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# An Assessment of the Use of Radio and other Means of Information Dissemination by the Residents of Ado- Ekiti, Ekiti-State, Nigeria.

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**AN ASSESSMENT OF THE USE OF RADIO AND OTHER MEANS OF  
INFORMATION DISSEMINATION AMONG THE RESIDENTS OF  
ADO- EKITI, NIGERIA.**

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## **Abstract**

*This study assessed the use of radio and other means of information dissemination among the residents of Ado-Ekiti. It is a survey research employing descriptive research design of the survey type, the instrument used to collect data was questionnaire. The sampled population was one hundred and twenty residents of Ado-Ekiti (120) were selected to participate in the study using simple random sampling technique while the collected data was analysed using tables, bar chart, simple percentage and frequency count, mean and standard deviation. The findings revealed that radio is the most important instrument in information dissemination because it reaches larger percentage of the people irrespective of their location; it promotes the level of awareness of the people on socio-political and economic issues and it also enable people to be adequately informed about programmes and activities of the government. The cost of accessing information through radio, television and use of mobile phone were not expensive as shown by the study while that of internet, satellite and cable television were expensive. Radio was mostly used to access information followed by mobile phone, television, newspaper, social network, satellite and cable television followed by the internet. The three major problems facing the residents of Ado-Ekiti in accessing information were poor television signals, high cost of purchase, installation and subscription of satellite television and many cannot afford the cost of internet connectivity. It was concluded that more need to be done to improve accesordss of the residence of Ado- Ekiti to information most especially the internet and cable television.*

**Key words: Information, information dissemination, radio, television, internet, social network**

## INTRODUCTION

Information is very important in any society it is a veritable tool in the realization of individual, corporate and societal objectives or goal. Goldfrab (2006) opined that information is a valuable resource required in any society; thus acquiring and using information are critical and important activities. Users of information use it for different reasons. Some use it for health; others use it for advancement in knowledge, others for politics. Issa (1997) cited Muhammed, (1994) opined that it is a vital resource which provides impetus for a nation social, cultural, spiritual, political, economic, scientific and technological advancement greater socio-political equity; efficient governance, power and fellowship. Thus, one can rightly infer from above that information has always played an important role in human life; hence a basic human need.

Information means different things to different people, some it may be in form of news on radio or television, and the print media, to some it may be a medical report which may be used for taking health decision, to an investor, financial report of an organization as a vital information to decide whether to stake ones investment in such or to divest, to some is the stock analysis and daily trading in the stock market. To law enforcement agents information to them is a tool to carry out thorough investigation and absence of the timely and up-to-date information and lead to loss of life and properties. Information is now accepted as an important factor in the sustained development of any society because it reduces uncertainty, and enhances awareness of possible actions to take to solve problems. Lack of information is argued to act as a barrier to development because of importance of information provision in “capacity building” and “empowering communities” (Apatha and Ogunrewo, 2010) cited Wakelin & Simelane, (1995) and Adimorah, (1995)

Information needs, accessibility, utilization is being dictated by circumstances man finds himself. The environment that people interact with from the cradle of civilization portends serious challenges to man in the process of achieving his daily goals and objectives in the areas of economic, social, cultural and spiritual wellbeing. Information itself is not mobile but needs a vehicle of dissemination from one man to another and from one distance to another. Issa (1997) affirmed that information has to be widely disseminated regardless of whether one is an urban or rural inhabitant. The medium of this dissemination could be called a channel. Channels of

information communication are interpersonal man to man through signals, signs, beckoning, language, eye contact, town criers most especially in the primitive days and in villages. Advancement in technology has made it possible for human being to communicate easily irrespective of geographical location through the aid of telephones, telegram, fax, radiophone, television, e-mail, telex, internet, intranet, computer etc.

Popoola (2009) asserts that information is a critical economic resource when utilised is capable of increasing the knowledge state of an individual in decision making. Information is a processed data that assists individuals and managers in taking the right decisions to enhance and improve job productivity amidst the above listed information products and services. This study intends to lay emphasis on the place of transistor radio among other channels of information dissemination in Ado- Ekiti, Nigeria

### **STATEMENT OF THE PROBLEM**

Advent of radio have tremendously transformed the way information is disseminated, prior to its invention, people most especially in primitive Africa society had their peculiar way of disseminating information such as the use of town criers and assembling people in strategic locations in the village such as market square to disseminate information to them. In primitive Yoruba society, different signs and objects were used to disseminate information. Colonial masters brought radio to ease their administration and ever since it has been to pass information from government to the citizen and people use it to disseminate social and religious programmes because of its capability to reach large audience. Advancement in information and communication technology has brought other means of information dissemination such as television, internet, mobile phones, fax, telex, telegram among other. The question is, with these mirage of means of disseminating information, how relevant is radio and what are the most preferred means of information dissemination among the residents of Ado-Ekiti and the cost of accessing information by the people.

