SOURCES OF INFORMATION AMONG RURAL RESIDENTS: THE CASE OF
ATWIMA APEMANIM

BY
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GHANA IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD
OF MASTER OF ARTS DEGREE OF IN COMMUNICATION STUDIES

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OCTOBER, 2017
DECLARATION

I hereby declare and confirm that this thesis is entirely my own work and was produced from research undertaken at the Department of Communication Studies, University of Ghana, Legon, under the supervision and guidance of Dr. Gilbert Tietaah. All works by other scholars which were used in this study were duly cited in-text and acknowledged in the bibliography section of the work.

Fred Krobea Asante                                          Dr. Gilbert Tietaah
(Student)                                                  (Supervisor)

Date:-------------------------------------------------------- Date:--------------------------------------------------------
DEDICATION

I dedicate this work to God Almighty, to my mum, Grace Osei Kusi of blessed memory, who passed on whilst I pursed this programme and to my brothers for their continuous support and encouragement.
ACKNOWLEDGEMENT

My utmost appreciation is to the Almighty God who gave me strength to complete this course. My special gratitude also goes to my supervisor for his continuous support, constructive criticisms, patience and resolve to make my work better. Thank you very much, Dr. Gilbert Tietaah.

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<td>CHPS</td>
<td>Community Health Planning Services</td>
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<tr>
<td>ICT</td>
<td>Information and Communication Technologies</td>
</tr>
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<td>ITU</td>
<td>International Telecommunication Union</td>
</tr>
<tr>
<td>NCA</td>
<td>National Communication Authority</td>
</tr>
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<td>NMC</td>
<td>National Media Commission</td>
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<tr>
<td>PAMRO</td>
<td>Pan African Research Organisation</td>
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<td>GSM</td>
<td>Global System for Mobile Communication</td>
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This study investigated the sources of information among residents of Atwima Apemanim, a rural community in the Atwima Kwanwoma District in the Ashanti Region. Contemporary developments in media and communication technologies have affected traditional information sources, preference and use habits of the rural population. There is a conflux of information sources in the rural communities. Among the study’s objectives were to find out how rural residents acquire information and their preferred source of information. Underpinned by Wilson’s 1981 information seeking behaviour model and the uses and gratification theory, the study employed both quantitative and qualitative data gathering techniques for purposes of triangulating responses. A questionnaire was used to collect data from 10% of residents and in-depth interviews were conducted with two key informants of the community. The findings indicated that health, education and agricultural information were the main information needs of the rural residents. It was also revealed that radio and TV were the main sources of information. Finally, the study found that modern media sources, specifically radio and TV, were the most effective and credible sources of information. They were therefore the preferred sources of information among the rural residents whilst traditional media sources like face-to-face interactions complemented in information acquisition in the rural community. The study recommends that health information broadcast is intensified on radio and TV for the rural population who may not have adequate health facilities and officers present in their communities.
CHAPTER ONE
INTRODUCTION

1.0 Background

Information plays an important role in decision-making. It is particularly pivotal for the success of developmental programmes in rural communities (Harande, 2009; Mtega & Bernard 2013). In stressing the critical role information plays in rural communities, Kamba (2009) outlined some of its functions as giving enlightenment on how to achieve economic, educational, social, political and cultural objectives towards development.

According to the World Bank (2016), the rural population of a country is the difference between the total population and the urban population. The world development online database also indicated that in Sub-Saharan Africa a greater proportion of the population are rural dwellers. Furthermore, in many developing countries, the majority of rural people depend on primary economic activities like farming, fishing, pastoralism and hunting for their livelihood; and these determine the kind of information they seek (Dauda & Mohammed, 2013). In Ghana, particularly, nearly half of the population (45.2%) are living in rural communities (World Bank, 2016).

Access to information in many rural communities is very limited (Adomi, Ogbomo & Inoni, 2003; Darkwa, 2016). Harande (2009, p 276) is of the view that “information hunger is prevalent and biting hard on our rural communities, which has resulted in poor living conditions, illiteracy, and poverty.” Mtega and Roland (2013) observed that the key challenges to the access to information in rural communities are high illiteracy, lack of reading culture, lack of the awareness of
information sources, outdated information and in the case of agriculture, inadequate extension officers.

Omogor (2013) also observed that low economic activities and inadequate infrastructure in rural communities create barriers to information access. Furthermore, she explained that information access is limited in rural areas because information agents are ignorant of the information needs of the rural population. In addition, lack of cooperation among information systems create barriers to the flow of information (Omogor, 2013). Importantly, this may partially be due to the fact as Cartmel II, Orr and Kelemen (2006) noted, that whilst the rural communities are more familiar with the traditional sources of information, which are peculiar to their setting and culture, many information agents use other methods which are neither indigenous nor pertinent to the rural people in disseminating information.

Different people need different types of information depending on their geographic setting, age, sex and occupation (Mtega & Roland, 2013); or even depending on what they seek the information for. The need for information in urban communities is different from rural communities. Etebu (2009) stated that to make information useful for development in rural communities, it is essential to know the information seeking behaviour of the people. Harande (2009) has indicated that information needs of rural communities can be categorised into health, agriculture, education, housing, employment, transportation, religion, welfare and family, and legal information. Scholars have studied broadly these categories of information needs. For instance, in rural farming communities in Tanzania, Lwoga, Stilwell and Ngulube (2011) found that farmers needed information on control of plants diseases and pests, control of animal diseases, animal housing and agricultural marketing information. Dauda and Mohammed (2013) also found that rural
communities in Nigeria sought information on child care, food and nutrition, farming and crops in high demand for socioeconomic empowerment. Mtega (2012) also found that rural people needed information on markets, health, civics, politics, credit facilities, academics, farm inputs, leisure, agricultural husbandry practices and international news. Lwoga, Stilwell and Ngulube (2011) and Adomi et al (2003) found that sex could determine the information needs of individuals in a community. In a farming community in Tanzania, whilst women needed information on value added techniques, crop planting and irrigation, men needed information on agricultural marketing and soil fertility (Lwoga, Stilwell & Ngulube, 2011). Depending on the time or season and which rural population is being studied, the information needs of a community are likely to change (Mtega, 2012).

The kind of information needed determines the source rural communities turn to (Mtega, 2012). Scholars agree that among the rural population in Africa, oral, interpersonal or face-to-face interaction is a key source of information, despite the kind of information being sought (Ansu-Kyeremeh, 1998; Etebu, 2009; Apata & Ogunwero, 2010; Omogor 2013). Scholars have categorised other channels under interpersonal source of information to include town crier, village leader, extension officers, health officers, neighbours, friends and family members, market as a place of information exchange, social-political meetings as sources of information (Omogor, 2013; Mtega & Roland, 2013). Scholars have also observed that modern or technology-based media are sources that rural communities rely on for information (Dauda & Mohammed, 2013; Omogor, 2013). The modern media sources of information are the channels of information other than the traditional or face-to-face sources of information. Omogor (2013) observed that modern media sources like radio, TV, audio-video technology gadgets, mobile phones, were crucial sources for
the acquisition of information, communication and entertainment, and hence are widely used in households and business centres in rural communities. Dauda and Mohammed (2013) found that radio was second highest source of information after the traditional sources in rural communities in Nigeria. Dauda, Chado and Igbashal (2009) and Bernard (2011) stated that newspapers and community radio are key sources of information in rural communities. FAO (2007) and Mtega and Roland (2013) indicated that there are information services that are rendered in rural communities. These services include computer services, mobile phones services, photo micrographic and video services. There are also internet services and village information centres that provide information in rural communities (Momodou, 2002).

Furthermore, recent studies indicate the increasing presence of modern media sources of information in rural communities (ITU, 2016; NCA, 2016a). For instance, according to the National Communication Authority of Ghana report on the statistics of Frequency Modulation (FM) Stations in the fourth quarter of 2016, community radio stations have increased by 16 percent compared to the previous year and 36 percent when compared to 2013. Telecommunication statistics for mobile data subscribers which shows the use of the internet indicates 68.62 percent penetration in Ghana in the third quarter of 2016 (NCA, 2016b). What these statistics do not show is whether the availability and increasing presence of the modern media is affecting the indigenous or traditional information sources among the rural population.

1.1 Modern Information Sources in Ghana

According to PAMRO (2015), radio and TV are the most accessed sources of information in Ghana with an average of about 96 percent of the total population having access. The National Communication Authority of Ghana’s report on the statistics of Frequency Modulation (FM)
Stations in the fourth quarter of 2016 indicated that there are 481 radio stations in Ghana. This represents about 17 percent increment of radio stations when compared with the same period in the previous year, 2015 (NCA, 2016a). These radio stations are located in the various regions of Ghana, with Western region having the highest number of about 17 percent. Out of the total number of radio stations, 79 which is 16.4 percent are community radio stations which serve the informational needs of small communities. The other remaining radio stations are located in major metropolitan assemblies like Accra, Kumasi and Takoradi; metropolitan cities like Cape Coast, Tamale and other regional capitals; capitals of municipal assemblies and district capitals (NCA, 2016a).

The National Communication Authority’s (NCA) reports by the second quarter of 2016 indicated that there are 75 authorized TV operators, out of which 21 stations are Analogue Terrestrial Television (free on air), 29 Satellite Television Broadcasting (Free-To-Air Direct-Home Single Channel), 7 Satellite Television Broadcasting (Pay TV Direct-To-Home Bouquet), 6 Satellite Television Broadcasting (Free-To-Air Direct-To-Home Bouquet), 5 Digital Terrestrial Pay Television (Service and Frequency), 5 Digital Terrestrial Free-To-Air Television Programme Channel, 1 Digital Terrestrial Pay Television (Service Only) and 1 Digital Cable Television. A total of 34 TV stations, however, were on air by the end of the second quarter (NCA, 2016c).

According to the National Media Commission (NMC), there are 827 registered newspapers and 157 magazines in Ghana. These newspapers and magazines specialize on trade, health, gender, politics, fashion, entertainment etc. (Yeboah-Banin, 2016).
Data by National Communication authority shows that mobile voice subscribers (the use of mobile phones to communicate) increased from 36,739,810 as at the end of July 2016 to 36,912,019 as at the end of August 2016 with a penetration rate of 132.44 percent. Fixed telephone subscribers also increased by 0.16% in August 2016 compared with the previous month. PAMRO (2015) reported that 49 percent of Ghanaians have access to the internet and 4 percent have internet facilities in their homes. However, records by the NCA at the end of August, 2016 indicated a slight difference in the data, as the total subscribers of mobile data in the country were 19,125,469 with a penetration rate of 68.62%. These data demonstrate the increasing presence of modern media as sources of information in Ghana. However, they do not indicate the extent to which the modern media has penetrated into the rural communities and whether the new media environment has affected the way residents of the rural communities access information.

1.2 Profile of Study Area

The study focused on Atwima Apemanim, one of the rural communities in the Atwima Kwanwoma District. The community was previously in the Bosmotwe Atwima Kwanwoma District until 2007 when the new district, Atwima Kwanwoma, was established by Legislative Instrument (L.I.) 1853 (GSS, 2014). Atwima Apemanim is specifically located in the interior of the Atwima Kwanwoma District which is also located in the central portion of Ashanti Region. The community is located 20 km west of Kumasi (http://apemanim.webs.com/), the capital of the Ashanti Region, and bounded to the west by Bebu and Apemanim-Kokoben on the east.

The latest national census data from Ghana statistical service indicated that in the rural communities in the Atwima Kwanoma District, 42.1 percent of households were into agricultural
with most of them (96.2%) involved in crop farming (GSS, 2014). Also, of the residents 12 years and above, 52.6 percent had mobile phones and 5.4 percent used internet facilities in the district. Only 5.8 percent of the total households in the district had desktop/laptop computers (GSS, 2014).

The census data put the population of the district as a whole at 90,634. A personal interview with the Unit Committee Chairman of the community estimated the current population of the village to be 600, with adults aged 18yrs and above numbering 300. These numbers included children and those not present in the community at all times. For instance, children at boarding schools and those who worked out of town were part of the numbers. Moreover, the Committee Chairman noted that the community was a homogenous one. Thus they shared a similar culture with a chief as their traditional leader and farming as the predominant profession.

According to the webpage of the community as at 2010, 33.3% of the people in Apemanim lived in concrete block homes, 39.2% in brick homes, 11.8% in mud swish homes, and 15.7% in twig swish homes for a total of 51 residences. Most of the population (92.2%) identified themselves as Christian, 5.9% as Muslim, and 2% as traditionalists. The community had a school, Apemanim Basic School, with a population of 150 children from Kindergarten to Primary 6 and there is a resource centre in the community that houses children’s books, text books and novels. Atwima Apemanim had an accredited Community Health Planning Service (CHPS) clinic that offered services such as immunizations, child welfare clinics, home visits, treatment of minor ailments such as malaria and wounds, and prenatal care (http://apemanim.webs.com).
Atwima Apemanim was chosen for the study because it had all the variables of a rural community. According to Farooq (2012), rural communities are sparsely populated and have homogenous communities. Thus residents have similar culture and profession.

1.3 Problem Statement

Scholars almost three decades ago observed that rural communities in Africa relied on traditional sources of information (Bosompra 1987; Awa, 1989). Bosompra (1987), for instance, sought to find the sources of health information in rural communities in Ghana. He observed that face-to-face conversation between individuals or groups was the common source of information. Health officers, who they deemed were the most credible source of health information used oral or face-to-face interaction as means of delivering information to the rural communities. Soola (1988) also observed that to communicate effectively to a farmer in a Nigerian rural community, an information agent had to work with an extension officer, who in terms of role was much like the health officer in Bosompra’s (1987) study, and opinion leaders in the community. These two sources used the oral means or the face-to-face interaction to deliver information. Bosompra (1989) and Soola’s (1988) observations are consistent with findings by Wilson (1987), Awa (1989) and Ansu-Kyeremeh (1989 as cited in Ansu-Kyeremeh, 1998) who also established that traditional sources are the most commonly used sources of information among rural communities.

Scholars two decades later did not find much difference from what had been established in the previous studies; the oral sources of accessing information were still common in rural communities. Etebu (2009) noted the prevalence of the town crier as a channel of information in communities. Apata and Ogunwero (2010) pointed out that the town crier was the main source of
information that helped the chief or the traditional leader to disseminate information around the community. This finding is similar to what Wilson (1987) established; that the town crier was the main source of information in rural communities.

