BIBLIOGRAPHY

TAWANG, PETRA D. March 2006. Perceptions and Attitudes on Pesticide Posters at Madaymen, Kibungan, Benguet.

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ABSTRACT

This study was conducted in Barangay Madaymen, Kibungan, Benguet to determine the perceptions and attitudes of farmers on pesticide posters; to determine the respondents satisfaction on information on posters; to determine the reasons for reading pesticides posters; to enumerate problems encountered b farmers on the pesticide posters and to determine the differences in perception and attitude of male and female farmers on posters.

A questionnaires where used to gather the needed information from the 40 respondents. The respondents were chosen using accidental sampling and data gathered was tabulated using descriptive tools such as frequency counts, percentage and sampling.

The findings in the study indicates that respondents agreed on the information presented on pesticide posters in regard posters as one sources of information for a specific use of pesticide. Most respondents read pesticide for additional information. They are also attracted to the layout of posters in terms color, size, letterings, and graphics in presenting posters.

Some respondents complained that posters' size is small that is why information

is limited some font sizes are small, which makes it difficult to read and some posters cannot be easily read because of the color of text and font style is not readable.

In terms of sex, both male (56.25%) and female (60%) respondents were mostly interested to read posters to they wanted to know about the information that is in it. It can also be noted that female respondents will most likely read a poster because of the posters attractive color, size of text and graphics.

It is therefore recommended that the company distributors should make their poster bigger to accommodate information for pesticide used. They should also continue to develop about pesticide based on the needs of the farmers and follow the tips on making posters.

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INTRODUCTION

Rationale

Today, we live in a modernized world full of information. Modern technologies are invented and adapted in our country like the televisions, computers, radio and mobile phones. There are also other media like posters, illustrations, newspapers, brochures, leaflets, magazines and others. These are used to disseminate information. We use them in our homes, schools, agencies, and other any public and private places.

However, these modern technologies and presentation media are not yet found in some rural places due to some factors such as economic crisis, lack of farm- to market – roads, lack of communication systems, and lack of education. These would be the barriers to the dissemination of information and poor communication. In fact, there are lots of rural people who are not aware of issues or other information and some are ignorant about these technology. With this, it is important to spread or disseminate information in the rural places for better learning and awareness.

Poster is one of the mediums in presenting and disseminating information. This is presented in a single sheet of paper or cardboard displayed in public places (Webster, 1990).This can be found indoors or in outdoor places. Its aim is to attract attention, convey messages, most of the time announcements, or create awareness about an innovation, product, event or idea to advertise and also the content would be about health, agriculture, sanitation, education and other topics related to the development of community.

In Agriculture, pesticides play a big role in crop protection and control of vector transmitted diseases. Today, its use is recognized throughout the world as an effective, simple, quick method of pest control (Matthew, 1979). These are used by farmers not to only increase crop yields but also to stop losses.

In Madaymen, Kibungan, Benguet, farmers are informed about pest control for their crops though posters of a specific brand. There are many pesticide producing companies who travel and market their pesticide by posting their posters in different areas in Madaymen. With this, it is important to know how farmers perceive the information presented in the posters and their attitudes when they see these posters

Statement of the Problem

The main reason of this study was to find out farmers' perceptions and attitudes towards pesticide posters at Madaymen, Kibungan, Benguet.

Specifically, the following issue was considered in the study:

1. What are farmers' perceptions of pesticide posters?
2. What are farmers' attitudes on pesticide posters?
3. What is the farmers' satisfaction about information presented on posters?
4. What are farmers' reasons for reading posters?
5. What are the common problems encountered by farmers on pesticide posters.
6. What are the differences in the attitudes and perceptions of male and female farmers on pesticide posters?

Objectives of the Study

The study concentrated mainly on the farmers' perceptions and attitudes on pesticide posters at Madaymen Kibungan, Benguet.