## **OBJECTIVES OF THE STUDY**

The objectives of this study are to:

Find out the significance of transistor radio in information dissemination;

Educate the masses that information is very cheap and affordable to everybody;

Investigate the most available, accessible, affordable and usable in providing access to information to the residents of Ado-Ekiti and;

Identify problems encounter in accessing information using these media and the possible solutions

## **RESEARCH QUESTIONS**

1. Radio is an important tool in disseminating information to the residents of Ado-Ekiti?
2. Information can be accessed with little or no cost to everybody in Ado-Ekiti?
3. Which of the following is the most accessible, affordable and usable in providing access to information among the residents of Ado-Ekiti?
4. What are the problems encountered in accessing information by the residents of Ado-Ekiti

## **LITERATURE REVIEW**

### **BRIEF HISTORY OF RADIO IN NIGERIA**

Radio started in Nigeria with the introduction of the Radio Distribution in the year 1933 in Lagos by the British colonial government under the Department of Post and Telegraphs (P&T). The Radio Distribution system, (RDS) was a reception base for the British Broadcasting Corporation and a relay station, through wire systems with loudspeakers at the listening end. In 1935, the Radio Distribution System was changed to Radio Diffusion System with the aim of spreading the efforts of the Britain and her allies during the Second World War through the BBC. The Ibadan station was commissioned in 1939, followed by the Kano station in 1944. Later a re-appraisal of radio broadcast objectives gave birth to the establishment in 1950 of the Nigerian Broadcasting Service (NBS). The NBS began broadcast in Lagos, Ibadan, Kaduna, Kano and Enugu on

shortwave and medium wave transmitters. Through a bill by the House of Representatives, the Nigerian Broadcasting Corporation (NBC) was established in 1956. The NBC took up the responsibilities of radio broadcast in Nigeria. The Federal Radio Corporation of Nigeria (FRCN) was established in 1978. The Voice of Nigeria (VON) which served as the external service was established in 1990. With the creation of more states and each state wanting to propagate its people and culture, the place for radio broadcast began in Nigeria and has spread fast across the length and breadth of the nation. Each state owns and operates at least one radio station. In Ekiti state, Ado-Ekiti is the State capital can boast of two radio corporation station namely Broadcasting Corporation of Ekiti State established in 1997 and Progress FM Ilokun, Ado-Ekiti established in 2003. (Udomisor, 2013 and BSES, 1998)

Transistor radio was the premier channel of information communication. It has been in use several decades before the invention of other information communication channels. Its existence could be dated back to the twentieth century. Wikipedia (2012) asserted that a transistor is a semi conductor device with at least these terminals per connection to an electric circuit. The first patent for the field effect principle was filed in Canada by Austrian Hungarian Physicist Julius Edigar Lilienfeld on October, 22, 1925. Lilienfeld (1925) opined that the invention of the transistor was filed in 1925 but Lilienfeld published no research articles about his devices and his work was ignored by industry.

Tracing the historical development of radio from distribution system to radio diffusion or radio fussion and transistor radio dry cell battery was the only source of power and its radio batteries are very cheap and readily available even in the most remote areas of Nigeria but now digital radio had replaced the transistor radio. However, black and white television was invented and source of power is electricity or via a generating set. It consumes a high electric voltage. As civilization unfolds, the technological development has transform black and white into coloured digital television. Luppa (1997) asserted that anything digital exists because we are able to reduce it to components that are either ones or zeros (10101010) computer works became every piece of information that exists in them has already been translated into sets of ones and zeros. Unfortunately, from a television broadcast point of view, making the move to digital television means replacing every single piece of analogue functioning broadcasting equipment to digital which may be very expensive.

Anifowose (2013) asserted that communication involves the process by which information and understanding are transferred from one person to another. It is the basis for all human interaction for all group functioning. Radio remains a medium in development communication usually employed by the development officers or experts for the dissemination of relevant development messages, especially for rural audience. He further argued that radio can be multi-faceted as among other things, it can serve to pass messages, improve the capability of calling upon and organizing groups and organizations, enlarge the forum for social dialogue, provide effective capability building of the community to raise awareness and knowledge of community issues, bring the people's voice to the higher level of their political structure and mobilize community to tackle issues.

Radio ranked as the most popular means of disseminating information, regardless of the continent. It is very appealing because of some distinguishing features of interactivity, its capacity to provoke dialogue and to solicit the participation of local population with lower production costs and extreme versatility. Omenesa (1997) observed that radio programmes are usually timely and capable of extending messages to the audience no matter where they may be as long as they have a receiver with adequate supply of power. The absence of such facilities as road, light and water are no hindrance to radio. Similarly, such obstacles as difficult topography, distance, time and socio-political exigencies do not hinder the performance of radio. He further observed, that illiteracy is no barrier to radio messages since such messages can be passed in the audience own language.