Recent studies have however concentrated on specialised information needs and sources such as health, agricultural and ICTs. Nonetheless, the current limited literature on general information needs of rural residents indicate the growing presence of TV, radio, mobile phones, newspapers, audio-visual gadgets, and internet as other key sources of information among rural communities (Omogor, 2013; Dauda & Mohammed, 2013; Lawal, Alabi & Oladele, 2017). Dauda and Mohammed (2013) noted that in rural Nigerian communities, residents acknowledged that after the village head or traditional ruler, radio was the next most accessible source of information for socioeconomic empowerment. Lawal, Alabi and Oladele (2017) also found that the print media and audio-visuals were the major sources of information for rural women farmers. They noted that rural women farmers considered bill boards, posters, newsletters, video slides, TV and radio agriculture information as their main source of information.

Therefore, there is the conflux of two different forms of information sources; that is the traditional or oral source of information and modern media sources of information. What kind of media source do the rural residents prefer and for what kind of information? When do they use a particular source of information and which of the media forms do they consider credible? These questions should arouse academic interest. The study sought to find out answers to these questions by assessing the sources of information among the residents of Atwima Apemanim.
1.4 Objective of Study

The study sought to find out the information needs of the residents of Atwima Apemanim and what sources they use to acquire that information.

Specific objectives that underpinned the study were:

1. To find out the kind of information Atwima Apemanim residents sought
2. To find out how Atwima Apemanim residents accessed information.
3. To find out what media, traditional or modern, was the preferred source of information to Atwima Apemanim residents.

1.5 Research Questions

To fulfil the objectives for this study, the following research questions were set:

RQ1: What kind of information do Atwima Apemanim residents seek?

RQ2: How do residents of Atwima Apemanim access information?

RQ3: What media, traditional or modern, convey is the preferred source of information to Atwima Apemanim residents?

1.6 Significance of Study

Many scholars in Ghana have sought to find out the sources of information for different kinds of needs among residents of rural communities. Some of these available studies have focused on sources of health information: Bosompra (1987) studied the source of health information among rural communities in Ghana; Apalayine & Ehikhamenor (1996) studied the information needs and sources of primary health care workers in the Upper East Region of Ghana; Yeboah (2000) also studied ways of improving the provision of traditional health knowledge for rural communities in...
Ghana; and Panford, Nyaney, Amoah & Aidoo (2001) also focused on how folk media can be used to prevent the HIV/AIDS in rural Ghana.

Some of the studies have also focused on sources of agricultural information and ICTs in rural communities. For instance, Kranjac-Berisavljevic, Blench and Chapman (2003) studied rice production and livelihoods in Ghana, focusing on multi-agency partnerships (MAPs) for technical change in West African Agriculture whilst Alemna and Sam (2006) studied the critical issues in information and communication technologies for rural development in Ghana. However, there is limited literature on the sources for general information needs among rural communities in Ghana. This study fills this gap. The study contributes to literature on the information behaviour of residents in rural communities. It will also provide evidence to about the media sources rural communities consider credible and effective for communication.

1.7 Definitions of Key Terms and Concepts

This section provides operational definitions of the key terms and concepts used in this study.

Sources of Information

The source of an information is the person, groups of people, place or thing from whom information emanates. It is the object that gives information or from whom an information arises, comes or is obtained. In this study, sources of information refers to the various personalities or devices from which information is sought or given. They include: Traditional leaders, friends, family members, extension officers, health officers, newspaper, magazine, radio, TV, information centres and mobile phones.
Channels of Information

An information channel is the medium or platform through which information is carried from a source to a recipient. It is the mode through which information is communicated from the sender to the receiver. In this study, channels of information include, gatherings or meetings to share information, face-to-face interactions, text message and phone calls.

Traditional Media Sources

Traditional media sources are the interpersonal or relational sources of information. They require the physical presence of the source to enable the successful sharing of information. It is called traditional because it resonates with the cultures, values, symbols and institutions of the recipients of the information (Ansu-Kyeremeh, 1998) who in this study are the residents of Atwima Apemanim. The traditional media source of information are often participatory in nature. Thus it involves an interaction with an active audience where the communication usually flows from two directions (Awa, 1998). In this study, the traditional media source of information is also referred to as oral sources of information, interpersonal sources of information or face-to-face interaction sources of information. Some of the traditional media sources include dawubofo (gong-man or town crier), extension officers, health officers, community or traditional leaders, drama, friends and family members.

Modern Media Sources

Modern media sources are the impersonal or non-relational sources of information. It is often referred to as the western media, mass media or electronic media (Ansu-Kyeremeh, 1998). It also includes Information and Communication Technologies (ICTs). Modern media sources comprise a range of technologies that facilitate the production, storage and
exchange of information by electronic means (Chapman & Slaymaker, 2002). In this study modern media sources include newspapers, posters, radio, television, internet and mobile phones.

**Information Centre**

Information centres are communication facilities that are used to disseminate information usually in rural and isolated communities. It is a centralised source of information with public address systems which are positioned at vantage points in communities to enable the effective delivery of information.

**Queen Mother**

A queen mother is a woman political leader in the Akan traditional council ruling over of a region, township, village or community. She ensures the welfare of the members in the community and sometimes adjudicates matters in the community.

**Unit Committee**

The Unit Committee is one of the structures of the local government system in Ghana. It is the base rank of the local government system charged with the responsibility of representing the District Assembly in rural communities. The committee is made of five members. They are elected into office in every two years. The leader of the committee is the Unit Committee Chairman ([www.obuasincce.blogspot.co.ke/2012/02/functions-of-unit-committee.html](http://www.obuasincce.blogspot.co.ke/2012/02/functions-of-unit-committee.html)).

**Rural Residents**

According to the 2010 population and housing census, rural residents are people living in communities with less than 5,000 people (GSS, 2012). They are the population in a country who do not reside in the urban areas (World Bank, 2016).
1.8 Summary and Organisation of Study

The study is organized in five separate chapters. Chapter one provides the background of the study by explaining the nature of accessing and dissemination of information in rural communities. It also gives the problem statement, the objectives of the study, the research questions and the significance of the study. Chapter two discusses the uses and gratification theory and Wilson’s 1981 information seeking behaviour model, the theories that underpin the study. The chapter also reviews some related literature. Chapter three describes the methodology and explains the processes employed in gathering and analysing the data collected. Chapter four presents the results of the research. Finally, chapter five contains the discussion and analysis of the findings and proceeds to draw conclusions and recommendations based on the findings.
CHAPTER TWO
REVIEW OF LITERATURE

2.0 Introduction

This chapter details the theoretical underpinnings of the study. The uses and gratification theory and the Wilson’s 1981 Information Seeking Behaviour Model were examined with respect to the way it relates to the objectives of the study. The chapter also reviews available related studies on the topic.

2.1 Uses and Gratifications Theory

Uses and gratification theory was first published by Elihu Katz as a response to Bernard Berelson’s assertion that research in the field of communication is dead (Severin and Tankard, 2001). Berelson and his colleagues shifted research attention from notions of powerful effects on audiences to one in which audience members applied the media to particular purposes (Littlejohn & Foss, 2009). The reason given for the shift from the powerful effects notion was audience’s control over the selectivity process of which media to engage with and which message of the media to attend to (Littlejohn & Foss, 2009). People selected how they would perceive or assign meaning to a media message; they selected what to recall and learn from the media. According to Littlejohn and Foss (2009: 633) “this shift of power from the media to the audience was a result of persuasion research that found how social connections among people and individual influences of people in the communication flow network as well as other personal attributes have a limiting effect on mediated messages.”

Elihu Katz, therefore, argued that research in the field of communication was dying only because they had viewed mass communication as being persuasive (Severin & Tankard, 2001). Katz (1959)
argued that scholars had only concerned themselves with the question “what do the media do to people?” Thus they only focused on the power of the media to change opinions, attitudes and actions. However, if they would rather consider the question “what do people do with the media?” the field of communication would not be viewed as dying or dead (Katz, 1959). In explaining the uses and gratification approach to the media, Katz drew on previous studies that had been reported. For example he drew on Eliot Friedman’s findings that adolescents who were closer to their friends than to their parents prefer going to the movies to watching TV whereas family-oriented adolescents preferred TV watching to going to the movies. This showed different uses of the message of the media depending on the social and psychological context of the audience.

The uses and gratifications theory is grounded on the assumption that audience members are active, rational, and self-aware (Bracken & Lombard, 2001). Media consumption is consequently seen as an attempt to satisfy a variety of important human needs (Bracken & Lombard, 2001). Researchers have, therefore, investigated the extent to which people attempt to use the media to fulfill these needs and how successful those attempts are (Bracken & Lombard, 2001).

In a later study, Elihu Katz, Jay G. Blumler and Michael Gurrevitch (1973) identified five key elements as the basic assumptions of the uses and gratifications theory. They stated, firstly, that audience are active and goal focused. That is, before an individual or groups of people would access the content of a media, they would have certain expectations which is based on the previous patterns of the content of that media for which reason they are accessing that content. Secondly, Katz, Blumer and Gurrevitch (1973: 511) stated that in mass communication the link between a needed gratification and media choice is determined by the active audience. This explains the limitation of theorizing on the “straight-line effect of media content” on opinions, attitudes and behaviours of audience. Thirdly, they argued that extent of satisfaction obtained from the media
varies for different audiences. This is because media satisfaction is just a part of a broader range of human needs which varies for different audiences. Katz, Blumler and Gurrevitch (1973) fourthly noticed that the satisfaction obtained from the media is one that the audience are conscious of. Audience of the mass media can thus report or identify their interest and motivations in particular cases when they are confronted with them. Finally, Katz, Blumler and Gurrevitch (1973) identified that since the significance and importance of the media content is determined by the active audience, value judgment on cultural significance of media content should be suspended whilst the orientations of the audience is rather explored.

**Typologies of the theory**

Focusing on different topics in the media, different researchers have classified the uses and gratification theory. Blumler and Katz (1974) have established that the same media message may be used by different people for different purposes and the same media content give different gratifications to different audience. Moreover, much as there are many users of the media, there are many reasons for using the media (Blumler & Katz, 1974).

There have been countless number of classifications and typologies that scholars have established in the uses and gratifications theory. Some of these include: Herzog’s (1942) study of the gratifications of listening to radio soap operas and quiz shows; Dimmick, Sikand, and Patterson (1994) studied the types of gratifications gained from telephone use; McCombs (1979) and Elliot and Rosenberg (1987) also studied patterns of motivation for reading newspapers and magazines: Berelson (1949) studied the functions of newspaper reading and Baldwin, Barrett and Bates (1992) studied the use of television news programs.

This study assessed the sources of information among rural residents. It focused on the information seeking behaviour of the rural residents and found out which sources of information, traditional or
modern, is preferred among residents in rural communities. The traditional sources of information are the oral media, face-to-face interaction or interpersonal conversation between individuals or among groups of people. The modern sources of information are the technology-based media such as radio, TV, mobile phones, print media, and the internet-based media. The uses and gratifications theory helps analyse what could be the motives or purposes for which rural residents would choose a particular media source.

McQuail, Blumler, and Brown (1972) studied radio and TV in Britain and proposed a scheme of ‘media–person interactions’ that capture the most important media satisfactions, they are:

1. **Diversion**: The media provides a means of escape from the routine of daily activities or the problems associated with them and also gives an opportunity for an emotional release. For instance, after rural residents have returned from the routine of farming or selling in the market, media content may provide an opportunity for them to forget about the problems associated with the activities of the day and give them room for emotional discharge.

2. **Personal relationships**: The media provides a means of keeping company with others within and without the immediate community and to also interact with them.

3. **Personal identity**: The media content provides a means for audience to identify themselves, find reinforcements for the values and ideals they hold. It also provides opportunity for reality exploration.

4. **Surveillance**: The media provides different opportunities for audiences to seek varied kinds of information.

These elements suggest the satisfactions that the rural residents in Atwima Apemanim could obtain from using radio and TV in the community.
2.2 Wilson’s 1981 Model of Information Seeking Behaviour

Wilson’s model of information seeking behaviour began as a solution to a gap in research in the field of information and library science. Wilson realised researchers in the field of information and library science had focused much on information systems and sources rather than behaviour of the information seeker (Shodhganga, n.d.). Researchers in the field of information and library science had well studied general information needs and how users use the information systems (Wilson, 1999). Wilson, therefore, labelled his model ‘information behaviour models’ to distinguish it from the ‘information search models’ which were common at the time. (Shodhganga, n.d.).

The model is concerned with the behaviours of the users of information and how that inform their choices of a particular information sources system and the results of the choices. According to Wilson’s 1981 model (Wilson, 1999), information seeking behaviour arises as a result of a need perceived by the user. For instance, the continuous need for agricultural, economic, health and
educational information among rural residents in a community informs their information seeking behaviours. In order to satisfy these information needs, the rural resident then demands or make requests from existing information sources systems. These systems may be formal or informal. The formal information sources are the computer-based and electronic sources of information whereas the informal sources are the interpersonal sources of information (Shodhganga, n.d.). Thus a rural resident either chooses the computer-based source of information or the interpersonal sources of information. A successful information acquisition or retrieval of relevant information from the information systems results in user satisfaction whilst the failure results in non-satisfaction. The user would consequently, upon failing to retrieve information from a particular system, request from a different information system. The model further shows that following a successful retrieval of relevant information from the existing sources, users would pass on the information to other users. For instance, after acquiring a relevant information on a farming practice from the media, a rural resident would pass the information to colleague farmers or family members to also benefit.

2.3 Related Studies

Sources of information among rural residents have received much scholarly attention. Scholars have, however, studied these sources of information among rural residents with different focuses. A review of the literature reveals that studies done in relation to this topic focused on sources of agriculture information among rural residents. Some of these studies include: Meitei and Devi (2009); Msoffe (2015); Blessing and Ayiah (2017); Lawal, Alabi and Oladele (2017). Other studies have focused on health information sources among rural residents. They include: Tsehay (2014); Ezema (2016); Sokey and Adisah-Atta (2017). Some of the studies also focused on accessibility...
and usage of ICT for rural development: Ayensu (2003); Kari (2007). Moreover, a number of the studies reviewed also focused on general information needs and their sources among rural residents: Dauda and Mohammed (2013); Omogor (2013); Ijiekhuamhen and Omosekejimi (2016). Furthermore, to assess the traditional sources of information among rural residents, some of the old studies on the sources of information were also reviewed. They include: Ansu-Kyeremeh (1989, as cited in Ansu-Kyeremeh, 1998) and Wilson (1987).

