COURSE CODE:	ARD 502
COURSE TITLE:	Rural Community Development and Social Change
NUMBER OF UNITS:	3 Units
COURSE DURATION:	Three hours per week

COURSE DETAILS:

Course Coordinator:	**Dr. O.A. Lawal-Adebowale,** *B.Sc., M.Sc., PhD*
Email:	**deboakals@yahoo.com**
Office Location:	**AERD, COLAMRUD**
Other Lecturers:	**Prof. Apantaku, S.O. & Dr. (Mrs.) Adamu, C.O.**

COURSE CONTENT:

Concepts of rurality, community, development, rural community development, social system, social/rural institutions, change and social change; approaches to development, development programmes in contemporary Nigeria, types of change, units of change, elements of change, determinants of rate of change, adoption concepts, innovations and innovation criteria, determinants of adoption rate.

COURSE REQUIREMENTS:

This is a compulsory course for all 500 level students of the Departments of Agricultural Economics and Farm Management, and Agricultural Extension and Rural Development. The Final year students in these Departments are thus expected to attend all lectures for the semester and take Continuous Assessment Tests and examination on the course. A minimum of 75% lecture attendance qualifies students for the final examination.

READING LIST:

1. Rural Sociology Guide: A Students' Guide to Sociology. http://www.sociologyguide.com/rural-sociology/index.php

2. Ekong, E. E., *Introduction to Rural Sociology. Dove publishers* 2003

3. Community Development: Rural Assistance Centre website: http://www.raconline.org/info_guides/communities.

LECTURE NOTES

Aim: This section aims at imparting the knowledge of rural concept and social change for development in the students. At the end of the lesson, the students are expected to have gained the knowledge and skills of developing intervening programmes that could bring about the transformation of the economies and social well being of the rural dwellers, using different social change and development approaches. They also must be able to establish the social units on which the change could be effected and indicators for measuring the change.

Rural Community and Development

Rurality: Any remotely located area characterised by low population density, large expanse of land with unkempt vegetative cover, agriculture as main occupation, poor infrastructures and affective feeling of rurality.

Community: This refers to certain area of definite geographic boundary with members of the area sharing common norms and values.

It also implies group of people with common interest though not necessarily residing within the same geographical boundary. e.g. community of commercial farmers or extension practitioners

Social system: This implies an environment of human society and the existing interactions among them for coexistence and functionality.

Development: This refers to provision of social amenities and rule of law that makes it possible for members of a social system to leave a quality life. It entails having enhanced economic and political gains.

Rural community development: This refers to provision of adequate and functional social amenities and enabling environment that would strengthen economic production of rural dwellers and have them leave a quality life

Approaches to community development: This refers to alternative options of effecting change or transformation of a community. This include self-help, community driven, government intervention and bilateral/NGOs intervention approaches.

Development programmes in contemporary approaches: This refers to development projects that have been undertaken in Nigerian communities. e.g. rural electrification, rural postal services and communication network development, rural road construction, educational and medicare establishment.

Social/Rural institutions: This entails the existing and entrenched human arrangement for the control and moderation of behaviours of members of a social system. The institutions include: family, Education, Religion, Economy and Government

Social change

Change: This refers to the occurrence of alteration in the social units of a social system. The alteration can be in the form of complete change, adjustment or modification of the units

Units of change: This encompasses the social activities readily engaged-in by members of a social system to make a living and moderation of their social behaviours and economic well being. This includes: demography of the system, education, government, economy, religion, culture, infrastructures etc.

Elements of change: This refers to essential factors that must be in place for change to really be effected in a social system. This include the social system or community (change target), change agency, cause or change programme, change strategy

Types of change: This refers to the form in which change may take place, and this could be planned, unplanned, complete/total, segmental, contact, and immanent

Sources or factors influencing change in a social system: This encompasses things that bring about change; this include inventions, discovery, diffusion, education, religion, government policy, urbanisation drive/technology, natural/physical forces

Steps in change: This refers to specific action to be taken in an attempt to effect change in a social system. This include diagnosis of the social system, consultation with community leaders/legitimiser, analysis of needs, development of cause of action, initiation of project advocators, identification and sourcing of needed resources, planning of action to be taken, action implementation, action evaluation

Determinants of rate of change: This refers to factors that influence the relative speed at which change may take place in a social system. This include characteristics of members, felt need, frequency of physical forces, resource-base, proximity/location, role of change agency/agents,

Innovation and Innovation Adoption

The following innovation and adoption concepts will be considered: diffusion, diffusion process, diffusion rate, adoption, adoption process, adoption rate, adoption period, adopters; category and innovation

Features of innovation: This refers to certain criteria that make an object an innovation. This includes the relative advantage, complexity, compatibility, trialbility, visibility and cost.

Adoption process: This refers to the mental stage one passes through for adoption of an innovation. These are awareness, interest, evaluation, trial, and adoption

Adoption decision process: This refers to specific course of action taken before the final decision to either adopt or not adopt an innovation. These are knowledge of the innovation, persuasions, decisions, implementation and confirmation.

Adopters' category: This refers to categorisation of adopters of innovation on the basis of the relative speed with which each one of them adopted innovation. The categories are innovators, early adopter, early majority, late majority and laggards

Determinants of (rate of) innovation adoption: This refers to factors that influence the relative speed at which a particular innovation is adopted. These are personal characteristics of adopters, features of the innovation, institutional factors, psychological factors, situational constraints, role of change agents, community drives.

Study questions

1a. In clear terms, distinguish between 'development' and 'change'

 b. For a change to take place in a social system, discuss the elements of change that must be in

    place

2a. Change in a social system can take different forms, with clear examples, indicate and explain

    the forms the change can take.

b. In an attempt to effect change in a social system discuss strategies that could be employed.

c. What determines the choice of a particular strategy?

3a. To bring about development of a community, what basic steps are essential to be taken.

b. What approaches would you employ to bring about the desired development of a community?

4a. When designing a technology for use by your clients, what factors would you consider

b. An assessment of innovation adopters showed that a number of them adopted a promoted
    innovation at different rates. What could have been responsible for this?

5a. In an attempt to bring about change in a social system, a strong resistance was encountered

    by you as a change agent. Relay the possible resistance option put up by members of the
    social system.

b. A look at two different communities showed a significant difference in the rate at which each

    of them had experienced change. What could have been the cause of the observed differences?