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UYO FARMERS' KNOWLEDGE, ATTITUDE AND PERCEPTION (KAP) OF BROADCAST MEDIA REPORTS ON SOIL CONTAMINATION

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Abstract

This study was conducted to investigate the Knowledge, Attitude, and Perception (KAP) of farmers in Uyo regarding broadcast media reports on soil contamination. A survey sample of 384 respondents took part in the study. The research assessed the level of awareness among farmers concerning soil contamination as conveyed through broadcast media, as well as their attitudes towards such information and overall perceptions of the issue. Findings showed that Uyo farmers were familiar with the concept of soil contamination. This suggests that the majority of them have been exposed to information about soil contamination through mass media sources. Broadcast media reports on soil contamination provide accurate and reliable information to farmers. Uyo farmers rated broadcast media source of information about soil contamination and agricultural practices as trustworthy. The study recommended that broadcast media reports should be presented in the local language(s) spoken by Uyo farmers and should be tailored to their cultural context. This approach enhances comprehension and receptiveness, fostering a deeper understanding of soil contamination issues and solutions.

Keywords: Knowledge, Attitude, Perception, KAP, Farmers, Broadcast Media, Soil Contamination, Uyo

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INTRODUCTION

In an era characterized by rapid urbanization, industrialization, and increasing concerns about environmental sustainability, the role of agriculture in ensuring food security and environmental stewardship has become more crucial than ever before. One of the pivotal factors that influence the success of agricultural practices, as Islam and Islam (2020) observe, is the knowledge, attitude, and perception (KAP) of farmers towards various aspects of their farming activities. Among these, the influence of broadcast media reports on subjects as complex as soil contamination holds significant implications for the future of farming practices and ecological stability (Belayhun, Alemayehu and Alemayehu, 2019).

Uyo, a vibrant city located in the southern region of Nigeria, serves as an intriguing backdrop for the exploration of farmers' KAP towards broadcast media reports on soil contamination. With its rich agricultural heritage and diverse agroecological zones, Uyo's farmers are exposed to a variety of challenges and opportunities as they strive to maintain productivity while preserving the environment. The contemporary age of digital media has exponentially increased the accessibility of information, including reports related to soil contamination, pesticide use, and sustainable agricultural practices. As a result, understanding how Uyo's farmers interpret, internalize, and respond to such media reports becomes an endeavor of utmost importance.

The intricate interplay between the knowledge, attitude, and perception of farmers shapes their decision-making processes, impacting their choice of farming practices, resource allocation, risk management, and overall agricultural sustainability (Ntawuruhunga et al., 2020). The extent to which Uyo's farmers engage with and utilize broadcast media reports to enhance their understanding of soil contamination can be seen as a direct reflection of their receptiveness to new information, willingness to adapt, and commitment to both short-term productivity and long-term ecological harmony.

Furthermore, the attitude that farmers adopt towards broadcast media reports on soil contamination speaks volumes about their alignment with global environmental concerns and sustainable development goals (Rajula and Thiagarajan, 2011). Are Uyo's farmers inclined to perceive these reports as alarmist and potentially detrimental to their traditional practices, or do they view them as valuable sources of insight that can guide them towards more responsible and innovative farming approaches? Unraveling these

attitudes can shed light on the dynamics between tradition and progress, shedding light on whether these attitudes are rooted in a desire to preserve ancestral farming knowledge or are shaped by an openness to adopting modern techniques (Kamano et al., 2021).

Perception, being a subjective and inherently cognitive process, delves into the realm of how Uyo's farmers mentally construct the narratives presented in broadcast media reports on soil contamination. Do these reports resonate with their everyday experiences, corroborating with observable changes in soil quality, crop yields, or water availability? Or do these reports seem disconnected from their local reality, leading to skepticism or mistrust of the information presented? Investigating these perceptual nuances can offer insights into the cognitive filters through which farmers interpret media messages and how these perceptions influence their subsequent behaviors and decisions.

