

Improving the Productivity of Rural Populace through Multimedia and Hypermedia Information Tools in Oluyole Local Government Area of Oyo State, Nigeria

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Abstract

The paper examined multimedia and hypermedia information tools as improving agents for the productivity of rural populace in Oluyole Local Government Area of Oyo State, Nigeria. The research design used for the study is survey. Quota random sampling technique which is purposive in nature was used to select a sampled population of 30 respondents from seven (7) major settlements in the local government. A self-constructed research instrument tagged "Enhancing The Productivity of Rural Populace" (EPRP) was used by the researchers to collect data. The reliability co-efficient of the instrument is 0.77 percent. Statistical package for social science (SPSS) was used to analyze the data collected. Part of the findings of the study revealed that the respondents were engaged in more than one source of livelihood and that despite the fact that they were engaged in different sources of livelihood their productivity is still at a very low ebb as majority of them failed to employ multimedia and hypermedia to their work. The study concluded that the application of multimedia and hypermedia information tools had direct positive impact on the productivity of the respondents. The study recommended the following amongst others. The local and state governments should open up the sampled rural community especially in terms of infrastructural development that would make them to be at par with urban centre and that the Ministry of Information and National Orientation Agency (NOA) should make it a duty to embark on periodic sensitization of the sampled rural populace on the benefits of multimedia and hypermedia especially as it affect their productivity.

Introduction

General economic recession, unemployment and underemployment, ubiquitous poverty and low standard of living are some of the unpleasant realities of the information driven age. General poverty and low standard of living which are attributable to low productivity are ubiquitous problems of the age irrespective of geographical location. This means that urban dwellers are not exempted from these problems. However, the problems are more pronounced in rural than urban setting since an estimated 51 percentage of Nigeria's population and most countries in Africa are in the rural areas (World Bank, 2011). Moreover, since the bulk of food items that are used to sustain the urban populace usually come from the rural setting, the need to accord high priority to issues that border on the productivity of the rural dwellers cannot be over emphasized. Rural populace refers to a group of people who live or reside outside a city mainly in rustic environment. The dwelling place of the rural populace is described as rural society or settlement. A rural place could as well be described as a place with low population, high level of illiteracy and lack of commercial institutions. (Olawoye, 1987, 2002, encyclopedia Britannica, 2007, Alfred, Ewuola, Adebajo and Mundi, 2010). Similarly, Mgbada (2010) described rural setting as being close to nature; characterized by farming and farming related occupation, low population density, homogeneous community, strong social control, low standard of living, strong social cohesion etcetera.

In an investigative study carried out on the livelihood activities of the rural dwellers in the southeast Nigeria, Ifeanyi-Obi and Mathews-Njoku (2014) identified 20 livelihood activities out of which two are dominants namely farming (mean=3.7) and trading (mean=2.9). in a related study carried out earlier by Oyesola (2007) on rural dwellers in Akinyele Local Government Area of Oyo state, Nigeria, the rural people were involved in trading (51.7%), crop farming (49.2%) and crop/food processing (34.2%) as their major economics livelihood activities. Other livelihood activities include: livestock farming (11.7%), butchering (7.5%), carpentry (14.2%), civil service (10.8%) and commercial motorcycling (6.7%). The study equally revealed that the rural dwellers were engaged in more than one economic