Journal of Biology, Agriculture and Healthcare
ISSN 2224-3208 (Paper) ISSN 2225-093X (Online)
Vol.5, No.3, 2015

Fisherfolks' Perception of the Agricultural Radio Programme Filin Mainoma in Kainji Area of Niger State

Arowolo, K. O.[1] Awotunde, J. M.[2] Abiona, B. G.[3] Olaoye, A. A.[1]
1.College of Fisheries and Freshwater water Aquaculture, Niger State
2.Department of Agricultural Extension and Rural Development, Federal University of Agriculture Abeokuta P. M. B. 2240
3.Department of Agricultural Administration, Federal University of Agriculture Abeokuta P. M. B 2240
E-mail dolace6ng@yahoo.com

ABSTRACT
The study examined fisherfolks' perception of the agricultural radio programme FILIN MAINOMA in Kainji Area of Niger State. Multi-stage sampling technique was used to select 252 respondents from the study area. Primary data were collected using structured interview guide. Data collected wereanalysed using descriptive and inferential statistics such as, Pearson Product Moment Correlation Coefficient (PPMC) and Chi-Square analysis (χ^2). Results showed that the mean age of the respondents was 25.50 years while majority (96.60%) was male. Also 63.10% had no formal education while 22.70% had primary school education. Also, Majority (99.20%) of the respondents was aware of and listened to the radio programme FILIN MAINOMA. All (100.00%) of the respondents had access to radio. Majority (98.80%) of the respondents opined that the message was interesting, 67.10% spent one hour listening to the radio programme in the morning every day. In addition, 38.90% of the respondents viewed fishing information on the radio programme as relevant, while 26.90% indicated that the format of presentation of the programme aroused their interest. Chi-Square analysis revealed that sex (χ^2 = 78.70, ($p<0.05$), df = 1), educational status (χ^2 = 2.41, df = 4), had significant association with the respondents perception of the programme. Also, correlation analysis results revealed a significant and positive relationship between the household size (r = 0.21, $p<0.05$), and year of membership association (r = 0.24, $p<0.05$), and respondents' perception of the radio programme. The study concluded that FILIN MAINOMA had impact on fisherfolks cash per unit effort. The study recommended that the programme should be strengthened and sustained while other similar programmes can be initiated in other radio stations in the area.

1.1 INTRODUCTION

Communication is the process of sharing ideas, meaning and message with others at a particular time and place. Communication induces writing and talking, as well as nonverbal communication (such as facial expression, body language or gestures); visual communication (the use of image or picture, such as painting, photography, video or film) and electronic communication (telephone calls, electronic mail, cable television or satellite broadcast) use in business, agriculture, and education (Lievrouw, 2009). Mass communication is the principle and practice of communities with mass appeal, it involves making use of media institutions such as newspaper, magazine, books, motion pictures, television, internet, sound recording directed at a group of people via a mass medium (Yahaya, 2003a).

In the past, information on agricultural production was disseminated to rural farmers, and fisherfolks by means of oral message, print media, posters and electro media i.e. (radio and television). The radio had played a vital role in sustainable development, this is widely acknowledged. Deliberate plan and efforts at maximizing this role is treated with levity. (Okigbo, 1998).

Radio functions as low-cost educational tool, the World Health Organization (WHO) for instance, estimated that HIV/AIDS educational programmes in developing countries carried out through mass media such as television and radio ranged in cost from only 0.041 to 0.07US cents.(Bouhafa, 1997 in Myers, 2000).

People have used radio as a medium for disseminating information because of its reach and popularity. Through radio, the most remote populations can learn about their environment and contributions they can make to sustain it (Nyirenda,1981). As a result of the changing democratic climate in Africa and in 1990s, government passed legislations to allow more independent management of radio stations, increasing not only the potential of freedom of information and expression but also the opportunities for using radio as an instrument to promote environmental awareness.

