is to ensure food security of the nation. The overall results show that meetings, seminars and conferences as methods of communication were mostly considered effective by the respondents to receive agricultural information on the

FADAMA-GUYS objectives which is an indication of its effectiveness during the programme.

Also, meetings, seminars and conferences (mean score = 1.47), Group discussions (mean = 1.29) and Text Messages (mean = 1.22) were considered to be the most effective of communication methods for the achievement of the fourth FADAMA-GUYS programme objective which is to make youth entrepreneurs. While, E-mail (mean score = 1.49), meetings, seminars and conferences (mean = 1.11) and Posters (mean = 1.11) were considered to be the most effective of communication methods for the achievement of the fifth FADAMA-GUYS programme objective which is to improve asset base of the beneficiaries. These findings imply that meetings, seminars and conferences were the most effective communication methods used to receive agricultural information on the fourth and fifth FADAMA-GUYS objectives which were to make youth entrepreneurs and improve asset base of the beneficiaries respectively. This might be as a result of the youth preference for a communication method that allows interaction between themselves and the programme facilitators.

Level of effectiveness of the communication methods used in the programme

Results from Figure 3 show the overall level of effectiveness of the communication methods in FADAMA-GUYS programme in the study area. The overall level of effectiveness of the communication methods were categorized into low, moderate and high level of effectiveness using equal interval approach. The result shows that 50 percent of the respondents indicated moderate level of effectiveness, 46.4 percent of the respondents indicate low level of effectiveness while very few (3.6%) indicated high level of effectiveness

of the communication methods used in the programme. The overall results reveal that communication methods used by FADAMA-GUYS programme were on the moderate level of effectiveness. This may be due to the constraints encountered during the period of training of the FADAMA-GUYS programme,

Hypothesis Testing

Relationship between socio-economic characteristics and effectiveness

Results from Table 6 shows that there was positive and significant relationship between age ($r = 0.339$, $p \leq 0.01$) and effectiveness of the communication methods, while others are considered not significant to the effectiveness of the communication methods. This implies that the older respondents perceived the communication methods more effective than the younger ones. This age may be used to proxy experience in the use of the methods. This might be connected with the experience level in agriculture and working with agricultural development experts where these communication methods are used on regular basis.

CONCLUSION AND RECOMMENDATIONS

Based on the findings of the study, it was observed that the respondents were at their prime and active age of their lives, the methods of communication used were at moderate level of extent of usage, communication methods used during the FADAMA-GUYS Programme in Osun State were found to be moderately effective, the majority of the respondents' perception towards communication methods used was favourable, and the main constraints to effective usage of the communication methods were inadequate power supply, message not detailed and short-lived, and inadequate feedback. Given the findings made in the study, it was recommended that the constraints militating against the effective usage of communication methods should be addressed by the stakeholders in

developmental programmes like FADAMA-GUYS.

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Table 1: Personal and socio-economic characteristics n = 112

Variables	F	%	M ± SD
Age(years)			
Below 30.00	28	25.0	36.71±9.23
30.00 - 39.00	44	39.3	
40.00 – 49.00	26	23.2	
Above 50.00	14	12.5	
Sex			
Male	70	62.5	
Female	42	37.5	
Religion			
Christianity	62	55.4	
Islam	48	42.8	
Traditional	2	1.8	
Marital Status			
Single	30	26.8	
Married	76	67.8	
Divorced	2	1.8	
Separated	2	1.8	
Widowed/ Widower	2	1.8	
Level of Education			
No formal education	4	3.6	18.63±10.42
Primary education	10	8.9	
Secondary education	8	7.1	
Tertiary education	90	80.4	
Adult education	-	-	

Where SD= Standard Deviation

Source: Field survey, 2019

Table 2: Extent of use of the various communication methods utilized n = 112

Communication methods	Mean	Rank
Meetings, seminars and conferences	2.76	1 st
WhatsApp	2.60	2 nd
Group discussion	2.44	3 rd
Friends and neighbor	2.42	4 th
Text messages	2.36	5 th
Telephone calls	1.87	6 th
Emails	1.85	7 th
Facebook	1.85	8 th
Newspapers	1.38	9 th
Fliers	1.27	10 th
Posters	1.27	11 th
Twitter	1.09	12 th

Source: Field Survey, 2019

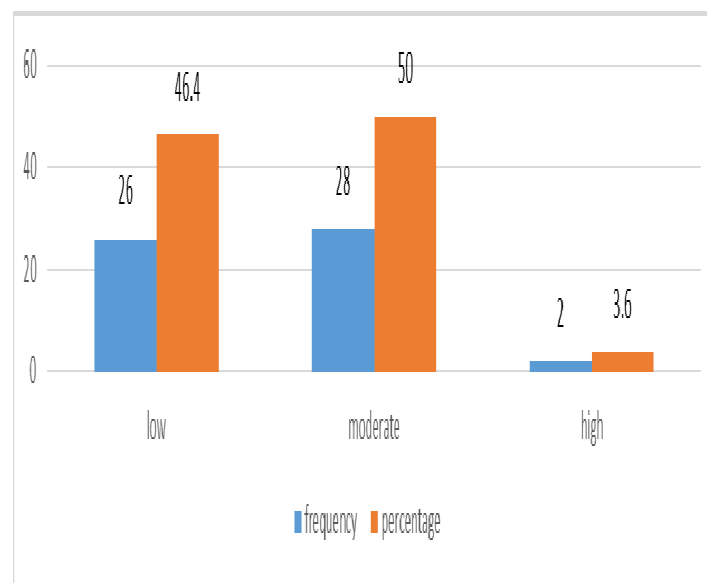


Fig. 1 Bar chart showing the level of use of communication methods
Source: Field Survey, 2019

Table 3: Beneficiaries' perception of the information communicated in the programme n =

Perceptual statements	Mean	Rank
Information from GUYS is useful in site selection.	4.14	1 st
GUYS provide information on capital investment.	4.13	2 nd
Information from GUYS is required in production techniques.	3.75	3 rd
GUYS provide information on revenue and profit potential.	3.27	4 th
Information from GUYS is important in value addition to produce.	3.07	5 th
GUYS provide information on required labour and man power.	3.02	6 th
GUYS provide information on management practices to be carried out.	2.98	7 th
GUYS provide information on market demand and price.	2.87	8 th
Information from GUYS is necessary for soil and water requirement.	2.82	9 th
Information from GUYS helps to utilize the available products.	2.62	10 th
GUYS provide information on road networks and accessibility.	2.15	11 th