

Culture and Attitude as Predictors of People's Participation in Rural Development in Edo South Senatorial District

Dr (Mrs) S. E Omiunu

Department of Adult Education and Non -Formal Education, Faculty of Education, University of Benin, Benin City, Nigeria

Arhiavbere Osaro Friday

Department of Adult And Non - Formal Education, Faculty of Education, University of Benin, Benin City, Nigeria

Abstract

This study examines culture and attitude as predictors of peoples participation in rural development in Edo south senatorial district A sample of 350 respondents were used for the study. A structured questionnaire was the main instrument used for data collection. The study employed the simple survey research design. The findings revealed that the people's participation in rural development in Edo south senatorial district is marginal. Secondly, the people's belief system influences their level of participation in rural development activities. It was also discovered that people's norms also influence the people's participation in rural development activities. The paper recommended that there is need to ensure that rural development activities when initiated are culture compliant, the people need to be educated on the need to support rural development activities by helping to identify those cultural practices that are inimical to changes and progress and the people must also be involved in the initiation and evaluation of rural development activities

Introduction

The issue of people involvement in development process remains a critical one and has continued to engage the attention of experts in development cycle. This is because it is considered a key factor in the successful implementation of development programmes. However, the choice to be actively involved or participate in a programme is a product of many variables which according to Omoruyi, (1998) are ranging from preference, family value, culture and attitude are still been strongly felt as major factors in the choice of people to participate in any development oriented programme. Culture is simply the way of life of a people. It describes the totality of what mankind has acquired as a members of a given society. It describes what the individual stand for and represent. It is expected therefore, that the individual value system preference, choice and attitude will be influenced by culture. This implicates the fact that culture plays a major role in one value chain and choice. It is also expected that the individual desire interest to be actively involved in development activities will depend greatly on this culture and attitude towards such programme. Therefore, the issue of worth, the influence on the people culture and attitude you have on their level of involvement has become very crucial and topical. There is need to gather and empirical evidence on how people, culture and their attitude can facilitate or influence their development activities.

Though, people's participation in rural development activities have been identified and the influence of the variable of need, interest attitude have also been indentified but the extend to which they predict participation need to be determined.

Statement of the Problem

Rural development programmes are always initiated and implemented so as to better the lots of the rural dwellers. Basically, it seeks to bring about transformation in the education, health, social and economic sphere of life of the people. However, for all these to be attained, the people for which the development programme is meant must actively participate in all such programmes. The people's involvement is imperative in ensuring the success and actualization of rural development goals. The level of involvement is a product of several variables ranging from attitude, interest and culture

However, there is paucity of data on the extent to which attitudinal variables and culture of the people influence their involvement in rural development activities. This explains the concern of this study to investigate the extent to which people's culture and attitude influence their level of involvement in rural development activities.

Research Questions

The following research questions were raised to guide the study

1. To what extent does the people's culture influence their level of participation in rural development activities?

2. How does taboo influence the people's level of participation in rural development activities?
3. To what extent does the people's belief influence their level of participation in rural development programmes?
4. How does people's norms influence their level participation in rural development programmes?
5. How does attitude depicts peoples participation in development activities?

Purpose of the Study

The purpose of this study is to:

1. To find out how the people's culture influence their level of participation in rural development activities.
2. To find out how taboo influences the people's level of participation in rural development activities.
3. To ascertain how people's belief influence their level of participation in rural development programmes.
4. To find out how the people's norms influence their level participation in rural development programmes.
5. To examine how attitude depicts peoples participation in development activities.

METHODOLOGY

Research Design

The study adopted the descriptive type of research design to investigate the extent to which culture and attitude act as predictors of participation in rural development activities in Edo south senatorial district.

Population

The population of the study consists all the inhabitants of rural rural in the seven (7) local government areas that make up the south senatorial district of Edo state.

Sample

The sample of the study consists of 350 respondents. In selecting the sample 50 respondents each was selected from 7 rural communities in 7 Local Government Areas which make up the South senatorial district of Edo state.

Collection of Data

A structured questionnaire was designed and used for the collection of data for the study. The instrument was personally administered by the researchers with the assistance of two research assistants? All the instrument distributed were duly completed and retrieved and used for the study.

