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ANALYSIS OF HOME VIDEO AND INTEGRATED MULTI- MEDIA UTILIZATION AMONG PLANTAIN FARMERS IN OBUBRA LOCAL GOVERNMENT AREA OF CROSS RIVER STATE, NIGERIA

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Abstract
This study examined home video and integrated multi-media utilization among plantain farmers in Obubra Local Government Area of Cross River State, Nigeria. Data were collected from ninety six respondents in the study area using random sampling technique. Data collected were analyzed using descriptive statistics. The study found that majority of the respondents (90.63%) disclosed that they received information on agricultural programme on Radio. While 9.37% of them revealed that they did not. The study also found that 70.83% of the respondents disclosed that they adopted improved plantain suckers. While 20.83%, 1.04% and 7.29% of them disclosed that they adopted recommended plantain distance, fertilizer and herbicide application respectively. The study revealed that several constraints militated against the use of mass media to promote the transfer of innovations to plantain farmers. Based on the findings of the study it was recommended that government should provide improved plantain suckers at subsidized rate to farmers at the right time. Credit facilities should be given to plantain farmers and farmers who do not have collateral should form cooperative to enable them obtain loans from banks at low interest rate.Government should construct roads to interior areas where plantain are produced in large quantities in the study area to enable farmers carry their products to market where they can sell at a better price.
Key words: Home video, multi-media, plantain, biotechnology, adoption

Introduction

Nigeria like many other developing countries faces the challenge of providing adequate food supply for its teeming population. Policies and programmes aimed at boosting food production are being actively promoted in Nigeria(Chistensen, 1991; Amobi, 2010). Agriculture is crucial to the social and economic development of Nigeria(Adinya, Angba, Edet, Isek and Iton, 2011).

Over the years, Nigeria's agricultural output has been on a decline, and when compared with other sectors of the economy, the agricultural sector has been growing rather slowly. For instance, the annual growth rate of agriculture in 1980/81 was only 0.8%, compared with an annual industrial growth rate of 8.1%. The index of per capital food production which was 100 in 1969/71, was only 88 in 1980/81(Ajayi and Madukwe, 2001). This shows that the real cost of food in Nigeria has increased substantially because of the low quantity of food produced. The demand for food has exceeded the supply and this has resulted in increase in price of food in the markets and has put farmers in such a position where they need information on scientific break-through to meet up the demand for food (Adinya, Kuye, Awoke, Ajayi, Agom, Ele, Ogbonna, Akpet and Agba, 2008a; Adinya, Awoke,Enun and Arikpo, 2008b).

Information needed by the rural farmers could be according to their needs. Their needs could be how to control pest and diseases, environmental hazards, seedlings preservation, finance and non access to loan. Information is power, if you are not informed then you are

deform. It is therefore necessary that farmers have access to information to expand and improve production. The need for higher labour productivity of farmers is not limited to meet his immediate need but extends to the productivity spectrum of the entire country(Meera , 2004; Abeng and Ononugbo, 2006).

Information facilitate trade and exchange of innovations that bother on crucial agricultural challenges, also stimulate increase production, reduce cost of production and maximize profit and increase the spread of information and accelerates the integration of national production and finance systems into global systems.

Research institutions packaged needed information in home videos distributed to farmers. Home video has full potential to assist farmers who are willing and determine to achieve the food security and national development objective as stated in the seven-point agenda of the past administration in Nigeria. According to Amobi (2010) food security programme is to ensure sustainable accessibility, availability and affordability of quality food to all Nigerians for the country to become a significant provider of food to the global communities. Food crisis in Nigeria can be solved through agricultural research and effective /efficient agricultural communication (mass media and home video) and extension service delivery (Isek, 2007). However, some farmers in the rural areas are illiterates, therefore cannot read or write, they need home video to train them by using pictures to show them practical way of doing things. Agronomic Magazine (Agromisa), Magazine on Low External Inputs and Sustainable Agriculture(LEISA) and Technical Centre for Agriculture and Rural Cooperation(CTA) produced home videos to instruct farmers on methods of propagation of plantain and other crops, planting, weeding, farm management, disease control and harvesting and processing(www. Agromisa. Org www.cta.int., 2010).