Radio is increasingly playing an important role in development. Radio delivered message directly to the listeners across any barrier. The above reasons therefore led to radio extension broadcast programme called "*filinMainoma"* as a medium of passing information to the fisherfolks around Kainji Lake area. *"FilinMainoma"* programme is broadcast on Radio Station Koro, a local booster station. The programme is broadcast in Hausa language, and the literal meaning of "*FilinMainoma*" in Hausa language is farmers programme. It is broadcast on Thursdays (9.30am -10.30am) and repeated on Wednesdays (5pm). The message

contents are fisheries edicts and regulations that guide fishery operation on the Kainji Lake, illegal fishing method and non-fishing economic activities. The programme also include contents which contributes to their fishing activities, information on program presentation formats such as discussion, question and answer, advertisements .All these were messages that call for fisherfolks patronage e. g sales of fish, maintenance of water body and prevention of obnoxious fishing methods. Fish is a vital source of protein in the diet of most Nigerians. Fish also contains a number of minerals and vitamins which are valuable components of human dietary requirements and animals feed stuff.(Abel, 1974) Based on information in the fourth and fifth national development plans (1980/85, 1990) 40% of the annual protein consumed by average Nigerians come from fish (Akeredolu, 1990).

1.2 Specific objectives

1) ascertain respondent awareness of the radio agricultural programme "*filinMainoma"*
2) determine the relevance of radio programme "*filinMainoma" to the* fishing practices in the study areas
3) to identify the respondents" areas of interest in the radio programmes.
4) determine the perception of the fisherfolks on the effectiveness of the radio agricultural programme *"filinMainoma"*

1.3 Hypotheses of the Study

Ho_1:- there is no significant relationship between the respondents' personal characteristic and their perception of the radio programme.
Ho_2:- There is no significant relationship between frequency of listening to the radio programme and fisherfolks' perception of radio programme effectiveness.

2.0 METHODOLOGY

2.1 Description of the Study Area

Kainji Lake is located in the north-western part of Nigeria. The Lake is approximately 120km long with a surface area of approximately 1270km^2 (Ita, 1982). The Kainji Lake has about 5000 fisherfolks. According to Du feu (2001), the whole Lake has about 286 fishing localities (villages and camps) spread along the shoreline and Island of Kainji Lake. It lies between latitude $9^0 50^1$ -10^0 55N and longitude 4^0 45E.The Lake is divided into three strata: (Biyontubo and Obhahie, 2006).

2.2 Sampling technique and Sample size

Multi-stage sampling technique was used in this study. Information in form of data needed for the study was provided by the randomly selected respondents. The Kainji Lake area of Northern Nigeria has been demarcated into three (3) main strata by Nigeria /German Kainji Lake fisher promotion project and updated in 2004 (Abiodun and Nworu 2004).From the table 5, Main strata 1 and 2 are located in Niger State while main stratum 3 is located in Kebbi State. This study was limited to strata 1 and 2 in Niger State. There are six sub-strata in both main strata (two in main stratum 1 and four in main stratum 2).
Stage 1: Two main strata that fall within Niger State were selected i.e. main strata 1 and 2
Stage 2: 50% of each selected main strata were selected.

Main Stratum 1(2substrata) – 1 substratum selected
Main Stratum 2 (4substrata) – 2 substrata selected

Stage 3: 20% of total number of fishing villages from each selected substratum were selected making a total number of 18 villages.
Stage 4: 20% of the respondents were selected randomly from total numbers of respondents from each substratum, giving a total number of two hundred and fifty six (256) fisherfolks, which were selected from the 18 villages which make the sample size of the study but the analysis were based on two hundred and fifty – two(252) respondents collected from the field, because four questionnaire was missing.

2.3 Measurements of variables

(1) Age: Age was measured in actual ages (interval level).
(2) Sex: This was assessed as male =1, and female = 2 (Nominal level), here the respondents were asked to indicate their sex.
(3) Educational status: this was measured by asking the respondents the highest level of education they attained such as Non formal education = 1, primary education = 2, secondary education = 3, others = 4.
1. Awareness of radio programme "*filinMainoma*": This was measured as aware = 2, not aware = 1, that is at nominal level.
2. Frequency of radio use: This was measured as regularly (3-5 times/day) = 1, occasionally (3-5times/week) = 2 and rarely (3-5times/month) = 3.