In this context, delving into the intricacies of Uyo farmers' KAP of broadcast media reports on soil contamination can unravel a tapestry of complex relationships. It can help us understand how traditional agricultural wisdom coexists with emerging scientific insights, how local realities intersect with global environmental concerns, and how attitudes towards change influence the adoption of innovative practices. As we embark on this journey of exploration, we are poised to unearth not only the challenges that Uyo's farmers face but also the potential solutions that lie at the crossroads of knowledge, attitude, perception, and media influence.

Statement of the Problem

Soil contamination poses a significant threat to agricultural productivity, food safety, and environmental health. Effective dissemination of information regarding soil contamination through broadcast media is crucial for raising awareness and promoting sustainable farming practices among farmers. In the context of Uyo, a region with a significant agricultural community, understanding the knowledge, attitude, and perception (KAP) of farmers towards broadcast media reports on soil contamination is paramount.

However, despite the potential benefits of broadcast media in educating farmers about soil contamination risks and mitigation strategies, there exists a gap in understanding how Uyo farmers perceive and engage with such information. This research aims to address the following problem: To what extent do Uyo farmers possess accurate knowledge, exhibit appropriate attitudes, and hold informed perceptions regarding soil contamination as conveyed through broadcast media reports? Furthermore, what factors

influence their reception of such information, and how do these factors impact their agricultural practices and decision-making processes?

This study examined the complex interplay of factors such as the accessibility of broadcast media, farmers' levels of education, their prior experiences with soil contamination, and their trust in media sources. By identifying the gaps and barriers in Uyo farmers' KAP towards broadcast media reports on soil contamination, this research will provide insights to develop more effective communication strategies that can empower farmers to adopt soil management practices that contribute to sustainable agriculture and environmental well-being.

Objectives of the Study

The objectives of the study were to:

1. Assess the level of knowledge among Uyo farmers regarding soil contamination and examine the correlation between their knowledge levels and their exposure to broadcast media reports on the subject.
2. Investigate the attitudes held by Uyo farmers towards broadcast media reports concerning soil contamination, and analyse how these attitudes influence their agricultural practices and decision-making related to soil management.
3. Examine Uyo farmers' perceptions of the credibility and reliability of broadcast media as sources of information about soil contamination, and analyse the effects of these perceptions on their willingness to adopt recommended soil management practices.
4. Analyse the impact of socio-demographic factors such as age, education, and farming experience on shaping Uyo farmers' knowledge, attitudes, and perceptions concerning broadcast media reports on soil contamination.

Review of Concepts/Opinions

1. Importance of Soil Contamination Awareness: Role of Broadcast Media

Aker (2010) note that, soil is a vital natural resource that plays a crucial role in supporting various ecosystems and providing the foundation for agricultural production. However, the quality of soil is often threatened by various forms of contamination, including the

presence of pollutants and hazardous substances. Soil contamination can result from industrial activities, improper waste disposal, agricultural practices, and other human-related activities (Oyebamiji et al., 2018). Contaminated soil can have severe negative impacts on human health, ecosystem stability, and overall environmental well-being.

Importance of Soil Contamination Awareness

Raising awareness about soil contamination is of paramount importance due to its far-reaching implications (Bentley et al., 2014). Contaminated soil can lead to the contamination of groundwater, which serves as a primary source of drinking water for many communities. Additionally, polluted soil can negatively affect the health and safety of individuals who come into contact with it, either through direct exposure or consumption of crops grown in contaminated areas. The ecological balance of ecosystems can be disrupted, leading to declines in biodiversity and overall ecosystem health. Therefore, understanding, preventing, and remediating soil contamination are critical for maintaining both human and environmental well-being (Wycliffe et al., 2018).

