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GLORIOUS VISION UNIVERSITY

A Publication of
GLORIOUS VISION UNIVERSITY
(FORMERLY SAMUEL ADEGBOYEGA UNIVERSITY)
OGWA, EDO STATE - NIGERIA

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1. Papers should bear the title, name of author, institution, postal details, email address and phone numbers on the paper's cover page.
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3. There should be 5-6 keywords immediately after the abstract.
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5. Text should be typed, using double line spacing throughout the paper, except for the abstract and all indentations, which should be single line spacing.
6. Text should not exceed eighteen (18) pages.
7. The reference pattern should be GVU referencing style.
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Contents

Communication Relationship between Physicians and Post-Partum Depressed Mothers in Select Public and Private Hospitals in Minna, Niger State, Nigeria

Omale Gloria Eneh[1] & Ezekiel S. Asemah, PhD[2]
[1 & 2] Department of Mass Communication
Glorious Vision University (formerly Samuel Adegboyega University)
Ogwa, Edo State, Nigeria
enehomale@gmail.com

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Abstract

The researchers investigated the communication relationship between physicians and mothers experiencing postpartum depression (PPD) in select public and private hospitals in Minna, Nigeria. It aimed to understand the communication strategies used by physicians, effectiveness of these strategies in aiding recovery and the challenges hindering effective communication. Anchored on the patient-centred care model, interviews and focus groups were the method adopted. Findings showed that empathy and informal interactions were used as mothers responded positively to physicians who addressed them with a smile, concern and active listening. Further findings revealed that effective communication leads to better outcomes. Participants felt that open-ended questions, patient involvement in treatment plans and emotional expression encouraged by physicians led to improved well-being. Also, cultural sensitivity, utilisation of interpreters and readily available information resources in hospitals were identified as crucial for addressing communication and cultural barriers. The researchers concluded that physician communication style significantly impacts PPD recovery and, therefore, recommended that healthcare institutions should create supportive environments and train professionals in cultural sensitivity.

Keywords: Postpartum Depression, Communication Strategies, Empathy, Counselling, Physician

Introduction

Pregnancy, childbirth and the postpartum period are transformative life experiences for women. However, these transitions can also be accompanied by significant mental health challenges, with up to one in five women experiencing perinatal depression (Mayberry, Horowitz & Declercq, 2007). To Field (2020), postpartum depression is a common and often underdiagnosed mental health condition that affects mothers worldwide, with detrimental effects on both maternal and infant well-being. It is a period characterised by a prolonged period of sadness, low mood and loss of interest or pleasure in activities following childbirth. PPD not only affects the well-being of mothers, but also has significant implications for the overall health and development of their infants.

It is important to state that extensive research has been carried out on postpartum depression from the medical, nursing and psychological point of view. These studies were basically centred on etiological factors as they relate to medicine, nursing and psychology, none of these researches are media studies or communication research related.

The subject of communication has not been adequately answered in previous research on postpartum depression. On the other hand, it is important to also re-emphasise that there is a difference between postpartum depression and postpartum psychosis. While postpartum psychosis requires the administration of specific drugs and treatment from a qualified physician or a psychologist as the case may be, PPD is not as intense as postpartum psychosis. If advise and counseling as suggested by Obajaja (2023) is one of the most potent tools in addressing PPD, then there is a need to pay attention to effective communication between healthcare providers, mothers, and support networks to play a crucial role in promoting maternal mental health and positive childbirth experiences. This is crucial in identifying and managing this condition, ensuring appropriate support and promoting positive maternal and infant health outcomes. It is from the counseling approach to the treatment of PPD as suggested by Obajaja (2023) that the subject of communication research comes in from a more professional angle in providing solutions to PPD. The result of which when harnessed with research from medical and psychological perspectives, will provide a multidisciplinary approach to handling the subject matter of postpartum depression which is an aspect of maternal mental health. This will in turn, make the United Nations SDG goal attainable, realistic and achievable. Otherwise, SDG goals 3, 5, 10 and 17 will remain a mirage in Africa and Nigeria in particular.

Objectives of the Study

The objectives of the study were to:

1. Find out the communication strategies used by physicians.
2. Ascertain the effectiveness of these strategies in aiding the recovery of postpartum depression.
3. Identify the challenges hindering effective communication between physicians and patient.

Review of Empirical Studies

Review of empirical studies in research according to Smith & Johnson (2018) involves systematically examining and analysing existing scientific studies conducted on a specific topic or research question. It aims to provide a comprehensive overview of the current state of knowledge, identify research gaps and highlight key findings and trends in the field. They further stated that a review of empirical studies helps to synthesise existing research findings and identify areas for further investigation. This section focuses on the review of previous studies on health communication about physician-patient communication. The essence is to situate how the methodologies, objectives and findings used in previous studies align or differ with this work. The study began this review by looking at Zhang, Li, Zhang, Le & Wu (2023). They conducted a systematic review to synthesise existing studies on physician empathy and its value to patient outcomes and doctor-patient communication. The systematic review consisted of studies published in

English peer-reviewed journals between January 2017 and October 2021. Following the PRISMA procedure, a total of 3055 articles were retrieved and 11 articles were retained. The thematic analysis revealed three emergent themes: physicians' empathic expressions; patient outcomes (patient functional status, patient safety and patient satisfaction); and empathy-enhancing doctor-patient communication. The study highlighted the different ways empathy may be expressed by physicians and its positive effects on patient outcomes and doctor-patient communication. It also suggested the under-researched areas that can be expanded in future communication interactions.

Both studies are similar in terms of physician-patient communication which is the central focus of this research but differ in approach. While the review adopted content analysis as a methodology, this research has a better advantage in terms of the validity of empirical data through the use of interviews and focus group discussion which involves qualitative research methods. Furthermore, the review was not hinged on any theoretical underpinning while this research was hinged on the patient centred care model. Furthermore, both studies differ in location. While the review was done in a developed nation, this research was carried out in Nigeria which falls under the third-world nations. Findings from this research will confirm if patients' expectation of physician communication would be the same feeling of empathy from physicians as ascertained from the findings from the review.

Earlier research conducted by Street, Makoul, Arora & Epstein (2009) examined the effect of physician communication on patient satisfaction and health outcomes in a primary care setting. The researchers utilised a survey-based approach to collect data from a large sample of patients. They found that effective communication, characterised by information exchange, shared decision-making and patient-centeredness was associated with higher patient satisfaction and improved health outcomes. The researchers highlighted the importance of physician-patient communication in enhancing patient experiences and clinical outcomes; although, the focus of the review may be subject to suggestions for further studies because that is not the central focus of this research. Both studies only share similarities in the fact that they both highlight the importance of physician-patient communication in enhancing patient experiences and clinical outcomes. Again, the theoretical framework of this research is no match for the review as their study was not founded on any theory. While the study was based on a quantitative research method, this study adopted a qualitative research approach which has a better standing by the virtue of combining interview and FGD in a single study.

Levinson *et al* (2010), they focused on the role of communication in patients' safety. The researchers conducted in-depth interviews with physicians and patients to explore the factors contributing to medical errors. They identified breakdowns in communication, such as unclear explanations, inadequate information exchange and lack of patient involvement as significant contributors to adverse events. The study emphasised the critical role of effective communication in preventing medical errors and improving patient safety. The review is a step further compared to this study in the sense that it assessed and identified certain breakdowns in communication between physician and patient. This study is only delving into that area 13 years after the reviewed study was carried out in a developed nation. This fact attests to some of the points highlighted in the introduction. The researchers had earlier pointed out that there is no specific communication research carried out on this subject matter in Nigeria, especially in Minna, Niger State as a whole thereby making this study of utmost significance. Notwithstanding, the theoretical framework and perfect blend of research methodology adopted in this work makes it better than the review in terms of quality aside from the fact that this work is superior to the review when we talk of recency. This is because research that is up to 13 years demands an upgrade to fit into the current trends of innovation and research.

Dennis & Dowswell (2013) examined the psychosocial and psychological interventions for preventing postpartum depression in women. Findings from the study revealed that communication within the family unit also influences the management of postpartum depression. The researchers found that open and supportive communication between partners, family members and the affected mother facilitated a greater understanding of her condition and increased the likelihood of seeking help and adhering to treatment plans. The researchers concluded that effective communication is crucial for the successful management of postpartum depression. They recommended that healthcare providers should prioritise empathetic and non-judgmental communication with postpartum women, while also promoting open and supportive communication within the family unit. By fostering these communication practices, healthcare professionals can enhance treatment engagement and outcomes for women with postpartum depression. The review was from a psychological approach while this study was from a communication research perspective. Therefore, both studies differ in methodology as they were carried out in separate fields of study. They both share similarities as both are interested in post-partum depressed women and how suitable interventions can help cushion the effect

Avneet *et al* (2022) conducted a community-based cross-sectional study to assess the prevalence of postpartum depression. The review aimed to identify the incidence of depression in the post-partum period and explore the underlying etiological factors responsible for the same. The method adopted was a cross-sectional study conducted on 250 post-natal mothers covered under UHTC, Tripuri, Patiala. The data collection was done through a one-on-one interview technique with a mental evaluation done by the Edinburgh Postnatal Depression Scale instrument. The results from the cases sampled were classified either as normal or presence of psychiatric morbidity. Psychiatry referral was provided to those requiring it. The association of postpartum depression with various socio-demographic and medical correlates was then sought through statistical analysis. Results showed that post-partum depression was observed in 82 out of 250 females (32.8%). On univariable analysis family income, illiteracy, history of depression, cesarean section and death in family were significantly associated with post-partum depression. On multivariable analysis, poverty, female gender of the baby, domestic violence was observed as true predictors of depression in the post-partum period.

Both studies have certain differences; while the review was medical-based research, this study was mainly mass communication research. Also, the review was aimed to identify the incidence of depression in the post-partum period and explore the underlying etiological factors responsible for PPD. This study was not centred on etiological factors (medical and psychological) rather it was based on physician-patient communication. The methodology adopted was quite different.

In a study conducted by Street (2013) on how clinician-patient communication contributes to health improvement, his objective focused on understanding the role of clinician-patient communication in improving health outcomes. The author employed a theoretical approach to examine the link between clinician-patient communication and health improvement. He utilised existing literature and synthesises various studies and theoretical frameworks to develop a conceptual model of communication processes that influence health outcomes.

To be classified as findings from the study was a model he proposed; a model that elucidates the pathways through which clinician-patient communication can contribute to health improvement. The model incorporates several key components, including patient-centered communication, information exchange and shared decision-making. The author emphasises the importance of effective communication in fostering patient engagement, understanding and adherence to treatment plans, thereby leading to improved health outcomes.

In terms of the theory adopted, the article does not explicitly mention a specific theory used. However, it draws on multiple theoretical frameworks to support the proposed model. These frameworks include patient-centered care, social cognitive theory, and the trans-theoretical model of behavioural change. By incorporating these theories, the author aimed to provide a comprehensive understanding of the relationship between communication and health improvement.

His work provided valuable insights into the significance of clinician-patient communication in promoting better health outcomes. The conceptual model presented in the study serves as a foundation for understanding the complex interplay between communication processes and patient well-being. The findings highlight the importance of patient-centered communication approaches and shared decision-making in healthcare settings, emphasising their potential impact on improving patient outcomes. Both studies are similar in terms of the patient-centred care theoretical frameworks adopted.

Levinson *et al* (2010) conducted a study on developing physician communication skills for patient-centered care. The objective was to explore the importance of developing effective physician communication skills in providing patient-centered care. The study aimed to highlight the significance of communication skills training and identifies strategies for improving physician-patient interactions and was grounded in the framework of patient-centered care, which emphasises the active involvement of patients in their healthcare decisions and the importance of understanding patients' values, preferences and needs. The authors argue that effective communication is essential for achieving patient-centered care and enhancing patient outcomes. The method adopted was a literature review to synthesise existing research on physician communication skills and patient-centered care. They analysed various studies, including randomied controlled trials, observational studies and systematic reviews, to identify common themes and effective strategies for improving communication skills. Their findings showed that effective physician communication skills positively impact patient outcomes, satisfaction, adherence to treatment, and health outcomes. The findings emphasised the importance of physician communication skills in delivering patient-centred care. It highlights the need for training programmes and systemic changes to promote effective communication in healthcare settings, ultimately improving patient outcomes and satisfaction.

Theoretical Framework

The study was anchored on the patient-centred care model which was propounded by Stewart *et al* (1995). The model emphasises the importance of understanding the patient's unique perspective, values and preferences. It focuses on building a therapeutic alliance, promoting patient involvement and addressing the patient's physical, emotional and social needs. The key principles of the theory are Biopsychosocial perspective, patient as a person, sharing power and responsibility, and therapeutic alliance that helps in building a trusting and empathetic relationship between healthcare providers and patients. Application of the core tenets of patient-centered communication theory in this study allows physicians to build rapport, trust and shared understanding with postpartum patients to collaborate on care plans that work optimally for each individual. This approach enhances satisfaction, information exchange and ultimately outcomes.

Methodology

This study is qualitative research that involves the exploration and understanding of complex phenomena through methods that emphasise context, subjective interpretation and rich descriptions. Focus group discussions and interviews were adopted. The population for FGD in this research is 196. This comprised woman with post-partum depression who were registered and had undergone consultations with their physicians in the four hospitals selected for the study in Minna, Niger State. The hospitals were Jummai Babangida Maternal and Neonatal Hospital and General Hospital M.I Wushishi Minna which are government-owned facilities, then Blossom Specialist Hospital and Ibrahim Badamasi Babangida Specialist Hospital which are privately-owned hospitals in Minna. The population from Jummai Babangida Maternal and Neonatal Hospital was 120, General Hospital M.I Wushishi Minna was 32, Blossom Specialist Hospital was 15 and Ibrahim Badamasi Babangida Specialist Hospital 29, making a total population of 196 women with PPD that were duly registered at the various hospitals and had undergone consultations with their physician. The choice of sampling women with PPD who were registered and had gone through consultations with their doctors is that they will assist the researcher in attaining the set objectives for the study. This is because they will be in a better position to talk about their experiences with their healthcare professionals during their health crisis. Furthermore, information obtained from them will help the researcher to assess if the communication strategy adopted by doctors and midwives in Minna was effective or not.

Furthermore, the population for an interview is made up of physicians and midwives in the four hospitals selected for the study. The choice of midwives arises from the fact that they focus on providing care and support to women with low-risk pregnancies, emphasising holistic woman-centred care and aiming to facilitate natural childbirth whenever possible. Midwives generally have a more hands-on approach to emotional and psychological support before, during and after childbirth. In addition, the reason behind the adoption of physicians in this study is that they are qualified to perform medical interventions such as cesarean sections, assisted deliveries, and other medical procedures and consultancies in case complications arise during pregnancy, labour or childbirth. In a nutshell, both midwives and physicians play distinct roles in providing medical care for women during pregnancy, childbirth and the postpartum period.

The population of these healthcare professionals interviewed in each of the four hospitals selected for the study both public and private hospitals are 2 from Jummai Babangida Maternal and Neonatal Hospital, 2 from General Hospital M.I Wushishi, 2 from Blossom Specialist Hospital and 2 from Ibrahim Badamasi Babangida Specialist Hospital respectively making a total population of 8 doctors and midwives that were interviewed.

Data Presentation, Analysis and Discussion of Findings

In this study, Yin's (1984) thematic analysis was used to analyse qualitative data from FGD and interviews. The thematic analysis involves identifying and analysing themes or patterns within qualitative data.

What is the Nature of the Relationship that exists between Midwives and Depressed Mothers in Select Hospitals in Minna?

The nature of the communication relationship between physicians and patients in this study refers to how healthcare professionals and patients interact, share information and engage in discussions during medical encounters. This communication is a crucial aspect of healthcare, as it plays a significant role in determining the quality of care, patient satisfaction and health outcomes.

Data from the discussion session revealed that women with PPD in Minna, Niger State Nigeria experienced a range of relationships with physicians and midwives. For instance, some perceived the nature of communication to be more language and culture-sensitive. Physicians take into account patients' language preferences and cultural backgrounds to ensure that information is understood and respect for patient's dialect, culture and religion is maintained when communicating with them. This singular step by healthcare givers made a difference in their communication relationship with PPD mothers in Minna as most of the participants in the FGD did not have formal education and could not speak English language, only a few could speak English fluently.

Further findings from discussions with post-partum depressed mothers revealed that the nature of communication adopted by physicians was more of a patient-centred approach than a physician-centred approach. This is in line with the major theoretical standpoint of this study which is the patient-centred care model propounded by Stewart *et al* (1995). The model emphasises the importance of understanding the patient's unique perspective, values and preferences. It focuses on building a therapeutic alliance, promoting patient involvement and addressing the patient's physical, emotional and social needs. Also, participants admitted that physicians addressed not only their physical aspects but also the psychological, social and cultural dimensions of patients' lives. This point raised by participants is referred to as the biopsychosocial perspective of the patient-centred approach which is one of the strengths of the theory adopted for the study.

Furthermore, participants mentioned that they were at the centre of decision-making, taking into account their preferences and values especially cultural and religious values which made them more at home and ease with physicians/midwives. Information from participants revealed that physicians/midwives were more empathetic and understanding, leading to a more positive relationship, while very few of the post-partum depressed mothers felt distant or misunderstood due to differences in communication styles. More findings indicated that the nature of the relationship between midwives and post-partum depressed mothers ranged from supportive and trusting to distant and transactional. A positive relationship emerged when midwives demonstrated understanding, empathy and respect for the mothers' emotional experiences.

Furthermore, participants affirmed that they noticed more openness between the physician and patient. This made patients feel comfortable sharing their concerns and asking questions, while physicians were transparent and empathetic in their responses. Other points raised by participants were empathy and emotional support which is regarded as compassionate communication. This point is recurrent in their comments regarding the communication relationship between them (women with PPD) and physicians/midwives. On the other hand, most of the physicians and midwives interviewed think that the nature of the relationship that existed between them and post-partum depressed mothers was generally cordial. Here is one of the responses from physicians:

> The relationship I establish with women suffering from post-partum depression is one of trust, support, and collaboration. It is essential for them to feel safe expressing their emotions and concerns. The level of effectiveness of communication varies depending on the individual's comfort level and progress. Overall, I believe that the open and empathetic communication approach I employ contributes significantly to fostering a positive therapeutic relationship and supporting their recovery.

What is the Level of Effectiveness of the Communication Patterns adopted by Midwives in handling Post-Partum Depressed Mothers in Select Hospitals in Minna?

This question sought to find out if the method or pattern of communication adopted by physicians in Minna was effective or not. Findings from interactions with women with PPD showed that they perceived the effectiveness of communication patterns adopted by midwives differently from physicians. Effective communication, such as active listening and validation of their feelings, led to better outcomes in terms of understanding and addressing their concerns. On the other hand, ineffective communication led to frustration and exacerbation of their depressed state. Not up to five persons out of the total population of women who participated in FGD rated the communication relationship as ineffective.

They attested that communication with their physicians was helpful to them, as it gave them so much relief, and it helped them to have a better understanding of their health condition and how to come out of depression. In other words, they came to the hospital full of the heaviness of heart and depression but left with so much relief as a result of finding someone who they could talk to and that have an understanding of what they were going through as women like them. In assessing the level of effectiveness of the communication adopted by physicians and midwives, further findings from focus group discussions with the majority of the post-partum depressed mothers revealed that:

> The pattern of communication adopted by midwives and physicians was very effective to a very large extent. They further stated that they got some form of relief from their interactions with midwives/physicians. This is because they felt that until they came to the hospital for consultation and diagnosis, they never knew anyone could understand what and how they felt. Some noted that their best moments were times when they visited the hospital because midwives and doctors seemed to understand and communicate with them better and more than their spouses, friends, and relatives around them who have no idea of how they feel or going through hence they were able to get relief from interactions with midwives and physicians.

This finding is in line with Abdulbaqi *et al*'s (2023) assertion that the perception of patients about the communicative attitude of healthcare givers, especially nurses, determine, in no small measure, the effectiveness of healthcare-seeking and delivery interactions. Attainment of the Sustainable Development Goal (SDG) three: 'good health and well-being' for all, will 'depend on clear, concise and accurate communication of observations, assessments, process, data and instructions' (Riley, 2017, p. vii) all of which are within the job description of nurses. Ethically, nurses are expected to exhibit positive attitudes such as empathy, deep respect for patients, encouragement, attention to detail, a sense of humour, giving patients ample time, using kind and courteous words such as 'please' and 'thank you,' as well as being frank and honest when communicating (Afriyie, 2020) to enthrone meaningful nurse-patient relationship.

More findings from the study showed that midwives/physicians who engaged in empathetic and supportive communication most likely contributed positively to the emotional well-being and recovery of post-partum depressed mothers. Conversely, communication that lacks sensitivity or fails to address the mothers' emotional needs could hinder their progress and process of recovery from depression.

Furthermore, a study by Street *et al* (2009) found that several factors support effective communication. One of which is a crucial facilitator in the establishment of trust and rapport between physicians and patients. When patients perceive their physicians as trustworthy and caring, they are more likely to communicate openly and honestly, leading to better health outcomes.

Participants corroborated the above statement by Street (2009) that the nature of communication patterns adopted by health professionals in interacting with them indeed helped in establishing trust and rapport with physicians/midwives. The result of this made them communicate openly and honestly despite religious and cultural differences which helped in no small way to hasten their healing process from post-partum depression. This finding aligned with earlier research conducted by Street, Makoul, Arora & Epstein (2009), in their study, they examined the effect of physician communication on patient satisfaction and health outcomes in a primary care setting. Their findings amongst others showed that effective communication, characterided by information exchange, shared decision-making, and patient-centeredness was associated with higher patient satisfaction and improved health outcomes. Thus, participants rated the communication adopted by physicians as effective because it led to better outcomes for their health condition compared to when they first visited the hospital for consultations.

Findings from this research are in line with findings from research carried out by Letourneau *et al* (2019). They examined the impact of a nurse-led intervention program on women with postpartum depression. Although their study is not communication research in nature, it was a randomised clinical trial that was aimed at checking the effect of nurse-led home visits vs. usual care on reducing postpartum depression among high-risk women. Hence the methodologies differ from this research which is communication research based. The similarity lies in the fact that the nurse-led intervention programme on women with post-partum depression can be likened to midwives' and physician's intervention with post-partum depressed mothers. Both studies have the interest of post-partum depressed mothers in mind. They both sought to find out if the method of intervention given to women with PPD would help salvage their health condition. The researchers found that:

> Effective communication, characterised by active listening, empathy and non-judgemental attitudes, improved treatment engagement and outcomes for women with PPD through supportive and compassionate communication, healthcare providers were able to establish trusting relationships, address concerns and provide appropriate interventions tailored to the individual needs of each woman.

Although their study was carried out about 13 years ago which demanded an upgrade to fit into the current trends of innovation and research this study intends to bridge the gap. Fortunately, their findings of 13 years ago are not far-fetched from what post-partum depressed mothers of today felt from their communication with doctors at the different health facilities in Minna. Therefore, the researchers conclude that physicians' communication with patients will yield the desired result in patients' recovery process if such communication is combined with empathy, support and compassion. Therefore, the communication relationship between physicians/midwives is said to be effective since they adopted these elements in their communication and the patients involved attested to this fact and how effective they perceived the communication relationship between them and their physicians.

What are the Factors that militate against the Communication Relationship between Midwives and Post-Partum Depressed Mothers in Select Hospitals in Minna?

Data from FGD with women with PPD showed that very few physicians/midwives in Minna possess adequate professional communication skills to communicate effectively with mothers who are experiencing post-partum depression. Apart from the few lessons on communication they were taught while in school, they lacked professional communication skills. This resulted in miscommunication, misunderstandings and a lack of support from healthcare professionals, hence very few of the depressed mothers felt very disappointed.

Furthermore, societal stigma around mental health issues, including post-partum depression, affected the willingness of women with PPD to engage in open and honest communication with physicians in some cases. Also, cultural practices and beliefs of the Nupes and Gbagyi's further inhibited discussions about maternal mental health. This is in line with what O'Hair, Wiemann & Wiemann (2017) suggested that:

> Understanding cultural differences is crucial to avoid misunderstandings, misinterpretations and conflicts in intercultural communication. It is essential to be mindful of cultural variations in verbal and non-verbal cues, personal space and directness of communication.

This implies that physicians should be mindful of cultural differences and do everything to ensure hitch-free communication with postpartum depressed women. To confirm the assertion of these women, some midwives attested to the fact that they (midwives) often have busy schedules and limited time to interact with patients as this leads to rushed interactions and inadequate opportunities for meaningful communication, making it challenging to address complex issues like post-partum depression. This singular statement confirmed Street *et al*'s (2009) assertion that:

> One major barrier to effective physician-patient communication is time constraints. Physicians often face limited appointment times, leading to rushed interactions and less opportunity for in-depth communication. This constraint hampers the establishment of rapport and the exploration of patient concerns and preferences.

Furthermore, language differences between midwives and post-partum mothers especially in multicultural settings like Minna, hindered effective communication. Misunderstandings arose due to language barriers, thereby affecting the quality of health care provided. Moreover, some mothers felt insecure and embarrassed when family members were involved in their treatment plan especially when they had to stand as interpreters between them and their physician. This is because they felt that if healthcare settings lack privacy, it means that their conversations with midwives are no longer confidential, they therefore felt hesitant to openly discuss their emotional well-being to their physician/midwives. This validates Street *et al*'s (2009) position that:

> When patients perceive their physicians as trustworthy and caring, they are more likely to communicate openly and honestly, leading to better health outcomes.

This implies that, if mothers perceive their physicians as untrustworthy, they may not be willing to openly and honestly communicate their feelings to them. This equally indicates that hierarchical dynamics in healthcare settings can affect communication because mothers feel uncomfortable sharing their feelings especially when they perceive their physicians as authoritative figures or if they fear judgement.

In a nutshell, from the perspective of postpartum depressed mothers, various factors impact the communication relationship with midwives. These might include time constraints, workload, lack of training on mental health communication in dealing with mental health issues, cultural practices, beliefs and stigma surrounding postpartum depression, insufficient resources for addressing mental health issues effectively and personal biases. Such factors hindered effective communication relationships with physicians/midwives.

Conclusion

In conclusion, the study sheds light on the complex communication dynamics between physicians and post-partum depressed mothers in selected public and private hospitals in Minna, Niger State. The findings emphasised the importance of effective communication in promoting the well-being and recovery of mothers experiencing post-partum depression. Furthermore, the study underscores the need for improved training, awareness and resources to overcome barriers and facilitate more supportive and empathetic communication practices within the healthcare setting. The researchers concluded that addressing these communication challenges have the potential to enhance the overall quality of care provided to post-partum depressed mothers and improve their mental health outcomes**.**

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Level of Effectiveness of *Women Voices for Peace* Radio Programme in the Niger Delta

Flora I. Bossey, PhD[1]: Comfort E. Obaje, PhD[2] & Ezekiel S. Asemah, PhD[3]

[1,2] Department of Mass Communication
University of Benin, Edo State, Nigeria
florabee2001@yahoo.com

[3] Department of Mass Communication
Glorious Vision University (Formerly Samuel Adegboyega University)
Ogwa, Edo State, Nigeria

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Abstract

The research was carried out to determine the level of effectiveness of *Women Voices for Peace* radio programme in the Niger Delta. Survey research approach was used, while questionnaire was used as the instrument of data collection. The researchers focused on Benin City, Warri and Port Harcourt, using purposive sampling technique. A manageable sample of 400 respondents was chosen as a representative sample. The findings showed that the respondents were exposed to *Women Voices for Peace* and the extent of exposure was very high. The findings also showed that radio is the best medium for promoting peace building. It was also found that community radio can, through peace journalism, bring about peaceful coexistence in a society and that radio programme is effective in peace building in the Niger Delta. Based on the findings, it was concluded that *Women Voices for Peace* is significantly effective in the communication of message of peaceful coexistence within the Niger Delta region. Thus, it was recommended among others that peacebuilders should continue to utilise more radio programmes to advocate for peacebuilding in conflict-prone regions in Nigeria and that more time should be allotted to programmes such as *Women Voices of Peace* as well as peacebuilding programmes that focus on other demographics such as youth and men. This will help to deepen the knowledge of all residents within the Niger Delta and other conflict-prone areas.

Keywords: Peacebuilding, Niger- Delta, Programmes, Radio, Media

Introduction

Over time, radio has become widely recognised for its capacity to reach large audiences. Radio is also widely used and prevalent in Nigeria (Bello & Bappayo, 2020). Radio is a strategic choice due to its wide appeal, especially among rural residents. Radio is the ninth track in conflict management (Jimoh, 2014). During their discussion, they emphasised the importance of involving radio and other forms of media in peace processes. They recognised that by doing so, they could influence how the media perceives, portrays and supports the efforts of peacebuilders. In order to establish a thriving nation, it is imperative to prioritise the fundamental values of peace, justice and fairness. The United Nations acknowledged this fact while formulating the sustainable development goals.

According to Denskus (2019), the importance of media development in building trust has increased over time. As the landscape of media continues to evolve, including the rise of social media, there is a growing potential for it to contribute to peacebuilding efforts alongside traditional forms of media such as radio, television and newspapers. The lack of peace can derail the previous development achievements of any region, making peace a necessary requirement for sustained development. Efforts to create the ideal environment for development are essential in establishing sustainable peace. The individuals themselves pose the true threat to peace. It is important for these parties to adopt a peaceful approach to resolving conflicts. Radio plays a crucial role in promoting this transformative mind-set by broadcasting programmes that encourage peaceful cooperation and the resolution of disputed claims. The purpose of utilising radio programmes in peacebuilding is to leverage the media's support for a peace process and its objectives. The *Women Voices for Peace* radio programme, initiated by the West Africa Network for Peacebuilding (WANEP), seeks to transform the way listeners perceive peace in the targeted region. The area's violent conflict can be attributed to psychological factors such as people's grievances, feelings of unfairness and negative emotions. Additionally, social factors like the relationship with the government and oil firms also contribute to the conflict. The radio possesses the ability to influence social and psychological factors by disseminating messages that promote institutional development and a change in attitude. This study, therefore, seeks to examine the level of effectiveness the radio programme *Women Voices for Peace* has on the Niger Delta in the area of bringing about peace in the region.

Statement of the Problem

According to Mwangi (2017), the media play a crucial role in providing a platform for communities to engage in discussions and address local concerns. This allows them to find solutions to conflicts and promote peaceful coexistence. The mass media plays a crucial role in our society by amplifying the voices of marginalised individuals and communities. According to Aririguzoh (2008), the media, specifically radio, plays a significant role in promoting ideas and values that can be beneficial to society. Media messages have been proven to have a significant impact on our behaviours, both positively and negatively. As a result, they can influence certain aspects of our behaviour.

Nigeria is a diverse society with multiple ethnic groups, some of which feel marginalised, underestimated or excluded from participating in national affairs. Other individuals have expressed their grievances for various reasons, including the detrimental impact of oil exploration operations on their traditional livelihoods. Communities in the Niger Delta are specifically protesting against the extraction of crude oil from their soils, which is valued at billions of naira. They express their sorrow over the fact that their regions are the least developed in the nation. They also mention that the fields and means of subsistence in their areas have been severely affected by the unintended consequences of oil drilling and spills. Their people have become even poorer than they were before. There has been ongoing conflict in the Niger Delta region, as stated by Aririguzoh in 2008.

Genuine progress is hindered in a society when there is disagreement. This study focuses on the intentional use of radio, particularly the West Africa Network for Peacebuilding's radio broadcast, to promote and sustain peace in Nigeria's Niger Delta region. Researchers in the field of media and peacebuilding, such as Johan, Asemah & Mohammed, have conducted studies on how the media can enhance its traditional roles in promoting peace. They propose incorporating messages about peace into news articles, analyses and programming as a means of achieving this goal. In their study, Akpan, Ering, & Olofu-Adeoye (2013) found that the media plays a significant role in exacerbating tensions and hindering the reconciliation process in conflict-prone societies, including Nigeria. They conducted desk research and interviews to arrive at this conclusion. The emergence of a desire for peace media in conflict reporting is a direct result of the media's and practitioners' inability to uphold the ideal standards of media ethics in their profession. The ambition to integrate the media into the nation's efforts to promote peace arises from a pressing necessity.

Other scholars in the field of media and peacebuilding, particularly Aririguzoh & Udoakah, have conducted extensive research on the role of the media in promoting peace in conflict-prone areas of Nigeria, such as the Niger Delta. There is limited information available regarding *Women Voices for Peace* and its specific impact on regional peace promotion efforts. The research was driven by the need to determine the effectiveness of *Women Voices for Peace* on peacebuilding in the Niger Delta.

Objectives of the Study

The objectives of the study were to:-

1. Determine the extent of exposure to *Women Voices for Peace* radio programmes among select residents of Niger Delta.
2. Determine the level of effectiveness of *Women Voices for Peace* radio programmes

Hypotheses

HO_1: The effectiveness of *Women Voices for Peace* will influence peacebuilding in the Niger Delta.

Theoretical Framework

Agenda Setting Theory

Max McCombs & Donald Shaw created the notion of agenda shaping in 1972 as a media influence hypothesis. According to the thesis, the media have the ability to influence public opinion. This idea contends that news has a significant influence on how political realities are shaped. According to Asemah & Amah (2021), agenda setting theory contends that the news media has a powerful sway on the public, influencing not just which stories are considered noteworthy, but also how much importance and space they are given. The agenda-setting hypothesis developed by McCombs & Shaw contends that the media shapes and determines the subjects that are deemed significant in addition to reflecting a candidate's opinions during a campaign. In the end, this may decide what matters to the audience. Anaeto, Onabajo & Osifeso (2012) put up a notion in their research that implies a clear and positive correlation between media coverage and the degree of quiet that the public has around a certain issue. When an issue is given a status, people evaluate its importance and set priorities for it. The public's views are greatly influenced and shaped by the importance radio assigns to a certain subject. The standing that the media gives a certain topic tells you a lot about it. It has the ability to either bring attention to it or quiet it.

Understanding Peace Journalism

Norwegian sociologist Johan Galtung introduced the concept of peace journalism as a framework for reporters to avoid favouring violence when covering war and conflict. The primary objective of peacebuilding is to prevent the initiation of violent conflicts or to transform violent disputes into sustainable peaceful resolutions. The concept of "peace journalism" emerges when the media is utilised to advocate for peace. According to Daramola (2003), the main duty of a journalist in a typical media organisation is to report on newsworthy events by creating, editing, and publishing articles in a newspaper or magazine. Peace journalism is an active approach that promotes positive changes in how society thinks, feels and behaves. According to Lynch & McGoldrick (2007), peace journalism is a process in which editors and reporters make decisions about what should be published and how it should be conveyed. This opportunity allows society to contemplate and adopt a nonviolent approach to resolving conflicts.

Peace journalism is an approach and methodology in journalism that involves selecting and presenting content to the public in a way that aims to have a specific impact on the media. Peace journalism is a form of media that focuses on informing the public and prioritises promoting peace. It involves the development of specific strategies to achieve this goal.

Radio as a Tool for Peacebuilding

According to research, radio is the most widely used, reliable and efficient mass media for disseminating the knowledge required to include people in peace processes and promote their active involvement. There are many different ways to participate, including exchanging expertise, working on community projects or just bringing attention to a certain issue. Radio is a very powerful mass media that is used to disseminate information, impart knowledge and provide amusement, claims Asemah (2011). He notes thus:

> Radio functions effectively in both industrialised and underdeveloped nations. By disseminating knowledge to a larger audience, it effectively saves time, energy, money and labour. A radio is a small and affordable toy that is readily available. Even individuals with limited financial means can afford small and convenient transistors. Thanks to a tiny transistor, the message can be transmitted anywhere. It requires minimal maintenance and as the production increases, more resources can be utilised to reduce the cost. Radio has the ability to reach millions of people simultaneously, allowing them to listen to its broadcasts. Radio is incredibly accessible and can be found in a variety of locations, such as study rooms, kitchens, fields and schools.

Discussions over the media's function as a watchdog and its status as the fourth estate of society have persisted. In the media, there are clearly defined jobs and responsibilities as well as less defined tasks that are nevertheless required of them.

McQuail (2010) asserts that the mainstream media has authority, control and sway on the public that they consume. He implies that those who work in the media are people who approach their employment with their own beliefs, values and autonomous thought processes. The function of the media in times of war is still a hotly contested issue.

The roles that radio and mass media play are comparable. Radio is used for several purposes, such as mobilisation, teaching, information sharing, entertainment and monitoring. A review of media technological developments must be included in the conversation on radio coverage during conflicts. The barriers to information exchange are progressively disappearing as new developments in communication technology arise. The idea that we live in a global community suggests that viewers may now obtain news and programming that highlight current events. These pictures could educate viewers everywhere, but they might also unintentionally fuel further bloodshed in other regions of the globe. This may happen if the photographer—a journalist—did not have the time or patience to get the whole story or neglected to think through the possible ramifications of disseminating these kinds of news reports (Aja, Chukwu, Nwakpu, Ezema & Taiwo, 2022).

When it comes to educating the public about combat and the aftermath of it, the media may be a useful tool. However, the financial constraints that media companies confront often erode this potential. Media events may be very helpful in resolving conflicts because they build confidence, facilitate talks and create an environment that is conducive to fruitful dialogue. Furthermore, media events have the ability to efficiently encourage and galvanise popular support for peace accords. Press conferences, concerts, radio shows and other related events are examples of the diverse range of activities that are included in media events. These occasions are meant to commemorate and advance peace accords reached during times of violence (Vladimir & Schirch, 2007).

It is evident that effective techniques for resolving conflicts and promoting peace are seldom covered by the media. Unfortunately, the priority of some news criteria over others also contributes to these trends, which is why foreign media reporting is becoming more and more dominant. International media usually has little interest in or sees little value in reporting these news events when tension is rising, but violence has not yet broken out. The media's impact on violent confrontations nowadays, both before and after the fight, is either non-existent or detrimental. Because internal disagreements during these times normally do not gain substantial public attention, the impact is usually insignificant. The detrimental effects of the global media are directly associated with their propensity to give prominence to dramatic occurrences and their increasing emphasis on news reporting in the entertainment genre (Wolfsfeld, 1997). The media must give priority to channels that are most financially rewarding since their primary motivation is profit. It is clear that the media may influence a conflict's development in a favourable or bad way.

These forms' engrossing aural presentations have the power to stick in listeners' memories. The invention of transportable, reasonably priced FM transmitting stations is a result of ICT progress. Furthermore, digital radio systems using cellular or satellite technology are being deployed in several global locations (Asemah, 2013). Binemwa (2020) asserts that the media's involvement in intensifying hostilities is more noteworthy and well-known than its less well-known function in promoting peace. The author looked at how the media may help put an end to the violence in South Sudan in light of its recent resurgence. The strategic strategy of media utilisation is used to attain enduring peace. Since its founding, the United Nations has placed a high priority on peace. In addition to functioning as a watchdog and a source of information, the media also plays the role of a peace activist, mobilising people towards peace and promoting peace (a function known as peace advocacy). Conflicts may be both intensified and resolved by the media. They may help in decision-making by offering information. Reconstructing narratives allows them to find the underlying reasons of disputes, identify the parties involved and consider possible solutions.

Johan Galtung is credited with coining the phrase "peace journalism" (1985). He thought that in order to provide a more balanced viewpoint, journalists should give priority to reporting less noteworthy subjects. In particular, he promoted more coverage of non-elite countries, non-elite people, the reasons behind events, and good things that happen in the world. According to Spurk (2002), Article 19 of the Universal Declaration of Human Rights serves as the foundation for media engagement in the promotion of peace. Each and every person has the inalienable right to freedom of speech. This right includes the ability to express one's beliefs freely and the freedom to exchange and communicate ideas and information with others via any media, no matter where they are in the world. According to Adisa (2012), conflict-sensitive journalism is a style of reporting that prioritises bringing about peace restoration above inciting violence. Adisa (2012) credited Johan Galtung's peace journalism programme for the emergence of this kind of journalism. Galtung's project denounced the sensationalism of warfare. Howard (2004) puts it this way:

> A conflict-sensitive journalist employs conflict analysis techniques and actively seeks out new perspectives on the issue at hand. While conducting research, the individual diligently reports on the parties involved in the dispute settlement process and thoroughly evaluates all perspectives. Journalists who are sensitive to conflicts exercise caution in their choice of words.

Several factors can impact media involvement and impede the role of peacebuilding during times of conflict. In his study, Bratic (2006) examined the existing literature on media effects and its relationship to media involvement in conflict. In his literature review, he cited a quote from Schramm & Roberts (1977), he identified analytical factors for examining media effects;

- The audience factor.
- The message factor.
- The situation (environment).

In order to conduct a study on the effects of media in a conflict situation, it is important to consider three key analytical factors that contribute to media influence in conflict settings. Understanding the direct impact of conflict on an audience is crucial in a conflict situation, as it allows us to predict their behaviour effectively. The information we have about people in conflict aligns with what is commonly understood. They are experiencing fear, uncertainty and vulnerability. When individuals are more vulnerable, they have a greater need for information, making them more susceptible to the influence of the media.

Review of Empirical Studies

In their study, Umar & Yusuf (2021) conducted research to examine the effectiveness of public and private radio stations in Borno State. They employed a comparative approach to analyse the role of these stations in peacebuilding. The title of the paper is "Sustainability of Peacebuilding through Broadcasting: A Comparative Study of Public and Private Radio S tations in Borno State." The research aimed to achieve several main goals. Firstly, it sought to accurately identify the peacebuilding programmes that were broadcasted on both public and private radio stations in Borno State. Additionally, the research aimed to estimate the total number of these programmes. Lastly, the study aimed to highlight and emphasise the significant role that radio stations play in promoting peace. The research was based on political-economic theory and utilised qualitative content analysis to collect data. The study's findings revealed that all of the selected stations aired shows related to peace. The researchers found that private stations aired more peace programmes compared to public ones, resulting in a higher allocation of airtime for peace programming on private stations. The researchers concluded that numerous peacebuilding programmes had been featured on the radio stations they studied, both public and private, based on their findings. These programmes received airtime, both through paid advertisements and free broadcasting. The shows have made an effort to incorporate subjects and ideas related to peacebuilding.

In 2017, Gakunju conducted a research on the impact of media peacebuilding in Kenya, specifically focusing on the example of the 2007-2008 period. The Post Election Violence study utilised a qualitative research approach to collect data. The findings showed that although the media was initially perceived as a catalyst for the violence, its role actually evolved and varied throughout different stages of the election process. In addition, Gakunju emphasised that the media has not fully utilised its potential to promote peace in Kenya. They pointed out that the media should not only focus on highlighting the shortcomings in Kenyan society but also provide constructive suggestions for achieving long-term harmony. The research offered a fresh and unique viewpoint on how media functions in modern conflict situations. The research has also demonstrated that Amani Radio's radio shows serve as a platform for communities to engage, discuss and address local concerns. This interaction helps in finding solutions to the issues that contribute to conflicts within these communities. Additionally, it was determined that the radio Amani peace programme links communities to these activities and raises awareness of them, thereby complementing existing peace efforts.

Methodology

The researchers employed a mixed research approach to gather both quantitative and qualitative data. According to Clark & Creswell (2008), the mixed approach involves the collection, assessment and integration of both quantitative and qualitative data within a single research project or a series of studies. The main principle is that the combination of qualitative and quantitative methods offers a more comprehensive understanding of study issues compared to using either method alone.

Quantitative data were obtained through survey method. Surveys are widely recognised as a powerful tool for collecting valuable information on demographics, attitudes, opinions and perceptions. As a result, they are frequently employed to generate quantitative data. According to Asemah, Gujbawu, Ekhareafo & Okpanachi (2017), the survey technique involves using a sample to gain an understanding of and make conclusions about a larger population. The goal is to create general statements about human behaviour by observing the selected community. Qualitative data were obtained through the use of in-depth interviews. Hutchinson, Wilson & Wilson (1994) are of the opinion that interviews are a fundamental data collection method used in qualitative health research to help understand people's responses to specific issues. Indepth interview help you explain, better understand, and explore research subjects' opinions, behaviour, experiences and phenomenon. An in-depth interview was conducted to learn more about the audiences that the show engaged with during its airing. The objective was to gather qualitative information that will assist in addressing the study questions.

The population of this study consists of two aspects: the first being the population for the survey- was 5,759,000 which represents the population of residents who live in Warri, Benin city and Port Harcourt as given by UN World Population Prospect, 2022. The other aspect is the population for the In-depth interview which was drawn from the presenters of the radio programme in the three cities where the radio programme was aired.

Data Presentation and Analysis

Table 1 Extent of Exposure to *Women Voices for Peace*

Variable	Frequency	Percent	Valid Percent	Cumulative Percent
Very high	84	21.0	21.0	100.0
High	132	33.0	33.0	79.0
Low	93	23.3	23.2	46.0
Very low	11	2.8	2.8	22.8
Not at all	80	20.0	20.0	20.0
Total	**400**	**100.0**	**100.0**	

The result in the above table shows that there is some level of exposure to the radio programme. This means that the messages in the programme reached the listeners to some extent.

Table 2: Responses to the Statement "The *Women Voices for Peace* radio Programme has addressed Issues relating to Peace and Peace Building"

Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	353	88.3	88.3	97.3
Agree	11	2.8	2.8	100.0
Undecided	29	7.3	7.3	9.0
Disagree	1	.3	.3	1.8
Strongly disagree	6	1.5	1.5	1.5
Total	**400**	**100.0**	**100.0**	

$\bar{X}$=3.9050±.48638

The mean score is significant as it is greater than 3.5 on a five-scale measure of respondents' perception on the radio programme. Cumulatively, 91.1% affirm that the radio based programme is for peace and peace building.

Table 3 The *Women Voices for Peace* Radio programme is effective in Peace building in the Niger Delta

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	322	80.5	80.5	100.0
Agree	Nil	Nil	Nil	Nil
Undecided	46	11.5	11.5	19.5
Disagree	8	2.0	2.0	8.0
Strongly disagree	24	6.0	6.0	6.0
Total	**400**	**100.0**	**100.0**	

$\overline{X}$=4.4700 ±1.14996

The implication of the data in the table is that the radio programme is a valuable instrument for peace building in the Niger Delta.

Table 4: Responses on Areas the Programme has been effective

Media	Yes	No response	Total
Peaceful co-existence among residence	362(90.5%)	38(9.5%)	400 (100%)
Alternative Dispute resolution	160(40%)	240(60%)	400 (100%)
Knowledge of how choices can result in Conflict	357(89.3%)	43(10.8%)	400 (100%)
United Nations Security Council resolution (UNSCR)1325	122(30.5%)	278(69.5%)	400 (100%)

Responses in table 4 show areas of influence of the radio programme. From the responses, the most important average that respondents identify reception is peaceful coexistence, followed by alternative dispute resolution (89.3%). Both areas are necessary areas of non-kinetic emphasis in the de-escalation of conflict and resolution. From the responses, the radio programme is effective in meeting 3 of the four thematic areas of programme interest which are peaceful co-existence among residence, alternative dispute resolution and knowledge of how choices can result in Conflict.

Discussion of Findings

In view of the findings from the survey which revealed that 303 respondents (75.8%) indicated that they are exposed to the programme *Women Voices for Peace,* the extent of exposure varied as 84 respondents indicated that they have a very high level of exposure (21%). 132 respondents indicated that the exposure is high (33%) cumulatively 54% indicated high and very high. This shows that the extent is significant. This aligns with a similar study conducted by Mohammed (2019) where findings show that majority of the respondents (52.1%) listened to radio for information and majority (87.3%) strongly agreed that radio is the best medium for promoting peace building. Best, 2011 (cited by Mohammed 2019) examined on the role of radio and mobile phones in post-conflict resolution in Liberia. The key findings of his work agree with the work of Mohammed (2019). The findings here also align with the result of the study carried out by Mwangi

(2017) that radio was central in the lives of the interviewees, with radio being by far the most used source of information by victims of violence and conflict. Nearly all the interviewees (99%) stated they listened radio during the time of the conflicts in 2008 and relied on it for key information. This confirms exposure of residents in conflict prone areas to radio programmes targeted at peace building. Community radio has a key role to play in daunting crisis in every community. This is because radio generally has long been used in modern societies, due to its accessibility, low cost and high impact among people who may be mostly illiterate. This agrees with what Asemah (2013) found that radio is the most readily available of all media.

Thus, radio can be used to mobilise people, especially in the developing countries. Radio can be used to educate, inform, entertain, mobilise, facilitate decision making and to preach peaceful coexistence among the different political parties, religious bodies and ethnic groups in a society. Thus, community radio can, through peace journalism, bring about peaceful coexistence in a society.

Table 3 shows that the mean score ($\bar{X}$=4.4700 ±1.14996) for the question on the efficacy of the peacebuilding project is statistically significant. The statement "The women's voices for peace" is being scored and an average is being determined. Given that it exceeds the 3.5 decision limit, the claim that "radio programme is effective in peace building in the Niger Delta" is quite noteworthy. According to Malakwen (2014), radio may play a significant role in peacebuilding efforts by acting as a gatekeeper. It can successfully mobilise public support, promote peace, inspire confidence and fight for the preservation of human life. The majority of respondents agreed that radio is the most efficient medium for fostering peace building in Zimbabwe, according to Bosch (2011, as referenced in Mohammed, 2019). Furthermore, a sizable majority of research participants (87.0%) strongly agreed that radio is an essential tool for settling disputes and lowering levels of violence. They also agreed that radio programming promoting peace may effectively prevent fatalities and save property. This study's goal is to evaluate how well community radio stations' programming works to foster a culture of peace in disputes between Fulani herders and farmers in certain states. The investigation carried out by Ojo & Ayobolu (2020) using the survey questionnaire revealed that 65.2% of the 163 respondents said that the broadcasts on community radio stations were "highly effective" in fostering a culture of peace between farmers and Fulani ranchers.

Furthermore, 65 respondents, or 26.0% of the total, said that these courses were "Effective." Furthermore, of the fifteen respondents, six percent described themselves as "ineffective" and seven respondents or 2.8% of the sample, were indifferent. The survey results indicating that community radio stations' peace broadcasts were crucial in re-establishing peace and normality in the chosen States were corroborated by the herdsmen/farmers leadership interview results. Regarding the usefulness of radio as a medium for peacebuilding, Asemah (2013) concurs observing that community radio is essential for handling emergencies in different areas. Modern cultures have long made use of radio because of its accessibility, affordability, and enormous influence, especially among those who may not be very literate. Radio is the easiest medium to use out of all of them. Radio is a powerful tool for mass mobilisation, especially in poorer nations. Radio is used in society for many reasons, such as education, information sharing, entertainment, mobilisation, decision-making facilitation, and the promotion of peaceful coexistence amongst diverse political parties, religious organisations, ethnic groupings, and more. By using peace journalism, community radio has the ability to promote harmonious coexistence in society. He said that community radio has long been seen as an essential instrument for political, social, and economic mobilisation in underdeveloped nations. Radio is a very useful instrument for development. It is particularly successful because of its accessibility, affordability, and large impact, especially for those with lower reading levels. As a matter of fact, radio is the most readily available medium. It may be very helpful in four important areas: entertaining, teaching, helping decision-making and informing (Mwakawaso, 1986 cited in Asemah, 2013).

Under the heading "Community Radio and Peace-Building in Kenya," Gustaffson (2016) noted that one of the tactics used for peace-building after the horrific post-election violence in Kenya in 2007 that resulted in the deaths of over a thousand Kenyans was the use of the media. The radio stations Koch FM and Pamoja FM are examined in this article. Gustafsson's results also support the idea that, in certain circumstances, the media may be helpful in defusing political unrest. These examples provide standards that may be used to improve media outputs and support the media's crucial role in transforming conflicts. In order for the government and non-governmental organisations to effectively combat political violence in both nations, it is imperative that they include media representation into their all-encompassing conflict transformation strategy. Media organisations should also actively practise and have a thorough awareness of the tenets and techniques of peace journalism.

Conclusion and Recommendations

It has been found in this study that *Women Voices for Peace* is significantly effective in the communication of message of peaceful coexistence within the Niger Delta region. Radio programmes such as *Women Voices for Peace*, that have gained the trust and appear impartial are essential for both averting and ending wars. Thus, the following recommendations are hereby given:

1. Since the findings showed that the exposure of the people of the Niger Delta to *Women Voices for Peace* radio programme was significantly high, peacebuilders should continue to utilise more radio programmes to advocate for peacebuilding in conflict-prone regions in Nigeria.
2. More time should be allotted to programmes such as *Women Voices of Peace* as well as peacebuilding programmes that focus on other demographics such as youths and men. This will help to deepen the knowledge of all residents within the Niger Delta and other conflict-prone areas.

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Accounting Information System and Financial Performance of Listed Insurance Companies in Nigeria

Adeyinka Damilola Ojomo[1] & Abidemi Olufemi Olusegun Falade[2]

[1] Department of Accountancy
Rufus Giwa Polytechnic, Owo, Ondo state, Nigeria
08060821423

[2] Department of Economics
Adekunle Ajasin University, Akungba Akoko, Ondo-State, Nigeria
prof.femmy@yahoo.com

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Abstract

The researchers investigated the effect of accounting information system on financial performance of select listed insurance companies in Nigeria. The researchers used *ex-post facto* and quasi-experimental research design. The population comprise 20 listed insurance firms in Nigeria; with 12 firms as sample size of the study selected, using purposive sampling technique. Data were collected from secondary sources through the published annual reports of the selected companies for a coverage period of 2010-2022. Data collected were analysed using descriptive statistics and panel pool data regression analysis. The findings of the study revealed that accounting information system had a significant positive effect on return on assets and working capital at 5% *p*-value. The researchers, therefore, concluded that accounting information system and the provision of adequate working capital have influencing power in determining the financial performance of insurance companies. It was recommended that insurance companies in a bid to improve the trust of their stakeholders, should adopt accounting information system that is compliant with recent global information requirements in order to improve their financial performance and promote global acceptance.

Keywords: Accounting Information System, Return on Asset (ROA), Pool Data, Insurance Companies

Introduction

A knowledge-based economy is essential in today's business world because it determines both the survival and continuity of business organisation. The concept of globalisation of goods, services, markets and competition has brought the need for flexibility, quality, cost effectiveness and timeliness. According to Mehdi, Mahmoud, Mostafa & Ebadollah (2015), a key factor to attain flexibility, quality, cost effectiveness and timeliness in today's business depends on information systems. As such, data, procedures, rules, protocols, skill sets, hardware, software, responsibilities, and other elements that determine an organisation's capabilities are organised logically and physically through information systems (Borhan & Bader, 2018). Information systems, according to Amos & John (2019), provide an organisation with essential knowledge for better planning, coordinating, leading, and regulating of operations.

Olusola *et al* (2013) revealed that adoption of accounting information system by organisation increase return on asset and helps in the maintenance, processing and communication of such information to both internal and external stakeholders. Example of this is seen in Nigeria's banking sector presently, where the use of Unstructured Supplementary Service Data (USSD) are used by bank's customers to perform some basic functions which is also part of asset used by banks to generate additional cash. Profit maximisation is the core top priorities of any corporation especially the insurance companies that insure against specific types of risks faced by their respective customers. Meanwhile, the evolution in information technology has shown that without adoption of accounting information system in business operation profit maximisation would be limited, survival and continuity of business organisation is also threatened (Onodi, Ibiam & Akujor, 2021; Raed, 2017).

Nigerian insurance industry is a profit driven organisation with the sole aim of providing financial protection or reimbursement against losses for their respective customers. Rehab (2018) emphasises on the importance of accounting information system through its performance on organisation's productivity, by arguing that a well-designed and operating accounting system enables an organisation to manage its most valuable resources (information) which has a significant effect on return on equity (ROE). One district factor that differentiate insurance from other financial institution is that it deals with a contract (policy) in which an insurer indemnifies another against losses from specific contingencies or perils. Achieving this depends large on adoption of information systems (IS), especially the accounting information system. Since meeting consumers' demand help organisation in achieving estimated revenue, which serves as an organisation's profitability ratios. Given this, this study explicitly examines effect of accounting information system on financial performance of selected listed insurance companies in Nigeria, from 2010-2022.

Statement of the Problem

The financial performance of most firms in Nigeria has been dwindling in recent time. The reason for the downward investments has been blamed on various factors ranging from socio-economic challenges, inflation, governments policies, ethnics, among others (Falade, 2021; Philip, 2018). Having established these facts, the falling performance due to technological infrastructure such as information technology is a factor that needed to be considered. The deficiencies in information technology and lack of comparative ability in frame of technology compared to other companies in other countries made Nigeria firms to be at a competitive disadvantage. The firms within Nigeria have not able to meet up with global competitive and they lose trust of existing and potential stakeholders due to inadequacies in technology advancement. These deficiencies lead to fall in performance of Nigeria firms especially the financial sector such as insurance that are highly volatile and deal majorly on service other than final goods. Given this, existing studies established that accounting information system has high influence power to determine the level of financial performance (Onodi, Ibiam & Akujor, 2021; Raed, 2017).

In Nigeria, existing studies had examined the effect of accounting information system on profitability or financial performance using different sector of the economy as the case study. For instance, Onodi *et al* (2021) focused on manufacturing industry, Akanbi & Adewoye (2018) and Akesinro & Adetoso (2016) on bank sector. Despite their findings, there is no major changes in the accounting information system integrity with stakeholders. It is necessary to explore into how accounting information system have been functioning in Nigerian firms and how it has impact financial performance with concentration on the insurance sector. The rationale for this is that the insurance sector is a sector that is vital in the area of investment and bedrock for covering for any business; therefore, the activities of this sector is significant when discussing the economic performance of any country. Based on this backdrop, this study was conducted to investigate the effect of accounting information system on financial performance of insurance companies in Nigeria with focus on the return on assets.

Research Objectives

The objectives of the study were to:

1. Ascertain the effect of accounting information system on return on assets of listed insurance companies in Nigeria.
2. Investigate how working capital affects return on assets of listed insurance companies in Nigeria.

Accounting Information System

According to Manchilot (2019), accounting information system is a computer-based approach used to support and direct organisational decision-making processes through which financial and accounting data are collected, stored, processed and communicated via financial statements. In this study, accounting information system is seen as the use of computer process for data collection, storing and processing of financial and accounting data in order to support organisational decision-making processes. Also, accounting information system as a system of computer-based electronic provide individual and group of people with either data or information relating to a firm's operation in order to support the activities of management, employees, customers and other related stakeholders in the organisation's environment.

Financial Performance

Financial performance, as defined by Peter & Brahim (2018), is the process of valuing the outcomes of a company's activities and policies. It is used to assess a company's overall financial health over a certain period of time and may also be compared to other enterprises in the same industry or aggregated across industries or sectors (Falade, Nejo & Gbemigun, 2021). Literature has identified return on investment, cash flow position, inventory turnover, profitability, and shareholder return in a firm as indicators to measure financial performance. The non-financial performance involves contribution of an individual’s or an entity’s that cannot be measured in monetary term (Majed, Said & AL Nu’aimat, 2012). According to Amos & John (2019), in a distinctive organisation setting, accounting information system is needed to achieve the desire result in order to maintain continuity and survival of business operation.

Return on Asset (ROA)

According to Alnajjar (2017), ROA is used to ascertain the operational efficiency of an organisation or firm based on its generated profits from its total assets. Rosikah (2018) defined it as an indicator used by an organisation to generate profits using total owned assets by a company in the future. In view of this study, the Return on assets (ROA) is seen as net profit after taxes over total assets. Increase in ROA of an organisation indicates high performance and the operational efficiency. Both foreign and local investors often considered ROA before buying listed shares in the so-called secondary market; while, shareholders also put in place every necessary apparatus and machinery in place to improve ROA before listing of share in the primary market. High improvement in ROA serves as a positive sign that encourage investors to invest the stock of a company (Rosikah, 2018).

Return on Assets (ROA) is part of profitability ratios used in an organisation; therefore, determines the corporate value. In the course of preparing financial statement of listed firms, ROA is often highlighted due to the fact that it displays profit generated by the firms. ROA is able to ascertain the company ability to make profits in the past and to project the future (Patel, 2015). It must also be noted that assets that is part of the composition of ROA are largely company properties, which is obtained using the capital itself or through the foreign capital which has been transformed into organisation's assets used for corporate sustainability.