3. Ownership of radio set:- was measured at nominal level, I have a radio set = 1, I did not have a radio set = 2
4. Time use on radio: Respondents were asked to identify the number of hours spent on radio during the day on their fishing activities in the last one year. 1hour/day = 1, 2hours/day = 2, 3hours/day = 3, 4hours/day = 4, and 5hours/day = 5, others/day = 6hours above.
5. Radio Listenership: Respondents were asked to identify their radio listening pattern. This was scored as Yes or No. A score of 1 was assigned to Yes, while No was scored 2. If yes what radio station do you listen to? Radio Koro =1, Radio Kaduna =2, Radio Kwara = 3, Hausa BBC =4, and others =5
6. Is this radio programme relevant to your fishing practice? This was scored as Yes or No. A score of 1 was assigned to Yes, while No was scored 2.
7. How relevant is radio programme to you in your fishing practice? This was measured, using four(4) points rating scale of 4,3,2,and1 (a) very relevant (b) relevant (c) fairly relevant(d) not relevant

2) Artisanal Fisherfolks' perception on the effectiveness of the radio agriculture programme (*filinMainoma)* for fishing activities in Kainji Lake. This was measured based on how do you perceive the effectiveness of the radio Agricultural Progaramme (*filinMainoma)* in relation to your fishing practice?
Response key: Strongly Agree (SA); Agree (A) Undecided (U); Disagree (D) strongly Disagree (SD).A score of 5, 4, 3, 2, 1, was assigned for strongly Agree (SA), Agree (A),Slightly Disagree (SLD), Disagree (D) and Strongly Disagree (SD) for positive statements while the reverse order were negative statements. The maximum score was 115 and minimum score was 23. The means score was determined (115 + 23) / 2= 138/ 2=69.Score below the mean was categorized as low perception while scores above the means were categorized as high perception. Based on the total score of perception decision was made on respondents' perception as:
High: 70 -115
Low: 23 -69

2.4 Statistical tools for data analyses

The data collected were subjected to descriptive statistics (means, percentage and frequency distribution); inferential statistics such as Chi Square and Pearson Product Moment Correlation (PPMC) were also used to analyse the test of relationship in hypothesis.

3.0 RESULTS AND DISCUSSION

3.1 Personal characteristics of the respondents

The results showed the mean age of the respondents was 25.50 years, (SD=1.45) indicating that majority (68.30%) of the respondents were above 25.00 years old which implies that majority of the respondents were within the economically active age category (FAO, 1997). Respondents in this age range are more innovative motivated and adaptable individuals who can with wisdom cope with farming and fishing challenges (Fakoya and Daramola 2005)

Results further showed that majority (97.60%) of the respondents were male. This is supported by (Abiona, 2010) that fishery activities are mostly dominated by men. Considering the educational status of the fisherfolks in the study area, it was revealed that more than half (63.10 %) of the respondents had no formal education and (22.70%) had primary education. This implies that the rural artisanal fisherfolks do not have access to adult education or formal education.

Majority (97.20%) of the fisherfolks were muslims while (2.00% and 5.00%) were Christian and traditional worshipper respectively. This result supports the fact that the northern part of the Nigeria is occupied predominantly by Muslims WHO, (2001).

Half (50.00%) of the fisherfolks had household size of 5-10 persons, less than one quarter(23.80%) of fisherfolks had above 16 household members. This result shows that fisherfolks had more people to cater for and more hands to employ in their fishing activities to earn income for the household. Majority (93.70%) of the respondents were married, while few (6.30%) were single. This finding showed that marriage remains a valued culture in the study area. This result was confirmed by the reports of Fakoya, (2000) and Oladoja*et. al.*(2008) that marriage is a means of bringing up children or continuation of family name, Ekong,(2003) pointed out that marriage in our society is highly cherished.

Experience played prominent role in any farming enterprise. From the finding of this study, less than half (46.40%) of the respondents had more than ten years of fishing experience while less than one third (31.00%) had 1-5 years' experience. The experience of the respondents in fishing activity was sufficient for a thorough understanding of the technical procedures involved in fishing and for acquiring information in their fishing activity (Chamber, 1994).

Occupations remain valid in our society as people have one or two things they engage in which gives them a sense of belonging in our society (Abiona, 2010). Nearly all (99.20%) of the respondents engaged in

fishing activities while 0.80% engage in other occupations such as petty trading, for their livelihood activities.

The respondents' membership of social organizations was also explored. The importance of social group membership for this study came from the realization that groups are one possible avenue for mobilizing fisherfolks for collective action (Abiona ,2010). Also group can only serve as entry points for fisherfolks to adopt new innovations or receive new information that create awareness and bring change in behavior. Abiodun*et. al* (2002) had pointed out the importance of group networking in adoption of various technologies. Table 1 shows that two-third(65.90%) of the respondents were members of fish farmers association while one third(22.22%) were members of *fadama* group an avenue for exchange of ideas on farmers problems. Membership of these organizations help the fisherfolks to obtain bulk purchase of inputs thereby reducing cost of production, regular updates on new innovation and opportunity for government agencies, input dealers and credit institution.(Basorun and Olakulehin 2007).