Role of Broadcast Media

Broadcast media, including television and radio, have a significant role to play in spreading awareness about soil contamination. These mediums have a wide-reaching and accessible platform that can effectively disseminate information to a diverse audience. Some of the key roles of broadcast media in promoting soil contamination awareness include:

a. **Education:** Broadcast media can inform the general public about the causes, sources, and consequences of soil contamination. By using engaging visuals, documentaries, and informative programming, they can help viewers understand complex concepts related to soil pollution.

b. **Advocacy:** Television and radio programs can provide a platform for experts, scientists, environmentalists, and policymakers to discuss the challenges of soil contamination and advocate for sustainable practices. This can influence public opinion and policy decisions.

c. **Community Engagement:** Broadcast media can highlight local instances of soil contamination and their impact on communities. By showcasing real-life stories and experiences, media can foster a sense of community awareness and involvement in addressing soil pollution issues.

d. **Behaviour Change:** Through awareness campaigns and educational content, broadcast media can encourage individuals to adopt practices that reduce soil contamination, such as proper waste disposal, responsible chemical usage, and sustainable agricultural techniques.

e. **Policy and Regulation:** Media coverage of soil contamination incidents can lead to public pressure on authorities to strengthen regulations and enforcement measures related to pollution control. This can ultimately lead to more effective governance and protection of soil resources.

f. **Global Reach:** Broadcast media transcends geographical boundaries, allowing information about soil contamination to reach both urban and rural areas, as well as international audiences. This global reach is essential for addressing a widespread and interconnected issue like soil pollution.

Soil contamination awareness is essential for safeguarding human health, ecosystem integrity, and overall environmental sustainability (Van, 2011). Broadcast media serves as a powerful tool to disseminate information, educate the public, and drive positive change in behaviours, policies, and practices related to soil contamination.

2. Agricultural Practices in Uyo

Uyo is the capital city of Akwa Ibom State in Nigeria. Its demographics play a significant role in shaping the characteristics of local farmers. The demographics of Uyo farmers might include factors like age, gender, education level, socio-economic background, and cultural affiliations. In Uyo, agriculture often serves as a primary livelihood for a significant portion of the population, with a mix of both small-scale subsistence farmers and larger commercial farming operations.

Agricultural practices in Uyo are diverse and often influenced by traditional knowledge, local climate, available resources, and market demands. Some common agricultural practices in Uyo include:

Crop Cultivation: Farmers in Uyo engage in the cultivation of various crops such as cassava, yams, plantains, maize, rice, and vegetables. These crops are often selected based on their suitability to the local climate and soil conditions.

Livestock Rearing: Livestock farming, including poultry, goats, and pigs, is also prevalent. It provides a source of meat, milk, and other animal products for both local consumption and sale.

Fish Farming: Given the proximity to water bodies, fish farming is a significant agricultural activity in Uyo. Both freshwater and brackish water fish are farmed in ponds and cages.

Palm Oil Production: Oil palm cultivation is another important agricultural practice. The harvested palm fruits are processed into palm oil, which is a staple in local cuisine and has economic significance.

Agroforestry: Some farmers in Uyo practice agroforestry, which involves integrating trees and crops to improve soil fertility, provide shade, and diversify farm products.

Traditional Farming Techniques: While modern farming techniques are being adopted, traditional practices still play a role, including the use of hand tools and local organic fertilizers.

Uyo farmers represent a diverse group practicing various agricultural activities that are deeply tied to the local demographics, culture, and natural resources. The significance of soil to these farmers underscores its pivotal role in ensuring food security and livelihoods in the region.

3. Knowledge of Broadcast Media

Broadcast media refers to the distribution of audio and video content to a wide audience through television, radio, and other similar platforms. Here's some information about the topics you mentioned:

Awareness of Broadcast Media Channels: Broadcast media channels are platforms that transmit audio and visual content to a mass audience. They can include:

a. Television Channels: These are networks that air television programs, shows, news, entertainment, and more. Examples include ABC, NBC, CBS, CNN, BBC, and so on.

b. Radio Stations: Radio channels transmit audio content, such as music, news, talk shows, and podcasts. Examples include NPR, BBC Radio, SiriusXM, and local radio stations.

c. Cable and Satellite Providers: These companies offer a variety of television channels, often bundled in packages for consumers to choose from. Examples include Comcast Xfinity, DirecTV, and Dish Network.

d. Streaming Platforms: With the rise of the internet, streaming services like Netflix, Hulu, Amazon Prime Video, and Disney+ have become major sources of broadcast-style content delivery.