Specifically it will seek to:

1. To determine the farmers' perceptions on pesticide posters;

2. To determine the farmers' attitudes on pesticide posters;

3. To determine the farmers' satisfaction on information presented on posters;

4. To determine the farmers' reasons for reading pesticides posters;

5. To enumerate problems encountered by farmers' on the pesticide posters;

6. To determine the differences in attitudes and perceptions of male and female farmers on posters.

Importance of the Study

The study will contribute and help the farm management technicians, agriculturist, extension workers, teachers, students, and government agencies in rural development areas on how to disseminate information on pesticide using posters.

Extentionists and development communicators will be able to design posters for information dissemination especially in Madaymen, Kibungan, Benguet.

Scope and Limitation of the Study

The study limits its research on the perception and attitudes of farmers at Madaymen, Kibungan, Benguet on pesticide posters from June2005 until March 2006. The study focused on the effectiveness of posters used by pesticide manufacturing

companies in disseminating information about specific pesticide brands. The study will not deal on the ingredients of certain pesticides and its effect to the crops of the farmer.

The researcher assumed that the farmers know what a poster is. This study focused on farmers' perceptions' and attitudes on posters in Madaymen, Kibungan, Benguet.

REVIEW OF LITERATURE

People are visual minded. They have longer retention of information on visual materials. Visual provide effective interest to learners and used to support communication process.

According to (Weaver, 1949), people see things make more lasting impression. On the other hand, things, that people hear are forgotten in a relatively short time and is difficult to recall accurate what is heard.

Furthermore, research findings indicate that man retain generally 10% of what they read, 20% of what they hear, 30% of what they see, and 50% of what they see and hear.

Role of Visuals

Visuals provide reference for ideas because they are iconic, they have resemblance they represent. Visuals also motivate leaning by attracting holding their attention and generating emotional responses; ca simplify information that is difficult to understand. Finally, visual provide redundant channel. That is, when in accompanying spoken written verbal information they represent information in different modality, giving some learners to comprehend visually what they miss verbally (Heinich, et.al, 1996).

According to Jay (2000) as cited by Dy (2003) visuals have its own advantages. The disadvantages are: they arrest high degree of interest, motion and action; they add more impact or offer a reality of experience which stimulates self-activity; they develop

continuity of thoughts or portray things that are impossible to convey verbally; they save time; they worth a thousand words; and they remain in the memory long after they left it

Tips on Poster Design and Production

According to Allison (1990) as cited by Pioquinto (1998) the tips on designing posters are: always start with a sound plan; make sure text and illustration are visible and legible from a distance with 5 meters and 16 feet; make illustration and words support each other; make illustration easy to interpret or perceive; use familiar words not abstract; and use color effectively and strong contrast.

In addition Reed and Nuguid (1983) as cited by Dy (1998) the following characteristic of the poster are: it should be visual or depicting a simple message; it should contain small amount of information; color design should be attractive; and materials should be durable because posters are usually exposed outdoors.

According to Reed and Nuguid (1983) as cited by Dy (1998) the principles in designing posters are the following; balance, preparation, emphasis, rhythm, contrast and harmony:

Balance. It refers to the equilibrium in the design. Balance may be formal or informal. Formal balance is a symmetrical, two sides are equal. Informal balance is asymmetrical. The design tends to lean on one side of the sheet.

Preparation. The size of your visuals and test should also follow the principle of proportion.

Emphasis. See to it that your message a striking note. You may use color, sizeor motion to attain this.

Rhythm. This is sometimes called dynamic. It evokes movement speed, examples can evoke slanting letters.

Contrast. It catches attention and makes the page interesting. Contrasting dark line easily catch the viewers attention.

Harmony. Be sure that the elements of the design do not clash against each other .Rather, they should blend to support the central message.

Rule of Thirds. Make sure design is more effective by placing your focal point not at the geometric center, but one third of the distance up in down or either edge of the paper. Do not place the center of interest too close to the people.