Theoretical Review

System theory was propounded by Wiener (1948) and developed by Bertalanffy (1949). The systems theory suggests solutions to deal with multifaceted situations of the input and output flows. According to Onodi *et al* (2021), the theory deals with a communication system that evolves a system design that is capable of managing data inputs, outputs and process with the least possible noise or distortion in transmitting the information from a source to destination. In analysis system theory, it offers both implicitly or explicitly in the used of communication for collection, storage, processing and communication of financial stand for individual, organisation or country. In the word of Alnajjar (2017), the theory sees an organisation or cooperation as a system that can be either closed or open but most researches treat an organisation as open system. Systems theory encompasses principles, theories and practices of management couple with information and system that give birth to a single product known as Management Information System (MIS).

A contemporary organisation is urgently in need of knowledge due to the fact that the knowledge helps in creating capability, identifying, sharing and applying necessary skill to withstand competition. Source of knowledge in the organisation is in the form of information technology advancement (Onodi *et al* 2021). Management in an organisation often used different typed of designed system information to promote productive and profitability in the organisation. These systems include intranets, search engines, document repositories and other computer gadgets. In accounting profession, there are many information systems used to promote organisation and productivity. According to Akesinro & Adetoso (2016), the typical information systems to include transaction processing system (TPS), management information system (MIS), decision support system (DSS), office automation system (OAS), Expert System (ES), executive information system (EIS) and accounting information system (AIS). Also, Rainer (2007) identifies other information systems to include procurement system (PR), enterprise resource planning system (ERPS), delivery systems (DS) and knowledge work system (KWS). The mathematical expression is give below:

$$ET = f(TE) \ldots\ldots \quad \ldots.. \quad \ldots\ldots \quad (i)$$
$$EF = f(TE) \ldots\ldots \quad \ldots.. \quad \ldots\ldots \quad (ii)$$

Where; *ET* = Organisation effectiveness, *EF* = Organisation efficiency and *TE* = Information technology.

According to the theory, a necessary and sufficient condition to improve organisation's effectiveness and efficiency is that there must be advancement in technology. As such addition (*) in each of the equations i and ii, we have effectiveness and efficiency outputs, which is displayed below.

$$ET^* = f(TE^*) \ldots\ldots \quad \ldots.. \quad \ldots\ldots \quad (iii)$$
$$EF^* = f(TE^*) \ldots\ldots \quad \ldots.. \quad \ldots\ldots \quad (iv)$$

Empirical Studies

Nigerian consumer products companies was used as a case study in Onodi, Ibiam & Akujor (2021) study won management accounting information system and financial performance. One hundred administered questionnaires was employed among the chosen consumer products businesses. The research also employed Analysis of Variance (ANOVA). According to the results, it was established that the profitability of listed consumer goods businesses in Nigeria was directly and significantly impacted by the sales management system, management accounting system, and budgeting management system. Therefore, it was concluded that an accounting information system is essential for the timely generation of high-quality accounting, sales, and budget reports (information) and the dissemination of such information to decision-makers. A similar study was conducted by Borhan & Bader (2018) using some select commercial banks in Jordan as the case of study. In the study, a survey design was used; while, data were obtained through self-administered questionnaires of 206 employees in Jordanian banks. The OLS result confirmed that a significant and direct relationship between accounting information system and profitability of banks under study, with the conclusion that AIS improved return on asset (ROA) and return on equity (ROE) of the banks through charges on messages, data and others. However, these two studies were conducted outside Nigeria's shore; hence, finding obtained cannot be generalised in Nigeria's situation.

Teru, Idoku &Ndeyati (2017) carried out a review on accounting information system and effective internal control on firm performance. The study used return on asset (ROA) and return on investment (ROI) as proxy variables for financial performance. The study found that organisations have been able to create and employ accounting information systems (AIS) to increase productivity, return on asset (ROA) and return on investment ((ROI). This is due to the rapid growth in information technology (IT). Additionally, it was confirmed that increased performance, better accounting information dependability and better decision-making for both internal and external users will occur when controls are handled efficiently and effectively. By employing correlations and multiple regressions, Raed (2017) used 112 questionnaire administered to employees of Jordanian banks and discovered that accounting information systems had a direct effect and significant effect on financial performance.

Meanwhile, these two studies used two separate sector that are different from current study area of concentration.

Alnajjar (2017) investigated how AIS affected managerial and organisational effectiveness. For the study using 74 small and medium enterprises. The OLS result demonstrated that accounting managers' expertise and top management's support have a big influence on an organisation's accounting information systems, which in turn have a large impact on return on assets (ROA). As a result, it was confirmed that management performance and the usage of accounting information systems account for 21% and 35%, respectively, of the rise in organisational asset. Also, a study carried out by Bhavna (2015) on the review of accounting information system and firm performance discovered that AIS plays an essential role in decision making of the managers related to the financial and economic issues. In addition, it was confirmed that AIS was significant and directly related to ROA. A similar study by Mehdi *et al* (2015) investigated the effects of SMEs in Iran. According to the study's conclusions, the use of AIS was positively correlated with the Tobin's Q of TSE-listed companies; while, in the group with poor AIS performance, a non-significant link between AIS installation and P/E ratio was also found. These studies were conducted some years bank; hence, do not reflect the current situation.

Using banking sector in Nigeria by Akesinro & Adetoso (2016) the same conclusion was reached with the conclusion that CAIS had a positive effect on bank's ROA and as well customer patronage. In same study by Nizar, Ahmad & Mohamad (2016) using 38 questionnaire administered for sampled employees in various private hospitals in United Arab Emirates showed that AIS in private hospitals provided information to meet the requirements of the financial performance function

Siamak (2012) studied the usefulness of AIS on effective organisational performance using return on investment. The result revealed that AIS directly influenced return on investment of listed companies in Dubai financial market (DFM); while, non-significant relationship was confirmed between AIS and performance management. It was concluded that AIS is very useful and have effect on organisational performance of listed companies in Dubai financial market (DFM). A similar study by Soudani (2012) on AIS and organisational performance with used OLS and correlation and return on asset (ROA). For the correlation, the correlation matrix observed that the highest correlation (0.662) occurred between AIS and ROA and the lowest correlation (0.252) confirmed between ROA and performance management. It was concluded that AIS is an important factor in building organisational performance through collection, storage and processing of financial and accounting data.

Methodology

The researchers made used of ex-post facto research design which is a quasi-experimental study in examining how the select independent variable (AIS, WKC) affects the dependent variables (ROA). The rationale for adopting this research design method is that it enables the study to establish empirical validation on effect of identified independent variable on dependent variable. The data were obtained from the annual reports of the twelve selected insurance firms from 2010 to 2022. The criteria used to select the chosen firms are listed below in table 1.

Table 1: Selection Criteria Table

Inclusion criteria	No of firm
Companies must be listed on NGX Group	20
Companies must still be trading on NGX Group from 2009-2021.	18
Companies delisted NGX Group by 2009.	-
Availability of annual report for a least for 10years inclusion of 2021	12

The model for this study for objective one was built on Al-Delawi and Ramo (2020) model with little modification. Therefore, the basic model for Al-Delawi and Ramo (2020) is given below;

$$ROE = f(NTA, NWC, NOA, NEAT) \quad ..... \; ...... \; .....(v)$$

Where ROE = Return on Equity, NTA = Total asset, NWC = working capital, NOA = operating cost, NEAT = Earnings after tax

In order to achieve the study objective, the model was modified below as follow

$$ROA= f\,(AIS, WKC) .... \; ..... \; .... \; (vi)$$

Where ROA is the Return on asset, AIS is the accounting information system and WKC is the working capital. The above model is modified for three reason. First, the objective one was interested in return on asset. As such, ROE in the initial model was replaced with ROA. Also, Al-Delawi & Ramo (2020) model used four variables as proxies for accounting information system, which is already part of the variable used to obtain Return on Asset (i. e Profit after tax divided by total Assets of the company); hence, replaced with AIS to avoid serial correlation. Thirdly, AIS is used as a binary response variable to capture the account information system.

The econometric form of equation vi is expressed below

$$ROA = \partial_o + \partial_1 AIS + \partial_2 WKC + \mu_t \; .... \quad .... \quad .... \; (iii)$$

Table 1: Measurement of Variables and Source

Variable	Measurement	Source
Accounting Information System	Proxy as 1 for presence and 0 otherwise for accounting information system. As such from 2010-2014 = 0 was recognised as non-AIS period; while, 2015-2021= 1 grouped as AIS periods	Borhan & Bader (2018), Gujarati, Porter & Gunasekar (2012)
Working capital (WKC)	Subtracting current liabilities from current assets dividend by 100	Al-Delawi & Ramo W.M. (2020), Researcher compilation
Return on asset (ROA)	Profit after tax divided by total Assets of the company (Return on Assets)	Borhan & Bader (2018), Kamardin & Haron, (2011)

Data Presentation and Analysis

Table 2: Descriptive Statistics

Statistics	ROA	AIS	WKC
Mean	0.278905	0.620690	31.85484
Median	0.275948	1.000000	30.17564

Maximum	0.839100	1.000000	77.81510
Minimum	0.010376	0.000000	0.900000
Std. Dev.	0.157845	0.487320	15.79970
Skewness	0.507667	-0.497468	0.733119
Kurtosis	3.475758	1.247475	3.389779
Jarque-Bera	6.076697	19.62934	11.12528
Probability	0.047914	0.786555	0.983839
Sum	32.35302	72.00000	3695.161
Sum Sq. Dev.	2.865218	27.31034	28707.51
Observations	116	116	116

Table 2 shows the descriptive statistics for the selected insurance firms from the period 2010-2022. Among the variables analysed in the descriptive statistics were return on asset (ROA), accounting information system (AIS) and working capital (WKC). From the result above, working capital (WKC) had the highest mean value. Hence, indicates that the assigned capital for day to day administration of the business operation of the selected insurance firms impact asset (ROA), on the average level. In finance term, this shows that both working capital and AIS are driven factors for finance performance. Also, the median value revealed that each of the identified independents variables of selected firms had a middle value greater than 99.9%. Therefore, implies that each of the variable in the model to a large extend individually determine either increase or decrease in financial performance of the select insurance firms.

The maximum value showed that accounting information system (AIS) and working capital (WKC) exhibited a high level impact on ROA within the selected years. The implication is that there was low investment in accounting information system; hence, reduces it contribution to the profitability ratios of the insurance firms. The finding for the standard deviation shows that each of the variable identified in the model had square root variance of positive contribution to ROA in their real value. Implying that the average of the square deviation for each value in the model determines change in the growth rate of ROA. Also, it was revealed that the selected variables were skewed to the right and left. For accounting information system (AIS), it exhibited a negative sign; implying that the variable experience instability within the period of study. As such, implies that the model followed a bell-shaped. In addition, the *Jarque-Bera* indicates that majority of the selected variables for the selected insurance firms of the period 2010-2022 were normally distributed.

Co-Integration Test

Table 3: Kao Residual Co-integration

	t-Statistic	Prob.
ADF	-2.322085	0.0101
Residual variance	0.008430	
HAC variance	0.005609	

Table 3 shows the results of the Kao co-integration technique test for the selection of twelve firms for 2010 to 2022. The *p*-value result was less than 5% level of significance; therefore, confirmed a long-term association between the variables. Hence, indicating a long-term connection between return on asset (ROA), accounting information system (AIS) and working capital (WKC).

Table 4: Panel Pool Data (Dependent variable: ROA)

Variable	Coefficient	Std. Err	t-Value	Prob.
Panel OLS				
AIS	0.812277	0.322678	2.517299	0.0105**
WKC	0.799000	0.308813	2.587326	0.0315**
Constant	0.297447	0.034061	8.732797	0.0000**
RANDOM-EFFECTS REGRESSION				
AIS	0.718277	0.303750	2.364694	0.0067**
WKC	0.710799	0.361046	1.968721	0.0692*
Constant	0.297447	0.035178	8.455575	0.0000**
FIXED-EFFECTS REGRESSION				
AIS	0.046889	0.023006	2.038076	0.0441**
WKC	0.077328	0.046606	1.659189	0.1001
Constant	0.358606	0.061888	5.794460	0.0000**
Overall R-squared: 0.620018				
Adj. R-squared: 0.511879				
F-statistic: 1.313255				
Prob(F-statistic): 0.073168				

** &* indicate statistically significant at the 0.05 and 0.1 level;

The result showed that working capital (WKC) was significant and directly related to return on asset (ROA) under panel, random and fixed effect result at 5% and 10% significant level. The implication of this finding is that processing working capital with the aid computer-based electronic system support and guide organisational decision making process; hence, promote financial performance. Since, this allows insurance firm to be risk conscious.

Discussion of Findings

The random fixed effect as depicted in table 4 showed that accounting information system (AIS) was significant and directly related to return on asset (ROA). The coefficient of accounting information system (AIS) was 71.8% and directly related to ROA; hence, indicates that accounting information system was a stimulant factor that determines increase in return on asset. The obtained finding was consistency with the formulated *a priori* expectation judging the positivity sign and the *p*-value that was less than 5%. As such, this finding has two implications on return on asset. First, adoption of accounting information system through investment in technology for the creation of different application promotes insurance firms' services, as well as, return on such asset. Also, adoption of computer based technology through collection, storage, processing and communication of financial and accounting data through financial statements support financial decision, that promote return on invested asset. This shows that a knowledge-based economy is essential in today's business world because it determines both the survival and continuity of business organisation.

Also, a key factor to attain flexibility, quality, cost effectiveness and timeliness in today's business depends on information systems. As such, Yaser *et al* (2014) discloses that the use of different financial application like Management Information System (MIS), Decision Support System (DSS), Office Automation System (OAS), Expert System (ES) are essential for effective service delivery and financial performance. Also, studies by Soudani (2012), Bhavna (2015) Mehdi *et al* (2015), Akesinro & Adetoso (2016) & Onodi *et al* (2021) arrived at a similar finding and discovered that AIS is an important factor in building organisational performance through collection, storage and processing of financial and accounting data.

It was confirmed that working capital (WKC) was significant and directly related to return on asset (ROA) under random effect result at 10% significant level. The coefficient of working capital was 71.0% with a direct effect on return on asset (ROA). Hence, indicates that provision of adequate working capital through computer based by insurance firms promote revenue generation from asset by 71.0%. As such, acts as a determinant factor. This shows that there has been improvement in working capital of insurance companies over. The core aim of accounting is to offer financial data on purchase, expenses, sales and income of business or corporate organization but in today's modern world accounts perform many function; therefore, helpful in many ways (Bhavna, 2015**)**. The implication of this finding is that adequate operational liquidity ratio for insurance firm promotes return on asset; therefore, increases revenue generation. As such, the finding was consistency with the of study of Al-Delawi & Ramo (2020) that arrived at a conclusion that working capital directly promotes return on asset (ROA)

Conclusion

The findings obtained showed that accounting information system and working capital were significant with a direct effect on return on asset related. Therefore, it was concluded that the use of accounting information system and the provision of adequate working capital boost financial performance of insurance companies.

Recommendations

The managements of listed insurance companies in the country should continue maintaining the use of accounting information system in harmonising business, components and resources through the process of computer-base to managing and controlling the data for producing and carrying the relevant information for decision making in the organisations. The finding obtained has confirmed that indeed accounting information system contributes hugely to return on asset. As such, the system should be maintained to achieve the desire result of profit maximisation for different stakeholders in the organisations. Also, the prospective insurance firms in the country should ensure that their working capital is fully adequate for business operation through the use of computer base in its allocation.

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Communication and Leadership Styles for Effective Employee Motivation and Performance Management in Select Secondary Schools in the Post-COVID-19 Era

Letambari Godwin Lenee[1]; Obiageli P. Ohiagu, PhD[2] & Titilayo R. Osuagwu, PhD[3]
[1]Department of Linguistics and Communication Studies
Faculty of Humanities, University of Port-Harcourt Rivees State, Nigeria
letambari_lenee@uniport.edu.ng
[2]Department of Public Relations and Advertising
Faculty of Communication and Media Studies, University of Port-Harcourt
obiageli.ohiagu@uniport.edu.ng
[3]Department of Broadcasting
Faculty of Communication and Media Studies, University of Port-Harcourt
titilayo.osuagwu@uniport.edu.ng

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Abstract
The continued existence of any school organisation essentially depends on the homeostatic capacity of its management team to maintain balance (i.e. favourable work environment) amidst internal and external disruptions, as well as its ability to maximise efficient utilisation of its resources to achieve corporate set goals. However, realities of business practice in the post-COVID-19 era, have shown that, of the 87% of Nigerian businesses negatively affected by the pandemic, many failed to recover from the shock waves of COVID-19, while several others are still struggling to improve at a slow growth rate due to negligence in adopting a learning approach to management. Consequently, communication and leadership styles of management of some secondary institutions of learning experiencing this setback focuses more on the traditional, but rigid modus operandi which emphasises 'output optimisation' and 'profit maximisation' at all exploitative cost, without recourse to innovative strategies that motivate and promote the sustainability of their subordinate employees in the long-run. This, in turn, leads to low commitment, high staff turnover, low frustration tolerance and burn-out, among other indicators of job dissatisfaction, which account for low employee performance in those organisations. Against this backdrop, the researchers, therefore, propose Hersey and Blanchard's situational leadership model which provides an *a la carte* of alternative leadership styles for dealing with employees, who have different readiness or development level in their job performance. It also explores, through library research methods, a range of integrative communication styles that blend with leadership styles to bolster employee morale and promote effective employee performance management, while advocating a learning approach to management for enhanced business success.

Keywords: Communication, Leadership, Motivation, Employee Performance, Management

Introduction
The success of any school's administration in the Post COVID-19 era, essentially depends on managers' effective management of resources that guarantee effective

teaching and learning. Employees are, among other resources, considered the most important agent of production in schools, given that they supply the needed services that make teaching and learning possible (Molla, 2019; Ngarajah, Medawala & Rathnayake, 2021). Given the crucial role employees play in school operation, managers are expected to give top priority to employee concerns as regarding their job task considerations and motivational needs and provide a favourable work environment that enhances effective job performance. Among the several strategies by which managers are able to influence their employee to be at their best work behaviour and contribute optimally, is the use of effective communication styles and leadership orientations that adapt to the situational needs as well as the maturity levels of their employees.

Communication, according to van Riel & Fombrum (2007), is the live blood of all organisations, thus, as blood provides the vessel through which essential nutrients are supplied to the various parts of the human body, so also communication provides the conduit channels by which meanings (in the form of all necessary information, in verbal, written and non-verbal and electronic formats) are transmitted, shared or co-created between managers and subordinates employees, as well as, among subordinate employees within the work environment. The pieces of information provided are essential to effective job performance because they direct the course of action of employees towards anticipated goals. The styles of communication managers adopt reflect the leadership orientations they lean on at any given time and situational circumstances. There are basically two orientations of leadership (which refers to the ways, in method and dispositions, by which a leader attempts to direct, motivate and manage others (Becker, 2022), that determines how managers are able to influence their subordinates towards the achievement of a vision or set of goals: the task orientation and relationship orientation (Robbins & Judge, 2013). When task-oriented leadership is administered, management communication styles somewhat expresses directive behaviours, which emphasises getting the task done at stipulated deadlines and at all cost, whereas when relationship oriented leadership style is deployed, management communication reflect supportive behaviours which emphasises building positive work relationship with subordinates and expresses morale boosters for effective job delivery. Thus, given this inseparable ties between them, we say that communication and leadership are inextricably linked.

In school organisation, the mix of communication and leadership styles play a significant role in creating a shared culture of learning whereby superior managers and subordinate employees continually expand their capacity to create the results they truly desire, where new and expansive patterns of thinking are nurtured, where collective aspiration is set free, and where people are continually learning to have a full grasp of reality (Getsmarter, 2020). Given the dynamic nature of learning organisations, the style of communication and leadership ought not be rigid and static but flexible and dynamic, strategically oriented to meet the emerging needs (physiological and psychological) and other challenges of employees, in changing situations or circumstances of the work environment. This therefore, creates a need for an integrative theory of communication and leadership which provides an a la carte of styles by which managers of schools could navigate through easily, to meet, at any time and circumstances, the needs of their team of employees with individual differences, in maturity (i.e. readiness or development) levels of job performance, so as to promote effective employee performance management.

Statement of the Problem

The COVID-19 pandemic, which significantly impacted the environment of businesses in Nigeria in 2020, adversely affected over 87% of business organisations due to lockdowns, social distancing and many such policies enacted by government to mitigate the spread and death casualties of the dreaded disease (Akinpelu, 2020). In the wake of this crisis, severe job losses, loss of potential profits, depletion of reserved profits, low productivity due to technology-gap, low commitment and high staff turnover on account of low incentives and other welfare considerations, as well as downsizing of many schools became evident.

Nevertheless, with the discovery and introduction of COVID-19 vaccine, which helped to stem the tide to the scourge, coupled with other interventions of government in providing loans and palliatives to SMEs, the hopes of many fears were allayed, and opportunities for business operations were restored. However, in the Nigeria's Post-COVID-19 era, ladened with hyper-inflation, the unfavourable working conditions of employees have continued to persist in most private and public schools, while managers of these organisations have continued to pay lip service to this plight. Thus, the insensitivities of this magnitude, have raised deep concern, especially to workers, Labour unions and other non-governmental agencies, as it has led to low employee morale, low job performance and at the extreme, incessant industrial actions too, which are all symptomatic of a weak communication and leadership styles of management, that play out both in the field of service and on the negotiation table. Moreover, this backdrop may also have been orchestrated by a lack of understanding by these managers of the need to create a shared culture of collaborative learning in the work environment that would prioritise the growth needs of their employees in all ramifications and also enhance leadership competences for effective employee performance management. In the light of the foregoing, this paper seeks to advance knowledge and deepen understanding of communication and leadership styles that motivate and enhance effective employee performance in organisations.

Research Objectives

The objectives of this study were to:

1. Examine the communications styles that enhance effective employee motivation and performance management.
2. Determine the leadership styles that enhance effective employee motivation and performance management.
3. Discuss how best these communication and leadership styles could be integrated to bolster employee morale for effective job performance.

Theoretical Framework

Situational Leadership Theory (SLT)

The situational leadership theory was developed by Paul Hersey and Ken Blanchard and first introduced in 1969 as 'life cycle theory of leadership.' During the mid-1970s, life cycle theory of leadership was renamed "situational leadership theory" (Hersey & Blanchard, 1977).

Situational leadership theory is a leadership model which rests on the assumption that there is no single best style of leadership. According to this model, most effective style of leadership varies with changing situation or circumstances surrounding the work environment and the task, job or functions that need to be accomplished. That effective leadership is task-relevant and the most successful leaders are those who adapt their leadership style to the maturity levels (willingness and ability) of the individual or group they are attempting to lead or influence. Heysey and Blanchard thus, came up with four leadership styles which they matched with four employees' maturity levels as follows:

Table 1: Situational Leadership styles and their corresponding follower maturity levels

Leadership styles	Follower Maturity Level Matched
S1 = Telling (Directing)- this leadership style places high emphasis on directive behaviour and a low emphasis on supportive behaviour.	**M1**= employees who have low willingness and lack ability (competences) due to lack of experience, and hence requires close supervision and specific guidance on what needs to be done and how.
S2 = Selling (Coaching)- this leadership style places emphasis on high directive and high supportive behavior	**M2**= employees who are willing to do the task but lack the skills or experience to do it successfully.
S3 = Participating (Supporting)- this style of leadership places emphasis on high supportive behaviours, but low directive behaviours	**M3**= employees who have low willingness due to lack of self-confidence but have the ability (competences) required of the job.
S4 = Delegating- this style of leadership places emphasis on low supportive and low directive behaviour.	. **M4**= employees who have high ability to do the task and also have high willingness to take responsibility for job task, with or without supervision.

A leader's directive behaviour thus, refers to the extent to which a leader puts emphasis on the concern to get the job done by being task-focused, while a leader's supportive behaviour refers to the extent to which a leader puts emphasis on building and maintain good relationship with subordinates by paying attention to the security, well-being and personal needs of the employees (Bruin, 2020).

The situational leadership theory is relevant to this research area because it offers basic assumptions regarding a range of alternative leadership styles available to managers of secondary schools and provides the parameters in determining what styles to be adopted in varied situations, which when implemented, help to boost employee morale and improve performance outcomes in the secondary schools.

Roberts Norton's Theory of Communication Styles

Roberts Norton, in his 1978 publication titled "Foundation of a communicator style construct," developed what has been described as the Communicator Style Measure (CSM), consisting of nine independent variables used to describe a communicator style. According to Norton, a communicator style refers to "the way one verbally and para-verbally interacts to signal how literal meaning should be taken, interpreted, filtered and understood" (Rubin *et al* 1994, p.134).

These styles, as described by Norton comprises: **Dominant**- reflects a tendency to take charge in social situations. **Dramatic**- refers to communicating in a way that highlights or understates content. **Contentious** represents communicating in a negative combative fashion. **Animated-** refers to 'physical, nonverbal cues'. **Impression Leaving-** defines a person who manifests a visible or memorable style of communicating. **Relaxed-** refers to an absence of tension or anxiety. **Attentive-** involves making sure others know that they are being listened to. **Open-** is being conversational, expansive, affable, convivial, gregarious, unreserved, unsecretive, somewhat frank, possibly outspoken, definitely extroverted and obviously approachable. **Friendly-** 'ranges in meaning from being unhostile to deep intimacy (Rubin *et al* 1994, p.134).

These styles by description thus, provide a continuum of *directive communication* (Dominant, Contentious) which describes the use of aggressive communication, through *non-directive communication* (Attentive and Friendly) which describes inclusive communication, while such *communicative activity* as (dramatic, Animated and relaxed) provide techniques for managing tensions so as to enhance clarity and understanding of message so communicated. The open style demonstrates the extent to which assertive communication are encouraged and thus, creates a balance at the mid-range between directive and non-directive communication. The impression leaving style demonstrates the overall outcome or effect, the dynamics of communication episode has on the target, which translates from cognitive to behavioural change.

This theory is relevant to this study because it offers constructs which help to define the alternative communication approaches, by which the goals of leadership could be expressively manifested (in both task and relationship behaviours), to effect the desired employee motivation and performance management.

Methodology

The researchers adopted the E-Library research method, involving the use of internet to outsource relevant secondary data from search engines of selected research databases. The search strategy is summarised thus: *Database search engines used*: Google Scholar and Research Gate. *The search Phrases/ Keywords:* Communication Styles, Leadership styles, employee motivation, employee performance, employee performance management, High school (OR) secondary schools (N/B: the use of Boolean logic: AND/OR was necessitated by the need to expand the scope of research, to better identify articles that addresses the research question. *Search Limits (inclusion/exclusion criteria*): Content type: Journal Articles only, publication date: 2019 to date, Discipline: Education only, open access. *Selection criteria:* for each of communication styles and leadership styles, 10 articles were purposively selected out of the first 50 articles, in all therefore, 20 articles were purposively chosen on the basis of 'most relevant' to the topic.

Results and Discussion

Out of the 20 published articles obtained for the study, 13 were considered because they offered key styles variables needed to address the study objectives, while 7 others were discarded. From the articles reviewed a total of 16 communication styles and 13 leadership styles were identified, but those considered synonymous were collapsed and they are discussed below.

Research Objective 1: Examine the Communications Styles that enhance Effective Employee Motivation and Performance Management

The following communication styles were identified and they are examined as follows:

Open Communication Style: This style represents an aspect of organisational communication processes through which democratic procedures can be attained by managers. It is thus characterised by an open system of information sharing, two-way communicative process, in which all members of organisation are encouraged to freely and without fear of mistreatment, express their thoughts in respectable and constructive manners, on issues of concern that affect the wellbeing of members of the organisation, both individually and collectively.

Mohammed & Abidin (2021) in their study found that principals' open communication styles yielded the most significant positive relationship with the school culture and this is because the style not only create an environment of respect, but also promote efficient feedback mechanism, collaboration, staff recognition and friendliness in ways that allow members to significantly contribute to effective administration of schools and the achievement of corporate goals. Additionally, Alabi (2022) opines that the open style is people-centered and ensures that the opinions, wishes and aspirations of staff are considered during decision making. Thus, open style of communication increases staff morale and boost employee performance. Ndubueze & Oputa (2021) condensed the aspects of leadership communication considered open to include openness to constructive criticism, listening to issues about staff concerns, making consultation before decision making and providing unrestricted access to information sharing and free interaction. Generally, therefore, for open styles to stimulate employee performance, communication practices must reflect high degree of honesty, empathy, team spirit and interactional justice in converging expressive thoughts.

Inclusive Communication Style: This style is particularly relevant in a culturally diverse organisation, when there is a need to give everyone an equal chance in contributing to the attainment of corporate objective. Inclusive communication is concerned with the unbiased nature of communication which provides every organisational member with fair and equal treatment and without prejudice, in the policy formulation, communication and implementation of established standard criteria of employment, performance appraisal, promotion, reward or punishment to all, regardless of gender, ethnicity and other cultural variables.

This style, according to Mohammed & Abidin (2021), creates an environment of respect for the rights and dignity of all members of the organisation, and this enhances their genuine commitment leading to improved job performance. Inclusive communication also reduces the tendency for conflict to arise and promotes group cohesiveness, since everybody understand that they are being carried along and treated fairly, regardless of their differences in cultural attributes. Thus, for effective management of schools, Alabi (2022) recommended a need for connectivity between principal and staff which will not only promote effective teaching and learning, but also ensure good relationship- a gap which inclusive communication stands to bridge.

Assertive Communication Style: This style of communication promotes cooperation in negotiating meaning, as interlocutors are confident in expressing their intentions or demands in clear terms without compromising the rights of others (right to self-dignity, fair-hearing, freedom of expression) with whom they communicate and without having to passively accept wrong in such an honest, emotionally intelligent conversation.

A school manager who engages in assertive communication is an active listener, super-willing to flip sides, have a high esteem, is not easily provoked or manipulative, is perceptive and responsive to the emotional needs of others, and speaks in a respectful and positive tone (Alabi, 2022; Mohammed & Abidin, 2021). This style is crucial in mitigating organisational conflict, as it facilitates mutual considerations, mutual understanding of performance expectations and promotes cooperation necessary for effective employee coordination and enhanced job performance.

Aggressive Communication Styles: This style of communication is characterised by high level directive communicative behaviour in a seemingly hostile fashion, in which expressions are made strongly with high tone of voice in somewhat threatening, coercive and verbally abusive manner. This style of communication has a bearing with autocratic leadership since it allows them to exert their sense of superiority and domineering influence over subordinates. The style gives no room for employee consideration, as the intent is to superimpose the will of a superior over the will of others, even when such will negate the will and wishes of vulnerable others.

School managers that use aggressive communication style create a win-lose situation and use intimidation, power and control to get their own needs met, often at the expense of others. They are usually poor listeners and tend to monopolise discussions. They are fault finders, try to dominate others, use humiliation to control others, criticises, blames or attacks others, has low frustration tolerance, speak in a loud, demanding and overbearing voice, act threateningly and rudely (Alabi, 2022, p.117). The implications of these are that they discourage employees' commitment, innovativeness and organisational citizenship behaviour. Moreover, the style may breed a hostile work environment that creates job dissatisfaction leading to high employee turnover.

Analytical Communication Styles: This style is concerned with high degree of thoroughness and accuracy in logical reasoning, critical thinking, careful planning, decision making and communicating on the basis of in-depth analysis of fact. Managers who adopt analytical communication styles are usually systematic, organised, cautious and detailed-oriented, quick to think, but slow to act. They prefer solid documentation and are focused on process, tasks and doing things the right way (Viloria, 2021, p.171). On the negative, analytical leaders can be critical, picky, perfectionist and stubborn, as well as indecisive. Their tendency under stress is to avoid others. Given its salient features, this communication style mirrors a transactional leadership.

Drivers (or Dominant) Communication Styles: This style is concerned with achievement-oriented leadership. Managers who adopt driver style are often high-achievers who, according to Viloria (2021), are not only hard-working, ambitious, decisive and competitive, but also give no room for failures. They are good at delegating and for this reason they prefer to work with highly competent workforce. The drawbacks of this style are that they can be tough, pushy, demanding, and exclude others from decision making. Under stress, driver communicators become autocratic (or aggressive) and order others around.

Expressive Communication Styles: This style may be viewed as synonymous with assertive communication, as the communicators of this style are enthusiastic, optimistic, open-minded, talkative (or outspoken), dramatic and ever willing to share information/ideas and vision with others, which enhances cooperation and team spirit. This style can be adapted to democratic leadership style.

Amiable Communication Styles: This style is synonymous with inclusive communication and focuses on building friendship and collaboration with team members using words that that appeal to emotions (i.e. empathy). This style can be adapted to supportive (participative leadership styles.

Research Objective 2: Determine the Leadership Styles that enhance Effective Employee Motivation and Performance Management

The following leadership styles were identified and they are discussed as follows:

Ethical Leadership: This style of leadership is concerned with a leader's inclination to act or express accepted moral norms of behaviour and to influence others to act responsibly in like manners, as to promote a welcomed social environment that respects the rights and dignity of members of the organisation. According to Astuti *et al* (2020), an ethical leader "has a very high standard of moral and ethical behaviour and can be relied on to do the right thing" which creates a sense of admiration, respect and at the same time, engender follower trust in the leadership (p.112). The principles of truth, integrity, transparency and accountability, among other ethical conditions are key values which endear a leader-manager and also stimulate an enduring loyalty of subordinate employees, causing them to be willing to readily adjust to needs for behavioural changes that will improve job performance. An ethically oriented leader-manager will, according to Mayer, Kuenzi, Greenbaum, Bardes & Salvador (2009), strive to create a positive ethical climate by: becoming a visible role model for appropriate behaviour; communicating without ambiguity, ethical expectations that others must follow; providing necessary ethical trainings to reinforce acceptable standards of conduct; visibly rewarding ethical practices and conspicuously punishing unethical ones and providing protective mechanisms to ensure that employees report unethical behaviours without fear of any sort of mistreatment. Consequently, deviant behaviours will be reduced and maximum cooperation enhanced, for effective employee motivation and performance.

Charismatic Leadership Style: For Astuti *et al* (2020), the charisma possessed by a school principal is an important component of the leadership style. This style of leadership is brought to bear when a leader-manager possesses extraordinary leadership abilities. These abilities are manifested through certain observable behavioural attributes which, according to Conger & Kanungo (1998), include having foresighted vision, articulate and effective in communication for mutual understanding, high willingness to take personal risk, perceptive and responsive to followers need, highly innovative and expresses unconventional behaviours considered novel (cited in Robbins & Judge 2013, p.380).

Given these attributes, it becomes valid to throw weight behind the view of Astuti et al (2020) that teachers tend to have confidence or trust in, respect for and demonstrate loyalty under the control of a charismatic leader. Moreover, a charismatic leader is able to instill a sense of pride and bolster followers' self-esteem and perseverance in fulfilling high performance expectation, through emotive words and actions that encourages them (i.e. the teachers) to think and act out of the box. In crisis situation, a charismatic leader is best known for initiating drastic measures and exhibiting rare courage without retreat in the face of challenges that make others fret.

Inspirational Leadership Style: This style is necessitated when there is an absolute need to create a culture that educates, motivates, inspires and support followers within an organisation. For Astuti *et al* (2020), what makes inspirational leaders successful is their ability to motivate subordinates (i.e. teachers) by blending emotional intelligence with spiritual intelligence in order to create a shared vision and set of agreed upon ethical values, enhance team spirit through the uses of symbols and emotional appeal, and promote creativity and innovation through intellectual stimulation, all of which creates a sense of belief and purpose within the organisation.

In addition, inspirational leaders are authentic in words and actions, and they treat subordinates with dignity and respect, they are approachable and inclusive and promote justice within the organisation, which makes everyone feel valued and willing to go an extra mile to fulfill expectations in their job performance. It would be noted that inspirational leadership is an integral aspect of transformational leadership and in some ways; its features are made visible in other forms of leadership styles.

Democratic (also known as Participative) Leadership Style: This style is essential when there is a need to promote employee engagement and enhance job satisfaction. This style of leadership creates an open system of information sharing, consultation and efficient feedback mechanism between leader-managers and subordinate employees. In the school setting, democratic style of leadership not only provide the necessary guidance for effective policy formulation and effective decision making, but also promote maximum staff co-operation in their implementation and in the performance of job duties.

Moreover, the findings of Oyugi & Gogo (2020); Igunnu (2020) and Yalcinkaya (2021), established that democratic leadership styles positively affect students' academic achievement and general school performance because they motivate teachers to work with principals to achieve school objectives, allow teachers to take initiatives so as to improve student academic achievement. Democratic leadership supports and encourages team work, good cooperation, good remuneration of all staff, motivation of staff and students (Oyugi & Gogo, 2020, p.25). But the success or otherwise of a democratic style is dependent on the skill, forthrightness and managerial efficiency of the manager in harmonising dissenting views and interests, especially in a complex, culturally diverse organisation.

Autocratic (also known as Directive) Leadership Style: This style of leadership assumes a direct opposite of democratic styles as it prioritises the use and abuse (i.e. coercive or arbitrary use) of positional authority to enforce absolute obedience and strict compliance to rules and policies, and without regard for others opinion, autocratic leaders rely on their personal initiative in decision making. This style is characterised by close supervision and control of the performance of followers and especially those considered to be neophytes or inexperienced in skills and other capabilities required of the job. Thus the autocratic leader is known to be directive and task oriented. For Saleem *et al* (2020), the directive leadership style is favourable in a high-pressure work environment where followers need to achieve challenging targets and goals.

Saleem *et al* (2020) impresses that directive leaders guide their followers (i.e. teachers) on what to do and how to do it by giving explicit explanations and this is especially true with regards to teaching planning, classroom organisation, monitoring and evaluation, classroom atmosphere and discipline. Similarly, Oyugi & Gogo (2020) concluded that a strong, positive and significant relationship exist between autocratic leadership and student's academic performance since it ensures a system of discipline, efficient time management, high respect for constituted authority and conformity to standards which enhances academic success (p.26).

But this notwithstanding, Oyugi & Gogo (2020) noted that principals of schools investigated were more autocratic in decision making, and thus self-opinionated which did not go down well with staff development and management, leading to high levels of absenteeism and staff turnovers, which corroborates the views of Igunnu (2020) that autocratic leadership discourages staff motivation and efficiency in schools. Autocratic leaders will thus be successful in promoting effective employee performance, when they understand how not to blow things out of proportion using aggressive approaches that denigrates the dignity of labour, and lowers employee morale, but rather with moderation, apply corrective measures that reproves deviant behaviours, while maintaining fair play in the administration of justice in the workplace.

Laissez Faire Leadership Style/ Full Freedom Styles: This style of leadership encourages full autonomy of subordinates both in decision making and performance of job duties without any interference from top management; thus, creating an opportunity for managers to shift unto subordinate employees, the full responsibility and accountability for the success or failures of corporate objectives while they play only a passive role.

Yalcinkaya *et al* (2021) in their study, found that laissez faire leadership style were more intrinsically rewarding for employees, when compared with democratic and autocratic styles. This is because the style allows for employees' training and support for development, freedom to tap into their creative sense of self and implement innovative ideas in their job performance. Beside these, the style also allows for freedom to make quick decisions whenever the need arose and helps employees to stimulate their self-confidence by turning their mistakes into learning opportunities rather than for reprimand. But then, one would understand that laissez faire leadership works best when members of staff are highly competent and know their onions. This informs the reason why supervision and control is minimised since everyone knows what to do, at what time and how best to do them in order to achieve the best result which everyone craves for. Thus, all what the leader needs do is to clarify roles and provide all resources required for the job.

On the contrary, Oyugi & Gogo (2020) contended that Laissez-faire leadership style is not suited for use by principals because complete delegation without follow-up mechanisms creates performance problems, much so as freedom without responsibility is disastrous, and this in turn impact negatively on students' academic performance. Corroborating this view, Igunnu (2020) found that laissez faire reduces seriousness, lowers employee motivation and ultimately creates what we may describe as 'a system of organised confusion' since there is no clear cut yardstick for performance evaluation and management. Therefore, Oyugo & Gogo (2020) and Igunnu (2020) concluded that the use of Laissez faire leadership style be sidestepped.

Transactional Leadership Style: This style, more like an autocratic style, focuses on the use by managers, of directive behaviours (such as 'telling', close supervision, rewards and corrective measures) to influence the attainment of performance objectives. This style assumes a transactional approach (give and take exchange process) in rewarding and/or punishing subordinates for job done on the basis of compliance with or deviations from established performance standards. Although, the extent to which rewards/punishments are commensurate with job performance outcomes on the one hand and the extent to which they influence effective employee job motivation and performance on the other hand, depend on the managers' constructive use of positional authority in enforcing compliance to rules, close monitoring and the degree of fairness in administering the various dimensions of justice within the organisation: Procedural, distributive/retributive and interactional justice.

The objective of the transactional leader, according to Nwile *et al* (2022), is to ensure that the path to goal attainment is clearly understood by the internal actors, to remove potential barriers within the system and to motivate the actors to achieve the predetermined goals. Thus, the 'give and take' leadership style is more concerned with following established routines and procedures in an efficient manner than with making any transformational changes to an organisation. Nwile *et al* (2022) further stressed a major drawback to the transactional leadership style as lacking the drive for employee enthusiasm and commitment to the task objective, since personal growth needs are least considered except in fulfilment of the managers' desires. Consequently, transactional leadership style does not encourage organisational citizenship behaviour, beyond the official requirements of employees' job performance.

Transformational Leadership Styles: This style of leadership combines a range of strategies which transcend those of transactional style and aimed at inspiring subordinates to be creative, cooperative, and selfless in their dedication to job performance in the most professional ways, leading to higher organisational effectiveness in achieving its set goals.

To be able to achieve effective employee job performance, transformational leaders need to command idealised influence (be charismatic), provide inspirational motivation (communicate high expectations and use emotional appeals to drive favourable action), engineer intellectual stimulation (provide training opportunities that improve problem-solving skills and technical competence.) and create supportive environment for individualised consideration (perceive and respond to emotional needs and other physiological and psychological elements of employees' individual differences) (Robbins & Judge, 2013; Nwile *et al* 2022).

In their study, Nwile *et al* (2022) recommended that principals and other categories of staff should adopt a transformational leadership style to broaden followers' mindsets through training and skills development in order to be able to solve problems of different magnitudes which ultimately will gravitate towards effective management of the school system.

Achievement-oriented Leadership: This style is concerned with leader-managers' use of challenging goals and their strong emphasis on achieving them to motivate subordinates. To ensure effective performance, achievement-oriented leaders provide subordinates with high performance standards and also encourage them to strive for personal growth and continuous performance improvement, by means of trainings and development programmes (Saleem et al, 2020).

It would be noted that this style works well with employees whose readiness level is high enough to take on tasks with challenging goals. But if the goals are too challenging to be realistic, it might lower employee morale as frustration and burn-out becomes inevitable. Moreover, the degree of clarity and the extent to which the goals set are rewarding may also be a contributing factor to the success or otherwise of this leadership style.

Supportive Leadership Style: This style in some ways, share most, if not all aspects of democratic cum participative leadership style since it encourages open dialogue and feedback between leader-managers and subordinates and creates an enabling environment that bolsters employee morale and reinforces positive behaviours. For Saleem *et al* (2020), supportive leaders promote job integrity, feelings of dignity and offer the necessary guidance to meet ambitious goals and because they are empathetic, they gain respect and loyalty of subordinates.

Research Objective 3: Discuss how best these communication and leadership styles could be integrated to bolster employee morale for effective job performance

As shown by the various styles reviewed above, managers have at their disposal, a plethora of communication and leadership styles by which they can effectively motivate employees and improve their performance. However, in determining the best fit of combinations, managers must firstly, consider the goals to be achieved (which may cut across expectations that require a need for changes in any of employees' current task, adaptive and contextual performance levels), that will guarantee the desired improvement in their motivation and effectiveness in job performance. Secondly, managers are to evaluate employees' current maturity or readiness levels (in terms of their willingness (commitment) and ability (competence).

Having understood the gaps to be bridged between expectations and reality, then thirdly, they (managers) are to choose a combination of leadership styles, suitable to drive the readiness level of employees to the expected optimum. A combination of leadership styles is necessitated by the fact that there exist individual differences among employees, which calls for an accurate and objective (devoid of cultural, emotional and other forms of bias) classifications of employees into different groups based on their readiness levels. Thus, at different levels of readiness for each group of employees so classified, different leadership styles are then adapted for optimal effectiveness in performance management. Fourthly, managers are to select appropriate communication styles that not only can best convey the mannerism of the leadership style, but also has the conduit richness, sufficient enough to drive leadership goals and performance expectations to reality.

Moreover, a key element in blending the duo is emotional intelligence. Emotional intelligence refers to a leader's ability to perceive emotion in the self and others, understand the meaning of these emotions and regulate emotions of self [*as well as influence the emotions of others*] (Robbins & Judge 2013, p.112). This is because emotions determine the state of physiological and psychological wellbeing of employees and influence in a great deal, the degree of responsiveness of employees' behaviour to changes in performance expectations placed on them by their leaders. Negative emotions will demotivate workers even more than positive emotions can motivate them. Thus, emotional intelligence (and in some cases spiritual intelligence) will help managers to respond to the emotional needs of employees by aptly selecting the right combination of styles that will strike the right balance between the extremes of high directive (i.e. task-oriented) behaviour and high supportive (i.e. relationship-oriented) behaviour, which are autocratic and democratic in nature respectively.

Conclusion

From the foregoing submissions, it is concluded that communication and leadership when aptly integrated, play important role in the motivation and performance management of employees. The success or otherwise of a team of managers, rest solely on the extent of their intelligence, efficacy and flexibility in administering communication and leadership styles that are suitable to situational demands in the work place. Furthermore, this paper has shown that individually and collectively, the styles of communication and leadership are meant to complement one another and not be substituted one for another. This is because each one stands to bless the mess of the others' inadequacies. Thus, in this post COVID-19 era, bedeviled by economic challenges that calls for stern economic recovery, school managers are urged to brace up in their acquaintance with adept knowledge of effective communication and leadership skills and applicable best practices in administering authentic leadership styles that are transformational and which would help in liberalising access to employee developmental opportunities towards harnessing the best of human resource potentials for greater employee job performance and its associated outcomes.

Recommendations

For effective employee motivation and performance management in our secondary institutions of learning, the following are thus recommended:

1. Leader-managers of schools should prioritise effective communication that is open, inclusive and honest in order to promote co-operation, group cohesiveness and mutual understanding of shared vision among members of the schools' organisation.
2. Ethical values should be the guiding principles in dispensing effective leadership styles.
3. Regular staff trainings and development programmes be encouraged to bolster leadership and followership skills and competences required in their respective job performance.
4. Employee concerns for personal growth and development should be given top priority and requisite support by leader-managers, as it would enhance their motivation and drive for efficiency. A key element for identifying employee growth and development needs would be emotional intelligence, supportive leadership qualities.

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Bingham University Students' Perception of the Unbundling of Communication Studies in Nigerian Universities

Moses Iorhemba Akurega[1]; Abu Sabastine Saidu, PhD[2] ;Richard Okujeni, PhD[3] & Desmond Onyemechi Okocha, PhD[4]

[1]Faculty of Communication and Media Studies. Bingham University, Karu
akuregamoses@gmail.com

[2, 3]Department of Mass Communication, Bingham University, Karu, Nasarawa State, Nigeria
sabastine.abu@binghamuni.edu.ng; okusrich@gmail.com

[4] Faculty of Communication and Media Studies, Bingham University, Karu
desmonddoo@yahoo.com

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Abstract

This study was carried out to evaluate students' perception of the unbundling of communication studies in Nigerian universities. Perception and expectancy theories provided the framework for the study while survey was employed as the research design and a structured questionnaire was used as the research instrument administered on 400 respondents. Data collected were analysed using inferential statistics. Findings from the study indicated that university students have fair knowledge of the unbundling of communication studies in Nigerian universities. Further findings showed that university students gleaned their information about the unbundling from appropriate and reliable sources. Empirical evidence from the study revealed that the university students not only tagged it a positive development and proactive move, but also perceived the unbundling as an apt and timely decision by the National Universities Commission. Based on these findings, the researchers concluded that the unbundling of communication studies in Nigerian universities enjoys massive support and positive perception from university students. Thus, it was recommended, inter alia, that university students should not only maintain the current positive disposition to the unbundling, but also search for more information about it from appropriate sources to fully appreciate the decision of the National Universities Commission.

Keywords: Communication Studies, Nigeria, Perception, Unbundling, University Students

Introduction

Mass Communication, a degree programme, is offered in many Nigerian Universities, polytechnics and other institutions of higher learning across the world. Olomojobi, Morka & Akintayo (2021) observe that many institutions brand the course with such appellations as Media Studies, Information and Communication Studies, as well as Language and Communication Arts. However, no matter the nomenclature assigned to the course by any institution, it entails the study of many areas including journalism, publishing, radio and television broadcasting, digital media, public relations and advertising each of which holds a variety of career opportunities for students after their study. Aririahu (2022) opines that many educational institutions have difficulties in classifying mass communication as a discipline either in the humanities, arts or the social sciences. Agreeing with that opinion, Akpan (2022) argues that this quagmire has affected the direction and pattern of research and of teaching the course.

The combination of many possible areas of specialisation into one course (Mass Communication) has not only made it difficult for students to choose an area of specialisation, a difficulty Mishra, Ismail & Al Hadabi (2017) likened to choosing a path while at a cross road, but it had also raised concerns among scholars and practitioners of the profession leading to agitations for its unbundling and domestication into a proper Faculty of Communication and Media Studies to extricate it from the nebulous Faculties such as Arts, Humanities or Social Sciences that many universities had dumped it. Indeed, Mishra *et al* (2017) assert that all stakeholders in the sector such as Professors of mass communication, professional bodies like the Nigerian Union of Journalists (NUJ), the Nigerian Guild of Editors, Nigerian Institute of Public Relations (NIPR), Broadcasting Organisations of Nigeria (BON), as well as regulatory agencies like Advertising Regulatory Council of Nigeria (ARCON), National Broadcasting Commission (NBC) and the Nigerian Press Council were in the forefront of the call for the unbundling of the course. Interestingly, these stakeholders eventually formed the nucleus of the team that successfully midwifed the unbundling after two years of painstaking research and rigorous consultations.

The unbundling of Mass Communication as a single degree programme into several degree programmes by the National Universities Commission is a fulfillment of the desire of the commission to revitalise and reposition the programme in Nigeria to meet global best practices. According to Rasheed (2023), some of the new programmes to be domiciled under the Faculty of Communication and Media Studies include: Journalism and Media Studies, Public Relations, Advertising, Broadcasting, Film and Multi-Media Studies, Development Communication Studies, Information and Media Studies, Mass Communication and Strategic communication. The rationale for the unbundling of communication studies as clearly stated in the curricula of the new programmes shows that:

> The objective stated in the curricula pointed that communication and Media Studies training should develop the students' understanding of communicative problems at the various levels of Nigerian and global society and develop in the student the ability for objective and critical judgement and to observe, understand, analyse and synthesise socio-economic, political and environmental problems using communication and media studies methods and techniques (Okeke, 2022, p. 24).

Commenting on the unbundling in its editorial of 4 March, 2020, the *Independent Newspaper* celebrated the development as a welcome, proactive step to deepen professionalism and expertise in strategic areas of mass communication demanded in an emergent, complex world. The paper, like many scholars, argued that the broad, generalist training under an omnibus mass communication as a single course can no longer serve today's society with maximum, knowledge-based efficiency. While the unbundling of Mass Communication is mainly focused on repositioning the course and opening up the field by creating more professions out of a hitherto one course, the ultimate beneficiaries of the process are the students of the course. However, university students' perception of the unbundling of communication studies in Nigerian universities is uncertain. This study was, therefore, designed to ascertain their perception of the process. It also evaluates their level of knowledge of the unbundling and to determine the benefits they stand to derive from the unbundling of communication studies in their universities.

Objectives of the Study

The study sought to:

1. Find out Bingham university students' level of knowledge about the unbundling of communication studies in Nigerian universities.
2. Ascertain Bingham university students' perception of the unbundling of communication studies in Nigerian universities.
3. Identify the likely benefits Bingham university students stand to gain from the unbundling of communication studies in Nigerian universities.

Public Knowledge of the Unbundling of Communication Studies in Nigerian Universities

The era of studding mass communication as a single degree programme in Nigerian universities officially ended in September, 2021 when the National Universities Commission (NUC), the umbrella body that regulates university education in Nigeria, unbundled the programme. Reporting the development in its editorial of 4th March, 2023, the *Independent Newspaper* wrote that the announcement that mass communication, as a single course in Nigerian universities, is to be split into several degree awarding programmes has elicited reactions from a spectrum of Nigerians. Though many have expressed fear and concerns that mass communication has been scrapped, Mwantok (2020) says experts have allayed those fears saying that the decision is in the best interest of communication students. She quotes Professor Ralph Akinfeleye of the Department of Mass Communication, University of Lagos as saying that the programme was not being phased out but that professionals have demanded for specialisation because mass communication as a single course was too large and what was given the students was a little of everything. In his view, Professor John Illah of the Department of Mass Communication, University of Jos stated that mass communication is a large course that does not allow one to focus on skill cultivation. He, therefore, commended the NUC for doing the right thing adding that with the unbundling, there is anticipation that the society will change in a positive way (Mwantok, 2020).

Perspectives on the Unbundling of Communication Studies in Nigerian Universities

Differing perspectives have been expressed regarding the unbundling of communication studies in Nigerian Universities. Babalola (2023) reports that series of arguments have trailed the unbundling among scholars in the field as to whether the universities are really prepared for the task. Dr. Lambe of the university of Ilorin in particular, noted that in many universities, the new programme is yet to take off as a result of lack of resources, saying universities need to be strategic about it in the sense that they have to look inward to ascertain the resources on ground for take-off fearing that the current economic situation in the country might undermine the growth of the programmes in some universities (Babalola, 2023).

However, Okeke (2022) quotes Professor Lai Oso of the Lagos State University as saying that what motivated the push for unbundling was the desire to prepare students of communication for the challenges ahead through practical applications, which would make them ready professionals before graduation. He however noted that unbundling the programme will require a lot of resources as more staff to meet the requisite academic and professional skills, particularly technical staff with a lot of experience to take the students in the practical aspects of the programmes will be needed. Youdeowei (2019) cites Henry Omafodezi, Chief Executive Officer of 7gongs Brand and Media Company who expressed the opinion that the unbundling of the course will be in the best interest of university graduates noting however that there is need for appropriate adjustments to be made to reflect the change. He however raised the question if the unbundling will produce better graduates.

Benefits of the Unbundling of Communication Studies in Nigerian Universities

Many stakeholders in the communication field, including students, have expressed concerns about the benefits they stand to derive from the unbundling of communication studies in Nigerian universities. For instance, Olomojobi *et al* (2021) observe that hitherto, mass communication students often found it difficult making a choice when they reach the point of choosing an area of specialisation. This difficulty, the authors note, is a function of the dearth of knowledge and familiarity with the options available to them. Mwantok (2020) cites Akinfeleye who pointed out that with the unbundling, there will be cross fertilisation of ideas as lecturers can go into the newsroom to practice and journalist to go to the classroom to teach. One outstanding benefit that will accrue from the unbundling is deep knowledge of the various programmes that will emerge as candidates will be equipped with relevant knowledge in such areas as print, broadcast, digital media, public relations and development communication as well as the ethics of the profession. Moreover, graduates of media studies bachelor's degree programmes will be prepared for both traditional and non-traditional media careers (Mwantok, 2020).

A remarkable benefit of the unbundling to the society is its positive effect on the quality of aspiring journalists that will be produced from the good formal education that will be engendered. Ojomo (2015) succinctly captures this when he likened the journalist to the physician. Obiorah *et al* (2023) quotes Ojomo (2020) as saying that "the position of the journalist in society is similar to that of a physician. Without good training and professionalism, the clients' lives are in danger of wrong diagnosis and therapy. What this signifies is that unbundling of the omnibus mass communication programme in Nigerian universities will breed a good formal education in all the new courses. To buttress this point, Ojomo (2015, p. 89) asserts that:

> … an ill-educated journalist is a liability to the press and to the nation, but a professionally trained journalist, who is armed with a background of sound university education… will transform the practice of journalism into an asset to the credit of our nation.

Moreover, Hoag, Grant & Carpenter (2017) identify some job specifications that graduates of unbundled communication studies will find spaces in to include newsrooms were they will be employed as journalists, editors and correspondents. Another lucrative area in the new programmes is the film industry where they will work as film editors, script writers, producers, cameramen or just content creators. Mwantok (2020, p. 6) adds other job titles in the new communication studies to include public relations, which she describes as a lucrative area in the new programme, advertising account managers, marketing analysts, photo journalists and a range of other exciting career options. From the foregoing, it is crystal clear that the unbundling of communication studies in Nigerian universities holds great promise not only for the stake holders but also for the media industry itself as empirical evidence has shown that both mainstream media and the new media stand to benefit immensely from the unbundling. Above all, the crop of professionals that will emerge from the different programmes will not only positively impact the profession but will also change the society for the better.

Theoretical Framework

Two theories; perception and expectancy theories provided a framework for this study.

Perception Theory

Perception theory was initiated by Berelson & Steiner in 1964. According to the theory, perception is the process by which individuals select, organise and interpret inputs to create a meaningful picture of the world. The theory establishes the paradigm that sensory information processing in human cognition, such as perception, recognition, memory and comprehension, are organised and shaped by our previous experience, expectations, as well as meaningful context.

Additionally, Anaeto, Onabajo & Osifeso (2008) observe that perception theory has four related selective ideas: selective exposure, selective attention, selective perception and selective retentio*n*. According to Iwokwagh (2006), the basic premise of perception theory is that the attitudes, beliefs, culture, values, needs and motivations of audience members have a way of affecting their perceptions and responses to media messages. If the situation orients them, they choose to receive only messages that will be beneficial or helpful to them. In other words, they selectively expose, attend and restrict themselves to only information that will be useful to them. However, Folarin (1998) sees perception theory as the tendency for people to avail themselves to information in their interest that is consistent with their preposition. Demuth (2013) concurs noting that it is the process by which people expose themselves to and retain only messages consistent with their pre-existing attitudes and beliefs. On the other hand, Anaeto *et al* (2008) maintain that individuals prefer exposure, attention and retention to arguments supporting their position over those supporting other positions. As media consumers have more choices to expose themselves to selected media contents with which they agree, they tend to select content that confirms their own ideas and avoid information that argues against their opinion. People do not want to be told that they are wrong and they do not want their ideas to be challenged either. Therefore, they select different media outlets that agree with their opinions so they do not come in contact with this form of dissonance. Furthermore, these people will select the media sources that agree with their opinions and attitudes on different subjects and then only follow those programmes. Consequently, perception theory designates behaviour that is deliberately performed to attain and sustain perceptual control of particular stimulus events (Zillmann & Bryant, 1985).

Also, Kotler & Keller (2009) explain that in marketing, especially advertising, perceptions are more important than the reality because it is perception that affects the consumer's actual behaviour. They added that people's perception about any object or subject depends not only on the physical stimuli, but also on the stimuli relationship to the surrounding field and conditions within each of us. This means that the students' perception, exposure, attention and retention of information about the unbundling of communication studies in Nigerian universities is based on their world view. The relevance of this theory to this study is evident when viewed against the backdrop of the students' expectation that the unbundling will open up more employment opportunities in communication.

Expectancy Theory

The expectancy theory, which was propounded by Victor Vroom in 1964 is a direct fallout from his theory of motivation in the same year. The realisation that expectations and motivation have a tendency to elicit particular behaviour is the thesis of the expectancy theory. According to Olomojobi *et al* (2021, p. 34), the main assumption of the theory is that people undertake certain actions when there is the likelihood that their behaviors will lead to a good outcome. Other assumptions of the theory as identified by the authors are:

a. Individuals respond to stimulus based on their needs, motivation and past experience
b. An individual's behavior is dependent on personal choice and conviction. In other words, people tend to identify choices that meet their needs and they are often intentional in behaving in ways that will actualise their expectations.
c. Individuals have divergent needs and it is these needs that drive their attitude and behaviuor to key into a particular action.
d. From options available to them, individuals tend to choose the ones that best suit their needs and best increase their output or reward.