The content and face validity of the instrument was established using the expert judgement approach. While the split half method was adopted to determine the reliability coefficient of the instrument. The split-half reliability determinant procedure was adopted as postulated by Gay (1987), it helps to eliminate errors of measurement such as difference in testing conditions. The result of the two halves where correlated using the Pearson's product moment correlation coefficient of 0.75. This was also subjected to the Spearman Brown prophecy formula for accuracy and at the end a correlation coefficient of 0.86 was obtained. This shows that the instrument was reliable.

Method of Data Analysis

The data collected was analysed using descriptive statistics such as tables, frequency count, simple percentage and chi-square statistics.

RESULT AND DISCUSSION

Finding of the study are presented in the following tables:

Research question One

This research question states: To what extent does people's culture influence their level of participation in rural development activities?

The responses obtained were analyzed and the summary of the result is presented in Table 1 below

Table 1: Summary Data on Extent of People Culture Influence in Rural Development Activities

S/N	Level of Respondents	Frequencies	Percentage
1	To very large extent	50	14.29
2	To a large extent	30	8.57
3	To an extent	60	17.14
4	To a little extent	210	60
	Total	350	100

Table 1 shows the responses of the respondents on the extent of people culture influence in rural development activities. The result shows that 50 of the respondents representing 14.29 percent indicate that the people's culture was to a very large extent. 30 or 8.57 percent of the respondents say it is to a large extent. Only 60 or 17.14 percent were of the opinion that the people's culture is to an extent. While 210 of the respondents representing 60 percent say the extent of culture is, to a little extent. This means that majority of the respondents

says that the people culture in rural development activities is marginal. In other words the inhabitants of rural areas are not actively participated in rural development activities in their areas.

Research question Two.

This research question states: How does taboo influence people's level of participation in rural development activities in Edo South Senatorial District. The results obtained from the analysis of data collected are summarized and the results presented in Table 2 below

Table 2: Chi-square test Analysis of the Relationship Between taboo and Participation in Rural Development activities

Variables	SA	A	DA	SD	DF	X ² cal	X ² crit
Observed	80	70	65	25	3	12.83	7.815
Expected	100	75	50	25	ue is 12.83. the x ²		

The Table 2 result shows that the calculation x² value is 12.83. The x² critical or table value is 7.15 with 3 degree of freedom at 0.05 level of significance. The calculate x² value is greater than the x² critical value. The hypothesized position that taboo variables or factors will not determine or influence people's participation in rural development activities is rejected. This means that the people's participation in development activities is influenced by their taboo disposition to the programme.

Research question Three

This question states: to what extent does the people's belief influence their level of participation in rural development programme? The summary of the result is presented in Table 3

Table 3 Summary of Data on Influence of Belief on people's Level of participation in

Level of participation	Frequencies	Percentage
Strongly Agree	145	47.42
Agree	85	24.29
Disagree	80	22.86
Strongly Disagree	40	11.43
Total	350	100

Rural Development Programme

The result in Table 3 reveals that 145 of the respondents representing 47.42_percent indicated that they strongly agree that the belief of the people influence their level of participation in rural development programmes. Only 85 or 24.29 percent agree on the issue. 80 or 22.86 percent disagreed, while 40 or 11.43 strongly disagree on the issue. The percentage of those who strongly agree on the issue is higher. This implies that majority of the sampled respondents are of the view that the belief of the people influences the extent or level of their participation in rural development programmes.

Research question Four

This question states: Does the people's norms influence their level of participation in rural development programmes? The results obtain on the issue is shown in Table 4

Table 4: Summary of Results on Influence of Norms on Participation in Rural Development Programmes.

Level of Participation	Frequencies	Percentage
Strongly agree	145	41.42
Agree	125	35.72
Disagree	80	22.86
Strongly agree	-	100
Total	350	100

Table 4 reveals that 146 of the respondents strongly agree on the issue that the people's norms influence their level of participation in rural development programmes and this represents 41.42 percent. 125 or 35.72 percent agree to the issue. 80 representing 22.86 percent disagreed. This means that majority of the respondents are of view that norms influence the people's level of participation in rural development.

Research question Five

This question states: How does attitude depict people participation in development activities? The results obtain on the issue is shown in Table 5

Table 5: Summary of Results on attitude as predictor of people's participation in rural development programme

S/N	Attitudinal Variable	Mean (x) Score
1.	Culture	3.40
2.	Taboo	3.50
3.	Belief	3.12
4.	Norms	3.13

Table 5 indicated that all the items met the mean acceptance standard level on the scale. The mean score indicative of the fact that they have influence on people's participation in rural development programmes

DISCUSSION OF RESULTS

The study revealed that to a very large extent the culture of the people influences the people's participation in rural development activities. The result of the study shows that the people's level of participation in rural development activities was marginal. This means that the level of the people's participation was low. By implication the people do not actively participate in rural development activities. This finding collaborated the findings of Omoruyi (2010) in his work evaluation of rural development programme implementation reported that the people do not actively participate in rural development activities. However this view does not agree with the findings of Omiunu (2010) who reported that the people of Edo State take active part in self-help development activities at the grassroots level.