According to Attwood and Baviskar(2002) farmers in Guinea watched home videos of Bengladeshi women creating solutions to improve the quality of farm- saved rice seed. In the same vein, a survey of 160 women in central Benin compared the use of home video with conventional training workshop organized by extension agents showed that video reached 74% of women compared with 27% in conventional training by extension agents. This means that information flowed more with video training and created public awareness of citizen rights, reinforcing capabilities training and capacity resources.

Home video train farmers, build farmers' knowledge and skills that lead to a more sustainable system of farming. In addition to that, it educates, enlighten and inspire target audience (farmers).

Home video is the primary medium for recording and displaying motion pictures. Home videos are produced by recording people and objects with cameras, or by creating them using animation techniques(Blanchard, 1998; Lorimer and Scannell, 1994; Vipond, 2000; Maurice, 2008). Mass media is defined as method by which extension agent communicate to the clientele (farmers) through the use of radio, television /home videos. Home video industry in Nigeria started in Lagos in 1903 with a lot of skepticism and somewhat disdain from those who should tap its potentials has now proved to be proverbial stone that the builder rejected which has now become the corner stone(1Peter 2:7)(Adeyanju, 2006). Home video is now serving as foreign exchange earner, it produced and exported films in the world. The Nigerian Artists are gaining more acceptability and recognition around the world, while films content has improved and moved beyond production of fetish films to more serious issues like health, education, agriculture, social development, Christian music and other areas of human endeavour.

Adeyanju(2006) maintained that Nigerian home video has taken over the West African sub region, it has gone to "conquer" many parts of Africa, and even won many awards and prizes in Europe and the United States of America. In Southern part of Nigeria, 6000 video films were produced in the past ten years, making Nigeria one of the world's top film producing nations. In 2006, Berlin

hosted a two day fringe event of discussion and screening devoted to the Nigerian video film industry.

Home video train farmers, build farmers' knowledge and skills that lead to a more sustainable system of farming.

Over the years, questions usually arise concerning home videos and multi-media contributions to agricultural production, agricultural development and resource use efficiency of traditional plantain farming system as practiced by farmers in the study area. Research is therefore needed to find out if the traditional plantain farming system as practiced in some part of Cross River State acquire skills through watching agricultural programmes on radio /television / home video. Studies on home video and mass media utilization among plantain farmers in Obubra Local Government Area of Cross River State are scanty. The study also intend to address the problems of low productivity in plantain produced and inadequate supply of plantain in local and international markets cause by poor information flow to farmers. This study is therefore aimed at establishing the possible levels of usage of home video and mass media utilization among plantain farmers in Obubra Local Government Area of Cross River State. Ultimately, it is hoped that this study will help to bridge the information gap between information needed by plantain farmers and information availability online or information availability in home videos on improved plantain production.

Statement of the problem

Over 30% of people living in Obubra Local Government Area are illiterates(Adinya *et al*, 2011), therefore cannot read or write, they need home video to train them by using pictures to show them practical way of doing things, questions usually arise concerning home videos and multi-media contributions to agricultural production. In addition to that the problem of limited number of extension agents serving millions of target plantain farmers justify the need for home video and integrated multi-media communication(Okwu, Ejembi and Oboh, 2006).

According to Yahaya, (2001); Okwu, Ejembi and Oboh (2006) the recognition of the inadequacies of extension agents/ interpersonal communication strategy in agricultural development has led credence to the emergencies of mass media/ home videos in agricultural development process.

Research Questions

What are the socio-economic characteristics of plantain farmers in the study area?

Do plantain farmers in the study area adoption of recommended improved plantain production technologies through listening to radio broadcast and watching home video?

What type of innovations in agricultural crops and livestock production that home video films artists/ practitioners/producers need to produce and sell to intended beneficiaries (farmers)?

What are the problems militating against the convergence in media and home video industries for agricultural development?