Table 1. Distribution of the respondents according to their personal characteristics (N = 252).

Variables	Frequency	Percentage	Mean	Std. Dev.
Age (Years)				
Below 31 years	80	31.70		
31 – 40	64	25.40	25.50years	1.45
41 – 50	37	14.70		
51 – 60	30	11.90		
60 and above	41	16.30		
Sex				
Male	246	97.60		
Female	6	2.40		
Educational status				
No formal education	159	63.10		
Primary education	57	22.70		
Secondary education	12	4.70		
Others	24	9.50		
Religion				
Christians	2	0.80		
Muslim	245	97.20		
Traditional	5	2.00		
House hold size			4.00	2.50
Less than 4	11	4.36		
5 – 10	126	50.00		
11 – 15	55	21.83		
Above 16	60	23.81		
Marital status				
Single	16	6.30		
Married	236	93.70		
Year of experience			15.50	0.80
1 – 5 years	78	31.00		
6 – 10 years	57	22.60		
Above 10 years	117	46.40		
Occupation				
Major occupation	250	99.20		
Others	2	0.80		
Social organization membership				
Fadama group	56	22.20		
Young farmers	30	11.90		
Fish farmers	116	65.90		

source: field survey, 2011

3.2 Radio Agricultural Programme (*filinMainoma)*

Table 2 reveals that majority (87.70%) of the respondents had radio. This in line with Ibeunand Mdaihli(1994) who reported that radio is generally accepted as the medium of communication among the fisherfolks in the Lake area. Also Agunga and Fishman (2004) also confirmed that radio remains the most reliable communication channel for reaching the rural farmers. Majority (99.20%) of the respondents had awareness' of the radio programme.

Majority (99.20%) of the respondents listened to radio agricultural programme "*filinMainoma*" while very few(0.80%) of the fisherfolks do not. This confirmed that rural radio programmes offers both the adequate reach and relevance to its listeners; when radio programmes are community centre and tailor toward the needs of the community, it's gives room for participatory fashion more than any other mass communication medium.(Girard, 2001).

It was also found that most (60.30%) of the respondents had access to radio by ownership, while nearly a quarter (23.00%) had access through the organization they belong to this in line with finding of Baygen, (1996) that radio is a common household item throughout Africa and thus the invention of the crank radio, which eliminates the needs for batteries, further increased the ownership of radio.

Majority (98.80%) of the respondents said that the message from the radio programme "*filinMainoma"* was interesting which encourages them to listen to the programme. Also most (98.00%) of the respondents said that they had perceived need for agricultural radio programme "*filinMainoma"* this is in line with Jean, (2001) that new information can change the way of thinking, attitude and stimulates economic development through interesting programmes they broadcast to audience. Majority (97.60%) of the respondents said that the "*filinMainoma"* radio programmes was very relevant to their fishing practices. This implies that information on production activities, current price, information on sales and timing which are relevant to the needs of fisherfolks are aired on the "*filinMainoma"* radio programme.

Majority (93.20%) of the respondents listened to radio agricultural program "*filinMainoma*" regularly. The result of the finding further shows that majority (79.40%) listened to "*filinMainoma*" in the mornings before going for fishing, Concerning the hours spent on radio, the result shows that most (67.10%) spent one hour either to listen to the programs, news or music.Respondents were asked to select which part of program was most effective and aroused their interest. Data in table 8 revealed that more than one third (38.90%) of the respondents said that perceived relevant of the contents radio agricultural programmes "*filinMainoma*" which contributes to their fishing activities aroused their interest, while a quarter (26.90%) said that presentation format such as program format, discussion, questions and answer aroused their interest, (17.90%) of the respondents said advertisements were responsible for their interest; message that call for fisherfolks patronage e. g agrochemical sales, and efficacy, fisheries advert, others (7.50%) of the respondents said that the contents of radio programs that generate their interest apart from the one mention above was music. The radio station in the area listen to are both local and foreign, half(54.00%) of the respondents listen to radio Koro, one third (31.00%) of respondents listen to radio Kaduna, and only (11.00%) of the respondents listen to radio Kwara while (4.80%) listen to Hausa BBC radio station.