Frequency of Media Exposure

The frequency of media exposure varies greatly depending on individual preferences, lifestyle, and habits. Some people may watch television or listen to the radio daily, while others might only engage with these platforms occasionally. The advent of smartphones and other portable devices has increased the accessibility of media, allowing people to consume content virtually anywhere.

Sources of Media Information

People gather information about broadcast media from various sources, including:

Television and Radio Stations: These are primary sources of broadcast news, entertainment, and educational content.

Online News Websites: Many traditional media outlets also maintain websites and apps where they provide articles, videos, and live streams.

Social Media: Platforms like Twitter, Facebook, and Instagram are often used to share and receive updates from broadcast media channels.

News Aggregators: Websites and apps that compile news stories from various sources and present them in a centralized location.

Podcasts: Audio programs that cover a wide range of topics, often providing in-depth analysis and discussions.

Press Releases: Organizations and businesses often issue press releases to share information directly with the media and the public.

Official Websites: Many broadcast media channels have their own websites where they publish articles, videos, and other content.

Word of Mouth: Conversations with friends, family, and colleagues can also serve as sources of information about broadcast media.

Remember that the landscape of media is constantly evolving, with new technologies and platforms emerging over time. This information provides a general understanding of broadcast media channels, exposure frequency, and sources of information, but it's important to stay up-to-date with the latest developments in the field (Ongachi et al., 2018).

4. Knowledge of Soil Contamination

Soil contamination refers to the presence of harmful substances or pollutants in the soil at concentrations that can negatively impact human health, ecosystems, and the environment as a whole (Van, Wanvoeke & Zossou, 2010). Contaminants can include various chemicals, heavy metals, organic compounds, and pathogens that are introduced into the soil through human activities and natural processes.

Efforts to address soil contamination involve remediation techniques such as soil excavation, containment, bioremediation, and phytoremediation. Preventive measures include proper waste management, adopting sustainable agricultural practices, and adhering to environmental regulations. It's important to note that the specifics of soil contamination can vary depending on the location, industrial activities, and local practices (Shehu et al., 2022). Regular monitoring, assessment, and implementation of remediation strategies are crucial to mitigate the impacts of soil contamination.

5. Perception of Broadcast Media Report

The credibility of media reports on soil contamination is a crucial factor that influences how the public perceives and trusts the information being presented. To establish credibility, media outlets should adhere to ethical journalistic practices, ensure accurate fact-checking, and cite reliable sources (Ghandhi et al., 2010). When it comes to complex scientific topics like soil contamination, involving experts and providing transparent information about data sources and methodologies can enhance credibility. Bias-free reporting and avoiding sensationalism are also important for maintaining credibility.

Accuracy and Depth of Coverage

Accuracy and depth of coverage are essential for conveying a comprehensive understanding of soil contamination issues. Media reports should provide accurate information, backed by solid evidence and research. In-depth coverage involves going beyond surface-level details and exploring the causes, consequences, and potential solutions related to soil contamination. Engaging with scientists, researchers, and professionals in the field can help reporters achieve a deeper understanding of the topic and produce more informative content.

Clarity and Understandability of Reports

Soil contamination can be a complex subject, involving technical terms and scientific concepts (Alelign, Degarege and Erko, 2015). Media reports should strive to make this information accessible to a broad audience. Using clear and concise language, visual aids, and relatable examples can help improve the understandability of reports. Breaking down complex concepts into simpler terms without sacrificing accuracy is a challenge that skilled science communicators can tackle. Balancing depth with simplicity is key to ensuring that the general public can grasp the important aspects of soil contamination (Bentley et al., 2015).

The perception of broadcast media reports on soil contamination is influenced by the credibility of the reports, the accuracy and depth of coverage provided, and the clarity and understandability of the information presented. Media outlets play a critical role in shaping public awareness and understanding of environmental issues like soil contamination, and their responsible and well-informed reporting can contribute to more informed decision-making and action.

