

VIEWERSHIP OF NAIJA FARMER REALITY TELEVISION SHOW AMONG AGRICULTURAL UNDERGRADUATES IN OYO STATE, NIGERIA

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ABSTRACT

Advocacy for the use of the entertainment industry to stimulate youths' interest in agriculture has been gaining momentum globally. Nigeria's agriculture ministry recently launched an initiative in that regard using the reality television format. There is however, scarcity of information on the success of the initiative. This study, therefore, investigated the viewership of Naija Farmer Reality show among agricultural undergraduates in Oyo State. A multistage sampling procedure was used to select 280 undergraduate students for the study. Information was garnered on personal characteristics, awareness, viewership, and constraints affecting viewership of Naija farmer reality show. Data was analysed using frequency counts, percentages, Chi-square and Pearson's Product Moment Correlation (PPMC) at 0.05 significance level. Findings indicated that the majority (64.6%) of the students were between the ages of 19 and 24 years. Most (53.6%) were female, single (92.2%) and unaware of the show (58.2%), while majority (57.9%) did not view the show. Among those that watched, 59.8% knew about it on social media, 89.9% preferred watching it on YouTube and 50.7% had wide viewership. While inability to purchase data was a major constraint (weighted score of 78.2) to viewership of the programme. It was deduced that students were not aware of Naija Farmer Reality Show hence, did not view it. Although those that did, prefer to watch on YouTube channel. Therefore, subsequent editions of the show should be publicised by the producers among agricultural undergraduates by exploring all social media platforms and popular streaming platforms to boost viewership of the show.

Keywords: Naija Farmer, Viewership, Reality television show

INTRODUCTION

The mass media explosion that began in the 1950s has dramatically changed the environment in which young people are raised. Electronic media provide the young ones with a variety of new learning opportunities and broaden the range of events the young people experience. Young people are nowadays easily influenced by their environment. Whether it is television, friends, family members, or just plain strangers, everyone and everything has an impact on youths (Prot, Anderson, Gentile, Warburton, Saleem, Groves, and Brown, 2015). Mass media have, in recent times, taken a bold and positive step towards enhancing educational development in the country. They have made it easy for all classes of students; agriculture students inclusive, to receive education outside of the four walls of their classrooms. Students can easily look up practical videos, or even more explanatory videos of what had been taught in the classrooms for more understanding. Another vital role of mass media to students is entertainment and empowerment.

According to Badiru, (2023); Ladigbolu and Olajide, (2018), one of the emerging strategies that have been deployed for various use in health, environmental education as well as agricultural development is the Entertainment-Education (EE) and associated genre like soap opera and reality television shows. Some earliest examples of reality television being used to promote agricultural development in Nigeria since 2016 are Naija Farmer, Corporate Farmers, the Agropreneur, the FarmHouse, and the Face of Agric. It is worthy of note that all these reality shows were created to

educate, inform, inspire and empower young entrepreneurs to pursue careers in agriculture while improving knowledge and skills of the existing farmers in agricultural practices, (Oresanya and Olajide, 2023; Ogwu *et al*, 2023 and Olaniran, 2021).

The Naija Farmer Reality TV show, a creation of the Federal Ministry of Agriculture and Rural Development in conjunction with Nigeria Television Authority (NTA), Startimes, Radio, Television and Theatre Workers Union of Nigeria (RATTAWU) and other stakeholders, is a 24-hour Reality Show for a period of 3 months. It was packaged with reality entertainment and progress made in the agricultural sector for youth empowerment. The show commenced on 29th, November 2020, with the intention to transform over 1 million unemployed Nigerian youths to agribusiness owners within the space of 10 years and by extension lift over 20 million youths out of poverty, (FMARD, 2020; Business Day, 2020 and IITA, 2019). The show included trainings, training visits to agricultural institutes like IITA, as well as contests among the participants.