What are the problems militating against increase plantain production?

Objectives of the study

The main objective of the study is to undertake an economic analysis of home video and integrated mulli-media utilization among plantain farmers in Obubra Local Government Area of Cross River State.

The specific objectives of the study are to:

describe the socio-economic characteristics of plantain farmers in the study area;

investigate the adoption of recommended improved plantain production technologies through listening to radio broadcast and watching home video;

identify new innovations in agricultural crops and livestock production that home video films artists/ practitioners/producers need to produce and sell to intended beneficiaries(farmers);

identify problems militating against the convergence in media and home video industries for agricultural development; and

identify problems militating against increase plantain production and make policy recommendations.

Significance of the study

Home video and integrated multi-media communication has been credited with abilities like getting across to millions of target plantain farmers of different cultures, ages, and educational background. Home video films with its ability to rise above the limitations of language and cultural barriers through the power of its visual image, music and sound effect remain the most potent communication of cultural transmission.

The result of the findings would enable plantain farmers to acquire new plantain production technique that reduces cost of production and maximize profit. Furthermore, the result of the findings would also guide policy makers to make new policy or adjust former policy on agricultural financing, agricultural inputs supply to farmers at lower cost, improvement in integrated multi-media communication system in the country.

Methodology

Study Area: The area of study is Obubra Local Government Area of Cross River State. There are six Local Government Areas in the Central Senatorial zone. This comprises of Abi, Boki, Etung, Ikom, Obubra and Yakurr Local Government Areas. This study is limited to Obubra Local Government Area of Cross River State in Central senatorial zone of Cross River State. The study area lies along the humid coastal region of Cross River State. It is located between Latitude 6^0 5'N and longitude 8^0 20''E and Latitude 8^0 48'S and longitude $6^0$12' E(Adinya and Awoke,2007; Irek,2012; Ibiang, 2011; Anok, 2012).

Obubra is boarded on the East by Ikom, North by Yala, and in the South by Yakurr Local Government Area of Cross River State, while in the West by Afikpo Local Government Area of Ebonyi State (Adinya and Awoke, 2007). The study area has an annual rainfall distribution, which ranges from 1,250mm to 1,324mm with an annual temperature of 25-28ºC (CRADP, 1992; FAO/UNESCO, 1994; Irek, 2012; Anok, 2012). There are two distinct climatic seasons in the area; rainy season from March to October and dry season from November to February.

Obubra Local Government Area of Cross River State is situated in the rainforest belt, which promotes the growth of crops such as oil palm, oranges, plantain, banana and guava. Food crops commonly grown by the inhabitants include rice, yam, cassava, potato, cocoyam, maize and vegetables. Fishing and keeping of animals like goats, sheep and poultry are among the area of interest of the people. Apart from farming, the people are also engaged in agro-based activities, while a good number are involved in civil service, marketing of agricultural products (trading) and other forms of non-farming activities or business(Adinya and Awoke,2007; Irek, 2012).

Sampling Technique

Ninety- six (96) plantain farmers were randomly selected from nine thousand six hundred (9,600) plantain farmers in the study area. The first stage involved selection of three villages in Obubra Local Government Area. The number of respondents were not equally selected from each of three villages selected because in some villages there are more plantain farmers than in other villages. A random selection of respondents (24, 32 and 40 respondents were selected from each village ; Iyamete, Ovonum and Ochon in Obubra L.G.A. respectively, making a total number of 96 respondents altogether.

Sources of Data Collection

Primary data were collected with the use of questionnaire designed to cover questions raised on the study objectives.

Method of Data Collection: The instrument that was used for data collection is questionnaire that contained structured (closed-ended questions) and semi-structured (open-ended questions). The researcher interviewed each respondent personally.