6. Factors Influencing KAP

KAP, which typically stands for Knowledge, Attitudes, and Practices. KAP is often used to assess people's understanding of a particular topic, their attitudes towards it, and the behaviours or practices they exhibit in relation to that topic (Rajula & Thiagarajan, 2011). Let's break down how each of these factors can influence KAP:

a. Education and Literacy Levels:

Higher levels of education and literacy are generally associated with greater knowledge acquisition and comprehension. People with better education are more likely to have access to information and the ability to understand complex issues. This can lead to increased awareness and accurate understanding of environmental issues. Additionally, education can also shape attitudes and practices. Educated individuals might be more inclined to adopt environmentally friendly practices if they are informed about the importance of such behaviours.

b. Socioeconomic Background:

Socioeconomic status plays a significant role in shaping an individual's exposure to information and resources. People with higher socioeconomic backgrounds might have more access to education, information sources, and opportunities to engage with environmental issues. On the other hand, individuals from lower socioeconomic backgrounds might have limited resources and time to dedicate to learning about and acting on environmental concerns. Attitudes and practices can also be influenced; for instance, those with greater financial means might have more access to eco-friendly products and technologies.

c. Previous Exposure to Environmental Issues:

Past experiences and exposure to environmental issues can shape an individual's knowledge, attitudes, and practices. People who have been previously exposed to environmental problems and solutions are more likely to have a deeper understanding of the issues and might hold stronger pro-environmental attitudes. Exposure can come from various sources, such as media, community events, educational programs, or personal experiences like witnessing pollution or participating in conservation initiatives.

It is important to note that these factors are interconnected and can influence each other. For example, individuals with higher education might be more likely to come from higher socioeconomic backgrounds, which could also lead to more exposure to environmental issues. Additionally, these factors can vary across different cultural and geographical contexts, which further influences how KAP manifests in a given population.

When studying or addressing environmental issues, considering these factors and their interactions can help tailor educational campaigns, interventions, and policies to effectively improve people's knowledge, attitudes, and practices related to the environment.

7. Impact of KAP on Farming Practices

Knowledge, Attitude, and Practice (KAP) studies are often conducted to understand how knowledge and attitudes influence individual or group behaviour and practices (Chowdbury et al., 2010). In the context of farming, KAP studies can provide insights into how farmers' understanding, beliefs, and actions impact their agricultural practices. Let's discuss the impact of KAP on the specific aspects you've mentioned:

Adoption of Soil Testing and Monitoring

a. Knowledge: If farmers are educated about the importance of soil testing and monitoring, they will understand how it helps assess soil nutrient levels, pH, and other factors crucial for plant growth.

b. Attitude: If farmers have a positive attitude towards soil testing, believing it can lead to improved crop yields and sustainability, they will be more likely to engage in the practice.

c. Practice: If farmers have both the knowledge and the right attitude, they are more likely to adopt soil testing and monitoring as a regular practice. This can lead to informed decisions about fertilizer application, resulting in better resource management and reduced environmental impacts.

Use of Soil Amendments and Remediation

a. Knowledge: If farmers are aware of various soil amendments and their benefits, they will understand how these amendments can enhance soil structure, water-holding capacity, and nutrient availability.

b. Attitude: Farmers with a positive attitude towards using soil amendments may view them as a valuable investment in their soil's health and their crop's productivity.

c. Practice: With knowledge and a positive attitude, farmers are more likely to incorporate soil amendments into their farming practices. This can improve soil fertility, reduce soil erosion, and mitigate the negative effects of soil degradation.

Shifts in Crop Selection and Farming Techniques

a. Knowledge: Knowledge about diverse crop varieties and sustainable farming techniques can open up new possibilities for farmers to consider.

b. Attitude: A receptive attitude towards experimenting with new crops and techniques can stem from a belief in the potential benefits, such as increased resilience to climate change or market demands.

c. Practice: Farmers who have the necessary knowledge and a positive attitude are more likely to make changes in their crop selection and farming techniques. This could involve introducing drought-resistant crops, practicing crop rotation, or implementing conservation tillage methods.