Therefore, it is expected that the show would by now (three years after) be popular among Nigerian youths who were its target audience since inception. According to Olaniran, (2021), gender and age can influence viewership of reality shows. This suggests that the "Naija Farmer Reality Show" ought to be well known among agricultural undergraduates in Oyo State if things worked according to plans. Naija Farmer Reality Show is a classic example of how mass media are being put to use to provide opportunities for agricultural undergraduates, from

learning to mentorship, as well as empowerment and employment creation. One would expect that this show would interest agricultural undergraduates the most, since they are the category who might be thinking about taking up careers in the field of agriculture upon graduation. The show has the potentials to equip them with the reality of things outside school, as they could relate well with the characters of the show.

Despite the potential benefits embedded in watching this reality television show for promoting agricultural development, it is not ascertained if the target audience really watch the show. There is therefore, a gap in understanding Naija Farmer Reality Show viewership status of agricultural undergraduates in Oyo State. Therefore, this study aims to investigate the viewership of Naija Farmer Reality Show among agricultural undergraduates in Oyo State, Nigeria. It is in this context that the following objectives guided this study;

The specific objectives were to:

1. describe the personal characteristics of the students,
2. examine the awareness of Naija Farmer Reality show among undergraduate students;
3. ascertain the viewership of Naija Farmer Reality show;
4. identify the constraints to respondent's viewership of the Naija Farmer Reality show.

The hypothesis of the study was stated that there is no significant relationship between the personal characteristics of the students and viewership of Naija Farmer Reality show.

METHODOLOGY

The study was carried out in Oyo State which is one of the six states in the south-western geopolitical zone of Nigeria. The state comprises 33 Local Government Areas and has a land mass of about 27,249 square kilometres and a coordinate of 8.157°N and 3.0147°E. According to the National Bureau of Statistics projection of 2016 the state has a population of 7,840,864 people, (NBS, 2017). Oyo State has an equatorial climate with dry and wet seasons and relatively high humidity. The average annual rainfall is between 800 and 1500mm, while average daily temperatures range between 25°C and 35°C, almost throughout the year. The vegetation pattern is that of rain forest in the South and guinea savannah in the North. Thick forest in the South gives way to grassland interspersed with trees in the South. There are several research institutes, universities, colleges of agriculture and education as well as polytechnics in Oyo State, some of which offer several agricultural courses.

The population for this study comprised all 2023 agricultural undergraduates in Oyo State,

Nigeria. A multistage stage sampling procedure was used to select respondents for the study.

The eleven universities in the state were stratified into Federal Government, State Government and privately-owned strata however, privately-owned institutions were not selected for this study because many of them do not offer Agriculture as a course of study. In all, there were seven private universities, two state universities and one Federal university. The first stage involved purposive selection of the Federal and one state-owned university. Therefore, University of Ibadan, Ibadan and Ladoke Akintola University of Technology (LAUTECH), Ogbomosho were selected because both offered agriculture as a course of study. The second stage involved purposive selection of all 300 and 500 level undergraduate students from the selected universities. This selection was due to the fact that 300 and 500 level students are considered to have stayed long enough studying agriculture to arouse their interest in the reality show. This, coupled with the fact that at these levels, the students are expected to be stationed on campus unlike their 400 level counterparts that would have been posted for their Industrial Training (IT). So, in all 2,850 (1600 and 1250 from 300 and 500 level) and 1,500 (300 and 500 level) registered students from Faculty of Agriculture LAUTECH and University of Ibadan in year 2023 constituted the sampling frame.

The last stage involved selection of 7% of students in each university using a simple random sampling technique. This gave a total of 105 students from University of Ibadan and 200 from LAUTECH, giving a total sample size of 305. Although a total of 280 of the students completed the well-structured questionnaire administered to elicit information via Google forms, in relation to the study objectives, making a return rate of 92%.

Students' awareness of Naija Farmer Reality TV show was probed by asking the students to indicate if they were aware of the show (Not aware-0, Aware-1), to state their means of awareness (TV-1, Social media-2 Friends and family-3), to indicate if they view the show or not (No-0, Yes-1) and finally state their preferred viewership mode (YouTube-1, Startimes-2).