Advantages and Disadvantages of Poster

Like other communication media, posters have its own advantages and disadvantages Pioquinto (1998).The advantages of posters are: it can command attention; it can be read or viewed repeatedly while it stands on its place; it can be replaced easily when it is time to be posted; can reinforce other media used for informal campaign; and relatively cheap.

The disadvantages are: it may be concealed or drowned by competing posters in some area or place; it cannot contain details of information; and poster planning, design and production needs special skills.

METHODOLOGY

Locale and Time of the Study

The study was conducted at Madaymen, Kibungan, Benguet. The area was chosen because it is one of the largest barangay that produces high quality crops due to its comparatively cool climate and farmers are using pesticide to control pest. (See figure 1 and 2).

The study was conducted from June 2005 to March 2006.

Respondents of the Study

The respondents of the study were the farmers of Madaymen, Kibungan, Benguet. The study was chosen through accidental sampling. Wherein whoever happens to be in their residence, at the time the researcher distributed questionnaires, were considered as respondents. Only one farmer in one household was given a questionnaire. The respondents of the study were the farmers of Madaymen, Kibungan, Benguet.

Data Collection

A questionnaire was used as the primary tool for obtaining data. A total of 50 questionnaires were floated in Barangay Madaymen last December 24 to 25, 2005 and was collected between December 28, 2005 to January 23, 2006.

The researcher was not able to collect all of the questionnaires at one time because some of the respondents were in their gardens, some did not answer the questionnaires right away and some were difficult to get in touch with. Only 40

questionnaires was retrieved and considered part of the study, since some of the questionnaires got lost and was not returned by the respondents.

Data Gathered

The data gathered in this study were the farmers' perceptions and attitudes of on pesticide posters in terms of information presented in poster, farmer's satisfaction on the information presented on posters, farmer's reason for reading posters, problems encountered by farmer's on reading posters and to determine the differences on perception and attitudes of male and female on reading posters.

Data Analysis

The data and information gathered was tabulated and analyzed using descriptive statistic tools such as frequency count and percentage.

Map of Kibungan showing the location of the study

Map of Benguet showing the location of the study

RESULTS AND DISCUSSION

Socio-Demographic Profile of the Respondents.

Table 1 shows the socio-demographic profile of the respondents, which includes sex, age, educational attainment and years of farming.

As to the sex, it shows that 55% of the respondents are females and 45% are males. Most of the respondents belonged to the age bracket of 41 years old and above, while and only 12.5% belonged to the age bracket of 20.

The educational attainment result shows that 25% of the respondents finished high school, 17% reached elementary level, while only 7.5% studied up to the elementary. In this finding, it shows that the respondents attended some formal schooling and they know how to read.

Most (45%) of the respondents have been farming for 16 years and above as compared to 10% who have been farming for less than a year.

Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY (n)	PERCENTAGE (%)
A Sex		
Female	22	55
Male	18	45
TOTAL	40	100
B. Age bracket		
20	5	12.5
21-30	11	27.5
31-40	9	22.5
41 and above	15	37.5
TOTAL	40	100
C.Educational Attainment		
Elementary level	7	18.5
Elementary graduate	3	7.5
High school level	4	10
High school graduate	5	25
College level	5	12.5
College graduate	6	15
Vocational course	5	12.5
ToTAL	40	100
D. Years of farming		
Less than one year	4	10
2-5	10	25
6-10	8	20
16 and above	18	45
TOTAL	40	100

Awareness of the Respondents
on the Pesticide Posters

According to 90% of the respondents, they were not aware and read pesticides posters and 10% were not aware and did not read pesticide posters (Figure 3). Those who specified that they do not read posters recognized the pesticide posters as merely ads by pesticide manufacturing companies. This is one reason why they ignored and did not read the pesticide posters in their area.