Another advantage of radio programme is that it can be done almost anywhere through the use of a tape recorder (Nwuzor, 2000). Radio lends itself just as well to rapid interventions as to the broadcasting of in-depth reports and is just suitable for the dissemination of information as it is for entertainment and for educational purposes. In a study was carried out by Ariyo et. al (2013) on the role of mass media in the dissemination of agricultural technologies among Farmers in Kaduna North Local Government Area of Kaduna State revealed that the respondents have different degree of accessibility to radio, television, telephone, Internet, and newspaper/ bulletin. Radio was found to be more accessible (46.3%) and also the major source (60.19%) of agricultural technologies to the farmers. The study further revealed that 90.7% of the respondents

affirms that mass media is effective in the dissemination of agricultural technologies while 9.3% saw mass media as not effective.

Advancement in Information and communication technology has made information dissemination easier and faster than what we use to know in the past. Computer technology and the invention of internet make it possible for people irrespective of their geographic location able to communicate and interact with one another through internet call, teleconferencing and instant messaging facilities. Development of web 2.0 technology has promoted social interaction and information dissemination among the people through the use of social network sites like facebook, twitter, google+, 2go, library2.0 e.t.c. people use this media to disseminate information among themselves.

### **Computer and Internet**

Shaminus (2008) stated that computers invention started from a large vacuum tube mainframe engines. 1<sup>st</sup> generation computers were invented before 1959 and performed functions in the Central Processing Units. The 2<sup>nd</sup> generation between 1959-1964 developed into transistors while 3<sup>rd</sup> generations 1964-1967 were of integrated circuits by making use of microelectronics with chips. The 4<sup>th</sup> generation advanced into microelectronic concepts to get further circuits densities. Computers were connected into work stations of cybercafés connected into Wide Area Network which culminated into the Internet called World Wide Web (WWW) where information could be accessed. Utilization of internet depends on microwave functionality and electricity regularity. Computer and internet usability are very expensive to purchase and maintained.

Temmel (2014) observed that internet is becoming more and more important for nearly everybody as it is one of the newest and most forward looking media and surely the medium of the future. Ability to disseminate and promote one's research work is an important component of managing and communicating health information. By disseminating information, an organisation can reach members of its target audience and have a greater impact on policy and have greater impact on policy and programming. The internet can serve as invaluable tool in this effort to communicate health information across a wide audience. Information can be disseminated through listservs or through the use of the websites designed to promote information for outside and member sources. E.g. listservs

**Mobile Phone:** Global System for Mobile communications was introduced to Nigeria by President Olusegun Obasanjo in 2001. The country had been under the national telecoms monopoly NITEL. The coming of Econet (now Airtel) and MTN Nigeria launched their GSM mobile services in 2001 revolutionised telecommunication industry in Nigeria which now have Glo, Etisalat, Visafone, Multilink among others. With the coming of GSM, it has made it possible for people irrespective of their social status to use phone. Students, drivers, market women, farmers, civil servants e.t.c. Chisita (2010) opined that mobile ICT's have also impacted heavily on access to information relating to markets, weather, and other essential services because this information can easily be accessed through the use of mobile phones.

Ilahiane (2007) noted that mobile Phones have greatly improved the way in which farmers' access, exchange and manipulate information because they have changed the way farmers interact with markets and cities and they enable farmers to extract current and relevant information critical for decision making. Masuki, et.al (2010) while commenting on the growth of mobile phone in developing countries asserted that; currently mobile telephony is the predominant mode of communication in the developing world. It is widely recognized as a potentially transformative technology platform for developing. Mobile phones are transforming the lives of many users in developing countries and are widely recognized as the current and the future technology platforms for developing nations. Masuki et.al citing Lehr (2007) is of the view that mobile phones are considered important for development because they offer benefits such as mobility and security to owners. Mobile phones are flexible and only require basic literacy thereby accessible to large portion of the population.

## **Television**

Wilson (1987) citing Cassata & Asante (1979) opined that television broadcasting in other parts of the world has become the most pervasive, and often the most persuasive means of information diffusion in these societies. 'It can disseminate information with lightning speed and impact, as well as infuse viewers with imagery and values in subtle, perhaps almost imperceptible manners. Duncan (2002) perceived television as one of the dynamic and prestigious medium of information dissemination owing to the fact that it delivers information in a dramatic audio and visual manner to an extensive and various audiences; it gives more coverage any other communication tool which makes it a much sought-after medium of information dissemination.

Television over the years is known for educating and informative roles and is majorly been applied to disseminate different types of information ranging from agricultural, political, religion, socio-cultural and often been used to facilitate teaching and learning. Saglik & Ozturk (2001) citing Bates (1998) opined that television is an effective tool in expressing abstract concepts or ideas. Abstract concepts are usually produced and conveyed with words. Besides this, in making an abstract concept concrete, the role of animation and visual experimentation is very important. The limitation here is how to combine the text, which is involving information, with moving views, animation, concrete ideas, utterance and objects like pictures.