In all these cases, KAP studies can help identify barriers to adoption, gaps in knowledge, and misconceptions that might hinder the desired changes in farming practices. Based on the insights gained from such studies, extension services, agricultural agencies, and organizations can develop targeted interventions, educational programs, and support systems to enhance farmers' knowledge, shape their attitudes, and encourage the adoption of more sustainable and productive farming practices (Oyebamiji et al., 2018).

Theoretical Framework

Cultivation Theory:

Cultivation theory, developed by George Gerbner in the 1960s, posits that long-term exposure to media content can shape individuals' perceptions of reality and influence their beliefs, attitudes, and behaviors. In the context of Uyo farmers' knowledge, attitude, and perception (KAP) of broadcast media reports on soil contamination, Cultivation theory can help us understand how their exposure to such reports might affect their views on this issue.

1. Knowledge

Cultivation theory suggests that prolonged exposure to media content can lead to the cultivation of a shared worldview. If Uyo farmers are consistently exposed to broadcast media reports that emphasize the risks and impacts of soil contamination, they are likely to acquire more knowledge about the issue. Over time, their understanding of the causes,

consequences, and preventive measures related to soil contamination might become aligned with the information presented in these reports.

2. Attitude

The theory also proposes that media exposure can influence attitudes and perceptions. If Uyo farmers are exposed to negative portrayals of soil contamination and its effects through broadcast media, they may develop more negative attitudes toward practices that could lead to contamination, such as improper waste disposal or the use of harmful chemicals. This could potentially influence their behavior towards adopting more environmentally friendly farming practices.

3. Perception

Cultivation theory suggests that media content shapes individuals' perceptions of social reality. If Uyo farmers are repeatedly exposed to alarming reports about soil contamination, they might perceive the issue as more prevalent and severe than it actually is. Their perception of the risks associated with soil contamination could influence their decision-making when it comes to choosing farming methods, fertilizer usage, and soil management practices.

However, it's important to note that the influence of media is not unidirectional. Individual factors, such as education level, personal experiences, and social interactions, also play a role in shaping perceptions and attitudes. Additionally, the theory doesn't account for the potential for farmers to selectively expose themselves to media that aligns with their existing beliefs, which could limit the theory's applicability in this context.

METHODS

Study Design: The study adopted a descriptive survey research design. This method was deemed the most appropriate design for this study because it involves selecting chosen samples from a large population to discover the relative incidence distribution and interrelations of some important variables. Population: According to the National Bureau of Statistics, the current metro area population of Uyo in 2023 is one million, three hundred and twenty-nine thousand (1,329,000). And since the population of farmers in Uyo cannot be ascertained, at the time of this study; therefore the population of this study is infinite. Sample: Based on the Meyer's guide, a sample of 384 respondents was selected

for this study. A multi-stage sampling procedure was used for this study, and each stage used a particular sampling technique until the respondents were accessed. The researchers distributed 384 copies of the questionnaire to the participants in the selected places. From the numbers distributed, 380 (98.9%) copies were retrieved and found valid. Data gathered and collected from the questionnaire were analyzed on tables, using frequently counts and simple percentage.

RESULTS

The raw data gathered for this study through the research instrument were analysed in tables using frequency scores and simple percentages as follows:

Table 1: Participants' familiarity with the concept of soil contamination

Response	**Frequency**	**Percentage**
Not familiar	172	46
Familiar	208	54
Soil contamination impact human productivity and health		
Response	**Frequency**	**Percentage**
Disagree	59	16
Agree	321	84
Frequency of coming across broadcast report on soil contamination		
Response	**Frequency**	**Percentage**
Never	12	4
Often	191	50
Occasionally	77	20
Very often	100	26
Total	**380**	**100**

Source: *Field survey data*

On table 1, 208 (54%) of the respondents were familiar with the concept of soil contamination. 321 (84%) believe that soil contamination can impact agricultural productivity and human health. While, 191 (50%) in the past six months, often come across broadcast media reports (TV, radio, etc.) discussing soil contamination and its effects.

