

## **Utilization of mass media gadgets among semi-settled pastoralists in Kwara State, Nigeria**

O. Bolarin, I. O. Tolushe and S. E. Komolafe\*

### **Abstract**

This study examined the utilization of mass media gadgets among semi-settled pastoralists in Kwara state, Nigeria. A three-stage technique was used to select 120 pastoralists as respondents for this study. Primary data were obtained by using the interview schedule. Findings revealed that most of the farmers were male (100%) and married (98.3%). The size of herds of the respondents were commonly 51 to 100 herds while some had between 10 to 50 herds (31.6%). Most of the respondents sourced for information through mobile phone (97.5%), radio (95.8%) and market place (90.8%). Also, mobile phone (mean=4.0), radio (mean=3.99) and television (mean=2.28) were highly used gadgets used by pastoralist farmers. Low literacy level (mean=3.70), unavailability of mass media gadget (mean=3.57), and inadequate electricity (mean=3.36) were the leading constraints of the respondents to effective use of mass media gadgets for pastoral farming. The study suggests the need to provide adult education on use of gadgets, provision of drinking water for their cattle and stable supply of electricity by concerned organizations.

**Keywords:** Mass media, gadget, usage, information.

### **Introduction**

Mass communication is important in providing information for enabling farmers and community to make informed decision regarding their farming activities especially in the rural areas of developing countries (Lwoga, 2010). Agricultural information is the bedrock for success in the operation and management process of agricultural activities. Mass communication serves as a veritable instrument for information dissemination in agriculture. In which case, the pastoral farmers are not exempted. In fact, Olafadehan and Adewumi (2010) opined that agro-pastoralist which is an age long tradition system in the Northern Savanna that just evolved in the derived savanna of Nigeria.

In Nigeria, pastoralist uses of mass media to be efficient to acquire information from the extension agent. Most extension services use mass media for its activities because of high speed and low cost with which information can be disseminated over a wide area (Ani, 2007). Mass media are effective means at replication of information, creation of awareness, training of farmers, dissemination of innovations and overcoming language and location barriers (Ani, Umunakwe, Ejiogu-Okereke, Nwakwasi, and Aja, 2015). Agbam (2006) believes that adequate information is one of the major pre-requisites for

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Department of Agricultural Extension & Rural Development, University of Ilorin.

\*Corresponding author: kemmas04@yahoo.com

widespread acceptance of agricultural innovations. The exposure of farmers to the different sources of information being used by the users is needed to bring out the relevance of these sources as well as the preference assigned to the different types of sources (Umunna, 2008). As the result of a wide range of sources of agricultural information available to farmers, choice of appropriate medium is critical in agricultural information delivery.

Pastoralists most especially in primitive Africa society had their peculiar way of accessing and dissemination information such as a market square as the strategic location. They are almost exclusively deviants using the modern mass media gadgets as an effective means of information source or do they even connect to the modern media society? This concept demand scrutiny in order for extension agents who disseminate information on new technologies at every point in time meet with pastoralists. Moreover, advancement in the information and communication technology has brought other means of information dissemination such as television, mobile phones, radio among others. Therefore, the general objective of this study is to determine the extent of utilization of mass media gadgets among semi settled pastoralists in Kwara State. The specific objectives are to: (i) describe the socio-economic characteristics of the respondents, (ii) assess their sources of information, (iii) examine the frequency of usage of the mass media gadgets, and (iv) identify the constraints faced by the pastoralist in the usage of mass media gadgets.

### Methodology

The study was carried out in Kwara State, Nigeria. The state has sixteen (16) Local Government Areas (LGAs) which covers an area of 7,256 sq/km. Kwara State lies between latitude 7° 45'N and 9° 30'N and longitude 2° 30'E and 6° 35'E. Agriculture is one the main occupation of people in the state. The state was grouped into four zones namely A to D by the Kwara State Agricultural Development Project (KWADP) based on the peculiar ecological characteristics of the various parts of the state. The Zonal headquarter of Zone A is Kaiama, Zone B has its headquarter in Patigi, while Malete and Igbaja are the Zonal headquarter of Zone C and Zone D respectively.

Three-stage technique was used to select respondents for this study. First stage involved purposive selection of four (4) LGAs prominent in pastoral farming (Asa, Baruteen, Edu and Moro). Second stage involved random selection three (3) villages (*Gaa's*) of pastoralists in their respective LGA. The third stage involved random selection of 10 semi-settled pastoralists from each of the selected villages making a total of 120 respondents.

An interview schedule was developed in line with the objectives of the study to collect primary data. The instrument was validated by lecturers in the Department of Agricultural Extension and Rural Development, University of Ilorin. Data collected from respondents was analysed with descriptive and inferential statistical tools. Frequency counts, percentages and mean score were used to analysed objective 1 to 4 while Chi square analysis was used to test the association between socio-economic characteristics and use of mass media gadgets.

