

ABSTRACT

The use of videos in agricultural extension is advanced as a means of improving farmers' access to agricultural information. Several studies have assessed use of videos in extension with little regard to the appropriateness of video content for smallholder farmers. In Uganda, there are initiatives by National Organic Agricultural Movement in Uganda & Farmers Media to produce farmer-learning videos (FLV) that emphasise farmers' involvement in the video production process such that content is customised to their needs & context. However, how involvement of farmers in FLV production influences their acceptance of information communicated by the videos is not fully explained. This study therefore sought to assess involvement of farmers in FLV production, and how it influences their acceptance of information communicated by the FLVs. This study used an exploratory sequential mixed methods research design. Qualitative data were collected through 14 key informant interviews, and 38 in-depth interviews, and three focus group discussions. The qualitative data assessed how the nature of participation influenced FLV quality, and the facilitators and hindrances to farmers' participation in FLV production. Quantitative data were obtained using a cross-sectional survey involving 250 farmers from Mityana district to assess the determinants of farmers' acceptance of information communicated by a FLV. Findings revealed that the FLV production processes were participatory, given that video experts either informed and/or consulted with field officers and farmers. Farmers' participation in both FLVs was however largely limited to the filming stage, which restricted consideration of farmers' interests, and alignment of video content to their needs and contexts. The facilitators to farmers' participation were farmers' proficiency in demonstrating assigned tasks, and their motivations, existence of clear guidelines, presence of pre-existing relationships, availability and adequacy of requisite resources, skilfulness of video experts and field officers, and specificity of role. Conversely, the hindrances to farmers' participation included limited interactions, differing expectations, and time constraints. Further, this study confirmed that FLV quality, perceived usefulness and perceived ease of use of information, as well as satisfaction with the FLV explained 14.6% of farmer's intentions to use information communicated by the FLV. This study concluded that enhancing farmers' participation can improve farmers' acceptance of information communicated by FLVs. It is recommended that to improve farmers' participation, video experts need to create opportunities, and conditions that support farmers to contribute to video content and make provisions for interactions among actors to deliberate on their interests, and harmonise expectations. Nonetheless, there is need to balance the production of a quality FLV, and extent of participation of farmers.