Table 2. Distribution of the respondents according to their access and listenership to "*FilinMainoma*"Radio AgriculturalProgramme

Variables	Frequency	Percentage
Have Radio		
Yes	221	87.70
No	31	12.30
Listen to radio programme		
Yes	250	99.20
No	2	0.80
Awarness of Radio Programme		
Yes	250	99.2
No	2	0.80
Access to radio		
By ownership	152	60.30
Through neighbor	36	14.30
Through organization	58	23.00
Through relatives	6	2.40
Interesting message		
Yes	249	98.80
No	3	1.20
Perceived need for the programme		
Yes		
No	248	98.40
	4	1.60
How relevant		
Very relevant	246	97.60
Relevant	4	1.60
Not relevant	2	0.80
How often they listen to radio		
Regularly	235	93.20
Occasionally	8	3.20
Rarely	9	3.60
Time of the day		
Morning	200	79.40
Afternoon	46	18.30
Evening	6	2.30
Hour spent on radio		
One hour	169	67.10
Two hours	36	14.30
More than 3 hours	47	18.60
Area of interest in Radio programs		
Advertisement	45	17.90
Presentation Format	68	26.90
Relevant information	98	38.90
Others (music)	19	7.50
Not indicated	22	8.70
Radio stations in the area they listen to, both (local and international)		
Radio koro	136	54.00
Radio kaduna	78	31.00
Radio kwara	28	11.10
Hausa BBC	10	3.90

Source: field survey, 2011

3.3 Perception of the fisherfolks on radio programme*filinMainoma*

From table 9, the findings showed that majority (93.30%) of the respondents perceived radio agricultural programmes "*filinMainoma*" had impact on their catch per unit effort. Also (84.60%) of the respondents disagreed that radio agricultural programme "*filinMainoma*" was a mere propaganda and 96.50% of the respondents agreed that the programme was authentic and genuine. Majority (97.60%) of the respondents said that information given by the radio agricultural programme "*filinMainoma*" addressed their fishing needs. This in line with (Olowu and Igodan,(1989);Mohammed and Wannaso,(1993) that several studies in Nigeria gives credence to radio as a major source of information to farmers among various types of mass media.

The study further found that majority (85.70%) disagreed that information presented on the "*filinmainoma*" were always difficult to understand, this implies that radio can reach across sections of any nation, men, women and children, urban and rural illiterates and semi illiterates according to Moemeka (1990). Also majority (91.30%) of the respondents agreed that information presented on radio agricultural programme "*filinMainoma*" was always clear and understandable, It implies that one does not need to know how to read and write before one can learn from radio. Majority (78.60%) of the respondents disagreed with the statement that in the past they had been misled by the information on the radio agricultural programme "*filinMainoma*" while 21.50% agreed. More than half 69.40% of the respondents agreed that radio agricultural programme "*filinMainoma*" had always kept them informed and educated; this was supported by Gilluly and Moore (1986) that radio can effectively reach audience, individuals of less education and lower socio-economic status who are usually the primary target audience for educational development messages. Moreso, 86.80% of the respondents said that they were satisfied with the language of broadcasting "*filinMainoma*" that is, Hausa language. This implies that respondents prefer programmes broadcast in their local language this was confirmed by Food Agriculture Organization- that funded rural radio stations that broadcast in local language to the local populace. (Querre, 1992)

Majority (91.10%) of the respondents agreed that the radio agricultural programme "*filinMainoma*" should be broadcast in other languages in order to reach other fisherfolks who do not speak or understand Hausa languages. This will make the programme widely acceptable to the non-Hausa speaking fisherfolks.

Greater number (69.10%) of the respondents said that it concentrates on fisheries than crop and livestock. This corroborates Brown *et.al*,(1999) that radio programme address controversial or sensitive topics such as sexual responsibility, family planning and agriculture which have greater potential to promote social change. Larger percentage (94.80%) of the respondents said that the programme "*filinMainoma*" was constant and frequent in broadcasting while 98.90% of them said that it made positive impact on their fishing practices. This implies that radio still remains the most potent communication innovation even after the establishment of print media (Moemeka,1990). Majority (97.70%) of the respondents said that information provided by the agricultural programmewere adequate. Larger percentage (97.30%) of the respondents said that "*filinMainoma*" was their favorite programme while greater numbers (94.90%) of the respondents agreed that radio enhances quick linkage with extension workers. Majority (97.70%) of them also agreed that radio saves cost, time and risk involve in traveling to obtain inforfomation on fishing practice. This was confirmed by Moemeka (1990) that radio beat distance and save cost and had immediate effects

A greater number, (96.90%) of the respondents agreed that radio advert facilitates market location and reduces activities of the middle men in agro-transaction. The implications of this, were more sale of their fish products and more income for the fisherfolks.

