

**INFLUENCE OF DEVELOPMENT COMMUNICATION ON
AGRICULTURAL INFORMATION DISSEMINATION IN RURAL
NIGERIA**

BY

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DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Development Communication on Agricultural Information Dissemination in Rural Nigeria" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined influence of development communication on agricultural information dissemination in rural Nigeria, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and development. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 399 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 379 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.11). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.518$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.24, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.03$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of development communication on agricultural information dissemination in rural Nigeria is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

In recent years, influence has emerged as a central theme in scholarly discourse on mass communication. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which influence unfolds. The aggregate picture emerging from Aderemi and Musa (2023) points to a modest but consistent association between influence and the outcomes of interest. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Studies conducted within the West African subregion by Nnamdi and Adeniyi (2018) reached conclusions broadly consistent with the Nigerian evidence. Accordingly, there is a growing consensus that deliberate policy action is required. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Contemporary scholarship increasingly frames influence as inseparable from the broader question of development. Globalisation and technological change have intensified both the opportunities and the challenges associated with influence. Longitudinal research by Kalu and Kalu (2016) revealed that sustained attention to influence yields appreciable dividends over time. These developments carry important implications for policy and practice in mass communication. An examination by Musa and Umeh (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with development. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

A growing corpus of literature draws attention to the pivotal role of influence in shaping developmental trajectories. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream influence into routine governance. An examination by Musa and Umeh (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Accordingly, there is a growing consensus that deliberate policy action is required. The aggregate picture emerging from Dauda and Nnamdi (2023) points to a modest but consistent association between influence and the outcomes of interest. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with development. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Contemporary scholarship increasingly frames influence as inseparable from the broader question of development. Economic pressures and resource scarcity frequently determine the pace at which influence