Television plays significant in role in creating awareness and knowledge about latest agriculture technologies information among farmers (Mahmood and Sheikh, 2005). Media is one the best source of spreading information about new technologies and new innovation of agriculture among farmers which is faster than personnel contacts. Communication technology is playing very essential role in making awareness about different agricultural technologies among farmers. Radio and television have one of the most important media for diffuse the technical, systematic and scientific information to the people. In countries where literacy level is very low especially in rural areas the choice of mass media is very important. In this context the television and radio play very major role in transfer modern agricultural technology to educated and uneducated farmers within a short time for farmer communities (Nazari, & Hasbullah, 2008). Nazari & Hassan (2011) opined that mass media offer powerful channels for communicating agricultural messages and related information which can enhance the capacity building of farmers. Broadcast media have the ability to disseminate information to large audiences efficiently; and television can be a particularly most famous channel among farmers.

Meech (1999) identified some short coming on the part of viewers which may serve as a drawback in using this medium for information dissemination. They sometimes perceive television commercials and infomercials as “clutter” from which they want to escape by engaging in “zapping” in terms of which viewers change channels once a certain advertisement is on screen or by fast forwarding advertisements when watching a pre-recorded programme on television thereby excluding themselves from the target audience of the information being disseminated. One of the ways smart advertisers prevent audience from changing channels and

thereby making their information to reach them is by sponsoring their advertisement on a particular interesting play, some go to the extent of sponsoring interesting drama which the viewer may not want to miss just a single part changing channel thereby making the information disseminated in form of advertisement, public service announcement to reach them. In Nigeria for example, important information are disseminated during the time of network news on National Television Authority (NTA) and this television station has a national coverage that the local woman in the village can easily view for free.

## **Newspaper**

Newspapers over the years have been playing significant role in disseminating various kinds of information. Due to the fact that it is print, it has the capacity of reaching large audience irrespective of their geographical location. It daily disseminates information covering nearly every facets of human endeavour ranging from politics, socio-economy, religion and entertainment among others. Newspaper according to Cheyney (1992) is the textbook that provides up-to-date information on local, state/provincial national, and world affairs; the most current analysis and criticism on executive and legislative decision-making; the latest in music, theatre, television, and the fine arts and even columns and comics to make people laugh. Newspapers are among the most accessible texts available to the vast majority of people – literate, illiterate, young and old, students, workers, elites and peasants – in any community.

Igbeka and Ola (2010) opined that newspapers provide up-to-date information on local, state/provincial, national and world issues. They are among the most widely-read periodicals that are available and accessible to the vast majority of people of all ages and walks of life in any community. Every category of reader can find some important, current and interesting information in newspapers. Today's newspapers use design elements that make information easily accessible to the reader. For example, important stories have large bold headlines, while graphics appear next to related stories. A study on dissemination of information about cancer in rural communities in South Carolina found the newspaper generally more effective than television or radio for almost all subpopulations studied (Cantor et al, 1979).

Among the mass media, print media are no less important due to a number of characteristics like durability, extensive and intensive coverage, low cost and choice of contents. The print media are highly qualified for their use in the dissemination of agricultural information among farmers (Hussain, 2005). Print media are important tools for transfer of technology to the literate farmers and field workers at the grassroot level. (Flor, 2002) Babalola (2002) opined that, newspapers generally are published in order to disseminate diverse kinds of information that are of interest to the reading public, both young and old. A typical Nigerian newspaper contains varied topics of interest to a broad spectrum of the audience among who are school children, youths in their impressionable years, elites and educated adults, semi-illiterates and stark illiterates, etc. There are different columns in the newspapers devoted to different areas of life. For instance, in Nigerian newspapers there are local news column, sports column, entertainment column, arts column, advice column which can be divided into personal, medical, automobile, household, educational, and so on.

### **Social network sites**

Gaffney and Rafferty (2009) defined social networks as platforms where users create a profile displaying their interests and usually follow links to their interests in order to find other users with whom they share them. Sahu (2013) viewed social networking site as an online portal, or web service, which induce to building a social relations among group of individuals. It connects the feelings, emotions, sharing information, and other activities of real life situation among peoples. The service of the social network site consists of a representation of each people, his/ her social links, and a range of additional services. A social networking site are web-based and provide variety of service for users to interact over the internet, i e. E-mail, Instant messaging etc. There are many social network sites are available, FACEBOOK, Orkut, Twiter, My space, Linked etc are most popular among them. They foster social interaction and relationship among the users and promote professional practice among professionals such sites like Linked in, library 2.0 among others. Recently social network sites are increasingly being used to disseminate business information by various organizations using them to market their products by placing their adverts on facebook because of the increasing number of people using these sites daily.