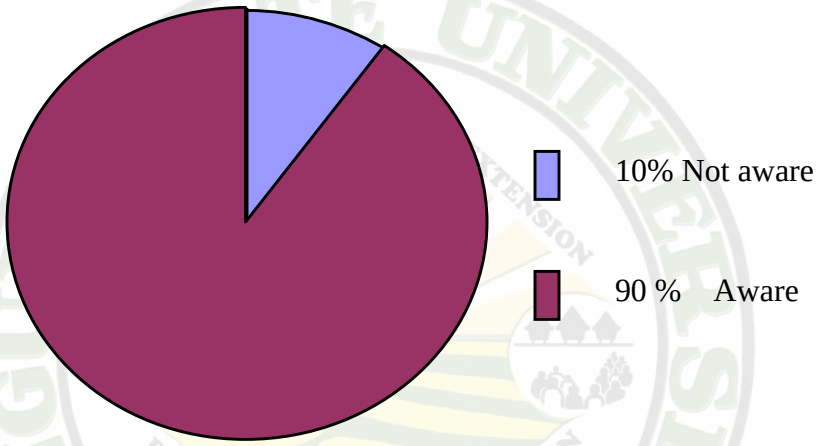

Figure 3. Awareness of Respondents on Pesticide Posters

Respondents' Attitude on
Information in Posters.

Out of the 90% respondents who read posters (Table 2), 61% agree with the information presented on pesticide posters. According to them, it is useful because it one of their sources of information for a specific use of a pesticide and it informs them about new brands of pesticides. The poster also informs the respondents about the right dosage of pesticide use for their farms.

Thirty -nine percent said they disagree because it does not contain information they want to know like how effective is the pesticide in controlling pests in vegetables.

It can also be noted that based on sex, more (85%) females agreed on the information presented in posters, while only 31.25% of the total male respondents agreed.

It implies that females are easily swayed by ads.

Table 2.Respondents' attitude on information in posters

RESPONDENTS	MALE		FEMALE		TOTAL	
	(F)	(%)	(F)	(%)	(F)	(%)
AGREE	5	69	11	31.15	16	100
DISAGREE	17	85	3	15	20	100
TOTAL	22	61	14	39	36	100

Understanding Pesticides Posters

Among the 36 respondents (Table 3), 52.7 % said that they do not re-read posters. They reasoned out that they prefer to ask other farmers about additional information for using pesticides. According to the respondents, most pesticide posters have limited information. With this, it does not give them interest to re- read.

Thirty-six percent of the respondents re-read information on posters because they were afraid of the misuse of pesticides. Sometimes they just want to clarify if they were using the right pesticide in treating plant diseases and pests in their garden.

The remaining 11.1 % of the respondents did not answer whether or not they re-read posters which they did not understand.

Table 3. Understanding pesticide posters

RESPONDENTS	RE-READ		DID NOT RE-READ		DID NOT ANSWER		TOTAL	
	(F)	(%)	(F)	(%)	(F)	(%)	(F)	(%)
FEMALE	1	40	11	55	1	5	20	100
MALE	6	31.25	8	50	3	8.75	16	100
TOTAL	13	36	19	52.2	4	11.1	36	100

Respondents' Other Information Sources

Table 4 result shows that 62.5% of the respondents consult company representatives. This is because company representatives are always going around the community promoting their pesticide products and they also share their knowledge on farming. Forty –five percent consult with other farmers, 42.5 % consult the agriculturist in their area, 15% ask agriculture students and 5% read further about certain pesticides.

Result shows that there are more (45%) female farmers who consult with company representatives who go around communities as compared to male farmers with only 25% who approach these company representatives. Thirty-eight percent of the male farmers are more comfortable to consult with other farmers, while there were only eight or 20% of female respondents who do so.

Studies also show that females are more expressive in terms of verbal communication as compared to some males who inhibit themselves from talking with other people (Bush,1997).

