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# Participation or legitimisation? Assessment of quality of participation in farmer learning video production in central Uganda

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## ABSTRACT

**Purpose:** This study assessed the quality of participation in farmer learning video (FLV) production by

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### In this article

ABSTRACT

Introduction

Analytical  
frameworkMaterials and  
methods

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**Design/methodology/approach:** A qualitative case study research design was used through focus group discussions and interviews held with 5 key informants and 19 farmers involved in the production of 2 videos. We used the quality of participation analytical framework for analysis.

**Findings:** Actors in FLV production were largely selected basing on interests and expertise in carrying out assigned tasks. The extent of actor participation in FLV production varied. Video experts made major decisions on video content and allocation of tasks while field officers and farmers largely participated in the filming stage. The incorporation of farmers' interests was curtailed by their limited participation in planning for FLV production. Further, farmers and field officers perceived that inadequate communication between and among them limited their contributions to FLV production.

**Practical implications:** Choice of actors with the right expertise and providing opportunities for interactions of individual expertise to generate video content is essential. Further, effective communication among actors is important for enhancing actors' contributions and incorporation of their interests especially at the planning stage.

**Theoretical implications:** Participation of end-users in product development should not only focus on their participation but also on the quality of that participation.

**Originality/value:** Many developing countries have incorporated use of videos in agricultural development initiatives thereby necessitating the production of quality FLVs.

KEYWORDS: Participation, farmer learning videos, video production process, farmer-to-farmer, Uganda

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