

**EFFECTIVENESS OF SCHOOL-ON-THE-AIR (SOA) AS AN EXTENSION
TOOL FOR RICE, CORN AND VEGETABLE FARMERS
IN THE PROVINCE OF CAPIZ**

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ABSTRACT

Audie B. Belargo, Capiz State University Main Campus, Roxas City, April 2014. **"Effectiveness of School-on-the-Air (SOA) as an Extension Tool for Rice, Corn and Vegetable Farmers in the Province of Capiz."**

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The primary purpose of this study was to investigate the effectiveness of School-on-the-Air (SOA) as an extension tool for rice, corn and vegetable farmers in the province of Capiz.

Results showed great improvement in crop yield - from all lows on all SOA types prior to SOA to high for SOA-Rice and SOA-Corn and low but close to high for SOA-Vegetable after SOA. SOA implementation was found to be highly satisfactory while SOA effectiveness was rated as very highly effective. Percentage change on crop yield was very high for the experimental group and moderately high for the control group.

In terms of SOA effectiveness, significant differences were found between the experimental and the control group, while no significant differences were observed when classified according to personal and farm factors except

for farm location in the control group which exhibited a significant difference.

As to percentage change on crop yield, a significant difference was also obtained between the experimental and the control group.

SOA implementation was not significantly related to SOA effectiveness. However, SOA effectiveness significantly influenced percentage change on crop yield.

Recommendations forwarded were focused on addressing problems on reception and improving delivery on the part of SOA implementers. Group learning was suggested for the farmers. Lastly, future researchers should try to level-up SOA studies by including farm profitability.