Table 4. Respondents other sources of information

SOURCES OF INFORMATION	FEMALE (F)	(%)	MALE (F)	(%)	TOTAL (F)	(%)
Company representatives	18	45	7	25	25	62.5
Other farmers	8	20	10	38	18	45
Agriculturists	10	25	7	25	17	42.5
Agriculture students	2	5	4	14.2	6	15

Respondents' Satisfaction on the Information Presented on Pesticide Posters.

Table 5 shows that out the 36 respondents, 80.5% said that they are not satisfied with the information presented in pesticide posters because oftentimes even when they follow what is written on the poster, it is not effective in eradicating pests in their gardens. In addition, posters lack information or details about a specific brand of pesticide and its uses.

Only 19.4% of the respondents said that they are satisfied because they are informed about pesticides that their fellow farmers are using. With regards to sex, 87.5% of the total male respondents and 75% of the total female population were not satisfied with the information they read in posters.

Table 5.Respondents'satisfaction on the information presented on pesticide posters

RESPONDENTS	SATISFIED		NOT SATISFIED		TOTAL	
	F	%	F	%	(F)	(%)
FEMALE	5	25	15	75	20	100
MALE	2	12.5	14	87.5	16	100
TOTAL	7	19.4	29	80.5	36	100

Respondents' Reasons for Reading Pesticide Posters

Table 6 shows that 58 % of 36 respondents, who read posters, indicated that they read posters to be informed about the content; 53% read the posters because of the attractive colors; 39% were drawn to read the poster because of the big letterings; and 17.4% read the pesticide posters because it was recommended by others farmers.

This indicates that farmers read posters for additional information. They are also attracted to the layout of the posters in terms of color, size, letterings, and graphics used in presenting information on posters.

In terms of sex, both male (56.25%) and female (60%) respondents were mostly interested to read posters because they wanted to know about the information that is in it.

It can also be noted that female respondents will most likely read a poster because of the poster's attractive color, size of text, and graphics.

According to Bouma (1990) as cited by Bush (2006), majority of females' brains are left hemisphere dependent, while most males' are right hemisphere dependent. In contrast, the right hemisphere sees the big picture or gestalt of situations. It allows us to see the forest, while the left hemisphere is responsible for the trees. Another example is

that if you are at a party, the left hemisphere will recognize red, silk fabric; the right hemisphere will see a party dress (Amen, 2006).

Studies on the left hemisphere of the brain explain why females recognize details as indicated by the results of the study.

Table 6. Respondents' reasons for reading pesticide poster

CHARACTERISTICS	FEMALE		MALE		TOTAL	
	(F)	(%)	(F)	(%)	(F)	(%)
Contents	12	60	9	56.25	21	58
Attractive	13	65	6	37.5	19	53
Big letterings	7	35	5	31.25	14	39
Size of poster is small	7	35	5	31.25	12	33
Attractive color/ graphics	8	40	2	12.5	10	28
Recommended by Farm technician	4	40	5	1.25	9	25
Recommended by other farmers	1	5	6	37.5	7	19

Multiple responses

Problems Encountered by the Respondents in Reading Pesticide Posters.

Table 7 shows the problems that respondents encountered when reading posters. Eighty- three percent of the respondents were not satisfied with information presented in the posters. According to them, the posters that they read in the past lacked information; 28% of the respondents said that the poster's size is small that is why information presented was limited; 22.2% complained that some posters had some font sizes that were

small, which made it difficult for them to read; and 11.1% said that posters cannot be read easily because of the light color of the text and font style used is not readable.

Table 7. Problems encountered by the respondents in reading pesticide posters

CHARACTERISTICS	FEMALE		MALE		TOTAL	
	(F)	(%)	(F)	(%)	(F)	(%)
Not have enough information	25	63	5	33.3	30	83
Size of poster is small	3	8.1	7	47	10	28
Small letterings	6	16.2	2	13.3	8	22.2
Not easily read	3	8.1	1	7	7	11.1

Multiple responses

SUMMARY, CONCLUSIONS AND RECOMMENDATION

Summary

This study was conducted in Barangay Madaymen, Kibungan, Benguet to determine the perception and attitudes of the respondents on pesticides posters, to determine the reasons for reading the posters; to determine the respondents satisfaction on information in posters; to enumerate problems encountered by the respondents in reading pesticide posters and to determine the differences in attitudes and perceptions of male and female farmers on posters.