These studies reveal similarities in the findings and approaches used by scholars. Most of the aforementioned studies sought to find, firstly, the information needs of the rural residents and then proceeded to find the sources they used to access that information. Where the focus of the study is health or agriculture, for instance, scholars sought to find the particular health or agricultural needs the rural residents sought information on and then continued to find the sources they chose to access the information from. Many of the studies (Msoffe, 2015; Ezema, 2016; Sokey and Adisah-Atta, 2017; Meitei and Devi, 2009; Lawal, Alabi and Oladele, 2017; Mooko 2005; Ijiekhuamhen and Omosekejimi, 2016) either used surveys or semi-structured interviews or both methods to gather data. Tsehay (2014) used both in-depth interviews and focus group discussions, whilst Lwoga, Stilwell and Ngulube (2011) used focus group discussions and participatory techniques (information mapping and linkage diagrams). However, surveys and interviews were the most used methods in the literature. In the next pages, the studies will be reviewed according to the focus of their examination.

Almost three decades ago, Ansu-Kyeremeh’s (1989, as cited by Ansu-Kyeremeh, 1998) exploratory study on the application of media in Ghanaian villages established the key sources of information among rural communities. He observed that the sources for the acquisition and dissemination of information that are available to residents of rural communities are that which
draw on their cultures, values, symbols, institutions. He classified the indigenous communication sources into four—venue-oriented communication, events as mode of communication, the communicative nature of games and performance-oriented communication. Ansu-Kyeremeh (1989) explained that the venue-oriented channel of communication are patterns of communication that was associated to certain venues in the villages. These venues were meeting points where the rural dwellers would share and take information. He mentions places like the chief’s or queen mother’s palace, nsadwase (drinking place) as venues where people would gather for face-to-face conversations.

Ansu-Kyeremeh (1989) further explained that events as mode of communication were institutionalized events that gave rural dwellers the opportunity to share and take information. He stated that festivals and life-passage events like funerals as examples of events that allowed the exchange of information in the village. He also observed that certain games made it possible for rural dwellers to gather and share information. Dame (Draught) Oware, and ampe, for instance, facilitated information sharing among rural dwellers. Such games would make room for pertinent political issues to be discussed whilst the rural residents played. The games were means to praise heroic deeds in the society and as well mock shameful deeds. Ansu-Kyeremeh further observed that activities of the town crier, drama, songs and dance were effective communication tools among rural communities in Ghana. He explained that concert party groups would organize dramas to entertain and as well educate. Music and dancing, story-telling (anansesem), anwosem (poetry) are all among performance-oriented communication channels. These findings established the key elements of the traditional sources of information among rural residents in Ghana.

Wilson (1987) also studying the traditional systems of communication for development in Nigerian communities observed the town crier as the most popular source of information among
the rural residents. He explained that the town crier played many traditional forms of communication such as making music, bringing information to residents and being the mode of communication between the living and the dead. The description Wilson (1987) gives of the town crier is consistent with performance-oriented communication channel as described by Ansu-Kyeremeh (1989). Wilson’s (1987) and Ansu-Kyeremeh’s (1989) studies present the classifications and sources of information that have existed in rural communities in Africa.

**Sources of Health of Information among Rural Residents**

On the sources of health information among rural residents, Tsehay (2014) studied the sources of maternal health information in rural Ethiopia. Using focus group discussions and in-depth interviews, Tsehay (2014) sampled women from the Mecha woreda district in the Amhara State in Addis Ababa. The health information seeking behaviour of the women was driven by the diseases they had been affected with or that which a family member had suffered, and their quest to live a healthy life. Some of the diseases the rural women sought information on include: malaria, maternal mortality and morbidity, HIV/AIDS and communicable diseases. Tsehay (2014) further found that interpersonal sources were the main channels of maternal information. Health extension officers and health professionals were the most frequently accessed and most preferable source of information. These health workers were primarily nurses and midwives who were available for consultation whenever the rural women needed assistance or information on particular health issues (Tsehay, 2014).

Tsehay (2014) also found that families and friends were the next most accessed source of health information. The rural women also used social gatherings like coffee ceremonies as avenues to seek information from friends. They inquired maternal information from friends who had
participated in formal information provision services offered by professionals. Modern sources (electronic or print media) were found to be the least consulted source of maternal information among the women. Whilst a few women used the booklets and brochures provided by the health officers, the broadcast media, especially radio, was the least used. This is mainly because most of the rural women were illiterates and the radio stations did not broadcast in the local language. Moreover, many of them did it not own a radio set; those who owned one were too busy with their everyday activities to listen. Tsehay (2014) indicated that the health workers and professionals were considered the most credible source of health information with information from their friends and family members being the least credible among the interpersonal sources of information. Also, among the modern sources of information, radio was considered the least credible source of information (Tsehay, 2014).

On the contrary, Ezema (2016) studying the sources of reproductive health information among rural women in Nsukka Cultural Zone in Enugu State, Nigeria, found radio and TV to be among the top five most accessed sources of information out of 15 available sources. Thus the broadcast media remained a key source of information among rural women in Nigeria. However, Ezema’s (2016) finding is consistent with Tsehay (2014) on the score that interpersonal sources of information is the most accessed source for reproductive health information. Ezema (2016) using a four-itemised likert scale found that personal contact with friends and relatives was the most accessed source of reproductive health information among the rural women with the mean of 3.5, Hospitals/health centres, churches, women’s organisation and TV and radio followed with means 3.4, 3.4, 3.1 and 3.1, respectively. The internet (cybercafes, personal computers and libraries), newspapers and news magazines, social media (Facebook, Twitter, WhatsApp etc.) were among the least accessed source of information. The limitation with Ezema’s (2016) study is that unlike
Tsehay (2014) it failed to indicate the credibility or trust that rural women ascribe to these sources of information identified.

On the other hand, Sokey and Adisah-Atta’s (2017) study on the challenges confronting rural dwellers in accessing health information in Ghana found radio and TV as the most used health source of information. The study was a descriptive quantitative case study that focused on the Shai Osodoku District in Greater Accra Region of Ghana using both survey and structured interviews in gathering data. They sought to find the health information seeking behaviour of the respondents, the sources of information and challenges that impeded them from accessing health information. Sokey and Adisah-Atta (2017) found, as the information seeking behaviour of the rural residents, that 162 out of 208 respondents (78%) were able to search and find health information that prevented them and their family from contracting diseases. Furthermore, they found 193 out of 205 respondents (94.1%) frequently used radio and TV as the source of health information. Hospital/physician/nurse/public health officer was the next most accessed source of health information with 198 out of 208 respondents (90.4%) whilst billboards and posters were the next most accessed with 114 out of 207 respondents (55.1%) and 100 out of 207 (48.3%), respectively. Sokey and Adisah-Atta’s (2017) findings do not essentially depart from Ezema (2016) and Tsehay’s (2014) study. All three studies agree that interpersonal sources of information (family and friends, health professionals and health workers) are very important sources of health information among rural residents. The three studies, however, rank the importance of the modern sources of information (radio, TV, print media) differently. These studies are relevant to the current study as the findings endeavour to answer the source rural residents use when accessing health information.
Sources of Agricultural Information among Rural Residents

On the sources of agricultural information, Meitei and Devi (2009) also assessed the information sources and needs of farmers in the rural communities of Valley and Hill districts, in Manupir State, India. The study, through multi-stage sampling, selected 165 respondents from the 110 villages—60 from Valley district and 50 from Hill district—that consist the Manupir State. Meitei and Devi (2009) using semi structured questionnaires sought to identify the information needs of the farming communities, their information seeking behaviour and to examine the sources of information rural the farmers depended on.

On the information seeking behaviour of the farmers, Meitei and Devi (2009) noted that nearly half of the respondents (46.67%) need information regularly whilst 38.18% need information sometimes. The remaining respondents (15.15%) did not need information at all. Meitei and Devi (2009) separated the information needs of the respondents into two. Firstly, they sought to know the information the residents need as a community. Secondly, the particular information they need as farmers. They found that agriculture, health, and food and nutrition information were the first three main information needs of the community. They also found that subsidies, purchasing agricultural land, variety of seeds, pesticides, fertilizer, equipment, weather condition and irrigation were the main agricultural information the farmers sought. On the sources the rural residents depended on for the information, Meitei and Devi (2009) found that modern media sources such as radio, TV and newspapers which were present in both local dialect and regional language were the most accessed source of information. In Valley district, 58 out 90 respondents (64.4%) used the radio, 41 respondents (45.56%) used TV and 15 respondents (16.67%) used newspapers whilst in Hill district, 32 out of 75 respondents (42.67%) used radio, 23 respondents (30.67%) used TV and 8 respondents (10.67%) depended on newspapers.
Meitei and Devi’s (2009) findings were different from the findings of the previous studies reviewed (Ezema, 2016; Tsehay, 2014; Sokey and Adisah-Atta, 2017), as they did not find interpersonal sources of information to be common among the residents of the Valley and Hill districts. Meitei and Devi’s (2009) study, therefore, seem to suggest that sources of information mostly used by rural residents may depend on location. This is because the previous studies that have been reviewed were set in Sub-Saharan Africa whilst Meitei and Devi’s (2009) work was set in India, Asia.

Lwoga, Stilwell and Ngulube (2011) also studied the sources of agricultural information and its usage in the rural areas of Tanzania. Using mixed method approach, they sampled 181 farmers from six districts with high agricultural production and which also have the presence of ICTs such as telecentres, community radio, and cellular phone networks. The study used semi structured interviews, focus group discussion and participatory rural appraisal (information mapping and linkage diagrams) to gather qualitative data, whilst quantitative data was collected through survey questionnaires. The objectives of the study were to find the agricultural information needs of the farmers in the area, how the farmers accessed agricultural information and knowledge, and how that information and knowledge were used. They found that though information varied across the surveyed communities, their key information needs included crop and pest control (63%; 120 respondents), marketing (59.1%; 107 respondents), credit and loan facilities (58.6%; 106 respondents), and control of animal diseases (54.7%; 99 respondents). However, Lwoga, Stilwell and Ngulube (2011) noted there were information gaps, as the farmers within the communities were not getting the information regularly.

On the sources of farming information, Lwoga, Stilwell and Ngulube (2011) differentiated the traditional sources of information among the rural residents from the modern media sources. On
the traditional sources, they found that neighbours/friends (72.9%; 132 respondents) were the main sources of agricultural information and knowledge in the local communities. This was followed by public extension officers (71.8%; 130) and parents/family (56.9%; 103). Thus, across all the surveyed communities, farmers depended on interpersonal sources in acquiring agricultural information. Agricultural input suppliers and village meetings were also important sources of information and knowledge. They found that on modern media sources, radio was the most accessed source (96.3%; 155). The farmers used radio to access information and knowledge on farming systems. This was followed by cell phones (44.1%; 71). The study also found TV as an important source among the rural farmers (39.8%; 64 respondents) with newspapers (14.9%; 27 respondents) being the least accessed. Lwoga, Stilwell and Ngulube (2011) found that, despite the inclusion of communities that have ICT opportunities present, few rural farmers used email (12; 7.5%), and internet (9; 5.6%) to access information and knowledge. In the overall analysis, the face-to-face or interpersonal sources such as neighbours, friends and family were the predominant sources of information. They noted that information seeking patterns of farmers were location specific.

Again Lwoga, Stilwell and Ngulube’s (2011) findings were consistent Tsehay’s (2014) findings that the interpersonal sources of information are the predominant source of information among the rural residents. The study (Lwoga, Stilwell and Ngulube, (2011)) also agrees with Ezema (2015) that the modern sources of information are key sources of information in the rural communities. However, Lwoga, Stilwell and Ngulube (2011) did not indicate which of the sources of the information the rural residents considered credible.

Msoffe (2015) also studied the access and use of poultry management information among rural areas of Tanzania. In a mixed method approach, the study purposively sampled nine villages from
three districts in Tanzania and used simple random sampling to select 360 poultry farmers. Msoffe (2015) used survey method, semi-structured interviews and focus group discussions, supplemented with triangulation, to gather both quantitative and qualitative data. The objectives of the study were to find the information needs and information seeking behaviour of the poultry farmers in the rural communities. She also sought to find the most preferred and most effective sources of the information.

Msoffe (2015) found that across all the villages, farmers needed information on diseases management, protection and shelter. She found that 342 (96.3%) of the respondents tried to access sources for information on their needs whilst 197 (57.6%) obtained the information. Of the respondents who tried to reach sources for their information needs, Msoffe (2015) found that most of them accessed information from interpersonal sources of information, face-to-face interaction or the traditional source rather than formal or modern media sources. These sources were family, friends and neighbours, extension officers and researchers. Family, friends and neighbours (288; 84.2%) were the most accessed. Extension officers (162; 47.4%), researchers (53; 15.5%) followed as the other important sources. Radio (26; 7.6%) was the next often used source of information among the residents. The least used sources were mobile phones, television, the internet, and drama, each having been accessed by just one respondent (0.3%).

Msoffe (2015) proceeded to find out the reasons why the farmers chose those particular sources of information. She found that availability (222; 76%), convenience (175; 59.9%), influence from colleague farmers (69; 23.6%), reliability of the source (65; 22.3%), affordability (49; 16.8%), and skills needed to use the source (17; 5.8%) were the reasons. The findings also indicated that poultry farmers preferred extension officers (256; 71.7%), followed by family, friends and neighbours (241; 67.7%) as their source of information. Other preferred sources were radio (171; 47.5%),
researchers (136; 37.9%), books (126; 35.6%), and leaflets (121; 33.7%), posters (112; 31.2%). The least preferred sources of source of information were: songs (140; 39.2%), newspapers (126; 35%), NGOs/CBOs (119; 33.9%), and cell phones (96; 26.7%). Msoffe (2015) also found that the most effective source of information was extension officers (268; 75.1%). Other sources considered to be very effective among the residents were family, friends and neighbours (238; 67%), radio (174; 48.7%) and leaflets (163; 45.7%).