Looking at the role of social media in broadcasting Laad and Lewis (2012) opined that social media has evolved far beyond an optional form of communication. It presents a wealth of new and accessible communication platforms presents the possibility of reaching more people with more relevant messages than ever before. It sets the precedence for today's need for instant information in a crisis situation, as it inherently provokes transparency in communication in near real time to be disseminated to shareholders. It prompts discussion, debate and feedback from those involved in the crisis as responders, victims and organizational leaders, be they politicians or owners. Social network is a new tool of modern communication and information dissemination most especially among the youths who have seen going online as part of their daily routine. Some post pictures, comments on national and international issues, others pass information on their social life such as birth of a new child, notification of marriage ceremony. Apart from this, social network automatically notify people about their birthday and this give people opportunity of sending goodwill messages to one another thereby promoting personal interaction and relationship among the people.

### **Methodology**

This research is based on the use of primary and secondary sources of data. The study is a survey research employing descriptive research design of the survey type. The researcher made use of questionnaires which were administered and on a selected sample representing the research population. One hundred and twenty (120) people residing in Ado- Ekiti were selected using simple random sampling techniques from the major streets to form the population of this study. The questionnaire was well structured in line with the objectives of the study and the research questions, descriptive statistics such as frequency, bar chart, tables, simple percentage, mean and standard deviation were used for data analysis.

## Analysis and Presentation of Data

Table 1: Gender distribution of the respondents

<b>GENDER</b>	<b>FREQUENCY</b>	<b>PERCENTAGE%</b>
<b>MALE</b>	<b>70</b>	<b>58</b>
<b>FEMALE</b>	<b>50</b>	<b>42</b>
<b>TOTAL</b>	<b>120</b>	<b>100</b>

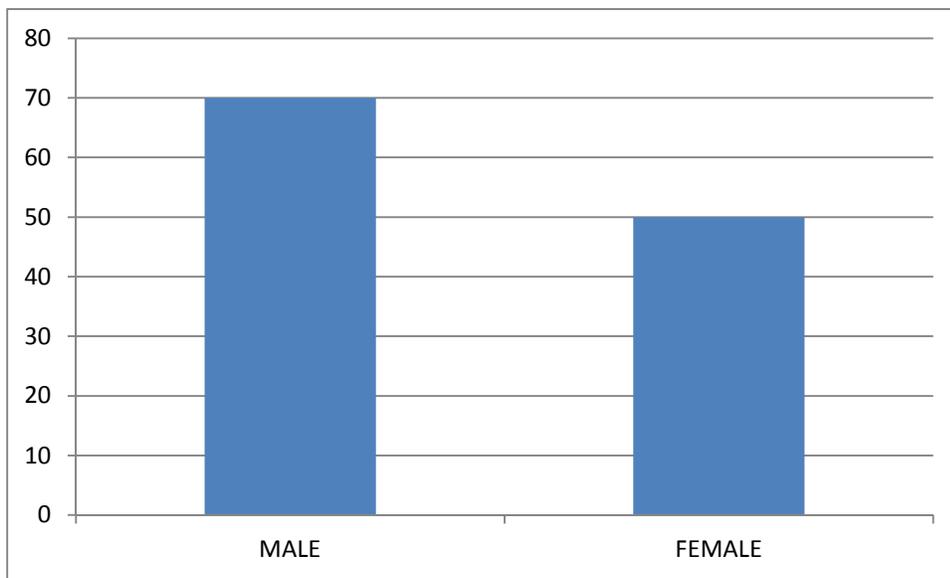


Table 1 above showing gender distribution of the respondents shows that 70 respondents 58% were male while 50 respondents 42% were female.

**Table 2: Distribution of the respondents by residential area**

<b>STREET</b>	<b>FREQUENCY</b>	<b>PERCENTAGE %</b>
ADEBAYO	20	17
ADEHUN	18	15
AJILOSUN	6	5
BASIRI	6	5
FALEGAN	4	3
GRA	4	3
HOUSING	10	8
ILOKUN	4	3
MOFERERE	2	2
ODO- ADO	2	2
OKEBOLA	4	3
OKEILA	10	8
OMISANJANA	6	5
OLORUNDA	8	7
OPOPOGBORO	12	10
SIMILOLUWA	4	3
TOTAL	120	100