Questionnaires were used to gather the needed information from the 40 respondents. The respondents were chosen using purposive sampling and data gathered was tabulated using descriptive tools such as frequency count, percentage and ranking. Seventy-five percent of the respondents agreed on the information presented on pesticide posters as one source of information for the specific use of pesticide.

However, some respondents complained that they are not satisfied with the information presented; some complained that the posters size is small that is why information is limited, where in some font sizes are too small and color text and font style is not compatible which makes it difficult to read. With this, respondents prefer to consult company representatives about other information written on posters. Most (52.5%) respondents read pesticide posters for additional information. They are also attracted to the layout of posters in terms of color, size, letterings and graphics.

Conclusions

Based on the findings of the study the following conclusions were derived:

1. The respondents have been farming for one or more years and most of them attended some formal schooling that enabled them to read the posters. Majority (90%) of the respondents read pesticide posters.
2. A pesticide poster is one of the sources of information regarding pesticide use.
3. Pesticide posters are useful to the respondents because it is one source of information for the specific use of pesticides, new brand of pesticides and the right dosage of pesticides.
4. Most respondents read pesticide posters because they were interested to know about pesticides usage. Most of the female respondents read pesticide posters because of the attractive color, pictures and big letterings, while most of the male farmers read posters for additional information.

Recommendations

1. Chemical companies should make their posters bigger to accommodate more information about the pesticide.
2. Continue to develop posters about pesticides based on the needs of the farmers.
3. Making posters should follow the tips of poster design and production.

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According to Allison (1990) as cited by Pioquinto (1998) there are, guides in making a poster:

a. Make the poster's text and illustration visible and legible from a distance of 5 meters and 16 feet.

b. Make illustration easy to understand and easy to perceive.

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QUESTIONNAIRE

Direction: Please put check on your corresponding answer on the blank provided, otherwise, supply the information needed.

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Profile:

Name: _____ Sex: M: _____ F: _____

Age:

_____20 years old
_____21 to 30 years old
_____31to 40 years old
_____41 years old and above

Educational attainment:

_____elementary: grade: _____
_____elementary graduate
_____ high school: year level: _____
_____ high school graduate
_____ college: level: _____ course: _____
_____ college graduate: course _____
_____ vocational course: _____

Years of vegetable farming:

_____less than one year
_____2 to 5 years
_____6 to 10 year
_____16 years and above

Do you use pesticide?

_____ Yes
_____ No

II. Vegetable Farmers Perceptions and Attitudes

1. Are you aware of pesticide poster in Madaymen?

_____Yes
_____No

2. Did you read the pesticide poster?

_____ Yes (Proceed to #3)
_____ No (Proceed to #4)

3. Do you agree with what is written in pesticide posters?

_____Yes, Why _____
_____No, Why _____

4. Do you re- read pesticide posters you did not understand?
_____yes, why_____
_____
._____no, why not? _____
_____

5. Whom do you consult about information presented in the poster?
_____company representatives
_____ agriculturist: who: _____
_____other farmers
_____ agriculture students
_____others (pls. specify):_____
_____
_____

6. Are you satisfied with the information presented in pesticide poster?
_____yes, why _____
_____
_____no, why not? _____
_____

7. What made you read the pesticide poster?
_____attractive color
_____size of the poster is large
_____big letterings
_____recommended by other farmers
_____recommended by farm technician
_____ informed about pesticide usage
_____others (pls. specify) _____
_____
_____
_____

8. What are the problems you encountered in reading pesticide poster?
_____not easily read
_____small letterings
_____not have enough information
_____size of poster is small
_____others (pls. specify) _____
_____
_____