Citing Myers (1995), Olomojobi *et al* (2021) assert that a person's decision to engage in a particular action is a function of what the person expects to happen following the action and the value the person places on the outcome. This suggests that the determinant of an individual's behaviour is not only the kind of outcome of such behaviour but also the expectation that a particular behavior will result in positive reinforcement. This theory, which was earlier adopted in Olomojobi *et al*'s (2021) study is relevant to the current study because students' perception of the unbundling of communication studies will be based on their expectation that the unbundling will open up career opportunities in the field.

Methodology

The researchers employed survey research design with questionnaire as the instrument for the collection of the necessary data from the study population. The population of the study is the entire students of the Department of Mass Communication, Bingham University, Karu across four levels (100 to 400). The premise that students of communication will be the most affected by the unbundling informed the choice of the students of communication department as the target population of the study while convenience is the justification for the choice of Bingham University as the area of the study. A structured questionnaire used to garner data from the study population contains multiple choice questions on their demographics, awareness of the unbundling, benefits derivable from the unbundling, and their perception of the unbundling. The instrument was validated using content validity test. Copies of the questionnaire were administered to students of the department of Mass Communication from 100 to 400 levels using googol forms.

Data Presentation and Analysis

Table 1: Demographic Characteristics of the Respondents

Variable	Frequency	Percentage
Gender		
Male	124	32.2
Female	261	67.8
Age Range		
16-20	256	66.3
21-24	110	26.2
25-28	19	4.9
29-32	10	2.6
Level of Study		
100	17	4.4
200	96	24.9
300	206	53.3
400	66	17.1

Table 1 contains demographic information about the respondents. Data in the table indicate that majority of the respondents in this study (67.8%) were female. Data also indicate that the respondents were predominantly young people aged between 16-24 years (92.5%). While, majority of the respondents (53.3%) were in their third year of study, a significant number, (24.9) were in the second year of their study. This implies that the respondents, though relatively young, are educated enough to understand the issue at stake in this study and properly assess the implication of the unbundling of communication studies in Nigerian Universities.

Table 2: Level of Awareness of the Unbundling of Communication Studies in Nigerian Universities

Level of Awareness	Frequency	Percentage
Very high	105	27.3
High	88	22,9
Moderate	171	44.4
Low	11	2.7
Very low	10	2.7

Table 2 contains information on respondents' level of awareness of the unbundling of communication studies in Nigerian universities. Data in the table show that the respondents in this study have appreciable levels of awareness of the unbundling. A total of 94.6%, the majority's level of awareness ranges between moderate to very high. This means that the level of awareness of the unbundling of communication studies in Nigerian universities is high**.**

Table 3: Length of Time since becoming Aware of the Unbundling of Communication Studies in Nigerian Universities

Length of Time of Awareness	Frequency	Percentage
Two years ago	96	25.1
One year ago	136	35.6
Six months ago	72	18.8
Three months ago	76	20.4

Data in table 3 reveal that the respondents in this study have been fully aware of the unbundling of communication studies in Nigerian Universities over an appreciable length of time. This is because while 60.7%, a clear majority, have been aware of the unbundling for at least one year, 39.2% have been aware of the unbundling for at least six months. This indicates that the respondents have been aware of the unbundling long enough for them to fully appreciate what it entails.

Table 4: First Source of Information about the Unbundling of Communication Studies in Nigerian Universities

First Source of Information	Frequency	Percentage
From Lecturers	174	45.7
From Professors in the field	113	29.7
From National News	64	16.8
From the NUC	30	7.9

Data in table 4 reveal that the sources of respondents' first information about the unbundling of communication studies in Nigerian universities include their lectures, professors in the field, national news, as well as the National Universities Commission (NUC). What this implies is that the respondents gleaned their information about the unbundling of communication studies in Nigerian universities from credible and reliable sources.

Table 5: New Programmes under Communication and Media Studies

New Programme	Frequency	Percentage
Mass Communication	199	52
Broadcasting	238	62
Development Communication	217	56.7
Public Relations and others	226	59

Data in table 5 indicate that new programmes that emerge from the unbundling of communication studies in Nigerian Universities include, but are not limited to Mass Communication, Broadcasting, Development Communication, Journalism and Media Studies, Film and Multi Media Studies. This means that the unbundling of Mass Communication as a single degree programme has split the discipline into several degree programmes that a student can easily choose one for specialisation. It has also opened up some job specifications that graduates of unbundled communication studies will find spaces in to.

Table 6: Respondents' First Reaction to the Unbundling of Communication Studies in Nigerian Universities

First Reaction	Frequency	Percentage
Surprise	157	41.1
Confusion	70	18.3
Anxiety	48	12.6
Happiness	107	28

Table 6 houses information on the first reaction of the respondents to the unbundling of communication studies in Nigerian Universities. Data in the table show that the first reactions to the unbundling were varied ranging from surprise, confusion, anxiety to happiness. While 41.1% of the respondents, a clear majority, were surprised, others were confused, anxious or happy. This implies that the unbundling of communication studies in Nigerian universities came as a surprise to many, (41.1%), leading to confusion and anxiety but ultimately culminated in Happiness (28%).

Table 7: Perception of the Unbundling of Communication Studies in Nigerian Universities

Perception of the Unbundling	Frequency	Percentage
A Positive Development	231	60.2
A Proactive Move	158	41.1
The Best Thing that has Happened to Communication Studies	172	44.8
A Welcome Development	170	44.3

Data in table 7 show that respondents have a favourable disposition to the unbundling of communication studies in Nigerian universities. This is because all the respondents see it as a positive development, the best thing that has happened to communication studies in Nigerian university, a welcome development and a proactive move. What this means is that the unbundling is an adroit move by the National Universities Commission (NUC) to reposition communication studies in Nigerian universities.

Table 8: Value Unbundling Has Added to Communication Studies in Nigeria

Value	Frequency	Percentage
Makes it easy for graduates to realistically adapt to the dynamic Society by specialising in specific areas of communication	182	47.8
Adds depth to contents for graduates of the new programmes	78	20.5
New programmes are skill focused; not employment-centered	73	19.2
Unbundling means more opportunities for degree holders in communication	48	12.6

Data in table 8 which contains information on the value unbundling has added to communication studies in Nigeria reveal that unbundling of communication presents great value additions to communication. For instance, 47.8% of the respondents affirmed that unbundling makes it easy for graduates to realistically adapt to the dynamic society by specialising in specific areas. Unbundling also adds depth to contents for graduates of the new programmes which are now skill focused and that means more opportunities for degree holders in communication. This means that the unbundling of communication is a desirable development to the discipline and a timely decision by the NUC.

Table 9: Sustainability of Communication Studies in Nigerian Universities

Sustainability of Unbundling	Frequency	Percentage
Yes	312	81.9
No	69	18.1

Data in table 9 show clearly that the unbundling of communication studies in Nigerian universities is highly sustainable. This implies that with proper planning and management, Nigerian universities can sustain the unbundling of communication studies.

Table 10: Benefits Accruable from Unbundling of Communication Studies in Nigerian Universities

Benefit	Frequency	Percentage
Reposition the course, open up the field by creating more professions	227	59
Create more employment opportunities for the graduates	202	52.5
Hone the skills of the graduates	117	30.4
Equip graduates with relevant knowledge in print, broadcast, digital media.	209	54.3

Data in table 10 indicate that the unbundling of communication studies in Nigerian universities comes with a lot of benefits. These benefits include repositioning the course and opening up the field by creating more profession, equipping graduates with relevant knowledge in specific areas, creating more employment opportunities for the graduates and honing their skills. This indicates that unbundling benefits both the course and the graduates of the new professions.

Discussion of Findings

This study, which set out to appraise university students' perception of the unbundling of communication studies in Nigerian universities made findings that fulfill the research objectives, answer the research questions and also confirm the postulations and assumptions of the perception and expectancy theories. For instance, objective one ascertained university students' level of knowledge about the unbundling of communication studies in Nigerian universities. Findings revealed that students' level of knowledge about the unbundling of communication studies in Nigerian universities is very high. This is because 82.6% of the respondents who are currently studying communication were in their 200-400 levels and 94.6% of them affirmed that their knowledge of the unbundling is actually very high (Tables1&2). Findings also indicated that the respondents have been aware of the unbundling for at least one year and that they gleaned their information about the unbundling from credible and reliable sources as their first source of information about the unbundling is either from their lecturers or professors in the field. Further findings indicateed that the high level of knowledge students have about the unbundled communication studies enables them to easily identify the new programmes the omnibus Mass Communication has been split into. These findings confirmed those of Mwantok (2020) who alluded to the fact that Nigerians are not only fully aware of the unbundling but have also expressed divergent opinions about it with some stakeholders, especially students labelling it a welcome development. The findings also conformed to theoretical postulations that individuals have differing needs and it is these needs that drive their knowledge and behaviour towards a certain phenomenon. However, the findings disagree with those of Olomojobi's (2021) position that there is a dearth of knowledge and familiarity with the new programmes under the unbundled Mass Communication programme.

Objective two gauged university students' perception of the unbundling of communication studies in Nigerian universities. Findings from the study showed that there is positive perception of the unbundling of communication studies in Nigerian universities because it elicited happy reactions from the students who not only tagged it a positive development and proactive move but also described it as the best thing that has happened to communication studies and a welcome development. Further findings indicated that the respondents perceived the unbundling as an apt and timely decision by the NUC. These findings are in tandem with the position of the editorial board of the *Independent Newspaper* that celebrated the development as a welcome, proactive step. The findings also tallied with the tenets of perception theory that people selectively expose, attend and restrict themselves to only information that will be useful to them.

Objective three identified benefits university students stand to derive from the unbundling of communication studies in Nigerian universities. Findings from the study revealed that unbundling benefits both the course and the graduates of the new professions by opening up the field by creating more profession, equipping graduates with relevant knowledge in specific areas, creating more employment opportunities for the graduates and honing their skills in broadcasting, advertising, public relations, and other specialised areas in communication. This finding tallies with that of Hoag *et al* (2017) who identified some job specifications that graduates of unbundled communication studies will find spaces in to include newsrooms where they will be employed as journalists, editors and correspondents. The finding also conforms to one of the assumptions of the Expectancy Theory, which holds that the determinant of an individual's behaviour is not only the kind of outcome of such behaviour but also the expectation that a particular behavior will result in positive reinforcement. This is also in tandem with the tenet of perception theory which states that there is a tendency for people to avail themselves to information in their interest that is consistent with their preposition.

Conclusion

The era of Mass Communication as a single degree awarding programme in Nigerian Universities officially ended in 2021 when the National Universities Commission (NUC) unbundled the programme into nine separate disciplines to meet present realities. Communication experts have lauded the decision saying it is a welcome development that is in the best interest of communication students. The bundling has elicited happy reactions from communication students who not only tagged it a positive development and proactive move but also perceive the unbundling as an apt and timely decision by the NUC. To demonstrate their favourably disposition to the unbundling, the students identified some of the benefits ensuing from it to include: creating more professions out of Mass Communication, equipping graduates with relevant knowledge in specific areas, creating more employment opportunities for the graduates and honing their skills in broadcasting, advertising, public relations and other specialised areas in communication. It is, therefore, the position of this study that the unbundling of communication studies in Nigerian universities enjoys massive support and positive perception from university students. Arising from the findings and conclusion reached, the following recommendations are hereby given:

1. Key stakeholders in communication studies such as lecturers, university authorities and the NUC should intensify sensitisation and education of students to drive home the necessity and benefits of the unbundling in order to forestall misinformation from unreliable sources.
2. University students should not only maintain the current positive disposition to the unbundling but also search for more information about it from appropriate sources to fully appreciate the decision of the NUC to unbundling communication studies in Nigerian universities.
3. Given the benefits accruable from the unbundling of communication studiers in Nigerian universities, the NUC should intensify efforts at encouraging those universities that have not keyed in to quickly do that so that their students will also benefit from the fallouts of the unbundling.

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Meta-Analysis of Initiation Process Group and Project Success of Housing Development in Lagos State, Nigeria

Olawale Ibrahim Olateju[1]; Sunday Olufemi Akintelu[2] & Oluwaremilekun[3] Temitope Idowu

[1, 2] Department of Management Technology
Faculty of Management Sciences, Lagos State University
sunday.akintelu@lasu.edu.ng
[3] Lagos State Development and Property Corporation

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Abstract

This study was carried out to identify the project initiation procedures that significantly impact project success in light of the frequent project failures in many housing construction projects. This is with the aim of assisting project managers and other construction organisations in determining the project initiation process tasks that are crucial for a project's successful completion. PRISMA technique was used as a methodological approach. First, the researchers made criteria for inclusion and exclusion of studies along with the application of a set of keyword research strings to identify the relevant research articles. Second, prominent scientific search databases like ResearchGate, Springer and Science Direct were used to mainly search the relevant literature. The findings revealed that involvement of project stakeholders, the project charter and funding are the project starting stages that have the greatest impact on the success of housing construction projects. The researchers concluded that the success of a project is positively impacted by an efficient initiation phase and recommended that project initiation processes should be given priority due to their effects on project success.

Keywords: Project Initiation, Stakeholders, Project Charter, Project Success

Introduction

Every human being has a basic need for housing as a means of comfort and habitation. It is crucial to the growth of any country since it measures both the welfare of its citizens and the viability of its economy. According to economic theory, housing investment boosts employment and fixed capital development (Ajayi, Faremi, Roger & Uwaje, 2020). The first of the five project management process groups is the initiation group. It entails laying the fundamental foundation required to develop and define the project, typically at the organisational level. The ability of a project to accomplish its aims and objectives can be characterised as a measure of its success. However, a study on a global project management survey that comprised ten thousand, six hundred and forty (10640) projects found that just 2.5% completed their project with a 100% success rate (Chohen, 2019). In addition, despite having over 190 million inhabitants, Nigeria's housing sector still only contributes 3.0% of the country's GDP and only about 100,000 new homes are built each year (Ajayi *et al* 2020).

By focusing on project formulation, strategy, history and product descriptions, Kihuga (2018) investigated the impact of the project initiation process on building project success in Kenya. The project manager, finance, clarity of duties and responsibilities, and project charter were not considered by the study. Additionally, Shah, Mulliner, Singh & Ahuja (2022) looked into the crucial success criteria for affordable housing projects in India with an emphasis on policy and government support, funding, sustainability and the use of project management practise. The study made no mention of timely delivery, project scope or the availability of physical and human resources, which characterise a project. On housing developments, this study did a meta-analysis of the methods used to initiate projects and the outcomes of those projects.

Conceptual Review

Project initiation is the initial and most crucial process group that, if carried out well, can lead to project success (Sima, 2022). The project initiation process group, according to Kloppenborg, Manolis & Tesch (2019), is a crucial step that ultimately results in a strong project foundation. The success of the project is adversely affected by ineffective project beginning processes, which result in improper project development (Obalemo, 2021). According to Cao & Hoffman (2020), a project's ability to meet its goals for cost, duration, quality, and user happiness is a key indicator of its success. Ika & Pinto (2022) added to the complexity of projects by defining success as dependent on the realisation of benefits, perceptions of stakeholders, on-time delivery, and sustainability. Project manager performance, project ownership success and project investment success were all linked to project success by Zwikael & Meredith (2021). By improving strategic choices, coordinating company objectives, and reducing risks, a stakeholder plays a significant part in the long-term success of an organisation (Hussain, 2019).

Theoretical Review

Theory of Constraints

On the basis of its applicability, this study is founded on the theory of constraints. The process of detecting and eliminating limitations in organisational processes that are impeding organisational goals is known as the theory of constraints (TOC), which was created by Goldratt in 1990. According to the idea (Githinji, Ogolla & Kitheka, 2020), project management success depends on managers' ability to effectively manage organisations under the premise of system thinking and constraint management. In order to increase performance, TOC has been used in project management, production planning and control practices (Mkutano & Sang, 2018). It aids in identifying the most important bottlenecks in the systems and processes.

Empirical Review

Obalemo (2021) investigated the effects of project management processes on project success with focus on construction firms in Abuja. The researcher employed a descriptive research design using survey techniques with population of study comprising of 520 employees. Spearman Rank Order Correlation Coefficient was used to analyse the data collected from the study with statistical package for social science (SPSS). The correlation coefficient of 0.716 indicates that project management processes have significant relationship with project success. The findings of the study revealed that if project management processes are well managed, there is a very high possibility of having a viable project that will guarantee a sound business success. It was recommended that project management operations should be developed and skilled personnel should handle the operations.

Gichure & Gachengo (2022) investigated the influence of project initiation process on the performance of water projects in Murang'a county, Kenya, using survey research design. The target population of the study was 20 constructed water projects. Semi-structured questionnaire was used to get the primary data. The data collected were analysed with the use of a descriptive and inferential analysis. The correlation coefficient of 0.643 indicates that project processes have significant relationship with project success. The findings of the study concluded that the performance of the water project in Murang'a county, Kenya was positively and significantly impacted by project initiation process. The study recommended that project managers should consider stakeholders involvement project viability during the project initiation stage.

Mutwiri, Were & Otieno (2018) examined the effects of project initiation and identification procedures on the accomplishment of Constituency Development Fund (CDF) construction projects in Kenya. The study was pegged on theory of constraints. The CDF projects were sampled using stratified random sampling technique. Questionnaire was used to collect primary data. Based on the value of coefficient of determination, project initiation and identification account for 43.4% of CDF project success. The researcher found that project identification and initiation practices have a positive and significant effect on the success of CDF Construction Projects in Kenya ($\beta=0.519$, $p=0.000$). The researcher recommended that community needs should be well identified and the community members be involved in the identification of the project.

Duncan & Ngugi (2022) investigated the influence of project initiation on project performance among infrastructure projects in Meru County, Kenya. The research design used was a descriptive cross-sectional design with a quantitative approach. Simple random sampling was used to choose respondents, stratified random sampling was utilised to sample the projects. 140 respondents were selected as a sample from 28 infrastructure projects in Meru County. A structured questionnaire was used to collect primary data. With the use of SPSS, descriptive statistics, correlation analysis and regression analysis were used to analyse the data. Project initiation and project performance both revealed a high positive and significant link, according to correlation analysis. The study concluded that good project initiation results in greater project performance.

Methodology

According to Mohammed, Samah, Samsuddin & Ali (2019), systematic literature review (SLR) is a method of systematically making sense of large bodies of information in order to offer convincing evidence to address some compelling issues and establish a framework for future research. The method is especially appropriate when the subject under research is dispersed across different disciplines of study, as in the project initiation phase or project implementation. Peer-reviewed English papers published in reputable journals that were listed in the Emerald Insight, Sustainability, Frontiers, ScienceDirect, ResearchGate, Springer and Web of Science databases were the only ones that could be found during the search. Additional bibliographic data is provided by these databases. Because there were so few articles on project commencement procedures and project success, a snowball strategy was also used. From 2011 to 2022, a comprehensive study of the literature was conducted.

A total of 142 articles related to the topic were extracted in which screening of the articles resulted into 118 articles that are subjected to further screening. The selected papers (n = 118) were subsequently screened using the inclusion and exclusion standards, as shown in table 1. The Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA) Statement criteria as shown in Figure 1 was used to guide the reporting of this systematic review in order to prevent errors, bias, and produce high-quality results (Sarkis-Onofre, Catalá-López, Aromataris & Lockwood, 2021).

Table 1: Inclusion and Exclusion Criteria

Criterion	Inclusion	Exclusion	Justification
Context	Project initiation process, project management process, success factors in housing construction, project success, project performance	Other than project success in IT and software designs	Only include articles with explicit discussion on project initiation process that could answer the research question
Intervention	Project initiation process	Book chapters, conference proceedings, literature review	Only articles with primary data and explicit discussion on project initiation process towards a successful construction project
Output	Critical success factors for a successful housing construction.	Book chapters, conference proceedings, literature review	Articles with primary data and explicit discussion on influence of project initiation process on project success in construction project.
Literature type	Journals (research articles)	Articles without primary data e.g., book chapters, conference	Only include articles with primary data to avoid synthesis error variance in secondary sources.

		proceedings, literature review	
Language	English	Other than English	To avoid translation error variance
Timeline	2011 – 2022	< 2011	To review latest development on project initiation and project success

Source: Researcher's compilation (2023)

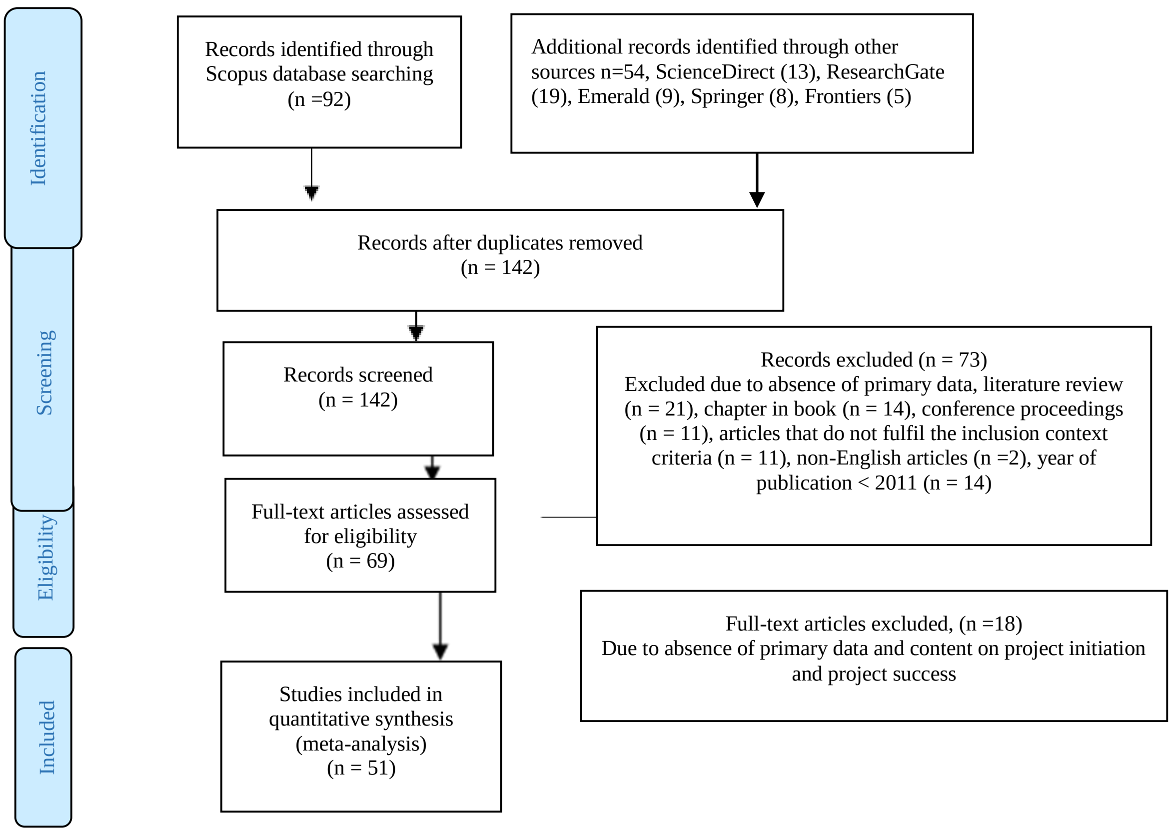

Figure 1: Systematic review-process flow (PRISMA)

General Sharacteristics of the Selected Studies

The descriptive analysis of the included papers allowed for the identification of patterns and trends in studies of project initiation and project success in housing development. Although, the study of project success is a common topic, researchers hardly ever focus on the study of how projects are initiated. The articles used in this investigation were published in 51 journals and peer-reviewed conference publications, as shown in table 2.

Table 2: Lists of accessed Journals

Discipline	Journal	Nos of Publications
Engineering and science	Journals of construction engineering and management	4
	Journals of science, technology and environmental engineering	13
	International journals of project management	9
Business and finance	Journals of business and administrative studies	5
	Journals of management, finance and risk	10
Psychology and society	Journals of Social and behavioral sciences	5
	Journals of social sciences and humanities	5

Source: Researcher's compilation (2023).

Areas of Interest

Figure 2 depicts the frequency distribution of the articles. It was noted that 33% of the publications concentrated on project initiation processes and 6% on project success criteria, while 55% of the articles concentrated on the effects of project management practices on project success in construction enterprises.

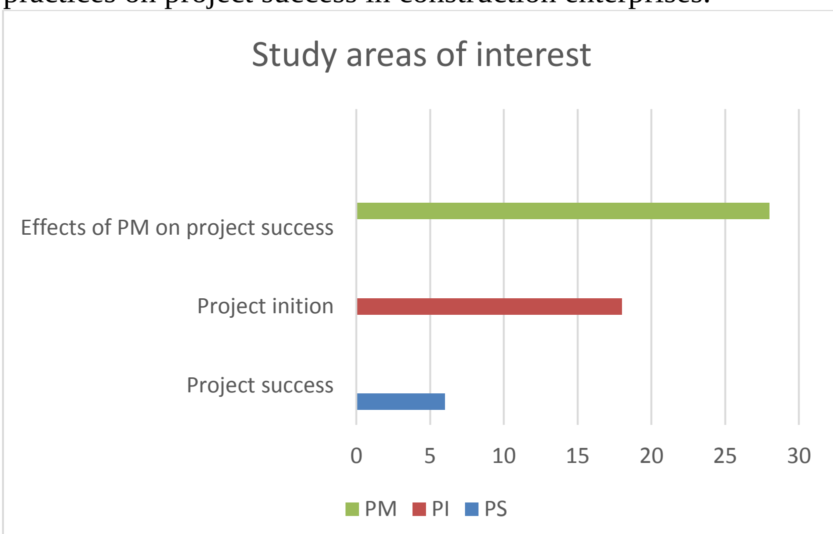

Figure 2: The distribution of articles according to areas of interest

Countries and Area of Interest of Articles

Twenty-one (21) journals were accessed, of which 10 reported on project success. Five (5) journals reported on project initiation and six (6) countries reported on both project initiation and project success. This suggests that little research has been done on the project initiation process in general. Kenya has the most journals covering the beginning stages of projects.

Years and Number of Publications

The highest number of publications on the study area was recorded in 2018 as shown in figure 3. There was no publication on this study area in 2012 and 2013 while few studies were recorded between 2014 and 2017. The rate of publication on the study area increased between 2017 and 2022.

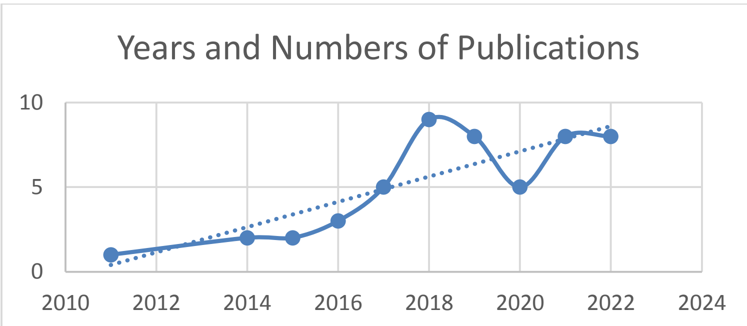

Figure 3: Distribution of journals between 2011 and 2022

Distribution of Articles by Type of Methodology

Researchers employed a survey research design (29 journals), case studies (4 journals), a descriptive research design (11 journals), a mixed research design (3 journals), an explanatory design (2 journals) and an exploratory design (2 journals) as shown in figure 4.

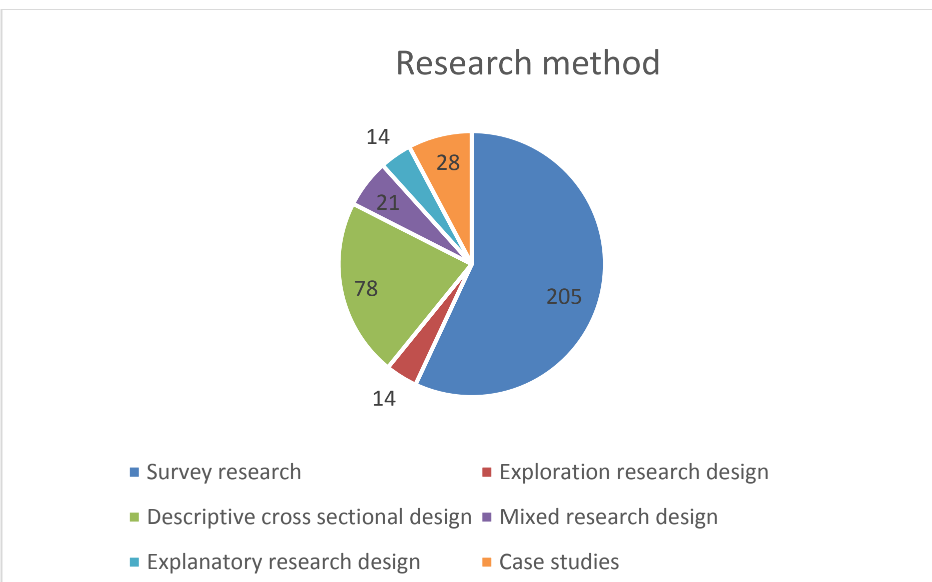

Figure 4: Methods used by Researchers

Research Findings

Project Initiation Processes and Project Success

According to research results taken from journal articles, 39% of researchers claimed that project management practices and success are related, 37% claimed that a successful project initiation process contributes to project success and 24% claimed that success factors are not the same for all kinds of projects.

According to the review, project stakeholders' involvement, participation or engagement is the process that has the greatest impact on the success of housing development projects. Although, the initiation phase can significantly affect a project's success, academics sometimes ignore it because the impact is frequently indirect and challenging to assess. Over the course of the whole study period, there was considerable interest in the project stakeholder. The project charter and funding were examined in 18% and 20% of papers, respectively, on average.

Since 2015, there has been a marked increase in the amount of research on project success. According to the data taken from the journals, 24% of the authors reported various success factors for determining successful projects, 39% of the authors agreed that project management practices have an impact on project success, and 37% reported that a successful initiation phase is positively correlated with project success.

Constructs involved in Project Success Factors

The literature review allowed us to indicate the following constructs involved in project success factors as shown in table 4.

Table 4: Summary of Project Success Factors

Project Success Factors	Reference
Time	Hussain (2019)
Effective communication	Hussain (2019), Mkutano & Sang (2018)
Project Stakeholders	Hussain (2019), Mkutano & Sang (2018), Luvuga & Ngan (2019)
Project manager	Hussain (2019)
Clarity of roles and responsibilities	Hussain (2019)
Finance	Shah *et al* (2022), Luvuga & Ngan (2019), Uwangira & Rusibara (2020)
Quality	Uwangira & Rusibara (2020)
Human & Physical resources	Uwangira & Rusibara (2020), Luvuga &Ngan (2019)
Profitability/viability	Zwikael & Maredith (2019)
Planning	Luvuga & Ngan (2019)
Project management practice	Shah et al (2022)
Achieving project objectives	Zwikael & Maredith (2019)
Sustainability	Shah *et al* (2022)
Effective project initiation process	Obalemo (2021)
Policy and Government support	Shah *et al* (2022)

Constructs involved in Project Initiation Processes

The literature review allowed us to indicate the following constructs involved in project success factors as shown in table 5.

Table 5: Project Initiation Drivers

Project Initiation Drivers	Reference
Effective communication/meetings	Duncan & Ngugi (2022)
Shareholder participation	Mutwiri et al (2018), Githinji et al (2020), Gichure & Gachengo (2022),
Risk identification	Kamau & Paul (2018), Duncan & Ngugi (2022)
Budget / Scope statement	Kamau & Paul (2018), Kihuya (2018), Duncan & Ngugi (2022),
Project team	Kamau & Paul (2018)
Innovation	Kamau & Paul (2018)
Defined goals and objectives	Kihuya (2018), Duncan & Ngugi (2022), Gichure & Gachengo (2022)
Feasibility studies	Mutwiri *et al* (2018), Kihuya (2018), Duncan & Ngugi (2022),
Project identification/Needs assessment	Mutwiri *et al* (2018), Githinji et al (2020)
Project charter	Mutwiri *et al* (2018), Duncan & Ngugi (2022)
Fund	Kihuya (2018), Githinji *et al* (2020), Duncan & Ngugi (2022), Gichure & Gachengo (2022)
Project manager	Gichure & Gachengo (2022)

Discussion of Findings

The project initiation process group is the first of the project management process groups and it includes the creation of project guidelines and criteria, authorisations, funding, feasibility studies, scope statements, identification of likely risks, goals and objectives that are being defined by relevant stakeholders, gathering customer requirements, identifying stakeholders, business cases, project charters, selection of a project manager and creation of measurable objectives. These preparatory steps are being taken to establish a strong foundation for the project and improve its performance in order to achieve project success. The influence is frequently indirect and challenging to assess; therefore, researchers frequently ignore it. The importance of the initiation stage on project success, however, has been highlighted by this study.

According to the analysis, the involvement, participation or engagement of project stakeholders has the greatest impact on the success of housing development projects. Stakeholders' active involvement in the project supports its viability, effectiveness and performance (Dwivedi & Dwivedi, 2021).

Conclusion

The study's conclusions and suggestions are important because they show which aspects of the project initiation process are crucial to a project's successful conclusion. The study's conclusions and recommendations will offer pertinent information to project managers, government officials, academics and construction industry executives so that they can make effective decisions about the best combination of project initiation processes to use. In addition, it will aid in determining which project initiation procedures are crucial for a project's successful conclusion. The study would also benefit other researchers in the field by providing a source of reference information and a framework for future research on the effects of various project initiation process on project success.

Implications for Practitioners

It is required to make the following recommendations in light of the study's findings on the project start procedure and project success and of articles from earlier publications:

1. To guarantee successful project delivery, organisations should involve essential stakeholders from the beginning of every project.
2. To prevent project abandonment, sufficient funding must be available before the project begins.
3. Due to their impact on project success, project initiation processes must be prioritised.

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Antioxidant Level of Sodium Glutamate in Wister Rat whole Brain, Liver and Kidney from *Thevetia peruviana* kernel

Mary Taiwo Akintelu[1]; Isiaka Adekunle Amoo[2]; Ige Joseph Kade[3] & Olufunmilayo Shade Omoba[4]

[1] Department of Science Laboratory Technology, Faculty of Science,
Lagos State University Ojo, Lagos State, Nigeria
mary.akintelu@lasu.edu.ng

[2] Department of Chemistry, Faculty of Physical Science
Federal University of Technology, Akure Ondo State, Nigeria

[3] Department of Bio-Chemistry, Faculty of Life Science
Federal University of Technology, Akure Ondo State, Nigeria

[4] Department of Food Science and Technology,
Federal University of Technology, Akure Ondo State, Nigeria

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Abstract

The researchers examined the antioxidant level of sodium glutamate produced from Thevetia peruviana kernel in Wister rat whole brain, liver and kidney. The sample Thevetia peruviana kernel used in this study were obtained from Lafe area Akure, Ondo State, Nigeria and identified at the Department of Crop, Pest and Soil Management, Federal University of Technology, Akure. The samples were processed into three different techniques, namely: oven dried, air dried and sun dried. The processed samples were further ground to powder, packed in an airtight plastic sample and preserved in a refrigerator at 4ºC separately prior to the analysis. The production of sodium glutamate was done and the oven gave the best yield of sodium glutamate which was used for further analysis. A twenty (20) Wister rats were purchased and grouped according to their weight. The groupings (n = 4) were divided into five (5) in five baskets (1-5). The first basket serves as the control (0mg/kg) treated without the derived sample (sodium glutamate) and the remaining four were treated with the derived sample (sodium-glutamate) produced at different dosages 1 mg/kg, 10 mg/kg, 100 mg/kg and 1000 mg/kg respectively. The anti-oxidant level (Reduced Glutathione (GSH) Activity in Tissue) of the Wister rats were carried out on the brain, liver and the kidney. From the result, it was discovered that sodium glutamate produced (seasoning) was safe as promising intervention in the management and prevention of oxidative stress, especially because of its direct antioxidative protecting ability and at the highest (1000 mg/ml) administered dosage, consequently indicating a bearable non-toxic effect on the organs of interest.

Keywords: Antioxidant, Sodium Glutamate, Wister Rat, Hepatic, Renal, *Thevetia Peruviana* Kernel

Introduction

Antioxidants play a critical role in reducing the free radicals' reactions in the body. The free radicals are chemical entities with one or more unpaired electrons. The free radicals can cause changes in human body from DNA mutation to cell death. Such as change in DNA mutation, change in enzymatic activity, lipid peroxidation of cellular membrane and death (Birangane, Chole, Sathya & Shivaji, 2011). Low level of antioxidant enzymes indicates that free radical's level in the body is high (Durak, Calendar, Zun, Demir & Calendar, 2010). This can cause oxidative stress in human body.

Oxidative stress occurs when the amount of reactive oxygen species (ROS) in human body exceeds the amount of antioxidants in the body. This excess will attack the lipid, protein and DNA components of the body. Studies have confirmed that if the equilibrium between reactive oxygen species and antioxidants is slightly or strongly affected, oxidative stress will occur (Lobo, 2010; Hallwell & Gutharidge, 2015 and Rani, 2015).

Hee-young (2015) affirmed that antioxidant enzymes that catalyses oxidation production processing are able to serves as redox biomarkers in various human diseases and they are key regulator responsible for controlling the redox state of functional proteins. Alfadda Sallam & Kin (2012) described reactive oxygen species (ROS) as highly reactive molecules produced mainly by the mitochondria and from several byproducts of several cellular enzymes. Their work established that reactive oxygen species exert a broad spectrum of biological effect, ranging from physiological regulatory functions to damaging functions, confronting to several pathogenesis of diseases. Tsante (2006) referred physiological regulatory functions to damaging functions, confronting to several pathogenesis of diseases established that the reactive nature of ROS is high, thus, living organism must endeavour to maintain redox homeostatic under a well-regulated intricate system of antioxidant. The work of Miller *et al* (2013) and Saeidnia (2013) posed that redox imbalance can lead to oxidative stress reducing the potential therapeutic effect of the antioxidant.

Antioxidants mitigate the harmful effect of free radicals; these free radicals are molecules with one or more unpaired electrons (Zulaikhah, 2017). Hallwell & Gutteridge (2015) stated that side effect of free radical can increase with environmental factor. This will eliminate the reactive oxygen species in biological system. Zalaikhah (2017) maintained that low oxidants can be shown by high level of free radicals, he established that when the amount of free radicals exceed the amount of antioxidant in the body, the excess will attack the lipid, protein and DNA component. His work concluded that the major role of antioxidant is to stabilise the equilibrium between free radicals and biological system.

GSH determines the oxidative stress which can be induced due to excessive free radicals like ROS/RNS (reactive oxygen species or reactive nitrogen species) generated during metabolism of toxicants which may interact with cellular macromolecules such as DNA, lipids, proteins and thereby altering the structure and function of the cell. Oxidative stress occurs when there is an imbalance between radical activities, which may cause an increase in the formation of certain oxidation products (Schafer & Buettner, 2001). It was discovered by Akintelu & Amoo (2017) that *Thevetia peruviana* contained high amount of glutamate which is used for the production of seasoning. However, this work tends to investigate the antioxidant level of the seasoning (sodium-glutamate) produced from *Thevetia peruviana* kernel and its effect on the whole brain, hepatic (liver) and the renal (Kidney) of a Wister rats.

Materials and Methods

Materials

Sample Collection

The *Thevetia peruviana* pulp samples used in this study were obtained from Lafe area Akure, Ondo State, Nigeria and identified at the Department of Crop, Pest and Soil Management, Federal University of Technology, Akure. The samples were processed into three different techniques, oven dried, air dried and sun dried. The processed samples were further ground to powder, packed in an airtight plastic sample and preserved in a refrigerator at 4ºC separately prior to the analysis.

Sample Preparation

Production of Monosodium-glutamate (seasoning) from *Thevetia peruviana* seed

The production of monosodium-glutamate from *Thevetia peruviana* seed was done using a natural fermentation. Natural fermentation is referred to wild or spontaneous fermentation where by the microorganisms are present naturally in the raw food or processing environment. In this study, a 100 g of each sample (sun, air and oven-dried) was weighed into 250 ml conical flask. A 150 ml of buffer (87 g of K_2HPO_4 and 68g of KH_2PO_4) was added to the samples, covered with foil paper and transferred into an electric shaker for 8 days at 37 ºC. After 8 days of fermentation, the samples were filtered using a clean white cloth to get the extract (liquid) and the residue. Subsequently, the extract (liquid) which is sodium-glutamate was freeze-dried to powder using the lyophilised machine. Similarly, 1 ml of the extract (liquid) sample was transferred into the centrifuge at 25 ºC and 4100 rpm for 30 min, its forms into two layers (the supernatant and the residue) and then the supernatant was poured into PET (polyethylene terephthalate) bottle for estimation of protein and glutamate determination using the *Ultraviolet*-visible spectrophotometer.

Reagent/Chemical/Apparatus Used

All the reagents and apparatus were of analytical grade as follows:

List of Reagents used

Tris- HCl buffer, Borine serum albumen BSA, Trichloroacetic acid, Sodium dodecyl sulphate, Ehrlich's reagent, Carbon teterachloride CCl_4, Wijs solution, Iso-propyl alcohol, Ellman reagent, Phosphate buffer, Calcium chloride $CaCl_2$, Mercury (II) chloride $HgCl_2$, n-butanol.

Methods

Animal grouping

A twenty (20) Wister rats were purchased and grouped according to their weight. The groupings (n = 4) were divided into five (5) in five baskets (1-5). The first basket serves as the control (0mg/kg) without the derived sample (sodium-glutamate) and the remaining four were treated with the derived sample (sodium-glutamate) produced at different dosages 1 mg/kg, 10 mg/kg, 100 mg/kg and 1000 mg/kg respectively.

Animal Treatment

After grouping the rats, they were acclimatised for four (4) days to familiarise with the new environment. The Wister rats were exposed for acute experiments and were treated with the derived sample (sodium-glutamate) for seven (7) days using a gavage at different dosage (1 mg/kg, 10 mg/kg, 100 mg/kg and 1000 mg/kg). There was also a group of rats that was used as control (without treatment).

Preparation of tissue homogenates of exposed rat samples for biochemical analyses

After the stipulated period of exposure of rat samples for acute experiment, the tissues of the rat samples namely; whole brain, hepatic (liver) and renal (kidney) tissues were quickly removed, weighed, placed on ice and homogenised (1:10 w/v) in cold 10 mM Tris-HCl pH 7.4. The homogenates were centrifuged at 4000 (CENTRIFUGE 80-2) for 10 min to yield the low-speed supernatant fraction that was used for the determination of thiobarbituric acid reactive substances (TBARS) and enzyme assays. For all analysis in this study, protein content was determined by the method of Lowry *et al* (1951), using bovine serum albumin (BSA) as the standard. The principle of the Lowry method depends on the reactivity of the peptide nitrogen with the copper ions under alkaline conditions and subsequent reduction of Follin reagent to heteropolymolybdenum blue by the copper-catalysed oxidation of aromatic amino acid.

Determination of Reduced Glutathione (GSH) Activity in Tissue

Reduced glutathione (GSH) was determined by the method of Ellman (1959).

Principle: Ellman reagent (5’5’ dithio-bis-2-nitrobenzoic acid; DTNB) readily forms a mixed disulfide with thiols liberating the chromophore 5-mercapto-2-nitrobenzoic acid (absorption maximum at 412nm). Concentration of GSH is express as µmol/ g tissue.

The aliquots (200 µl) of tissue homogenate, 760 µl of 0.1M phosphate buffer (pH 7.4) and 10 µl of 0.1 mM DTNB {5, 5 dithio-bis (2-nitrobenzoic acid)} were mixed together and left in the dark for 10 mins. The reaction mixture was treated with 4% trichloroacetic acid in ratio 1:1 and centrifuged to precipitate the proteins. The amount of GSH was measured in the supernatant at 412 nm using a UV-visible spectrophotometer according to Ellman, (1959).

Result and Discussion

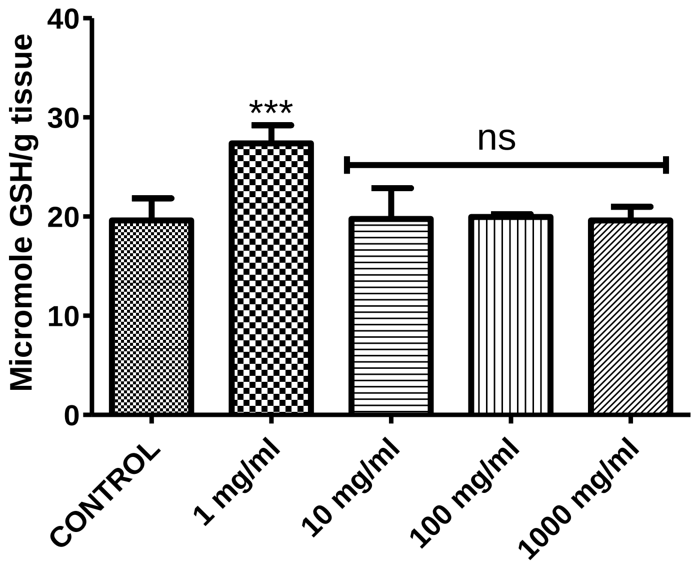

Figure1: Effect of sample on the level of protein thiol content in brain of treated Wister rats. Data are expressed as means ± SEM and were tested one-way ANOVA followed by Tukey's test (***) indicates degree of significance from control while (ns) indicates degree of non-significance from the control at $p<0.05$

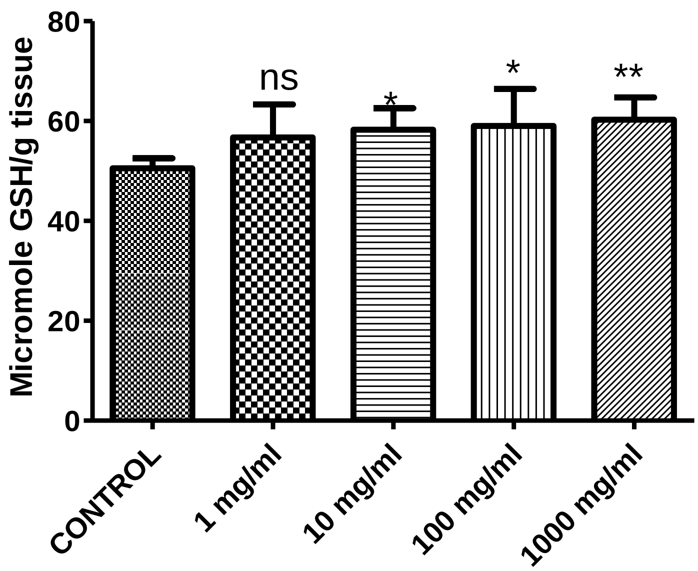

Figure 2: Effect of sample on the level of protein thiol content in liver of treated Wister rats. Data are expressed as means ± SEM and were tested one-way ANOVA followed by Tukey's test (***) indicates degree of significance from control while (ns) indicates degree of non-significance from the control at $p<0.05$.

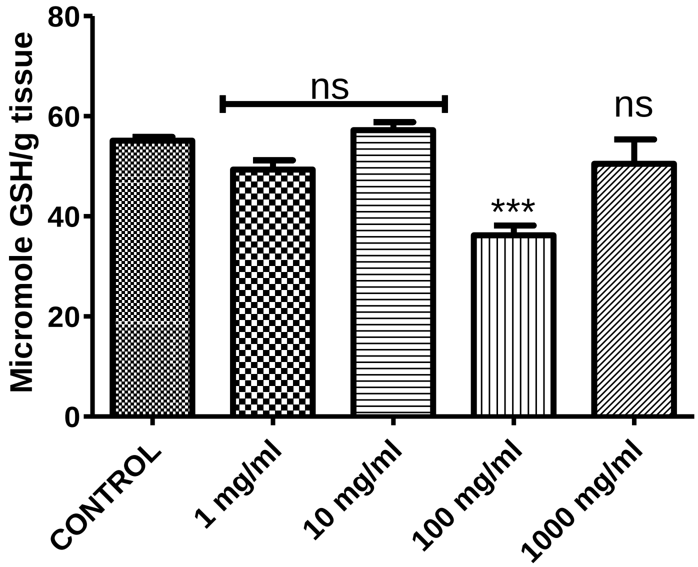

Figure 3: Effect of sample on the level of protein thiol content in kidney of treated Wister rats. Data are expressed as means ± SEM and were tested one-way ANOVA followed by Tukey's test (***) indicates degree of significance from control while (ns) indicates degree of non-significance from the control at $p<0.05$

Total Protein Thiol on the Brain, Liver and Kidney parts of Wister Rats

Drug-induced oxidative stress is implicated as a mechanism of toxicity in numerous tissues organ systems, including liver, kidney, ear and nervous systems. However, the extent to which mechanisms of drug-induced oxidative stress have been characterised varies. Metabolism of a drug may generate a reactive intermediate that can reduce molecular oxygen directly to generate ROS. The indices employed in the assessment of antioxidant status and oxidative stress toxicity of animals in the present study includes evaluation of the level total protein thiol and non-protein thiol in the brain, liver and kidney of the experimental animal, evaluation of ALA-D, NTPDase and TBARS. One-way ANOVA indicates that the extract exerted a significant positive influence on the antioxidant status of experimental animals generally. As presented in figure 1, 2 and 3, the extract treatment caused a marked increase and hence, the level of the total protein thiol in the brain, liver and kidney of the treated animals were not affected when compared to the control animals.

Previous research has revealed that in contrast to catalases and superoxide dismutases, which are well known endogenous antioxidants, peroxidases use a thiol-based reaction mechanism to detoxify hydroperoxides and their reduced state needs to be restored by the GSH/GR or the Trx/TrxR system under the consumption of NADPH (or in some special case NADH) (Ursini *et al* 1995). Peroxidases are set of endogenous antioxidant systems that have a very high affinity for peroxide (H_2O_2), based on their strictly conserved active site. The Thr/Cys/Arg triad facilitates the reduction of H_2O_2 by stabilising the transition state and polarising the O–O peroxyl bond, which promotes the transfer of electrons from the catalytic cysteine (Nakamura *et al*., 2010; Hall *et al*., 2010; Rhee, 2016). This mechanism results in a reaction rate of 105-108 m^{-1} S^{-1} with H_2O_2 (Winterbourn & peskin, 2016), which is several orders of magnitude higher than the typical reaction rate of protein thiols with H_2O_2 (Winterbourn & Hampton, 2008; Marinho *et al* 2014). The sulfonic acid intermediate formed at the catalytic cysteine readily reacts in 2-Cys Prxs with the resolving cysteine to release water under the formation of a disulfide bond. The cycle is completed when the free thiol state is restored by the interaction with Trx-like proteins or other reductants like GSH. The effect of the extract on total protein thiol shown in this investigation is consistent with a recent study that found glutamate to be the preferred source of mucosal glutathione production in the rats. More so, glutamine supplementation decreases the levels of branched-chain amino acids under oxidative stress. This amino acid is a key metabolite associated with protein synthesis and cell growth (Ren *et al* 2014).

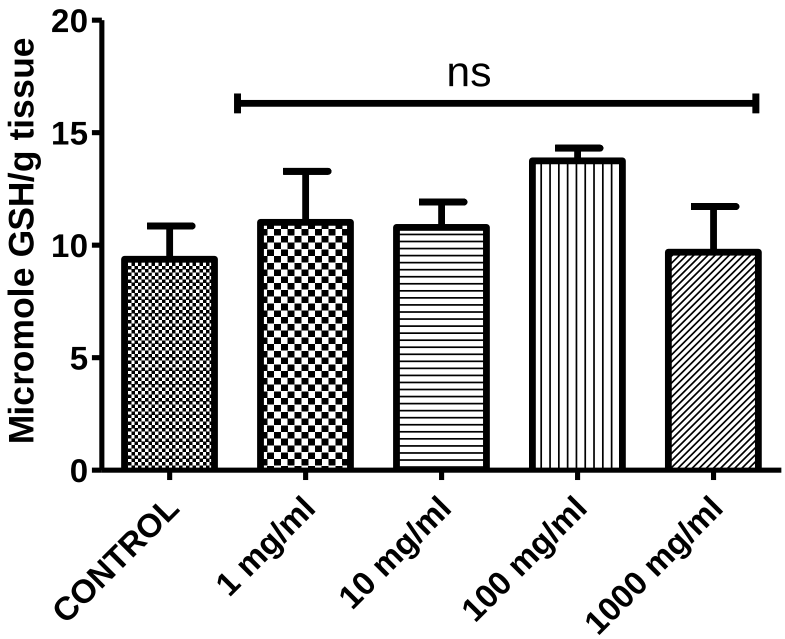

Figure 4: Effect of sample on the level of non-protein thiol content in brain of treated rats. Data are expressed as means ± SEM and were tested one-way ANOVA followed by Tukey's test. (ns) indicates degree of non-significance from the control at $p<0.05$

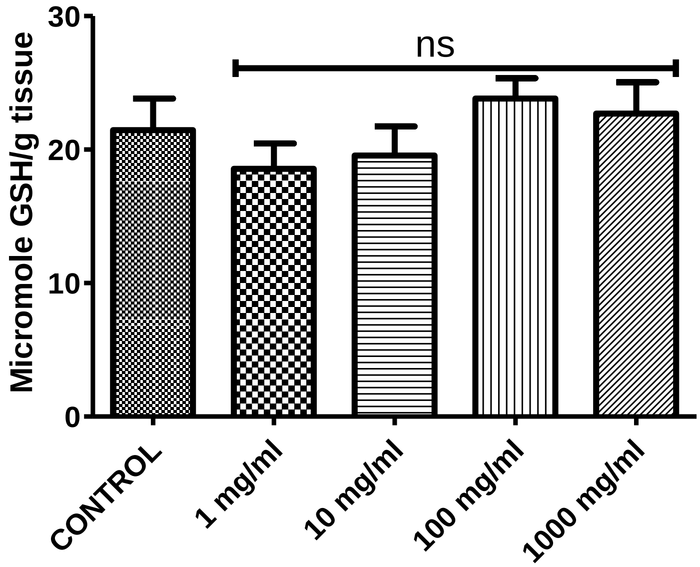

Figure 5: Effect of sample on the level of non-protein thiol content in liver of treated Wister rats. Data are expressed as means ± SEM and were tested one-way ANOVA followed by Tukey's test. (ns) indicates degree of non-significance from the control at $p<0.05$

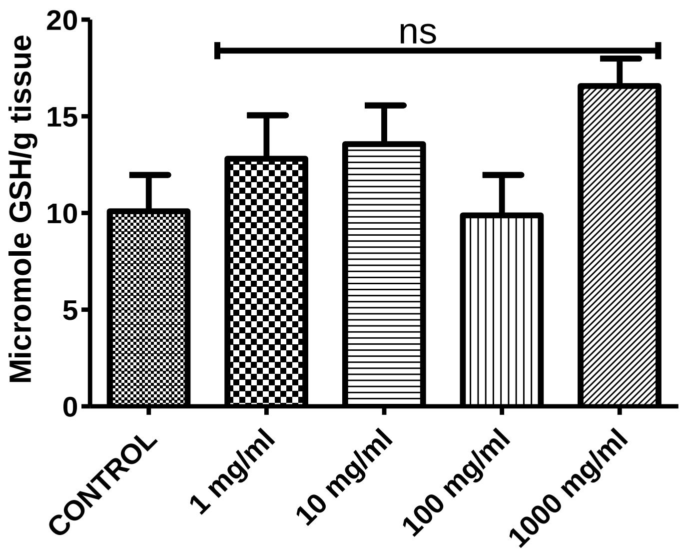

Figure 6: Effect of sample on the level of non-protein thiol content in kidney of treated Wister rats. Data are expressed as means ± SEM and were tested one-way ANOVA followed by Tukey's test (ns) indicates degree of non-significance from the control at $p<0.05$

Non-Protein Thiol on the Brain, Liver and Kidney parts of Wister Rats

The effect of the extract on non-protein thiol in the brain, liver and kidney is presented in figures 4, 5 and 6. These results revealed non-significant differences between the control and treatment group of animals across the varied doses in the brain, liver and kidney. Hence, from the present data which in part is confirmatory, it is logical to conclude that the sample utilised does not have toxic effect to the organs of interest. In most aerobic cells, the major non-protein thiol is glutathione (GSH); a tripeptide (gamma-Glu-Cys-Gly) that can be oxidised to its corresponding disulfide (GSSG). The intracellular concentration of GSH varies from 0.1 to 10 nM (Jones *et al* 2000).

The reduced redox state due to high intracellular concentrations of GSH is required to maintain protein thiols in a reduced state and to support a variety of redox reactions for reducing ROS, detoxifying xenobiotics and facilitating cell signaling. In addition, glutathione can directly prevent the oxidation of protein thiols by thiol-disulfide exchange and forming mixed disulfides. During the formation of mixed disulfides, the binding of GSH to protein thiols results in the addition of a glutathione molecule to the protein leading to the formation of glutathiolated or glutathionylated proteins. As a result of this investigation, it can be concluded that the extract has potential to therapeutically maintain the physiological level of GSH in the numerous organs of interest, which explains its non-toxic effect when compared to the control group.

Conclusion

In conclusion, based on the parameters evaluated, the extract from the sample has potential to therapeutically maintain the physiological level of GSH in the numerous organs of interest, which explains its non-toxic effect when compared to the control group and can also serve as source of anti-oxidant.

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Implications of Government Spending on Election Materials and the Turnout of Electorate during the 2023 Presidential Poll for Economic Development

Saheed Aliu Aladejana[1]; John Adejare Alabi[2], PhD & Joseph Adewale Oke[3]
[1] Department of Economics
Glorious Vision University (Formerly Samuel Adegboyega University)
Ogwa, Edo State, Nigeria
aladejana26@gmail.com; +2347039557346
[2] General Studies Department
Adeseun Ogundoyin Polytechnic, Eruwa, Oyo State, Nigeria
jarealabi2015@gmail.com; +2348153458622
[3] Procurement and Supply Chain Management Department
Adeseun Ogundoyin Polytechnic, Eruwa, Oyo State, Nigeria
okeja70@gmail.com; +2348150737401

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Abstract
The 2023 Nigerian presidential election holds immense significance within the nation’s political sphere, as it involves both the democratic selection of leadership and substantial government spending. This expenditure encompasses voter registration, ballot production, polling stations, and security measures. The increasing costs have strained the government’s finances, raising concerns regarding their impact on citizen participation. The researchers employed descriptive and quantitative methods to analyse the 2023 presidential election data, focusing on how shifts in government election-related expenses influenced voter turnout and their potential effects on Nigeria’s economic development. Despite significant election expenditures, the majority of respondents lacked confidence in the Independent National Electoral Commission (INEC) and believed the election was predetermined. Various factors, including pre-voting smear campaigns, technical issues with card readers, a lack of political education, political violence, and insecurity, have contributed to voter apathy and low turnout. These issues can undermine economic development by fostering less accountable governance, inadequate policies, reduced investor confidence, potential instability, and limited inclusivity in development. The study underscores the urgent need for electoral reform and increased transparency in Nigeria’s election process. Addressing voter confidence, campaign integrity, and technical challenges is vital for fostering greater citizen engagement and trust in the democratic system.

Keywords: Government Spending, Election Materials, Voter Turnout, Economic Development, 2023 Presidential Election

Introduction
The democratic system of government is widely believed to be one of the ultimate ideals that modern civilisation strives to create and sustain. This belief is not unconnected with the argument that democracy provides room for the popular will, extensive representation, and substantive citizens' participation and views that fit into the functioning of a fair and just society (Isiaka, Ibrahim & Kolawole, 2021). However, this

is only achievable when citizens are ready to participate in the administration of the polity and the state creates an enabling environment for them to do so. Hence, for democracy to be viable, Dalton (1999), as cited in Faeren (2015), opined that citizens' involvement in the political process is essential. Without such involvement, democracy may be considered weak. Often, voting is one of the major ways in which citizens participate in the decision-making process in a democracy. The most crucial form of political participation is voting (Lee, 1980, cited in Isiaka *et al*., 2021). Voting is a vital characteristic of any democracy and a blueprint for it to thrive, as well as an important element of a representative democracy. However, robust voter turnout goes a long way in determining the fairness, credibility, and legitimacy of a democratic government (Ambali, Isiaq & Isiaka, 2018).