Msoffe’s (2015) findings were very comprehensive and thorough. Unlike Lwoga, Stilwell and Ngulube (2011) and Ezema (2016) that did not indicate which of the sources the rural residents considered credible, Msoffe (2015) indicated the preferred and the most effective sources of information. Again, the findings of the study (Msoffe, 2015) are consistent with Tsehay (2014) and Lwoga, Stilwell and Ngulube (2011) on the crucial importance of interpersonal sources of information for rural residents. Msoffe (2015) also agrees with Tsehay (2015) that professional officers (health or extension) were the most credible sources of information among rural residents. Lawal, Alabi and Oladele (2017), however, differed with Msoffe (2015) when they studied access to agricultural information among rural women in Abuja. Sampling 90 women and using a survey as the method for gathering data, they observed that print media and audio-visuals (radio and television) were the most accessed source of agricultural information and knowledge among the rural women farmers. These modern sources of information were followed by extension officers and group meetings among the rural women. Lawal, Alabi and Oladele (2017) found that some of the key factors that influenced the ability of rural women to access information include age, marital status, level of education and being a member of cooperative association. They further observed that lack of ICT centres, lack of agricultural library, high cost of some media equipment, inadequate infrastructure (electricity), cost of transportation to agricultural centres and limited
women extension agents were some of the key challenges the rural women encountered in accessing agricultural information. The study was, however, limited in the sense that it only focused on rural women and not general residents in the rural community. The findings could perhaps be different had Lawal, Alabi and Oladele (2017) focused on only men or the both sexes in the community.

Unlike the previously reviewed studies which focused on agricultural information among rural residents within a district, region or country, Blessing and Ayiah (2017) rather studied sources of agricultural information in rural communities across two countries, Ghana and Nigeria. They used a multi stage sampling to select the farmers. Firstly, Blessing and Ayiah (2017) used purposive sampling to select particular categories of farmers, as farmers involved in animal farming were not included in the sample. They, secondly, used simple stratified random sampling technique to select 10 farmers from 10 different villages in Ghana and Nigeria respectively, making a sample size of 200 farmers. Some of the objectives of the study were to establish the agricultural information needs of farmers in Nigeria and Ghana, to identify the available sources of agricultural information to the farmers in Nigeria and Ghana and to ascertain the extent of use of these agricultural information sources by the farmers. Blessing and Ayiah (2017) used survey questionnaire and interviews to gather data from the farmers.

Blessing and Ayiah (2017) observed that farmers needed information on fertilizer (94% of respondents), pest control (84%) and subsidy availability (81.5%). They found that rural farmers in both countries mostly relied on interpersonal source such as family members and friends for agricultural information. On residents’ reliance on family members, 191 respondents (95.5%) very often used that source in Nigeria whilst 196 (98%) used it in Ghana. Again, in Nigeria, very often 178 (89%) used friends whilst 184 (92%) used it in Ghana. Among the modern media sources of
information, mobile phone was very often used by residents 45 (22.5%) in Nigeria and 42 residents (21%) in Ghana. This was followed by radio with 38 residents (19%) in Nigeria and 72 residents (36%) in Ghana and TV broadcast with 22 residents (11%) in Nigeria 48 residents (24%) in Ghana. The internet was the least used as none of the respondents very often sought agricultural information from that medium.

On seeking agricultural information there seem to be a definite consistency on the sources of residents use from the reviewed articles. Blessing and Ayiah (2017), Msoffe (2015), Tsehay (2014) all agree that interpersonal or traditional sources of information were the most used whilst modern media sources were secondary among the rural population.

**Modern Sources of Information among Rural Residents**

Additionally, scholars have established considerable body of studies in Information and Communication Technologies (ICTs) and its usage in rural communities. Kari (2006) studied the availability and accessibility of ICT in rural communities in Nigeria. He used survey with questionnaires, interviews and observation to gather data among the rural residents of the Bayelsa State which is in the Niger Delta region. The study sampled 1,600 rural residents from eight different villages. Kari (2006) sought to ascertain the information needs of the residents of rural Nigeria, to identify the type of information channels available to them and to suggest ways of improving the provisions of information services to the inhabitants of the rural communities.

On the availability of the information sources, Kari (2006) found information agents such as agricultural extension and rural health workers (24%) as the most available source of information in the communities. Only 8% had radio and 6 percent had TV. GSM services and books/newspapers recorded 2.66% and 2% respectively. Information technology such as internet,
information centres or libraries were completely absent in the communities. On the utility of the available sources, Kari (2006) indicated that 51% of the residents responded that they always use the information agents, whilst 2% used radio; TV with 2%, Books and Newspapers also with 2%, and Telephone with 2% of residents followed. Like Lawal, Alabi and Oladele (2017), Kari (2006) found level of education, lack of skill as the constraints in accessing information among the rural residents. Since this study particularly focused on the availability and accessibility of ICT, it is relevant to the current study which seeks to ascertain the extent of which rural residents use the modern or technology-based media to access information as compared to their use of traditional sources.

Ayensu (2003) also studied technology’s influence on the communication culture and its progress in a new developmental age in Ghana. The study used trend analysis and case studies. Ayensu (2003) particularly focused on the similarities and difference between the traditional sources of information and modern media sources of information. She observed that the oral form of communication is parallel to the wireless form of communication because both use sound waves to transmit information. It is the reason, Ayensu (2003) opined, the use of radio and the cellular phones are popular among the rural communities in Ghana. She cites, for instance, the talking drums, previously a primary mode of communication in Ghanaian communities, which uses air waves as similar to radio.

On the other hand, written communication, she noted, is parallel to wired form of communication like the internet or the new media; it requires certain form of literacy. However, that kind of literacy is not common to the African community.

Ayensu (2003) seemed to explain why the interpersonal sources, radio and TV are often accessed by the rural residents as observed by Blessing and Ayiah (2017); Msoffe (2015); Tsehay (2014);
Ayensu (2003). Ayensu’s (2003) observations are, however, partly inconsistent with Kari (2006) and Tsehay (2014) for the reason that they found radio and TV as the least used source of information in rural communities. Lawal, Alabi and Oladele’s (2017) study also does not resonate with Ayensu (2003) on the use of written communication, which Ayensu observed was not pertinent to African community. Lawal, Alabi and Oladele (2017) rather found that the print media was one of the key sources of information among the rural women in Abuja.

These studies that have been reviewed have focused on particular topics or themes. They have focused on health sources of information, agricultural sources of information and the ICTs as sources of information in rural communities.

**Rural Residents Sources of General Information**

There have, however, been other studies which have looked at the general sources of information in rural communities rather than focusing on a specific topic on which rural residents need information. Some of these studies are reviewed below:

Mooko (2005) studied the information seeking behaviours of rural women residing in three non-urban villages in Botswana. It was a qualitative study which used interviews and focus group discussions as data gathering methods. Mooko (2005) sought to know the types of situations that necessitated the search of information and the sources from which the information was accessed. She sampled 60 respondents who were made up of rural women and opinion leaders in the village. Depending on a particular situation the researcher found, she would use the snowballing effect to obtain another respondent who sought for information when she found herself in similar situation. For instance, if one respondent had to seek for health information because of the sickness of
member of the family, she would recommend another woman in the village who has been in a similar situation.

Mooko (2005) found that rural women sought information in situations such as illness of a family member, illness of self, in search of basic needs, finances to start or expand business, lack of employment. Most of the women (30%) were in need of health information. Government information (26.67%), financial information (16.7%), agricultural information (13.3%), jobs and training (11.6%) and family violence (3.3%) followed. Mooko (2005) stated that women were concerned about the socioeconomic issues and hence sought for information about them.

Mooko (2005) further found that medical practitioners or nurses (22.4%) were the most accessed source of information. The rural women also depended on their previous experiences or prior knowledge (11.0%), friends or neighbours (9.6%) and relatives (8.7%). Radio (7.8%) followed whilst print media (1.4%) and political leaders (1.4%) were the least accessed source.

The findings of Mooko (2005) also affirmed the importance of traditional, interpersonal, face-to-face source of information. The findings also indicated the importance of the modern media source, but only as secondary source to the traditional sources of information.

Additionally, Dauda and Mohammed (2013) sought to find the type of information the rural people in the geopolitical zones of northern Nigeria require for socioeconomic empowerment and the channels available to disseminate that information. They first used cluster sampling to select three geopolitical zones from the northern states in Nigeria and used hat-and-draw random sampling to select local government areas, from which 2000 respondents were selected. Dauda and Mohammed (2013) observed that among the rural residents in northern Nigeria, agricultural information was the major information need. Out of the top five information needs, three were
agricultural information. They found that Pest control 670 respondents (34.8%), food and nutrition (660; 34.7%), improved seeds (661; 34.1%), farming (655; 34%) and Child care (629; 32.6%).

Dauda and Mohammed (2013) further found that Village Head/Traditional ruler, radio, colleagues, friends and market squares were the top five most available and utilised sources of information. Village Head/ Traditional ruler was the major source of information and most utilised source of information, as it was available for 1,925 respondents (100%) and 1,719 respondents (89.2%) utilised it. Radio (available for 1,913 respondents, 99.2% and utilised by 1,545, 80.3%), colleagues (available for 1,865 respondents, 96.9% and utilised by 1625, 84.4%), friends (available for 1,826 respondents, 94.9% and utilised by 1525, 81.8%) and market squares (available for 1,352 respondents, 70.2% and utilised by 1252, 65%) followed in descending order.

Dauda and Mohammed’s (2013) findings were similar to Mooko (2005). Both studies found that interpersonal sources were the most accessed sources of information whilst the modern media sources were important sources of information among the rural residents.

Moreover, Omogor (2013) in a descriptive study, collecting data from journals, books, magazines and newspapers and the internet, established that in Africa the primary source of information was the interpersonal channels of information. The interpersonal information sources involved the verbal, non-verbal and voice-to-voice format of information delivery. She also found town criers, sociopolitical meetings, marketplace as pivotal for acquisition and delivery of information. Omogor (2013) also observed songs, dance, drama and role play as essential means of dissemination of information among rural communities in Africa. Omogor’s (2013) findings, on that score, were essentially similar to Wilson’s (1987) and Ansu-Kyeremeh’s (1989) studies which established that performance-oriented channels like drama are music were important means of sharing and acquiring information.
Omogor (2013) also found other modern channels of information which include audio-visual channels such as radio, TV, mobile phones, public address systems, video players, rural libraries and information services to rural people. Omogor’s (2013) study principally reflects the general sources of information available in Africa. The nature of Omogor’s (2013) study limited it from indicating which of the sources of information was often accessed and which of them were considered credible.

Furthermore, Ijiekhuamhen and Omosekejimi (2016) in a mixed methods approach studied rural women and their information seeking behaviour. The study used survey questionnaires to gather data whilst interviews were used to seek deeper understanding of some of the issues raised in the questionnaire. Through random sampling, the study selected 300 respondents from three different rural communities from Ondo State in Nigeria.

The objectives of the study were to find the information needs of rural women, to identify the sources of information the rural women were familiar with and to know how rural women use information. They found that occupational related information (249 respondents; 85%) was the most sought after information among the rural women. These occupations include: sewing and trading. Child care (189; 64%), health information (165; 56%), information on procedures of performing tasks with (127; 43%), information on housekeeping and household maintenance (98; 33%) followed as the main information needs of the rural women.

On the sources of information, the rural women responded that interpersonal sources of information were their major sources of information. Family and friends (279 residents; 95%), age groups (221; 75%) and health workers (217; 74%) were the top three sources of information. Television and radio (174; 59%) were the only modern media source of information among the top five sources of information used by the rural women. Other interpersonal sources of
information such as Churches and Mosques (127, 43%) and village, drums, town criers and whistling (97, 33%) followed. The internet (61, 21%) and library (10, 3%) were the least sources of information among the rural women.

The findings of Ijiekhuamhen and Omosekejimi (2016) was similar to that of Mooko (2005) because they both found health information, financial or occupation information among the top three information needs of women in rural communities. Both studies as well found interpersonal sources of information as the main or the primary source of information acquisition whereas the modern media source of information were secondary. Nonetheless these studies have limitations as they failed to discuss which of the sources of information the rural women considered more credible, which this study will establish.

2.4. Chapter Summary

This chapter was used to review the uses and gratification theory and Wilson’s 1981 information seeking behaviour model, the two theoretical underpinnings of this study. The chapter also reviewed studies that related to the objectives of this study. The next chapter presents the methodology that would be used to undertake the study.
CHAPTER THREE
METHODOLOGY

3.0 Introduction

Research methodology describes the systematic approach to solve the research problem. It details the various steps that are adopted to undertake the research along with the logic behind them (Kothari, 2004). This chapter discusses the research design employed in this study. It gives details on the population used for the research, the process of sampling, data instruments and the plan used in analyzing the data.

3.1 Research Design

The study used the triangulation approach to identify the sources of information among the rural residents of Apemanim. The idea of triangulation is the use of different research methods that counteract and compensate each other in studying a phenomenon with the aim of strengthening the findings of the research (Greene, 2007). Triangulation approach ensures the combination of complementary data from different sources to establish a comprehensive study. It is the use of both quantitative and qualitative methods to fully understand a research problem (Wimmer & Dominick, 2011:49).

Data was collected using questionnaire survey and key informant interviews. Survey was chosen because it allowed the collection of the quantitative data that measured the extent or degree of usage of the media. Key informant interviews were conducted with people who by virtue of their positions and roles in the community were deemed to have a depth of understanding of activities in the community and its people. Key informants are “long-time members of the group under study who have expert knowledge of the group’s routines, activities and communication patterns”
(Wimmer & Dominick, 2011, p146). The key informant interviews helped the researcher to acquire in-depth knowledge about the information seeking behaviour of the residents and sources of information in the community.

This study used the questionnaire survey because it sought to find the range and extent of the use of available information sources by rural residents of Atwima Apemanim community. It also used in-depth interviews to address the objective of finding out the values, experiences, motivations and reasons for the kind of information the rural people used and how they accessed the range of information.

Moreover as review of previous literature showed, many of the studies (Msoffe, 2015; Ezema, 2016; Sokey and Adisah-Atta, 2017; Meitei and Devi, 2009; Lawal, Alabi and Oladele, 2017; Mooko, 2005; Ijiekhuamhen and Omosekejimi, 2016) which also examined the information seeking behaviour of rural residents and their sources of information either used questionnaire surveys, in-depth or both methods to collect data.

3.2 Population

The population is the summation of all the individual cases of interest to the researcher. It is “the group or class of subjects, variables, concepts, or phenomena” (Wimmer & Dominick, 2011 p87).