Table 3. Perception of the fisherfolks toward radio programme "*filinMainoma*" (n = 252)

S/No	Perception statement	SA %	A %	SL.A %	D %	SD %
1.	Radio agricultural programme " *filinMainoma"* has impact on my catch per unit effort	191(75.80)	44(17.50)	12(4.80)	4(1.60)	1(0.40)
2.	I see radio agricultural programme "*filinMainoma"* as a mere propaganda	0.00	31(12.30)	8(3.20)	10(4.00)	203(80.06)
3.	The radio agricultural prgramme "*filinMainoma"* is authentic and genuine	202(80.20)	34(13.50)	7(2.80)	7(2.80)	2(0.80)
4.	Issues discuss on the radio agricultural programme"*filinMainoma"* are relevant to my catch per unit effort	191(75.80)	44(17.50)	12(4.80)	4(1.60)	1(0.40)
5.	The information given by the radio agricultural programme "*filinMainoma*" addresses my fishing need	2(0.80)	228(90.50)	16(6.30)	4(1.60)	2(0.80)
6.	Information presented on the radio agricultural programme"*filinMainoma*" are always difficult to understand	7(2.80)	1(0.40)	19(7.50)	218(85.30)	1(0.40)
7.	The information presented/broadcast on radio agricultural programme" *filinMainoma"* is always clear and understandable	9(3.60)	33(13.10)	188(74.60)	20(7.90)	1(0.40)
8.	In the past I have been misled by the information on the radio agricultural programme" *filinMainoma"*	41(16.30)	6(2.40)	7(2.80)	194(77.00)	4(1.60)
9.	Radio agricultural programme "*filinMainoma"* have always kept me informed and educated	13(5.20)	41(16.30)	171(67.90)	22(8.70)	5(2.00)
10.	If am satisfied with the language of broadcast or radio agricultural programme "*filinMainoma"*	19(7.50)	198(78.60)	27(10.70)	7(2.80)	1(0.40)
11.	Radio agricultural programme "filinmainoma" should be broadcast in other language to reach other farmers who do not speak or understand Hausa	18(7.10)	197(78.20)	14(5.60)	21(8.30)	2(0.80)
12.	The programme concentrate more on crop and livestock that fisheries	5(2.00)	39(15.50)	34(13.50)	173(68.70)	1(0.40)
13.	Radio agricultural programme "*filinMainoma*" is constant/frequent in broadcast	6(2.40)	57(22.60)	176(69.80)	11(4.40)	2(0.80)
14.	Topic and issues discussed are relevant and timely for my fishing activities	7(2.80)	228(90.50)	10(4.00)	4(1.60)	3(1.20)
15	Radio agricultural programme" *filinMainoma"* made positive impact on my fishing practice	10(4.00)	228(90.50)	11(4.40)	2(0.80)	1(0.40)
16.	Adequate agricultural information are provide by "*filinMainoma"*	8(3.20)	224(88.90)	14(5.60)	5(2.00)	1(0.40)
17.	It is my favouriteprogramme because it is aired in my language	7(2.80)	225(89.30)	13(5.20)	7(2.80)	0(0.00)
18.	Use of radio saves time	6(2.40)	228(90.50)	11(4.40)	7(2.80)	0(0.00)
19.	Use of radio saves transport cost	6(2.40)	232(92.10)	8(3.20)	5(2.00)	1(0.40)
20.	It is used to enhance quick linkage with extension workers	10(4.00)	219(86.90)	10(4.00)	11(4.40)	2(0.80)
21.	Radio usage saves risk involved in traveling	9(3.60)	228(90.50)	9(3.60)	4(1.60)	2(0.80)
22.	It is used to facilitate market location	10(4.00)	227(90.10)	7(2.80)	7(2.80)	1(0.40)
23.	It is used to eliminate middle man in agro transactions.	20(7.90)	220(87.30)	8(3.20)	2(0.80)	2(0.80)

Source: field survey, 2011

Note: Response key: Strongly Agree (SA); Agree (A);Slightly disagree (SL.D); Disagree (D) ;strongly Disagree (SD).