In the area of the people's norms the study revealed that the people's norms maximally influences their level of participation in rural development activities. This finding also confirm the views expressed by Zaickousky (1985), Dillard (1994) and Toddard (2006) that people's norms can have great influence on the extent to which people can be involved in rural development activities.

Conclusion/Recommendations

Based on the findings of the study, the following conclusions were drawn:

- That the people's participation in rural development in Edo South Senatorial District is marginal. In other words, their level of participation is low
- Secondly, it was concluded that the people's belief influences their level of participation in rural development activities in the area.
- Another conclusion reached was that the belief of the people influences the extent to which they participate in rural development programmes or activities. In other words, the belief of the people is determinant factor in the participation of people in rural development activities.
- As part of the conclusion reached, it was observed that people's norms also influence the people's participation in rural development activities.

To this end, it is recommended that, there is need to ensure that rural development activities when initiated are taboo compliant. In other words, efforts should be made to ensure that programmes of rural development are the types that are acceptable to the people greatly. This is necessary because the failure of the programmes to take into consideration the belief of the people is likely to meet with stiff resistance from the people apart from their refusal to identify with the programme.

In addition, the people need to be educated on the need to support their rural development activities by helping to identify those taboos that are inimical to change and progress. The enlightenment and educational programme will help to ensure that people appreciate the need for change and also the necessity to embrace it.

Furthermore, the people must also be encouraged to actively participate in rural development activities. In fact, their participation should begin from the initial stage of need assessment. They need to participate in all areas of the programme. This will not only ensures that the people identifies with the programme, but make sure it is successful. This also has the effect of raising the level of the people's participation in rural development activities.

Finally, and as corollary of the above, there is the need to institute a mental transformation process that would lead to the development of positive attitude towards development activities on the part of the people. This is based on the revelation that the people's attitudinal disposition affects the extent to which they participate in development activities. Development of positive attitude will help raise the level of the people's participation in rural development activities as well as raise the temple of development activities in the area.

References

- Anyanwu, C. N. (1997). Principle and practice of adult education and rural development, Ibadan: Publishing Company Ltd.
- Federal Republic of Nigeira, (2006), National Policy on rural and rural development. Lagos: Government Press.
- Gidden, Theory of participation (1998) www.wikipedia retrieved June, 2010

- Imhabekhian, C. I. (2009). Management of rural development programmes and projects. Benin City: University of Benin Press.
- Oduran B. (1994). An introduction to rural development. Benin City: University of Benin Press.
- Omoruyi F.E.O. (2008) The dynamics of rural development: the Nigerian approach, Benin City: New Era Publication.
- Sopchokchai (2007) USA Today "Power of a Super Attitude" Retrieved on June, 2010 from www.wikipedia.com
- Sopchokchaj (2007). - People's Participation in rural development. Retrieved 2008 on the 3rd of February, 2008 from www.wikipedia.com
- Uroupagha, E (2012), The people culture and attitude as predictions of participation in Rural Development in Edo State (Unpublished M.Ed Disertation) Department of Adult Education, University of Benin
- Wikipedia, the free encyclopedia (1992). The science of Culture, November 20, 2008 from <http://en.wikipedia.org/culture>
- Wikipedia, The free encyclopedia (2008) rural. Retrieved November 20, 2008 from http://en.wikipedia.org/wiki/community_development.
- Wikipedia, the free encyclopedia (2009). Rural particular. Retrieved November 20, 2009 from <http://en.wikipedia.org/wiki/participation>.
- Wikipedia, the free encyclopedia (2009). Culture. Retrieved on November 20, 2008 from <http://en.wikipedia.org/culture>
- Wikipedia, the free encyclopedia. (2008). Attitude. Retrieved on December 18th, 2008 from www.wikipedia.org/attitude

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:

<http://www.iiste.org>

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: <http://www.iiste.org/journals/> All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: <http://www.iiste.org/book/>

Academic conference: <http://www.iiste.org/conference/upcoming-conferences-call-for-paper/>

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

