

Farmers' Perception of Audio Visual - Aids in Technology Dissemination in Jigawa State, Nigeria

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This study was carried out to investigate farmers' perception of audio-visual aids in technology dissemination in Jigawa State. Data were obtained from 289 (20 %) of all the contact farmers who were randomly selected. Information was obtained from respondents using structured interview schedule. Data were subjected to analysis using descriptive statistics such as frequencies, percentages, and means. Hypothesis was tested using Chi-square to determine the relationship between combination of media and effectiveness. The results showed that the utilization of a combination of meetings, handbills and films was rated as most effective by the respondents (75.4 %) with a total score of 796. The test of hypothesis revealed significant relationship between combination of media resources/materials and effectiveness in dissemination of information. It is recommended that in- service training, workshops and seminars be organized for Extension Agents; extension teaching should be reinforced with adequate and appropriate visual aids, and extension programme should be funded adequately and encouraged with provision of audio visual resources. It is concluded that the effectiveness of information or technology delivery system is dependent on efficient application and effective combination of various audio- visual media materials and resources.

Key words: Farmers' perception, Extension, Technology, Dissemination, Nigeria