The population of this study were the entire residents of the Atwima Apemanim community.

3.2.1 Sample for Quantitative Data

It would have been ideal to consider the entire population for the survey. However, due to the implausibility of surveying a whole community, the study only focused on individuals living in the Apemanim community between the ages of 18 years and above. Thus adults in the community who are capable of communicating their media choices and preferences.
3.2.2 Sample for the Key Informant Interviews (Qualitative data)

The study chose two (2) key opinion leaders who reside in the Apemanim community to interview. The Queen mother of the community who is, together with the Chief, the head of the traditional leadership of the community and the Chairman of Atwima Apemanim Unit Committee, the resident political leader in the community, were interviewed.

3.3 Unit of Analysis

Unit of analysis refers to the elements that are examined in a study to enable the researcher make generalisations of all similar units and to be able to explain the differences between them (Wimmer & Dominick, 2011). The individual residents in the Atwima Apemanim community who were randomly selected through the systematic sampling approach constituted the unit of analysis for the study.

3.4 Sampling Process

According to Matthews and Ross (2010), sampling is the selection of some cases from many other potential cases. It is the subset of the population that is representative of the entire population (Wimmer & Dominick, 2011). The sampling process is, therefore, the guidelines by which cases within the population are selected. Due to the research approach employed, two different sampling methods were used: systematic sampling and purposive sampling.

Systematic sampling is a type of probability sampling where every $n$th subject, unit, or element is selected from a population (Wimmer & Dominick, 2011). This type of sampling is used when every member within the population is suitable for the study. Given that the sample population is
estimated to be 300 residents, the study selected every fifth (5\textsuperscript{th}) person within the community as its sample. The researcher selected 60 respondents from the community. This was to obtain both random and adequate response rate that would be representative for purposes of generalisation. Furthermore, considering the population size of about 600 respondents as indicated in the personal interview with Unit Committee Chairman, 60 respondents (or 10\% of the population) as sample size was appropriate as per the UN guidelines on household survey samples. According to UN (2005), when dealing with a small-sized homogenous population, 5 percent (or 10\%) of the population, depending on the budget consideration, is appropriate.

Purposive sampling is a non-probability sampling method. Kothari (2004:59) explains that “in this type of sampling, items for the sample are selected deliberately by the researcher; his choice concerning the items remains supreme.” Purposive sampling was used to select the key informants to interview; that is the Unit Committee Chairman and the Queen Mother. They were selected because they were the key opinion leaders in the community, and hence could provide rich information to answer the research questions.

3.5 Data Collection Instruments

Data collection instruments are the tools for gathering the data. These include questionnaire, interview and observation. This study used questionnaires and in-depth (key informant) interviews schedule (See Appendixes I, II and III respectively).

3.6 Data Collection Procedure

The researcher with the aid of a research assistant administered questionnaires to respondents in the community. For the qualitative data collection, interviews with the key informants of the
community were scheduled. The researcher personally interviewed the respondents. The interviews were scheduled at the convenience of respondents and lasted between thirty minutes and forty-five minutes each.

3.7 Data Analysis and Interpretation

This section describes how data retrieved from the field was analysed for discussion and interpretation.

3.7.1. Quantitative Data Analysis

The quantitative data gathered was analysed using the Statistical Package for Social Sciences (SPSS) computer software. Cross tabulations and descriptive statistics such as percentages were used to analyse the data. Questionnaires that were administered were examined to check accuracy and consistency in order to identify and remove errors. The data was processed into statistical tables and charts for interpretation and discussion.

3.7.2 Qualitative Data Analysis

Thematic analysis of the field notes (Lapadat, 2010) was used to analyse the data from the in-depth interviews. The researcher looked for recurrently emerging themes, patterns and structures. The themes were merged into categories with similar content. They were further analysed in line with the objectives of the study.

3.8 Pre-Testing

The researcher piloted the questionnaire by administering it to 10 residents of the Apemanim community who were selected to test the concepts. The researcher also piloted the interview guide by interviewing a resident of the commodity. These were to find out the appropriateness and
completeness of the data collection instruments. Experience from the pilot was used to improve data collection tools and data collection.

3.9 Ethical Considerations

The researcher sought the consent of the respondents through a prior visit to the community. They were also assured that the interviews and questionnaires were for academic purposes so that their privacy would not be abused. In this regard, therefore, respondents were not required to provide names on the questionnaires.

3.10 Summary

Atwima Apemanim, a rural community in the Atwima Kwanwoma District, was the area of focus of the study. The triangulation approach guided this research. Questionnaires were used to collect information from 60 community members and interviews were conducted with key informants of the community. Systematic and purposive sampling techniques were used in this study. Data was analysed using the SPSS for the qualitative data and thematic content analysis for the qualitative data.
CHAPTER FOUR

FINDINGS

4.0 Introduction

This chapter presents the results of the analysis of the data gathered from the triangulation design described in Chapter 3. Questionnaires were used for the quantitative data collection from residents of Atwima Apemanim. Sixty (60) questionnaires were administered and all of them were validated and included in this analysis. The questionnaires are presented using frequency tables, cross-tabulations, simple percentages and charts whilst the findings of the interviews are presented based on a thematic analysis of the transcripts. The sequence of the analysis are guided by the research objectives that were presented in section 1.5 namely:

1. To find out the kind of information Atwima Apemanim residents sought
2. To find out how Atwima Apemanim residents accessed information.
3. To find out what media, traditional or modern, was the preferred source of information to Atwima Apemanim residents.

4.1 Demographics

The demographics of respondents of the survey questionnaire are described in terms of sex, age and educational level.

Sex

As illustrated in Figure 4.1 below, out of the 60 respondents, 32 were males, representing 53.3% whiles 28 were females, representing 46.7%. This indicates that there were more men than women.
Table 4.1: Age Distribution

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-30 YEARS</td>
<td>32</td>
<td>53.3</td>
</tr>
<tr>
<td>31-40 YEARS</td>
<td>11</td>
<td>18.3</td>
</tr>
<tr>
<td>41 YEARS AND ABOVE</td>
<td>17</td>
<td>28.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2017

From Table 4.1 above, 32 respondents, representing 53.3% were within the ages of 18-30 years whilst 11 respondents were between the ages of 31-40 years, representing 18.3%. The remaining were 17 respondents, representing 28.3% were 41 years and above. This shows the respondents were fairly young.

Level of Education

As indicated in Table 4.2 below, out of the 60 respondents, 5 respondents representing 8.3% had never been to school. More than half of the respondents, (38 representing 63.3%) had had basic
school education whilst 17 respondents, representing 28.3% had had Senior High School education. None of the respondents had had tertiary education.

Table 4.2: Level of Education (N=60)

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NONE</td>
<td>5</td>
<td>8.3</td>
</tr>
<tr>
<td>BASIC SCHOOL</td>
<td>38</td>
<td>63.3</td>
</tr>
<tr>
<td>SENIOR HIGH SCHOOL</td>
<td>17</td>
<td>28.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2017

4.2 Information Needs of Residents

Table 4.3: Kinds of Information Residents Seek (N=60)

<table>
<thead>
<tr>
<th>Information</th>
<th>Responses</th>
<th>Percent of Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>31</td>
<td>9.3% 51.7%</td>
</tr>
<tr>
<td>Health</td>
<td>42</td>
<td>12.7% 70.0%</td>
</tr>
<tr>
<td>Sanitation</td>
<td>36</td>
<td>10.8% 60.0%</td>
</tr>
<tr>
<td>Political</td>
<td>29</td>
<td>8.7% 48.3%</td>
</tr>
<tr>
<td>General News</td>
<td>43</td>
<td>13.0% 71.7%</td>
</tr>
<tr>
<td>Infrastructure And Rural Development</td>
<td>36</td>
<td>10.8% 60.0%</td>
</tr>
<tr>
<td>Education</td>
<td>41</td>
<td>12.3% 68.3%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>37</td>
<td>11.1% 61.7%</td>
</tr>
<tr>
<td>Economic</td>
<td>35</td>
<td>10.5% 58.3%</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>.6% 3.3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>332</strong></td>
<td><strong>100.0% 553.3%</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2017 (Multiple responses were possible)

From Table 4.3 above, General news, health, education are the main kinds of information the rural residents sought. General news with 43 responses (71.7%) was the most sought after information among the respondents. It was followed by health (42; 70%), education (41; 68.3%), entertainment
(37; 61.7%), infrastructure and rural development (36; 60%) and sanitation (36; 60%). Economics
(35; 58.3%), agriculture (31; 51.7%), politics (29; 48.3%) and other (2; 3.3%) were the information
needs with the least responses. There were other two respondents who indicated that apart from
the above listed information in the table, they sought information on religious and domestic issues.

<table>
<thead>
<tr>
<th>Information</th>
<th>Sex</th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td>19</td>
<td>12</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>59.4%</td>
<td>42.9%</td>
<td></td>
</tr>
<tr>
<td>Health</td>
<td>20</td>
<td>22</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td>62.5%</td>
<td>78.6%</td>
<td></td>
</tr>
<tr>
<td>Sanitation</td>
<td>18</td>
<td>18</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>56.2%</td>
<td>64.3%</td>
<td></td>
</tr>
<tr>
<td>Political</td>
<td>18</td>
<td>11</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>56.2%</td>
<td>39.3%</td>
<td></td>
</tr>
<tr>
<td>General News</td>
<td>21</td>
<td>22</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>65.6%</td>
<td>78.6%</td>
<td></td>
</tr>
<tr>
<td>Infrastructure and Rural Development</td>
<td>20</td>
<td>16</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>62.5%</td>
<td>57.1%</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>21</td>
<td>20</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>65.6%</td>
<td>71.4%</td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td>20</td>
<td>17</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>62.5%</td>
<td>60.7%</td>
<td></td>
</tr>
<tr>
<td>Economic</td>
<td>18</td>
<td>17</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>56.2%</td>
<td>60.7%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2017 (Multiple responses were possible)

The findings further revealed that information need varied according to sex. From Table 4.4 below,

male respondents sought different information from females. More males (19) sought agricultural
information than females (12) whilst more females (22) sought health information than men (20).
Also, 7 more males sought political information than females and more males (20) sought
information on infrastructure than females (16). The same number of males and females (18) sought sanitation information.

### Table 4.5: Ranking of the Information Needs in order of Importance (N=60)

<table>
<thead>
<tr>
<th>RANK</th>
<th>Information</th>
<th>1&lt;sup&gt;ST&lt;/sup&gt; N (%)</th>
<th>2&lt;sup&gt;ND&lt;/sup&gt; N (%)</th>
<th>3&lt;sup&gt;RD&lt;/sup&gt; N (%)</th>
<th>Total N (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Agriculture</td>
<td>7 (11.7%)</td>
<td>11 (18.3%)</td>
<td>3 (5%)</td>
<td>21 (35%)</td>
</tr>
<tr>
<td></td>
<td>Health</td>
<td>9 (15%)</td>
<td>16 (26.7%)</td>
<td>10 (16.7%)</td>
<td>35 (58.4%)</td>
</tr>
<tr>
<td></td>
<td>Sanitation</td>
<td>1 (1.7%)</td>
<td>6 (10%)</td>
<td>7 (11.7%)</td>
<td>14 (23.4%)</td>
</tr>
<tr>
<td></td>
<td>Political</td>
<td>6 (10%)</td>
<td>1 (1.7%)</td>
<td>6 (10%)</td>
<td>13 (21.7%)</td>
</tr>
<tr>
<td></td>
<td>General News</td>
<td>6 (10%)</td>
<td>5 (8.3%)</td>
<td>4 (6.7%)</td>
<td>15 (25%)</td>
</tr>
<tr>
<td></td>
<td>Infrastructure &amp; Rural Dev.</td>
<td>4 (6.7%)</td>
<td>4 (6.7%)</td>
<td>6 (10%)</td>
<td>14 (23.4%)</td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td>14 (23.3%)</td>
<td>5 (8.3%)</td>
<td>14 (23.3%)</td>
<td>33 (54.9%)</td>
</tr>
<tr>
<td></td>
<td>Entertainment</td>
<td>5 (8.3%)</td>
<td>5 (8.3%)</td>
<td>1 (1.7%)</td>
<td>11 (18.3%)</td>
</tr>
<tr>
<td></td>
<td>Economics</td>
<td>6 (10%)</td>
<td>7 (11.7%)</td>
<td>2 (3.3%)</td>
<td>15 (25%)</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>1 (1.7%)</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2017

Using respondents’ rank of information needs from 1<sup>st</sup> to 3<sup>rd</sup> to indicate their most important kind of information, Table 4.5 shows that health information was ranked as the most important information with 35 respondents (58.4%). This was followed by education information (33; 54.9%) and agriculture information (21; 35%). Information on politics (13; 21.7%), entertainment (11; 18.3%) and other (1; 1.7%) were the least important to the residents (See Appendix V for full table with all rankings).

These findings were further confirmed by the data from the key informant interviews which indicated that health, agriculture and education were the main information needs of the community. Some of the responses were:
“Health information is a basic need for everybody in the community. We need it to keep healthy. We often get nurses and doctors who come to do screening, especially for the women in the community,” the Unit Committee Chairman said.

“Here, we are predominantly farmers. So we often want to hear about farming information,” the Unit Committee Chairman said.