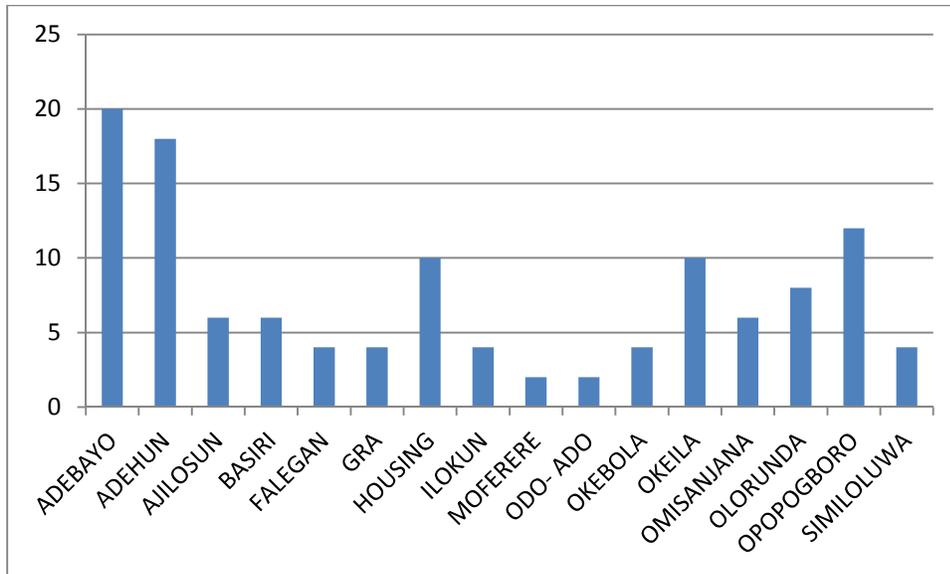


Table 2 above showing street distribution of respondents' shows that 20 respondents 17% were from Adebayo streets 18 respondents 15% were from Adehun street, 6 respondents 5% Ajilosun and Basiri respectively, 4 respondents 3% were from Falegan and GRA respectively, 10 respondents 8% were from Housing, 4 respondents 3% were from Ilokun, and Okebola respectively, 2 respondents 2% were from Mofere and Odo -Ado respectively, 10 respondents 8% were from Okeila, 6 respondents 5% were from Omisanjana, 8 respondents 7% were from Olorunda, 12 respondents 10% were from Opopogboro, while the remaining 4 respondents 3% were from Similoluwa area of Ado- Ekiti.

Table 3: Educational Qualification of the respondents

<b>EDUCATIONAL QUALIFICATION</b>	<b>FREQUENCY</b>	<b>PERCENTAGE %</b>
Doctor of Philosophy (PhD)	6	5
Masters degree	34	28
Bachelor degree	42	35
Higher National Diploma (HND)	8	7
Ordinary National Diploma (OND)	16	13
Senior Secondary School Certificate	14	12
Total	120	100

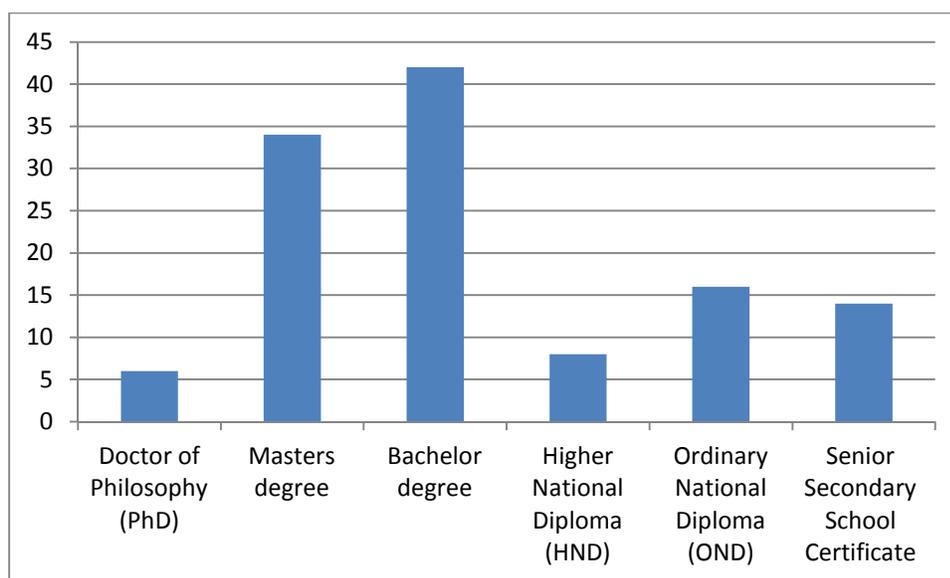


Table 3 showing educational qualification of the respondents revealed that 6 respondents 5% were PhD holders, 34 respondents 28% had Masters degree, 42 respondents 35% had Bachelor degree, 8 respondents 7% were Higher National Diploma holders, 16 respondents 13% had Ordinary National Diploma while the remaining 14 respondents 12% had Senior Secondary School Certificate Examination.

### **Research Question 1: Radio is an important tool in disseminating information to the residents of Ado-Ekiti?**

Research question one: on the importance of radio in information dissemination as revealed in table 4 shows that 68 respondents 56.7% strongly agree and 48 respondents 40% agree that radio disseminates information to larger percentage of the people irrespective of their location while 2 respondents 1.7 disagree and strongly disagree respectively with 3.5 mean value. This was followed by 56 respondents 46.7% who strongly agree and agree that it enables people to be adequately informed about programmes and activities of the government respectively while 6 respondents 5% disagree and 2 respondents 1.7% strongly disagree together with 56 respondents 46.7% strongly agree and 64 respondents 53.3% agree that Radio through various programmes is promoting the level of awareness of the people on socio-political and economic issues while 2 respondents 1.7% disagree and strongly disagree respectively with 3.4 mean value. This was followed by 46 respondents 38.3% who strongly agree and 70 respondents 58.3% agree that through radio, they listen to news and current affairs while 2 respondents 1.7 disagree and strongly disagree respectively and 42 respondents 35% strongly agree and 74 respondents 61.7% agree that Through radio, people can listen and participate in discussion of national and international issues (Phoning programmes) while 2 respondents 1.7 disagree and strongly disagree respectively with 3.3 mean value. Followed by 34 respondents 28.3% strongly agree and 80 respondents 66.7% agree that radio is cheap and portable thereby making information mobile while 4 respondents 3.3% disagree and 2 respondents 1.7% strongly disagree. Therefore it can be concluded that radio is an important tool in dissemination of information.