## Results and Discussion

As the illustrated in Table 1, most of the respondents were aged between 31-40years (33.3%) and between 41-50 years (34.2%). Most of the farmers were male (100%) and married (98.3%). The household size of the respondents mostly comprised of 6 to 10 persons (50.8%) and 11 to 15persons (22.5%). Respondents' years of experience in pastoral farming among majority were between 11 to 20 years (30.8%), 21 to 30 years (28.3%). The size of herds of the respondents were commonly 51 to 100herds while some had between 10 to 50 herds (31.6%).

Results in the Table 2 presents the sources of information of the pastoralist in the study area. The table showed that most of the pastoralist sourced for information through mobile phone (97.5%), radio (95.8%), market place (90.8%) and considerable percentage (40.8%) sourced from pastoral association. The table also showed that agricultural extension agents, NGO were not the common means of source-

**Table 1.** Socioeconomic characteristics of the respondents

| Variables                        | Frequency | Percentage |
|----------------------------------|-----------|------------|
| <b>Age</b>                       |           |            |
| 21-30                            | 9         | 7.5        |
| 31-40                            | 40        | 33.3       |
| 41-50                            | 41        | 34.2       |
| 51-60                            | 27        | 22.5       |
| 61 and above                     | 3         | 2.5        |
| <b>Gender</b>                    |           |            |
| Male                             | 120       | 100.0      |
| <b>Marital status</b>            |           |            |
| Single                           | 2         | 1.7        |
| Married                          | 118       | 98.3       |
| <b>Level of education</b>        |           |            |
| No formal education              | 4         | 3.3        |
| Quranic education                | 111       | 92.5       |
| Primary education                | 5         | 4.2        |
| <b>Household size</b>            |           |            |
| 1-5                              | 13        | 10.9       |
| 6-10                             | 61        | 50.8       |
| 11-15                            | 27        | 22.5       |
| 16-20                            | 12        | 10.0       |
| 21 and above                     | 7         | 5.8        |
| <b>Years of pastoral farming</b> |           |            |
| 1-10                             | 8         | 6.8        |
| 11-20                            | 37        | 30.8       |
| 21-30                            | 34        | 28.3       |
| 31-40                            | 31        | 25.8       |
| 41-50                            | 10        | 8.3        |
| 51 and above                     | -         | 0.0        |
| <b>Herd size</b>                 |           |            |
| 10-50                            | 38        | 31.6       |
| 51-100                           | 53        | 44.2       |
| 101-150                          | 24        | 20.0       |
| 151 and above                    | 5         | 4.2        |

*Source: Field survey, 2016*

ing for information among pastoralist in the study area. Adebayo and Adesope (2008) who reported that the use of television ensures that interaction between two parties extends beyond exchange of words but include every expression both spoken and unspoken with the aim of reaching mutual understanding. Similarly, Arokoyo (2005) asserted that mobile phone significantly boost agricultural production and improve rural livelihoods in developing countries.

Respondents' frequency of use of mass media gadgets is presented in the Table 3. The table showed that mobile phone (mean=4.0) was the only mass media gadget commonly used by all pastoralist to source for information on pastoral farming. Mobile phone ranked first in its frequency of usage for pastoral farming purpose. Other highly used gadgets used by pastoralist farmers were radio (mean=3.99) and television (mean=2.28) which were ranked second and third respectively. Ani *et. al.* (2015) in a study similarly found television, radio and mobile phone as the most available and utilized mass media by farmers in Rivers State. A study in central Punjab showed that more than 56% of farmers listened/watched agricultural programmes on radio and television (Asiabaka, 2012). Television specifically offers effective channels for communicating agricultural messages, which can increase knowledge and influence behaviour of audience members (Nazari and Hassan, 2011). Mass media especially those that combine audio and visual abilities have the potentials of overcoming language barriers since they appeal to the senses of sight and hearing and farmers tend to retain for a longer time what they see and hear (Mtega, 2018).

Other highly used gadgets used by few pastoralist farmers were video show, Newspaper, Handbills/posters, and Magazines were rarely used for pastoral farming purpose in the study area. This study affirmed the report by Khatam *et. al.* (2013) that the farmers make use of other media other than TV and Radio for agricultural information.

The constraints of the pastoralist to effective use of mass media gadgets were presented in the Table 4. The table revealed that low literacy level (mean=3.70), unavailability of mass media gadget

**Table 2.** Sources of Information for pastoral farming

| Sources                       | Frequency | Percentage |
|-------------------------------|-----------|------------|
| Agricultural extension agents | 9         | 7.5        |
| NGO                           | 8         | 6.7        |
| Pastoral association          | 49        | 40.8       |
| Market place                  | 109       | 90.8       |
| Radio                         | 115       | 95.8       |
| Mobile phone                  | 117       | 97.5       |