Analytical Technique: Data generated from field survey were analyzed using descriptive statistics to achieve objectives I to V. The descriptive statistics include tables, means and frequencies analysis

Results and discussion

Table 1: Distribution of respondents according to socio-economic characteristics

Educational level (year spent in formal school)	Frequency	(%)
First school Leaving Certificate	35	36.46
Senior Secondary School Certificate	20	20.83
Tertiary Institution	3	3.13
No Formal Education	38	39.58
Total	96	100

Source: Field Survey Data, 2015

Table 1 revealed that 36.46% of the respondents had First School Leaving Certificates (FSLC). In Table 1, 20.83% of the respondents disclosed that they had Senior Secondary Certificates (SSCE) while 3.13% of the respondents attended Tertiary Institutions (TI). Only 38 respondents representing 39.58% did not have any formal education. This result implies that majority of the respondents have low literacy level.

Table 2: Distribution of respondents according to Gender

Gender	Frequency	Percentage (%)
Male	38	39.58
Female	58	60.42
Total	96	100

Source: Field Survey Data, 2015

Table 2 shows the overall result of gender distribution among the respondents. This shows that 60.42% of the respondents were females while 39.58% of them were males. This implies that more women participate in plantain production than men. The result of these findings agrees with the earlier findings of Bagamba, Ruben, Kuyvenhoven, Kalyebara, Rufino, Kikulwe and Tushemereiwe (2004) reported that more women participated in plantain production. They further revealed that plantain production provides suitable option for subsistence and income generation in East Africa.

Table 3: Distribution of respondents according to age

Age (years)	Frequency	Percentage (%)
18 – 21	60	62.50
22 – 28	30	31.25
29 years and above	6	6.25
‘Total	96	100

Source: Field Survey Data, 2015

Table 3 revealed that 62.50% of respondents were between the ages of 18 – 21 years. While 31.25% of the respondents were between the ages of 22 – 28 years. Only 6.25% of them were between the ages of 29 years and above. The average age of the respondents was 23.5years. This implies that majority of the respondents were within the economically active age. These findings were synonymous with Asa (2003) who reported that people in age group of 18 – 50 years are more economically active and independent than those in age group above 70 years.

Table 4: Distribution of respondents according to marital status

Marital status	Frequency	Percentage (%)
Single	15	16.63
Married	51	53.12
Widow	18	18.75
Widower	12	12.50
Total	96	100

Source: Field Survey Data, 2015

Data in Table 4 reveals that 53.12% of the respondents were married while 18.75%, 16.63% and 12.50% of the respondents were widow, single and widower respectively. The implication of the result shows that the participation of married men and women in plantain production is higher than single men and women.

Table 5: Distribution of respondents according to farming experience

Farming experience (years)	Frequency	Percentage (%)
1 – 5	6	6.25
6 – 10	24	26.67
11 – 15	51	53.12
16 years and above	15	16.63
Total	96	100

Source: Field Survey Data, 2015

Analysis of Table 5 revealed that 53.12% of the respondents had 11 – 15 years farming experience. This is closely followed by the respondents (26.67%) with farming experience of 6 – 10 years. While 16.63% and 6.25% of respondents respectively revealed that they had farming experience of 16 years and above and 1 – 5 years. The average farming experience was 10.5 years. This implies that the plantain farmers in the study area are well experience in plantain production.

Table 6: Distribution of respondents according to farm size

Farm size (hectares)	Frequency	Percentage (%)
0.1 – 1.9	60	62.50
2.0 - 2.5	30	31.25
2.6 – 3	6	6.25
Total	96	100

Source: Field Survey Data, 2016

Table 6 revealed that 62.50% plantain farmers in the study are had farms size between 0.1 – 1.9 hectares. This implies that majority of respondents had farms size between 0.1 – 1.9 hectares. While 31.25% of them had farm size ranging from 2.0 – 2.5 hectares. Only 6.25% of them had farm size between 2.6 – 3 hectares. The average farm size was 2 hectares.

Table 7: Distribution of respondents according to information need on scientific breakthrough to plantain production

Information need on scientific Breakthrough in plantain Production	Frequency	Percentage (%)
Yes	90	93.75
No	6	6.25
Total	96	100

Source: Field Survey Data, 2015

Analysis of Table 7 revealed that 93.75% of the respondents disclosed that they need information on scientific breakthrough to meet up the increase demand for plantain products. This implies that plantain farmers need current films on new production techniquethat reduces cost of production and maximize profit.