“Our children are still of school-going age, so we are constantly in search of information on schools. Even today, education officers will be coming around from the district to assist our wards who just completed junior high school but have not been assigned to a school by the computerised school selection placement system by government,” the Queen mother said.
### 4.3 How Residents Acquired Information

**Table 4. 6: Sources of Information (N=60)**

<table>
<thead>
<tr>
<th>INFORMATION SOURCES</th>
<th>INFORMATION SOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INFORMATION SOURCES</strong></td>
<td><strong>INFORMATION SOURCES</strong></td>
</tr>
<tr>
<td><strong>INFO</strong></td>
<td><strong>RATION</strong></td>
</tr>
<tr>
<td>Agriculture</td>
<td>27 (36%)</td>
</tr>
<tr>
<td>Health</td>
<td>29 (34.1%)</td>
</tr>
<tr>
<td>Sanitation</td>
<td>16 (30.8%)</td>
</tr>
<tr>
<td>Political</td>
<td>26 (54.2%)</td>
</tr>
<tr>
<td>Entertainment</td>
<td>22 (36.7%)</td>
</tr>
<tr>
<td>Infra. &amp; Rural Dev.</td>
<td>19 (29.7%)</td>
</tr>
<tr>
<td>Education</td>
<td>35 (39.8%)</td>
</tr>
<tr>
<td>Economic</td>
<td>23 (39.7%)</td>
</tr>
<tr>
<td>General News</td>
<td>42 (46.7%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>239 (347.7%)</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2017
From Table 4.6 above, when respondents were asked to choose from available sources of information, radio and TV, respectively, were chosen as the main sources for almost all kinds of information previously listed. Radio had 239 out of 620 responses (347% out of 900%) whilst TV had 195 (273%) being the two highest responses. Nearly half of the respondents (46.7%) accessed general news from radio whilst 36.7% acquired it from TV. For agricultural information, radio (27 respondents; 36%), TV (20 respondents; 26.7%), extension and health officers (16; 21.3%) and family or friends (8; 10.7%) were the main sources. On health information, TV (32; 37.6%), radio (29; 34.1%) and extension or health officers (17; 20%) were the main sources. Mobile phones and the internet were among the least accessed sources of information as only 11 (15.1%) and 8 (10.2%) respondents, respectively, used it to access information. Posters were not a source of information among the residents of Apemanim, since none of the respondents selected it.

Comparing information sources with the sex and education levels of respondents, the study found also that whilst more men listened to the radio, more women watched TV (See Appendixes VIII and IX). More men used the internet (6 out of 8 responses, 29.7%) than women (2, 10.1%). Also, more women used external or health officers and family or friends as their sources of information than men. Furthermore, newspapers were read by respondents who had basic and senior high school education. Internet was largely used by respondents with senior education (7 out of 8 responses).

Data from the interviews further confirmed the important roles health and extension officers played in information dissemination to the members of the community. Some of the responses were:
“We have a resident nurse from the CHPS compound who often comes around to check up on residents and tell us what to do when we are confronted with some minor ailments even before we visit the clinic,” the Queen mother said.

“Just last month or two months ago, agricultural extension officers have come here like three or four times to discuss issues with us,” the Unit Committee Chairman said.

The interviews also indicated that besides the reliance on radio and TV, residents also often used the information centre and interpersonal sources such as face-to-face interactions to acquire and disseminate information. When asked how they shared information with individuals and the whole Apemanim community, these were some of the responses of the key informants:

“We just request for the individuals and meet with them. We get information on interpersonal issues through complaints from individuals. On such issues we don’t need to broadcast it. It is a personal issue so we meet with them and settle it,” the Queen mother said.

“Well, for example, recently when the new District Chief Executive of the Atwima Kwanwoma came into office he wanted to come and greet us, the Apemanim community, so we announced it on the information centre and we met at the palace,” the Queen mother said.

The key informant interviewees additionally noted that on occasions where the information that needed to be passed on did not necessitate the meeting of the whole community, the information was given to the operator of an information centre within the community to broadcast to everyone.
4.4 The Preferred Source of Information

Table 4.7: Ranking of Information Sources in Order of Usefulness (N=60)

<table>
<thead>
<tr>
<th>RANK</th>
<th>INFORMATION SOURCES</th>
<th>1&lt;sup&gt;ST&lt;/sup&gt; N (%)</th>
<th>2&lt;sup&gt;ND&lt;/sup&gt; N (%)</th>
<th>3&lt;sup&gt;RD&lt;/sup&gt; N (%)</th>
<th>Total N (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Radio</td>
<td>39 (65%)</td>
<td>17 (28.3%)</td>
<td>4 (6.7%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>TV</td>
<td>15 (25%)</td>
<td>34 (56.7%)</td>
<td>5 (8.3%)</td>
<td>54 (90%)</td>
</tr>
<tr>
<td></td>
<td>Newspaper</td>
<td>-</td>
<td>-</td>
<td>3 (5%)</td>
<td>3 (5%)</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Mobile Phone</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
<td>2 (3.4%)</td>
</tr>
<tr>
<td></td>
<td>Internet</td>
<td>2 (3.4%)</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
<td>4 (6.8%)</td>
</tr>
<tr>
<td></td>
<td>Community/Traditional Leader</td>
<td>-</td>
<td>-</td>
<td>2 (3.4%)</td>
<td>2 (3.4%)</td>
</tr>
<tr>
<td></td>
<td>Political Leader</td>
<td>-</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
</tr>
<tr>
<td></td>
<td>Information Centre</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
<td>7 (11.6%)</td>
<td>9 (15%)</td>
</tr>
<tr>
<td></td>
<td>Extension/Health Officer</td>
<td>-</td>
<td>3 (5%)</td>
<td>6 (10%)</td>
<td>9 (15%)</td>
</tr>
<tr>
<td></td>
<td>Family Or Friends</td>
<td>2 (3.3%)</td>
<td>1 (1.7%)</td>
<td>6 (10%)</td>
<td>9 (15%)</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2017

From Table 4.7 above, using respondents’ rank of information sources from 1<sup>st</sup> to 3<sup>rd</sup> to indicate their most useful source of information, all respondents (60; 100%) indicated radio and TV (54 respondents; 90%) were the most useful sources of information. Nine respondents (15%) also indicated that information centres, extension/health officers and family or friends were useful sources of information. The internet (4; 6.8%), newspaper (3; 5%) and political leader (1; 1.7%) were the least useful sources of information among the respondents. No respondent deemed posters as a useful source of information (See Appendix VI for full table with all rankings).
Table 4.8: Ranking the Sources of Information in Order of Credibility (N=60)

<table>
<thead>
<tr>
<th>RANK</th>
<th>INFORMATION SOURCES</th>
<th>1ST N (%)</th>
<th>2ND N (%)</th>
<th>3RD N (%)</th>
<th>Total N (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Radio</td>
<td>26 (43.3%)</td>
<td>26 (43.3%)</td>
<td>6 (10%)</td>
<td>58 (96.6%)</td>
</tr>
<tr>
<td></td>
<td>TV</td>
<td>21 (35%)</td>
<td>24 (40%)</td>
<td>4 (6.7%)</td>
<td>49 (81.7%)</td>
</tr>
<tr>
<td></td>
<td>Newspaper</td>
<td>1 (1.7%)</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>2 (3.4%)</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Mobile Phone</td>
<td>-</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
</tr>
<tr>
<td></td>
<td>Internet</td>
<td>2 (3.3%)</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>3 (5%)</td>
</tr>
<tr>
<td></td>
<td>Community/Traditional Leader</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>3 (5%)</td>
<td>4 (6.7%)</td>
</tr>
<tr>
<td></td>
<td>Political Leader</td>
<td>-</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
</tr>
<tr>
<td></td>
<td>Information Centre</td>
<td>1 (1.7%)</td>
<td>3 (5%)</td>
<td>6 (10%)</td>
<td>10 (16.7%)</td>
</tr>
<tr>
<td></td>
<td>Extension/Health Officer</td>
<td>2 (3.3%)</td>
<td>3 (5%)</td>
<td>7 (11.7%)</td>
<td>12 (20%)</td>
</tr>
<tr>
<td></td>
<td>Family Or Friends</td>
<td>4 (6.7%)</td>
<td>-</td>
<td>2 (3.3%)</td>
<td>6 (10%)</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2017

Respondents’ rank of information sources from 1st to 3rd was used to measure their most credible source of information. According to Table 4.8 above, respondents indicated that among all sources, radio was the most credible as it was ranked by 58 out of 60 respondents (96.6%). TV followed with 49 respondents (81.7%) considering it as credible. Extension and health officers (12; 20%), information centre (10; 16.7%) and family or friends (6; 10%), respectively, followed as the next credible sources of information. Mobile phones and political leader were considered the least credible sources of information, both having been ranked by only 1 respondent (1.7%) (See Appendix VII for full table with all rankings).
The findings were further confirmed by the interview responses which showed that residents preferred the modern media to the traditional sources of information. The interview respondents noted that the information centre, which was introduced into the community in 2013 to replace the *dawubofo* (the gong-man or town crier) who used to play the role of disseminating information to the residents, was more useful and had become the main channel for information dissemination to the community. The interview data also explained why radio was the preferred source of information. When asked why they often listen to the radio than any other source of information, the Queen mother responded:

“The radio stations broadcast in our local language, *Twi*, so it makes it easier to understand. They have very interesting and relevant programmes too. You see, you can be listening to it and still be working.”

**Figure 4.2: Favourite Programme**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NO</strong></td>
<td>8 (13.3%)</td>
</tr>
<tr>
<td><strong>YES</strong></td>
<td>52 (86.7%)</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2017

According to Figure 4.2, when asked if they had favourite programmes they followed in the media, 52 out of 60 respondents (86.7%) responded in the affirmative whilst 8 (13.3%) said no.
From Figure 4.2, out of the 52 who indicated they had favourite programmes in the media, 22 (42%) had radio as their source whilst 30 (58%) accessed it through TV.

From an open-ended follow-up question, respondents mentioned many programmes as their favourites, key among them being *Adekye Nsoroma*, a magazine TV morning show on United Television (UTV), a private owned television in Accra, *My Health My Life*, a health talk programme also shown on UTV, *Ayehu*, an evening news analysis on Metro FM, a Kumasi-based radio station and *Kumkum Bhagya*, an Indian soap opera on Adom TV, an Accra-based privately owned television.

**4.3 Summary**

This chapter presented the findings of the study. From the quantitative data, the study found information on health, general news, sanitation, infrastructure and rural development and economics as the key information needs of the residents. The residents generally accessed these
kinds of information from the modern media; thus Radio and TV. These two sources of information also remained the most useful and credible source of information for the residents.

Analysis of the qualitative data further indicated that interpersonal channels and the information centre were also important sources of information in the community.
CHAPTER FIVE
DISCUSSION OF FINDINGS

5.0 Introduction

The focus of the study was to investigate the media used by rural residents to access information in Atwima Apemanim, in the Ashanti Region of Ghana. The study was further designed to identify whether the rural residents preferred using traditional or modern media as their sources of information. This chapter describes, interprets and discusses the significance of the findings in relation to the research problem described in Chapter 1. The discussion is also be done in relation to the existing literature as reviewed in the previous chapters on the research questions of this study, hence providing new insights to the literature.

5.1 Discussions on Research Objectives

This discussion covered the following thematic areas: the kind of information the rural residents of Atwima Apemanim need; how the rural residents access the information; which media, traditional or modern, is the preferred source of information of the rural residents of Atwima Apemanim.

5.1.1 Information Needs of Rural Residents

The first objective of the study was to find out the information needs of the rural residents. The study found that health information was the most important kind of information the rural residents sought, as nearly 6 out of 10 of the respondents (58.4%) ranked it as their most important (either as their 1st, 2nd or 3rd) information need. The residents indicated ‘My Health My Life’, a TV health talk show as the main programme they watched. Information on education and agriculture were
the next most accessed information, as 54.9% and 35% of the respondents, respectively ranked them as important. This was confirmed by the queen mother and unit committee chairman of the community in the interview. General news, economics, sanitation and infrastructure and rural development followed respectively, as the next most important information the rural residents sought. Political and entertainment information were the least sought after information. Nearly 8 out of 10 of the respondents (78.3%) did not rank them among their top 3 important information needs.

The finding that health information was the most important information need among the rural residents is consistent with Mooko (2005) who also found, while studying the information needs of women in non-urban villages in Botswana, that health information was most sought after information. The finding also confirms Ijiekhuamhen and Omosekejimi’s (2016) study which also found that health information was among the first three key information needs among the rural communities of Ondo States in Nigeria.

Moreover, this study found economic information among the top five important information needs of the rural residents, similar to the finding of Ijiekhuamhen and Omosekejimi (2016) that occupational related information was the most important information need. Mooko (2005) also found information on jobs and training among the top five information needs of rural residents. The findings of this study are therefore consistent with the studies of Ijiekhuamhen and Omosekejimi (2016) and Mooko (2005). However, Dauda and Mohammed’s (2013) finding that agricultural information was the major information need among rural residents was not supported by this study.

Furthermore, the findings demonstrate the uses and gratification theory. According to McQuail, Blumler, and Brown’s (1972) study, audience seek media content for diversion, personal
relationships, personal identity or surveillance. Respondents’ reason for seeking or using information on general news, infrastructure and rural development, and economics in the media confirms the surveillance satisfaction gained from the media. Also, the search for health and sanitation information to keep healthy and clean confirms the personal identity satisfaction needs identified in the uses and gratifications typology.

5.1.2 How Rural Residents Access Information

The second objective of the study was to find out how the rural residents accessed information. The study found that whereas the residents used different sources of information, radio was the main source across all kinds of information needs of the community as it had 239 out of 620 responses. TV followed as the next most accessed source of information with 195 responses. Thus, whenever the Apemanim community members wanted any kind of information, they were more likely to turn to the radio or TV. Extension or health officers, friends or family and information centre followed, respectively, as the next frequently accessed sources of information.

Whilst radio and TV were the main sources of all information needs, the rural residents indicated that extension or health officers were prominent sources for agricultural, health, education and economic information needs. Family or friends were also crucial sources on agricultural, entertainment and sanitation information needs. The study also discovered that posters were not a source of information among the residents.

These findings from the study supports Ezema (2016), Sokey and Adisah-Attah (2017), Meitei and Devi (2009), Lwoga, Stillwell and Ngulube (2011) and Lawal, Alabi and Oladele’s (2017) studies. This study’s finding that the modern media (radio and TV) was the main source of health information confirm the findings of Ezema (2016) and Sokey and Adisah-Attah (2017) who, by
studying the sources of health information among rural residents, also found that radio and TV were among the main sources. On modern media being the main source of agricultural information, Meitei and Devi’s (2009) study which focused on the sources of information needs of farmers established same. The findings of Lwoga, Stillwell and Ngulube’s (2011) study, which separated the sources of agricultural information into modern media and traditional media sources is also consistent with this study’s findings. Thus Lwoga and Stillwell and Ngulube (2011) found that radio and TV were the main modern media sources for agriculture information whilst public extension officers and neighbours or friends were the main sources for traditional media. However, Tsehay’s (2014) findings on the sources of maternal health information is not consistent with this study, as Tsehay (2014) found that radio and TV were the least accessed source. The findings of Msoffe (2015) and Kari (2006) also differ from this study. Msoffe (2015) found that TV and radio were among the least accessed sources of agricultural information and Kari (2006) discovered that across all the information needs of rural residents, TV and radio were the least used sources.