While viewership of Naija Farmer Reality TV show according to this study was measured among those that indicated that they view the show, this was done by requesting the students to state the extent to which they view the Naija farmer reality show. They were provided with three response options of a little of the show (viewing for less than 10 days), half of the show (viewing for about 45 days), above half of the show (viewing for more than 45 days). A score of 1 was assigned to response option "a little of the show", 2 was assigned to "half of the show" while 3 was allotted to "above half of the show" response

options. The maximum obtained score was 3, and the minimum score was 1 while the obtained mean score was 1.71. Using this mean score as benchmark, extent of viewership was categorized as high and low. All score of respondents that were below 1.71 mean score were adjudged a limited viewership and all respondents with mean score of 1.71 and above were adjudged to have a wide viewership of *Naija Farmer Reality TV* show.

Data collected were analysed with the aid of percentages, weighted score, frequency distribution,

Chi-square and Pearson's Product Moment Correlation (PPMC) at 0.05 significance level.

RESULTS AND DISCUSSION

Personal characteristics of the respondents

The results in Table 1 show that most (64.6%) of the respondents were between the ages of 19-24 years, female (53.2%), single (93.2%), 300 level students (71.4%) and from Agricultural Economics department (27.5%). The high female population of students is contrary to the notion that females do not engage in agriculture unlike males.

Table 1: Distribution of respondents by personal characteristics

Variables	Frequency	Percentage
Age ($\bar{x}=23.16\pm 2.220$)		
19-24 years	181	64.6
25-30 years	99	35.4
Sex		
Male	131	46.8
Female	149	53.2
Marital status		
Single	261	93.2
Married	19	6.8
Level of study		
300	200	71.4
500	80	28.6
Course of study		
Agricultural Economics	77	27.5
Agricultural Extension and Rural Development	55	19.6
Agronomy	51	18.2
Animal Science	59	21.1
Crop Protection and Environmental Biology	38	13.6

Source: Field survey, 2023

Students' awareness of *Naija farmer reality show*

Table 2 reveals that 57.9% of students were not aware of the *Naija farmer reality show*. Out of the respondents that were aware of the show, Table 2 shows that the majority (59.8%) found out about the show on social media, 75.4% did not view the *Naija farmer reality show*, while among those that viewed the show majority (89.9%) preferred to view the *Naija farmer reality show* on YouTube. This implies that most of the agricultural undergraduates in Oyo State were not of the known about the *Naija farmer reality show* in the study area. First off, these results are in consensus with the findings of Ladigbolu and Olajide (2018), who confirm that many people were not aware of any Nigerian EE genre like soap operas and reality TV show used to promote agriculture. This could be because the show is not popular

among agricultural undergraduates or that the show was only publicised on YouTube channel instead of streaming it on every other social media.

Meanwhile, the preferred viewership mode of YouTube is not in line with the existing knowledge and submissions of Osman, Muhammed, and Mu-Azu, (2023); Badiru, Ladigbolu, and Adebayo, (2022) that radio and television are still the most effective communication channels used for disseminating or retrieving information on agriculture. It is however, in support of a study conducted by Olaniran, (2021) that audience in urban areas have shifted from the use of old or traditional media to receive information but rather the focus is now on social media like Facebook, YouTube, Twitter especially in keeping up with their favourite shows.

Table 2: Distribution of respondents by awareness of Naija farmer reality show

Variables	Frequency	Percentage
Awareness of Naija farmer reality show		
Yes	118	42.1
No	162	57.9
Total	280	100.0
Means of awareness		
On television	13	11.1
Social media	70	59.8
From a friend/ relative	34	29.1
Total	118	100.0
Viewership of the show		
Yes	69	24.6
No	211	75.4
Total	280	100.0
Preferred viewership mode		
YouTube	62	89.9
Startimes	7	10.1
Total	69	100.00

Source: Field survey, 2023

Viewership of Naija farmer reality show

Table 3 reveals that 49.3% of the students indicated that they viewed Naija farmer reality show to a little extent (viewing for less than 10 days), however overall, there was a wide (50.7%) viewership among the respondents. It can therefore be inferred that Naija Farmer Reality Show enjoyed wide viewership among the few agricultural undergraduates that viewed the show and many of them viewed only a small part of the show. This

could be attributed to a number of factors, irregular power supply, lack of fund to purchase data and busy school schedule among other factors. Although, this result is in consonant with the findings of Anorue, Obayi, Onyebuchi, Alaekwe, and Etumnu, (2021) that BBNaija reality TV show has a wide viewership among undergraduate students at Imo State University, but the students only watched the show in the evenings due to school activities engagement.