**Table: 4 Importance of Radio in Information Dissemination**

S/N	Importance of Radio	Strongly Agree		Agree		Disagree		Strongly Disagree		Mean	Standard Deviation
		N	%	N	%	N	%	N	%		
1	Through radio, I listen to news and current affairs?	46	38.3	70	58.3	2	1.7	2	1.7	3.3	0.60
2	Radio disseminates information to larger percentage of the people irrespective of their location?	68	56.7	48	40	2	1.7	2	1.7	3.5	0.62
3	It enables people to be adequately informed about programmes and activities of the government?	56	46.7	56	46.7	6	5	2	1.7	3.4	0.66
4	Through radio, people can listen and participate in discussion of national and international issues (Phoning programmes)?	42	35	74	61.7	2	1.7	2	1.7	3.3	0.59
5	It is cheap and portable thereby making information mobile?	34	28.3	80	66.7	4	3.3	2	1.7	3.2	0.58
6	Radio through various programmes is promoting the level of awareness of the people on socio-political and economic issues?	56	46.7	64	53.3	2	1.7	2	1.7	3.4	0.61

**Source: Field Survey (2013)** \*scale: 1 = strongly disagree, 2= disagree, 3= agree 4= strongly agree,

**Research Question 2: Information can be accessed with little or no cost to everybody in Ado-Ekiti?**

Response to research question two revealed that the cost of accessing information is very minimal. Six items were used to answer the question and the results show that 10 respondents 8.3% strongly agree and 20 respondents 16.7% agree that they pay a lot of money to access

information while 76 respondents 63.3% and 14 respondents 11.7% disagree and strongly disagree respectively with 2.2 mean value, 4 respondents 3.3% strongly agree and 10 respondents 8.3% agree that using radio to listen to programmes is expensive while 66 respondents 55% disagree and 40 respondents 33.3% and strongly disagree with 1.8 mean value. 10 respondents 8.3% strongly agree and 16 respondents 13.3% agree the cost of maintaining my television is too expensive while 70 respondents 58.3% and 24 respondents 20% disagree and strongly disagree respectively with 2.1 mean value. 10 respondents 8.3% respondents strongly agree 28 respondents 23.3% agree that the use of mobile phone is very expensive for me while 66 respondents 55% disagree and 16 respondents 13.3% strongly disagree with 2.3 mean value. 26 respondents 21.7% strongly agree and 58 respondents 48.3% agree that I pay a lot of money to have access to the internet while 30 respondents 25% disagree and 6 respondents 5% strongly disagree the mean value is 2.9. 30 respondents 25% strongly agree and 66 respondents 55% agree that renewing DSTV and other cable TV subscription is very expensive while 16 respondents 13.3% disagree and 8 respondents 6.7% strongly disagree with the mean value of 3.0. Conclusively, the cost of accessing information on radio, television and use of mobile phone is not expensive while that of internet access and paying subscription to DSTV and other cable television is expensive.

**Table: 5 Cost of Information Access**

S/N	Cost of Information Access	Strongly Agree		Agree		Disagree		Strongly Disagree		Mean	Standard Deviation
		N	%	N	%	N	%	N	%		
1	I pay a lot of money to access information?	10	8.3	20	16.7	76	63.3	14	11.7	2.2	0.76
2	Using radio to listen to programmes is expensive?	4	3.3	10	8.3	66	55	40	33.3	1.8	0.72
3	The cost of maintaining my television is too expensive?	10	8.3	16	13.3	70	58.3	24	20	2.1	0.81
4	I pay a lot of money to have access to the internet?	26	21.7	58	48.3	30	25	6	5	2.9	0.81

5	Renewing DSTV and other cable TV subscription is very expensive?	30	25	66	55	16	13.3	8	6.7	3.0	0.81
6	Use of mobile phone is very expensive for me?	10	8.3	28	23.3	66	55	16	13.3	2.3	0.79

**Source: Field Survey (2013)** \*scale: 1 = strongly disagree, 2= disagree, 3= agree 4= strongly agree,

**Research Question3: Which of the following is the most accessible, affordable and usable in providing access to information among the residents of Ado-Ekiti?**

Table 6 revealed that 118(98%) respondents mostly used radio to access information followed by mobile phone 104 (86.7%), television 103(85.8%), Newspaper 90(75%), social network 78(65%), DST and other cable television 58(48.3%) and Internet 56(46.7%) was the list most accessible and usable to access information among the residents of Ado-Ekiti.