Furthermore, according to the qualitative data, the residents of Apemanim also use the face-to-face channel and the information centre to acquire information. For instance when the Queen mother of the community, the District Chief Executive or any key personality wanted to address the whole community on issues, the information centre was used to convey the message of the meeting to the community. The community would subsequently meet the personality that wanted to address them either at the palace of the chief or at the bus station, where they often met. Moreover, when an individual or group within the community wanted to deliver information to all the residents, they used the information centre. Also, when an individual or groups of people wanted to acquire information about the community, they arranged with the traditional leaders of the community to hold a face-to-face meeting.
These findings demonstrate Wilson’s 1981 model of information seeking behaviour, where an information user after realising his or her information need would demand it from an existing information system which is either a formal or an informal source. Thus, when residents resorted to the face-to-face channels for information, they had demanded the information need from an informal source whilst using information centre, radio or TV was a demand from a formal source of information.

The study additionally found that nearly 9 out of 10 of the respondents (86.7%; 52 respondents) had a favourite programme in the media. Whilst 30 (57.7%) of them watched it on TV, the remaining listened from the radio. This further indicates the modern media was the main source of information among the rural residents.

5.1.3 The Preferred Source of Information

The third objective of the study was to establish which of the media, traditional or modern, was the preferred source of information among the rural residents. The study found that radio was the most useful source of information among the residents. All the respondents (60; 100%) ranked it the foremost useful source of information. TV followed as the next useful source of information, as 90% of the respondents ranked it among first (1st) to third (3rd). Extension or health officers, family or friends and information centre followed, as the next most useful source of information.

However, from the interviews it was discovered that the information centre was a key source in dissemination and acquisition of information to the audience in the immediate community of Atwima Apemanim. The community used to rely on the dawubufo (the gong-man or town crier)
to disseminate information. However, the role of the *dawubufo* had given way to the information centre which was more useful.

The study further sought to establish which of the media sources were considered credible among the residents. It was discovered that radio was the most credible source of information. Almost all the respondents (58 out of 60; 96.3%) ranked it among the first (1\textsuperscript{st}) to third (3\textsuperscript{rd}) most credible source of information, with only 2 respondents (3.3%) indicating that it was not credible. TV followed as the next most credible source of information with 49 respondents (81.7%) ranking it among the first (1\textsuperscript{st}) to third (3\textsuperscript{rd}) most credible source of information. Extension or health officers, information centre and family or friends followed, respectively, as the next most useful source of information. From the interview, the respondents also confirmed that radio was the preferred source of information in terms of usefulness and credibility. The respondents explained that it was because the radio stations broadcast in the local language (*Twi*), which makes their programmes and the message they send relational and relevant to the community members.

Following from the findings, the modern media, particularly radio and TV, were the preferred sources of information, though the traditional media sources of information remained relevant among the residents of Apemanim. This finding is inconsistent with Tshay’s (2014) study which established that radio was the least credible source of information among the rural residents in the districts of Amhara State in Addis Ababa. Msoffé’s (2015) study however confirms this finding that radio was among the preferred source of information.

5.2 Conclusion

The purpose of this study was to find out the sources of information among rural residents, focusing on Atwima Apemanim.
From the findings, the residents of Atwima Apemanim needed information on health, education, agriculture, economics, sanitation and infrastructure and rural development. Also, whilst TV and radio were the main sources of information, health or extension officers, family or friends and the information centre were key sources of the information needs of Apemanim residents. The information centre was specifically the medium for mass communication between the leaders of the community and the members of the community or even between individuals or groups within the community and the entire residents of the community.

The study further found that radio and TV were not only the major sources of information, they were also the most useful and the most credible sources of information among the residents. It is therefore concluded that modern media sources were the preferred sources of information whilst the traditional media sources complemented.

5.3 Limitation

The major limitation of the study was that the researcher focused on only the residents of Atwima Apemanim. Due to this, generalising the study to other rural residents is not possible.

5.4 Recommendations

Information is important for the attainment of all human development objective. It is particularly important for the development of rural communities in Africa, as it empowers individuals for their general wellbeing and socioeconomic progress. The study has established that rural residents in Atwima Apemanim sought all kinds of information; but especially on health, education and agriculture. They sought these kinds of information mainly from the radio, TV and information centre. The study therefore makes the following recommendations:
For Policy

- Health and education programmes currently being aired on TV and radio should be intensified. They are the most important information needs of the rural people who may not often get health officers to educate them in their communities.

For further research

- It is recommended that more than one rural community is studied for the sources of information among residents. This would enable the researcher gather more diversified data to generalise on the sources of information among rural residents.
BIBLIOGRAPHY


APPENDIX I

RESEARCH QUESTIONNAIRE

Sources of information for topics of concern and the most accessed media—Traditional or Modern

1. What kind of information do you seek from the media? (Tick as many as applicable)
   
   Agriculture [ ] Infrastructure and rural development [ ]
   
   Health [ ] Education [ ]
   
   Sanitation [ ] Entertainment [ ]
   
   Political [ ] Economic [ ]
   
   General News [ ] Other. (Please specify)………………

2. Kindly rank the information in order of importance. (Starting with most important)
   
   Agriculture [ ] Infrastructure and rural development [ ]
   
   Health [ ] Education [ ]
   
   Sanitation [ ] Entertainment [ ]
   
   Political [ ] Economic
   
   General News [ ] Other. (Please specify)………………
3. Where do you access the information from? (Please indicate by ticking as many as are applicable)

<table>
<thead>
<tr>
<th>Info type &amp; Channels</th>
<th>Radio</th>
<th>TV News paper</th>
<th>Poster s</th>
<th>Mobile Phone</th>
<th>Internet</th>
<th>Community/Traditional/leader</th>
<th>Political leader</th>
<th>Information Centre</th>
<th>Extension Officer/Health</th>
<th>Friends or Family</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>Health</td>
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<td>Sanitation</td>
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<td>Political</td>
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<td>General News</td>
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<td></td>
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<td>Education</td>
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<tr>
<td>Other (Specify)</td>
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</tr>
</tbody>
</table>

4. Kindly rank the sources of information in order of usefulness. (Starting with most important)

- Radio [ ]
- Community/Traditional leader [ ]
- TV [ ]
- Political leader [ ]
- Newspapers [ ]
- Information Centre [ ]
- Posters [ ]
- Extension Officer/Health [ ]
- Mobile Phone [ ]
- Friends or Family [ ]
- Internet [ ]
- Other (Please specify) ………

74
5. Kindly rank the sources of information in order of credibility. (Starting with most important)

<table>
<thead>
<tr>
<th>Source</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>1</td>
</tr>
<tr>
<td>TV</td>
<td>2</td>
</tr>
<tr>
<td>Newspapers</td>
<td>3</td>
</tr>
<tr>
<td>Posters</td>
<td>4</td>
</tr>
<tr>
<td>Mobile Phone</td>
<td>5</td>
</tr>
<tr>
<td>Internet</td>
<td>6</td>
</tr>
<tr>
<td>Community/Traditional leader</td>
<td>7</td>
</tr>
<tr>
<td>Political leader</td>
<td>8</td>
</tr>
<tr>
<td>Information Centre</td>
<td>9</td>
</tr>
<tr>
<td>Extension Officer/Health</td>
<td>10</td>
</tr>
<tr>
<td>Friends or Family</td>
<td>11</td>
</tr>
<tr>
<td>Other (Please specify)</td>
<td>12</td>
</tr>
</tbody>
</table>

6. In times past how were you accessing information?

<table>
<thead>
<tr>
<th>Info type</th>
<th>Channels</th>
<th>Venue-Oriented (Palace, Roadside, School Park etc.)</th>
<th>Performance-Oriented (Towncrier, Drama, Songs, Dance etc.)</th>
<th>Events (Festival, Funerals, Weddings etc.)</th>
<th>Games (Oware, Ampe, Aso etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health</td>
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<tr>
<td>Sanitation</td>
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<tr>
<td>Political</td>
<td></td>
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<td></td>
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<tr>
<td>General News</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Infrastructure &amp; rural development</td>
<td></td>
<td></td>
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<tr>
<td>Education</td>
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</tr>
<tr>
<td>Entertainment</td>
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<tr>
<td>Economic</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Other (Specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7. Is there any source of information you previously used that you wished is still available?

………………………………………………………………………………………………………………………………………………

8. Is there any source of information now that you wished could change and why?

………………………………………………………………………………………………………………………………………………

………………………………………………………………………………………………………………………………………………

**Information Accessing Behaviour**

9. What kind of information do you seek and at what time of the day?

<table>
<thead>
<tr>
<th>Info type</th>
<th>Time</th>
<th>Early Morning (12:00am-9:59am)</th>
<th>Mid-Morning (10am-11:59am)</th>
<th>Afternoon (12:00pm-2:59pm)</th>
<th>Late Afternoon (3:00pm-5:59pm)</th>
<th>Evening (6pm-8:59pm)</th>
<th>Night (9pm-11:59pm)</th>
<th>No special time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sanitation</td>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Political</td>
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<tr>
<td>General News</td>
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<td></td>
</tr>
<tr>
<td>Infrastructure &amp; rural development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economic</td>
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<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
10. Is there any special programme(s) you watch, listen or read from the media and at what time of the day?

........................................................................................................................................

11. Through what media do you watch, listen or read that programme(s)?

Radio [ ]  Print [ ]  Information Centre [ ]

TV [ ]  Internet [ ]  Other (Please specify)…

12. Do you give feedback to the modern media—Radio, TV, Print and Internet?

1. Yes [ ]  2. No [ ]

13. How do you give feedback to the modern media? (Tick as many as applicable)

1. Call [ ]  2. Text [ ]  3. Post [ ]  4. Write [ ]

Background of respondent

14. Sex

1. Male [ ]  2. Female [ ]

15. Age

1. 18-30 years [ ]  2. 31-40 years [ ]  3. 41 years and above [ ]

16. Level of Education

1. None [ ]  2. Basic School [ ]  3. Senior High [ ]  4. Tertiary [ ]

THANK YOU!
APPENDIX II

GUIDE FOR KEY INFORMANT INTERVIEW

QUEEN MOTHER OF ATWIMA APEMANIM

TOPIC: SOURCES OF INFORMATION AMONG RURAL RESIDENTS: THE CASE OF ATWIMA APEMANIM

INTERVIEW SCHEDULE

This interview is to seek your knowledge on sources of information among the rural residents of Atwima Apemanim. The information being sought is purely for research purposes and will not be disclosed to any person. Please be as sincere as possible and respond to answers as best as you can. Thank you.

1. When you need to send/receive information in the community, how do you do so?
2. How often do you meet with the community to share information?
3. What issues do you discuss with the community when you meet?
4. When (time and occasions) do you meet to share (give/receive) information with the community?
5. When you don’t meet with the community, how do you convey information to them?
6. How do you share (give/receive) information on
   a. Interpersonal issues
   b. Community issues
   c. Issues outside the community
7. What kind of information do you normally prefer for
   a. traditional sources
   b. modern sources
8. Between the modern media sources or the traditional sources, which of the media do you use often to share information with the community?

9. Which of the two media—modern media sources or the traditional media sources—do you consider more effective?

10. Which of the media sources do you think the community consider credible?
APENDIX III

GUIDE FOR KEY INFORMANT INTERVIEW

UNIT COMMITTEE CHAIRMAN OF ATWIMA APEMANIM (ALSO THE OPERATOR OF THE INFORMATION CENTRE IN ATWIMA APEMANIM)

TOPIC: SOURCES OF INFORMATION AMONG RURAL RESIDENTS: THE CASE OF ATWIMA APEMANIM

INTERVIEW SCHEDULE

This interview is to seek your knowledge on sources of information among the rural residents of Atwima Apemanim. The information being sought is purely for research purposes and will not be disclosed to any person. Please be as sincere as possible and respond to answers as best as you can in your answers. Thank you.

1. When did you start the operation of the Information Centre?

2. Do you have a particular radio station you tune into? If any, which?

3. Do you have any special programme you tune into? If any, which?

4. Which people bring information for broadcasting at the Information Centre?

5. How regular do people bring information to be broadcast?

6. As the Unit Committee Chairman, how do you get to know what information community members need?

7. How often do you meet with the community to share information?

8. What issues do you discuss with the community when you meet?

9. What kind of information do you think residents in this community need most?

10. Where do you meet to share information with the community?

11. When you don’t meet with the community, how do you convey information to them?
12. How do you share (give/receive) information on
   a. Interpersonal issues
   b. Community issues
   c. Issues outside the community

13. What kind of information do you normally prefer for
   a. traditional sources
   b. modern sources

14. Between the modern media sources or the interpersonal sources, which of the media do you use often to share information with the community?