Table 3: Distribution of respondents by viewership of Naija Farmer Reality Show (n-69)

Extent of viewership	Frequency	Percentage
A Little of the show	34	49.3
Half of the show	21	30.4
Above half of the show	14	20.3
Level of extent of viewership		
Wide view	35	50.7
Limited view	34	49.3

Source: Field survey, 2023

Constraints to viewership of Naija farmer reality show

Table 4 reveals that inability to purchase data was ranked first with weighted score of 78.2 as a major challenge to viewing Naija farmer reality show. This is expected as it was earlier realised that most agricultural undergraduates either prefer to make use of the internet means of ICT or they just spend more time on their gadgets. Epileptic power supply was next on the rank (64.6). The problem of irregular power supply could affect viewership of

the show, especially in a situation where it was discovered that students prefer to view the show on their gadgets. In such instance, students may not have the opportunity to charge their phones. Other challenging limiting factors to viewership of the Naija farmer reality show include the show being uninteresting (61.0) and poor access to startimes cable/ subscription (42.2). However, inconvenient time of broadcast (39.7) was the least constraint among the respondents.

Table 4: Distribution of constraints to viewership of Naija Farmer Reality Show

Challenges	Not a Severe constraint	Mild constraint	Severe constraint	Weighted score	Rank
Inability to purchase data	43.2	35.4	21.4	78.2	1 st
Epileptic power supply	51.8	31.8	16.4	64.6	2 nd
The show is uninteresting	52.9	33.2	13.9	61.0	3 rd
Poor access to StarTimes cable/ subscription	67.1	23.6	9.3	42.2	4 th
Inconvenient time of broadcast	68.2	23.9	7.9	39.7	5 th

Source: Field survey, 2023

Relationship between personal characteristics of respondents and viewership of Naija farmer reality show

The result of the Chi-square analysis in Table 5 reveals that there was no significant relationship between respondents' sex and viewership of Naija farmer reality show ($\chi^2=1.157, p=0.28$). This means that being female or male had nothing to do with viewership of Naija farmer reality show. Similarly, level of study of respondents was insignificant with viewership of Naija farmer reality show ($\chi^2= 2.857, p= 0.24$). This implies that whether students were in

300 or 500 level did not have influence on viewership of Naija farmer reality show. However, course of study was significantly related to viewership of Naija farmer reality show ($\chi^2= 14,286, p= 0.00$). This association is not surprising because respondents' course of study is directly related to the Naija farmer reality show, the show aligned with their career and was tailored encourage them to boost their interest in agriculture hence, they either watched because it is related to their career, for improved developmental skills or for passion and curiosity.

Table 5: Chi-square analysis of relationship between personal characteristics and viewership of Naija farmer reality show

Variables	χ^2 -value	df	p-value
Age	24.014	1	0.00
Sex	1.157	1	0.28
Marital status	209.157	1	0.00
Level of study	2.857	1	0.24
Course of study	14.286	4	0.00

Source: Field survey, 2023

CONCLUSION AND RECOMMENDATIONS

The study found out that most of the agricultural undergraduates were not aware of Naija Farmer Reality Show and did not view the show. The few that watched the show did so on YouTube while, inability to purchase data was a major constraint that limited viewership of Naija Farmer Reality Show.

Development communicators in conjunction with the Ministry of Agriculture should endeavour to publicize the show among agricultural undergraduates so as to boost awareness and viewership of Naija Farmer Reality show by showing it on all social media platforms.

The organisers of the show should also explore other streaming platforms like GoTV and DSTV, as a lot of people may not be using StarTimes in Nigeria.

Success stories of agricultural graduates who have made significant contributions or achieved notable success in the agricultural industry especially through the show should be highlighted and publicised. These success stories can serve as inspiration for other youth in the agricultural sector.

The producers and presenters of Naija Farmer Reality show should put in more efforts to ensure

that the show is made more entertaining by containing areas of agriculture that would arouse the interest of students and other youth, use of more technologies and more entertaining contents.

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