3.5 Hypotheses Testing

$H_{O1:}$ There is no significant relationship between the respondents' personal characteristics and their perception of the radio programme "*filinMainoma*"

The result of the chi-square (χ^2) analysis shows that there is a association between the respondents' perception and sex ($\chi^2 = 78.70$, $P < 0.05$) educational level ($\chi^2 = 2.41$, $P < 0.05$), membership of associations ($\chi^2 = 1.31$, $P < 0.05$) and major occupation ($\chi^2 = 40.90$, $P < 0.05$) and perception of the respondents towards radio programs. This implies that because of their educational level, membership of associations and occupation ie fishing activities they involves in, make fisherfolks had positive perception towards the radio programme.

Table 4. Result of Chi Square analysis of association between respondent's personal characteristic and their perception of Radio Agricultural Program "*FilinMainoma*"

Variables	χ^2	df	p	decision
Sex	78.70	1	0.05	S
Educational level	2.41	4	0.05	S
Religion	18.30	2	1.05	NS
Membership	1.31	2	0.05	S
Major occupation	40.90	1	0.05	S

*Significance level, P<0.05 NS = Not Significant S = Significant
Source: field survey, 2011

The correlation coefficient obtained from the statistical analysis in table 5 shows that there was a significant relationship between perception of fisherfolks on radio agricultural programme and household size(r = 0.21,p<0.05) and year of membership of association (r = 0.24,p<0.05). This observation is expected since fisherfolks acclaimed their ties with friends and neighbours as a source of information and a greater influence on the perception of radio agricultural programme; finding of Ajayi (2005).

It also implies that as respondent's household increases, their perception also of the radio agricultural programme also increases. A household is a collection of individuals among whom a set of interdependent relationships exist (Windapo and Afolayan, 2006). This means that the individuals influence each other. Furthermore, there were significant relationship between years of membership of an association and perception of the radio programme by the fisherfolks (r =0.24,P <0.05),as their year of membership increases, also it affect their perceived ideas toward the programme.

Table 5. Correlation analysis of their relationship between of the respondents personal characteristic and their perception of radio agricultural programmes "*filinmainoma*,"

Variables	r	p	Decision
Age	-0.08	0.18	NS
Household size	0.21	0.00	S
Year of membership	0.24	0.00	S
Year of experience	0.10	0.01	S

Source: field survey, 2011
*Significance level, P<0.05 NS = Not Significant, S = Significant

Hypothesis two

Ho_2:-there is no significant relationship between frequency of listening to the radio programme and fisherfolks perception of radio programme (*filinMainoma*). = PPMC

The correlation coefficient obtained from the statistical analysis in table 5 shows that there was a significant relationship between perception of fisherfolks on radio agricultural programme and listening to radio programme.(r = 0.31, P<0.05). The coefficient of correlation was 0.31 and the probability shows the significant at p<0.05, this means that there is a significant relationship between frequency of listening and perception.

Table 5. Result of Pearson Moment Correlation analysis of respondents' frequency of listening and their perception of radio agricultural program "*filinmainoma*"

Variable	r	p	Decision
Frequency of listening	0.31	0.00	S

Source: field survey, 2011
Note.NS = Not Significant, S = Significant

Conclusion and recommendations

The programme contributes to improvements of their catch per unit effort and recommends that radio programme should be detailed enough, address fisherfolks needs and include other economic activities so as to help fisherfolks have other sources of income, especially during the dry season to prevent overfishing. Also the tentacles of the local radio stations should be spread to the local fishing communities not reached hitherto so that they can equally benefit from programme.

REFERENCES

Abel, P. D. (1974). Toxicity of Synthetic detergent to fish and adequate invertebrates. *Journal of Fish Biology* (6) 279-298.

Abiodun J. A and Nworu, A.M. (2004). *Fisheries Statistical Bulletin Kainji Lake.* Nigeria Kainji Lake Fisheries

Management and Conservation Unit (KLFMCU)

Abiodun, J.A (2002). Evaluation of fisheries catch trend on Lake Kainji, in Nigeria (1995-2001). *Journal of Applied Science and Environmental Management. 7(2) Pp. 9-13.*

Abiona, B. G. (2010). Comparative analysis of integrated and non integrated fish farming In Ogun state, Nigeria.

Agunga, R & Fishman, A. K. (2004.). "Development support communication for community" *Driven Development in Africans*. *Journal of Extension system. June2004*. p 32-44.