Table 8: Distribution of respondents according to received information on agricultural programme in Cross River State

Receivedinformation on gricultural programme in Cross River State	**Frequency**	**Percentage (%)**
Yes	87	90.63
No	9	9.37
Total	96	100

Source: Field Survey Data, 2015

Data in Table 8 revealed that majority of the respondents (90.63%) disclosed that they received information on agricultural programme on Radio. While 9.37% of them revealed that they did not.

Table 9: Distribution of respondents according to adopted recommended improved plantain production technologies through listening to radio broadcast and TV/video

Adopted recommended improved plantain production technology Used recommended planting	Frequency	Percentage (%)
Distance	20	20.83
Used improved plantain suckers	68	70.83
Used fertilizer	1	1.04
Used herbicides	7	7.29
Total	96	100

Source: Field Survey Data, 2015

Table 9 gave a percent citation of the adoption of recommended improve plantain production technologies through listening to radio broadcast and television/home video. The findings showed that 70.83% of the respondents disclosed that they adopted improved plantain suckers. While 20.83%, 1.04% and 7.29% of them disclosed that they adopted recommended plantain distance, fertilizer and herbicide application. The result of the findings corroborated with earlier findings by Ogunbile, and Olukosi (1990) stated that plantain farmers

in the study area adopted improved plantain production technologies.

Table 10: Distribution of respondents according to used of mass media to educate plantain farmers

Use of mass media	Frequency	Percentage (%)
Yes	66	68.75
No	30	31.25
Total	96	100

Source: Field Survey Data, 2015

Table 10 reveals that 68.75% of respondents disclosed that the extension agent used mass media to educate them on recommended improved plantain production technologies through listening to radio broadcast and television/home video.

Table 11: Constraints militating against the use of mass media to promote the transfer of innovation to plantain farmers

Constraints	Total frequency	Percentage (%)
Cross River State Radio Broadcast Area of coverage is small	38	39.58
Information received are presented in three local languages (Efik, Bakwarra and Ejahgam) are used by Cross River radio broadcast cooperation to deliver information to plantain farmers who do not understand these languages cannot hear the message	35	36.46
Lack of electricity supply to power radio/television set	12	12.50
No money to buy batteries/generator to power radio /television	3	3.13
Wrong time of radio message Presentation (Presented in morning at 9am when some farmers had gone to farms by 6.00am)	8	8.33
Total	96	100

Source: Computed from Field Survey Data, 2015

The study revealed that several constraints militated against the use of mass media to promote the transfer of innovation to plantain farmers. These constraints are presented in Table 11. From the table, the constraint of lack of electricity supply to power radio (3.3%), wrong time of radio message presentation (8.3%), small area of coverage and information received are presented in three local languages (Efik, Bakwarra and Ejahgam) are used by Cross River radio broadcast cooperation to deliver information to plantain farmers who do not understand these languages cannot hear the message (36.46%).

Conclusion and Recommendations

Home video and integrated multi-media has contributed to agricultural production and resource use efficiency of traditional plantain farming system as practiced by farmers in Obubra Local Government Area. They adopted improved plantain production technologies(93.75% of the respondents disclosed that they used information on scientific breakthrough to increase plantain production to meet up the increase demand for plantain products). The study shows increased adoption of innovations in production of plantain through the use of mass media as source of information in the study area, this led to increase in farmers' income and improved standard of living in the community.

Government should provide modern mass communication equipment in Cross River State Radio Broadcasting Cooperation to expand the area of coverage.

Government should provide improved plantain suckers at subsidized rate to farmers at the right time.

Credit facilities should be given to plantain farmers and farmers who do not have collateral should form cooperative to enable them obtain loans from banks at low interest rate.

Government should construct roads to interior areas where plantain are produced in large quantities in the study area (Ahaha, Ogurude, Osopon and Edondon) to enable farmers carry their products to market where they can sell at a better price.

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