



SDI Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_30078
Title of the Manuscript:	Comparative Analysis of the Determinants of Mass Media Usage by Urban and Rural Farmers in Kogi State, Nigeria
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Compulsory REVISION comments	Abstract needs to be improved by highlighting the key message and implications of this article. Besides, some word about data selection should be removed to methodology 1. Introduction should be improved by touching the scientific problem and indicating the scientific contribution of mass media usage. The mass media usage is vital for agro-information delivery, so is it important for rural or urban development or something else? This should be connected with the findings of other studies rather than only in the research area. “The problem therefore, is not that of availability of agricultural technologies but that of accessibility and effective use of available media sources for agricultural development in the study area. This means that the available media might not bring the expected change if they cannot be accessed by majority of the urban and rural farmers.” This totally false argument in my opinion. First, I do not understand the logic of media availability and technology availability. The problem for what, rural development? Then you may possible to state that, though I personally will not compare them at the same level. Media can promote technology extension but cannot replace the function of technology in rural or agricultural development. Second, what is the expected change media might bring with? Only info but no change can be expected, or? 2. Media channel usage Please integrate into introduction, so you can strengthen introduction section. 3. Methodology Functions should be rewritten in a proper style	



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	4. Results and discussion 4.1 “urban farmer” reads very strange to me. Could you please consider “peri-urban farmer” referred to relating literature. Could you please show a table of the differences in variables and some productive outputs such as yields or incomes between rural and peri-urban farmers? It might be very interesting. Also, you may then conclude that there are determinants of media usage, and the usage is divergent between rural and urban area resulting in different productive performance or economic benefits. Just one hint for you to consider ☺ 4.2 please link to more international references BTW, what is the full title of GSM? 5. Conclusion “The role of mass media usage in the dissemination of agricultural information among urban and rural farmers is certainly not in doubt.” Unfortunately your paper is not working on this, as no evidence or results are related to this statement, right? The scientific contribution should be further highlighted, such as the key determinant and findings in response to your research question and targeting problem.	
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		

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