Prior to the advent of representative democracy, citizens participated directly in governance without electing representatives. However, the impracticality of direct democracy in modern societies has paved the way for indirect democracy, making political apathy a concern for democracies worldwide. Arowolo & Aluko (2012), Agu, Okeke, & Idike (2013), and Fagunwa (2015), among other scholars, argued that most developing countries in Africa, Asia, and Latin America experienced the most significant decline in political participation, especially during the electioneering process.

In his study, Cletus (2017) claims that while voter turnout in major African democracies has remained high, Nigerian democracy has underperformed. For instance, results from South African parliamentary elections indicate that in 2018, the country recorded a voter turnout of 65.99%, compared to 73.48% in 2014, 77.30% in 2009, 76.73% in 2004, and 89.28% in 1999. He further argued that voter turnout in Ghana has increased considerably since 2001. For instance, in 2012, 80.15% of the total registered voters participated, in comparison to 78.89% in 2020, 69.25% in 2016, 72.91% in 2008, and 85.12% in 2004. In Nigeria, although the number of registered voters has been increasing every election year—for example, the total number of registered voters was 57.9 million in 1999, 60.82 million in 2003, 67.57 million in 2007, 73.53 million in 2011, 58.83 million in 2015, and 84 million in 2019—voter turnout has been declining since the return to democracy in 1999. Comparatively, voter turnout was 52.3% in 1999, 69.1% in 2003, 57.5% in 2007, and 53.68%, 43.65%, and 34.75% in 2011, 2015, and 2019, respectively, according to the Independent National Electoral Commission (INEC, 2020). This is why Kuenzi & Lambright (2007) opined that voter turnout reduces with the number of elections held in some African states.

All around the world, holding elections is costly. The cost of holding elections varies depending on a number of factors and electoral occurrences, such as the population, size and composition of the democracy, and the frequency of elections. Thus, the average cost per registered voter index (COVI) is used globally to determine the adequacy of election funding. For established and stable democracies, the average cost per voter ranges from $1 to $3. In transitional democracies, it ranges from $4 to $8, while in post-conflict and transitional democracies, the cost is set at $9 and above. Consequently, elections tend to be more expensive in nascent democratic countries. Nigeria witnessed another round of general elections on February 25, 2023. This was the seventh consecutive national poll held since the transition to the current constitutional democratic regime in 1999, which resulted in the seventh peaceful transfer of power between the two major political parties, the PDP and APC, in 1999, and the Labour Party, which until recently, was not a major player (Group Africa Report, 2023). By and large, due to some alarming voter apathy in previous polls, the voting population was projected to be approximately 100 million. Due to the cost of logistics, highly secured ballot papers, and allowances for personnel, among other factors, and efforts to ensure a high level of voter turnout and credible elections, INEC's Electoral Act of 2022 promised Nigerians that the polls would feature innovations. These include the bimodal voter accreditation system (BVAS), which combines fingerprint and face biometrics to verify voters' identities, and the electronic transmission of results from polling units directly to the INEC Result Viewing Portal. Therefore, the sum of ₦305 billion was proposed as the budget for the exercise, and ₦105.25 billion was budgeted for the acquisition of the BVAS, which surpasses the estimated market cost by 30.4 percent (Isiaka, *et al*., 2021 and *Vanguard*, 2022).

Following the COVI, INEC has estimated the cost per voter for the 2023 election at approximately $5.39, targeting 100 million registered voters for the election. Using the N565 to $1 parallel market exchange rate, the Commission quoted in its Election Project Plan (EPP) document, the actual figure amounted to N304.54 billion. However, the National Assembly ultimately pegged the figure at N305 billion, marking the highest budget the electoral body has ever received (Mahmood, 2022, and Business Day, 2023). Ondo State was among the 36 states of Nigeria where the presidential and parliamentary polls were held on February 25, while elections for state legislatures were held in 28 of the 36 states on March 11, 2023. Ondo State was among the other eight states that have different cycles due to lawsuits that cancelled elections or ousted individuals wrongfully sworn into office (Group Africa Report, 2023).

However, reports from national and international observers such as the International Institute for Democracy and Electoral Assistance (I-IDEA), the Joint Electoral Observation Mission (JEOM), and news media including *Tell Magazine and Premium Times* (February 25, 2023) among others indicated that the voting behaviour of the people of Ondo State differed on the two election days, and Nigerians were mostly not impressed by the conduct of the 2023 presidential and national assembly elections (*Premium Times*, 2023). In fact, while commenting on the February 25, 2023, presidential and national assembly elections in the state, the governor of Ondo State, Arakunrin Oluwarotimi Akeredolu, lamented that the turnout was low compared to what was observed during the 2019 presidential and national assembly elections (*Premium Times*, 2023). Therefore, the objective of this paper is to assess the 2023 presidential poll in Ondo State vis-à-vis government spending on election materials and the turnout of the electorate during the 2023 presidential poll, as well as examine the implications for economic development.

Statement of the Problem

Anticipated as the largest electoral event in Nigerian history, the polls witnessed significant voter participation. INEC undertook over a year of registration drives, resulting in the enrollment of 12.29 million new voters by July 31, 2022. After thorough scrutiny, approximately 2.8 million ineligible registrants were identified and removed from the final voter register of 93.4 million, a notable increase from 84 million in the 2019 election. This surge in numbers poses new logistical challenges for the upcoming 2023 vote (*Sahara Reporters*, *2022*). Voter turnout is a crucial indicator of democratic health, and this election is expected to witness higher engagement, particularly among young voters, many of whom will cast their ballots for the first time. INEC reports that out of the new registrants, 7.28 million, or 76 percent, are between the ages of 18 and 34, a significant rise from 51 percent in 2019. This spike in youth participation can be attributed to various factors, including political activism during the October 8, 2020, protests against police brutality, which gave the youth a sense of influence in driving governance improvements (Heinrich-Böll-Stiftung, 2020). Obi, from the Labour Party, has garnered support from numerous young people, especially in the southern states, who seek to oust the two major parties they blame for the country's challenges (Obi, 2022). Furthermore, there is hope for an increased turnout in this election. Previous Nigerian elections witnessed declining participation, with voter turnout falling from 52.26 percent in 1999 to 69.08 percent in 2003, 43.65 percent in 2015, and 34.75 percent in 2019. However, several factors may lead to higher voter engagement by 2023. INEC's efforts to curb rigging in recent gubernatorial elections in certain states have bolstered public confidence in election credibility, resulting in increased trust that votes will be counted (Crisis Group interviews, 2022). More people, especially young people, are calling for improved governance as a result of the nation's economic downturn, which is marked by double-digit inflation, record unemployment, and unprecedented emigration combined with pervasive insecurity (*Vanguard, 2022*).

In the early hours of Wednesday, INEC announced the election results. Of the 93.47 million registered voters, only 24.9 million actually cast ballots, an 8.03 percent decline, despite the previously mentioned factors and significant federal government investment. This low turnout continues the trend of reduced voter participation observed in recent Nigerian elections. Furthermore, the turnout in the 2023 election fell significantly short of INEC's target of a 50 percent voter participation rate, prompting questions about why the 2023 general election experienced such a decline compared to previous elections in the country. Among the 36 states, only Adamawa and Jigawa recorded voter turnouts of up to 40 percent. Following closely were Plateau, Osun, and Gombe, with turnouts of 39.83 percent, 38.71 percent, and 33.87 percent, respectively. On the other hand, the states with the lowest voter turnout included Rivers, Bayelsa, Abia, Lagos, and Imo. Interestingly, Lagos and Abia were also among the states with the lowest turnout in the last two general elections (INEC Chart Dataphyte, 2023). Overall, the 2023 election witnessed a notable decrease in voter engagement, raising concerns about the underlying reasons for the lack of enthusiasm and participation among the electorate compared to previous electoral cycles.

In contrast to the 2015 and 2019 elections, where some states achieved voter turnouts of over 50 percent, the 2023 election did not see any state reaching such high levels of participation. Only the North-West and North-Central regions saw voter turnouts of up to 30% on a regional level; the North-East came in second with 28.63%. This marks a significant shift from the 2019 election, when the North-West and North-East regions had the highest voter turnout, each exceeding 40 percent. However, the three zones in southern Nigeria experienced less than a 25 percent voter turnout during the 2023 general election. Notably, the South-South region, which had the highest voter turnout in Southern Nigeria during the 2019 election, recorded the worst turnout in the 2023 election (*INEC, Chart Dataphyte 2023*). This discrepancy in voter turnout across different regions raises questions about whether government spending on election materials is truly an effective strategy for promoting economic development. The low voter turnout in various regions suggests that there may be underlying issues affecting political participation and civic engagement, indicating that simply investing in election materials may not be sufficient to address these concerns and foster economic growth. To promote higher voter engagement and meaningful participation, the government must consider and address the root causes of declining voter turnout in different regions of the country. This may involve implementing measures to improve public trust in the electoral process, addressing socioeconomic disparities, and ensuring that citizens have equal access to information and opportunities for political involvement. Only by understanding and addressing these underlying issues can Nigeria achieve a more inclusive and vibrant democratic process that truly reflects the will of its people and contributes to economic development.

Several empirical studies have focused on different aspects of political participation, voter turnout, and election violence. Researchers such as Falade (2014), Sakah (2015), Cletus (2017), and Ambali *et al*. (2018) have delved into political participation and voter turnout. On the other hand, Saliku (2021), John (2019), Adeniyi, Onyia & Nmachi (2019), Shamsudeen (2015), Ikelegbe (2013), and Agoh (2017) have concentrated on election violence and its impact on turnout. However, few studies have investigated the relationship between government spending on election materials and voter turnout. Only a handful of researchers, such as Selb & Munzaert (2018); Blaise & Massicotte (2019); Kpessa-Boakye, Amankwah-Amoah, & Adomoka (2020); Kaminski & Kuersten-Hogan (2021); Stein (2019); and Akinbobola, Ogunrinola, & Ogunde (2021), have explored this area. What sets this study apart is its aim to bridge the gap in the existing literature. Apart from the variation in voter turnout measurement methods used by different scholars and countries, the authors of these studies have not fully explored the implications of government spending on election materials and voter turnout on economic development. This study addresses this gap by investigating the relationship between government spending on election materials and voter turnout and its potential impact on economic development. In doing so, it seeks to shed light on an essential aspect of the electoral process that has not been thoroughly examined in previous research. This could provide valuable insights into how investments in the electoral process can not only enhance democratic engagement but also stimulate broader socio-economic benefits.

Objective of the Study

The objective of this study is to examine government spending on election materials and electoral turnout during the 2023 presidential poll and to examine its implications for economic development.

Theoretical Framework

Haywood (2002), as discussed in Isiaka's work in 202, presents Rational Choice Theory, which suggests that individuals make logical decisions based on available information and self-interest. In the context of electoral turnout, this theory implies that people weigh the costs and benefits of voting before making their decisions. Higher government spending on election materials can enhance perceived benefits and thereby boost voter turnout. The theory also identifies factors that influence turnout, including perceived political efficacy, a sense of civic duty, and social norms. Perceived political efficacy relates to one's belief in the importance of their vote; civic duty concerns citizens' responsibilities in the democratic process, and social norms involve societal expectations of electoral participation. Increased government spending can be seen as a signal of the election's importance, reinforcing civic duty and adherence to social norms, thereby increasing voter turnout. This study also explores the implications for economic development through Public Choice Theory, which posits that public officials and policymakers act in their self-interest. Government spending on election materials, if motivated by political advantages, may not necessarily promote economic development. However, if the spending aims to improve the electoral process and civic engagement, it can enhance economic development by fostering political stability and social cohesion.

Methodology

The study employed a descriptive research design to gain a comprehensive understanding of the phenomena being studied. Primary data sources were gathered through direct participant observation and quantitative methods, using questionnaires to collect voters' opinions. The study population comprised all eligible Ondo voters aged 18 years and older, totaling 1,991,344 individuals. To determine the sample size, the Taro Yamane (1967) formula, as cited in the work of Isiaka et al. (2021), was used, resulting in a sample size of approximately 400. A multi-stage sampling technique was employed. Ondo State was divided into three senatorial districts, and the local government with the highest number of registered voters in each district was purposefully selected as the sample environment. These local governments were Owo for Ondo North, Akure South for Ondo Central, and Ilaje for the Ondo South Senatorial Districts. The sample size was calculated using Yamane’s (1967) sample size determination formula.

$n= N/(1 + N(e)^2)$

Where:

n = signifies the sample size

N = the population under study

e = signifies the margin error (0.05)

$n = 399.9/ (1 +399.9 (0.05)^2)$

$n = 399.9/ (1 +399.9 (0.0025)$

$n = 399.9/ (1 +115)$

$n = 399.9/ 116$

$n = 396.55$

$n = 400$

Thus, the sample size of the study was 400, which was shared among the three local governments. Owo local government for Ondo North had 133, Akure South for Ondo Central had 133 and Ilaje for Ondo South.

Table 1 - Summary of Voter turnout for Presidential Elections in Ondo State

A	Total Registered Voters	1,991,344
B	Total Accredited Voters	571,402
C	Total Vote Cast	570,017

D	Total Valid Votes	551,008
E	Rejected Votes	19,009
F	Percentage	28.62%

Source: INEC, 2023 General Elections. Percentages computed by the researchers.

Based on the data presented in Table 1, it is evident that the figures show a low turnout in presidential elections in the state. Governor Oluwarotimi Akeredolu's claim regarding low turnout in presidential elections appears to be supported by the data. Closed questionnaire that contained two sections (section A focuses on bio-data of the respondents, while section B covers questions on the 2023 Presidential poll in Ondo state and reasons voter apathy) were randomly administered to respondents 400 respondents in the three local government areas. Charts and tables were used to present the respondents' views on the work under study and a simple percentage was used in the analysis.

Presentation and Quantitative Analysis of Field Work Results

Four hundred (400) respondents were selected for this study and they answered and returned all 400 copies of the questionnaire. These respondents were drawn from the Owo, Akure South and Ilaje local governments and represented the three senatorial districts in the state. The composition of the respondents selected from these areas is presented.

Table 2: Gender Distribution of Respondents

Sex	Frequencies	Percentages
Male	223	56%
Female	177	44%
Total	**400**	**100%**

Table 2 shows that 56% (223) of the respondents were male and 44% (177) were female. This indicates that the male respondents outnumbered the female respondents. However, both sexes were present in the sample.

Table 3: Age Distribution of Respondents

Age Brackets	Frequency	Percentage
18-25	140	35%
26-35	92	23%
36-45	112	28%
45 and above	56	!4%
Total	**400**	**100%**

Table 3 shows the age distribution of the respondents. It reveals that 35% (140) were between the ages of 18-25, 28% (112) were between the ages of 26-35, 23% (92) were between the ages of 36-45 and 14% (56) were aged 45 years and above.

Table 4: Educational Qualification of Respondents

Education	Frequencies	Percentages
No Former Education	Nil	0%
Primary school	Nil	0%

Secondary school	96	24%
NCE and above	304	76%
Total	**400**	**100%**

Table 4 shows the educational attainment of respondents. It shows that 76% (304) of the respondents had an NCE and above, while the remaining 24% (96) had secondary education. This indicated that none of the respondents were illiterate.

Table 5: Occupational Affiliation of Respondents

Occupation	Frequency	Percentages
Students	140	35%
Artisans	52	13%
Civil servant	96	24%
Others	112	28%
Total	**400**	**100%**

Table 5 shows that 35% (140) of the respondents were students, whereas artisans represented 13% (52). Furthermore, 24% (96) were civil servants, while 28% (112) were engaged in other occupations such as interlacing.

Tablee 6: Local Governent Affiliation of Respondents

Occupation	Frequencies	Percentages
Owo	196	49%
Akure	96	24%
Ilaje	108	27%
Total	**400**	**100%**

Table 6 shows respondents' local governments. This indicates that 49% (196) represented the Owo local government, which is the highest percentage, while 27% (108) were from Ilaje and 24% (96) were from the Akure local government.

Table 7: Reasons for Low Voter Turnout in2023 Presidential poll in Nigeria

s/n	Reasons for voter apathy	SA	%	AG	%	UN	%	DI	%	SD	%	Resp	%
1	Pre-election day campaign	216	54	60	15	76	19	---	---	---	---	400	100
2	Rigorous voting procedure	136	34	200	50	24	6	40	10	---	---	400	100
3	Lack of confidence in political leaders	152	38	176	44	8	2	53	13	12	3	400	100
4	Political violence & insecurity	140	35	204	51	---	---	44	11	12	3	400	100
5	Votes will not count	112	28	172	43	16	4	84	21	16	4	400	100
6	No confidence in INEC	116	29	176	44	8	2	84	21	16	4	400	100
7	Inadequate political	124	31	196	49	12	3	60	15	8	2	400	100

	education												
8	Prioritisation of election	108	27	208	52	8	2	64	16	12	3	400	100

Fig 1: Reasons for Low Voter Turnout in 2023 Presidential poll in Nigeria

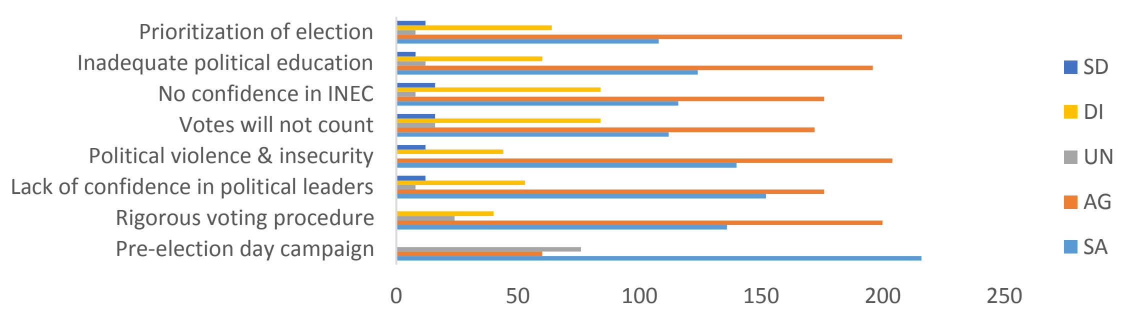


Table 7 and Fig. 1 indicate voter apathy in the 2023 presidential poll in Nigeria. Experiences from previous elections discouraged some people from coming out to vote in the just-concluded presidential election in Nigeria. According to this study, 54% (216) of the respondents strongly agreed that pre-election day campaigns by political parties and candidates created serious tension among voters, leading to low voter turnout. Additionally, 15% (60) of the respondents agreed with this view, while 19% (76) were undecided about whether pre-election day campaigns contributed to the low voter turnout in the 2023 presidential poll in Nigeria. Respondents also identified the stringent procedure that made voters stand in line for both voter registration and voting at the same time as a major contributing factor to the low general election turnout. A few polling locations within the sampled areas experienced card reader malfunctions, exacerbating the situation. For instance, 50% (200) of the respondents affirmed (agreed) that this was a key factor in low voter turnout, while 34% (136) strongly agreed. Meanwhile, 6% (24) of the respondents were undecided, and 10% (40) held a contrary opinion. Moreover, the lack of confidence in political leaders was also considered accountable for voter turnouts. Of the respondents, 44% (176) agreed and 38% (152) strongly agreed with this perspective, while 2% (8) were undecided and 13% (53) disagreed with the view that the lack of confidence in political leaders was a reason for voter apathy in the 2023 general election in Nigeria. In addition, low voter turnout in the general election of 2023 was acknowledged to be caused by a fear of political violence that was made worse by insecurity. Fifty-one percent (204) of the respondents agreed and 35% (140) strongly agreed that they did not vote because of political violence arising between hoodlums suspected to be political thugs and security personnel who attempted to hijack ballot papers and other electoral materials. In the Ute area of the Owo Local Government, reports indicate that thugs had moved earlier around some areas of the community to intimidate anyone who would not cast their ballot for their candidates (Business Day, 2023). However, 11% (44) disagreed and 3% (12) strongly disagreed with the opinion that political violence and insecurity contributed to the low turnout of the electorate in the 2023 general election in Nigeria.

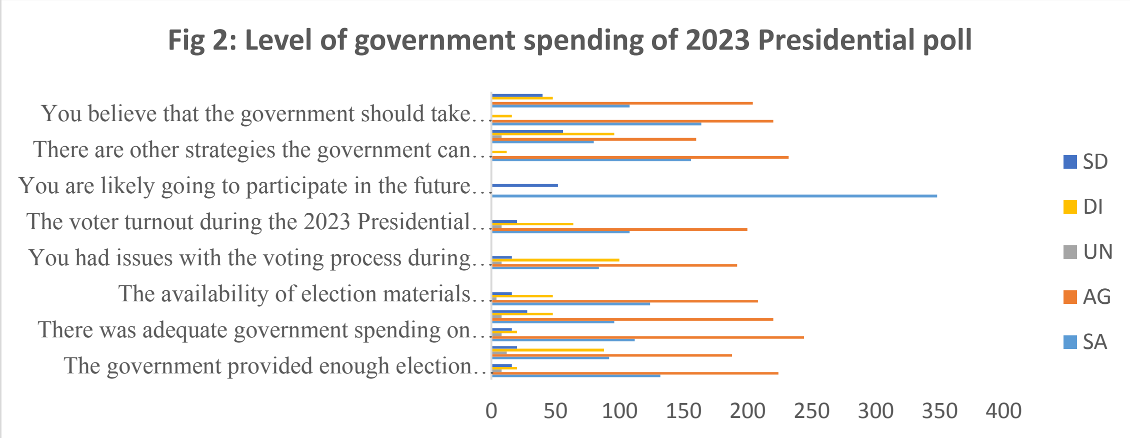
The manner in which respondents expressed their opinions showed their increased confidence in INEC. However, the majority of the respondents still lacked confidence in

INEC and believed that the outcome of the election was predetermined. Therefore, 43 % (172) of respondents agreed and 28% (112) strongly agreed) did not vote in the general election. Although, 4% (16) of the respondents were uncertain, 21% (84) disagreed, and 4% (16) strongly disagreed with the belief that their votes would not count. In addition, the lack of adequate political education from the electoral body, political parties, candidates, and civil society groups was responsible for the low voter turnout in the elections. Forty-nine percent (196) and 31% (124) of respondents supported this assertion (agreed and strongly agreed), 3% (12) were undecided and 15% (60) and 2% (8) disagreed and strongly disagreed, respectively. Finally, when explaining why there was a low voter turnout during the presidential poll, many respondents mentioned that they attached more importance to the process. Fifty-two percent (208) agreed, 27% (108) strongly agreed and 2% (8) were undecided. Meanwhile, 16% (64) of the respondents disagreed and 3% (12) strongly disagreed with this opinion.

Table 8: Level of Government spending of 2023 Presidential Poll

s/n	Reasons for voter apathy	SA	%	AG	%	UN	%	DI	%	SD	%	Resp	%
1	The government provided enough election materials (Ballot papers, Ink, etc.) for the 2023 Presidential poll in Nigeria	132	33	224	56	8	2	20	5	16	4	400	100
2	You experienced challenges in accessing election materials on the day of the 2023 Presidential poll in Nigeria	92	23	188	47	12	3	88	22	20	5	400	100
3	There was adequate government spending on election materials during the 2023 Presidential poll in Nigeria	112	28	244	61	8	2	20	5	16	4	400	100
4	Increased government spending on election materials can lead to increased voter turnout in future elections in Nigeria	96	24	220	55	8	2	48	12	28	7	400	100
5	The availability of election materials influenced the turnout of electorates during the	124	31	208	52	4	1	48	12	16	4	400	100

	2023 Presidential poll in Nigeria												
6	You had issues with the voting process during the 2023 presidential poll in Nigeria.	84	21	192	48	8	2	100	25	16	4	400	100
7	The voter turnout during the 2023 Presidential poll in Nigeria will have implications on economic development in the country.	108	27	200	50	8	2	64	16	20	5	400	100
8	You are likely going to participate in the future elections in Nigeria	348	87	----	----	----	----	----	----	52	13	400	100
9	There are other strategies the government can adopt to improve voter turnout in Nigeria	156	39	232	58	----	----	12	3	----	----	400	100
10	You would not encourage the younger generation to participate in any future election in Nigeria	80	20	160	40	8	2	96	24	56	14	400	100
11	You believe that the government should take steps to encourage more people to participate in elections in Nigeria	164	41	220	55	----	----	16	4	---	----	400	100
12	There should be an increased budget for future electioneering in Nigeria.	108	27	204	51	----	----	48	12	40	10	400	100



Government spending on election materials for the 2023 general election has become a focal point, with the allocation of resources crucial for a fair electoral process. This analysis explores financial allocation and procurement processes, highlighting their potential impact on the integrity of the upcoming election. As shown in Table 8 and Fig. 2, 132 respondents, constituting approximately 33% of the sampled population, strongly agreed with the assertion that the government provided enough election materials (such as ballot papers and ink) for the 2023 presidential poll in Nigeria. Two hundred and twenty-four respondents, representing approximately 56% of the total, also agreed with this view, while eight respondents, accounting for 2%, were undecided. On the other hand, 20 and 16 respondents, constituting approximately 5% and 4%, respectively, disagreed and strongly disagreed with the opinion that the government provided enough election materials (ballot papers and ink) for the 2023 presidential poll in Nigeria.

Table 8 shows that 188 respondents, constituting 47% of the sampled population agreed that they experienced challenges in accessing election materials on the day of the 2023 presidential poll in Nigeria; ninety-two respondents (approximately 23% of the total) strongly agreed with this statement. On the other hand, 12 respondents (3%) were undecided, 88 (approximately 22%) disagreed and 20 (approximately 5%) strongly disagreed with the assertion that they experienced challenges in accessing election materials on the day of the 2023 presidential poll in Nigeria. Additionally, Table 8 established that 112 respondents, accounting for 28% of the sampled population, strongly agreed with the assertion that there was adequate government spending on election materials during the 2023 presidential poll in Nigeria. Two hundred and forty-four respondents, constituting approximately 61% of the total, also agreed with this view, while 8 respondents, representing 2%) were undecided. However, 20 and 16 respondents, accounting for approximately 5% and 4%, respectively, were of the opinion that government spending on election materials during the 2023 presidential poll in Nigeria was inadequate.

Table 8 shows that 188 respondents, constituting 47% of the sampled population, agreed that they experienced challenges in accessing election materials on the day of the 2023 presidential poll in Nigeria; ninety-two respondents (approximately 23% of the total) strongly agreed with this statement. On the other hand, 12 respondents (3%) were

undecided, 88 (approximately 22%) disagreed and 20 (approximately 5%) strongly disagreed with the assertion that they experienced challenges in accessing election materials on the day of the 2023 presidential poll in Nigeria. Additionally, Table 8 established that 112 respondents, accounting for 28% of the sampled population, strongly agreed with the assertion that there was adequate government spending on election materials during the 2023 presidential poll in Nigeria. Two hundred and forty-four respondents, constituting approximately 61% of the total, also agreed with this view, while 8 respondents, representing 2%) were undecided. However, 20 and 16 respondents, accounting for approximately 5% and 4%, respectively, were of the opinion that there was inadequate government spending on election materials during the 2023 presidential poll in Nigeria. Table 9f shows that 84 respondents, accounting for approximately 21% of the sampled population, strongly agreed with the assertion that they had issues with the voting process during the 2023 presidential poll in Nigeria. Although 192 respondents (approximately 48%) also agreed, eight were undecided. On the other hand, 100 respondents (25%) disagreed and 16 respondents (approximately 4 %) strongly disagreed with the statement.

Moreover, Table 8 also established that 108 respondents, constituting 27% of the sampled population, believed that voter turnout during the 2023 presidential poll in Nigeria would have implications for economic development. Additionally, 200 respondents (approximately 50 %) agreed with this view. Two percent (8) of the population were undecided, while 64 respondents (16 %) disagreed, and 20 respondents (5%) strongly disagreed. Likewise, table 8 shows that 348 respondents, accounting for 87% of the sampled population, asserted that they would participate in future elections in Nigeria, while 52 respondents (approximately 13%) strongly disagreed. Moreover, in Table 8, it was found that 156 respondents, accounting for 39% of the sampled population, strongly agreed that there are other strategies that the government can adopt to improve voter turnout in Nigeria. An additional 232 respondents, constituting approximately 58% of the total, also agreed, while only 12 respondents (approximately 3%) disagreed with the assertion that there are other strategies that the government can adopt to improve voter turnout in Nigeria. In addition, Table 8 indicates that 20% (80) of the respondents strongly agreed that they could not encourage the younger generation to participate in any future election in Nigeria, whereas 40% (160) of the sampled population also agreed. Eight of the respondents (2%) were undecided. In contrast, 96 respondents (approximately 24%) disagreed and 56 respondents (14%) strongly disagreed with the hypothesis. Lastly, regarding the sampled population in Table 8, 164 respondents, accounting for 41% of the sampled population, strongly agreed that the government should take steps to encourage more people to participate in elections in Nigeria, while 220 respondents (approximately 55 %) agreed. Only 16 respondents (approximately 4%) disagreed with this statement. Finally, in table 8, 108 respondents, representing 27% of the sampled population, strongly agreed that there should be an increase in the budget for future elections in Nigeria. Additionally, 204 respondents, accounting for 51%, agreed, while 48 people, making up approximately 12%, disagreed, and 40 respondents, about 10%, strongly disagreed with the statement.

Discussion of Findings

The findings of this study indicated that voter apathy led to low voter turnout in the 2023 presidential poll. This outcome aligns with the assertions made by Yakubu (2011) and Isiaka et al. (2021) that political apathy is a major factor contributing to the low voter turnout during the 2023 presidential poll in Nigeria. The statistics from INEC, presented in table 1 above, show that the percentage of voter turnout for the presidential poll in Ondo State was only approximately 29%, indicating a decline of about 11% from the 2019 election, which had a turnout of 40%. Additionally, this study revealed that a key factor contributing to low voter turnout in the general election was the rigorous procedure that required voters to be in the queue for both accreditation and voting simultaneously. Technical issues with card reader machines in certain polling places throughout the sampled areas made this worse. Furthermore, this finding showed that voters' lack of confidence in their political leaders has indeed led to voter apathy and, consequently, low voter turnout. This conclusion aligns with previous findings by Isiaka et al. (2021) and Falade (2014), indicating that trust in political institutions remains relatively low among the public.

Fear of political violence, combined with insecurity, constitutes an additional factor contributed to the low voter turnout among the electorate in the 2023 general election in Nigeria, as evidenced in this study. The prevalence of high levels of violence is a notable characteristic of the elections in Nigeria. Therefore, as suggested by Agu et al. (2013) and Amdi (2014) and cited in Isiaka et al (2021), it is clear that the low voter turnout and voter apathy in the 2023 presidential poll are attributable to both intra-party and inter-party violence and insecurity associated with the electoral process, which has created an atmosphere of fear among the electorate.

In addition to the lack of confidence in INEC, the voting procedures established by the electoral body and the absence of adequate political education also discouraged voters from participating in the 2023 presidential poll in Nigeria. Finally, the study reveals that voters prioritised the electoral process, which may account for the variation in voter turnout in the 2023 presidential poll compared to turnout during the gubernatorial election in 2020. This suggests that voters attached greater importance to gubernatorial elections, which influenced their decision to participate.

Based on the level of government spending on election materials for the 2023 general election, the findings showed that a majority of the electorate experienced challenges in accessing election materials on the day of the 2023 presidential poll in Nigeria. These challenges could have arisen from factors such as inadequate staff and technology, ongoing insecurity in some areas, logistics issues and typographical errors in the distribution lists. Furthermore, a significant number of respondents agreed that increased spending on election materials could potentially lead to increased voter turnout in future elections in Nigeria. The government spent #69 billion (US$625 million) in the 2019 general election, registering 84 million voters, with a total turnout of 34.75%. In contrast, in the 2023 election, #305 billion (US$762 million) was spent, with 100 million registered voters and a turnout of 26.76%. This turnout in 2023 was the lowest since the return to democracy in 1999, as reported by the INEC (2023). In general, a higher voters turnout has the potential to promote accountable governance, better economic policies, and inclusive development, which can, in turn, foster investment and social stability. However, the low voter turnout experienced in the 2023 Nigerian Presidential election has the potential to undermine economic development by leading to less accountable governance, inadequate policies, reduced investor confidence, potential instability and limited inclusivity in development.

Finally, despite the challenges encountered in the 2023 general election, the electorate remains enthusiastic about participating in and encouraging the younger generation to actively engage in future elections in Nigeria. Findings from this study indicate that the highest number of respondents agreed that there should be an increase in the budget for future elections. This would enable the INEC to improve and develop new strategies that can motivate more people to participate in elections in Nigeria.

Conclusion and Recommendations

This study was carried out to determine government spending on election materials and electoral turnout during the 2023 presidential poll and as well, look at its implications for economic development. Despite the substantial financial resources allocated to the election process, the findings showed that voter apathy and low turnout can be attributed to a lack of trust in political leaders, negative campaigning by political stakeholders, technical difficulties with the BVAS, insufficient political education, political violence and concerns about safety and security. Thus, this study suggests the following recommendations.

1. To address the lack of trust in political leaders, there should be emphasis on transparency and accountability in the political process. Political leaders should take steps to rebuild an electorate's trust through responsible and ethical leadership.
2. Political stakeholders should engage in campaigns that focus on issues and policies rather than on negative campaigning, which can contribute to voter apathy. Encouraging constructive discourse can foster a more engaged electorate.
3. Addressing technical difficulties with the BVAS is crucial. Investments should be made to upgrade and maintain the technology to ensure smooth election processes
4. To combat the issue of insufficient political education, efforts should be made to educate citizens on the electoral process, their rights, and the importance of voting. This can be achieved through civic education Programmes and awareness campaigns. Additionally, they engage voters beyond the election cycle. Encourage participation in political and civic activities throughout the year, not just during elections, to maintain interest and involvement.
5. Measures should be taken to mitigate political violence and security should be enhanced to create a safe environment for voters. This included efforts to address issues related to electoral violence and insecurity.
6. Encourage inclusivity and diversity in political processes to ensure that all voices are heard and represented. This can be achieved through policies promoting diversity and inclusivity.
7. Governments should consider reallocating resources from election-related expenses to investments in economic development. This can have a positive impact on the overall well-being of the population, and may reduce the urgency of voter apathy.

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Major Agricultural Matters and Innovations Transmitted by AM and FM Radio Stations in Kaduna and Kano States

Abdul-Aziz Haruna[1]; Ibrahim Jimoh, PhD[2]; Maryam Ibrahim, PhD[3] & Prof. Cosmos Eze[4]

[1, 2, 3 & 4] NAERLS/ABU, Zaria Kaduna State
abdulharunas@yahoo.com

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Abstract

The study was carried out to discover the significant agricultural matters and innovations transmitted by select AM and FM radio stations in Kaduna and Kano States. The result was analysed and presented thematically. Findings revealed that AM and FM stations source agricultural information from agricultural specialists and share farmers' experience on agricultural matters and innovations on good agronomic practices, livestock, irrigation farming and market information on agricultural commodity prices. Despite that, the programmes lack a feedback mechanism because the programme is a one-way information flow (top-down approach). Furthermore, most agricultural radio programmes are a one-way information flow. Listeners need more opportunities for immediate enquiries and feedback, even though some stations provide phone numbers for short messages (SMS) in the case of further clarifications. However, responses to those questions were not read aloud during the broadcast of the next edition of the programme. The researchers concluded that the frequency of airing radio programmes is significant for sharing development messages and subsequent adoption. The effectiveness of a dissemination channel depends on the number of farmers who receive information and how positively that channel influences farmers' decisions to embrace a given technology. Therefore, it was recommended that that the programme producers update their information to avoid overboard repeated editions to maintain the programme's listenership. The agricultural radio programmes need avenues for feedback, such as using GSM phones and short messages (SMS) to be encouraged.

Keywords: Major, Agricultural, Matters, Transmitted, Radio

Introduction

Numerous research studies have identified radio as a crucial institutional tool for disseminating agricultural innovations in the Nigerian Agricultural sector. Shella (2015) demonstrated that implementing radio campaigns significantly increased farmers' interest and adoption of cowpea production in Nigeria. Furthermore, the involvement of Farm Radio International in radio campaign strategies has led to positive outcomes, including increased knowledge and the promotion of particular agricultural practices available through radio with support from existing NGOs and government interventions. A study in Ethiopia proves that over 50 per cent of farmers who frequently listened to the radio programmes improved their knowledge of farming, demonstrating the significant impact of agricultural radio programmes on farmers in the study area.

To determine the best practices for addressing the lack of communication infrastructure in rural Nigerian communities, Ahmed (2016) investigated the use of radio to educate smallholder farmers on agricultural techniques and natural resource management. The study found that a rural radio station for smallholders aired daily programmes on agricultural management, environmental protection and market contacts. The programmes were prepared in the local Igbo language, and they reached over one million listeners (many of whom were illiterate) in 11 local government catchments in Imo State, Nigeria. The information shared through these broadcasts helped farmers improve the sustainability of farming practices, increase their yield, access markets, and improve their incomes. It also provided information on household hygiene, sanitation and nutrition.

Mubofu & Elia (2017) investigated the dissemination of agricultural research information to farmers. The study found that the extent of disseminating agricultural research information to farmers could have been greater and it identified the primary types of agricultural research information circulated to farmers, including information on better seed varieties, usage of fertilizers, crop management and pest management. Therefore, this paper assessed the significant agricultural matters and innovations broadcasted by the radio stations in Kaduna and Kano States.

Objective

The objective of the study is to discover the significant agricultural matters and innovations transmitted by select AM and FM radio stations in Kaduna and Kano States.

Theoretical Framework

The researchers employed the development media theory, which assumes that mass media should endorse development objectives in developing nations. The media should prioritise news and information that establishes connections with other developing countries with geographical, cultural, or political proximity. Journalists and other media personnel possess both responsibilities and liberties in their tasks of gathering and disseminating information. Additionally, in pursuing development, the government can intervene in or restrict media operations and devices, exerting direct control. The development media theory has already furnished a foundation for the concepts of development communication. Consequently, this notion will aid in elucidating the study's objective.

Methodology

The study adopted a qualitative method using an in-depth interview guide to generate information about the agricultural matters and innovations transmitted by the radio stations. Ten (10) station gatekeepers were interviewed and the result was presented and discussed thematically. Furthermore, the ten stations were randomly selected among the AM and FM stations in Kaduna and Kano States, considering the high number of radio stations around the States.

Result Presentation

The qualitative instrument used an interview guide to interview the station gatekeepers (programme presenters and producers) to determine the station's coverage area, the types of agricultural matters and innovation aired, the programme format and the challenges encountered in producing the programme, among others.

Table 1: Transmitting Agricultural Matters and Innovations

Theme	Description	Quotations
Theme 1	Assessing the number Agricultural Programmes in the select radio stations	Our station aired three programme titles and two are produced and presented by sponsored and only one title produced by the station (P1) and (P8).
		The station aired two programme titles and one out of the two is sponsored and only one title that belongs to the station (P3) and (P9).
		The station aired only a title which is fully produce by the station (P2), (P5), (P6), (P7) and (P10).
		The station aired two programme titles that is fully packaged and produced by the station (P4)
Theme 2	The stations area of coverage	Our station being the first radio station in the north have wider coverage range from Nigeria to neighbouring countries such as Niger Republic, and within other neighbouring Northern States (P1)
		We operate on AM frequency and our coverage range reached our neighbouring states within the north west (P2, 3, and4)
		Our coverage is mostly within the State and sometimes to immediate communities bordering the State (P5, 6, 7, 8, 9, and10)
Theme 3	Agricultural matters and innovations aired in the station	The station share farmers' experience on agricultural matters and innovations on 1. good agronomic practices, 2. livestock, 3. irrigation farming
		The station through the sponsored programme shares market information on agricultural commodity prices, including the good agronomic practices etc. (P1)
Theme 4	The programme format	The programme format is a magazine format (P1, 2, 3, 5, 6, 7, 8,)

		The programme is in discussion format (P4, 9 and 10)
Theme 5	Target audience	The programme targets farmers, youth and other agricultural stakeholders(P1-10)
Theme 6	Receive any feedback during or after the programme	Feedback are received after the programme broadcasted (P1, 2, 3, 4, 5, 7, 10) Feedback with enquiries are received during the programme broadcast, a phone number is provided for listeners to call for inquiry (P6, 8. 9)
Theme 7	The challenges encounter in producing the programme	Funds is mostly the major challenge in producing the programme. You need to go out to source information (P1, 2, 3, 4, 5, 6, 7, 9, 10) Our programme is majorly sponsored by Non-governmental organisations. (P8)
Theme 8	A political programme poses a challenge to the agricultural programme	Political programmes challenge agricultural programmes due to the station's policy of giving prominence to political programmes rather than agricultural programmes for their income generation (IGR) (P1-7 and 9-10) The political was not a threat to agricultural radio programme, because our programme has sponsored and aired on weekly basis (P8)
Theme 9	AM stations pose a challenge to FM broadcast listenership	AM stations have a more comprehensive coverage than the FM stations, aside advantage of being the first radio frequency to broadcast agricultural programmes before the advent of FM frequency.
Theme 10	FM stations pose a challenge to AM broadcast listenership	The proliferation of FM stations across the State poses a challenge to the listenership of the AM station. Listeners have choice of radio frequency channels at a time

The findings derived from the qualitative data, as presented thematically above, indicate that the select radio stations in Kaduna and Kano States primarily focused on significant agricultural matters and innovations. Results showed that most stations only have one agricultural programme with a limited time slot. Furthermore, the results indicated that two AM and two FM stations, namely: FRCN and Freedom and Guarantee FM, have additional sponsored/paid radio programmes. Consequently, all the chosen radio stations broadcast only one agricultural program, necessitating improvement to promote adoption and subsequent agricultural development in Nigeria. The frequency of airing radio programmes plays a crucial role in developing and adopting messages, as radio messages are transient and require repeated broadcasts to ensure the dissemination of missed information. The media's responsibility is to fulfil positive development tasks as proposed by the development media theory.

Moreover, the AM radio stations offer a more extensive coverage range, encompassing not only Nigeria, but also neighbouring countries such as Niger Republic and other neighbouring Northern States. Similarly, FM stations cater to various areas within their respective states. AM and FM stations rely on agricultural specialists to source agricultural information and share farmers' experiences regarding agronomic practices, livestock, irrigation farming and market information on agricultural commodity prices—the programme explicitly targets farmers, youth and other agricultural stakeholders in a magazine format.

Furthermore, the programmes require an effective feedback mechanism since they are produced in a one-way information flow (top-down approach), depriving listeners of the opportunity for immediate inquiries and feedback. Although, some stations provide phone numbers and email addresses for questions, there remains a need for improvement in this aspect. The findings also revealeded that the agricultural programmes need help with packaging due to logistical constraints and limited funds for generating content on agricultural matters and innovations. Similarly, most producers acknowledged that political programmes challenge agricultural programmes as the station prioritises political programmes for income generation and financial sustainability rather than agricultural programmes.

In addition, the proliferation of FM stations across the selected states poses a challenge to the listenership of AM stations, as audiences now have the freedom to switch between different stations. However, it is essential to note that AM stations offer a more comprehensive coverage area than FM stations and are the first to broadcast agricultural programmes prior to the introduction of FM frequency.

These findings imply that radio is a complementary medium for disseminating agricultural matters and innovation to farmers for sustainable agricultural development in Nigeria. However, it needs more commitment to the agricultural sector. This finding is evidenced by allocating only one title and a single weekly slot to agricultural programmes, as seen in table 1. The frequency at which a programme aired plays a crucial role in adopting agricultural matters and innovations, as the diffusion of innovation theory postulates, the theory emphasis that the media have an essential role in the progression of the diffusion on innovation since they create awareness among vast farmers (audience) at the same time and achieving this is through frequent programme airing because the target audience can revisit missed editions during a repeat broadcast. Similarly, the development media theory equally, emphasis on the media’s crucial role in facilitating the achievement of development goals in developing countries. In other words, the media should champion all economic priorities and development goals of the society.

The findings indicated that the programme format which follows a magazine-style approach is characterised by a top-down communication strategy, rather than a participatory one. Participatory agricultural extension communication, on the other hand, can influence perception and stimulate adoption. According to the perception theory, mass communicators aim to capture the attention of their audiences, encourage internalisation of the news content and prompt modifications in attitudes or philosophies, ultimately leading to desired behavioural reactions. Furthermore, the select radio stations should have prioritised the agricultural programme as they tend to focus on other programmes, such as political content. The producers of the agricultural program faced constraints in generating information on agricultural matters and innovation every week, mainly due to limited funding.

Discussion of Findings

The data generated from in-depth interviews conducted with the programme producers and presenters in the ten AM and FM radio stations in Kaduna and Kano States. On the significant agricultural matters and innovations broadcasted, it was revealed that most stations have one (1) agricultural programme title with only a slot per week without repeat broadcast. This is in line with Oyekunle, Abdulslam-Saghir & Bolarinwa (2013) whose study found that most of the journalists were not inclined to reporting agricultural and rural development broadcasts rather they concentrate on government activities and political matters. Furthermore, Awojobi & Adeokun's (2012) study revealed that in 2007, 2008, 2009 and 2010, respectively two Nigerian daily newspapers did not report any agricultural matters and those that featured agricultural matters, majorly covered only 1-2 stories per day.

Furthermore, the result showed that among the ten (10) radio stations, two AM and two FM stations (FRCN and Nagarta AM radio and Freedom and Guarantee FM) have additional sponsored/paid radio programmes. By implication, most of the radio stations produced and aired only one (1) agricultural programme which needs improvement for adoption and subsequent agricultural development in Nigeria. The frequency of airing radio programmes is significant for developing messages and adoption because radio message is transient, requiring a repeat broadcast for the target audience to cover the missed information. Robert, Roger, Gordana, & Zakariah (2003) affirmed that radio can be utilised to improve the distribution of agricultural information to rural farmers. But Ifejika, Ayanda & Nwabeze (2007) confirmed low coverage of agricultural matters which accounted for only 1% among the radio stations in Niger, Koro and New Bussa areas and that the radio stations were underutilised in disseminating fishery to fisherfolks in the Kainji lake basin due to insufficient coverage of development matters.

The media are saddled with positive development tasks postulated by the development media theory. Oyekunle (2011) posits that effective communication with farmers is a crucial aspect of progressive agricultural programmes, as the channels used for transmitting innovative ideas to recipients are vital in their decision to adopt or reject them. The findings showed that AM and FM stations source agricultural information from agricultural specialists and share farmers' experience on agricultural matters and innovations on good agronomic practices, livestock, irrigation farming and market information on agricultural commodity prices. Despite that, the programmes lack a feedback mechanism because the programme is a one-way information flow (top-down approach). Listeners need more opportunities for immediate enquiries and feedback, even though some stations provide phone numbers for short messages (SMS) in the case of further clarifications. However, responses to those questions were not read aloud during the broadcast of the next edition of the programme. Robert, Roger, Gordana & Zakariah (2003) discovered that participatory communication methods require farmers' involvement and use of local languages. Adekoya & Badaru (2013); Nathaniel, Okome & Okumagba (2017); Kuta, Adamson & Kareem (2018) opined that farmers want information on agricultural production to aid their contribution to agricultural activities.

Furthermore, the effectiveness of a dissemination channel depends on the number of farmers who receive information and how positively that channel influences farmers' decisions to embrace a given technology. Effective communication is essential for creating and sustaining positive social and professional relationships, as many scholars, including Haruna (2019) and Arokoyo (2020) emphasise. Additionally, the result revealed that the proliferation of FM stations across the selected States poses a challenge to the listenership of the AM stations. The audience can now turn to different stations at their liberty. However, the AM stations have a more comprehensive coverage than the FM stations, aside from being the first radio frequency to broadcast agricultural programmes before the advent of FM frequency. Despite the significant number of both AM and FM radio stations, Kuta, Adamson & Kareem (2018) confirmed that most radio stations that disseminate agricultural programmes have low reportage agricultural matters and innovations, with insufficient coverage of agricultural programmes in their daily schedule which ought to be part of their social responsibility as stipulated by development media theory.

Conclusion and Recommendations

The researchers conclude that the effectiveness of a dissemination channel depends on the number of farmers who receive information and how positively that channel influences farmers' decisions to embrace a given technology. The select radio stations should have prioritised the agricultural program, as they tend to focus on other programmes, such as political content. The producers of the agricultural programme faced constraints in generating information on agricultural matters and innovation every week, mainly due to limited funding. Many studies on media coverage of agricultural reportage recommends an increase in airing slot and prominence to agricultural programme coverage for ensuring food security, employment opportunities, as well as Nigerian economic development. Based on the findings and conclusion, the following recommendations are hereby given:

1. Regarding the significant agricultural matters and innovations transmitted by the select station's radio stations, the programme producers should update their information to avoid repeated editions to maintain the programme's listenership.
2. It was revealed that most agricultural radio programmes are one-way information flows. The agricultural radio programmes need avenues for feedback, such as using GSM phones and short messages (SMS) to be encouraged.
3. Funding should be provided to agricultural radio programmes to support the producers in generating updated information on new agricultural matters and innovations for improving food security in Nigeria.

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Impact of Intellectual Capital on Operational Performance of Deposit Money Banks in Nigeria

Festus Osasere Imasuen, PhD[1]; Philomina Oghogho Uhunmwangho[2] & Augustine Edeki Agbonah[3]

[1] Department of Business Administration and Management
School of Business, Edo State Polytechnic, Usen, Edo State, Nigeria
imasuenfestus2012@yahoo.co.uk; +2347058798557

[2] Department of Office Technology and Management
School of Business, Edo State Polytechnic, Usen, Edo State, Nigeria
uhunmwanghophilomina@gmail.com

[3] Department of Business Administration and Management
Edo State Polytechnic, Usen, Edo State, Nigeria
aagbonah10@gmail.com

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Abstract

The researchers investigated the impact of intellectual capital on operational performance of deposit money banks in Nigeria. The researchers adopted the resource-based view theory (RBV) and cross sectional research design. The sample size was two hundred (200) employees of the DMBs selected for the study. The instrument of data collection was questionnaire. The Cronbach Alpha statistical tool was used to determine the reliability of the instrument which gave a value of 0.793 (79%) for human capital; 0812 (81.2%) for structural capital; 0.772 (77.2%) for social/relational capital and 0.752 (75.2%) for operational performance. The data were analysed using frequency and percentages for the bio-data and the hypotheses were analysed using ordinary least square regression (multiple regression analysis). The findings of the study revealed that intellectual capital dimensions (human, structural and relational capitals) have positive and significant impact on the operational performance of DMBs in Nigeria. It was recommended that human, structured and relational capitals should not be implemented individually but collectively for optimal efficiency.

Keywords: Human Capital, Intellectual Capital, Operational Performance, Social Capital, Structural Capital

Introduction

In business environment formally, emphasis was made more on land, labour and capital as economic assets due to their physical nature, but because of the dynamics in the business world emphasis is shifting from traditional capital to intellectual capital, hence, intellectual capital is gaining prominence and has become important business resource that organisations can leverage on to gain competitive advantage in a competitive business environment. Iswati & Anshori (2007) observed that human being has become the central attention in this century hence intellectual capital research now is not only paramount, but also timely. According to Gbenga & Anyim (2021), attentions are gradually shifting from tangible to an intangible economy where every activity of an organisation or firm ceased to be business as usual. In a knowledge economy, tangible assets like financial and physical are no longer the most critical ingredients of organisation resource, but are intangible (intellectual asset) and, thus, rare, valuable, imperfectly imitable and non-substitutable.

In 2001, the Organisation for Economic Cooperation and Development (OECD), observed that currently, human capital, which is an integral part of intellectual capital, has been recognised as one of the key determinants of growth in business enterprise. Also, because of attention of knowledge economy, intangible or intellectual capital has been recognised as the prominent resources of any organisation. There is no doubt about the belief that higher performance of human capital (employees) enhances firm performance by meeting with the deadlines of the product orders and thus, minimises the average delivery lead time of the product orders. This assertion can lead to increase in market share of such organisation who believe worth of intellectual capital.

As the operational dynamics of organisations or firms changes year in year out, organisations that do not want to be cut on the web equally change their operational dynamics and firms in the financial sector (banks) are taking a lead in this regard because of the fiduciary nature of their business. A proper mix of intellectual capital (human capital, structural capital and social capital) definitely will lead to product/service innovation, creative operation and competence/ competitive signal which directly impact on firm's performance through employee performance and satisfaction, especially in the financial industry where there is much competition. Knowledge has to be present in corporate operations since intellectual capital management affects organisational performance and boosts competitive advantages (Amin & Aslam, 2017). Knowledge can no longer be contained to academic, traditional, and cultural circles. By proper management intellectual capital (IC) components, organisations will design and execute their strategies (Clarke *et al* cited in Camfield, Giacomello & Sellitto, 2018). Intellectual capital has several components, but for this study, emphasis will be on human, structural and social/relation capitals.

Stressing the significance of intellectual capital means giving prominence to employees' importance, taking into account their characteristics, capabilities and competencies in order to solve problems and make decisions in an organisation thus improving performance. In order to innovate, develop products and services aiming to better assist clients/customers and gain market share, a company's organisational structure is crucial. This structure includes processes and managerial and productive procedures, managerial instruments, information systems and the company's administrative philosophy. In terms of social/relational capital for competitive performance, one may underline the significance of the company's excellent relationships with clients/customers and suppliers in order to support them (Jordao & Almeida, 2017). Therefore, it can be emphasised that intellectual capital has become more and more imperative in today's companies' performance; hence the need to empirically investigate the impact of intellectual capital on operational performance of deposit money banks in Nigeria.

Objectives of the Study

Based on the components of intellectual capital considered in this study, the researchers stated the following objectives to guide the study.

1. Ascertain whether human capital impacts on operational performance of deposit money banks in Nigeria.
2. Determine whether structural capital impacts on operational performance of deposit money banks in Nigeria.
3. Examine whether social/relational capital impacts on operational performance of deposit money banks in Nigeria.

Concept of Intellectual Capital

According to like Roos (2017); Agostini, Nosella & Filippini (2017), intellectual capital (IC) can be seen as an intangible asset represented by knowledge, brands, patents and trademarks. The difference between the stable market value and the accounting value may be used to assess the value of IC, which is a value that is hidden from view in financial displays. A set of capital, assets or resources that tend to offer real value to a company and enable its continuity and improved organisational performance are included in IC. An essential intangible asset, intellectual capital is characterised by a knowledge-driven and technology-heavy economy. The application of intellectual capital on the competitiveness and performance of firms is becoming a growing subject of discussion in the business world.

The movement from tangible assets to intellectual capital as the dominant driver of their value is driven by knowledge-based economic theory where knowledge drives the business and not physical assets. Although, the importance of intellectual capital and its management application to the organisation is not really a new phenomenon, however, reflecting on the growing importance of intellectual resources scholarly attention has arisen on the various aspects of intellectual capital measurements and its impact on the growth of organisations since the mid 1990s. The three most common intellectual capital components are human, structural and social/relation capitals.

First, human capital is a human resource which generally refers to knowledge, transition, education, skills, attitudes, motivation, leadership and habits of the employees or people, hence, human capital is considered as important component of any organisation or economy. In the study of Khalique & Bontis, in Hesniati & Erlen, (2021), human resource is critically needed to develop innovation and creativity as a challenge for employees in an organisation or business to achieve a competitive and comparative advantage . Also, in 2018, Khalique, Bontis, Bin-Shaari, Yaacob & Ngah explained that the impact of a positive influence of human capital on organisational performance can help entrepreneurs or company managers to better understand the importance of capitalising these intangible assets in order to create competitiveness in market advantage, this is due to the ability of individual is different, so that the organisation or company can encourage employees to share ideas, knowledge and innovation in order to improve performance in the organisation or business.

Second, structural capital is a framework within an organisation that can include all company system procedures such as policies that can be better defined, databases, networks or connections as well as the company's organisational structure that help in shaping a good way of working. and efficient so that they get the trust of customers. According to Khalique, Bontis, Bin-Shaari, Yaacob & Ngah (2018), structural capital has meaningful positive effect on organisational performance and this is because the existence of the best infrastructure and management system can provide employees with access to relevant information and gain opportunities to improve skills or education so that they can support innovation and procedures in the organisation which improve organisational productivity and performance.

Third, social/relational capital involves the knowledge embedded in the relationships among stakeholders that impacts an organisation's existence and functionality, thus performance. It includes relationships for building, maintaining and renewing resources, structures and processes of the organisation. Khalique & Patricia (in Hesniati & Erlen (2021) said that social capital is a value held in an organisation or company to form a team and good cooperation between employees and the company so that it can have a positive impact on the company, this can be done by instilling a sense of honesty, values, care, cooperation and discipline to create a sense of oneness in an organisational culture and social ethics.

Khalique & DePablos (2015) found a significant and positive relationship of social capital on organisational performance. Social capital is considered to have a positive impact on the organisation. This is because social capital can help in developing professional networks such as trust and mutual respect that can achieve competitive advantage in a knowledge base, collabouration between employees and companies and creating good relationships with suppliers or other business partners in order to develop solutions for challenges.

Concept of Operational Performance

Operational performance, according to Sharma & Modgil (2019) refers to how effectively a product or service is created using a variety of components that are changed into finished products of high quality that will be supplied within the designated time frame. Additionally, operational performance is used to gauge the efficacy and efficiency of the process network as well as how well it serves both internal and external clients. By creating high-quality products and services, improving designs, running operations smoothly, reducing the risk of failure and strengthening operating skills and knowledge within the organisation to build on existing capabilities, operational performance aims to reduce production and service waste, which manifests as costs and increase revenue (Slack & Brandon-Jones, 2018).

There are many different metrics that can be used to gauge operational effectiveness, including, but not limited to cost, quality and delivery, say Kafetzopoulos & Psomas (2015). Costs incurred in the production of a good are called production costs. While quality, as defined by Slack & Brandon-Jones (2018) is producing error-free goods or services in accordance with the company's criteria, speed and accuracy in delivering items in accordance with the producer's and the customer's agreement, are also important.

Intellectual Capital and Operational Performance

Human capital, in the words of Torre, Tommasetti & Maione (2020), is a collection of knowledge that people have and individual skills within an organisation that determine the performance of the organisation. The organisation needs people who have the expertise, education, skills and competence to make judgements accurately or effectively under time pressure (Wang, Cai, Liang, Wang & Xiang, 2018). Businesses with human capital over the average threshold will unquestionably perform predictably (Torre *et al* 2020), hence we hypothesised that:

HO_1 Human capital has no significant impact on operational performance of deposit money banks in Nigeria.

Second, Torre *et al* (2020) defined structural capital as the infrastructure of the organisation, including databases, process manuals, procedures and enterprise systems, with the goal of enhancing and generating value for the business. The existence of processes, procedures and manual systems is also a way for businesses to share and retain the skills and information that have been periodically acquired so that the competitive advantage earned can endure for a long time (Wang *et al* 2018). Additionally, businesses that engage in structural capital may enhance their working practices to boost product quality and find more effective and efficient solutions to challenges, hence we hypothesised that

HO_2: Structural capital has no significant impact on operational performance of deposit money banks in Nigeria.

Third, according to Sivalogathasan & Wu (2015), social capital, which includes relationships and attitudes, governs how people interact in organisations. According to Agyapong, Agyapong & Poku (2017), social capital improves employees' capacity to share information and concepts with one another. Consequently, social capital is crucial for enhancing a company's operational effectiveness (Agyapong *et al* 2019), hence we hypothesised that:

HO_3: Social/relational capital has no significant impact on operational performance of deposit money banks in Nigeria

Theoretical Framework

This study is based on the resource-based view theory (RBV). Contemporarily, RBV is a dominant approach used to analyse the sustainable competitive advantage of an organisation. In 2013, Mulyono stated that what RBV is trying to say is that within same sectors, some organisations are successful, while some fail. RBV is based on the idea that because resources are few, organisations typically compete for resources and skills. In their study, Peteraf & Barney (2003) found that the RBV theory emphasises the importance of corporate resources in defining an organisation's advantages, competitive performance and competitive edge. In order to assess the source of competitive advantage, this viewpoint takes two presumptions.