Ajayi, M. T. (2003). Analysis of mass media use of agricultural information by farmers in Nigeria, *Journal of extension system*.19(2):*45-55*

Akeredolu, M. O. (1990) Constraints to Technology transfer artisanal fisheries in three Nigeria coastal state.

Basorun, Y. O &Olakulehin (2007). The Lagos state fish farmers "Association Report." LEISA magazine. Vol.23 (1) pg 1-3.

Baygen, T. (1996). *Introductory literature on Wind-up Radio contained in the Technology Newsletters,* South Africa. Review of Experiences in Development Countries" *International Journal of Instructionalmedia.*

Binyotubo T. E &Obhahie A.O (2006). "Characteristic of designed gills net of various mesh size" 2006. FISON Conference Proceeding. Published by Fisheries Society of Nigeria, Apapa, Lagos Nigeria.

Brown,W. J. &Singhal, A.(1999) Entertainment-Education Media Strategies for social change: Promises and Problems in D.Demer and K.Viswanath (eds) Mass Media, Social Control and Social Change. Ames Iowa. Iowa state university Press.

Chambers, R. (1994) "Participatory rural appraisal, (PRA): Analysis of experience. World Development,22, No.9. Pp.125 3-68. Communicator, April-June, 1998 Vol.32, No.2

Du-feu, T. (2001). A review of monitoring and evaluation system and the further fishery statistic of the Kainji Lake Fishery. Consultancy reported prepared for NGKLFFP. New Bussa.

Ekong, E. E. (2003) *An Introduction to Rural Sociology* (2nd Edition).Uyo Nigeria Dove Educational Publishers.

Fakoya E. O. &Daramola B. G. (2005) Socio-economic factors influencing farmers' particsipation in integrated fish farming (published) *Rural Sociology Journal*. Pp2.

Fakoya, E. O. (2000). Farmers use of sustainable land management practices in Ondo state, Nigeria. Unpublished Phd. Thesis, Department of Agricultural extension and Rural Department University of Ibadan. Pp160.

FAO, (1997). Review of the State of World Agriculture. *FAO Fisheriesr.886 (Rev.1)*

Francis, T. C. (1986). Integrated Sustainable Fisheries Development (ISFD). *Fishing for Development 'Small Scale Fisheries in Africa*".

Gilluly, R. H . & Moore, S.H.(1986)" Radio spreading the word in family

Girard, B. (2001) "The challenges of ICTs and rural radio' Paper presented at the first international workshop on farm radio broad casting, 19-22 February 2001, FAO, Rome

Ibeun, M.O &Mdaihli, M (1994). Media of communication among fisher men around Kainji Lake Basin. Nigerian German Kainji Lake Fisheries Promotion Project Technical Report Series No.1, 42pp. ISBN 978 -037-000-5

Ita, E.O. (1982). Biological Indices of over-fishing in Kainji Lake and Management proposal for the Lake Fishery (RLRT) Technical Report Series No. New Bussa. Kainji Lake Basin. Nigerian German Kainji Lake Fisheries Promotion Project Technical Report Series No 1, 42 pp. ISBN 978 -037- 000-5.

Jean, P. I. (2001) The role and use of rural radio in Africa FAO (2003) paper.

Journal on experimental psychology' General, 123, 178 - 200

Lievrouw, L. A. (2009) Microsoft (R) 2009 (C) 1993-2008, Microsoft Corporation Media.

Moemeka, A. A (1990). The mass media, communication and Rural Dwellers, Towards the Effectiveness of Development messages. A paper presented on common and Rural Development. In Nigeria,a union of Journalism Ogun-State Development Board and Nigeria Union of Journalism Ogun-State. Pp 65-66.

Nyirenda, J. E. (1981). "The role of Educational Radio in National Development: A review of Experiences in Developing countries" International Journal of Instructional Media (Vol. 8, No 3).

Okigbo, C. C. (1998). Unpublished classroom lectures on issues in International media, International Media, Fargo; North Dakota state university.

Querre, F. (1992) "A thousand and one worlds", a Rural Radio Handbook. Rome: FAO.

W. H. O. (2001). Nutrition for health and development (Available at www.WHO.org returned march 31, 2008. Pp 10-19.

Yahaya M.K (2003a) Conceptual frame work for development communication in development communication, lessons from change and social engineering projects.Pub.2003 by corporate Graphics Ltd.

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 Digtial Library , NewJour, Google Scholar