Source: Field survey, 2016

**Table 3.** Respondents frequency of use of mass media gadgets

| Media             | Always    | Sometimes | Rarely   | Never     | Mean | Rank            |
|-------------------|-----------|-----------|----------|-----------|------|-----------------|
| Mobile phone      | 120(100)  | 0         | 0        | 0         | 4    | 1 <sup>st</sup> |
| Newspaper         | 0         | 0         | 6(5.0)   | 114(95.0) | 1.05 | 7 <sup>th</sup> |
| Television        | 2(1.6)    | 44(36.7)  | 59(49.2) | 15(12.5)  | 2.28 | 3 <sup>rd</sup> |
| Video show        | 1(0.8)    | 8(6.7)    | 82(68.3) | 29(24.2)  | 1.85 | 4 <sup>th</sup> |
| Handbills/posters | 0         | 0         | 40(33.3) | 80(66.7)  | 1.33 | 5 <sup>th</sup> |
| Radio             | 119(99.2) | 1(0.8)    | 0        | 0         | 3.99 | 2 <sup>nd</sup> |
| Magazines         | 0         | 0         | 17(14.2) | 103(85.8) | 1.14 | 6 <sup>th</sup> |

Source: Field survey, 2016

**Table 4.** Constraints to use of mass media gadgets

| Constraints                                                                   | VS       | MS       | Severe   | Not severe | Mean | Rank            |
|-------------------------------------------------------------------------------|----------|----------|----------|------------|------|-----------------|
| Low literacy level                                                            | 85(70.9) | 34(28.3) | 1(0.8)   | 0          | 3.70 | 1 <sup>st</sup> |
| Unavailability of mass media gadget                                           | 76(63.4) | 37(30.8) | 6(5.0)   | 1(0.8)     | 3.57 | 2 <sup>nd</sup> |
| Inadequate electricity                                                        | 59(49.2) | 48(40.0) | 10(8.3)  | 3(2.5)     | 3.36 | 3 <sup>rd</sup> |
| High cost of mass media gadgets                                               | 52(43.3) | 55(45.9) | 12(10.0) | 1(0.8)     | 3.32 | 4 <sup>th</sup> |
| Lack of technical know-how on mass media gadgets                              | 49(40.8) | 62(51.7) | 6(5.0)   | 3(2.5)     | 3.31 | 5 <sup>th</sup> |
| Lack of awareness/knowledge of importance of mass media gadget to agriculture | 2(1.6)   | 2(1.6)   | 40(33.4) | 76(63.4)   | 3.22 | 6 <sup>th</sup> |
| Lack of funds                                                                 | 18(15.0) | 33(27.5) | 38(31.7) | 31(25.8)   | 2.32 | 7 <sup>th</sup> |

Source: Field survey, 2016

(mean=3.57), and inadequate electricity (mean=3.36) were the leading challenges that ranked first, second and third respectively among pastoralist in the study area. The least indicated constraints was lack of funds (mean=2.32), implying that cost of the gadget may not hinder the pastoralist to purchase gadgets for pastoral farming purpose. Erratic power supply was also found by Ani *et. al.* (2015) as a major constraints to the use of mass media by farmers in Rivers State. Similarly, Amusat and Oyedokun (2018) found irregular power supply as a major constraints to accessing information on fishery technologies from media.

The chi-square test of association between socio-economic characteristics and use of mass media gadgets is presented in the Table 5. The table showed that age, marital status, level of education, household size, years in pastoral farming, and herd size had positive significant association with the use of mass media gadgets at  $p \leq 0.05$  among pastoral farmers in the study area. This findings imply that increase level of education, household size, years in pastoral farming, and herd size will increase the frequency of use of mass media gadgets among pastoral farmers in the study area. This finding is in line with Oyekunle *et. al.* (2017) who affirmed that marital status to a large extent influence cassava farmers' utilization of print and electronic media.

**Table 5.** Chi square analysis showing association between socio-economic characteristics and use of mass media gadgets

| Variables                 | Chi square | df   | p-value | Decision    |
|---------------------------|------------|------|---------|-------------|
| Age                       | 50.83      | 4.00 | 0.00    | Significant |
| Marital status            | 112.13     | 1.00 | 0.00    | Significant |
| Level of education        | 189.05     | 2.00 | 0.00    | Significant |
| Household size            | 80.50      | 4.00 | 0.00    | Significant |
| Years in pastoral farming | 32.08      | 4.0  | 0.00    | Significant |
|                           |            | 0    |         |             |
| Herd size                 | 41.80      | 3.00 | 0.00    | Significant |

## Conclusion and Recommendations

This study concludes that mobile phone, radio and television were the leading mass media gadgets commonly utilized by pastoralist in the study area. Pastoralist mainly sourced for information through mobile phone, radio, market place. Also, low literacy level, unavailability of mass media gadget, and inadequate electricity were the leading challenges of the pastoralist to effective use of mass media gadgets for pastoral farming purpose.

This study recommend that adult education should be made available to the pastoral farmers so that education can influence their utilization of mass media gadgets. Government should provide basic infrastructure like drinking water for their cattle and stable supply of electricity. Private organisations and NGOs, Religion bodies can work together with the government in providing basic social amenities like portable pipe borne water/motorized borne holes and electricity. More trained personnel should be recruited and trained on the use of mass media gadgets to improve the usage of the mass media gadgets.

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