First, this approach presupposes that enterprises within an industry (or strategy) could be diverse in the range of resources they have under their control. Second, it is anticipated that resource heterogeneity can endure over time because not all of the resources employed by the firm to accomplish corporate strategy can be exchanged on the open market and some are hard to amass and replicate. The main thrust of resource-based view company is heterogeneous and this heterogeneity includes the development of skills and the ability to access and control resources (Chun, 2016).

Empirical Review

In 2018, Absah, Muchtar & Qamariah conducted study in the city of Medan on the impact of intellectual capital on the success of MSME (micro, small and medium enterprises). The aim of the study was to examine the impact of intellectual capital on business performance as well as the partial effects of human capital, technological capital, customer capital and social capital. Seventy six (76) MSME in the fashion industry that had been in business for more than two years, specifically along Universitas Sumatera Utara, made up the study's sample. The results showed that intellectual capital significantly and favourably impacted corporate performance. The combination of human, technological and social capital can significantly and positively impact business success, while the impact of consumer capital is minimal.

Ambarsari & Kowanda conducted study on the impact of intellectual capital on banks' financial performance in Indonesia in 2019. The study's goals were to examine the relationship between Return on Asset, Value Added Human Capital (VAHU), Value Added Capital Employed (VACA) and Structural Capital Value Added (STVA) and financial performance in banks. In order to test the study's hypotheses, secondary data from annual financial statements of banking companies from 2013 to 2017 were used. OLS multiple linear regression analysis was then used. The results showed that STVA partially had no significant impact on Return on Assets (ROA), while VAHU and VACA were partially significant to ROA. Aggregately, VAHU, VACA and STVA have a significant effect on ROA.

In 2019, Isola & Akanni researched into the impact of each of the components of IC on the performance of firms. The researchers employed static panel data technique and the Value-Added Intellectual Capital (VAICTM) approach of Pulic (2002) as a metric. Results indicated that VAICTM had a favourable impact on organisations' performance. But each of its elements pointed to distinct outcomes. Although, there is a favourable association between the structural and human capital components, there is a bad relationship with the capital utilised component. Although, this study showed a positive association between companies’ performance and intellectual capital, the coefficients' non-significance showed that the majority of Nigerian firms placed a lot of focus on their tangible assets. Also, in 2020, using Islamic Banks in GCC as a case in point, Ousama, Hammami & Abdulkarim investigated the relationship between intellectual capital (IC) and financial performance. The main objective of the study was to empirically determine the impact of intellectual capital (IC) on the financial performance of banks in the Gulf Cooperation Council (GCC) countries. The researchers measured IC by the value-added intellectual coefficient model. A regression analysis was used to anaylse the data. The samples were Islamic Banks operating in the GCC countries from 2011 -2013. Data were sourced from the annual financial reports of Islamic Banks selected for the study. The findings revealed that IC has a positive impact on the financial performance of Islamic Banks. Even though the average IC is lower than that reported in other studies, the positive effect on financial performance is obvious. The findings also showed that human capital (HC) is higher than capital employed (CE) and structural capital (SC). In addition, the study revealed that Social Capital has an insignificant impact on the financial performance of the Islamic banks when compared to CE and HC.

Kurniawan & Muharam conducted a study in Indonesia in 2021 on the impact of intellectual capital on state-owned companies (SOEs). There were 87 observations in the sample. To ascertain the moderating role of firm size in moderating the impact of intellectual capital on profitability, the research was conducted using the OLS, multiple regression analysis approach. The findings demonstrated that all VAIC components had a significant positive impact on profitability when measured by the Value-Added Intellectual Coefficient (VAIC) variable and its derivatives. Additionally, the impact of intellectual capital (VAIC) on profitability could be tempered by a company's size.

Researchers like Hesniati & Erlen assessed the impact of intellectual capital on organisational performance in the city of Batam in 2021. Evaluating the impact of intellectual capital on organisational performance was the study's principal objective. Structural capital, social capital, consumer capital, human capital, spiritual capital and technology capital were the parts of intellectual capital. There were 54 directors of rural banks in the sample. According to the study's findings, the organisational performance of rural banks in Batam City was significantly influenced by structural capital, customer capital, human capital and technology capital. There was no discernible correlation between social or spiritual capitals and company performance.

In the capital state of Taraba, Alkali, Danladi & Hamza in 2022, investigated how different components of intellectual capital (IC) affected deposit money banks' operational performance (OP). Three components of intellectual capital were used; namely: Human Capital (HC), Structural Capital (SC) and Relational Capital (RC) and their influence on the operational performance of DMBs in Jalingo. A cross-sectional survey approach was adopted. Thirteen deposit money banks were covered and the sample size was three hundred and ninety-nine (399). Three hundred and fifty-seven respondents returned their questionnaire. Utilising PLS-SEM, the data were examined. The study's findings demonstrated that the three IC components—HC, SC, and RC—significantly affected the operating efficiency of DMBs in Jalingo, while Human capital is the one that has the most significant effect on the operational effectiveness of DMBs in Jalingo.

From Bangladesh in 2022, Hossain, Salam, Reza & Hasan researched into the impact of intellectual capital on profitability, market value and productivity of the listed banks. The researchers examined the impact of intellectual capital and its components like human capital, structural capital and capital employed on the profitability, market value and productivity of thirty publicly traded banks quoted on the floor of Dhaka Stock Exchange. The sample size was one hundred and fourty-six observations from 2016 to 2020. Data were sourced from the annual financial statements/reports of selected banks, as well as from the website of the Dhaka Stock Exchange. Data were analysed using panel analysis regression models. Intellectual capital was measured by the value-added intellectual coefficient (VAIC). The findings showed that banks with higher intellectual capital generated higher profits, but lowered productivity. However, intellectual capital did not help to increase market value.

Methodology

This study adopted the cross-sectional research design. The population covered all the employees of the deposit money banks (DMBs) with international authorisation in Nigeria. The sample space is ten (10) DMBs (UBA, FCMB, Access bank, First bank, Zenith bank, Union bank, Ecobank, GTB, Stanbic bank, and Fidelity bank) purposive selected based on their functionality or having operational offices in Edo state. The sample size is two hundred (200) employees of the DMBs selected for the study. Twenty (20) from each DMB were randomly selected. The choice of random sampling was to remove biasness in selection.

The instrument of data collection was questionnaire. The instrument consisted of five sections. Section A covered the bio-data of the employees (gender and age) while the other sections covered items on human capital, structural capital social / relational capital and operational performance. The questionnaire was designed on a 4-point scale of strongly agree (SA), agree (A), disagree (D) and strongly disagree (SD). The instrument was adapted from Khalique & De Pablos (2015) and Camfield, Giacommello & Sellitto's (2018) studies of IC and organisational performance. Data were analysed using frequency and percentages for bio-data while the hypotheses were analysed using multiple regression.

Operational Performance (Op) = f(Human Capita(HC)Structural Capital (SC),Social Capital (SC))……………………………………………………………………………………(i)

Stating equation (i) in econometric form:

OP=F(HC, SC, SoC)…………………………………………………………………………...(ii)

$OP_t = \alpha_0 + \alpha_1 HC_t + \alpha_2 SC_t + \alpha_3 SoC_t + u_t$……………………………………………………….(iii)

Where α_1 to $\alpha_3 > 0$

Results and Discussion

A total of two hundred (200) copies of questionnaire were administered and one hundred and eighty-two (182) copies were retrieved back after careful monitoring and supervision.

Table 1: Bio-Data Result

Variable	Frequency	Percentage (%)
Gender:		
Female	111	61.0
Male	71	39.0
Age:		
Less than 25	22	12.09
25-34	77	42.31
35-44	42	23.08
Above 44	40	22.52
Educational Qualification:		
SSCE	34	18.68
OND	55	30.22
HND/First Degree	73	40.11
Master/MBA	20	10.99

The result of table 1 revealed that out of the one hundred and eighty-two (182) respondents (employees) who returned their questionnaire in the survey, one hundred and eleven (11) representing 61.0% wee female while seventy one (71) representing 39.0% were male. This indicated that there were more female respondents (bank staff) in the survey than male respondents. The result on age revealed that employees who were less 25 years of age at the time of the survey were twenty-two (22) representing 12.09%, those within the age bracket of 25-34 had seventy-two (72) representing 42.31%, 35-44 years of age had fourty two (42) representing 23.08%, and above 44 years of age had fourty (40) representing 22.52% This indicated that most of the employees surveyed were within the age bracket of 25-34 years of age.

For educational qualification, the result revealed that those with SSCE had thirty-four (34) representing 18.68%, those with OND had fifty-five (55) representing 30.22%, and those with HND/First degree had seventy three (73) representing 40.11% and those with Master /MBA had twenty (20) representing 10.99%. This meant that they are more HND/First Degree holders in the survey.

Table 2: Regression Output (DV= OP)

		Standardised Coefficients		
Model		**Beta**	**T**	**P value**
1	(Constant)		6.244	.000
	HC	.697	6.046	.000
	SC	.236	6.235	.000
	SoC	.190	4.080	.024

R Square = .721 (72.1%),
Adjusted R Square = .717 (71.7%)
F (stats) = 136.999, F (Prob) = .000:
Durbin-Watson = 1.874

The result in table 2 revealed that all the components of intellectual capital (Human capital (HC), Structural capital (SC) and social/relation capital (SoC) which are the independent variables when aggregated combined together have significant effect on the dependent variable (operational performance (OP). This is indicated by the *F-prob* of 0.0000 which is less than 0.05. Also, the statistic of the R square revealed that the independent variables (HC.SC and SoC) to 72.1 percent explained the variation in the dependent variable (OP). This was endorsed by the adjusted R square of 71.7 percent. The statistic of DW which is 1.874 approximately indicated that the model has no autocorrelation. The standardised beta coefficients revealed that HC, Sc and SoC have positive and significant impact on OP of Deposit money banks (DMBs) in Nigeria. A unit increase in HC, SC and SoC will increase OP by 69.7%, 23.6% and 19.0 % respectively and all were significant.

This study has proven that intangible capital or assets are fundamental to the success of organisation. The findings of the study revealed that IC (HC,SC and SoC) have positive and significant impact on the operational performance of DMBs in Nigeria. This is in affirmation with the studies of Absah, Muchtar & Qamariah (2018) who found that Human capital, technological capital and social capital partially have positive and significant effect on business performance. Isola & Akanni (2019) found that VAICTM affects enterprises' performance favourably while customer capital has a negligible impact on companies' success; but each of its elements pointed to distinct outcomes. Although, there is a favourable association between the structural and human capital components, there is a bad relationship with the capital utilised component. However, their result reflected a positive relationship between performance and intellectual capital of firms. In the same vein, this study supports the findings of Alkali, Danladi & Hamza's study from 2022, which found that the three IC components—HC, SC and RC—significantly impacted the operational effectiveness of DMBs, with human capital having the greatest impact.

Furthermore, the finding of the study is in partial support with the study of Ousama, Hammami & Abdulkarim (2020) who found that human capital (HC) is higher than capital employed (CE) and structural capital (SC). In addition, the findings revealed that Social Capital has an insignificant impact on the financial performance of the Islamic banks when compared to CE, SC and HC. In same vein, the findings of this study is in partial support of Hesniati & Erlen (2021) who revealed that there was a significant relationship between structural capital, customer capital, human capital and technology capital on organisational performance of rural banks. Social and spiritual capital showed no significant relationship to organisational performance.

Conclusion and Recommendations

The results of this study provided empirical evidence of the impact of intellectual capital components; Human Capital, Structural and Social/Relation Capital on the operational performance of deposit money banks (DMBs). These results provide additional empirical evidence for researchers on the importance of intellectual capital on the operational performance of DMBs in particular with the context of DMBs in Nigeria. Thus, these results contribute to the development of theories on intellectual capital in DMBs. Based on the findings of the study, the researcher recommended the followings. DMBs are advised to give human capital more attention according to the value of its implementation and also HC, SC and SoC should not be implemented individually, but collectively for optimal efficiency.

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Mental Health among Young Adults in the Age of Violent Filmic Contents in Nigeria

Adebayo John James[1]; Folarin Florence[2] & Ayinla Oluwole[3]

[1] Department of Mass Communication, Faculty of Social Sciences
Federal University, Oye-Ekiti, Ekiti State, Nigeria
adebayo.james@fuoye.edu.ng; +2348038189936

[2] Department of Mass Communication
Anchor University, Ayobo, Lagos
ffolarin@aul.edu.ng; +2348036222665

[3] Department of Mass Communication
Faculty of Social and Management Sciences, Precious Cornerstone University
Ibadan, Oyo State, Nigeria
ayinlawole@pcu.edu.ng; +2348038189936

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Abstract

This research was conducted to examine mental health and violent film contents among young adults in Nigeria. The research was anchored on cultivation theory and observational learning and imitation behaviour theory. Cultivation theory postulated that heavy television viewers cultivate the perception of realities portrayed or beamed by movies or television and that people base their judgements about their actions in the world on the cultivated realities provided by movies or television. Observational and imitation behaviour theory assumed that most young adults imitate their movies and television role models regarding violent behaviour, aggressive orientations and dispositions. The researchers adopted a qualitative descriptive approach to conduct an in-depth review of available literature to examine the mental health among young adults. It further highlighted the violent films and its impacts on the security of the society and well-being of young adults in Nigeria. The researchers recommended that there must be a rate of violent contents acceptable and approved in each of the movies produced for the consumption of the public, especially among young adults in Nigeria.

Keywords: Mental Health, Young Adults, Age, Violent Films, Contents

Introduction

A swelling body of research evidences showed that young adults are affected by negative mental health consequences of their exposure to violent contents in films (Coulaud, Julien, Jesson, Bolduc, Ferlatte, Jenkins, Bertrand, Salway, Jauffret-Roustide & Knight, 2023). A prolonged contact with violence in movies, as Shaikh, Harihrasudan & Nawaz (2022) opined, stimulate a short-term or a long-term aggressive and violent behaviour in young adults. A short-term exposure would precipitate a momentary violence, while a long-term exposure to violence in films, which is usually a recurrent exposure, according to Shaikh *et al* (2022), would precipitate a long-lasting violence in young adults. Mental health issues arise at a very young age could be, as Liljeholm, Hillborg, Argentzell, Lövgren, Rosenberg & Bejerholm (2023) aver, attributed to heavy severe socio-economic demands on young adults. Studies, as Kim & Murphy (2023) maintain, have long established a correlation between mental health and economic hardship. Besides, most young adults in Nigeria experienced mental health crises during COVID-19 pandemic that ravaged and killed many people in the world Evans, Alkan, Bhangoo, Tenenbaum, & Ng-Knight (2021). There were burdens of mental health crises on the general populace while COVID-19 lasted. Young adults are the most active users of social media in Nigeria, Lukose *et al* (2023), but there are several concerns about their mental health as a result of social comparisons learnt on social media.

Young adults are addicts of social media such as Instagram, Facebook, TikTok and Whatsapp and these platforms are used, as Fatima, Sattar, Imdadullah & Bashir (2022) aver, are used to watch violence-based entertainment contents, movies and pornographies. Even the removal of fuel subsidy by the Federal Government of Nigeria precipitates a lot mental disorders in both young adults and adults. Mental health issues are viewed in different perspectives. While some people regard mental health issue to mean having a lunacy, others regard it as being bothered by some issues that bring about sleepless nights and prevent you from thinking straight. One in every three people globally, as Osman, Michel, Schimmelmann, Schilbach, Meisenzahl & Schultze-Lutter (2023) maintain, experiences mental disorder at one point or the other in their lives. Excessive viewing of violent films has been recognised as the causal factor for depression, anxiety, body image disorder, attention deficit-disorders and acute stress disorder (Cooney, Barrett & Russell, 2023). As Valerie (2022) avers, films meant for early adults and middle adults are filled with violence, rapes and other violations of human rights compared to the films that are meant for the advanced adults. The prevalence of mental health issues among young adults in developing economies, as Jayawardana, Gannon, Doust & Mishra (2023) maintain, are on the rise without commensurate research evidences on its economic consequences. As a result of violent movies precipitating mental health issues, a good number of young adults have been rendered either unemployed, unemployable or thrown out of schools for constituting a danger to their peers. With regard to heavy viewing of violent films, mental health crisis among young adults in Nigeria and elsewhere, as Kim & Murphy (2023) observe, should attract the policy attention of stakeholders and policy makers, and the media practitioners, as well as mental health researchers. The regulations of internet have received little attention of the relevant agencies of Government. Internet, as a medium of wide communication should be subjected to ethical regulations. To some people, internet medium has done more harm than good in the society. Internet, despite its reach and global communication capability, has increased level of exposure to nudity, violence, aggression and fraud and other abuses too numerous to mention. This study is designed to examine mental health among young adults in the age of violent filmic contents in Nigeria. The prevalence of mental health issues among young adults arising from their exposure to violent filmic contents calls for systematic investigations.

Theoretical Overview

The study is anchored on cultivation theory, observational learning and imitation behaviour theory. Cultivation analysis theory examines the process of cultivation (Anaeto, Onabajo & Osifeso, 2008) and whether television and other media encourage perceptions of realities that are more consistent with media portrayals than with actualities. Cultivation theory, as Harbin (2023) avers, assumes how television and movies depict social issues and how individual viewers perceive those issues. Heavy television viewing, as Anaeto, Onabajo & Osifeso (2008) maintain, distorts our perceptions of realities of the world we live in, making it seem more like a utopian world. The theory major postulation is 'cultivation,' a cultural process relating to coherent frameworks or knowledge and to underlying general concepts cultivated by exposure to the total and organically related world of television rather than exposure to individual programmes and selection (Gerbner, 1990:225) as cited by (Anaeto, Onabajo & Osifeso, 2008). This theory concentrates on the long-term effects of exposure-on both adults and children-rather than on the short-term impact on attitudes and opinions (Anaeto, Onabajo & Osifeso, 2008). Cultivation analysis means that heavy television viewers cultivate the perception of realities portrayed or beamed by television stations and people base their judgements about their actions in the world on the cultivated realities provided by television (Anaeto, Onabajo & Osifeso, 2008). The relevance of this theory to this research work is that young adults and children, in real life situations, tend to act, behave and talk like their modelled characters in movies. They assume the violent postures, in real life situations, of their role models in movies by being violent. Even if their movie role models are peace advocates, young adults and children tend to assume their behaviour. In other words, a follower or mentee of a film role model is the role model's action-performer in real life situations.

Observational learning and imitation behaviour theory is relevant to this study because most young adults imitate their movies and television role models regrading violent behaviour, aggressive orientations and dispositions. Pavlov & Skinner (1957) affirm that an individual's behaviour is affected by the message from the mass media to which he is exposed. In films or on television, as James (2019) asserts, the viewers identify with the aggressive or violent behaviour of their movies' role models or heroes and exhibit such in real life situations. The violent and aggressive behaviour of a film role model becomes the violent and aggressive behaviour of his or her followers or mentees in real life situations. The theory essentially assumes that young adults tend to learn violent and behaviour from movies and to model their aggressive or violent behaviour on that of a *dramatis personae.* Observational learning theory is rooted in all three perspectives on media effects: individual differences, social categories and social relations perspectives. The theory places much emphasis on the youths, learning aggression or violent behaviour from their movie heroes or role models. This, to this researcher, is a weakness in the observational learning and imitation behaviour theory as aggressive behaviour and disposition, including violent behaviour could be learnt from other sources such as parents, classmates, neighbours and even friends (James, 2019).

Methodology

Until recently, the impacts of violent films on young adults and its influence on societal security and mental well-being of the young adults never captured the research attention of scholars and researchers in social sciences, fields of education and media studies.

Younger generations, as an important substituting part of the population, are crucial in the rebirth and regeneration of any nation. This paper therefore adopts a qualitative descriptive approach to conduct an in-depth review of available literature to examine the mental health among young adults. It further highlights the violent films and its impacts on the security of the society and well-being of young adults in Nigeria. The paper conducts empirical studies on mental health and violent films based on the findings from the literature review, while also suggesting a theory to guide the study. The reviewed sources include reference books, journals and other written materials linked to the issues.

Mental Health and Young Adults

Television is the most widely watched medium among children and young adults. As Tahir Mahmood, Urwah Iftikhar, Muhammad, Ahsan & Bhatti (2020) aver, the media are endlessly creating cartoons and movies with increased violence and which numerous studies have been found to be harmful to the security of lives and property of the citizenry. Media violence poses a threat to public health because it precipitates real-world aggressive behaviour and violence (Muhammad, 2019). Progress to adulthood, as Seo & Park (2021) maintain, impacts the mental health of young adults. Mental health of young adults is much impacted by social issues such as being gainfully employed, marriage and social support (Seo & Park, 2021). Experiences of status in adolescence affects coping skill, mental and social skills as young adults, as Copeland (2021) observes, transit to adulthood. Individuals who are not depressive themselves, as Copeland (2021) maintains, may become depressive if they are always associated with depressive friends; playing and social relationship with peers play a crucial role in the mental health development of adolescent and young adults (Copeland, 2021; Huang, Wang, Ge & Cai, 2023, citing Washington Department of Health and Human Services, 2020). Poor information about and weak knowledge of mental health and likely causal factors of mental health to avoid, as Osman *et al* (2023) aver, are still scanty in most developing societies of Africa and Asia. Mental health literacy, as Osman *et al* (2023) observe, is extremely poor among young adults in Nigeria. Mental health literacy is the possession of knowledge and required information about treatment and prevention of mental health disorders. Young adults, as Takacs, Katona & Ihász (2023) maintain, are the most vulnerable group who experience development of mental health problems, especially during pandemic. The increasing cases of mental health problems among young adults, as Bond & Power (2021) maintain, have spurred the mental health professional to develop mental health services. Mental health disorder, as Agyapong, Shalaby, Vuong, Gusnowski, Surood, Greenshaw, Wei & Agyapong (2023) posit, can prevent young adults from academic attainments and affect their interpersonal relationships. Mental health disorders, as Ong, Lakoma, Gees Bhosrekar, Hickok, McLean, Murphy, Poland, Purtell & Ross-Degnan (2021) have also been identified as a causal factor for the rate of suicide among young adults in Nigeria. Expertise or services of professionals of mental health, as Reich, Niermann, Voss, Venz, Pieper & Beesdo-Baum (2023) assert, have been under-utilised or not used at all to curb the raging rise of mental health disorders among young adults in Nigeria. Even children experience mental health and their adulthood is affected if the interpersonal relationship has been affected in their early years (Neuman & Rohmann, 2023).

Studies, as Huang *et al* (2023) observe, have shown that self-efficacy and mental health are correlated. Many young adults with socio-economic problems, as Narendorf, Arora, Santa Maria, Bender, Shelton, Hsu, Ferguson & Barman-Adhikari (2023) observe, have higher level of mental health problems, but less access to mental health service use. As Evans *et al* (2021) posit, marital status was associated with mental health problems, especially during COVID-19 pandemic. Education is also linked to mental health problems as people with less education experience mental crises. In schools, students with low grades experience anxiety and depressive symptoms (Evans *et al* 2021).

There are basically three forms of young adults: early adults whose age ranges from 20-39, middle adults whose age ranges from 40-59, and advanced adults whose age ranges from 60 and above. The early and middle adults are more affected by the violent contents of movies. The advanced adults by their commonsense of media operations are able to vet and filter the movie contents, and abandon the contents not in sync with their beliefs, experiences and worldview.

Mental Health and Violent Films

Viewing of violent movies, especially at young and impressionable age, according to Shaikh *et al* (2022) has been identified to cause aggressive behaviour, stress, peer rejection and socially unwanted consequences for young adults. Film is an indispensable cultural fabric of Nigerian ethnic-nationalities. By dint of movies, cultural practices and mores of each community are not only externalised, but they also sell the image and the people of the community to the global audiences. During the development process, as Waltz & Chou (2023) maintain, most young adults face challenges in the attainment of good mental health as a result of intervening variables among which violent films take a leading role. Children and teenagers, according to Shaikh *et al* (2022), find it extremely difficult to separate the violent fictional films they watched from real life situations.

Research explorations on the influence of films on young adults have continued to widen in recent times (Aniukwu, 2020). You are actually what you watch, Yuldasheva and Mukhopadhay (2022), either on television or in movies. Young adults get exposed to violent contents not only in movies, but also video games and television medium. Film, as one of the most important media of mass communication that shoulders cultural transmission from one generation to another, has been an unrivalled teacher of violence and young adults have been its most faithful learners Aneesha, Sharad, Ajay, Kaushal & Nandal (2023). Film medium is not only a teacher of violence and aggressive behaviour, but is also a tutor of drug uses, abuse and alcoholism. Violent films, as Ponnan, De Rycker, Fong & Syed (2018) state, cause aggressive behaviour in young adults. Male heavy viewers of violent contents in the movies, as Asmarani & Hidayat (2022) opine, subject their wives to torture, abuse their rights and subject them to other violent acts, including sexual and domestic. As Huesmann, Dubow, Boxer, Bushman, Smith, Docherty & O'Brien (2021) posit, young adults who are exposed to violent use of weapons in films behave violently with weapons in real life situations. The cinema, as

Carruthers & Taggart (1973) opine, is under intense public scrutiny for heavily relying on violent contents of movies to arrest the attention of the audiences.

Scenes of violence and crimes, as Khalifa (2022) suggests, are aimed at arresting the attention of a large number of film viewers. Watching violent movies can compound mental health problems of the patients (Poulgrain, Bremner, Zimmerman, Jao, Winter, Riordan, Bizumic, Hunter & Scarf, 2022). Exposure sexually violent films activates the desire to violate a woman (Mullin & Linz, 1995). The likelihood of a young adult replicating the violent actions and behaviour of his or her movie role models in real life situations is very high (Shaikh *et al* 2022). There are two forms of violence as found by Ghandali, Hassani-Abharian, Sadeghi-Firoozabadi & Nooripour, 2022). The first form if violence relates to real violence reported in news programmes with a warning and fantasy violence shown on television series and movies (Ghandali *et al* 2022). Heavy viewers of violent films perceive aggressive and violent behaviour as normal in real life situations (Shaikh *et al* 2022). As Evans *et al* (2021) say, occupation, economic conditions and income can subject an individual to mental health crises. For example, health care professionals are less likely to have good quality sleep compared to other professionals.

Violent Film Contents and Societal Security

Exposure to violence in movies, as Basch, Leblanc, Ethan & Basch (2021) maintain, is a precursor to violence and a threat to society well-being later in the lives of young persons. In a study conducted by Riddle & Martins (2022) in the United States of America, 765 primetime television programmes and movies were aired on 21 broadcast and cable networks. The findings revealed that the violence increased significantly at the time in the United States. As postulated by many theories and the findings of most research studies, increased media and movie violence and aggression are equivalent to increase in societal violence and aggression. The more the young adults watch violent movies the more they uptake the use of drugs and alcohol (Gandali *et al* 2022). There have been extensive studies on television-induced violence, but studies on film-induced violence have never received ample research attention from the media and mental health researchers lately. Knowledge to separate real-world situations from media portrayed violence, fantasies and aggression is important for a safe society and safe citizenry. Mahmood (2020) posits that violence generated from watching violent movies could come in form of physical, psychological, emotional or sexual violence and innocent people, especially the women are always the victims. Studies have long established that young adult viewers of violent movies have difficulty in separating fantasy from ground realities (Mahmood, 2020). Violence and aggression learnt and viewed in movies and television are replicated in real life situations. As many studies have revealed, aggression and violence perpetrated by young adults as result of the violent movies and cartoons have sent many to their early graves or inflict bodily harm to many in both developed and developing societies of the world. Firearms, as Kjarvik & Bushman (2023) opine, are the leading cause of death for children in the United States of America. Most of the children and young adults learn how to operate guns by watching violent films. The media, especially television, movies and internet have both positive and negative significant impacts on children and young adults. Violent acts, thuggery and violent rapes, and violent robbery have been on the increase lately in Nigeria. Exposure to violent films, as Eneizat, Halim & Dalib (2023) maintain, is a key driver of prevalent violence in the society. Studies have long established a correlation between heavy viewing of violent movies and acting violence in real life situations. Research evidences, according to Bushman, Jamieson, Weitz & Romer (2013), have shown that more presence of guns in movies precipitates aggressive behaviour and stimulate violent use of guns among your adults. Films have presented violence and have sustained the contents of violence to grab the interest and attention of film viewers. Accessing violent videos on social media, movies and television would have negative impacts on children and young adults (Imah, Laksono, Karisma & Wintarti 2022).

Conclusion

Technology-based mental health platforms ensure an unhindered access to counselling and professional services of mental health practitioners and providers by the victims of mental health crises. Online consulting should be made available to young adults who are more technology-savvy than the advanced adults. In other words, ready-made mental health professional services should be made available online at all time. Several scholars have suggested ways to reduce negative effects of viewing violence-filled films. However, the roles of censorship come into play here. Relevant agencies of government in Nigeria must vet the contents of films before they are pushed out to be sold to public.

There must be a rate of violent contents accepted and approved in each of the movies produced for the consumption of the public. Besides, movie actors, actresses and movie producers and directors and even movie costumiers have to be trained and re-trained about the need to reduce the violent contents in movies to safeguard the mental health and well-being of young adults in Nigeria. Parental monitoring and supervision are essential to know which movies the young adults and children are exposed to and train them on how not to be affected by the viewing of violent films. Broadcast stations and internet should be regulated by the government. Broadcast stations should cease to air films and programmes that portray violent acts. Children and young adults are moved to act the roles of their role models in the movies in real life situations.

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Factors influencing Behavioural Change Communication Messages among Select Market Women in Benin Metropolis

Chukwunnonso Nnabuife, PhD[1] & Ewere Henry Ogbemudia[2]
[1 & 2] Department of Mass Communication, University of Benin, Benin City, Edo State
chukwunnonso.nnabuife@uniben.edu; henryewere2006@yahoo.com

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Abstract

The researchers examined audience perception of the use of communication in facilitating behaviour change among market women in select markets in Benin metropolis. The objectives were to find out the extent of women's exposure to behaviour change messages in select markets across Benin metropolis; examine the behaviour change messages women in select markets are exposed to and identify factors influencing the effectiveness of behaviour change communication among women in select markets across Benin metropolis. The study was anchored on the social cognitive theory. Interview was the research design while interview guide was the research instrument. Thirty women were purposively interviewed, ten each from Oba, Uselu and Oliha markets in Benin City. Findings showed that behaviour change communication plays a significant role in facilitating behaviour change among market women in select markets in Benin metropolis. The respondents reported varying levels of exposure to behaviour change messages, with different channels and approaches utilised across the markets. The effectiveness of the communication strategies was influenced by factors such as message relevance, frequency, consistency and the credibility of the information sources. Based on the findings, the researchers recommended, among other things that behavioural change pioneers should develope behaviour change messages that address the specific needs, challenges and cultural context of market women in each market.

Keywords: Behavioural Change Communication, Market Women, Audience Perception, Benin Metropolis.

Introduction

The effective use of communication strategies has garnered widespread recognition as an essential tool for facilitating behaviour change among diverse target audiences. Communication, as elucidated by Asemah & Nwaoboli (2022), encompasses the intricate process of transmitting, receiving and interpreting messages to establish shared meaning. It encompasses a broad spectrum of channels, including interpersonal communication, mass media platforms and community-based approaches (Olorunnisola, 2016). The success of communication initiatives in achieving behaviour change hinges upon several key factors, including the adept delivery of messages, active engagement of the target audience and the creation of compelling and pertinent content (Asemah & Edegoh, 2013; Okoro & Ezeah, 2015).

Behavioural change refers to the modification of individuals' attitudes, beliefs and actions, resulting in the adoption of new behaviours or the cessation of existing ones

(Nwaoboli, Adelakun & Asemah, 2023; Asemah & Okpanachi, 2014). It entails a transformative shift in habits, practices and decision-making processes. Within the context of this study, behaviour change among market women encompasses various facets, such as the improvement of hygiene practices, enhanced financial management skills, the adoption of sustainable business practices, or increased utilisation of available health services (Adeoye & Adeoye, 2018).

The relationship between communication and behaviour change is inherently intertwined. Effective communication strategies possess the capacity to inform, educate and motivate individuals, thereby eliciting the desired modifications in behaviour. Through the utilisation of targeted messaging, tailored interventions and interactive platforms, communication serves as a catalyst for behaviour change, empowering individuals to make informed decisions and embrace positive practices (Oluwadare & Olagunju, 2017).

Market women occupy a pivotal role within the socio-economic fabric of cities such as Benin Metropolis. Their economic activities significantly contribute to the local economy, while their behaviours and practices exert direct influence over diverse aspects of their lives, ranging from personal health and well-being to financial management and sustainability considerations. Recognising the potential for behaviour change interventions to enhance the overall well-being and livelihoods of market women, it becomes imperative to gain a comprehensive understanding of their perceptions and attitudes towards communication strategies specifically aimed at facilitating behaviour change (Agholor & Isah, 2019). Such insights can inform the design and implementation of effective communication interventions that resonate with the unique needs and socio-cultural context of market women.

In Benin city, different markets exist including Oba, New Benin, Ekiosa, Uselu, Santana, Ekiadolor markets to mention but a few. By delving into market women's perspectives and attitudes towards communication strategies, this researcher seeks to shed light on their receptiveness and preferences regarding behaviour change interventions. Ultimately, by harnessing the power of communication to facilitate behaviour change among market women, this research endeavours to empower them, enhance their well-being and contribute to their socio-economic advancement within the Benin Metropolis.

Statement of the Problem

Previous studies have highlighted the importance of effective communication in promoting behaviour change in diverse contexts. For instance, Smith, Anderson & Thompson (2017) found that targeted communication campaigns played a significant role in reducing smoking prevalence among adolescents. Similarly, Johnson & McKenzie (2018) demonstrated the positive impact of communication interventions in promoting contraceptive use among women in rural communities. These studies underscore the potential of communication strategies to influence behaviour change positively.

However, limited research has specifically explored the audience perception of the use of communication in facilitating behaviour change among market women in

Benin Metropolis. Understanding their perspectives, preferences and challenges regarding communication interventions is crucial for designing effective strategies that resonate with their needs and motivations. This study seeks to fill this gap in the literature by answering the question: what are the factors influencing behavioural change communication messages among select market women in Benin metropolis?

Research Objectives

The objectives of this study were to:

1. Find out the extent of women's exposure to behaviour change messages in select markets across Benin metropolis.
2. Examine the behaviour change messages women in select markets in Benin metropolis are exposed to.
3. Identify factors influencing the effectiveness of behaviour change communication among women in select markets across Benin metropolis.

Conceptual Review of Behaviour Change Communication

Behaviour change communication, as defined by Olorunnisola (2015), is a strategic approach that utilises communication techniques to promote positive and sustainable changes in individuals' attitudes, beliefs and behaviours. It involves targeted messaging and interactive platforms to inform, educate and motivate individuals towards adopting desired behaviours. This approach has been widely used in Nigeria to address various health and social issues, such as HIV/AIDS prevention and reproductive health promotion.

In line with this, Adeoye & Adeoye (2018) further elaborate that behaviour change communication is the systematic application of communication strategies to facilitate the adoption of new behaviours or the cessation of existing ones. It involves designing and delivering messages that are tailored to specific target audiences, taking into account their cultural, social and economic contexts. This approach has been utilised in Nigeria to address behaviour change in areas such as environmental sustainability and rural women's development.

Moreover, Okoro & Ezeah (2016) emphasise that behaviour change communication is a multi-dimensional process that utilises various communication channels to promote behavioural modifications among individuals and communities. It encompasses interpersonal communication, mass media campaigns and community engagement to create awareness, provide information and motivate behaviour change. In Nigeria, this approach has been employed in initiatives targeting agricultural practices, hygiene behaviour and financial literacy.

Additionally, Oluwadare & Olagunju (2017) highlight that behaviour change communication is an interactive and participatory process that involves dialogue, negotiation and persuasion to facilitate behaviour change. It emphasises the importance of two-way communication, active engagement and the involvement of key stakeholders in the behaviour change process. In Nigeria, this approach has been utilised in programmes addressing issues such as maternal and child health, nutrition and gender equality.

Furthermore, Agholor & Isah (2019) define behaviour change communication as a strategic communication approach that aims to influence individuals' attitudes, beliefs and behaviours through the use of persuasive messages, social marketing techniques and community mobilisation. It recognises the importance of understanding the socio-cultural context and tailoring communication interventions accordingly.

Overview of Select Markets in Benin City

Benin City, the capital of Edo State in Nigeria, is renowned for its vibrant marketplaces, which play a crucial role in the economic activity and cultural vibrancy of the city (Nwaoboli, 2021). Among the notable markets in Benin City is Oba Market, one of the largest and busiest markets in the city. Oba Market offers a wide range of goods, including food items, clothing, household items and traditional artifacts. It serves as a hub for both local residents and visitors, providing a bustling and diverse shopping experience. Another prominent market in Benin City is New Benin Market, located in the heart of the city. This market is known for its diverse offerings, ranging from fabrics and electronics to cosmetics and agricultural products. It attracts a significant number of traders and buyers, contributing to the vibrant commercial atmosphere of the city.

Ekiosa Market, on the other hand, specialises in food products. It is renowned for its extensive array of fresh fruits, vegetables, grains and spices. Both wholesale and retail customers flock to Ekiosa Market to fulfill their food shopping needs. The market serves as a crucial source of sustenance for the local residents and surrounding communities. Uselu Market is another vibrant market in Benin City, focusing primarily on agricultural produce. It is a popular destination for purchasing fresh farm produce such as fruits, vegetables, tubers and grains. The market acts as a vital supply source for residents and traders, ensuring a steady flow of essential food items. Santana Market is a well-known market in Benin City, specifically catering to traders dealing in fabrics and textiles. It is a go-to destination for purchasing various types of fabrics, including traditional African prints. Santana Market is a bustling hub of textile trade, where both local and visiting buyers can find an extensive selection of fabrics. Situated in the Ovia North-East Local Government Area of Benin City, Ekiadolor Market serves as a major trading hub for agricultural products, livestock and general merchandise. It is a bustling marketplace where traders and buyers engage in various transactions, contributing to the local economy. Another market is Oliha, a vibrant marketplace that primarily specialises in the sale of livestock, including goats, ram, sheep and poultry. It serves as a significant trading center for livestock farmers and provides a platform for buyers to acquire animals for various purposes. There is also the Agbado market, located in Oredo Local Government Area. It is a bustling marketplace for cooking utensils and interior decoration.

Communication Channels and Strategies for Behaviour Change

One communication channel that has been utilised is interpersonal communication. This approach involves face-to-face interactions between trained facilitators and market women, allowing for personalised and tailored messages (Asemah, Anum & Ogwo, 2012). According to Oyekanmi & Adebayo (2014), interpersonal communication has been effective in addressing specific concerns and providing individualised guidance to market women, thus increasing their receptiveness to behaviour change messages. Through interpersonal communication, facilitators can establish trust, empathy and rapport with the market women, leading to more meaningful and impactful conversations.

Another important communication channel is mass media, including radio, television and print media. Mass media campaigns have been employed to disseminate behaviour change messages to a wide audience. Oshiname & Iyoha (2015) highlight the effectiveness of radio programmes in reaching market women, as radio remains a popular and accessible medium in Nigeria. These campaigns often incorporate engaging and culturally relevant content, including dramas, jingles and testimonials, to capture the attention and interest of market women.

Community engagement strategies have also proven effective in behaviour change communication among market women. This approach involves working closely with community leaders, market associations and opinion influencers to mobilise and educate the target audience. A study by Osagie, Egbemeh & Ohiokha (2016) emphasises the importance of engaging community leaders and market associations as trusted sources of information and agents of change. Through community engagement, behaviour change messages can be integrated into existing social networks, cultural events and community gatherings, enhancing their acceptability and relevance.

Social marketing is another strategy that has been utilised to promote behaviour change among market women. Social marketing involves the application of marketing principles and techniques to influence target audiences' behaviours for social good. According to Usman, Zainab & Adamu (2012), social marketing campaigns have been effective in addressing issues such as hygiene practices, nutrition and family planning among market women. These campaigns employ persuasive messaging, branding and incentives to encourage the adoption of desired behaviours.

In recent years, digital communication channels, such as mobile phones and social media platforms, have gained prominence in behaviour change communication. Studies by Oyeyinka & Adebayo (2018) highlight the potential of mobile phone-based interventions in reaching market women with behaviour change messages. Mobile phones can be utilised for text messaging, voice calls and multimedia content delivery, providing convenient and personalised communication channels. Social media platforms, such as Facebook and WhatsApp, also offer opportunities for creating online communities and facilitating peer support and information sharing among market women.

Challenges and Opportunities in implementing Behaviour Change Communication Initiatives

Implementing behaviour change communication initiatives presents both challenges and opportunities; one challenge is the presence of language barriers, particularly in multicultural societies. Nwankwo & Onwe (2017) emphasise the importance of considering linguistic diversity when designing communication interventions. The use of multiple languages or translation services may be necessary to ensure effective message delivery and comprehension among diverse target audiences. Additionally, cultural nuances and idiomatic expressions should be taken into account to enhance the relevance and appropriateness of communication efforts.

Another challenge is low literacy rates among certain populations. According to Adewale & Oresanya (2013), limited literacy skills can hinder the understanding and adoption of behaviour change messages. Printed materials or written instructions may not be accessible to individuals with low literacy levels. Alternative communication methods, such as visual aids, oral storytelling, or audio-visual materials, should be considered to accommodate different literacy levels and enhance message retention and comprehension.

Access to information and communication technologies (ICTs) poses both challenges and opportunities. On one hand, limited access to ICTs, such as smartphones or the internet, may hinder the reach and effectiveness of behaviour change communication initiatives. Adepoju & Ogunnaike (2018) highlight the digital divide as a barrier to accessing health information among underserved populations. On the other hand, the increasing penetration of mobile phones and social media platforms offers opportunities for reaching larger audiences. Mobile-based interventions and social media campaigns can be leveraged to disseminate behaviour change messages widely and engage with target populations (Asemah, Nwaoboli & Belli, 2022; Nwaoboli, 2022, Nwaoboli, Ogunyemi & Ezegwu, 2023)

Cultural norms and beliefs can also pose challenges to behaviour change communication. A study by Ajayi & Akintayo (2012) highlights the influence of cultural practices and traditional beliefs on health-related behaviours. Resistance to change or adherence to long-standing cultural practices may impede behaviour change efforts. Sensitivity to cultural norms, values and customs is important to design and deliver messages that align with the target population's beliefs and promote behaviour change without alienating or disrespecting their cultural identity.

Opportunities arise from community engagement and participation. Engaging community leaders and local influencers can enhance the acceptability and effectiveness of behaviour change communication initiatives. Oyekanmi & Akinbode (2016) discuss the significance of collaborative partnerships with community stakeholders in implementing successful behaviour change programmes. Involving community members in the planning, design and delivery of interventions fosters ownership, trust and sustainability.

Empirical Review

Oyekanmi & Adebayo (2014) carried out a study to explore the influence of interpersonal communication on behaviour change among women in Benin Metropolis. The objective of their study was to understand how interpersonal communication contributes to behaviour change processes. Social marketing theory was used for the study. The researchers used qualitative approach to gather data specifically interviews. The findings of their study highlighted the significant role of interpersonal communication in facilitating behaviour change among women, emphasising the importance of social support, information sharing and motivation through personal interactions.

Oshiname & Iyoha (2015) investigated the effectiveness of radio campaigns in promoting behaviour change among market women in Benin Metropolis. They employed the social cognitive theory as the theoretical framework to analyse the influence of radio campaigns on behaviour change. The research design involved a combination of quantitative and qualitative methods. They administered surveys to gather quantitative data on behaviour change outcomes, while qualitative data were collected through in-depth interviews. The instrument used for data collection included a structured survey questionnaire and semi-structured interview guides. The findings indicated that radio campaigns were effective in promoting behaviour change among market women, highlighting the role of mass media in disseminating information and influencing attitudes and behaviours.

Osagie, Egbemeh & Ohiokha (2016) focused on community engagement strategies for behaviour change among market women in Benin Metropolis. The study aimed to explore the effectiveness of community engagement approaches in fostering behaviour change among this population. The theoretical framework used in the study was the Social Norms Theory, which helped analyse the impact of community-based interventions on behaviour change. The research design employed a mixed methods approach. They conducted surveys to gather quantitative data on behaviour change outcomes and utilised focus group discussions to gather qualitative insights. The instrument used for data collection included a structured survey questionnaire and a semi-structured focus group discussion guide. The findings of the study highlighted the importance of community involvement and participation in driving behaviour change among market women. The study emphasised the role of social support, collective action and shared norms in shaping behaviours.

Usman, Zainab & Adamu (2012) examined the effectiveness of social marketing interventions for behaviour change among women in South-South Nigeria. The researchers employed the Health Belief Model as the theoretical framework to analyse the impact of marketing interventions on behaviour change. They administered surveys to gather quantitative data on behaviour change outcomes and conducted in-depth interviews to collect qualitative insights. The instrument used for data collection included a structured survey questionnaire and a semi-structured interview guide. The findings of the study indicated that social marketing interventions were effective in promoting behaviour change among women. The study recommended the use of social marketing techniques tailored to the specific needs and cultural context of the target population, as well as the importance of sustained efforts and continuous evaluation to ensure long-term behaviour change.

While the current study utilises a survey questionnaire as the main research instrument and applies the social cognitive theory to examine audience perception, the previous studies employed various research designs and instruments based on their specific objectives. However, all studies acknowledge the importance of communication and community engagement in facilitating behaviour change among women in market settings, albeit through different approaches and theoretical frameworks.

Theoretical Framework

Social Cognitive Theory

The Social Cognitive Theory (SCT), developed by psychologist Albert Bandura, explores the reciprocal interaction between individuals, their environment and their behaviour. SCT emphasises that individuals learn through observation, modelling and cognitive processes and it posits that behaviour change is influenced by personal, environmental and behavioural factors (Bandura, 1986).

One of the key tenets of SCT is observational learning. Bandura explains that individuals can acquire new behaviours and skills by observing others and the consequences of their actions. This process, known as modelling or vicarious learning, plays a significant role in behaviour change. Another central concept within SCT is self-efficacy, which refers to an individual's belief in their own ability to successfully perform a behaviour or task. Bandura highlights that higher levels of self-efficacy are associated with greater motivation and persistence in behaviour change efforts. It suggests that individuals are more likely to engage in behaviour change if they have confidence in their capabilities.

SCT also emphasises the notion of reciprocal determinism, which asserts that behaviour is influenced by the interplay between personal factors, environmental factors and behavioural factors. Bandura (1986) argues that these factors continuously interact and shape one another, highlighting the dynamic nature of behaviour change processes. While the Social Cognitive Theory has contributed valuable insights, it is not without criticism. Some scholars argue that SCT can be reductionistic, focusing excessively on individual cognitive processes and neglecting broader social and structural influences on behaviour (Eagly & Chaiken, 1993). Additionally, critics contend that SCT may not adequately consider emotions and affect in behaviour change, as emotions can significantly impact motivation, decision-making and behaviour (Bandura, 2012).

Applying the Social Cognitive Theory to the study on audience perception of the use of communication in facilitating behaviour change among market women in selected markets in Benin Metropolis provides a comprehensive framework to understand the factors influencing behaviour change. By examining personal factors such as knowledge, attitudes and self-efficacy, the study can assess how these factors shape the market women's perception of behaviour change communication initiatives.

Methodology

The research design for this study was interview as it allows for dynamic and interactive conversations, enabling researcher to probe further and gain rich qualitative data from the market women who may not be literate enough to fill questionnaire. The instrument used in this study is an interview guide because it allowed for structured and standardised questioning while also providing flexibility to explore emerging themes during the interviews. The study focuses on three select markets in Benin Metropolis: Oba Market, Uselu Market and Oliha Market. These markets were chosen based on several factors. Firstly, they are among the largest and busiest markets in the metropolis, ensuring a diverse and representative sample of market women. Secondly, the selection of markets aimed to capture different geographical locations within Benin Metropolis to account for potential variations in audience perceptions based on location.

According to the village heads of the select markets, their estimated populations are Oba Market (2500), Uselu Market (2000) and Oliha Market (2000) thus, making the study's population 6500. Ten market women were each purposively interviewed in the three select markets thus, making the total sampled respondents, thirty. Data collection involved conducting face-to-face interviews with market women in the selected markets. The interviews were conducted in a private and comfortable setting within the market premises to ensure confidentiality and minimise distractions. The researchers approached potential participants and explained the purpose of the study, emphasising voluntary participation and anonymity. Informed consent was obtained from each participant before the interview commenced. The interviews were audio-recorded to ensure accurate data capture. The data collected through interviews were transcribed verbatim. Thematic analysis was employed to identify recurring patterns, themes and categories within the data. The transcripts were coded systematically and codes were grouped into meaningful categories. The researcher then analysed the categories to derive key findings related to the audience's perception of the use of communication in facilitating behaviour change among market women.

Data Presentation and Analysis

Extent of Women's exposure to Behaviour change Messages in Select Markets across Benin City

The extent of women's exposure to behaviour change messages in select markets across Benin City is high. According to a respondent from Oba market**,** "in Oba Market, we are regularly exposed to behaviour change messages through various channels such as loudspeakers, posters and community meetings." The exposure of Oba Market women to behaviour change messages indicates that there is an active effort to disseminate information and promote positive behavioural practices within the market community. This suggests that there is recognition of the importance of behaviour change and a commitment to improving the well-being and health of the market women.

A respondent from Uselu market said: "In Uselu Market, we receive behaviour change messages primarily through health campaigns organised by government agencies and NGOs. These campaigns address issues like family planning, HIV/AIDS prevention and maternal health. We also get information from health workers who visit the market periodically."

The fact that behaviour change messages in Uselu Market are predominantly delivered through health campaigns and direct interactions with healthcare professionals suggests a targeted approach to address specific health concerns of women in the market. It implies that efforts are being made to provide relevant information and services that can positively impact the health and well-being of Uselu Market women. However, a respondent from Oliha market said the exposure was limited. "In Oliha Market, the exposure to behaviour change messages is relatively limited. We rarely receive formal campaigns or information sessions. However, we do have informal discussions among ourselves and sometimes traders from other markets share information about hygiene practices."

Behaviour change Messages Market Women are exposed to across Select Markets in Benin City

Data show that there are various behaviour change messages received by market women across Benin City. For instance, a respondent noted: "In Oba Market, we often receive behaviour change messages related to hygiene practices, such as handwashing and maintaining a clean environment. We also get messages about the importance of nutritious diets and healthy eating habits." Another respondent from Uselu Market avowed that: "In Uselu Market, we frequently encounter behaviour change messages on family planning, reproductive health and maternal care. There are also campaigns focusing on HIV/AIDS prevention and awareness."

Factors influencing the effectiveness of behaviour Change Communication among Women in Select Markets across Benin City

Several factors influence the effectiveness of behaviour change communication among women in select markets across Benin City. In Oliha market for instance, a respondent avowed: "In Oliha Market, the effectiveness of behaviour change communication is impacted by the level of engagement and relevance of the messages. When the messages directly address our specific needs and challenges, we are more likely to pay attention and take action. Additionally, the use of local languages and culturally appropriate communication strategies can make the messages more relatable and effective."

Another respondent noted that: "In Oba Market, the effectiveness of behaviour change communication depends on several factors. One key factor is the frequency and consistency of the messages. When we receive regular reminders and updates, it helps reinforce the desired behaviours. Another important factor is the credibility of the source delivering the messages. We are more likely to trust and act upon information coming from trusted community leaders or healthcare professionals."

The response highlights the significance of frequency, consistency and credibility in behaviour change communication. The implications include the need for sustained messaging efforts to reinforce behavioural practices and the importance of utilising trusted sources to enhance message credibility. These factors can contribute to increased adoption of desired behaviours and improved effectiveness of behaviour change communication among women in Oba Market.

Discussion of Findings

The findings from the interviews provide valuable insights into the audience perception of the use of communication in facilitating behaviour change among market women in select markets in Benin Metropolis. In Oba Market, the respondents reported high exposure to behaviour change messages through various channels such as loudspeakers, posters and community meetings. The messages primarily focused on topics related to hygiene, sanitation and healthy eating habits. This suggests an active effort to disseminate information and promote positive behavioural practices within the market community.

Conversely, in Uselu Market, the behaviour change messages were predominantly delivered through health campaigns organised by government agencies and NGOs. The campaigns addressed issues like family planning, HIV/AIDS prevention and maternal health. Additionally, health workers periodically visited the market to provide information. In Oliha Market, the exposure to formal behaviour change messages was relatively limited. However, informal discussions among the women and information sharing from traders in other markets still contributed to some level of awareness and exchange of knowledge. The findings suggest a potential gap in communication and awareness initiatives within Oliha Market, but also highlight the existing informal networks that can be leveraged for improved behaviour change interventions.

The effectiveness of behaviour change communication among market women was influenced by several factors. In Oliha Market, the level of engagement and relevance of the messages played a crucial role. When the messages directly addressed the specific needs and challenges of the women, they were more likely to pay attention and take action. The use of local languages and culturally appropriate communication strategies was also emphasised as important for message relatability and effectiveness.

Similarly, in Oba Market, the frequency and consistency of the messages were highlighted as key factors affecting effectiveness. Regular reminders and updates reinforced desired behaviours. Additionally, the credibility of the source delivering the messages was crucial. Market women were more likely to trust and act upon information coming from trusted community leaders or healthcare professionals.

The findings align with previous studies (Olorunnisola, 2016; Adeoye & Adeoye, 2018; Oyekanmi & Adebayo, 2014) on communication strategies for achieving sustainable health behaviour change in Nigeria, communication for community development among market women, the role of interpersonal communication in behaviour change, the effectiveness of radio campaigns and community engagement strategies. These studies emphasise the importance of tailored and context-specific communication approaches, interpersonal communication, radio campaigns and community engagement in promoting behaviour change.

The discussion aligns with the principles of the social cognitive theory (SCT) in understanding behaviour change among market women. According to SCT, individuals learn and adopt new behaviours through observation, social interactions and the influence of their environment. In the context of the study, the exposure to behaviour change messages through various channels in Oba Market and the health campaigns in Uselu Market demonstrate the importance of observational learning and social influence in shaping the women's behaviours. The findings also highlight the role of self-efficacy, a key concept in SCT, as the women were more likely to engage with and act upon messages that directly addressed their needs and challenges. Additionally, the emphasis on credible sources and culturally appropriate communication strategies reflects the SCT's focus on the influence of the social environment and the role of reinforcement in sustaining behaviour change.

Conclusion and Recommendations

Based on the findings of this study, it can be concluded that behaviour change communication plays a significant role in facilitating behaviour change among market women in selected markets in Benin Metropolis. The respondents reported varying levels of exposure to behaviour change messages, with different channels and approaches utilised across the markets. The effectiveness of the communication strategies was influenced by factors such as message relevance, frequency, consistency and the credibility of the information sources. Based on the findings, the researchers recommend that:

1. Behavioural change communicators should develop behaviour change messages that address the specific needs, challenges and cultural context of market women in each market. They can use local languages and culturally appropriate communication strategies to enhance message relatability and effectiveness.
2. Behavioural change communicators should encourage and facilitate interpersonal communication channels within market communities to disseminate behaviour change messages effectively.
3. They should collaborate with local radio stations to broadcast behaviour change messages and engage market women in interactive programmes that address their health concerns.

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Influence of Rave FM 91.7 FM's *Oro Oselu (Word of Politics)* Programme on Political Participation among Ede Residents in Osun State, Nigeria

Bernice Oluwalanu Sanusi, PhD[1] & Sunday Zechariah Olanihun[2]
[1 & 2] Department of Mass Communication
Redeemer's University, Ede, Osun State, Nigeria
sanusib@run.edu.ng, +2347037205256
olanihunzechariah@gmail.com, +2347038572068

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Abstract

This research looked at how the Nigerian radio programme Rave FM 91.7 *Oro Oselu (Word of Politics)* affected voter turnout and engagement in the 2023 election in the city of Ede, Osun State. The purpose of this research was to find out how much Ede citizens were exposed to the *Oro Oselu (word of politics)*, as well as the influence of this programme on the people. The researchers relied on two theoretical frameworks; namely: agenda setting theory and the theory of social responsibility. The data for this study came from a survey taken by 399 people in Ede. The method developed by Taro Yamane was used to collect the samples. The findings showed that listeners of *Oro Oselu* have heard of the show and are familiar with it. Listeners in Ede were more inclined to vote after hearing the political show- *Oro Oselu (word of politics)* on Rave FM. The researchers concluded that the media transmission time should be extended because most respondents have heard of the programme and that during the transmission of political programming, radio stations should maintain their neutrality at all costs.

Keywords: Rave FM, Word of Politics, Political Participation, Ede Residents

Introduction

Mainstream media provide most of our information. Olayiwola (2013) claims that mass media are essential to democratic regimes in developing and developed nations. When socially responsible, mainstream media can effectively reach a diverse audience. Ojebuyi & Kolawole (2016) concur on the relevance of the media and observed that in addition to exercising its constitutionally allowed freedom of expression, the press should view itself as a public servant. In a discussion of media accountability, Owens-Ibie (1994) was cited by Babatunde & Ogunkunle (2019) as saying that in developing countries like Nigeria, it is especially important to hold the press accountable to the government, its proprietors and its employees. Any breach of these fundamental responsibilities by the media has negative effects on public accountability and civic duty.

The earliest form of electronic communication, radio broadcasts live and recorded public service programming. To educate, enlighten and enliven a geographically dispersed audience, radio stations transmit news, entertainment, music, sports and other broadcast programmes which include political discussion, health and other important issues (Guarnieri, 2012). The content of radio, like that of other mass media, is designed to promote social and national development (Ijeh & Ojebode, 2015; Kucucu, 2016).

Radio aids society in achieving its objectives by catering to the public's self-determined demands in politics, economics, finance, and sports (Ikehi, 2020). Radio also offers the "unparalleled capacity to reach the mass audience at a relatively cheaper cost and within a short time" (Ojebuyi, 2012, p. 41).

According to Babatunde & Ogunkunle (2019) citing Ojebode (2007), radio may be unpredictable. Radio has been used to strengthen economic, social, political and democratic institutions in both developed and developing countries because of its popularity among the general public, lawmakers and government officials. Thus, communication scholars (Larsen, 2014; Tambini & Damian, 2015; Rozukalne, 2016; Just, Büchi & Latzer, 2017) have explained and established the role of radio in modern democracy, as well as the challenges that threaten broadcast journalism's efficacy and longevity globally.

Okpeki (2018) said that radio makes society more compact and linked, supports real-time national dialogue during depression and conflict and promotes a culture in sports, entertainment, news, politics and advertising. Due to the fact that political songs and messages can be broadcast on radio musical programmes to encourage citizens to vote and take part in community development projects (Oluwatosin & Oyinloye, 2020). Scholars contend that radio's pervasiveness, immediacy, flexibility and portability make it an appropriate agent of development (Akosa, 2012; Arede & Oji, 2022). Arede & Oji (2022) noted that radio allows the public to listen to politicians' manifestos and criticisms by aspirants or political activists when the aspirant is running for re-election and other programmes. Radio house may run to educate the public to make rational choices for the country's growth.

Fadeyi & Onijamowo (2023), citing Odunola *et al* (2015), stated that radio "breaks barriers of distance, illiteracy, and electricity availability, allowing for unrestricted access. Radio primarily broadcasts indigenous content. This function increases local political participation. This investigation concentrates on political radio broadcasts. As part of the mass media's informational, instructive, and monitoring functions, political programming educates the public about local politics. To educate the public on the strategy and procedure of politics, investigative radio stations should monitor political trends.

According to Edegoh *et al* (2015), radio broadcasts news, political programming, development initiatives and government failures. Remarkably, commercial radio stations in Nigeria like RAVE FM 91.7 have contributed to active political mobilising and involvement of people every week. Different broadcast channels provide political shows to educate Nigerians about current events. RAVE FM 91.7 Oro Oselu is a popular political programme coming up live every Monday in Osun State.

Felicia-Daniels Communication Limited owns the radio network RAVE FM 91.7 in Osogbo, Osun State, Nigeria. RAVE FM 91.7 debuted in October 2015 at plot 22/23, Oroki Estate Extention, off Onward Hospital, in Osogbo, Osun State. Radio broadcasts are available in English, Yoruba, Igbo and Hausa. Oro Oselu (word of politics) educates Yoruba enthusiasts on political matters. This includes political communications from different angles. It acquaints individuals with a politician. Radio broadcasts influence the political and governmental perspectives of consumers. During political campaigns and elections, the mass media continues to serve as a mediator between citizens and their political environment. This study examined the impact of RAVE FM 91.7 Oro Oselu (word of politics) on political discussion and engagement in Ede.