**Table: 6** Preferred Mean of Information Access

S/N	Mean of Information Access	Frequency	Percentage%	Rank
1	Radio	118	98	1 <sup>st</sup>
2	Mobile phone	104	86.7	2 <sup>nd</sup>
3	Television	103	85.8	3 <sup>rd</sup>
4	Newspaper	90	75	4 <sup>th</sup>
5	Social network sites	78	65	5 <sup>th</sup>
6	DSTV and other cable television	58	48.3	6 <sup>th</sup>
7	Internet	56	46.7	7 <sup>th</sup>

**Source: Field Survey (2013)**

**Research Question 4: What are the problems encountered in accessing information by the residents of Ado-Ekiti?**

The three basic problems are facing the residents of Ado-Ekiti in accessing information as revealed by table 7 are Poor television signals 2.6 mean score, many cannot afford the cost of purchase, installation and monthly subscription of satellite television, 2.5 mean score and many cannot afford the cost of internet connectivity 2.5 mean score. Apart from these, some of the residents as revealed in table 7 were being faced with inability to afford internet enabled mobile phones and therefore cannot access internet and poor radio signals 2.4 mean score respectively, the programmes of two television stations in Ado-Ekiti State are not educative 2.2 mean score and lastly, programmes of radio stations in Ado- Ekiti are not interesting 2.1 mean score.

**Table: 7:** Problems Encounter in Accessing Information

S/N	Problems Encountered in Accessing Information	Strongly Agree		Agree		Disagree		Strongly Disagree		Mean	Standard Deviation
		N	%	N	%	N	%	N	%		
1	Poor radio signals?	8	6.7	42	35	54	45	16	13.3	2.4	0.79
2	Programmes of radio stations in Ado- Ekiti are not interesting?	12	10	18	15	64	53.3	26	21.7	2.1	0.87
3	Poor television signals?	14	11.7	48	40	50	41.7	8	6.7	2.6	0.78
4	The programmes of two television stations in Ado-Ekiti State are not educative?	8	6.7	18	15	78	65	16	13.3	2.2	0.73
5	I cannot afford the cost of purchase, installation and monthly subscription of satellite television?	10	8.3	46	38.3	54	45	10	8.3	2.5	0.76
6	I cannot afford internet enabled mobile phones?	10	8.3	44	36.7	48	40	18	15	2.4	0.84
7	I cannot afford the cost of internet connectivity?	22	18.3	36	30	46	38.3	16	13.3	2.5	0.94

**Source: Field Survey (2013)** \*scale: 1 = strongly disagree, 2= disagree, 3= agree 4= strongly agree,

## **Discussion of the findings**

The study assessed the use of radio and other means of information dissemination among the residents of Ado- Ekiti. One hundred and twenty residents of Ado-Ekiti participated in the study, questionnaire was the instrument used to illicit information from the respondents and the findings revealed that radio is the most important instrument in dissemination of information to larger percentage of the people irrespective of their location this result was corroborated by Omenesa (1997). This may be as a result of the fact that it is very cheap and portable; introduction of mobile phone in Nigeria has also increased the use of radio because some mobile phones come with radio feature thereby making it possible for them to listen to news and any programme using radio on their mobile phones. The study further revealed that the cost of accessing information on radio, television and use of mobile phone is not expensive while that of internet access and paying subscription to DSTV and other cable television is expensive. On the most accessible, affordable and usable in providing access to information among the residents of Ado-Ekiti revealed radio is the most accessible and usable in accessing information by the residents of Ado-Ekiti followed by mobile phone, television, newspaper, social network, DST and other cable television and internet. The finding corroborates the findings of Kakade (2013) and Ariyo et. al.(2013) which showed that the respondents have different degree of accessibility to radio, television, telephone, Internet, and newspaper/ bulletin. Radio was found to be more accessible and also the major source of agricultural technologies to the farmers. It further revealed that poor television signals, high cost of purchase, installation and monthly subscription of satellite television and many cannot afford the cost of internet connectivity and many were being faced with inability to afford internet enabled mobile phones and therefore cannot access internet and poor radio.

**Conclusion:**

Radio is considered as an effective tool to disseminate various forms of information and it is the most powerful mass media for broadcasting information quickly. Among the various means of information access and dissemination, radio is very significant due to its portability and comes in different sizes. Radio has been from a time immemorial and today is still very important in accessing information; advancement in information and communication technology has greatly improved access to information. More needs to be done to improve access of the residents of Ado-Ekiti to the internet; though some people have access through the use of cybercafé, modem, and internet-enabled phones, government needs to formulate policies that will further enhance access so that people can enjoy the benefits provided by this super information highway. The cost of installation and subscription to DSTV should be reviewed to enable more residents to have access to the leading television stations in the world with latest information.

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