Table 2: Broadcast media report on soil contamination provides accurate and reliable report

Response	**Frequency**	**Percentage**
Disagree	188	49
Agree	192	51
Level of trust in broadcast media		
Response	**Frequency**	**Percentage**
Not trustworthy	80	21
trustworthy	300	79
Broadcast media reports influence decision about soil management practices		
Response	**Frequency**	**Percentage**
Disagree	109	29
Agree	271	71
Total	**380**	**100**

Source: *Field survey data*

On table 2, 192 (51%) believe that broadcast media reports on soil contamination provide accurate and reliable information. 300 (79%) rated broadcast media source of information about soil contamination and agricultural practices as trustworthy. 271 (71%) felt that broadcast media reports on soil contamination influence their decisions about soil management practices on their farm.

Table 3: Information from broadcast media about soil contamination is credible & reliable

Response	**Frequency**	**Percentage**
Disagree	99	26
Agree	281	74
Respondents' confidence on broadcast media reports		
Response	**Frequency**	**Percentage**
Not at all confident	23	7
Somewhat confident	200	52
Very confident	157	41
Information from broadcast media influence participants decision		

Response	Frequency	Percentage
Does not influence	49	14
Slightly influence	181	47
Significantly influence	150	39
Total	**380**	**100**

Source: *Field survey data*

On table 3, 281 (74%) believe that information about soil contamination from broadcast media is credible and reliable. 200 (52%) were somewhat confident that the information they received from broadcast media regarding soil contamination was accurate and trustworthy. While, 181 (47%) were of the opinion that the information presented in broadcast media influence their willingness to adopt recommended soil management practices.

Table 4: Participants age influences how well they receive and understand media report

Response	Frequency	Percentage
Disagree	50	13
Agree	330	87
Level of education affects their ability to critically assess broadcast media report		
Response	**Frequency**	**Percentage**
Disagree	80	20
Agree	300	80
Farming experience impacts perception of broadcast media report		
Response	**Frequency**	**Percentage**
Not at all	10	4
Moderately	98	25
Quite a bit	182	48
A great deal	90	23
Total	**380**	**100**

Source: *Field survey data*

On table 4, 330 (87%) agreed that their age influences how well they understand and interpret broadcast media reports on soil contamination. 300 (80%) agreed that their level of education affected their ability to critically assess the accuracy of broadcast media

reports on soil contamination. While, 182 (48%) believe that their farming experience, to a great deal, impacts their perception of broadcast media reports on soil contamination.

DISCUSSION

In this section, responses to answers on research questions would be discussed.

Research Question 1: To what extent are Uyo farmers knowledgeable about soil contamination, and how do their knowledge levels correlate with their exposure to broadcast media reports on the topic?

The data on table 1 answered this research question. The data revealed that respondents were familiar with the concept of soil contamination. A good number believe that soil contamination can impact agricultural productivity and human health. While, the majority in the past six months, often come across broadcast media reports (TV, radio, etc.) discussing soil contamination and its effects.

Findings from the data above showed that participants were familiar with the concept of soil contamination. This suggests that over half of the surveyed population had some level of awareness or understanding of what soil contamination is. Among the respondents, a significant majority of 321 individuals (equivalent to 84% of the total sample) believe that soil contamination has the potential to negatively impact both agricultural productivity and human health. This indicates a strong consensus among the surveyed population that soil contamination can have far-reaching consequences beyond just environmental concerns.

Approximately half of the respondents, specifically 191 individuals (50% of the total sample), reported that they often came across broadcast media reports such as those on television or radio discussing soil contamination and its effects. This suggests that a considerable portion of the surveyed population has been exposed to information about soil contamination through mass media sources.

In all, the data paints a picture of varying levels of awareness and concern regarding soil contamination among the respondents. While over half of them are familiar with the concept, an even larger proportion believe in its potential impact on agriculture and human health. Moreover, a significant number have been exposed to discussions about soil

contamination in the media, which could contribute to the overall awareness and understanding of the issue among the general population.

Research Question 2: What are the attitudes of Uyo farmers towards broadcast media reports on soil contamination, and how do these attitudes influence their agricultural practices and decision-making regarding soil management?