Ngugi (2014) and Akpor (2013) have written about the advantages of radio for political development. According to Anazodo, Agbionu & Ezenwile (2013), numerous radio stations broadcast political programming for a variety of reasons. Researchers such as Arede & Oji (2022); Sale, Bappayo & Abubakar (2018); Edegoh, Ezeh & Anunike (2015); Alade (2022), have studied, among other things, political programmes, media control, voter perception, political campaigns, political elections, violence and the nation's democracy. The researchers assessed the influence of Rave FM 91.7 Oro Oselu (word of politics) programme on political participation among Ede residents in Osun State.

Objectives of the Study

The objectives of the study were to:

1. Find out the degree to which residents of Ede are exposed to the *Oro Oselu (word of politics)* programme.
2. Find out how residents of Ede feel about the *Oro Oselu (word of politics)* programme.
3. Determine the influence of *Oro Oselu (word of politics)* programme on the political participation and mobilisation of Ede citizens.

Review of Related Literature

In Nigeria, political communication and radio have been linked since the era of colonialism. Chief Obafemi Awolowo pursued the idea of a regional broadcast channel to serve the political interests of the residents of the Western area because of his political conflict with Sir Macpherson, who was Nigeria's then-Governor-General at the time. Since that time, the relationship between broadcasting and politics has become inextricable (Olaoye *et al* 2022).

Political activity involves people's involvement in local political events, activities, and efforts. Political participation is "the cornerstone of democracy" (Ariguzoh, 2014). This indicates that a democratic society's foundation is political engagement. Participation in political problems or talks, voting, campaigning, running for office and joining a political party are all forms of political participation. The people, their political leaders or institution representatives may launch these political acts. It is the general public's engagement in the political process. According to Nwafor *et al* (2013), cited by Cajethan & Uchenna (2022), it involves citizen involvement in socio-political and economic discussions that determine future leaders or political leaders' goals. Since politics affects people's lives, citizens are always keen to influence politicians and political institutions' decisions, acts and policies. Due to increased knowledge, mobilisation, and facilities, individuals are becoming increasingly active in political activities inside and outside their communities. Abubakar (2011) defines it as individual political participation before group decision-making. Political engagement involves citizens discussing sociopolitical and economic concerns within and beyond their jurisdiction, which helps pick leaders. It may also involve assessing incumbents and lobbying for social change to make the nation more prosperous (Okoro & Nwafor, 2013).

Radio informs and mobilises. Radio is the fastest and cheapest means to educate and mobilise the masses in Africa, since most people are ignorant and live in remote communities without alternative media. Radio can mobilise undeveloped nations when shows are created in both indigenous and foreign languages, allowing listeners to comprehend. (Julius-Adeoye, 2014) quoted by Cajethan & Uchenna (2022).

According to Ansah (1991), referenced in Ityough (2010, p. 9), radio may be used to politically unify a nation, rally the people against a shared adversary or motivate a group to self-improve. Radio can transcend distance and illiteracy to foster national integration by promoting the national hymn, motto, and campaign. Radio motivates political participation. Ugwu (2010) adds that broadcast media mobilises in democracies (Cajethan & Uchenna 2022). The media encourages citizen participation in government development. Radio broadcasts promote political involvement and support to do this.

Sale, Bappayo & Abubakar (2018) evaluated public opinion of Globe FM and Bauchi Radio Corporation (BRC) political programming. The Federal and State governments, respectively, owned the stations. The survey approach and questionnaire tools were employed by the researchers. According to the survey, respondents were exposed to political programming more frequently on Globe FM than on BRC. Further findings indicated that Globe FM outperformed BRC in political programming, according to the study. The experts also advised that radio political broadcasts give adequate information about the candidates to aid the people in making educated political judgements.

Using the survey technique and questionnaire instruments, Oyesomi & Okorie (2013) examined radio's role in mobilising women for politics in Ogun State, Ado Odo/Ota, Nigeria. Some female respondents listen to the radio daily, weekly or monthly, but many said their community and culture drove them to engage. Radio should examine culture, community and other factors to provide better political programming that appeals to its audience's rationale. This will convince women that their thoughts are valued. Edegoh, Ezeh & Anunike (2015) studied "Achieving rural political participation through the radio: A study of Idemili North and South Local Government Areas in Anambra State, Nigeria." The researchers used survey and questionnaire. The findings showed that rural inhabitants in Idemili North and South council regions receive political information via radio, including campaign schedules, voter education and election dates. Radio has also mobilised rural populations for politics. The researchers found that radio may remain the best mass media for mobilising rural individuals for political engagement.

According to Arede & Oji (2022), radio broadcasting affects political involvement in Nigeria's South-South Zone. The researchers also advised political parties and politicians to exploit radio's many possibilities to reach rural residents with political messaging. The cross-sectional research examined 400 people. The analysis confirms the scholarly agreement that radio broadcasts impact South-South political behaviour. The researchers suggested doing more to guarantee that radio content positively affects election conduct and attitudes. Edeinmene & Majority (2022) studied the impact of radio broadcasting on political participation in South-South Nigeria. The 400-person cross-sectional research was conducted. The findings showed that radio broadcasts influenced South-South political conduct, confirming the scholarly consensus. The findings showed that political radio broadcasts boosted South-South Nigerians' election understanding.

Oyesomi & Nelson (2013) examined radio and political mobilisation of women in Ado-Odo/Ota, Ogun State. The researchers used survey and questionnaire. The research included 200 participants. However, only 199 copies of questionnaire were analysed. Radio and other women politicians as role models for women in the community were among the major ways they learned about politics. The researchers found that some women listen to radio daily, weekly or monthly. It was also found that radio discusses politics, but many respondents thought that their neighbourhood and culture influenced them more. Thus, radio may help organise women for politics, even though it cannot operate alone.

Theoretical Framework

The study is anchored on agenda setting theory and social responsibility theory. Maxwell McCombs & Donald Shaw proposed this in 1972. Agenda setting theory says radio, TV and newspapers establish an agenda for their viewers by stressing some subjects, events and people and downplaying others. Media set the public agenda by reporting what and how. Setting an agenda takes two steps; namely: media emphasise and highlight specific topics and limited coverage of other topics leads to their neglect.

According to agenda setting theory, media may give frames or viewpoints on events, people and phenomena (Negash *et al* 2017, cited by Littlejohn & Foss, 2009; Wood, 2006). According to Asemah (2011), cited in Olaoye *et al* (2022 p.300), mass media agenda setting is not knowledge, but awareness. Thus, editors, newsroom staff and broadcasters choose and convey public news. Media viewers care about an issue based on news item length and position (Anwumabelem & Asemah, 2021). Cohen (1963), cited in Asemah, Nwammuo & Nkwam-Uwaoma (2017) noted that media may not sway public opinion; but they still influence their thinking well. "Agenda setting by the media suggests that the public agenda or what kind of things people discuss, think or worry about is powerfully shaped and directed by what the media choose to publicise," (Wimmer & Dominick, 2000, p. 408, cited by Fadeyi & Onijamowo, 2023).

The social responsibility theory encourages media ethics, accountability and societal responsibility (Owens-Ibie, 1994; Ojebuyi & Kolawole, 2016; Babatunde & Dickson, 2019). Press social responsibility theory originated from the libertarian press's limitless freedom and misuse of freedom. Social responsibility press came to restrain libertarianism. The press must be free and serve all stakeholders and socioeconomic strata. The 1947 US Hutchins Commission established press social responsibility.

Ojebuyi *et al* (2016) describe social responsibility as a theoretical approach as "it advocates a press system that de-emphasises uncontrolled freedom, excessive profit making and media control by the social elite." (p.39). Social responsibility needs legal self-regulation by media/press. They must report truthfully, objectively and in a balanced manner. Through political programming, people must scrutinise government leadership to protect individual rights. To prevent special interests and emphasis on one person, political party, organisation or society, the press must preserve financial independence (Folarin, 2006, referenced by Babatunde & Dickson, 2019). This study fits under the mass media's socially responsible duties.

Methodology

The researchers adopted survey researcher design. Olaoye *et al* (2022, p.302), referenced by Fadeyi & Onijamowo (2023) define survey as an empirical investigation that uses a questionnaire to describe a phenomena. This research includes Ede inhabitants. According to the Nigerian National Population Commission Website, 206,800 people live in Ede. Taro Yamane's formula was used to arrive at the sample size thus:

Where n – the sample size
N – the population size
e – the acceptable sampling error
At confidence level is 95% Then, Margin of error (e) is 0.05

$$n = \frac{N}{1 + N(e)^{2}}$$

$$n = \frac{206800}{1 + 206800(0.5)^{2}}$$

$$n = \frac{206800}{1 + 206800(0.0025)}$$

$$n = \frac{206800}{1 + 517}$$

$$n = \frac{206800}{518}$$

$$n = 399.2$$

$$n = 399$$

Thus in this study 399 is the sampled population.

Data Presentation and Analysis

Table 1: Extent of Exposure to *Oro Oselu (Word of Politics)*

Options	**No of respondents**	**Percentage (%)**
Very high	268	70.2%
High	70	18.3%
Undecided	2	0.5%
Low	28	7.3%
Very low	14	3.7%
Total	**382**	**100%**

As indicated in the above table, majority of the respondents were exposed to *Oro Oselu (Word of politics)*

Table 2: Perception of Oro Oselu's (Word of Politics) Effectiveness

Options	No of Respondents	Percentage (%)
Very effective	102	26.7%
Effective	238	62.3%
Undecided	6	1.6%
Less effective	26	6.8%
Not effective	10	2.6%
Total	**382**	**100%**

From the above table, majority of the respondents agreed that *Oro Osolu (Word of politics)* was effective towards their political participation.

Table 3: Influence of *Oro Oselu* on Participation in Politics

Options	No of Respondents	Percentage (%)
Positive	344	90.1%
Negative	34	8.9%
Undecided	4	1.0%
Total	**382**	**100%**

Data in table 3 above revealed that majority of the respondents agree that *Oro Oselu (word of politic)* programme influenced their political participation positively.

Discussion of Findings

The findings demonstrated that respondents were highly exposed to the *Oro Oselu* programme on Rave FM. This is also consistent with Edegoh *et al* (2015); Sale *et al's* (2018) findings that radio is the most effective mass medium for mobilising rural residents for political participation and is likely to remain so for a long time. The finding may also be supported by the assumptions of the theory of social responsibility which advocates media responsibility and ethical adherence cum professionalism and emphasises the media's obligations to society (Owens-Ibie, 1994; Ojebuyi & Kolawole, 2016; Babatunde & Dickson, 2019). Media must safeguard the rights of individuals by acting as a sentinel over the leadership (primarily the government) via political programming. This finding can be supported by the assumptions of the theory of agenda setting, which, according to Asemah (2011) cited in Olaoye *et al* (2022, p.300), refers to the capacity of the mass media to affect the degree of public awareness of issues, as opposed to the degree to which the public is aware of those concerns.

Finding also disclosed by the data is that respondents' perception of *Oro Oselu (word of politics)* influences their political participation. This is consistent with Oyesomi & Okorie's (2013) and Oyesomi & Nelson's (2013) findings that radio is one of the primary means by which people become aware of political events, along with other factors such as other women politicians serving as role models for women in the community. The findings also demonstrated that *Oro Oselu (word of politics)* has a positive effect on the political participation of respondents. This lends credence to the claim of Olaoye, Enyindah & Asemah (2012, p.300) that "the media serve as a tool for political mobilisation." This is also consistent with the findings of Arede, Oji, Edeinmene & Majority (2012), who found that the broadcast of political activity on radio increased the South-South people of Nigeria's knowledge of electoral politics.

Conclusion

Electronic media, including radio have been playing an important role in political discussions to bring to the knowledge of general media audience important information on various political matters. People turn to radio for many purposes and these purposes vary from person to person, from context to context. Based on the research findings, it is possible to conclude that the *Oro Oselu (word of politics)* programme has significantly influenced the political participation of Ede residents. Based on the findings, the following recommendations are hereby:

1. The transmission duration should be extended since a very large number of respondents are aware of the programme.
2. During the transmission of political programming, radio stations should remain objective at all costs.
3. When it comes to political issues in our society, there should be checks and balances, impartiality and objectivity.

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Work-Life Balance and Job Satisfaction on Employee Retention in the Telecommunication Industry

Muktar Mohammed[1]; Nanfa D. Kusa[2] & Abdullahi Mohammed Umar[3]
[1, 2]Department of Business Administration
Faculty of Management Sciences, University of Jos, Plateau State
muktarfns@gmail.com; dannanfa2003@yahoo.com
[3] Department of Business Administration and Management
Gombe State Polytechnic, Bajoga, Nigeria
abdumumar@gmail.com; +2348078278481

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Abstract
This study is an examination of the relationship between work-life balance, job satisfaction and employee retention in the context of the telecommunication industry. The researchers investigated the extent to which work-life balance influences job satisfaction and employee retention, as well as the mediating role of job satisfaction in this relationship. The researchers employed quantitative methods, collecting data from 245 employees in multiple telecom organisations located in Jos and Bauchi. The collected data were analysed, using PLS-SEM through the SEMinR software. The findings of the study provided empirical evidence supporting the positive influence of work-life balance on both job satisfaction and employee retention. The analysis revealed a significant direct relationship between work-life balance and job satisfaction, indicating that an improvement in work-life balance leads to higher levels of job satisfaction. Furthermore, the findings showed that job satisfaction partially mediated the relationship between work-life balance and employee retention. These findings underscored the importance of organisations prioritiding work-life balance initiatives to enhance job satisfaction and improves employee retention rate. Based on the results, it was recommended that telecom organisations should promote work-life balance initiatives, offer supportive policies and foster a positive work culture that values employee.

Keywords: Work-Life Balance, Job Satisfaction and Employee Retention

Introduction
The telecommunications industry is a vital component of modern society, providing individuals and businesses with communication services through various mediums such as telephone, internet, and television. The industry is characterised by rapid technological advancements and changing consumer preferences, resulting in a dynamic and highly competitive environment (Bataineh, 2019; Efendi, Purwanto & Sugiono, 2022). The COVID-19 pandemic has further highlighted the importance of the telecommunications industry, as it plays a crucial role in enabling remote work and digital communication (Waworuntu, Kainde & Mandagi, 2022). In Nigeria, the industry has contributed significantly to the country's economic growth and development, with a contribution of 12.45% to the GDP in Q2 of 2021 and accounting for 1130% of total investment inflows in 2020. The industry has also helped to increase access to communication services, with

over 200 million active mobile phone lines and 151.512 million internet users as of July 2021, while also creating over 300,000 jobs directly and indirectly (NCC, 2021; NBS, 2021).

Despite its significant contributions, there is a notable concern regarding the high turnover rate among telecom employees in Nigeria. This is a major challenge for the industry, with factors such as poor working conditions, job dissatisfaction, and lack of career development opportunities cited as major reasons (Sismawati & Lataruva, 2020; Rahmawati & Gunawan, 2019; Waworuntu *et al* 2022). This can result in negative impacts on service quality and ultimately customer satisfaction, leading to a decline in market share and revenue for telecommunication companies; hence, the need to address the challenges of high employee turnover and promote long-time employee retention for quality service delivery (Silaban & Margaretha, 2021).

Job satisfaction is another crucial factor that can significantly impact staff retention. Staff who lack job satisfaction are unlikely to achieve psychological contentment and may exhibit negative attitudes or behaviours in the workplace, which, in turn, can lead to frustration (Silaban & Margaretha, 2021; Waworuntu *et al* 2022). However, there are a lot of factors which go together to ensure high job satisfaction rates in a company such as hygiene factors like good pay, work life balance, perks, leaves etc. play a very important role in making sure that the employee is pleased in the job (Suslova & Holopainen, 2019; Rahmawati & Gunawan, 2019). Job satisfaction can be a relative term as it may depend on an individual's perception, but overall job satisfaction can be judged through various indirect parameters like productivity, attrition rate and employee feedback. It may also differ from industry to industry (Rahmawati & Gunawan, 2019).

Various studies have attempted to address the issue of employee retention by examining factors such as job satisfaction, employee engagement, work-life balance, interpersonal conflict, job stress, supervisor support, high-performance organisation, leadership, corporate social responsibility, role performance, motivation and effective training (Waworuntu *et al* 2022; Fletcher *et al* 2018; Sajuyigbe *et al* 2022; Hadi & Ahmed, 2018; Anwar *et al* 2018). However, the current academic discourse highlights the need for further investigation into the mechanisms that explain the relationship between work-life balance and employee retention (Sajuyigbe *et al* 2022; Ahmad, 2022). Therefore, this study was carried out to examine the mediating effect of job satisfaction on the relationship between work-life balance and staff retention within the telecom industry in Bauchi and Plateau State.

Conceptual Review

Employee retention is a critical challenge for employers due to the scarcity of skilled labour and high turnover rates (Silaban & Margaretha, 2021). Retention, as defined by Silaban & Margaretha (2021), refers to the ability of a company to keep employees attached to the organisation for longer periods compared to other companies. It can be seen as a long-term relationship or commitment between employees and the company. Effective employee retention strategies play a vital role in enhancing organisational performance (Silaban & Margaretha, 2021). In today's competitive environment, organisations strive to attract, select, and retain the best talent (Silaban & Margaretha, 2021). In order to achieve this, employers should implement practices that benefit both the organisation and employees, ultimately leading to higher standards of performance (Silaban & Margaretha, 2021).

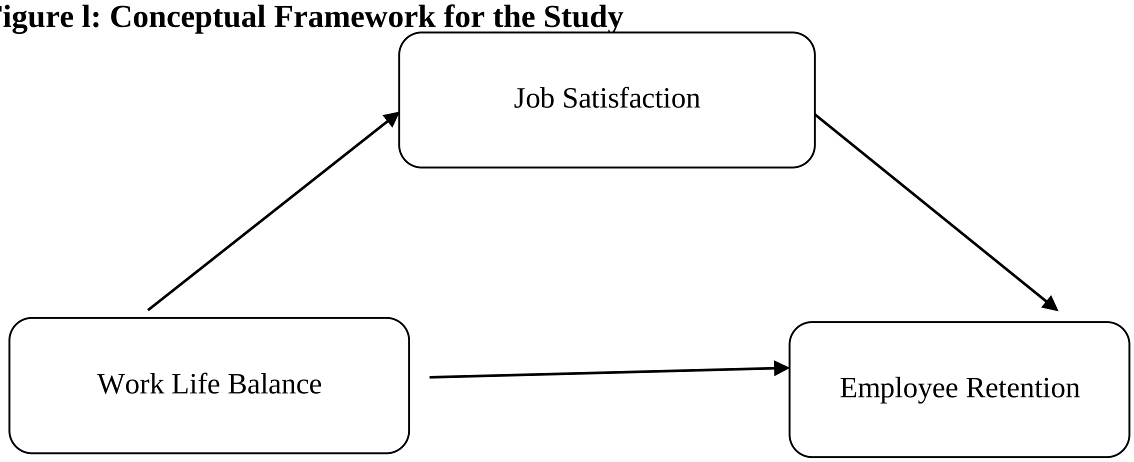
Work-Life Balance (WLB) refers to an individual's perception of successfully managing and harmonising their work and personal activities (Kalliath & Brough, 2008). It encompasses the ability to strike a flexible equilibrium between one's personal and professional life, leading to enhanced psychological well-being and job satisfaction (Dodi *et al* 2021). In today's rapidly evolving world, where work demands and concerns continue to grow, achieving a healthy work-life balance has become increasingly crucial. WLB also refers to the extent to which individuals can effectively manage multiple roles in their lives, such as work, family, and other significant responsibilities (Haar & Brougham, 2020). Ferguson *et al* (2012) highlight that the term "balance" encompasses the interconnectedness, enrichment and potential conflict between work and personal life domains. By promoting WLB, organisations can contribute to employees' psychological well- being, job satisfaction and ultimately, employee retention.

Job satisfaction is a crucial concept in organisational psychology, representing a positive emotional state that arises from the evaluation of one's entire job experience (Jang *et al* 2022). It is defined as the extent to which a staff feels self-motivated, content & satisfied with his/her job (Oktem *et al* 2020). Job satisfaction happens when a staff feels that he/she is having job stability, career growth and a comfortable work life balance (Ali *et al* 2018: Baqir *et al* 2020). This implies that the staff is having satisfaction at job as the work meets the expectations of the individual. Job satisfaction may not only be about compensation, perks or assets a staff might get but also is about the environment, culture and quality of work which a company can offer to staff (Shuvro & Alam, 2020).

Understanding the mediating effect of job satisfaction in the relationship between work-life balance and employee retention can provide valuable insights for the industry seeking to enhance their retention strategies. By fostering a positive work-life balance and promoting job satisfaction, employers can create an environment that supports and retains their talented workforce. Ultimately, this research contributes to the ongoing efforts to develop effective strategies for staff retention, which is essential for organisational success in today's competitive landscape.

Conceptual Framework

Figure l: Conceptual Framework for the Study



Source: Researchers Construct, (2023).

The conceptual model suggests that work-life balance has both direct and indirect effects on employee retention. The direct effect implies that a better work-life balance can positively influence employee retention, leading to higher rates of employee satisfaction and commitment. The indirect effect occurs through job satisfaction, indicating that an improved work-life balance can enhance job satisfaction, which in turn increases the likelihood of employee retention.

Empirical Review

Employee retention is a significant challenge for organisations, particularly in the era of knowledge workers (Silaban & Margaretha, 2021). In their study, Silaban & Margaretha (2021) supports this statement, as it demonstrated that rewards and compensations have the second-strongest influence on organisational performance after the practice of work-life balance. Their study further revealed a positive relationship between WLB and employee retention. A study by Garg (2016) found that work-life balance has a positive effect on employee retention. Garg concluded that companies should increase the availability of work-life balance options, such as flexible working hours, task delegation and breaks, to facilitate employees' coordination between their family and professional lives.

Recent studies also documented evidence of the link between work-life balance and employee job satisfaction (Bataineh, 2019; Fajri, 2022; Nurjanah & Indawati, 2021; Sismawati & Lataruva, 2020). For instance, recent research uncovered that employees with good feelings and small levels of stress at work and home are more likely to experience job satisfaction (Bataineh, 2019). This research is in line with the results of related studies (Nurjanah & Indawati, 2021; Sismawati & Lataruva, 2020) found that a good work-life balance can make someone feel happy because they can balance work obligations and personal life so that the higher the employee's work-life balance, the higher the perceived job satisfaction. Employees have expectations to balance time and contributions in work and personal life.

Another interesting study (Puspitasari & Darwin 2021) looked into two dimensions of work-life balance: work enhancement with personal life and personal life enhancement with work. The results found a positive influence between work enhancement with personal life and personal life enhancement with work on job satisfaction. In other words, employees feel happy when they can overcome personal and work problems (Puspitasari & Darwin 2021). In a nutshell, when employee expectations are met leads to job satisfaction. In other words, the higher the employee's work-life balance, the higher the job satisfaction felt because they can balance work obligations and personal life (Fajri, 2022; Bataineh, 2019; Sismawati & Lataruva, 2020).

Job satisfaction is the most important factor for organisation success. George & Jones (2002) study explains that level of job satisfaction in the work place is the factor that influences absenteeism which in turn it may cost employee turnover and the impact of it is at times employees might resign or leave their jobs. The impact of work-life balance on employee retention could be mediated through employees' job attitudes and professional perceptions (Pranata *et al* 2022). Job satisfaction is a simple single summary measure of employees' job attitudes (Saufi *et al* 2023). It is the central factor in the traditional retention model, many empirical studies have confirmed a consistent and significant positive relationship between job satisfaction and employee retention (Saufi *et al* 2023).

Theoretical Review

Job-Demands Resources (JD-R) Theory

The JD-R theory has gained prominence in the field of organisational psychology and provides a framework for understanding the relationship between job characteristics, employee well-being, and performance. The JD-R Theory is based on two fundamental assumptions: job demands and job resources. Job demands refers to the physical, psychological, social or organisational aspects of a job that require effort and may be associated with physiological and psychological costs. According to the theory, both job demands and job resources have separate and unique effects on employee well-being and performance. High job demands can lead to increased strain, burnout, and decreased well-being, while job resources can contribute to increased motivation, engagement and well-being. Moreover, job resources act as buffers against the negative effects of job demands, helping individuals cope with stress and promoting positive outcomes. The theory suggests that work-life balance can be considered a job resource. When individuals have a favorable work-life balance, they experience reduced job demands and increased job resources, such as autonomy and control over their personal lives. This can lead to higher levels of job satisfaction, well-being and ultimately, staff retention. Individuals with better work-life balance may feel less overwhelmed, have more energy and enthusiasm for their work and experience a greater sense of control, which can positively impact their job satisfaction and their desire to remain with the organisation.

Social Exchange Theory (SET)

The social exchange theory focuses on the idea of social relationships as exchanges of resources and the principles of reciprocity and fairness. The key assumption of Social Exchange Theory is that individuals engage in social interactions with the expectation of receiving rewards or benefits while minimising costs (Gouldner, 1960; Thibault & Kelley, 1959; Blau, 1964). According to this theory, people evaluate their relationships based on a cost-benefit analysis, comparing the resources (support, rewards) they invest in the relationship with the resources they receive in return.

In the context of work-life balance, the social exchange theory suggests that employees perceive their organisation's support for their work-life balance needs as a form of resource exchange. When employees feel supported in managing their work and personal lives, they develop a sense of obligation and gratitude towards the organisation. This positive exchange fosters mutual trust and commitment, leading to higher levels of job satisfaction and increased likelihood of staff retention. The theory also highlights the importance of fairness in social exchanges. Employees compare their inputs (effort, time) and outcomes (rewards, recognition) in work-life balance practices with those of their colleagues. Perceived fairness plays a crucial role in shaping employees' attitudes and behaviours. When employees perceive inequity in work-life balance practices, such as unequal distribution of support or resources, it can lead to job dissatisfaction and potentially impact staff retention. Specifically, the theory helps in understanding how employees' perception of support for work-life balance creates a positive social exchange, fostering job satisfaction and increasing their commitment to the organisation.

Additionally, the theory highlights the importance of fairness in work-life balance practices and its impact on employee satisfaction and retention within the telecom industry.

Methodology

The researchers adopted the explanatory design and quantitative approach based on a cross-sectional descriptive survey. The cross-sectional descriptive survey allowed for data collection at a particular point in time in a pre-determined and structured way. The population of the study is 245 employees in the various departments of the MTN, Airtel, Glo and 9-mobile operating in Jos and Bauchi Metropolis. A convenience samplıng method was used to select respondents in the study area. The data collection was done through questionnaire method and all the 245 respondents filled and returned their questionnaire successfully. The collected data were analysed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through the SEMinR software. The variables for the study were measured using item scales developed by previous scholars with minor modifications where necessary to fit the study context - telecom service providers in Nigeria.

Results and Discussion

The data obtained were analysed to describe the demographic characteristics of the population and the hypothesised relationships was tested.

Table 1: Demographic Characteristics of Study Participants

	Demographics	Frequency	Percentage
Gender	Female	121	49.8
	Male	122	50.2
Age	21-30 years	69	28.4
	31-40 years	113	46.5
	41-50 years	57	23.5
	above 51 years	4	1.6
Educational Level	Secondary Cert.	6	2.5
	Diploma and NCE	121	49.8
	BSc. and HND	105	43.2
	Master and PhD	11	4.5
Work Experience	0-5 years	37	15.2
	6-10 years	113	46.5
	11-15 years	61	25.1
	above 15 years	32	13.2

Table 1 provides information about the demographics of respondents from the telecom companies surveyed. Overall, the demographic characteristics of the participants in the study exhibit a relatively balanced gender distribution and include a diverse range of age groups. 46.5% of them were between 31-40 years old, 28.4% - between 21-30 years old, 23.5% are between 41-50 and very few of them were above 50. In terms of education level, most respondents have attended advance educational level and are therefore suitable for the job. However, limitations may exist in terms of the representation of older individuals, educational diversity and the proportion of participants with advanced degrees. Regarding work experience, majority with a percentage higher than 80% have indicated a presence of individuals with extensive professional backgrounds.

Analytical tool

Using SEMinR software package, this section showed the development of the partial least square path model for estimation and hypotheses testing. To use the PLS-SEM, a sample size 10 times larger than the highest number of model construct items is required (Hair *et al* 2010). This is done to ensure that the sample size yields consistent data results.

In order to analyse the data using PLS-SEM, three procedures must be followed. First, the measurement model is evaluated to establish the reliability and validity of the constructs, which can be modelled reflective or formative. The reflective model was used in this study. Second, the structural model is evaluated to validate the proposed hypothesised relationship using a bootstrapping routine.

Table 2: Assessment of the Measurement Model

Construct	Item	Loading	CA	CR	AVE
Work Life Balance (WLB)	WLB2	0.867	**0.890**	**0.919**	**0.658**
	WLB3	0.825			
	WLB5	0.814			
	WLB6	0.855			
Job Satisfaction (JS)	JSI	0.832	**0.921**	**0.939**	**0.718**
	JS2	0.835			
	JS3	0.798			
	JS4	0.891			
	JS5	0.852			
	JS6	0.873			
Employee Retention (ER)	ERI	0.785	**0.820**	**0.869**	**0.526**
	ER2	0.750			
	ER4	0.710			
	ERS	0.702			
	ER6	0.751			

CA= Cronbach Alpha **CR=** Composite Reliability **AVE=** Average Variance Extracted

Source: SEMinR, 2023

As illustrated in table 2, the loading factors of WLB ranged between 0.814 and 0.867 to achieve the construct reliability. Additionally, JS had the loading factors between 0.798 & 0.891 and the variable of ER had loading factors, ranging from 0.702 to 0.785, implicating that the criteria would be reached. At the same time, the construct achieved the discriminant validity as the cross loading value was more than 0.70. As depicted in table 2, the model has meet the composite reliability when the CR score is greater than

0.70 and the Cronbach's Alpha was greater than 0.70. Overall, the value of WLB, JS and ER achieved the composite reliability. AVE statistics in the current study show that all the constructs except for JS have slightly lower AVE. Hence, convergent validity is not an issue.

Table 3: Discriminant Validity: Heterotrait-Monotrait Ratio (HTMT) Criterion Work-Life Balance

	WLB	JS	TI
Work-Life Balance			
Job Satisfaction	0.885		
Employee Retention	0.636	0.665	

Source: SEMinR, 2023

Table 3 indicated that the HTMT ratios were within the threshold value of 0.90 for all constructs. In other words, strong support for the establishment of discriminant validity was provided.

Assessment of the Structural Model

Table 4: Inner VIF Values

Constructs	**VIF**
Work-Life Balance	2.842
Job Satisfaction	2.842
Employee Retention	-

Source: SEMinR

Table 4 shows the findings of assessing collinearity among the variables for this study. The inner VIF values for each variable were obtained, and none of the VIF values were above 5. Therefore, the study does not have issues of multi collinearity.

Assessment of the Model Explanatory Power

Table 5 Model Explanatory Power (R^2- Coefficient of Determination, f^2- Effect Size)

H		R^2 (R-Sq)	Magnitude	f^2 (f-Sq)	Magnitude
	R^2	0.377	Moderate	0.069	Small
Ho1	WLB -> ER	0.235	Week	0.036	Small
Ho2	WLB -> JS	0.805	Substantial		
Ho3	JS -> ER	0.408	Moderate		

Source: SEMinR

The structural model assessment was conducted through the co-efficient of determination R^2 criteria from (Cohen, 1988; Chin, 1998). Table 5 showed that the R value of employee turnover retention is 0.377, while for job satisfaction 0.805. According to Hair *et al* (2017), the higher the R value, the better the model variance explanation; thus, R^2 value of 0.25 is considered week, 0.50 moderate, and 0.70 substantial. From the result, work-life balance (WLB) and job satisfaction (JS) accounts for 37.7% of the variance in turnover retention of telecom employees; while job satisfaction alone accounts for 40.8% of the variance in turnover retention of telecom employees.

Test of Hypotheses

A total of four (4) hypotheses were tested in the structural model, out which three (3) are direct relationships, and one (1) an indirect relationship. The hypothesised relationship was restated in table 6, showing the direct and indirect relationship that was tested.

Table 6: Restatement of Hypotheses

Hypotheses	**Hypothesised Path**
Ho1:	Work-life balance has no significant influence on employee Retention in the telecom industry. WLB→ ER
Ho2:	Work-life balance has no significant influence on job Satisfaction in the telecom industry. WLB→JS
Ho3:	Job satisfaction has no significant influence on employee retention in the telecom industry. JS → ER
Ho4:	Jos satisfaction does not mediate the relationship between work life balance and employee retention in the telecom industry. WLB → JS → ER

Source: Researchers Construction

Testing for the Direct and Indirect Relationship

In testing for the direct relationship, the results on the paths between work-life balance and employee retention (t-value = 14.168, $p < 0.05$). Job satisfaction and employee retention (t-value =5.244, $p<0.05$) and work-life balance and job satisfaction (t-value = 32.59 1, $p< 0.05$), were all found to be positive and significant. Thus, all the hypothesised statements were rejected. The outputs of the relationships are displayed in table 7. For the indirect relationship, the structural model path coefficient assessment for the mediation analysis, Preacher & Hayes (2008) approach was used to ascertain if there is a significant relationship between work-life balance and employee retention through job satisfaction. This is done through and evidence of mediation is established when the indirect effect is statistically significant (t-value =7.168, $p<0.00$*) with t-value > 1.96 two tailed, $p<0.05$ (Preacher & Hayes, 2004; Zhao *et al* 2010).

In addition, confidence intervals are evaluated to confirm the mediation effect. To confirm the mediation effect's presence, the t-value and the confidence interval were assessed to determine if the mediating include a zero in between the lower confidence and the upper confidence limits (Hayes, 2015). Relationship was significant. The results displayed in table 7 evidenced the mediation effect of job satisfaction in the relationship between work-life balance and employee retention. From the result, the indirect effect of job satisfaction on work-life balance and employee turnover intention was positive and significant.

Table 7. Direct and Indirect Relationship Path Coefficient Assessment

	Beta Coefficient (B)	STDEV	T Statistics	P Values	2.5% CI	97.5% CI	Decision
WLB -> ER	0.564	0.04	14.168	0.001	5.244	0.639	Reject
WLB -> JS	0.805	0.025	32.591	0.000	0.753	0.849	Reject
JS -> ER	0.408	0.078	5.244	0.002	0.27	0.568	Reject
WLB -> JS – ER	0.361	0.05	7.168	0.000	6.244	0.838	Reject

Source: SEMinR
P<0.05, **CI –** Confidence Interval, **STDEV-** Standard Deviation

Discussion of findings
From the results presented, we incorporated a multivariate data analysis method to analyse the data collected. Several procedures from past studies were adopted to evaluate the validity and reliability of the constructs. The measurement model evaluates individual item loading, internal consistency, convergent validity and discriminant validity. All construct factor loading were assessed to ensure their conformity with the threshold value of 0.708 (Hair *et al* 2017) or 0.70 (Hair *et al* 2013) and their suitability for inclusion in further analysis before the establishment of the reliability and validity of all construct. However, Sarstedt *et al* (2017) suggested that indicators with loadings between 0.40–0.70 should be considered for deletion if doing so improves the composite reliability and AVE values above the recommended threshold. Furthermore, Nunnally (1978), recommended that Cronbach's alpha (CA) must be higher than 0.70. Moreover, the assessment of internal consistency reliability (Bagozzi & Yi, 1988), recommended that composite reliability (CR) of the construct should be higher than 0.70. This study's result of CR lies between 0.869 and 0.939. Both indicators of reliability have reliability statistics over the required threshold of .70 (Hair *et al* 2010). Hence, construct reliability is established. While, for the assessment of convergent validity (Fornell & Larcker, 1981), suggested that the average variance extracted (AVE) should be equivalent or exceeds the 0.5. Henceforth, as shown in Table 2, it retained between 0.526 and 0.718. AVE statistics in the current study show that all the constructs except for JS have slightly lower AVE. Hence, convergent validity is not an issue.

To indicate the dissimilarity between construct measures used for this study, the Heterotrait-Monotrait Ratio (HTMT) of correlations was used. This approach is favoured against the cross loading and the Fornell-Lacker criterion based on the argument of Henseler *et al* (2015) and Ali *et al* (2018) that neither approach can reliably detect discriminant validity issues. According to Henseler *et al* (2015), discriminant validity is established when the two true correlations between latent variables are equal to or less than 0.90. Therefore, a value above 0.90 shows a lack of discriminant validity. As illustrated in table 2 & 3, the value of WLB, JS and ER achieved the composite reliability and discriminant validity criteria respectively.

In the context of PLS-SEM, VIF values above 5 are indicative of probable collinearity issues among predictor constructs; but collinearity can also occur at lower VIF values of 3-5 (Becker, Ringle, Sarstedt & Völckner, 2015; Mason & Perreault, 1991). If collinearity is a problem, a frequently used option is to create higher-order constructs (Hair, Risher, Sarstedt & Ringle, 2019; Hair, Sarstedt, Ringle & Gudergan, 2017).

The findings regarding Hypothesis 1, which examined the influence of work-life balance on employee retention in the telecom industry revealed an important relationship. The finding is consistent with previous studies such as Silaban & Margaretha (2021); Garg (2016) who highlighted the importance of prioritising and fostering a positive work-Life balance among employees. By recognising the significance of work-life balance in influencing employee retention, organisations can develop strategies and implement practices that support employees in effectively managing their work responsibilities and personal lives.

Creating a flexible work environment, offering work-life balance initiatives and promoting policies that enable employees to maintain a healthy equilibrium between work and personal obligations can contribute to higher employee retention rates. Additionally, these findings emphasised the need for organisations to invest in work-life balance practices as a means of enhancing employee satisfaction and overall organisational performance. The findings pertaining to hypothesis 2, which investigated the impact of work-life balance on job satisfaction in the telecom industry, provided valuable insights. The finding is consistent with previous studies like Bataineh (2019); Fajri (2022); work-life balance as a means of increasing job satisfaction levels. Providing flexibility in work and Nurjanah & Indawati (2021) who highlighted the significance of fostering a positive schedules, promoting remote work options, and offering family-friendly benefits are examples of strategies that can contribute to an improved work-life balance and consequently lead to higher levels of job satisfaction. Recognising the influence of work-life balance on job being and create a positive work environment, ultimately contributing to a more satisfied and satisfaction can guide organisations in developing initiatives that prioritise employee well-engaged workforce.

The findings pertaining to hypothesis 3, which explored the influence of job satisfaction on employee retention in the telecom industry, provide important insights into the relationship between these two variables. The finding is consistent with the theory and previous empirical studies such as Boakye *et al* (2023) underscore the critical role that job satisfaction plays in retaining employees. When employees experience higher levels of job satisfaction, they are more likely to remain with the organisation. The results highlighted the importance of creating a work environment that fosters job satisfaction, as this can contribute to improved employee retention rates. Organisations can focus on factors such as providing opportunities for career development, recognising and rewarding employee performance, ensuring fair compensation, promoting positive interpersonal relationships and offering a supportive work culture. By addressing these aspects and enhancing job satisfaction. Organisations can increase their chances of retaining talented employees and reducing turnover rates.

In hypothesis four, job satisfaction was hypothesised to have no mediation effect in the relationship between work-life balance and employee retention. Based on these results, we can conclude that job satisfaction partially mediates the relationship between work-life balance and employee retention in the studied context. The significant beta coefficient (B) of 0.361 suggests that work-life balance positively influences job satisfaction, which, in turn, contributes to employee retention. The rejection of the null hypothesis indicates that there is evidence to support the presence of a mediation effect.

This finding implies that enhancing work-life balance can positively impact job satisfaction, leading to increased employee retention. By promoting a supportive work environment that fosters work-life balance and addresses employees' needs and concerns, organisations can contribute to higher job satisfaction levels. Ultimately, this can have a positive influence on employee retention rates, as satisfied employees are more likely to remain committed to the organisation.

Conclusion

This study provides empirical evidence supporting the significance of work-life balance in job satisfaction and employee retention in the telecom industry. This indicates that work-life balance has a direct positive influence. The results highlighted the importance of organisations prioritising work-life balance initiatives to enhance job satisfaction and improve employee retention rates. Creating a work environment that supports employees in effectively managing their work responsibilities.

These findings underscore the need for organisations in the telecom industry to recognise work-life balance as a critical factor in employee satisfaction and retention. By implementing policies and practices that promote work-life balance, organisations can foster a positive work environment that supports employee well-being and engagement. This, in turn, can lead to higher job satisfaction levels and increased employee retention rates.

Recommendations

Based on the findings, the researchers hereby recommend that:

1. Telecom companies should provide opportunities for employees to be able to carry out work-life balance, through balanced work and personal life arrangements and should allow flexibility in performing work responsibility.
2. Telecom companies should offer supportive policies through consultation with employees and foster a positive work culture that values employees and increase their job satisfaction.
3. For adequate employee retention, telecom companies should implement a transparent career path and promotion system that provides opportunities for growth.

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Re-evaluating the Contemporary Nigerian Media Audience for better Media Content Creator-Consumer Role

Olumide Samuel Ogunjobi[1]; Victor Inioluwa Oladele[2] & Temitope Sarah David[3]
[1] Department of Mass Communication
Federal University of Oye, Oye-Ekiti, Nigeria
olumide.ogunjobi@fuoye.edu.ng
[2 & 3]Department of Mass Communication
Glorious Vision University, Ogwa (Formerly Samuel Adegboyega University)
oladelevictor29@gmail.com; topsytemi60@yahoo.com

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Abstract
The paradigm shift in media sphere is one that can be traced to the advent of internet, social media and production of sophisticated ICTs. Before the advent of social media, the audience members buy or subscribe to programmes from stations and in turn stay consumers of these broadcast programmes or published texts. It is on this premise that the media was once said to have an ultimate power on the audience. Thus, all media stations, print or broadcast, rely on the market to audience structure for survival, especially in full deregulation. But today, audiences are also producers in the media market. Because of the power acquired though availability of sophisticated gadgets and social media, the era of citizen journalists brings to the fore the use of social and digital media (blogs and social media sites) to also produce contents and sell. The researchers adopted the library research method to interrogate literature by getting data from secondary sources which provided valuable useful materials for the study. The researchers also conceptually discussed the nexus between media audience and media market, and the metamorphosis in the media audience market. The paper is hinged on active audience theory and it was found that in the digital economy, media audience have become producers, competing with professionals in the field of journalism and generating income from the different arrays of media available to them, where they were consumers before are now alternating as consumers and producers.

Keywords: Mass Media, Creator-Consumer, Convergence, Social Media, Audience

Introduction
Over the years, the definition of mass communication has been conceptualised in transmission, dissemination, sharing of information or carefully scheduled messages through a medium to a large heterogeneous dispersed audience. This definition seems to have stood the test of time despite the changes in the media sphere. However, both the definition of mass communication and the traditional (and outdated) view of communication itself as being a linear Source-Message-Channel-Receiver (SMCR) process has been permanently altered, not just in theory, but by Web 2.0 practice and recent research that focuses on social networks and the principles of engagement, interactivity and media multiplexity (Lefebvre, 2012).

Media audience as a concept was not a major focus of research before the advent of the television, radio, magazine, newspaper and other contemporary media, which were the major medium of communication. Although, the media since inception was growing in leap bounds experiencing diverse changes in contents and dissemination over the passing years. Ayo-Obiremi & Adelabu (2020) lending weight to this argument, purport that from print content creation for newspapers to audio content for radio to audio/visual for television and a combination of all for digital media; media owners have had to be on their toes to adapt to these changes. Thus, media audiences have moved from accessing the media contents on contemporary media to a shift to personal space powered by internet.

The relationship between media audiences and producers has evolved significantly over the past century. The traditional model of media production and consumption, where producers create content and audiences passively consume it, has given way to a more dynamic and interactive relationship between the two. Today, audiences have become active participants in the production and consumption of media and are increasingly seen as a market for media producers.

One of the key ways in which audiences have become more active in the media landscape is through the rise of social media and user-generated content. Social media platforms like Facebook, Twitter, and YouTube have empowered audiences to create, share, and consume media in ways that were previously not possible. Audiences can now create their own content, share it with others, and engage in discussions and debates about it. This has given rise to a new generation of media producers, known as "pro-ams" (professional-amateurs), who create content for a specific audience or niche market (Jenkins, 2006).

In the light of this Ayo-Obiremi & Adelabu (2020) further explain that with this new development and growth, the media has become a part of an individual's everyday life consciously or subconsciously and a lot of attention has been shifted to media audiences as they play the different roles as consumers, producers, products and so on. What is underappreciated by many media producers who are beginning to experiment with these new technologies is that they are not simply new types of media with which to do the same old things (Lefebvre, 2012); these new media signal a shift in thinking about how we communicate with our audiences.

From the aforementioned, the researchers, therefore, conceptualise the cross-media situation in the marketplace in the 21st changing century with various roles the audience now plays in the information market sphere.

Statement of the Problem

The paradigm shift from traditional media of communication (the print and broadcast media) to digital media has presented the world with unprecedented opportunities that could never have been imagined. Salami (2020) notes that the digitisation of the media of communication has not only presented the audience with a tool of participation in the affairs of societies but has also unarguably made the job of research, gathering, processing and dissemination of information by professional journalists easier, cheaper and faster. As such, stakeholders in the media and communication industry have been compelled to synergise with the new wave of citizen journalists who assume the dual role of consuming media content whilst participating in the creation and dissemination processes. Nonetheless, citizen journalism has been typified merely as pseudo-journalism, complementing the role of the professional journalist on the surface but threatening to make journalistic endeavours counterproductive with the prevalence of disinformation and misinformation, bias reportage, lack of objectivity and media literacy concerns on the part of the unprofessional purveyors of information to the public. Consequent upon this, the researchers were spurred to re-evaluate the two-pronged role of Nigerian media audience as content creators and consumers, and interrogate trends, problems and prospects associable with this phenomenon.

Objectives of the Study

The objectives of this study are to:

1. Cross-examine the penetration of digitalisation in modern mass media practices.
2. Navigate the contemporary role of Nigerian media audience as producers and consumers.

Media Audience in the 21st Century Media Market

One obvious distinctive characteristics of the media marketplace is the role and function played by media audience. The market place in the 21st century has been dualised; According to Philip (2015, p. 261), it is a market where content is sold (or given) to audiences and audiences are, in turn, sold to advertisers, audiences occupy the unique position of being the customer in one market and the product in the other market. Media audience is full of continuities and discontinuities (Livingstone, 2005) but is believed to have emerged when the power of the mass media was dominant and had effects on a weak isolated and passive group of people (Oso, cited in Arowolo, 2017). The idea of media audience grew and consisted of groups of individuals who watched live performances/events (Michelle, 2018) and the concept metamorphosed over time to a joint name given to consumers of "electronically mediated messages." With the growth of mass communication and media studies, the audience encompasses heterogeneous, anonymous, diverse individuals/groups that receive media content at the exact time of dissemination as intended and others who will stumble on or intentionally delay receiving the content to a later time (fragmented audience).

New media technologies have contributed greatly to an unprecedented transformation from the old world to the new world in the information production and marketing sphere. Shirky (2010) affirms that this transformation expanded the role of audience in the media market. Today, the audience as consumer/product dynamic is being further complicated by the ways that digital, interactive media are increasingly providing audiences with the opportunity to also serve as content producers, capable of making and distributing content that can be of significant value to other media consumers and to advertisers (Napoli, 2010). This implies that before the advent of internet, the audiences were consumer as well as products, while the advent of internet provided opportunities for media audience to be producers. There are types of media audience, and they are categorised based on the roles they play in the media market. That is, media audience as consumers, media audience as producers and media audience as stakeholders.

Media Audience as Consumers

The incorporation of advertising into media studies, the demand for media as a highly consumer-oriented goods and the evolution of media language brought the concept of media audience as “consumers”. In another light, communication and public relations are directed at audiences and stakeholders or publics, often via the mass media. Mass media have traditionally been seen as having a mass audience. The concept ‘mass’ has been understood not merely as large in terms of numbers but rather as a large mass of isolated, anonymous and unorganised individuals.

A vast majority of consumers read, watch or listen to news (over 80%) and entertainment (almost 90%) for almost 24 hours a week. Almost 60% have gone through some form of registration process to consume news or entertainment, either free or paid (World Economic Forum, 2020).

Media consumers have access to information everywhere and anywhere with personal and handhold devices like mobile phones, personal computers and other electronic devices. Media content consumption differs based on their age, gender, social class, culture and other demographic and psychographic variables (Cohen, 2019). In developed countries like United States, statistics show that in 2017, the average US adult (18+) spent about 12 hours with the media per day with the most time on digital media (5hours 50 minutes); television (4 hours 4 minutes) and their desktop/laptop, mobile devices, radio print and other connected devices between 21 minutes and 3 hours per day (Cohen, 2017). These figures have shot up since then with the availability of more and different arrays of medium and as such, more time is spent daily with the media. In Africa, more youths than others spend time consuming media content as Africa has the highest population of youth in the world (Ayo-Obiremi & Adelabu, 2020). The trend in media consumption in Africa is similar to the United States as the number of hours spent consuming media content has risen over the years. Statistics for African countries however show the increasing rate of digital media consumption and not the general media consumption figures.

It is however worthy of note that despite pervasive nature of media in the life of media consumers, consumers consume media products on different levels and for different reasons. In light of this, Cohen (2017) identifies 5 content consumption types which are: *focused consumption* where the consumer fully concentrates on media content on one device; *dual consumption* where the attention and content consumption is divided between 2 or more devices simultaneously; *information snacking* where content is consumed instead of wasting time; *time shifted content* where content consumption is postponed till later and *content binging* where multiple portions of content is consumed in a single session.

In a bid to balance content provision and revenue, media owners across the world make certain media content free but place a certain amount on other content that is of interest to their consumers. Thus the success and effectiveness of media products is determined by audience response and thus, the consumers of the media products- the audience, have a say in the kind of media developed.

Media Audience as Producers

In recent years, the role of audience in the media market has experienced significant expansion and changes in a way that further distinguishes media management from other types of managerial field. No longer does the audience serve only as consumers in the media marketplace. Today, in a media environment of increased interactivity and connectivity, audience now have the opportunity to engage in the production and distribution of user generated content are increasing well beyond those that were available in the "traditional" media era, audiences are increasingly able to operate alongside traditional media organisations as content producers, competing with them for audience attention and, to some extent, advertising revenues (Napoli, 2015). In the field of journalism, these audiences are referred to as "citizen journalists."

In the media sector, the contemporary environment is one in which consumers are unlikely to become a competitor. Prominent new media platforms such as YouTube, TikTok, Facebook, LinkedIn, to mention a few, place traditional, institutionally produced media content alongside user-generated content emerging from what some characterise as people formerly known as the audience (Rosen, 2006). At the most basic level, the rise of user-generated content can be seen as both threat and opportunity for media organisations and well trained journalists. The threat arises largely from the extent to which this content can serve as competition for audience attention in an already highly fragmented and competitive media marketplace.

With the rise in user generated contents, there is also a rise in content creators who now produce contents that many news organisations are utilising to supplement for content produced by their often-dwindling news-gathering resources, serving as a means of providing a more interactive, and thus more appealing, experience for their audiences (Napoli, 2015). Some cases can be seen in how media organisations such as AIT, TVC and Channels sometimes broadcast news and back this information with evidence from content creators.

To date, however, advertisers tend to value media content produced by the audience much less than professionally produced content (Rosenbaum, 2011). It is important to emphasise this is not to say that the audiences are intrinsically less appealing than those for more professionally produced content, but rather that advertisers are wary or at the very least uncertain of the "context" (i.e., the nature of the content) in which their advertisements are likely to appear.

Media Audience as Stakeholders

Stakeholders are considered the lifeline of any organisation, without which such organisations or industry may not exist or continue to exist. This is because stakeholders hold the largest share or equal share in many or most organisations. According to Aiyesimoju (2021), in business ethics and stakeholder studies, the media is widely identified as a stakeholder (secondary or external) to every kind of organisation and industry; this makes media stakeholders' indirect stakeholders across industries.

Aiyesimoju further asserted that there has been vagueness in definition of the term "stakeholder" especially in the context of media engagement. However, Weiss (2014) purports that a stakeholder is any individual or group who can affect or is affected by the actions, decisions, policies, practices or goals of the organisation. In the same vein, Hemmati (2002) avers that stakeholders are people who have the ability to influence a decision and those affected by the decision, are typically interested and therefore eligible to be stakeholders in an organisation. From these attempts of definition, one can see that influence is a key factor in the definition of stakeholders, either as individual, group or as an organisation.

Krick (2005) differentiates three generations of stakeholder engagement: In a first generation, media industries or organisations were not so much engaging as rather responding to specific interest groups that exerted pressure on them. This reactive approach was intended to prevent bad publicity and protests from these groups, trying to soothe critical voices. For example, in Nigeria where media ownership plays a significant role, broadcast messages or published text often reflect the position of a media house or an interim government, giving little voice or no recognition to the audience. The second generation was characterised by a more pro-active approach. In this generation, media companies or organisation in the media market intended to increase their understanding of relevant competitive forces through stakeholder engagement. The authors further argue that in an emerging third generation of stakeholder engagement, companies will build up or maintain strategic competitiveness by aligning social, environmental and economic performance. This simply implies that the availability of sophisticated ICT and Internet have made media content creators or citizen journalists active partakers in media economy. Therefore, it is safe to assume that, from inception, the value of audience in the media ecosystem or chain cannot be overrated.

Media organisations now rely on citizen journalists to perform the function of real time surveillance, reporting events as they unfold therefore performing the timeliness function of media or news reporting. It is on this basis that many media organisations in Nigeria, not only see the media sphere as changing due to citizen journalists, but also accepting them as stakeholders. This is because the contemporary media audience upholds the code of ethics which is timeliness which also plays out in the modern media world. This implies that while media journalists try to beat time so as to make news information available to media audience at the right time, citizen journalists seem to likely be able to carry out this role much faster than media organisations because of their quick access to internet and gadgets. A good example can be seen in how media organisations relied on citizen journalists to get real time report during the EndSars Protest, BringBackOurGirls, and destruction of Ibadan bank. Thus, the function which the media content creators perform now makes them stakeholders in the media sphere.

Challenges associated with Autonomy of Content Creators

The rise of citizen journalism and untrained journalists in the media broadcasting industry has created a unique opportunity to diversify the perspectives and voices in the media landscape. However, this increase in non-professional journalists has also raised some concerns regarding the accuracy, reliability, and ethics of their content (Rosen, 2006).

One of the most significant challenges of citizen journalism is the accuracy of the information being reported (Wu & John, 2011). Due to the lack of proper training and verification processes, the information produced by citizen journalists is often prone to errors, misunderstandings, and even deliberate false reporting. This undermines the credibility of journalism as a whole and can lead to the spread of misinformation, which is a serious concern in today's information-driven society (Rosen, 2006).

Another challenge is the personal bias and opinions that often accompany the reporting of citizen journalists (Allan, 2009). These individuals often bring their own perspectives and beliefs to their reporting, leading to a subjective representation of events and issues. This lack of objectivity can limit the public's understanding of complex topics, leading to a narrow and incomplete picture of the world (Wu & John, 2011). This implies that in case where audience don’t have a good grasp of media literacy, there I need for factual information as the core quality of information shunned out by content creators or citizen journalist so audience can make good decisions based on the information provided.

Allan, (2009) submits that citizen journalists are also often unaware of the legal and ethical implications of their reporting, such as issues surrounding privacy, intellectual property, and defamation. This can lead to legal trouble for the journalists, the journalism profession and the media organisations they work with, which can be costly and damaging to their reputation. Allan (2009) goes on to espouse that citizen journalists and untrained journalists often work with limited resources and funding, which can impact the quality and scope of their reporting. This can limit their ability to travel and conduct in-depth reporting, leading to a narrow and shallow perspective on issues.

Media Consumers and Media Theories

Media consumers have evolved from passive recipients of media messages to active participants in the production and dissemination of media content. Over the years, different theories have been developed to explain the relationship between media consumers and media content. The Hypodermic Needle Theory, developed in the 1920s, posited that media messages have a direct and powerful influence on audience members, who were seen as passive receivers of media messages. However, this theory was challenged by the Two Step Flow Theory, which proposed that media messages are filtered through opinion leaders before they reach the general audience (Katz & Lazarsfeld, 1955). This theory acknowledged the role of opinion leaders in shaping public opinion, but it still saw the audience as passive receivers of media messages.

The Cognitive Dissonance Theory, developed in the 1950s, shifted the focus to the individual audience member and their cognitive processes, suggesting that media messages can elicit psychological discomfort, or dissonance, which can lead individuals to revise their attitudes and beliefs (Festinger, 1957). This theory marked a turning point in the understanding of media consumers, as it recognised the agency of the individual in processing media messages.

The Individual Difference Theory, developed in the 1970s, emphasised the role of individual differences, such as personality, attitudes, and demographic factors, in shaping media effects. This theory acknowledged the importance of considering the unique characteristics of individual audience members in understanding their responses to media messages. While the Active Audience Theory (AAT), developed in the 1980s and 1990s, marked a significant shift in the understanding of media consumers, as it recognised their active role in shaping and interpreting media messages (Fiske, 1987). This theory argued that media consumers are not passive receivers of media messages, but rather active participants who use media messages to construct their own meanings and identities. The evolution of these theories reflects the changing position of media consumers and the transition from passive recipients of media messages to active participants in the production and dissemination of media content.

Theoretical Review

This study is anchored on Active Audience Theory (AAT). The Active Audience Theory (AAT) was propounded by Stuart Hall, a British cultural studies scholar, in the 1970s and 1980s. The Active Audience Theory is a seminal theory in media studies that emphasises the active role of media consumers in shaping and interpreting media messages. According to this theory, media consumers are not passive receivers of media messages, but rather active participants who use media messages to construct their own meanings and identities (Fiske, 1987). This theory represents a significant shift in the understanding of media consumers, as it recognises their agency and ability to critically engage with media messages.

In the context of the contemporary Nigerian media audience, the Active Audience Theory highlights the complex and dynamic relationship between content creators and consumers. With the proliferation of digital and social media, media consumers in Nigeria have more control than ever before over what they consume and how they consume it (Okogie, 2018).

Empirical Review

Napoli (2009) in a study on navigating producer-consumer convergence, submits that the greatest challenge confronting media policy makers and policy researchers is affectively adjusting their analytical framework to accounts for the paradigm changes taking place in the contemporary media environs. In his study, he attributed these changes to converging media technologies, the globalisation of distribution networks and unprecedented fragmentation and interactivity. The article is hinged on two assumptions that presuppose that barriers impeding access to the media drop, or, more precisely, as access to traditional media organisations/outlets becomes less central to the process of mass communication. The second argument is that, somewhat paradoxically, in this environment in which the barriers to entry to the production and distribution of media content have been dramatically lowered, policymakers now face a stronger imperative to develop policy tools for preserving traditional media institutions, particularly the institution of journalism. At the core of this analysis, the researcher concluded that as long as policymakers look to preserve certain structured behavioural practices, without conflating those with the preservation of particular platforms or organisations, then it is reasonable to assume that those policy initiatives intended to enhance access to audiences could simultaneously preserve, protect, and even promote, the institution of journalism.

Similarly, Aidin, Mirjana & Samaneh (2019) in their study titled “effect of media convergence on exploration of entrepreneurial opportunities” aver that media convergence has changed media markets significantly, in regard with the value proposition, value chain and value chain players. Based on the postulated growth in media revenue, the shift in media industry is based on the reduction of segment-specific costs triggered by digitalisation. The authors admit that digitalisation enables content to be separated from the original medium. Thus, media content is now considered usable in general and supported by new technologies and increasing generated, aggregated and increasingly also distributed by cross-segmental economies of scale. The target is therefore content leveraging or respectively the content syndication and this across a broad spectrum of channels were customers can be reached. The study tried to examine the media firms among the start-ups listed in the ICT Start-ups Empowerment and Facilitation Center (ISEFC) of Iran which is a national center supervised by the Information Technology Organisation of Iran. The study concluded that, aside increasing media channels, media consumers now become producers, carving a niche market capable of boosting the media economy.

