

Comparative Analysis of Conventional and Traditional Media for the Utilization of Entertainment – Education for Agricultural Information Dissemination in Nigeria

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ABSTRACT This study was carried to assess traditional and conventional media practitioners' views about Entertainment – Education (EE) format utilization for agricultural information dissemination. Three hundred and forty respondents comprising 238 and 102 conventional and traditional media practitioners respectively were randomly selected through multi-stage sampling technique across media organizations in south west Nigeria. The results indicates that 81.2 percent of all practitioners with different educational qualifications favorably perceived EE format utilization for agricultural information dissemination. This trend is similar to conventional (84.4%) and traditional (89.4%) media practitioners. However, traditional media (76.5%) and conventional media (67.6%) practitioners of various professional backgrounds opined that the perceived constraints are very severe. Analysis of variance result of overall perception of practitioners reveals that media practitioners differ across media ($F = 13.56$; $P < 0.05$) and between music and theatric practitioners ($F = 39.47$; $P > 0.05$) but radio and television practitioners do not differ ($F = 0.05$; $P > 0.05$). Also severity of perceived problems differ across media, radio ($X = 9.87$; television $X = 9.0$); theatre ($X = 6.87$) and music ($X = 10.98$) ($F = 12.69$, $P < 0.05$). Hence, it is recommended that varied positions of traditional and conventional media practitioners with respect of their overall disposition to EE format utilization should be accorded priority attention while adopting EE format for agricultural information dissemination.