15. How often do you use that media as indicated in question 11?

16. Which of the two media—modern media sources or the interpersonal sources—do you consider more effective and why?

17. Which of the media sources do you think the community consider credible?
## APPENDIX IV

**Sources of Information (N=60)**

<table>
<thead>
<tr>
<th>INFORMATION SOURCES</th>
<th>Radio N (%)</th>
<th>TV N (%)</th>
<th>Newspapers N (%)</th>
<th>Posters N (%)</th>
<th>Mobile Phone N (%)</th>
<th>Internet N (%)</th>
<th>Comm. /Traditional Leader N (%)</th>
<th>Polit. Leader N (%)</th>
<th>Informatio n Centre N (%)</th>
<th>Extension/Health Officer N (%)</th>
<th>Friends/Family N (%)</th>
<th>Other N (%)</th>
<th>Total N (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>27 (36%)</td>
<td>20 (26.7%)</td>
<td>2 (2.7%)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2 (2.7%)</td>
<td>16 (21.3%)</td>
<td>8 (10.7%)</td>
<td>75 (100%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health</td>
<td>29 (34.1%)</td>
<td>32 (37.6%)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2 (2.4%)</td>
<td>17 (20%)</td>
<td>4 (4.7%)</td>
<td>85 (100%)</td>
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<td></td>
</tr>
<tr>
<td>Sanitation</td>
<td>16 (30.8%)</td>
<td>16 (30.8%)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1 (1.9%)</td>
<td>-</td>
<td>5 (9.6%)</td>
<td>6 (11.5%)</td>
<td>6 (11.5%)</td>
<td>2 (3.8%)</td>
<td>52 (100%)</td>
<td></td>
</tr>
<tr>
<td>Political</td>
<td>26 (54.2%)</td>
<td>18 (27.5%)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1 (2.1%)</td>
<td>1 (2.1%)</td>
<td>-</td>
<td>2 (4.2%)</td>
<td>48 (100%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td>22 (36.7%)</td>
<td>28 (46.7%)</td>
<td>-</td>
<td>3 (5%)</td>
<td>1 (1.7%)</td>
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<td>-</td>
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<td>-</td>
<td>6 (10%)</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Infrastructure and Rural Development</strong></td>
<td>19 (29.7%)</td>
<td>12 (18.8%)</td>
<td>1 (1.6%)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>8 (12.5%)</td>
<td>11 (17.2%)</td>
<td>9 (14.1%)</td>
<td>2 (3.1%)</td>
<td>2 (3.1%)</td>
<td>64 (100%)</td>
<td></td>
</tr>
<tr>
<td><strong>Education</strong></td>
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<td>-</td>
<td>2 (2.3%)</td>
<td>5 (5.7%)</td>
<td>-</td>
<td>-</td>
<td>3 (3.4%)</td>
<td>8 (9.1%)</td>
<td>7 (8.0%)</td>
<td>1 (1.1%)</td>
<td>88 (100%)</td>
</tr>
<tr>
<td><strong>Economic</strong></td>
<td>23 (39.7%)</td>
<td>13 (22.4%)</td>
<td>2 (3.4%)</td>
<td>-</td>
<td>2 (3.4%)</td>
<td>1 (1.7%)</td>
<td>-</td>
<td>-</td>
<td>7 (12.1%)</td>
<td>10 (17.2%)</td>
<td>58 (100%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>General News</strong></td>
<td>42 (46.7%)</td>
<td>33 (36.7%)</td>
<td>1 (1.1%)</td>
<td>-</td>
<td>4 (4.4%)</td>
<td>1 (1.1%)</td>
<td>1 (1.1%)</td>
<td>-</td>
<td>2 (2.2%)</td>
<td>-</td>
<td>5 (5.6%)</td>
<td>1 (1.1%)</td>
<td>90 (100%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>239 (347.7%)</td>
<td>195 (27.3%)</td>
<td>8 (11.1%)</td>
<td>-</td>
<td>11 (15.1%)</td>
<td>8 (10.2%)</td>
<td>10 (15.5%)</td>
<td>12 (19.3%)</td>
<td>24 (36.5%)</td>
<td>56 (77.1%)</td>
<td>50 (75%)</td>
<td>4 (6%)</td>
<td>620 (900%)</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2017 (Multiple responses were possible)
# APPENDIX V

## Ranking of Information needs in Order of Importance (N=60)

<table>
<thead>
<tr>
<th>RANK</th>
<th>Information</th>
<th>1\textsuperscript{ST} N (%)</th>
<th>2\textsuperscript{ND} N (%)</th>
<th>3\textsuperscript{RD} N (%)</th>
<th>4\textsuperscript{TH} N (%)</th>
<th>5\textsuperscript{TH} N (%)</th>
<th>6\textsuperscript{TH} N (%)</th>
<th>7\textsuperscript{TH} N (%)</th>
<th>8\textsuperscript{TH} N (%)</th>
<th>9\textsuperscript{TH} N (%)</th>
<th>MISSING N (%)</th>
<th>TOTAL N (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Agriculture</td>
<td>7 (11.7%)</td>
<td>11 (18.3%)</td>
<td>3 (5%)</td>
<td>5 (8.3%)</td>
<td>4 (6.7%)</td>
<td>2 (3.3%)</td>
<td>2 (3.3%)</td>
<td>2 (3.3%)</td>
<td>2 (3.3%)</td>
<td>28 (46.7%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>Health</td>
<td>9 (15%)</td>
<td>16 (26.7%)</td>
<td>10 (16.7%)</td>
<td>5 (8.3%)</td>
<td>1 (1.7%)</td>
<td>3 (5%)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>16 (26.7%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>Sanitation</td>
<td>1 (1.7%)</td>
<td>6 (10%)</td>
<td>7 (11.7%)</td>
<td>9 (15%)</td>
<td>6 (10%)</td>
<td>4 (6.7%)</td>
<td>2 (3.3%)</td>
<td>2 (3.3%)</td>
<td>2 (3.3%)</td>
<td>25 (41.7%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>Political</td>
<td>6 (10%)</td>
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<td>6 (10%)</td>
<td>3 (5%)</td>
<td>2 (3.3%)</td>
<td>3 (5%)</td>
<td>4 (6.7%)</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
<td>33 (55%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>General News</td>
<td>6 (10%)</td>
<td>5 (8.3%)</td>
<td>4 (6.7%)</td>
<td>5 (8.3%)</td>
<td>3 (5%)</td>
<td>6 (10%)</td>
<td>7 (11.7%)</td>
<td>5 (8.3%)</td>
<td>2 (3.3%)</td>
<td>17 (28.3%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>Infrastructure &amp; Rural Dev.</td>
<td>4 (6.7%)</td>
<td>4 (6.7%)</td>
<td>6 (10%)</td>
<td>7 (11.7%)</td>
<td>8 (13.3%)</td>
<td>5 (8.3%)</td>
<td>3 (5%)</td>
<td>-</td>
<td>-</td>
<td>23 (38.3%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td>14 (23.3%)</td>
<td>14 (23.3%)</td>
<td>4 (6.7%)</td>
<td>1 (1.7%)</td>
<td>2 (3.3%)</td>
<td>1 (1.7%)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>41 (68.3%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>Entertainment</td>
<td>5 (8.3%)</td>
<td>5 (8.3%)</td>
<td>1 (1.7%)</td>
<td>3 (5%)</td>
<td>3 (5%)</td>
<td>5 (8.3%)</td>
<td>8 (13.3%)</td>
<td>3 (5%)</td>
<td>1 (1.7%)</td>
<td>26 (43.3%)</td>
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<tr>
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<td>Economics</td>
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<td>7 (11.7%)</td>
<td>2 (3.3%)</td>
<td>2 (3.3%)</td>
<td>7 (11.7%)</td>
<td>4 (6.7%)</td>
<td>4 (6.7%)</td>
<td>1 (1.7%)</td>
<td>-</td>
<td>27 (45%)</td>
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<td>Other</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>58 (96.7%)</td>
<td>60 (100%)</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2017
**APPENDIX VI**

Ranking of Information the Sources in Order of Usefulness (N=60)

<table>
<thead>
<tr>
<th>RANK</th>
<th>INFORMATION SOURCES</th>
<th>1&lt;sup&gt;ST&lt;/sup&gt; N (%)</th>
<th>2&lt;sup&gt;ND&lt;/sup&gt; N (%)</th>
<th>3&lt;sup&gt;RD&lt;/sup&gt; N (%)</th>
<th>4&lt;sup&gt;TH&lt;/sup&gt; N (%)</th>
<th>5&lt;sup&gt;TH&lt;/sup&gt; N (%)</th>
<th>6&lt;sup&gt;TH&lt;/sup&gt; N (%)</th>
<th>7&lt;sup&gt;TH&lt;/sup&gt; N (%)</th>
<th>MISSING N (%)</th>
<th>TOTAL N (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Radio</td>
<td>39 (65%)</td>
<td>17 (28.3%)</td>
<td>4 (6.7%)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>TV</td>
<td>15 (25%)</td>
<td>34 (56.7%)</td>
<td>5 (8.3%)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>6 (10%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>Newspaper</td>
<td>-</td>
<td>-</td>
<td>3 (5%)</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
<td>55 (91.7%)</td>
<td>60 (100%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>60 (100%)</td>
<td>60 (100%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mobile Phone</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
<td>2 (3.3%)</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
<td>54 (90%)</td>
<td>60 (100%)</td>
<td></td>
<td></td>
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<td>Internet</td>
<td>2 (3.3%)</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
<td>-</td>
<td>-</td>
<td>56 (93.3%)</td>
<td>60 (100%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community/</td>
<td>-</td>
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<td>2 (3.3%)</td>
<td>1 (1.7%)</td>
<td>3 (5%)</td>
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<td>52 (86.7%)</td>
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<td>-</td>
<td>-</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leader</td>
<td>-</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>2 (3.3%)</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
<td>54 (90%)</td>
<td>60 (100%)</td>
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<td>Information</td>
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<td>7 (11.7%)</td>
<td>3 (5%)</td>
<td>2 (3.3%)</td>
<td>-</td>
<td>46 (76.7%)</td>
<td>60 (100%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Centre</td>
<td>-</td>
<td>3 (5%)</td>
<td>6 (10%)</td>
<td>10 (16.7%)</td>
<td>4 (6.7%)</td>
<td>-</td>
<td>37 (61.7%)</td>
<td>60 (100%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Extension/</td>
<td>2 (3.3%)</td>
<td>1 (1.7%)</td>
<td>6 (10%)</td>
<td>6 (10%)</td>
<td>2 (3.3%)</td>
<td>1 (1.7%)</td>
<td>41 (68.3%)</td>
<td>60 (100%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Health Officer</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Family Or Friends</td>
<td>2 (3.3%)</td>
<td>1 (1.7%)</td>
<td>6 (10%)</td>
<td>6 (10%)</td>
<td>2 (3.3%)</td>
<td>1 (1.7%)</td>
<td>41 (68.3%)</td>
<td>60 (100%)</td>
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</tr>
</tbody>
</table>

Source: Field Survey, 2017
### APPENDIX VII

**Ranking the Sources of Information in Order of Credibility (N=60)**

<table>
<thead>
<tr>
<th>RANK</th>
<th>INFORMATION SOURCES</th>
<th>1(^{st}) N (%)</th>
<th>2(^{nd}) N (%)</th>
<th>3(^{rd}) N (%)</th>
<th>4(^{th}) N (%)</th>
<th>5(^{th}) N (%)</th>
<th>6(^{th}) N (%)</th>
<th>MISSING N (%)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Radio</td>
<td>26 (43.3%)</td>
<td>26 (43.3%)</td>
<td>6 (10%)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2 (3.3%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>TV</td>
<td>21 (35%)</td>
<td>24 (40%)</td>
<td>4 (6.7%)</td>
<td>2 (3.3%)</td>
<td>-</td>
<td>-</td>
<td>9 (15%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>Newspaper</td>
<td>1 (1.7%)</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
<td>-</td>
<td>57 (95%)</td>
<td>60 (100%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>60 (100%)</td>
<td>60 (100%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mobile Phone</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>59 (98.3%)</td>
<td>60 (100%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Internet</td>
<td>2 (3.3%)</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>-</td>
<td>-</td>
<td>57 (95%)</td>
<td>60 (100%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community/Traditional Leader</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>3 (5%)</td>
<td>2 (3.3%)</td>
<td>3 (5%)</td>
<td>-</td>
<td>51 (85%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>Political Leader</td>
<td>-</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>1 (1.7%)</td>
<td>-</td>
<td>1 (1.7%)</td>
<td>57 (95%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>Information Centre</td>
<td>1 (1.7%)</td>
<td>3 (5%)</td>
<td>6 (10%)</td>
<td>4 (6.7%)</td>
<td>2 (3.3%)</td>
<td>-</td>
<td>44 (73.3%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>Extension/ Health Officer</td>
<td>2 (3.3%)</td>
<td>3 (5%)</td>
<td>7 (11.7%)</td>
<td>5 (8.3%)</td>
<td>6 (10%)</td>
<td>-</td>
<td>37 (61.7%)</td>
<td>60 (100%)</td>
</tr>
<tr>
<td></td>
<td>Family Or Friends</td>
<td>4 (6.7%)</td>
<td>-</td>
<td>2 (3.3%)</td>
<td>4 (6.7%)</td>
<td>1 (1.7%)</td>
<td>3 (5%)</td>
<td>46 (76.7%)</td>
<td>60 (100%)</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2017
## APPENDIX VIII

### Comparing Information Sources and Sex

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<th>Information Source</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>130</td>
<td>110</td>
<td>240</td>
</tr>
<tr>
<td></td>
<td>667.9%</td>
<td>697.5%</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>89</td>
<td>106</td>
<td>195</td>
</tr>
<tr>
<td></td>
<td>457.4%</td>
<td>575.7%</td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td>4</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>21.6%</td>
<td>21.9%</td>
<td></td>
</tr>
<tr>
<td>Mobile Phone</td>
<td>5</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>25.9%</td>
<td>28.6%</td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td>6</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>29.7%</td>
<td>10.1%</td>
<td></td>
</tr>
<tr>
<td>Communication/ Traditional Leader</td>
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<td>4</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>39.6%</td>
<td>23.5%</td>
<td></td>
</tr>
<tr>
<td>Political Leader</td>
<td>9</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>45.9%</td>
<td>17.6%</td>
<td></td>
</tr>
<tr>
<td>Information Centre</td>
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<td>8</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>81.4%</td>
<td>43.8%</td>
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</tr>
<tr>
<td>Extension/ Health Officer</td>
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<td>35</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>106%</td>
<td>197.3%</td>
<td></td>
</tr>
<tr>
<td>Friends Or Family</td>
<td>23</td>
<td>27</td>
<td>50</td>
</tr>
<tr>
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<td>119.1%</td>
<td>158.2%</td>
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Source: Field Survey, 2017 (Multiple responses were possible)
### APPENDIX IX

#### Comparing Information Sources and Level of Education

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<td>Basic School</td>
</tr>
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<td>11</td>
<td>163</td>
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<tr>
<td></td>
<td>301%</td>
<td>707.1%</td>
</tr>
<tr>
<td>TV</td>
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<tr>
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<td>17</td>
<td>111</td>
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<td></td>
<td>543.4%</td>
<td>451.6%</td>
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<td></td>
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<td>15%</td>
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<tr>
<td>Mobile Phone</td>
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<td>7</td>
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<td>50.0%</td>
<td>71.3%</td>
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<tr>
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<tr>
<td></td>
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<td>3.2%</td>
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<tr>
<td>Community/ Traditional</td>
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<tr>
<td>Leader</td>
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<tr>
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<td>31.9%</td>
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<td>8</td>
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<tr>
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<td>33.3%</td>
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<td>24</td>
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<td>Extension/ Health Officer</td>
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<td>3</td>
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<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>100%</td>
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</tr>
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</table>

Source: Field Survey, 2017 (Multiple responses were possible)