Ayo-Obiremi & Adelabu (2020) viewing media audience as gods in their study titled "audience as consumers: the emergence of media audience as gods," submit that passive media audience has become a thing of history as media audience have progressed beyond information receivers who are perceived to be fed contents, rather they have become Gods as media owners pay close attention so they can remain in business. The researchers concluded that as consumers, the audience dictates what they want to consume, how they want it and on specific platforms depending on their backgrounds, individual differences and pre-existing beliefs and values. Also as gods, media owners go extra mile to understand changes in consumption patterns, reasons consumers select certain content and platforms above others and other factors that make consumers appreciate media content as products.

Methodology

Library research method was used to interrogate literature on the potency of media audience, the relationship between media audience and the media market, as well as paradigm shifts in audience position in media ecosystem with the advent of ICTs and ubiquitous nature of social media. Relevant data came from secondary sources which provided valuable materials for the study.

Discussion

After critically examining secondary sources which lends support to the study, the findings of the study indicated that the relationship between content creators and consumers has become increasingly complex and dynamic in the digital age. With the rise of digital and social media, media consumers in Nigeria now have greater control over what they consume and how they consume it (Okogie, 2018). This shift in power dynamics has resulted in content creators having to adapt to the changing needs and preferences of their audience, recognising the active role of their consumers (Ugwu, 2017).

However, it is worthy to note that with the proliferation of ICTs and the production of editing softwares there is high increase in the spread of misinformation and fake news. This implies that because these citizen audiences are untrained and limit to gatekeeping, there are high chances in the spread and share of unauthentic information. Also, another important factor to consider is the issue and function of media literacy which has become one of the topical issue of discourse in critical media engagement among active audience in Nigeria. Thus, due to information overload, there is a need for media consumers must be equipped with the skills to critically evaluate media messages and make informed decisions about what they consume.

The findings showed that the impact of media on society and individuals is a complex issue and that media messages can have real-life consequences (Ugwu, 2017). This highlights the responsibility of content creators to produce content that is accurate, responsible and respectful, taking into consideration the potential impact of their messages on their audience (Okogie, 2018). The study provides valuable insights into the relationship between content creators and consumers in the Nigerian media landscape. The study highlights the importance of recognising the active role of media consumers, media literacy and critical media engagement and the responsibility of content creators to produce responsible content.

Conclusion and Recommendations

Media audiences over the years have evolved alongside the media due to digitalisation and convergence of media. Thus media audience have evolved from passive to active users of media who do not just receive contents but also creates contents for economic purposes and for different reasons such as satisfaction, entertainment, social interaction and education. This progression has earned them “media producers.” The advent of social media, which supports the creation, upload, sharing and collaborative creation of user generated content. However, outcomes of participatory and collaborative ICTs and ‘prosumer’ activities via social media networks are often seen as standing in opposition to commercial interests. Along with this, business leaders are figuring out how to harness social media for marketing, sales, customer service and other business objectives without alienating the online user. In the media world, the online user or social media content creator is referred to as participatory journalists.

The researchers, hence recommended that all-inclusive studies in media research should be carried out considering the various media producers that exist and understanding their salience based on the prevalent terrain in given media ecosystems. It is also recommended that as the world becomes increasingly interconnected, end users should be more conscious of their place as media content creators so as to preserve the sanity of the digital landscape.

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Human Resource Analytics (HRA) as a Strategic Tool for Efficient Public Service Delivery System in Nigeria

Emmanuel Olu Adetunji, PhD; MCIPM; HRPL[1]
[1] Registrar's Office, National Business and Technical Examinations Board (NABTEB)
National Headquarters, Ikpoba Hill, Benin City, Edo State, Nigeria
adetunjiemmanuel290@yahoo.co.uk; +2348062932410

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Abstract

This paper which is an extract of the study conducted to investigate the utilisation of Human Resource Analytics (HRA) in the Standard Organisation of Nigeria (SON), focused on the role of HRA as strategic tools for efficient public service delivery in Nigeria. The researcher adopted survey research design through the use of questionnaire. The population of the study comprised 1,458 employees of SON in three geo-political zones of Nigeria. A stratified random sampling technique was used to select sample size of 500 staff from the various departments, divisions and units of SON in the sample size out of which 451 valid responses were received and used for analysis. This paper discusses the results of quantitative phase which is based on responses from valid questionnaire administered among 451 participants in SON. The researcher identified the aspects of utilisation of HRA the respondents were satisfied with and key areas of expanding HRA capabilities in SON. Findings revealed that proper integration of data set; managing attrition and tracking what aligns with organisation mandate were some of the aspects the participants were satisfied with in the utilisation of HRA towards efficient public service delivery system. Further findings revealed that HRA is a veritable tool for the Ministries, Extra-Ministerial Departments and Agencies (MDAs) to address the perceived inefficiency and repositioning the MDAs for better service delivery. It was, therefore, recommended that the governments at all levels and MDAs should give priority to standardising HR systems and reports, predictive analytics and updating of staff nominal roll in order to expand HRA capabilities.

Keywords: Employees, Human Resource Analytics, Efficiency, Delivery System, Public Service, Nigeria

Introduction

The crisis in the Nigerian public service in meeting the government's contractual obligations in terms of provision of social and economic needs of the citizenry, due to inefficiency, is taking an alarming proportion. Where these challenges are overwhelming, it may lead to loss of confidence in the country's ability to manage her economy effectively and consequently loss of access to external aids and assistance to these public sector organisations. As rightly opined by Afolabi (2011), public sector organisations exist where private organisations are not in a position to initiate an industry to undertake such activity which government considers essential or desirable. According to Rothwell & Kazanas (2003), when for policy a reason, government does not want a specific industry or undertaking to be owned and controlled by private persons or corporations are some of the major reasons for the significant increase in the establishment of public sector organisations since the Second World War. HRA is the process of collecting and analysing HR data in order to improve an organisation's employee performance. The process can also be referred to as Talent Analytics, People Analytics or even Workforce Analytics (VALAMIS, 2019).

The strategic role of HRA in measuring employee engagement and as a key driver of organisational performance has been globally acknowledged. Many HRA models, frameworks, concepts and tools have emerged, from potential-performance metrics and core HR competencies, forced ranking, human resources utilisation allocation and high potentials management (Afolabi, 2011). This paper aimed at looking at the strategic role of HRA towards the promotion of efficient service delivery in SON. This is obvious as HRA has been confirmed to have positively impacted on employee performance and unique to public sector organisations depending on organisation culture and environment. It is against this backdrop that the paper attempts to look at the strategic role of HRA towards promoting efficiency in the Nigerian public service.

Statement of the Problem

The crisis of inefficiency pervading the Nigerian public service necessitated the various public service reforms and the introduction of HRA as operational promoting becomes greater in the Nigerian public sector organisations due to the nature of service delivery which may not be accurately quantified in monetary terms. The public service, due to these challenges, sometimes fails to respond, with the desired speed and sensitivity, to issues affecting the lives of the citizenry. Poor job performance sometimes appears to characterise the Nigerian public sector organisations which necessitated the adoption of HRA. Without proper implementation of HRA to properly address the inherent inefficiency, SON, like other public sector organisations, may not be able to realise its noble mandate; hence the effectiveness and efficiency of government services could be hindered. The inherent problems in the Nigerian public service may be attributed to poor management of HR data and inability of the public sector organisations to deploy appropriate HRA as operational strategies. It is no longer strange nowadays to see public sector organisations are facing complex workforce challenges like how to hire the right candidates, how to engage and retain employees, who to promote, succession planning, how to render acceptable public services and offer unique development opportunities in the comity of other nations of the world. The need to address the inherent inefficiency through the instrumentality of HRA, which has been globally recognised as the emerging magical wands through which public sector organisational can be transformed cannot be overemphasised. It is against this backdrop that the paper sought to look at the role of HRA towards efficient service delivery system in Nigeria.

Research Objectives

The objectives of the study were to:

1. Examine the concept of HRA in Nigeria and its strategic role as productivity enhancement tool in SON.
2. Draw the attention of the various policy makers, implementers and MDAs to some of the areas of interest in expanding HRA capabilities.
3. Contribute to national discourse on the use of HRA and the expected outcomes of the study including creating awareness on the globally acclaimed strategic role of HRA in public sector organisation efficiency.

Hypotheses

The following null hypotheses guided the study:

HO_1: There is no significant relationship between HRA and employee performance in SON.

HO_2: There is no significant relationship between leveraging on HR performance Analytics as operational enhancement strategies and job performance in SON.

Conceptualisation of Human Resource Analytics

Measurement of human capital has been in existence since the era of scientific management. Researchers have articulated that HRA is a helpful tool in giving objective information for decision making (Afshan, 2016). 'The HRM function has evolved significantly over the years from Labour Management, Personnel Management to Human Resource Management or Human Capital Management until recently Strategic Human Resource Management (SHRM), Business Human Resource, Transformational Human Resource, Talent Management and Human Resource (HR) Analytics (Onasanya, 2019). HRA, when it started, was known as HR Measurement and Metrics (CIPD, 2013). In a book titled "Measurement Imperative" published by Jac Fitz-enz in 1978 and set up Saratoga Institute in 1980 to develop and benchmark metrics in HR. He created HCM21, a predictive human capital system and also pioneered a list of metrics that can be used across organisations. Another scholar, Mark Huselid through his book titled "Strategic Impact of High Performance Work Systems" published in 1995contributed immensely to the evolution of HRA. He developed 1-Sigma impact on business performance due to HR policies and practices which formed the basis for HRA.

Another landmark to the development of HRA was in 1998 when Balance Scorecard Concept was created (CIPD, 2013). It was established through research findings that it is not enough to measure the outcome like revenue, profitability but one also needs to look at indicators that are lagging. Researches have shown that the more you are able to leverage talent, the best your HR team will be since not all organisations have the resources to hire the best employees, but with the use of HR Analytics, organisations can get the best from employee performance. The need for HR Analytics in organisations was further popularised through a multi-year research conducted by Google tagged "Google Project Oxygen 2011" on what good managers do. Some of the key behaviours of a good manager identified are: technical skills to help advice the team; a clear vision and strategy for the team; a good communicator and listen to the team; and being productive and result-oriented. The major pitfall to employee performance is lack of consistent approach to performance management and career development through HR Analytics (CIPD, 2013).

HRA takes data that is routinely collected by HR Department and correlates it to HR and organisational mandate. Doing so provides measured evidenced of how HR initiatives are contributing to the organisation's goals and strategies. George & Kamalanabhan (2016) assert that the terms "Analytics in HR" and "HR Analytics" are used interchangeably, though they perceived that HRA as a soft-area where numerical methods cannot be applied. Studies by Lawler III & Boudreau (2009), George & Kamalanabhan (2016) also showed that the use of metrics and analytics by HR increased the scope of HR being seen as a strategic partner in the organisation. Researchers were unanimous in their views that the use of analytics in order to understand how HR practices and policies impact public sector organisational performance is a powerful way for HR functions to add value to their organisation (Lawler *et al* 2004). Reilly (2016) opines that during conferences and seminars, data management, reporting and basic statistics as well as what might be described as genuine HRA are all included under the same heading. Public sector organisations that are capable of leveraging in data driven decision making for the workforce not only outperform their contenders, but also provide and efficient service and properly placed to meet the immediate and future demands of the general public. Vulpen (2016) surmises that analytics are about using past data to generate predictions or insights while data are statistics collected for use in analytics. Another scholar of Analytics in HR, Pribanic (2018) asserts that HRA provide insights that lead to positive actions in organisations.

According to 2017 Deloitte Global Human Capital trends, the function of people analytics, which involves using digital tools and data to measure, report and understand employee performance, the world over is going through a major shift, though not without challenges. No longer is analytics about finding interesting information and flagging it for HR Director and officers: It is now becoming an organisational function focused on using data to understand every part of public sector organisational operation and embedding analytics into real-time applications and the way the employees perform their job roles (Deloitte, 2017). Globally, public sector organisations are redesigning their technical analytics groups to build out digitally powered organisation analytics solutions. These new solutions, whether developed internally or embedded in new digital solutions, are enabling organisations to conduct real-time analytics at the point of need in the organisation process. This invariably allows for a deeper understanding of issues and actionable insights for the organisation. Predictive analytics tools are currently available from many HR technology vendors thereby making it possible to analyse data regarding recruitment, performance, employee mobility and other routine and strategic HR functions (Deloitte, 2017).

The review of related literature on the strategic role of HRA on employee performance shows that the utilisation of HR metrics as strategic operational tools is critical to the realisation of the mandate of public sector organisations in Nigeria. In this light, HRA despite the challenges of managing data, lack of modern analytical tools, human errors, among others should be embraced by the MDAs as potent strategic operational tools to drive employee performance in the public sector organisations in Nigeria. The various researches, studies and scholars as evidenced in the related literature reviewed for this study have shown that the utilisation of HRA are critical to the performance of the employees and facilitates the realisation of the mandate of public sector organisations. HR Analytics has been confirmed as a veritable strategic operational tool that gives a hedge and competitive advantage to any public organisation that applies it to its operation than organisation without it, if the identified problems are addressed. It is against the backdrop of the recognition of the emerging benefits of HRA and its global acceptance towards the enhancement of employee performance that the paper attempts to look at the role of HRA towards promoting efficiency in the Nigerian public service.

Theoretical Framework

This paper is anchored on the Human Capital and Contingency Theories as theoretical framework. The original idea of human capital can be traced back to Adam Smith in the 18^{th} century. The human capital theory was propounded by Schultz in 1961 and developed by the Nobel Prize winning economist, Gary S. Becker, Jay B. Barney & a host of others. The theory which originated from macroeconomic theory sees workers as assets that should yield appropriate returns on investment (ROI). This study, however, relies on the human capital theory developed by Jay B. Barney, an American Professor of Strategic Management in 1991.

As developed by Barney, the theory has resource-based conception of HR as a strategic resource and drivers of competitive advantage of public sector organisations. According to Armstrong (2012), the added value that employees can contribute to an organisation is emphasised by human capital theory. In his view, Armstrong suggests that when an organisation is endowed with competent employees that are readily available in the required quality and quantity, sustainable competitive advantage can be attained. This theory is relevant to this study because it assists to: (i) ascertain the inputs of the employees in the realisation of the organisation's mandate; (ii) prove that HR practices yield appropriate returns; and (iii) give appropriate data that will enhance organisational strategic growth. Through the use of HR performance Analytics that have been developed overtime, HR departments of successful organisations in developed countries seem to employ relevant analytical tools to validate HR activities and improve employee performance. A major hallmark of human capital theory is that HR is seen as a critical, efficient and refined organisational asset that can be harnessed to achieve the organisational goals. Efficiency of the public sector organisations is concerned with the ability of the employees of the Government to render acceptable services to the people as and when due. It is concerned with measuring the ability of inputs to produce outputs in the form of effective service delivery to the people. While the immediate foregoing underscores the relevance of this study, this theory provides the theoretical base for the need to address some of the challenges facing the implementation of HRA as operational enhancement strategies in the Nigerian Public Service.

For the contingency theory, otherwise known as best fit learning and development in an emergency situation, there are no universal prescription of human capital development policies and practices; it is all contingent on the organisation's context, culture and its business strategy. Contingency scholars have argued that learning and development strategy would be more effective only when appropriately integrated with a specific organisational and environmental context. The best fit theory emphasises the importance of ensuring that the implementation of HRA are appropriate to the circumstances of the organisation, including the culture, operational processes and external environment. According to the contingency approach, strategic human resource management (SHRM) is not the ultimate factor that contributes to improved employee performance; it has to be integrated with other factors and the impact of HRA on employee performance is conditioned by an organisation's strategic posture in addressing the emerging challenges. One criticism often leveled at the contingency model is that it tends to over-simplify organisational reality. Contingency theory is limited by the impossibility of modeling all the contingent variables, the difficult of showing their interconnection, and the way in which changes in one variable have an impact on others. Laxmikanth (2011) further emphases the complexity of matching HR and business strategy by stating the need to keep up with ongoing environmental change. He asserts that SHRM should simultaneously promote fit and flexibility to cope with the future. However, responding to those external demands may undermine the possibility of achieving internal fit.

In spite of the fact that the theories were primarily developed to promote efficiency in the management of human resource, they are relevant to promote efficient service delivery system in the public service. Thus, the theories highlight the resource-based perspective of HRA as a strategic tool for efficient service delivery system. Conclusively, while noting the utilisation of HRA as operational enhancement tools in SON, there is the need to consider the areas of interest in expanding HRA capabilities.

Methodology

This paper is an extract from another study on the utilisation of HRA in public sector organisations using SON. According to Tonwe, Osemwota & Okhakhu (2007:22), survey research has become popular in modern times as a scientific method of discovering the impact and interrelationships of social and psychological variables from given population. Hence, the study from which this paper was extracted adopted a survey design due to its relevance and popularity. The population of the study consisted of 1,458 employees of SON and 500, representing 34.3% of the population constituted the sample of the study. The sample frame cut across seven (7) offices (SON A, SON B, SON C, SON D, SON E, SON F, & SON G) of SON across three (South-West, North-Central & South-South) geo-political zones in Nigeria. Stratified random sampling technique was adopted for the selection of participants because the staff list was not homogeneous in distribution. The staff nominal roll of SON was used to randomise.

The instrument for data collection was a 5-point Likert scale standardised questionnaire which consists of 46 items of Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D), and Strongly Disagree (SD). Out of the 500 copies of questionnaire administered, 451 were retrieved and valid for analysis. Fifteen (15) respondents were used to test reliability using test-retest method. The researcher administered the same questionnaire twice at two weeks interval. Using Pearson Product Moment Correlation Coefficient formula, the result of the correlation was 0.93 which confirmed the reliability of the instrument used in the study. The instrument was also checked by two experts in the Department of Measurement and Evaluation to ensure content and face validity as required global benchmark for research reliability.

Data Presentation/Analysis

Table 1: HR Analytics are being employed as Job enhancement Tools in SON

Rating Scale	Valid Responses from various SON Units							Total Freq	%	Valid (%)	Cumulative Percentage
	SON A	SON B	SON C	SON D	SON E	SON F	SON G				
Strongly agree (SA)	25	34	23	33	6	20	33	174	38.6	38.6	100.0
Agree (A)	64	19	82	36	30	17	9	257	57.0	57.0	61.4
Undecided (U)	2	0	6	0	3	0	0	11	2.4	2.4	4.4
Disagree (D)	0	0	0	2	1	0	2	5	1.1	1.1	2.0
Strongly disagree (SD)	0	0	2	0	1	0	1	4	0.9	0.9	0.9
Total	**91**	**53**	**113**	**71**	**41**	**37**	**45**	**451**	**100**	**100.0**	

Table 1 above classifies the opinion of the respondents on whether HRA are being employed as job enhancement tools in SON. It shows that majority of the respondents 257 representing 57.0% agreed. Out of the 257 that agreed that HRA are being employed as job enhancement tools in SON, 64 of the responses were received from SON A, 19 of the responses were received from SON B, 82 of the responses were received from SON C, 36 of the responses were received from SON D, 30 of the responses were received from SON E, 17 of the responses were received from SON F and 9 of the responses were received from SON G, respectively. Out of 174 representing 38.6% that strongly agreed that HRA are being employed as job enhancement tools in SON, 25 responses were collected from SON A, 34 responses were collected from SON B, 23 responses were collected from SON C, 33 responses were collected from SON D, 6 responses were collected from SON E, 20 responses were collected from SON F and 33 responses were collected from SON G, respectively. Out of 5 representing 1.1% that disagreed that HR Metrics and Analytics are being employed as job enhancement tools in SON, 2 responses were collected from SON D, 1 response was collected from SON E and 2 responses were collected from SON G, respectively. No responses were collected from SON A, SON B, SON C and SON F, respectively. Out of 4 representing 0.9% that strongly disagreed that HR Metrics and Analytics are being employed as job enhancement tools in SON, 2 responses were collected from SON C, 1 response was collected from SON E and 1 response was collected from SON G, respectively. There were no responses collected from SON A, SON B, SON D and SON F, respectively. Out of 11 representing 2.4%

respondents that were undecided in their opinion about whether or not HR Metrics and Analytics are being employed as job enhancement tools in SON, 2 responses were gathered from SON A, 6 responses were gathered from SON C, 3 responses were gathered from SON E, respectively. There were no responses collected from SON B, SON D, SON F and SON G, respectively on this item. The result also confirmed that metrics are only truly useful when they provide a basis for analysis. This implies that they should not be used separate of analysis for any purpose other than compliance reporting and even then it is encouraged that a thorough analysis of the data accompanies the reporting to insure a fuller understanding. This finding is in line with the study of Laxmikanth (2011) that established that when basic statistical techniques such as dimensional, segmentation, and/or trending of one metric to another, or to a target or benchmark is sufficient to turn HRA information into insight. The above findings, no doubt, further buttress the assertion made by Deloitte (2017) that predictive analytics tools are currently available from many HR technology vendors thereby making it possible to analyse data regarding recruitment, performance, employee and other areas of human resource management. This further strengthens the need for HRA as strategic tools for public service reform as emphasised by contingency theory.

Table 2: Satisfaction derivable from HRA in SON

Variables	**Total Participants**	**Respondents**	**Mean ($\bar{X}$)**	**Standard deviation**	**Decision**
Proper integration of data set	451	402	2.91	0.77	Accept
Managing attrition through HR Analytics	451	369	2.82	0.74	Accept
Tracking what aligns with organisation mandate	451	326	2.73	0.71	Accept
Objective implementation of HR Analytics processes	451	412	2.94	0.77	Accept
Key performance indicators in appraisal	451	329	2.75	0.72	Accept
			2.83	0.74	Accept

N = 451 Criterion Mean = 2.50 Aggregate Mean = 2.83 (Accept)

Table 2 above shows a calculated mean value of 2.83 and a standard deviation of 0.74, with a test value of 2.50. It could be deduced from the data analysed that the mean value of 2.83 is higher than the test value. Hence, respondents derived some satisfaction from the utilisation of HR Analytics as job enhancement tools. From the results presented above, it is obvious that the respondents are unanimous in their opinion that the deployment of HR Analytics provides some on-the-job satisfaction to the employees of SON. This further confirms HR Analytics as a veritable job enhancement tool, and the imperative for its utilisation as a strategic tool for promoting employee performance in public sector organisations in Nigeria.

Table 3: Expansion of HR Analytics Capabilities in SON

Variables	Total Participants	Respondents	Mean ($\bar{X}$)	Standard deviation	Decision
Standardising HR systems and reports	451	406	2.90	0.73	Accept
Predictive analytics	451	395	2.88	0.72	Accept
Workforce planning	451	319	2.71	0.66	Accept
Reporting to Chief Executive/Management and Supervisors	451	297	2.66	064	Accept
Updating staff nominal Roll	451	321	2.71	0.68	Accept
			2.77	0.69	Accept

N = 451 Criterion Mean = 2.50 Aggregate Mean = 2.77 (Accept)

Table 3 shows a calculated mean value of 2.77 and a standard deviation of 0.69, with a test value of 2.50. It could be deduced from the data analysed that the mean value of 2.77 is higher than the test value of 2.50. Therefore, there are some areas the employees are interested in expanding their organisational HR Analytics capabilities. The results show other critical areas where the respondents would be interested in expanding the utilisation of HR Analytics capabilities in SON and by extension, other public sector organisations in Nigeria.

Hypothesis One:

HO_1: There is no significant relationship between HR Metrics and Analytics and employee performance in SON.

Table 4: Pearson Product Moment Correlation Co-efficient (r) Computation for the Relationship between HRA and Employee Performance

Variables	N	M	SD	r-value	Significance
Human Resource Analytics	451	12.76	2.68	0.716*	.000**
Employee performance	451	15.45	2.85		

***Correlation is significant at 0.05 level. Df = 449. Critical r value =0.098*

The data in table 4 above show that r-cal (0.716; $P<0.05$) is greater than r-crit (0.098). This indicates that a significant relationship could likely exist between HRA and employee performance in SON.

Interpretation of Result

HR Analytics could likely affect employee performance in SON. The independent variable is “Human Resource Analytics” while the dependent variable is “Employee performance.” Both the dependent and independent scores were obtained from the structured questionnaire developed and administered by the researcher.

Decision

The result in table 4 revealed that the calculated r-value of 0.716* is greater than the critical r-value of 0.098 at 0.05 level of significance with 449 degree of freedom. With this result, the null hypothesis, which stated that, “There is no significant relationship between HRA and employee performance in SON” is rejected (H_o) while the alternate hypothesis is accepted (H_R). This implied that HRA has a statistical significant effect on employee performance in the Standards Organisations of Nigeria.

Hypothesis Two:

HO_2: There is no significant relationship leveraging on HR performance Analytics as operational enhancement strategies and job performance in SON.

Table 5: Pearson Product Moment Correlation Co-efficient (r) Computation of leveraging on HR Analytics as Operational enhancement Strategies and Job Performance

Variables	N	M	SD	r-value	Significance
Leveraging on Human Resource Analytics as operational enhancement strategies	451	12.66	1.95	0.752*	.000**
Job performance	451	15.45	2.85		

*** Correlation is significant at 0.05 level. Df = 449. Critical r value =0.098*

The data presented in table 5 above show that r-cal (0.752; P<0.05) is greater than r-crit (0.098). This indicates that a significant relationship could likely exist between leveraging on HR performance Analytics as operational enhancement strategies and job performance in SON.

Interpretation of Result

Job performance could likely be enhanced when a public sector organisation leverages on HR Analytics as operational enhancement strategies. The independent variable is “Leveraging on Human Resource Analytics as operational enhancement strategies” while the dependent variable is “Job performance.” Both the dependent and independent scores were obtained from the structured questionnaire developed and administered by the researcher.

Decision

The result in table 5 revealed that the calculated r-value of 0.752* is greater than the critical r-value of 0.098 at 0.05 level of significance with 449 degree of freedom. With this result, the null hypothesis, which stated that, “There is no significant relationship leveraging on HR performance Analytics as operational enhancement strategies and job performance in SON” is rejected (H_o) while the alternate hypothesis is accepted (H_R). This implies that leveraging on HRA as operational enhancement strategies has a statistical significant effect on job performance in the Standards Organisations of Nigeria.

Discussion of Findings

The findings revealed a positive and significant relationship between HRA and efficient job performance in Nigerian public service. The findings are consistent with the with the studies and assertions of Laxmikanth (2011); Afolabi (2011); CIPD (2013); Vulpen (2016); George & Kamalanabhan (2016); Deloitte (2017); and VALAMIS, 2019) that globally, both public and private sector organisations are redesigning their technical analytics groups to build out digitally powered organisation analytics solutions. in the public service. With modern basic statistical techniques, HRA becomes a veritable tool for promoting effectiveness of employees; the Contingency Theory equally gives credence to this finding. The finding further revealed a significant relationship between HRA and efficient service delivery system and enhances capabilities of employees and enhances competitive advantage. The Human Capital Theory also supports this finding.

Conclusion

The researcher examined the role of HRA as strategic tools towards promoting efficient and effective service delivery system in the Nigerian public service. Survey research design using adopted standardised questionnaire was used to carry out the study. Findings showed that participants are satisfied with the implementation of the strategic tools in the areas of proper integration of data set, managing attrition through HR Analytics, tracking what aligns with organisation mandate and key performance indicators in appraisal. The results revealed that r-cal. (0.752; $P<0.05$) is greater than r-crit. (0.098). Some key areas of interest were identified in expanding HRA capabilities of the MDAs towards effective and efficient service delivery. Based on the above findings and taking into consideration the areas of interest in expanding HRA, it can be concluded that a significant relationship exists between HRA and employee performance in SON.

Recommendations

On the basis of the findings, the following recommendations were made:

1. HR Analytics is a value-adding operational tool for the HR departments of MDAs; its usability should be encouraged to promote public sector efficiency.
2. The MDAs should give priority to address the inherent inefficiency by strengthening the deployment of HRA to cover core HR competencies in public sector organisations.
3. The identified areas of interest in expanding HRA capabilities, such as standardising HR systems and reports, updating of staff nominal roll, predictive analytics, workforce planning and the like should be given appropriate premium by the MDAs.
4. There should be training and retraining of HRA professionals/experts by the MDAs, considering the emerging global strategic role of HRA, the Federal Civil Service Institute and other training agencies should consider creating a Department of HRA to drive its implementation in the Nigerian public service.

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Influence of Social Media Celebrity Posts on Nigerian Users' Participation during 2023 Elections

Abdulazeez Hassan Kadiri[1] & Abdulazeez Isah[2]
[1 & 2]Department of Mass Communication
Auchi Polytechnic, Auchi, Edo State, Nigeria
07037124399, zeezess@gmail.com
07036162852, isahabdulazeez234@gmail.com

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Abstract
The researchers examined the influence of celebrity social media posts on youth's political participation. The objective was to determine if social media posts made by celebrities during electioneering affect youth political participation. The researcher utilised the survey methodology while questionnaire was used as instrument of data collection. It was found that a majority of the respondents agreed that they are exposed to social media. The findings also revealed that Instagram was the most frequently used platform. In terms of the influence of celebrity posts on elections, it was discovered that the youth are exposed to celebrity posts about elections on social media. When it comes to shaping political behaviour and attitude, respondents believed that promoting candidates' programmes is the aspect that gave the influence of social media on Nigerian users' participating in the 2023 elections, it is crucial to enhance media literacy among the population. This includes educating users on how to critically evaluate information, identify fake news and distinguish between credible and unreliable sources. Media literacy programmes can be implemented in schools, community centers and through public awareness campaigns.

Keywords: Influence, Social Media, Celebrity, Platforms, Politics, Elections, Posts

Introduction
The rise of social media platforms has revolutionised communication and engagement worldwide. Nigeria, as Africa's most populous nation, has not been left behind in this digital wave. With millions of Nigerians actively using social media platforms such as Facebook, Twitter, Instagram and YouTube, social media have become a significant aspect of their daily lives (Jebril, Erik & Claes, 2013). Moreover, social media has emerged as a powerful tool for political discourse, especially in the context of 2023 elections.

According to Olusegun (2017), Nigerians are known for their enthusiasm and interest in politics and elections serve as crucial milestones for democratic progress. Understanding the influence of social media celebrity posts on Nigerian users' political participation becomes a critical area of study. Celebrities from various sectors, including entertainment, sports and popular culture hold significant sway over Nigerian social media users. They command massive followings and have a profound impact on public opinion. This influence does not exclude politics, as celebrities often engage in political discourse and express their views on social media platforms. Their endorsements of political candidates or parties can potentially shape the political perceptions and behaviors of their followers.

Given the significant role celebrities play in shaping public opinion, it is important to examine their influence on Nigerian users' participation in the 2023 elections. Understanding how social media celebrity posts impact Nigerian users' engagement becomes vital for political campaigns, promoting informed decision-making and enhancing overall voter turnout and civic participation. This study aims to investigate the influence of social media celebrity posts on Nigerian users' participation in the 2023 elections. It seeks to analyse the extent to which users are influenced by celebrity endorsements, their perceptions of these endorsements and the potential effects on voter turnout and engagement. By shedding light on these dynamics, the study will contribute to the existing literature on the intersection of social media, celebrities and political participation, specifically within the Nigerian context.

Statement of the Problem

The 2023 elections has come and gone. The influence of social media on political participation has become increasingly significant. In particular, the posts made by social media celebrities have the potential to shape the attitudes, opinions and behaviours of Nigerian users. However, there is a lack of comprehensive research on the specific impact of social media celebrity posts on users' participation in the elections. Understanding this influence is crucial for ensuring a well-informed and engaged electorate. Several studies have been carried out in this regard but little or nothing has been done regarding celebrity posts. This is the gap this study fills.

Objectives of the Study

The objectives of this study were to:

1. Determine the extent of social media celebrity influence on Nigerian users' political participation in the 2023 elections.
2. Identify the key factors that make social media celebrity posts persuasive and influential in shaping users' attitudes towards political participation.
3. Explore the role of social media platforms in facilitating the dissemination and amplification of social media celebrity posts related to the elections.
4. Assess the potential consequences, both positive and negative, of social media celebrity influence on users' political participation.

Rise of Social media

The rise of social media has undoubtedly transformed the way we communicate, interact and consume information. It has become an integral part of our daily lives, with billions of people worldwide engaging with various social media platforms. However, this rise is not without its challenges and criticisms. In this section, we will critically discuss the rise of social media and its implications on society. Social media have revolutionised connectivity, allowing people from all corners of the globe to connect and communicate effortlessly. It has bridged geographical barriers, enabling individuals to share ideas, opinions, and experiences. It has also facilitated the formation of online communities where like-minded individuals can connect, collaborate and support one another (Blumler & Guretvitch, 2001; Chiemela, Ovute & Obochi, 2015).

However, Gronlund, Stranberg & Himmelros (2009) posited that the rise of social media has simultaneously fostered a digital divide, exacerbating inequalities in access to information and technology. Not everyone has equal access to social media platforms, which can deepen existing socioeconomic disparities. This is true if the Nigerian social political context is put in the picture. Today, it is established that 60-70% of the Nigerian populace resides in the rural areas. Having access to internet for these ruralites is relatively challenging, thereby widening digital divide between urban dwellers and rural dwellers.

Oluwafemi & Idowu (2019) posited that social media have democratised information dissemination, allowing anyone to become a content creator and share their perspectives. They have empowered marginalised voices, enabling grassroots movements and social activism and have also provided an alternative news source, challenging traditional media monopolies and allowing diverse narratives to emerge.

However, the proliferation of fake news and misinformation on social media platforms has had severe consequences. Thus, Oluwafemi & Idowu (2018) noted that the ease of spreading false information has caused significant harm, influencing public opinion and undermining trust in traditional media outlets. The rapid dissemination of misinformation during critical events, such as elections or public health crises, poses a threat to democratic processes and public safety. The rise of social media has brought both positive and negative implications for mental health and well-being. On the one hand, it has provided a platform for individuals to express themselves, seek support and raise awareness about mental health issues.

The constant exposure to curated and idealised lives on social media platforms can contribute to feelings of inadequacy, anxiety and depression. Moreover, the addictive nature of social media can lead to decreased face-to-face interactions and a decline in overall well-being. The rise of social media has raised concerns about privacy and data security. Users often disclose personal information online without fully understanding the potential consequences. Social media platforms collect user data for targeted advertising, leading to concerns about surveillance capitalism and the erosion of privacy. Numerous cases of data breaches and misuse raise questions about the extent to which social media platforms protect user data. The recent scandals involving major platforms have led to increased scrutiny and calls for stricter regulations to safeguard user privacy and data security (Linder, 2016; Mitchel & Jess, 2013).

Celebrity Posts on Social Media and Voters' Choices

In recent years, the rise of social media has given celebrities a powerful platform to express their opinions, including their political views. These posts by social media celebrities have the potential to influence voters' choices, as they often have a large following and enjoy a significant level of trust and influence among their fans.

According to Olusegun (2017), social media celebrities, with their massive followings, have the ability to reach a wide audience quickly and effectively. When they endorse or express support for a particular candidate or political party, their posts can garner extensive visibility. This increased exposure can potentially sway voters who admire and trust these celebrities, as they may be more inclined to align their choices with those endorsed by their favorite stars.

The above was corroborated by Papacharissi (2009) and Olusegun (2017) when they agreed that celebrities often have a strong emotional connection with their fans. When they engage in political discussions or endorse candidates, their followers may perceive this as a personal recommendation, leading to an emotional connection with the endorsed candidate. This emotional bond can significantly impact voters' choices, as individuals tend to be more receptive to messages that resonate with their emotions and values.

Social media celebrities have built a level of trust and credibility with their followers through their consistent presence and engagement on various platforms. Fans often view these celebrities as relatable figures and their political views may be seen as informed and trustworthy. As a result, when celebrities express their support for a particular candidate, their followers may perceive this endorsement as a reliable source of information, influencing their own political choices. Social media celebrities, in particular, hold significant influence over younger demographics that are highly active on social media platforms. These younger voters may be more likely to rely on social media content, including celebrity posts, as a source of information and guidance when making their electoral decisions; hence, the impact of celebrity endorsements and political posts may have a more pronounced effect on the voting choices of younger voters (Olusegun, 2017; Oluwafemi & Idowu 2019).

While celebrity posts can undoubtedly influence voters' choices, it is important to recognise that individuals still possess their own critical thinking abilities and autonomy. Voters should evaluate political information from various sources, considering multiple perspectives and engaging in independent analysis. Ultimately, voters should make their choices based on their own values, beliefs and understanding of the issues at hand, rather than solely relying on celebrity endorsements. It is worth noting that social media is a diverse space with a multitude of voices and opinions. Celebrity endorsements or posts may not uniformly sway all voters, as individuals have their own unique set of values and political leanings. Additionally, counter-influence from other celebrities or influencers with differing views can create a balance of perspectives, providing voters with a range of opinions to consider before making their choices.

Theoretical Framework

Social learning theory suggests that social behavior is learned by observing and imitating the behavior of others. Psychologist Albert Bandura developed the social learning theory as an alternative to the earlier work of fellow psychologist B.F. Skinner, known for his influence on behaviourism. While behavioral psychology focuses on how the environment and reinforcement affect behaviour, Bandura put forth that individuals can learn behaviour through observation. The social learning theory has four mediational processes that help determine whether a new behaviour is acquired:

a. **Attention: The degree to which we notice the behaviour.** A behaviour must grab our attention before it can be imitated. Considering the number of behaviours we observe and do not imitate daily indicates attention is crucial in whether a behaviour influences imitation.

b. **Retention: How well we remember the behaviour.** We cannot perform the behaviour if we do not remember the behavior. So, while a behaviour may be noticed, unless a memory is formed, the observer will not perform the behaviour. And, because social learning is not immediate, retention is vital to behaviour modeling.

c. **Reproduction: The ability to perform the behaviour.** This is the ability to reproduce a behaviour we observe. It influences our decision about whether to try performing the behaviour. Even when we wish to imitate an observed behaviour, we are limited by our physical abilities.

d. **Motivation: The will to emulate the behaviour.** This mediational process is referred to as vicarious reinforcement. It involves learning through observing the consequences of actions for other people, rather than through direct experience.

Methodology

The researchers adopted the survey research method to provide a comprehensive understanding of the influence of social media celebrity posts on Nigerian users' participation in the 2023 elections. The population of the study is Etsako West social media users. Etsako West according to National Population Commission has an estimated population of 205,000. A sample size of 400 was determined from this population using the Taro Yamani sample size determination formula. The formula is quoted below.

$$n = \frac{N}{1 + Ne^2}$$

n =From the sample determination above, the sample size be used for this study 400. The purposive sampling method was used to select social media users. The researchers purposively distributed copies of the questionnaire to social media users across all the villages in Etsako West Local Government Area. The researchers adopted these techniques because of the quest to restrict questionnaire administration to only social media users within Etsako West.

A structured questionnaire was designed to gather quantitative data. It included questions on participants' social media usage, exposure to celebrity posts, attitudes towards political participation and the influence of celebrity posts on their political choices. Statistical analyses were conducted using appropriate software to analyse the survey data. Descriptive statistics, such as frequencies and percentages, were used to summarise participants' characteristics and responses. Inferential statistics, such as chi-square tests or regression analysis, may be employed to examine relationships between variables.

Data Presentation and Analysis

Table 1: Respondents' Exposure to Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	199	49.8	49.8	49.8
Agree	44	11.0	11.0	60.8
Undecided	47	11.8	11.8	72.5
Disagree	48	12.0	12.0	84.5
Strongly disagree	62	15.5	15.5	100.0
Total	**400**	**100.0**	**100.0**	

The data in the above table show that the respondents were well exposed to social media. This is based on the fact that majority of the respondents answered in that direction.

Table 2: Social Media majorly used

	Frequency	Percent	Valid Percent	Cumulative Percent
Others	85	21.3	21.3	21.3
Instagram	95	23.8	23.8	45.0
Youtube	72	18.0	18.0	63.0
Twitter	86	21.5	21.5	84.5
Facebook	62	15.5	15.5	100.0
Total	400	100.0	100.0	

The table above describes the social media platform used by respondents. The table shows that respondents use more of Instagram which accounted for 23.8% of the total responses.

Table 3: Exposure To Celebrity Post About Election on Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	76	19.0	19.0	19.0
Agree	88	22.0	22.0	41.0
Undecided	77	19.3	19.3	60.3
Disagree	74	18.5	18.5	78.8
Strongly disagree	85	21.3	21.3	100.0
Total	**400**	**100.0**	**100.0**	

The result shows that the electorate received posts from celebrities. This is based on the fact that majority of the respondents answered in that direction.

Table 4: Extent to which Celebrity Social Media post influence Political Participation

	Frequency	Percent	Valid Percent	Cumulative Percent
To a great extent	190	47.5	47.5	47.5
To an extent	50	12.5	12.5	60.0
Can't tell	54	13.5	13.5	73.5

Little extent	48	12.0	12.0	85.5
No extent	58	14.5	14.5	100.0
Total	**400**	**100.0**	**100.0**	

The table above describes the extent to which celebrity social media post influenced political participation. The result shows that majority of the respondents were greatly influenced.

Table 5: Response on whether Celebrity Social Media Posts are Persuasive and Influential

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	59	14.8	14.8	14.8
Agree	61	15.3	15.3	30.0
Undecided	54	13.5	13.5	43.5
Disagree	62	15.5	15.5	59.0
Strongly disagree	164	41.0	41.0	100.0
Total	**400**	**100.0**	**100.0**	

The data in the above table show that the social media posts were not persuasive in nature. Majority of the respondents answered in that direction.

Table 6: Aspect of Celebrity Social Media Post that Shape Political Behaviour and Attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Promoting candidates programme	182	45.5	45.5	45.5
Endorsement of candidate	218	54.5	54.5	100.0
Total	400	100.0	100.0	

With regards to shaping political behavior and attitude, 54.5% accounted for 218 responses believe celebrity social media post shapes their behaviour and attitude based on the endorsement of candidate. This means that when celebrities endorse candidate, such endorsement is likely to shape electorate voting behaviour.

Table 7: How Social Media Platforms contribute to the dissemination and Amplification of Celebrity Posts related to the Elections

	Frequency	Percent	Valid Percent	Cumulative Percent
Elimination of barrier associated with conventional media	140	35.0	35.0	35.0
Connectivity	134	33.5	33.5	68.5
Interactivity	126	31.5	31.5	100.0
Total	**400**	**100.0**	**100.0**	

The data in the above show that electorate see social media as alternative media of communication.

Table 8: Potential of Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
All of the above	123	30.8	30.8	30.8
Liberalisation of communication	145	36.3	36.3	67.0
Creating two-way communication	132	33.0	33.0	100.0
Total	400	100.0	100.0	

The potential of social media as described by the table above shows that 36.5% are of the opinion that the potential of social media is liberalisation of communication. This means that social media emergence and introduction into the political space has eliminated the barrier hitherto experienced.

Table 9: Negative Consequences of Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
Provide ground for hate speech	103	25.8	25.8	49.0
Data insecurity	93	23.3	23.3	72.3
Futile ground for spread of fake news	111	27.8	27.8	100.0
All of the above	93	23.3	23.3	23.3
Total	**400**	**100.0**	**100.0**	

The data in the above table show that social media are a veritable means through which fake news can be spread. This is so because majority of the respondents answered in that direction.

Discussion of Findings

The findings showed that a significant portion of the people who participated in the 2023 elections are active on social media platforms. The findings revealed that Instagram was the most frequently used platform, accounting for 23.8% of the total responses. Twitter followed closely behind with 21.5% of the responses. Facebook, on the other hand, was used by only 15.5% of the respondents and accounted for the least number of responses. This suggests that Instagram and Twitter are the preferred platforms for Nigerian users participating in the 2023 elections.

In terms of the influence of celebrity posts on elections, it was discovered that 41% of the respondents agreed or strongly agreed that they are exposed to celebrity posts about elections on social media. This indicates that there is a significant division among the respondents regarding the influence of celebrity posts on their political participation. The findings suggest that there is a considerable skepticism among the respondents regarding the persuasive power of celebrity social media posts in shaping political participation. When it comes to shaping political behaviour and attitude, 45.5% of the respondents believed that promoting candidates' programmes is the aspect that shapes their political behaviour and attitude. This indicates that a significant portion of the respondents consider celebrity endorsements on social media as influential in shaping their political behaviour and attitude.

The findings further showed that the respondents perceive social media as powerful tools for overcoming barriers and facilitating the spread of celebrity posts. The findings showed that there are negative consequences associated with using social media. According to the respondents, 27.8% believed that it leads to a futile ground for the spread of fake news, while 23.3% considered data insecurity as a negative consequence. Additionally, 25.8% believed that social media provide a platform for hate speeches and 23.3% believed that it encompasses all the stated responses. These findings suggest that the respondents are aware of the negative aspects of social media and its potential impact on the electoral process.

Conclusion and Recommendations

The findings indicated that Nigerian users who participated in the 2023 elections are exposed to social media, with Instagram and Twitter being the most commonly used platforms. The influence of celebrity posts on elections and political participation is a topic of division among the respondents, with varying perceptions regarding the persuasive power of such posts. Social media channels are seen as powerful tools for disseminating celebrity posts, but it also comes with negative consequences such as the spread of fake news and hate speeches. Based on the findings and conclusion, the following recommendations are hereby given: Based on the findings of this study, the following are hereby recommended:

1. Given the influence of social media on Nigerian users that participated in the 2023 elections, it is crucial to enhance media literacy among the population. This includes educating users on how to critically evaluate information, identify fake news and distinguish between credible and unreliable sources. Media literacy programmes can be implemented in schools, community centers and through public awareness campaigns.
2. As the influence of celebrity posts on elections is a topic of division, it is important for celebrities to be responsible in their endorsements. Celebrities should ensure that their posts are based on accurate information and promote constructive political engagement. They should also disclose any affiliations or conflicts of interest to maintain transparency.
3. Given the negative consequences associated with social media use, such as the spread of fake news and data insecurity, it is crucial to strengthen online security measures. This includes implementing robust data protection regulations, promoting secure online practices and raising awareness about the risks of sharing personal information online.
4. Social media platforms should actively promote and facilitate civil discourse among users. This can be achieved through the implementation of community guidelines that discourage hate speech, harassment and misinformation. Encouraging respectful dialogue and providing tools to report and address abusive behaviour can contribute to a healthier online environment for political discussions.

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Application of ICT Facilities in the Management of Human Immune-Deficiency Virus (HIV) Patients in Ogun State Hospital, Nigeria

Endurance Friday Amogi[1]; Joseph Acheneje Atabo[2]& Olaronke Hellen Obagunla[3]

[1] Department of Library and Information Science
Ahmedu Bello University, Zaria, Kaduna State, Nigeria
amogendurance@yahoo.com; 08166430025

[2] Department of Economics
University of Abuja, Abuja
atabojoseph5@gmail.com; +2348068169030

[3] Department of Biological Sciences
University of Nigeria, Nsukka, Enugu State, Nigeria
olaronkeobagun@gmailcom; +2347068109146

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Abstract

The researchers examined the use of ICT facilities for management of HIV patients in Ogun State Hospital. The population consisted of 10,397 Active People who live with HIV (PLHIV) on treatment at the ART Clinic in Ogun State Hospital, Ijebu Ode, State Hospital Abeokuta, and State Hospital Ota. The sample size consisted of 500 Active PLHIV in all the three hospital. The socioeconomic characteristic showed that majority of the respondents within an economic active age were carriers of HIV; it was confirmed that both male and female are carriers of the virus; while, the sampled respondents acquired education beyond the secondary school level that qualified them to be knowledgeable about the health implication of HIV positive. The Chi-Square result showed that calculated X^2 (329.6 & 316.1) for the two tested objectives were much higher than critical value of 7.81 at 5% significance, with a difference of 3. These suggest a direct link between ICT application and management of Human Immune-Deficiency Virus (HIV) patients in Ogun State Hospital as well as, adoption of ICT and clinical care receive by HIV/AIDS patient in Ogun State Hospital. The researchers concluded that information communication technology is very essential and instrumental in the management and treatment support care in people living with HIV/Aids in Ogun state Hospital. Therefore, recommended that Non-Governmental OrganiSations (NGOs) and Government of Ogun State should be more involved in training and providing mentorship programs and functions to staff in ICT to better improve the ever growing need of information communication technology in management of patient's health information.

Keywords: Human Immuno-Deficiency Virus (HIV), Active People who live with HIV (PLHIV), Information Communication Technology

Introduction

Enormous strides have been made toward reversing the HIV epidemic; however, HIV incidence remains high among members of key populations who account for some 40–50% of all new infections worldwide. UNAIDS estimates that, to control the epidemic, 95% of people living with HIV should know their HIV status, be on treatment, and treatment should have suppressed viral loads. Meeting these goals in developing countries require strong linkages across a continuum of HIV prevention, testing and antiretroviral treatment (ART) services, due to high prevalent of the virus. For instance, Nigeria ranks third among countries with the highest burden of HIV infection in the world, with more 1.9 million as of 2018 (Akhu-Zaheya, Al-Maaitah & Bany, 2018).

The 2018 Nigeria HIV/AIDS Indicator and Impact Survey (NAIIS) was a national household-based survey that assessed the prevalence of human immunodeficiency virus (HIV) and related health indicators. Participants receiving an HIV-positive test result were linked to treatment services. NAIIS data includes national, zonal, and state information on HIV control activities in Nigeria. The NAIIS survey put Ogun state HIV prevalence at 1.6% which is above the National HIV prevalence at 1.4% and is the highest in southwest Nigeria, with an estimated 37, 000. Also, Centers for Disease Control and Prevention (CDC) confirmed that as at December, 2022, 27, 500 people are on treatment for HIV/AIDS in Ogun state.

Meanwhile, the health sector is one of the key sectors of the economy that needs adequate inputs of information and communications technology(ICT) to functional optimal. Given this, Xia, Jun, Abu, Zhikui & Li (2020) revealed that quality healthcare data play a vital role in the planning, developing, and maintaining optimal healthcare for the citizenry. The introduction of ICT in health care has improved the performance of the healthcare sector greatly. ICT now represents a key driver of a good health care delivery system all over the world (Prat, 2019*)*. The use of ICT in-hospital services also extended to patients' health information management systems. In many hospital settings in Nigeria, the organisation of medical information has improved when compared with what obtains in the past (Jungwirth & Haluza, 2019), this is due to the introduction of ICT in the health care system in the country.

Also, patients' health information is now driven by an electronic health records system. Electronic Health Information Management Systems (EHIMs) guarantee increasing accessibility and effective management of medical information in all levels of health delivery systems (i.e primary – tertiary) levels. Brief historical records of health informatics in Nigeria Records show that the history of health informatics in Nigeria can be traced to the late 1980s when a collaborative research project between the Computing Centre of the University of Kuopio, Finland and the Obafemi Awolowo University Teaching Hospitals Complex (OAUTHC) (Sunny, 2018). As such, the joint project produced the first reference to the hospital information system in the country and this led to the expansion of the then rudimentary hospital information system intending to develop a comprehensive system suitable for use in all Nigerian Teaching Hospitals and medical centres.

In 2014, The Joint United Nations Program on HIV/AIDS (UNAIDS) launched the 95-95-95 targets. The aim was to diagnose 95% of all HIV-positive individuals, provide antiretroviral therapy (ART) for 95% of those diagnosed and achieve viral suppression for 95% of those treated by 2030. Significant progress has been made in controlling the HIV epidemic in the past 20 years, with substantial declines in incidence.

Despite successes in some regions, many countries are still falling behind UNAIDS targets and only 67% of people with HIV (PWH) globally were accessing treatment in 2019 (Jungwirth & Haluza, 2019; Sunny, 2018). It is in view of this, the present study examines the use of ICT facilities for management of HIV patients in Ogun State Hospital, with reference to Active People who live with HIV (PLHIV) on treatment at the ART Clinic in Ogun State Hospital, Ijebu Ode, State Hospital Abeokuta and State Hospital Ota.

Statement of the Problem

There are several types of costs associated with manual patient records that include hiring of staff to assemble file, retrieve or distribute the hard copy chart. Aside this, there are situation in which manual way of file storage get missing, as well as, spoilt due to water, fire, pest or mishandling of the paper to preserve their physical integrity. As such, one of the most expensive disadvantages of the paper record is duplicate patient testing required to replace lost or missing test results. Repeating procedures may jeopardise the patient's health, creating a potential opportunity for an adverse medical event. Duplicate testing wastes scarce medical resources (time, staff, supplies, and equipment) that could be used for other patients ((Jungwirth & Haluza, 2019). Hence, becomes contributing source to the rising costs of health care by generating additional charges to be billed to the patient, insurance company, or other third-party payers. Furthermore, studies have shown that using manual patient records result into inadequate information or delayed results, create a potentially harmful situation for the patient and a needless expense for all concerned (Oju & Onyebuka, 2016; Chiasson, Hirshfield, Remien, Humberstone, Wong & WolitskI, 2007). All these factors signaled a dire need for the current study to examine the use of ICT facilities for management of HIV patients in Ogun State Hospital.

Research Objectives

The objectives of the study were to:

1. Examine the nexus between ICT application and management of Human Immune-Deficiency Virus (HIV) patients in Ogun State Hospital.
2. Investigate the correlation between adoption of ICT and clinical care receive by HIV/AIDS patient in Ogun State Hospital.

Conceptual Framework

information and communications technology, ICT or technologies is the infrastructure and components that enable modern computing to work fast and accurate through possession of soft and hardware packaging. Although, there is no single, universal definition of ICT, the term is generally accepted to mean all devices, networking components, applications and systems that combined allow people and organisations (businesses, nonprofit agencies, governments and criminal enterprises) to interact in the digital world (Oloruntoyin & Adeyanju, 2013). As such, ICT encompasses both the internet-enabled sphere, as well as, the mobile one powered by wireless networks. It also includes antiquated technologies, such as landline telephones, radio and television broadcast -- all of which are still widely used today alongside cutting-edge ICT pieces such as artificial intelligence and robotics. ICT is sometimes used synonymously with IT (for information technology); however, ICT is generally used to represent a broader, more comprehensive list of all components related to computer and digital technologies than IT (Oju & Onyebuka, 2016; Matthew & Ibikunle, 2012).

The use of ICT in healthcare can be categorised into 4 main streams such as; Health & Education, Hospital Management System, Health Research and Health Data Management. However, in this digital era, people can easily seek, access, learn & communicate with others within a quick span of time. This makes education accessible, available and open to all. Health education creates awareness among the public about the communicable diseases, health status, prevention measures and various current diagnostic and therapeutic procedures (Oloruntoyin & Adeyanju 2013). This gives a freedom to the people to choose the best hospitals and doctors to approach for treatment and to have their life in a healthy way. Hospital management through ICT helps the management to improve the patient safety and satisfaction, get updated to the latest technology, have a knowledge on population health and statistics and keep a note on the government mandates on track (Matthew & Ibikunle, 2012). Health research help organisation to use available different research technical application to carry out empirical studies about health issue problems and to finding lasting solution to it; while, health data management helps in finding the possible prevention measures to eradicate and reduce the spread of diseases.

Empirical Studies

Chiasson *et al* (2007) was concerned with a comparison of on-line and off-line sexual risk in men who have sex with men, using an event-based on-line survey. The study used 200 sampled respondents, with both on-line and off-line sexual risk had 100 respondents each. It was discovered that on-line sexual men were adequate informed on issue related to HIV/AIDS than off-line, with a difference value 34.5%. This suggests that having access to ICP helps in managing the spread of risk associated with HIV/AIDS. The researchers concluded that there is less risk amongst men that used online information for sexual purpose; while, reverse is the case for offline. Also, Sands (2015) studied the role of ICT in managing patients in healthcare transformation. It was established that health sector information systems had a direct and significant link with the quality and process of care for optimal patient outcomes. The researchers concluded that ICP application promotes healthcare transformation amongst patients.

Lester & Karanja (2008) investigated the exception role perform by mobile phones in managing HIV/AIDs amongst carriers. The researchers used correlation technique amongst 350 sampled respondents. It discovered that a direct correlation did occur between mobile phone usage and information on safety and precautionary measures. Implying that SMS, health workers inquire on the wellbeing of their patient, then triage their responses according to individual needs. This boosted medication adherence, increased follow-up visit, led to viral load reduction among patients, and improved the overall quality of life of patients evidenced by increased productivity. It was, therefore, concluded that mobile phones are exceptional tools in infectious disease management including HIV/AIDS control. A similar study in sub-Saharan Africa was conducted by Barnighausen, Tanser, Dabis & Newell (2011) on interventions to improve the performance of HIV health systems for treatment-as-prevention. They reviewed 26 relevant studies done between 2003 and 2010 across Africa. After analyses, they identified treatment supporters, directly observed therapy and use of mobile cellular text messages as top factors that improved adherence to antiretroviral treatment

Green, Freeman, Kuipers, Bebbington, Fowler, Dunn & Garety (2008) was interested in measuring ideas of persecution and reference with reference to the Green et al Paranoid Thought Scales (G-PTS). It was discovered through empirical approach that electronic sharing of patient-level data among physicians mitigates redundancy and removes waste in care management; while, ICT infrastructure help in monitoring patients' adherence and response to medications. The study concluded that ICT infrastructure use is rewarding to both patients and physicians influence better disease management and outcome. Also, Berwick, Nolan & Whittington (2008) examined the triple aim with reference to care, health, and cost. It was discovered through analyse that health sector information system witnessed improvement in term of care, health, and cost effectiveness. It was concluded that health sector information boots investment in the triple aim of care, health, and cost.

Methodology

The researchers adopted the survey design to examine the use of ICT facilities for the management of HIV patients in Ogun State Hospital, Ijebu Ode, State Hospital Abeokuta and State Hospital Ota. The population of this study consists of 10,397 Active PLHIV on treatment at the ART Clinic in Ogun State Hospital Ijebu Ode, State Hospital Abeokuta, and State Hospital Ota. The sample size consisted of 500 Active PLHIV on treatment at the ART Clinic in Ogun State Hospital Ijebu Ode, State Hospital Abeokuta, and State Hospital Ota. The simple random technique was used for the study. The instrument for the study was questionnaire. It contained structured items on the use of ICT facilities for the management of HIV patients in Ogun State Hospital, Ijebu Ode, State Hospital Abeokuta and State Hospital Ota. Questionnaire contains 12 structured items. The respondents were requested to respond as followed; Strongly agree (SA)- 4; Agree(A)-3; Disagree (D)- 2; and Strongly disagree (SD)-1. Also, Cronbach's alpha (α) reliability testing tool was applied to confirm the consistency and reliability of the research instrument, with an estimated value of 0.95, which points to a consistent result. Which implies that instrument used for the study is reliable, since it is above the benchmark rule of thumb of 0.5.

Data Presentation and Analysis

Table 1: Frequency Distribution of Respondents' Year of Experience, Gender and Educational Level

Age of Respondents				**Gender of Respondents**				**Education Level**			
Years	**F**	**%**	**Cum**	Gender	F	(%)	Cum.	EDU	F	(%)	Cum.
17-20	84	16.8	16.8	Male	235	47	47.0	O'level	114	22.8	22.8
21-24	167	33.4	50.2	Female	265	53	100.0	Bachelor	195	39	61.8
25-above	249	49.8	100	Total	500	100.00		Masters	138	27.6	89.4
Total	**500**	**100**						PhD	53	10.6	100
								Total	500	100.0	

As obtained from the table 1, the age group suggests that majority of people within an economic active age were carriers of HIV. For gender category, both male and female are carriers of the virus; hence, none is immune to the virus when precautionary measures are not taken. On educational status, all the sampled respondents acquired education beyond the secondary school level; hence, more knowledgeable about the HIV, as well as, its health implications on human being.