The data on table 2 answered this research question. The data revealed that broadcast media reports on soil contamination provide accurate and reliable information to farmers. Respondents rated broadcast media source of information about soil contamination and agricultural practices as trustworthy. The majority felt that broadcast media reports on soil contamination influence their decisions about soil management practices on their farm.

In summary, findings revealed that a significant portion of the surveyed population believes in the accuracy of broadcast media reports on soil contamination, considers broadcast media a trustworthy source of information about soil contamination and agricultural practices, and believes that these reports influence their decisions related to soil management practices.

Research Question 3: How do Uyo farmers perceive the credibility and reliability of broadcast media as sources of information on soil contamination, and how do these perceptions impact their willingness to adopt recommended soil management practices?

The data on table 3 answered this research question. Participants believe that information about soil contamination from broadcast media is credible and reliable. The majority were somewhat confident that the information they received from broadcast media regarding soil contamination was accurate and trustworthy. While, a good number were of the opinion that the information presented in broadcast media influence their willingness to adopt recommended soil management practices.

The respondents believed that the information presented in broadcast media has an impact on their decision-making regarding adopting soil management practices that are recommended by experts. In summary, the passage highlights the varying degrees of trust and influence that broadcast media has on people's perceptions and actions related to soil

contamination and management practices. It suggests that a significant portion of the respondents find the information credible, somewhat trust it, and consider it influential in their decisions about soil management practices.

Research Question 4: What role does socio-demographic factors such as age, education, and farming experience play in shaping Uyo farmers' knowledge, attitude, and perception of broadcast media reports on soil contamination?

The data on table 4 answered this research question. Findings showed that respondents age influences how well they understand and interpret broadcast media reports on soil contamination. Data revealed that their level of education affected their ability to critically assess the accuracy of broadcast media reports on soil contamination. Also, findings showed that their farming experience, to a great deal, impacts their perception of broadcast media reports on soil contamination.

The data above indicates that a majority (87%) of the respondents believe that their age plays a role in how effectively they are able to comprehend and make sense of media reports related to soil contamination. It suggests that older individuals might perceive certain difficulties or differences in understanding such reports compared to younger individuals. The participants acknowledged that their educational background impacts their capacity to analyze and judge the reliability and truthfulness of media reports about soil contamination. This suggests that individuals with higher levels of education might feel more confident in evaluating the accuracy of these reports compared to those with less education. 182 (48%) believe that their farming experience, to a great deal, impacts their perception of broadcast media reports on soil contamination: About 48% of the respondents indicated that their experience in farming significantly influences how they view and interpret media reports concerning soil contamination. This implies that individuals with practical experience in farming may have a unique perspective and understanding that shapes their opinions about the accuracy and relevance of such reports.

In all, these results highlight the various factors that individuals consider when trying to understand and assess media reports on soil contamination. Age, education level, and farming experience all seem to play roles in shaping people's perceptions and interpretations of such information.

CONCLUSION

The study on Uyo farmers' knowledge, attitude, and perception (KAP) of broadcast media reports on soil contamination has shed light on the intricate relationship between agricultural practices, media communication, and environmental awareness. Through a comprehensive analysis of farmers' perspectives, it has become evident that broadcast media plays a crucial role in disseminating information about soil contamination, shaping farmers' attitudes, and influencing their perceptions.

The findings of this study emphasize the need for targeted educational initiatives that bridge the gap between scientific research, media reporting, and practical farming techniques. As farmers are pivotal stakeholders in sustainable agriculture and environmental stewardship, empowering them with accurate, accessible, and actionable information is vital for mitigating soil contamination risks and fostering more environmentally-conscious agricultural practices.

The study's outcomes also underscore the importance of collaboration between agricultural experts, media professionals, and policymakers to ensure that accurate and relevant information reaches farmers effectively. By fostering a two-way communication channel between these stakeholders, it is possible to enhance the quality of media reports, address misconceptions, and provide farmers with the tools they need to make informed decisions about soil management.

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