



Enhancing Food Security and Agricultural Productivity Through Social Media-Based Extension Services for Working-Class Women in Ogun State

Olufunmilayo Adedayo Thomas-Kuye & Oluwaseun Olasunmbo Dokunmu

Department of Mass Communication, The Federal Polytechnic, Ilaro, Nigeria

Corresponding author: layo.thomas-kuye@federalpolyilaro.edu.ng

Introduction

Agriculture is critically important for food security and economic sustainability, particularly in developing countries like Nigeria. Accessing traditional agricultural extension services is often difficult for working-class women in Ogun State who must juggle employment and family responsibilities. The advent of social media as a communication tool presents an opportunity to bridge this gap by providing these women with instant access to agricultural knowledge. Therefore, this study examined Food Security and Agricultural Productivity through social media-Based Extension Services for Working-Class Women in Ogun State, making use of technology innovative, social media platforms such as Facebook, YouTube, and WhatsApp have emerged as important tools for information dissemination.

Methodology

The study employed Quantitative Research Method, used a survey research design and adopted a questionnaire as a research instrument. This study was carried out among working-class women Yewa-South Local Government, Ogun State. The total population of this study are working-class women in Yewa South is 4051 (NPC, 2010). The study adopted a purposive sampling technique, Taro Yamane (1967) formulae were used to determine the sample size, which resulted in a total (157) respondent.

Results and discussion

It was revealed that level of the usage of social media platforms for agricultural extension is high among working class women; WhatsApp and Facebook are commonly utilized by agricultural extension professionals to disseminate information, also findings showed that challenges faced by working-class women in adopting social media-based agricultural extension services include poor network coverage and incessant power outage make it difficult for women to access online agricultural resources.

Conclusion

Therefore, the study concludes that the level of digital literacy should be improved among working-class women in Yewa South. Also, the government should try to reduce tariffs on data plans and improve on electricity supply, to make internet access more affordable, especially for women.

Keywords: Agricultural Productivity, Extension Services, Food Security, Working-Class Women, Social Media.