Table 2: Weighted Mean Score (N = 500)

Items	**SA 1**	**A 2**	**D 3**	**SD 4**	**Mean**	**Remark**
Digital resources can potentially serve as a powerful medium for the training of clinicians and other HIV workers, delivered via CD-ROMS,	124 (24.8%)	256 (51.2%)	39 (7.8%)	81 (16.2%)	2.15	Accepted
ICT improve the treatment quality of PLHIV	146 (29.2%)	273 (54.6%)	-	81 (16.2%)	2.03	Accepted
The use of ICT tools will minimise errors found within health records of HIV patients	91 (18.2%)	383 (76.6%)	26 (5.2%)	-	1.87	Accepted
ICT will quicken the transfer of data inside and outside of the record office	229 (45.8%)	215 (43.0%)	56 (11.2%)	-	1.65	Accepted
Total					**7.7**	**Accepted**
Grand Mean					**1.92**	**Accepted**

The results in table 2 show that all the items in the table indicate a positive response; items 1, 2, 3 and 4 have mean scores of (2.15), (2.03), (1.87) and (1.65) respectively. It is generally concluded that a direct link existed between ICT application and management of Human Immune-Deficiency Virus (HIV) patients in Ogun State Hospital with the average mean score of ($\bar{x}$ = 1.92)

Table 3: Weighted Mean Score l (N = 500)

Items	**SA 1**	**A 2**	**D 3**	**SD 4**	**Mean**	**Remark**
Advances in electronic medical record capabilities enable clinical reminders to inform providers when recommended actions are “due	174 (34.8%)	287 (57.4%)	13 (2.6%)	26 (5.2%)	1.78	Accepted

Computerised clinical reminders have been advocated as a strategy to improve adherence with established clinical guidelines.	177 (35.4%)	241 (48.2%)	82 (16.4%)	-	1.81	Accepted
Clinical reminders take advantage of preexisting electronic patient information to alert the patient when an action is recommended	215 (43.0%)	246 (49.2%)	39 (7.8%)	-	1.65	Accepted
In HIV care, clinical reminders were associated with more timely initiation of recommended practices	186 (37.2%)	245 (49.0%)	13 (2.6%)	56 (11.2%)	1.88	Accepted
Total					**7.12**	**Accepted**
Grand Mean					**1.78**	**Accepted**

The results in table 3 show that all the items on the table indicate a positive response; items 1,2,3 and 4 have a mean scores of (1.78), (1.81), (1.65) and (1.88) respectively. It is generally concluded adoption of ICT was correlated with clinical care receive by HIV/AIDS patient in Ogun State Hospital, with the average mean score of ($\bar{x}$ = 1.78)

Chi-Square Estimate

Items		**SA**	**A**	**D**	**SD**	***Total***
ICT application and management of Human Immune-Deficiency Virus (HIV) patients in Ogun State Hospital	F	147.5	281.75	30.25	40.5	500
	%	29.5	56.4	6.1	8	100
Chi square	X^2	329.6				
	Df	3				
	P	<0.05				

The level of significance of 0.05 at df = 3(0.05) give a critical value of 7.815. The result from the table 4 above represents X^2 summary on ICT application and management of Human Immune-Deficiency Virus (HIV) patients in Ogun State Hospital. It was established that the X^2 calculated values (329.6) was higher than the critical value (7.815); therefore, suggests that a direct link existed between ICT application and management of Human Immune-Deficiency Virus (HIV) patients in Ogun State Hospital

Table 5: Chi-Square Estimate for Objective One

	Items		**SA**	**A**	**D**	**SD**	**Total**
i.	Adoption of ICT and clinical	F	188	254.7	36.75	20.5	500

care receive by HIV/AIDS patient in Ogun State Hospital	%	37.6	50.9	7.4	4.1	100
Chi square	X^2	316.1				
	Df	3				
	P	<0.05				

It was discovered from the Chi-Square estimate in table 5 that the calculated X^2 was much higher than the critical value of 7.81 obtained from the Table. This shows a direct link between adoption of ICT and clinical care receive by HIV/AIDS patient in Ogun State Hospital. As such, computerisation helps the management to improve the patient safety and satisfaction, get updated to the latest technology, have a knowledge on population health and statistics and keep a note on the government mandates on track.

Discussion of Finding

As shown from the Chi-Square estimate in table 4, it was established that the X^2 calculated (329.6) was much higher than the tabulated critical value (7.815). As such, there is a direct connection between ICT application and management of Human Immune-Deficiency Virus (HIV) patients in Ogun State Hospital. The implication of such finding is that when medical staff are knowledgeable in the application of ICT as it relates to health sector, it encourages electronic medical records systems to track and monitor HIV patient data at health facilities, as well as, to assure quality patient care for HIV treatment. Given this, studies showed that ICT in healthcare research helps in finding the possible prevention measures to eradicate and reduce the spread of diseases (Xia *et al* 2020). In the word of Shehata (2016), introduction of many new technologies in diagnosis have reduces the time and cost, which saves the lives of many individuals by providing treatment in advance. Studies have shown a positive association between ICT and infectious disease management (Micevska, 2005; Chinn & Fairlie, 2010; Lee *et al* 2016; Shehata, 2016). In addition, Chadha *et al* (2017) disclosed how the ComCare mobile application was used to coordinate Tuberculosis referrals among patients in Khunti District, India.

Also, it was revealed through the obtained X^2 calculated that a direct link did occur between the adoption of ICT and clinical care receive by HIV/AIDS patient in Ogun State Hospital, judging from the critical value (7.815) that was less than 316.1. The implication of the finding showed that computerisation of HIV carriers' data within the state help in improving their safety, having access to health care information which directly improve their respective general welfare. In view of this, The United Nations considers one of its Sustainable Development Goals (SDG) to "significantly increase access to information and communications technology and strive to provide universal and affordable access to the internet in least developed countries by 2020. Also, studies like Verbeke et al. (2013) and Nowinski *et al* (2007) showed that adoption of computerisation in the health sector has opportunities for coordinating networking among physicians and other caregivers.

Conclusion

Use of ICT facilities for management of HIV Patients in Ogun State Hospital has witnessed success. This is owing to the fact that the result of the study shows that there is a significant that impact information and communications technology has enhanced treatment adherence and retention in Ogun State Hospital. The study concluded that information communication technology is very essential and instrumental in the management and treatment support care in people living with HIV/Aids in Ogun state Hospital.

Recommendations

Based on the findings and conclusion, the following recommendations are hereby given:

1. None Governmental Organisations (NGOs) and Government of Ogun State should be more involved in training and providing mentorship programs and functions to staff in information communication technology to better improve the ever growing need of information communication technology in management of patient's health information.
2. Information and communications technology equipment has great impact in enhancing treatment adherence and retention in Ogun State Hospital, None Governmental Organisations (NGOs) and Ogun State government should procure equipment that would help in improving the knowledge of information communication technology across all state hospitals in Ogun State.
3. Also, government should ensure that HIV patients within the state enjoy maximum benefit of ICT through making the gadget available for them at affordable price.

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Mass Media Intervention on Drug Abuse and its Effect on Secondary School Students` Learning Abilities

Jammy Seigha Guanah, PhD
Department of Mass Communication
University of Africa, Toru-Orua, Bayelsa State, Nigeria
Scopus ID: 58537067200
ORCiD: https://orcid.org/0000-0001-6364-7993
jammyguanah@yahoo.com & jammy.guanah@uat.edu.ng; +2348032133664

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Abstract
This study looked at how drug usage affects students' ability to learn in Nigeria's Delta State secondary schools as well as the possibility of media intervention to lessen or prevent the impacts of drug abuse. Its objectives included figuring out the prevalence of students' drug use, evaluating the effects of drug misuse on students' learning and looking into how the media may help stop drug use in schools. For this study, a survey research methodology was used. Students and teachers from different secondary schools in Delta State made up the study population and a questionnaire was employed as the instrument for gathering data. Social cognitive theory served as the study's foundation. According to the findings, the level of involvement of Delta State secondary school students in drug abuse is high. Additionally, it was discovered that drug misuse has a negative impact on the students' academic abilities and performances, but that media intervention may be able to mitigate, or prevent these consequences. Drawing from the findings, this research recommended that educational institutions give priority to creating and implementing comprehensive substance abuse prevention programmes. To spread relevant and compelling preventive messages, educational institutions should also build alliances with media channels, including radio, television, and online platforms.

Key words: Abilities, Abuse, Drugs, Illicit, Learning, Media

Introduction
In recent times, the use of illicit drugs in the society tend to be on the increase as people are doing everything possible to be "high," not minding the negative repercussion that may have on their health and general well-being. Nigeria's National Drug Law Enforcement Agency (NDLEA) agents recently confiscated 4,560 kg of skunk in Lagos, Adamawa, and Osun states. *Infodaily* (2023) reports that the operatives stormed a skucchies facility in Ogun state and captured four drug syndicate members, including two church leaders, a courier company employee, and another lady, involved in trafficking lethal opioid, fentanyl in Delta state.

In July 2023, the Agency intercepted a Toyota Hilux van with two occupants and found 118 Indomie Noodles pack cartoons hiding 544 blocks of compressed cannabis sativa, weighing 408kg, in a false compartment for distribution in Yola, Mubi, and

Gombe. In the same month, Lagos NDLEA agents arrested a truck driver carrying 89 huge bags of skunk weighing 3,842kg.

An abandoned J5 Peugeot bus with bags of fresh pepper meant to hide 25 bags of 300.5kg cannabis sativa was found along Akure-Ilesa road in Osun state. Ogun state agents raided a skucchies business in Ajaka Sagamu. Recovered items include 10kg cannabis, 1,356 litres of skucchies, 20 litres of codeine, seven deep freezers, a firefighter generator and two gas cylinders (Infodaily, 2023). Even though illicit drugs are unhealthy, many use them.

Ikeji (2022) reports that Cannabis users were 35 percent more likely to be diagnosed with atrial fibrillation within a decade compared to non-users. The experts believe the cardiac condition is the most prevalent treated heart arrhythmia that can cause stroke, heart failure, and other heart issues. Since few people have symptoms, it generally goes undiagnosed. The study, which covered 23 million patients, examined heart arrhythmia risk in other medication users. Cocaine users acquired AF 61% more often than non-users. Opioids, including heroin and prescription medications, raised the chance of severe arrhythmia by 74%. Drug usage has engulfed secondary and tertiary students. According to Salako (2023), Nigeria's National Drug Law Enforcement Agency (NDLEA) reports that more than a third of youth consume drugs. For instance, Nitrous oxide, also known as hippy crack or happy gas, an odourless, colourless gas used by doctors in medical and dental surgery is fast becoming the recreational substance of choice at Lagos nightclubs and parties. Salako (2023) reports that in pictures and videos on Instagram, TikTok and Snapchat, users now hold inflated balloons, which to the uninitiated, are just symbols of celebration, not intoxication. Students' drug usage is a serious social problem that hinders both academic progress and well-being in many ways. Understanding the extent of student drug usage, how it affects their academic performance and the role of media intervention in curbing this menace are critical.

For educators, policymakers and healthcare experts, knowing the prevalence of drug abuse among students will be very useful. To meet the unique needs and difficulties experienced by students, personalised interventions can be created by identifying high-risk groups and figuring out the factors that contribute to drug misuse. These interventions can include everything from counselling services and educational campaigns to more severe disciplinary actions and community-based support programmes.

Drug addiction has also been demonstrated to have a negative effect on students' capacity for learning. According to studies, long-term drug use can cause cognitive problems, such as issues with attention, memory and problem-solving abilities (Johnson, Miech, & Schulenberg, 2018). Drug usage can alter the structure and function of the brain, which can impact students' ability to focus, absorb information and retain knowledge.

Also, substance misuse frequently co-occurs with behavioural problems that worsen students' academic performance. Students that use drugs frequently exhibit increased hostility, lower motivation, and poor academic performance (Volkow, Koob & McLellan, 2020). For targeted interventions to address cognitive deficits and advance academic performance, it is essential to comprehend the precise ways in which drug usage impacts learning capacities.

The importance of media engagement in preventing drug usage among students is becoming more widely acknowledged in the face of this complex problem. The ability of the media to influence public views and habits is enormous. This power includes television, internet platforms and social media. Media interventions can be useful instruments for establishing positive norms, spreading prevention messages, and increasing knowledge of the negative effects of drug misuse (Cohen, Babey, Saelens & Schmid, 2019a).

To address drug usage among students, many media interventions might be used in classrooms. Examples of media tactics that have been used to inform students about the dangers of drug usage and give them resources to get treatment include educational campaigns, documentaries, PSAs, and interactive internet platforms. The usefulness of these media initiatives in lowering drug usage and improving students' knowledge and attitudes is stressed through a study of pertinent studies and evaluation reports.

Therefore, this paper aimed to determine the level of involvement of students in drug abuse; find out the extent of the impact of drug abuse on students' learning abilities, and ascertain the role of media intervention in addressing drug abuse among students. These objectives are germane because the level of involvement of students in drug abuse is a critical aspect to consider when developing effective prevention and intervention strategies. Although the mass media perform a variety of roles in society, the functions of entertainment, education and information were the focus of this study.

Statement of the Problem

The use of drugs by students is a serious problem that has an impact on their academic performance and capacity to study. Developing successful solutions to deal with this issue requires an understanding of the degree of student drug use, how it affects their academic performance and the function of media intervention.

The degree to which students utilise drugs is the first part of the issue. The frequency and trends of drug addiction among students have only received a little amount of research to date. Smith, Johnson & Thompson (2022) emphasise the necessity for thorough surveys and qualitative research to determine the level of drug usage among students. A better knowledge of the issue can be attained by gathering information on the incidence of drug misuse, the types of substances frequently used, and the underlying causes of students' drug abuse.

The second component of the issue is how drug usage affects pupils' capacity for learning. Drug misuse has been linked to negative impacts on cognitive abilities like attention, memory and problem-solving abilities, according to numerous researches (Johnson, Miech & Schulenberg, 2018). These cognitive problems can make it very difficult for pupils to focus, process information, and retain knowledge. According to Volkow, Koob & McLellan (2020), drug addiction is also linked to behavioural problems such increased aggression, lower motivation–and subpar academic performance. It is crucial to comprehend the precise ways that drug addiction impacts learning abilities in order to develop tailored strategies to counteract these adverse consequences.

The importance of media intervention in combating drug usage among students is the third component of the issue. The media have the ability to have a big impact on spreading preventive messages and increasing awareness of the effects of drug misuse. The impact of media interventions in encouraging young people to adopt healthy behaviours is highlighted by Cohen *et al* (2019a). However, there is a need to look at the specific media tactics used in schools to prevent drug misuse and assess how well they work in lowering drug usage and improving students' attitudes and knowledge.

The need to assess the amount of drug misuse's impact on students' learning capacities, as well as the necessity to explore the role of media intervention in intervening to stop drug usage in schools, are all central to the problem statement. For the purpose of creating evidence-based practises that provide a safe and supportive learning environment for students, supporting both their academic performance and general well-being, addressing this issue is essential.

Objectives of the Study

The objectives of the study were to:

1. Determine the level of involvement of students in drug abuse,
2. Find out the extent of the impact of drug abuse on students' learning abilities, and
3. Ascertain the role of media intervention in addressing drug abuse among students

Literature Review

Theoretical Anchor

Social cognitive theory served as the foundation for this study. This idea can be traced back to Bandura (1977), who proposed that learning happens through observation of others, often known as modelling or observational learning. People learn new behaviours and viewpoints by imitating the actions and results that other people in comparable circumstances experience. According to the theory, people are more likely to engage in particular activities if they think they will be rewarded or if they witness others getting rewarded for them. In contrast, they are less likely to act in certain ways if they anticipate bad repercussions or see others dealing with them. The idea of vicarious reinforcement is essential in influencing people's decisions and behaviour.

The theory also underlines the importance of self-efficacy or people's confidence in their capacity to carry out a specific conduct. According to Bandura (1994), improving self-efficacy is essential for encouraging behaviour change. Media interventions can aid in the growth of students' sense of self-efficacy by giving them the knowledge, tools and encouragement they need to avoid abusing drugs. Media interventions can increase students' confidence in their capacity to avoid drug usage by displaying examples of people who have successfully overcome drug addiction or emphasising the availability of counselling facilities and social support.

The social cognitive theory offers a useful framework for understanding how people learn knowledge, attitudes, and behaviours through social interactions and observational learning in the context of tackling drug misuse among students, and the function of media intervention. Media interventions can act as effective venues for fostering healthy attitudes towards substance use and for modelling desirable behaviour in the context of drug misuse prevention.

The social cognitive theory emphasises the significance of presenting positive role models and highlighting the harmful effects of drug misuse in the context of media intervention. Students can observe and learn from the behaviour of characters that make wise decisions and do not abuse drugs. Also, to discourage students from engaging in such activities, media interventions might draw attention to the negative repercussions of drug misuse, such as academic deterioration, health issues, and strained relationships.

Students and Drug Abuse

The frequency and patterns of drug abuse among students has been the subject of numerous studies. Smith *et al* (2022) carried out a qualitative analysis and discovered that a variety of factors, such as peer pressure, curiosity, stress, and drug availability, had an impact on student drug abuse. According to the survey done by Johnson, Miech & Schulenberg (2018) as part of the Monitoring the Future project, marijuana, alcohol and prescription drugs are the most frequently abused substances among college students.

It is significant to remember that different student demographics may exhibit varying degrees of drug misuse. The incidence and types of drugs taken can be strongly influenced by socioeconomic circumstances, cultural influences and geographic location. Also, some student subgroups, including those with pre-existing mental health issues or those who are having trouble in the classroom, may be more prone to abusing drugs.

It is commonly known that drug usage affects students' capacity for learning. Drug usage can result in cognitive issues that hinder one's ability to pay attention, remember things, and solve problems (Johnson *et al* 2018). The structure and function of the brain can be altered by prolonged drug use, which can make it more difficult for children to focus, absorb information, and remember knowledge. According to Volkow *et al* (2020), medications can interfere with neuronal communication, affecting cognitive and learning processes.

Drug addiction is also linked to behavioural problems that make it harder for students to achieve academically. Students that use drugs frequently exhibit increased hostility, lower motivation, and poor study habits (Volkow *et al* 2020). Students have considerable challenges in realising their academic potential because of the interaction between behavioural issues and cognitive deficits.

The media provide an effective strategy for reducing drug misuse among students because it has a significant impact on how society views and behaves. To spread preventative messages and increase knowledge of the effects of drug usage, media interventions have been implemented in schools. A systematic evaluation by Cohen *et al* (2019a) showed that media interventions can significantly enhance youth health behaviours.

One way to tackle drug misuse in schools is through the use of interactive digital platforms, educational initiatives, films and public service announcements (PSAs). These programmes endeavour to educate students accurately about the dangers of drug abuse, dispel myths, and offer resources for getting support and assistance. Utilising entertaining and educational media content can give children the confidence they need to withstand peer pressure and make wise decisions.

Evaluation studies have shown how successful media interventions are at lowering student drug use. For instance, educational initiatives aimed at preventing substance misuse have produced beneficial results in terms of lowering drug usage and enhancing understanding and attitudes towards drugs (Cohen *et al* 2019a). Schools may reach a larger audience and foster a culture of support and prevention by utilising the power of the media.

Media 'Education Function' Role and Drug Abuse by Students

By utilising this function, the media can inform, educate, and raise awareness about the risks and effects of drug abuse, as well as promote preventive measures and support resources. The media play a crucial role in addressing the issue of drug abuse among students. First off, to spread information regarding drug usage, the media make use of a variety of venues, including radio, television, online platforms, and social media. This content consists of documentaries, PSAs, news pieces, and educational programmes that accurately explain how drugs affect the body and mind, the dangers of drug usage and the services that are available for treatment and support (Cohen, Babey, Saelens & Schmid, 2019b). Through these channels, the media inform students about the risks associated with drug misuse, empowering them to make wise choices and defy peer pressure.

Likewise, media efforts aim to question society expectations and beliefs about drug misuse. The media humanise the issue and dispels misconceptions by including real-life stories, testimonies, and personal experiences of those who have conquered drug addiction. The objectives of these efforts are to lessen the stigma attached to drug use, promote help-seeking behaviours and foster compassion and support for those who are battling addiction (Cohen *et al* 2019b). The media's role in disseminating this kind of educational material helps to foster a supportive environment for students who are struggling with drug usage.

Furthermore, to guarantee the validity and efficacy of educational messages, the media work in tandem with authorities, medical professionals and groups specialising in substance misuse prevention. These partnerships aid in the creation of research-based materials that reflect the most recent findings and recommended methods for avoiding student drug usage. The media improve the effectiveness and credibility of its educational efforts by combining expert information and advice (Cohen *et al* 2019b).

The media not only offer instructional material but also act as a forum for debate and discussion about drug misuse. Experts, educators, parents, and students are invited to participate in debates regarding drug abuse prevention, treatment, and recovery on talk programmes, interviews and panel discussions. These talks help people become more aware of the problem, share their ideas, and offer suggestions for successful solutions (Cohen *et al* 2019b). The media promote community involvement and supports teamwork in addressing drug misuse among adolescents by promoting these discussions.

Media 'Information Function' Role and Drug Abuse by Students

The "information function" of the media, which they employ to disseminate accurate and current information on drug abuse, their effects and the services that are available for prevention and treatment, are vital in tackling the problem of drug abuse among students.

By publishing news stories, articles and features that emphasise the most recent studies, trends and advancements in the field of drug misuse prevention and treatment, the media act as trustworthy sources of information. The media inform readers on the risks associated with drug usage, new drug trends and evidence-based preventive measures through these educative articles (Cohen *et al* 2019b). The media contribute to raising awareness and comprehension of the issue by informing the public.

The media are also crucial in dispelling urban legends and false notions about drug misuse. The media correct misunderstandings, dispel myths and imparts factual knowledge regarding the effects of medicines on the body and mind through informational material. The media contribute to the development of a better informed and educated society by correcting disinformation (Cohen *et al* 2019b).

The support networks and resources that are accessible to students who are abusing drugs, or who are seeking help, are also highlighted in the media. The media link those in need with the proper resources by disseminating information about helplines, counselling services, treatment facilities and support groups (Cohen *et al* 2019b). With this knowledge, families and kids are better equipped to take proactive measures to get the support they need.

The media use a variety of channels, such as websites, social media, and mobile applications, in addition to information dissemination, to offer interactive and user-friendly resources for students. To engage students and give them the knowledge and skills they need to avoid drug usage, online platforms frequently include quizzes, interactive tools, and instructional games (Cohen *et al* 2019b). These interactive tools are designed for the technologically aware age and help them better comprehend the dangers of drug abuse.

Moreover, in order to guarantee the veracity and legitimacy of the material presented, the media work with professionals, researchers and organisations that focus on drug misuse prevention. The media make sure that the material shared is credible, evidence-based and reflects the most recent findings and industry best practises by collaborating with respected sources (Cohen *et al* 2019b).

Media 'Entertainment Function' Role and Drug Abuse by Students

The media, in particular through their entertainment function, uses a variety of tools to address the problem of drug addiction among students, including drama, music and cinema. These entertainment mediums have the power to enthral and hold audiences' attention, making them powerful instruments for promoting awareness, offering relatable storylines, and modifying attitudes and behaviours relating to drug usage.

Informing and bringing up awareness about drug addiction among students is largely accomplished through films and documentaries. They demonstrate the physical, psychological, and social ramifications of drug misuse on individuals and their communities in realistic portrayals. Films offer a potent medium to engage and emotionally connect with the audience by portraying these storylines, fostering a sense of empathy and understanding (Bilal, 2021).

Guanah, Leader & Onochie (2023) claim that the movie effectively informs, amuses, and teaches in a universal language that everyone understands, similar to the conventional media. This is so because it combines its written content with audio-visual works of art that employ storytelling techniques to electromagnetically capture human and animal characters, along with acting that practically explains and interprets messages more easily than conventional media, whose audience is primarily literate. Both literate and illiterate people can easily understand the messages that are conveyed through films. Furthermore, films in particular provide educational insights by exposing real-life experiences of people impacted by drug usage, illuminating the difficulties they face and the ways in which they can find sobriety (Bilal, 2021; Votaw, 2020).

The topic of drug use among students is also addressed through music. The hazards and effects of drug usage have been discussed in songs written by musicians and other artists using their platform. Artists can captivate listeners' attention, elicit strong emotions, and express important information through music. Songs can spread messages about drug abuse's harmful effects while also encouraging wholesome living. These songs are an outlet for artistic expression and have the power to change the attitudes and actions of listeners (Bilal, 2021; Votaw, 2020).

Drama, such as stage plays and theatrical productions, provides a singular chance to investigate the complexity of drug usage and its effects on both individuals and communities. Dramatic performances may convey compelling stories that captivate audiences, question social norms and increase awareness of the problem. Theatre companies can illustrate the difficulties experienced by people who take drugs, the effects on their relationships and academic endeavours, and the significance of obtaining assistance through live plays (Votaw, 2020). Drama enables a direct, immersive experience that can elicit powerful emotional reactions and motivate behaviour.

By offering sympathetic and appealing narratives, these types of entertainment can shift society views on drug misuse. They provide a forum for audiences to contemplate the effects of drug usage, empathise with those who are afflicted, and weigh the significance of preventive and intervention activities (Votaw, 2020). The media can use the power of entertainment to inform, educate, and involve students in important dialogues regarding drug addiction by incorporating factual facts and working with specialists in drug abuse prevention. The media through movies, music, and drama can successfully address the issue of drug addiction among students and contribute to good behavioural change by utilising captivating storytelling techniques, powerful imagery, and relatable characters.

Empirical Review

The prevalence and trends of drug abuse among students have been investigated in a number of quantitative researches. Using information from the Monitoring the Future project, Johnson, Miech & Schulenberg (2018) performed a comprehensive national poll that included people between the ages of 19 and 55 and college students. According to the survey, marijuana is the illicit drug that college students use the most frequently, followed by alcohol and prescription medications. The results shed light on the high rates of drug use among college students and offer insightful information about the particular drugs used.

In a different study, Brown, Wood, Loughlin & Hissong (2019) looked at the relationship between drug use and academic achievement among high school students. A sample of high school pupils was given self-report questionnaire by the researchers, who then gathered data on drug usage and academic performance. The findings showed a significant inverse relationship between drug use and academic achievement, with drug-using kids showing worse grades and increased rates of dropping out of school.

Deeper understanding of the viewpoints and experiences of drug-using students has been gained through qualitative research. To comprehend the fundamental causes of drug usage among students, Smith *et al* (2022) carried out a qualitative analysis. The researchers identified peer pressure, stress, curiosity, and accessibility of drugs as the main factors influencing drug addiction through in-depth interviews with a varied sample of students. The study emphasised the complexity of drug usage and the significance of taking into account each person's unique experiences and environmental circumstances.

Similar to this, Miller, Foster, Anderson & Klotz (2021) talked with college students in focus groups to find out how they saw drug addiction, and how it affected their academic performance. The research found that students believed drug usage had a negative impact on both their academic success and general well-being. They claimed to have trouble focusing, remembering information, and efficiently managing their time. The study stressed the detrimental effects of drug misuse on learning capacities and offered insightful information from the viewpoints of the students.

Methodology

For this investigation, a quantitative survey approach was used. To assure the representation of students and teachers from diverse secondary schools in Delta State, the study used a stratified random selection technique. The first stratification of schools was based on the 25 local government areas and the three senatorial zones of Delta State (Central, South & North). Six secondary public schools and six secondary private schools were chosen at random from each stratum. A total of 540 pupils and 60 teachers from the chosen schools (50 students and 5 teachers each school) were chosen at random to take part in the study. The sample size was 234 people. Using the table created by Krejcie & Morgan (1970) to calculate the sample size for a finite population, it was determined to have a 95 percent confidence level and a 5 percent sampling error. This was done to make sure the findings were adequately represented and generalisable.

To gather quantitative data, 234 copies of a structured questionnaire were administered. The questionnaire asked on the prevalence of drug abuse, the types of drugs used, the frequency of drug use, the effects of drug use on students' ability to learn, the causes of drug misuse, and the role of the media in reducing illicit drug usage. The questionnaire was created using instruments that had been shown effective in prior research investigations (Smith *et al* 2022). To encourage truthful responses, the data were gathered anonymously. Tables, frequencies and percentages were used to assess the survey results.

In order to guarantee the preservation of participants' rights and welfare, ethical permission from the administrations of the various secondary schools was requested. All participants provided their informed consent and their confidentiality and anonymity were maintained throughout the study. Anytime without penalty, participants had the right to leave the study. The study complied with the moral standards set forth in the APA's Code of Conduct and Ethical Principles for Psychologists. Only 215 of the 234 copies of the questionnaire that were administered to the respondents were retrieved and determined to be useful for this research.

Data Presentation and Analysis

Table 1: Level of involvement of Students in Drug Abuse

Responses	Frequency	%
Very high	88	40.93
High	41	19.07
Undecided	9	4.19
Low	58	26.97
Very low	19	8.84
Total	**215**	**100**

KEYS: Very high- 90% - 100%; High- 89% - 70%; Undecided - 50% - 69%; Low- 40% - 49%; Very Low- 1% - 39%.

The interpretation of the data on table 1 is that the level of involvement of students in drug abuse is high.

Table 2: Extent to which Drug Abuse has impacted Students' Learning Abilities

Responses	Frequency	%
To a great extent	86	40
To a minimal extent	74	34.42
Difficult to say	6	2.79
To a little extent	27	12.56
To a very little extent	22	10.23
Total	**215**	**100**

KEYS: To a great extent- 90% - 100%; To a minimal extent- 89% - 70%; Difficult to say- 50% - 69%; To a little extent- 40% - 49%; To a very little extent- 1% - 39%.

The data from Table 2 indicate that drug abuse has great impact students' learning abilities.

Table 3: Mass Media Intervention in addressing Drug Abuse among Students

Responses	Frequency	%
Educational campaigns	52	24.19
Documentaries	27	12.56
Public service announcements	20	9.30
Raising awareness	42	19.53
Influencing attitudes	25	11.63
News Reports	27	12.56
Promoting preventive measures	22	10.23
Total	**215**	**100**

Table 3 outlines some of the means through the mass media can intervene in curbing drug abuse among students.

Discussion of Findings

The first finding of the study is that the level of involvement of Delta State Secondary school students in drug abuse is high. This data agrees with that of the World Health

Organisation (2017), which discovered that drug use was 14.3% prevalent worldwide among teenagers between the ages of 15 and 16. The study also discovered that the Americas (21.2%), followed by Europe (19.6%) and Africa (15.9%) had the highest frequency of drug usage. According to a 2019 study by the National Institute of Mental Health and Neurosciences in India (2019), 6.7% of teenagers aged 13 to 17 in that country take drugs regularly.

These studies indicated that there is widespread drug usage among students in several nations. This is a serious issue because drug use can affect students' cognitive function, which can lead to decreased academic performance, increased risk of dropping out of school, increased risk of health issues like addiction, overdose and mental health issues and increased risk of criminal behaviour.

Another finding is that drug misuse has a significant negative effect on students' capacity for learning. Drug usage among teenagers and college students, according to Recovery First (2022), has a negative impact on academic achievement. The short- and long-term cognitive impacts of drug usage are more pronounced in young people and the social and emotional fallout increases the risk factors for academic difficulties. According to a study done in Nigeria (Oluwatosin & Oladepo, 2016), drug usage among secondary school pupils has increased exam failure rates and the dropout rate from school as a result of memory impairment. According to the study's findings, substance abuse and secondary school pupils' academic performance are positively correlated.

According to another American study (National Institute on Drug Abuse, 2014a), students who use drugs had lower grades and are more likely to drop out of school than students who do not use drugs. The study also discovered a link between drug usage and a higher likelihood of mental health issues. Drug use is linked to subpar academic performance, according to a systematic evaluation of 13 studies carried out in various countries (Hibell, Guttormsson, Ahlström, Balakireva, Bjarnason, Kokkevi & Kraus, 2012). The review also discovered that social competency and social influence techniques combined with school-based interventions have demonstrated protective benefits against drug and cannabis use.

According to research conducted by the National Institute on Drug Abuse (2019), drug usage can affect cognitive function, which can lower academic achievement. According to the study, drug users were more likely to have poorer grades, leave school early and find themselves unemployed. A study by the Substance Abuse and Mental Health Services Administration (2019) found that drug abuse can increase the risk of mental health issues like depression and anxiety, and that these issues can make it difficult for students to learn and concentrate.

A study by the World Health Organisation (2020) also found that drug abuse can negatively impact students' learning abilities. Students who experience these health issues may find it challenging to go to class and study. Apart from the detrimental effects that drugs have on students' ability to learn, Guanah (2021) says that most adolescents engage in criminal activity after using illegal drugs; he names the usage of illegal drugs and prohibited substances as contributors to insecurity in Nigeria. He notes that when people are high on drugs like Gadazi, Zakami, lizard pooh, comorado, codeine, cocaine, heroin, speed, AZT, ecstasy, royfenol, fentanyl, meth, oxy, marijuana, toothpaste and dry lemon grass, they feel 'high' and merciless, and are capable of doing anything.

At present, Sierra Leone is plagued with "Kush," a mystery zombie medication laced with human bones. According to Osman (2024), the addiction is so strong that users become hooked after one hit and spiral into self-destruction. ‘kusk’ is made up of ground-up human bones as one of the drug’s cocktail of ingredients. Drug dealers are accused of breaking into cemetery tombs to take skeletons for the drug production (Channel 4 News, 2024). As Degleh states in Google.com (2024), “Kush is a very dangerous drug like heroin or cocaine, it's strong, cheap ... is the leading cause of the widespread use of drugs” (p. 2).

This study also demonstrated the importance of the media in preventing and combating student drug misuse. This result supports a study from the National Institute on Drug Abuse (2014b) that indicated media campaigns can be successful in lowering drug use among young people. The study indicated that compared to students who were not exposed, those who received at least 60% of the intervention had significantly lower rates of use of alcohol, marijuana, cigarettes and other drugs.

Similarly, another study carried out by the European Monitoring Centre for Drugs and Drug Addiction (2013) indicates that mass media campaigns can be effective in preventing drug use among young people. However, policymakers and practitioners have debated the effectiveness of such campaigns in reducing drug use among young people and there is a possibility that they may be counter-productive.

A useful technique for preventing drug misuse among students is media intervention. Students can be taught about the risks of drug abuse, given coping mechanisms for stress and peer pressure, and encouraged to adopt positive attitudes towards healthy living through media intervention. It is crucial to remember that media manipulation is not a panacea. Along with other prevention tactics like parental involvement, school-based programmes and community-based initiatives, media intervention should be implemented.

Conclusion

It has been established that drug misuse among students has a major impact on both their academic performance and general wellbeing. This study sought to quantify the extent of student drug use, assess how it affects academic performance, and explore the potential for media intervention to solve this problem. A thorough assessment of the literature and empirical data led to the discovery of several important conclusions.

Numerous researches have shown that drug addiction is common among students (Johnson *et al* 2018; Smith *et al* 2022). The most often abused substances are marijuana, alcohol and prescription medications; peer pressure, stress and accessibility all play a role in students abusing drugs. These results highlighted the necessity of preventative approaches and focused treatments to address the underlying causes and risk factors of drug misuse.

Various studies have shown how drug usage affects students' capacity for learning. According to Johnson *et al* (2018), drug misuse can cause cognitive impairments such as attention difficulties, memory issues and a decline in problem-solving abilities. Additionally, students who take drugs frequently exhibit behavioural problems such increased hostility, lower motivation and poor study habits (Volkow *et al* 2020; Miller *et al* 2021). These difficulties impair pupils' academic achievement and prevent them from realising their full potential.

Given the detrimental effects that drug misuse has on students' capacity to learn, media intervention in preventive efforts becomes essential. Media interventions, such as educational campaigns, films and PSAs, have shown promise in promoting prevention messaging and increasing awareness of drug usage (Cohen *et al* 2019b). Schools may convey factual information, dispel common misconceptions about drug usage, and offer resources for getting care by utilising the power of the media. These interventions may help students develop positive attitudes, gain the knowledge and skills necessary to make wise decisions and fend off peer pressure.

Recommendations

Based on the findings and the objectives of the study, the following recommendations are provided:

1. **Strengthen Substance Abuse Prevention Programmes**: Educational institutions should prioritise the development and implementation of comprehensive substance abuse prevention Programmes. These Programmes should incorporate evidence-based strategies that address risk factors, provide accurate information about drug abuse, and promote healthy coping mechanisms and decision-making skills (Substance Abuse and Mental Health Services Administration- SAMHSA, 2020). By investing in prevention efforts, schools can create a supportive environment that discourages drug abuse and empowers students to make informed choices.
2. **Collaborate with Media Outlets:** Educational institutions should establish partnerships with media outlets, including television, radio, and online platforms, to disseminate targeted and engaging prevention messages. Media outlets can contribute by broadcasting educational Programmes, documentaries and public service announcements that raise awareness about the consequences of drug abuse and promote help-seeking behaviours. Collaborating with media outlets ensures a wider reach and impact, effectively utilising the influence of media in shaping attitudes and behaviours (Cohen *et al* 2019b).
3. **Engage Peer Educators**: Students can play a significant role in disseminating prevention messages and influencing their peers' attitudes and behaviours. Implementing peer education Programmes, where trained students serve as peer educators, can enhance the effectiveness of prevention efforts. Peer educators can deliver presentations, lead discussions and organise interactive activities to educate their peers about the risks of drug abuse and the benefits of making healthy choices. Peer-led initiatives have been found to be effective in creating a positive impact among student populations (Brown *et al* 2019).

4. **Enhance Access to Counseling and Support Services**: Educational institutions should ensure the availability of counseling services and support systems for students struggling with drug abuse or its consequences. Schools can establish on-campus counseling centers staffed by trained professionals who can provide guidance, support and referrals for further treatment if necessary. Additionally, collaborations with local community organisations and treatment centers can ensure a comprehensive network of resources to address the needs of affected students.

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Perception of *BET9JA* Facebook Pop-Up Advertisements among University Students in Delta State

Bosede Rita Abamba, PhD
Department of Mass Communication
College of Management and Social Sciences
Novena University, Ogume, Delta State, Nigeria
abambarita06@gmail.com

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BAbstract

The study focused on the perception of *Bet9ja* Facebook pop-up advertisements among university students in Delta State. Survey research design was adopted while Meyer's sample size determination formula was used to draw a sample size of 381 from a total population of 37,325 registered students of the select universities. Findings showed that the students are exposed to *Bet9ja* Facebook pop- up advertisements and their perception of the sports betting advertisements on Facebook is negative. They see it as being capable of influencing sports betting- related negative attitudes in young people, reinforcing gambling tendencies and prematurely exposing young people to advertising. The researcher recommended that advertisers and content creators of sports betting advertisements need to model their messages in ways that will not reinforce the negative tendencies of sports betting. More so, advertising bodies and social media handlers should monitor sports betting pop up advertisements on Facebook, putting into consideration the ages of the target audience.

Keywords: Perception, Sports Betting, Bet9ja, Facebook, Pop- up Advertisements, University Students

Introduction

A retrospect into many years ago saw sports betting as a taboo in the country. Fasanya (2018) recalled that for decades, Nigerians have not been positively disposed to sports betting because of their preexisting belief and values. Overtime, sports betting have been viewed with misgivings, being associated with gambling which have been described as harmful societal maladies resulting in addiction disorders and mental health issues; where people lose money to the point of falling into debts and consequently affecting their relationships with others. Kidd (2023) argued that since official lifting of ban on single–game sports in 2021 He observed that all professional sports leagues are full fledge supporters of betting and are official sports betting partners who even pay to advertise betting companies. He pointed out that even the small – print reminders to bet "responsibly" emphasise the message that sports have primarily become a tool for gambling. According to the Australian Gambling Research Centre, research into the advertising of other harmful products has shown that advertising has a tendency of raising uptake and consumption and the adolescent starter markets are often the target. This suggests that instead of providing opportunities for children and young people to take part in sports, there is a highly publicised sports betting industry that is diluting the meaning of sports. As explained by Kidd (2023), youth under the age of 18 make up a significant audience of sports in television, hence being target for sports betting advertisements. With time, sports betting has become more and more popular, as seen by the rise in both the number of bettors and the amount of social media advertisements for sports betting. According to Njemanze, Nwokporo, Agha & Wosu (2020), the nation's access to knowledge, practice and sports betting platform has improved due to improvements in information and communication technology (ICT). According to other studies (Hing, Chemey, Blaszcznski, Gainsbury & Lubman, 2014a, 2015; Sproston, Hanley, Brook, Hing & Gainsbury, 2015), watching sports betting advertisements is linked to a higher need to gamble in low-risk, moderate, and problem gamblers. Some, however, gave thought to the socioeconomic effects on society.

Incidentally, on a daily basis, social media advertisers target young people with different pop- ads popular mobile betting apps such as 1Xbet, 22Bet, Frapapa, Betway, PariMatch Nigeria, Mozzart, NairaBet, MerryBet, BetKing, KonfanBet and betBonanza.. The presentation of wagering advertisements on the broadcast media have in recent times become widespread, especially during televised sporting events, probably due to sports betting popularity and the large audiences drawn to live sporting events (Killick & Griffiths, 2020).

Facebook is a rapidly growing social networking site that millions of users, young and old, use every day. This could help to explain why marketers and advertisers prefer to have their products on display to draw in customers. According to Uddin & Razu (2019), social media have allowed youth organisations to create online communities and people are using social media, especially Facebook, to communicate with one another without having to schedule in person. Faldu (2020) asserts that Facebook continues to dominate the social media advertising space by a significant margin, even in the face of fierce competition from other social media platforms (such as Twitter and YouTube). According to him, Facebook offers marketing and advertising prospects unlike any other because millions of people check in every day and new users join the site on a regular basis.

Giril (2015) cites Brown (2009) as saying that Facebook makes it easier for people to interact and share thoughts and experiences around the world. "Web-based which brings different people together on a virtual platform and ensures a deeper social interaction, stronger community and project implementation" is how the social media platform is described. Facebook has become popularised because of its networking ability that enable people to share their ideas, experiences and perspectives and communicate with each other.

Facebook helps service providers and manufacturers connect with consumers who fit into particular age and interest groups. One cannot dispute that young people are Facebook's primary users (Su, 2010). As a result, Facebook is turning into a profitable platform for youth group advertising. It should be noted that Bet9ja is one of the many pop-up advertisements that appear on Facebook every day. Football, basketball, tennis, soccer and casino games are just a few of the many betting options available on the well-known online betting site Bet9ja. According to studies, the Bet9ja Mobile version offers one of the most amazing features available in Nigeria, which is a well-known sports book and casino platform that has established itself in the virtual gambling industry. With the approval of Bet9ja from the National Lottery Regulatory Commission, installing and taking part in beloved sports events is now authorised and secure.

A growing number of people, both young and old, support sports betting, especially now that it is legal. Some have examined it from the perspective of a boost to the economy and business. Some claim that the game is now more entertaining to watch because of sports betting. According to research from the Centre for Public Opinion at Umass Lowell, Americans are in favour of legalising sports betting. It, therefore, became necessary to find out the perception of University students in Delta state towards Bet9ja pop-up advertisement on Facebook.

Statement of the Problem

The fact that a significant percentage of audience for sports are young people suggest the likelihood of an increased number of youth engaging in sports betting and the social media is seen to be the propeller, with facebook taking the lead as the best social media advertising platform (Kidd, 2023; Faldu, 2020). According to other studies (Hing, Chemey, Blaszcznski, Gainsbury & Lubman, 2014a, 2015; Sproston, Hanley, Brook, Hing & Gainsbury, 2015), watching sports betting advertisements is linked to a higher urge to gamble in low-risk, moderate and problem gamblers. Advertising related to sports betting and opinions regarding sports betting have been linked, according to qualitative research. Killick & Griffiths (2020) aver that advertising for sports betting appears to affect people's attitudes towards gambling by normalising adult, young people and kids perceptions of sports betting. They further added that, young people are easily exposed to advertising related to sports betting. Meanwhile, some have examined sports betting advertising from the standpoint of the socio-economic advantages it brings, particularly to small and medium-sized enterprises.

As online sports betting advertisements become more popular and prevalent on social media, more study is being done to analyse the substance of these advertisements. However, there is a dearth of literature evaluating the opinions of young university students regarding these advertisements. This necessitated this study- to find out the perception of facebook pop- up advertisement of *Bet9ja* among university students in Delta state.

Objectives of the Study

The objectives of the study were to:

1. Determine the extent to which University Students in Delta state access Facebook.
2. Ascertain the extent to which students are exposed to *Bet9ja* pop-up advertisement on Facebook.
3. Find out the students perception of *Bet9ja* pop-up advertisement on Facebook.
4. Ascertain if the *Bet9ja* pop- up advertisement on Facebook influence students' patronage of the sports betting game.

Review of Related Literature

Fasanya (2015) examined Social Media Messages and Audience Perception of Sports Betting. The study was carried out to find out the audience perception of the social acceptability of sport betting. The study discovered how sports betting companies use social media to alter audience perceptions of sports betting, including the messages that are spread. In order to adequately address the research issue, an online survey and content analysis were conducted. The purpose of the online survey was to find out how the audience felt about the sport betting providers' social media communications. Two sports bettors and 146 followers made up a representative sample. While Facebook and Twitter posts from sports betting companies were examined to look into the topics of messages disseminated on the network.

The themes of messaging published by sports betting companies included betting content, which might be interpreted as a means of normalising betting, according to the findings. One important result is that bookmakers have been able to use social media platforms to counteract the unfavourable image of sports betting by disseminating content that encourages followers and persuades them to bet, even in spite of their preconceived notions about the activity. Based on the survey's results, it was concluded that sports betting companies view social media as a tool because it allows them to disseminate information without being governed by a regulatory body. Thus, this study suggested that information shared by sport betting operators on social media platforms be regulated just as it is done in advertisement of all forms.

Similarly, Killick & Griffiths (2020) showed that various inducements, such as higher odds and "request-a-bet" incentives, were thought to boost feelings of control and lower perceptions of danger, which occasionally led to rash bets. The participants felt that social media marketing was obtrusive and that the regularity of advertisements for gambling led to the normalisation of betting. In order to minimise the harm associated with gambling, the study made clear the necessity for more investigation into the effectiveness of the UK's present advertising rules.

In the same vein, Njemanze, Nwokporo, Agha & Nwosu (2020) discovered that sports betting is perceived negatively. The study also discovered that sports betting has a detrimental impact on the socioeconomic conditions of young people in Ibadan North-East. As a result, it was suggested that suitable social regulations and guidelines for responsible gaming be implemented in order to control the growth and operation of sports betting in Nigeria. The report also suggested that public education and sensitisation campaigns be used by the government and other civil society organisations to inform the general public about the dangers of sports betting.

According to research by Akpan, Nwankpa, & Agu (2015), most respondents who view Facebook advertisement believe that they are aimed at young people. The results also showed that with 54.8% of respondents purchasing the products offered on Facebook and 45.2% not purchasing them, there was no statistically significant difference between the two groups. This necessitates more focused efforts from advertising agencies and sponsors to enhance the attractiveness and catchiness of Facebook advertisements while including all the information required to encourage more people to purchase the promoted goods.

Faldu (2020) says, these results will assist marketers in creating visually appealing advertisements that align with respondents' purchasing habits. When targeting students in Gujarat State, it was advised that organisations take into account the possibility that their current Facebook advertising techniques may only have a limited impact. As a result, they should be ready to modify their Facebook advertising tactics as necessary. Online advertisements, particularly pop-up advertising, are seen by social media users as obtrusive and ineffectual, according to research by Wang, Xu, Ampiah & Wang (2014). The study also showed that because social media users have developed a bad opinion of pop-up advertisements, they have minimal effect on their purchasing behaviour. It was suggested, among other things, that advertisers create less obtrusive and more user-friendly pop-up advertisements in light of the study's findings.

Uddin & Razu (2019) examined five key elements that affected the purchasing decisions of youth groups in two nations about goods and services that were marketed on Facebook. These results showed that Facebook advertising had a favourable impact on both countries' purchasing patterns. The ramifications of creating successful Facebook advertisements for retail brand managers were also covered in the report. The research team has considered young customers in Bangladesh and Turkey who use Facebook in particular and have a variety of demographic and socioeconomic characteristics.

Christopher & Giri (2015) showed that Facebook advertisements had a major impact on students' purchasing decisions. Among this category, Facebook was the most popular website, followed by Twitter and LinkedIn was the least. Additionally, it was shown that Facebook's overall usability and capacity for a wide range of jobs are what made the social networking site the most popular choice.

Theoretical Framework

This study is anchored on perception and theory of reasoned action.

Perception Theory

Perception is the process of interpreting sensory input by constructing meaning for what one sees, feels, touches and hears based on one's personal background of experience (Defleur & Defleur, 2010). People make meaning out of situations based on their previous experiences. Herman Von Helmholz did the initial background on sensory perception in 1860s. He argued that human beings make sense out of physical stimuli through inference. Man can then, decide what the object or issue is, in a meaningful sense.

The theory was later developed further by some German Psychologists who developed a set of insight into the process of perception known as the "Gestalt Principles." Their basic concerns were how we interpret sensory impressions of physical objects and relationships in terms of patterns, which were limited to physical rather than social situations. Later, the idea of mental processes which relates to selective exposure, perception and retention came to be (Defleur & Defleur, 2010). Perception plays a very significant role in the communication process because it determines how the messages are interpreted, and whether the process ends up a success or a failure (Amodu, 2016). Yolanda (2018) says perception is a way to recognise and interpret information we have gathered through our senses. Perception theory is apt for this study because it x-rays novena university undergraduate students' perceived notion of facebook pop- up advertisement of Bet9ja

Theory of Reasoned Action

The theory of reasoned action (TRA) aims to explain the relationship between attitudes and behaviours within human action. It is mainly used to predict how individuals will behave based on their pre- existing attitudes and behavioural intentions. The theory was developed by Martin Fishbein and Icek Ajzen in 1975. According to the theory, an individual's behaviour is dictated by their intention to carry out the behaviour, which is based on their attitude towards the behaviour and subjective norms (Fishbein & Ajzen, 1975).

This is typically used to indicate that someone believes that a certain action or activity will have an effect. The four pillars of the theory of reasoned action are behaviour, intention to act, attitudes, subjective norms and outside factors. These elements are important to consider when assessing the influence of attitude on behaviour. When looking at the study topic, "perception of Novena University Undergraduate students to Bet9ja pop-up advertisement on Facebook," it is clear that perception is the initial step in the message reception process. But, since action must be taken after receiving the message, this theory is relevant to the current investigation.

Methodology

The research design adopted for the study is survey. The population of this study is 37,325 undergraduate students of Federal University of Petroleum Resources, Effurun, Delta State University, Abraka and Edwin Clark University, Kaigbodi. FUPRE accounted for 12,100 students, DELSU had 22,000 students while Edwin Clark, 3225 students. Meyer’s sample size determination formula was used to draw a sample size of 381 students from the population of study. On this basis, 381 copies of questionnaire were administered to the students but only 370 copies were returned. Multi-stage sampling technique was used for this study. The first stage involves the selection of one university each from a list of federal, state and private universities in the state. The second stage was the proportionate stratified sampling which includes the determination of the size based on the proportions in the population. The technique was employed because, as Wilmer & Dominick (2006, p. 96) state, proportionate stratified sampling techniques gives each person in the population equal chance of being selected. Two Faculties were randomly s\elected from each of the selected universities. Thereafter, four departments were randomly picked from each of the departments under study.

Data Pesentation and Analysis

Table 1: Extent of Access to Facebook Account

Variables	Frequency	Percentage (%)
Very high	305	82.4
High	45	12.2
Undecided	0	0
Low	11	3.0
Very low	9	2.4
Total	**370**	**100**

Table 1 looks at the extent to which respondents access Facebook account. Data in the table show that majority of the respondents, 305(82.4%) access Facebook to a very high extent.

Table 2: Exposure to *Bet9ja* Pop-Up Advertisement on Facebook

Variables	Frequency	Percentage (%)
Strongly agree	289	78.1
Agree	58	15.7
Undecided	4	1.1

Disagree	12	3.2
Strongly disagree	7	1.9
Total	**370**	**100**

The question in table 2 was designed to ascertain respondents' exposure to *Bet9ja* pop-up advertisement on Facebook. Data reveal that majority of the respondents, 289(78.1%) strongly confirmed their exposure to *Bet9ja* Pop-Up Advertisement on Facebook.

Table 3: Perception of *Bet9ja* Pop- Up Advertisement on Facebook

Variable	Frequency	Percentage (%)
Bet9ja Facebook pop- up ads are informative and educative	**15**	**4.1**
Bet9ja Facebook pop- up ads are interesting and entertaining	**22**	**5.9**
Bet9ja Facebook ads has socio- economic benefits	**45**	**12.2**
Bet9ja Facebook pop- up ads reinforces gambling tendencies in young people	**69**	**18.6**
Bet9ja Facebook pop –up ads prematurely exposes young people to advertising	**51**	**13.8**
Bet9ja Facebook pop-up ads influences sports betting-related negative attitudes in young people	**168**	**45.4**
Total	**370**	**100**

The data in table 3 reveal that majority of the respondents, 168 representing 45.4 percent of the total respondents are of the view that *Bet9ja* Facebook pop-up advertisements influence sports betting- related negative attitudes in young people, another 18.6 and 13.8 percent believes that *Bet9ja* Facebook pop- up ads reinforces gambling tendencies in young people and prematurely exposes young people to advertising.

Table 4: Facebook Pop-Up Advertisement of *Bet9ja* Influence on Patronage

Variable	Frequency	Percentage (%)
Yes	142	38.4
No	208	56.2
Undecided	20	5.4
Total	**370**	**100**

The data in table 4 reveal that majority of the respondents, 208 representing 56.2 percent of the total respondents opined that *Bet9ja* Facebook pop-up advertisements did not influence their patronage of the game. While 142 (38.4%) revealed that *Bet9ja* Facebook pop-up advertisements influenced them to the point of patronage. The remaining 20 (5.4%) were undecided.

Discussion of Findings

The findings showed that the participants use Facebook more. This supports Faldu's (2020) claim that millions of people use Facebook on a daily basis. Uddin & Razu (2019) claim that social media have created online communities for youth organisations and that people are using social media, especially Facebook, to communicate with one another without having to make in-person appointments. Data in table 2 provide evidence to the fact that majority of the respondents are exposed to *Bet9ja* pop-up advertisement on Facebook. This is a pointer to the findings of Njemanze, Nwokporo, Agha & Nwosu (2020). They emphasised how information and communication technology (ICT) developments have improved the nation's access to practice, knowledge and sports betting platforms. Faldu (2020) asserts that Facebook continues to dominate the social media advertising space by a significant margin, even in the face of fierce competition from other social media platforms (such as Twitter and YouTube).

Su (2010) asserts that it is impossible to dispute the fact that young people use Facebook the most. As a result, Facebook is turning into a profitable platform for youth group advertising. Findings revealed that a large percentage of young adults and university students, especially are of the view that *Bet9ja* Facebook pop-up advertisement influence sports betting- related negative attitudes in young people; they believe that *Bet9ja* Facebook pop-up advertisements reinforce gambling tendencies in young people and prematurely exposes young people to advertising. This finding is in tandem with the result of Kidd (2023). He argued that gambling is strangling the beauty of sports and that since the official lifting of ban on single –game sports in 2021, watching sports on TV has felt like being in a casino. He underlined that all professional sports leagues currently endorse betting to the extent of being recognised as official partners in sports betting and have paid to promote bookmakers. He emphasised that the idea that sports have mostly evolved into a platform for gambling is reinforced even by the tiny print warnings to wager "responsibly." According to this line of reasoning, Hing, Chemey, Blaszcznski, Gainsbury & Lubman, 2014a, 2015; Sproston, Hanley, Brook, Hing & Gainsbury, 2015, hinted that seeing advertisements for sports betting is linked to a higher urge to gamble among problem, moderate, and low-risk gamblers. They connected views towards sports betting with advertising related to sports betting. It is believed that, sports betting advertising appears to affect gambling attitudes by normalizing adult opinions of sports betting (Killick & Griffiths, 2020).

Data found in the study showed that even though majority of the respondents opined that *Bet9ja* Facebook pop-up ads did not influence their patronage of the game, a considerable percentage revealed that *Bet9ja* Facebook pop-up ads influenced them to the point of patronage. While Faldu (2020) affirmed that advertising in social media like Facebook does influence student’s purchase behavior as students are more users of social media these days and they tend to notice ads placed on FB. According to him, students are influenced by reasonably priced products like t-shirts and watches and there is credibility among students regarding a well-placed attractive ad which motivates them to buy. On their part, Akpan & Nwankpa (2019) opined that Facebook advertisement do not influence students’ patronage. This was deduced from the fact that, despite exposure to Facebook advertising, there is no significant margin between students’ patronage of products and those who do not.

Conclusion and Recommendations

Social media, especially Facebook has changed the trend of sports betting in Nigeria. The quest for technologically driven facilities explains why young people are the target for advertisers. Meanwhile the popularity trend of *Bet9ja* as an online sports betting platform in Nigeria has attracted many youth. However, this has so far been negatively perceived by these young students because of its addictive tendencies. This perhaps explains why its continuous advertisement has not recorded the much needed result- which is to ensure patronage. Based on the findings of this study, the following recommendations are made:

1. Facebook pop-up advertisements should be target oriented.
2. Messages of Facebook pop-up advertisement should be creatively developed to be catchy and captivating.
3. Advertisers and content creators of sport betting ads should model their messages in ways that will not reinforce the negative tendencies of sports betting.
4. Advertising bodies and social media handlers should monitor sports betting pop-up advertisements putting into consideration the ages of the target audience.
5. Societal acceptability should be considered when developing sports betting advertisement on social media.

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Failure knocks at the Door of a Manager that fails to Plan in an Organisation

Mary Oziofu Asemah[1] & Samuel O. Ajagun, PhD[2]

[1] Department of Public Administration
Glorious Vision University
Ogwa, Edo State, Nigeria

[2] Department of Public Administration
Ambrose Alli University
Ekpoma, Edo State, Nigeria

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Abstract

In the complex and dynamic world of business, effective planning plays a critical role in the success of any managerial endeavour. However, some managers mistakenly believe that planning is a time-consuming and unnecessary task, often leading to disastrous consequences. This seminar paper explores the reasons failure inevitably knocks at the door of a manager who refuses to plan. The paper adopted library research method using books and online materials to gather materials. The review showed that poor planning can have negative impact on an organisation.

Keywords: Planning, Manager, Failure Organisation, Goals

Introduction

Planning is very important in every organisation. There is the saying that "he who fails to plan is alreadyplanning to fail." When you do not put things in placein an organisation, you are not likely to achieve your aims and objectives. It behoves on organisation to always make arrangement for the future. It involves the establishment of objectives, evaluation and selection of the policies, strategies, tactics and actions required to achieve the objectives of the enterprise. Planning is thus, a rational approach to pre-selected objectives (Igbinosa, 2002).

Omuta & Onokerhoraye (1994) maintain that planning may be viewed as a highly discipline and formalised activity through which an organisation andsociety induce change in themselves. Alden & Morgan, cited in Igbinosa (2002) point out that planning involves the application of scientific knowledge in order to solve problems and achieve thegoals of organised socio-economic systems. Planningsimply involves making arrangement for the future. When we say planning, we mean the process ofmaking arrangement for what you want to do tomorrow; it involves taking decisions on what needs to be done, when it is expected to be done and how the objectives will be achieved. This shows that organisations must be able to make arrangement for tomorrow so that they will be able to achieve their aims and objectives.

Conceptual Clarification of Planning

Planning is a systematic process of defining goals, identifying actions and designing strategies to achieve those goals. It involves determining the desired future state, analysing the current situation and developing a roadmap or action plan to bridge the gap between the present and the desired future.

In the context of management, planning is a fundamental function that enables individuals, teams and organisations to set objectives, allocate resources and make informed decisions. It provides a framework for making choices and guides the allocation of time, money and effort towards the most critical activities. The process of planning typically involves the following steps:

a. **Defining Goals and Objectives**: Clearly identify what needs to be achieved. Goals should be specific, measurable, attainable, relevant and time-bound (SMART).

b. **Assessing the Current Situation**: Gather information about the current state of affairs, including strengths, weaknesses, opportunities and threats. Conduct a thorough analysis of internal and external factors that may influence the planning process.

c. **Generating Alternative Courses of Action**: Brainstorm and explore different options or strategies to achieve the desired goals. Consider the pros and cons of each alternative.

d. **Evaluating Alternatives**: Assess the feasibility, effectiveness and potential risks associated with each alternative. Consider the available resources, constraints and potential outcomes.

e. **Selecting the Best Course of Action**: Based on the evaluation, choose the most suitable alternative that aligns with the goals and objectives.

f. **Developing an Action Plan**: Outline the specific steps, tasks, timelines and responsibilities required to execute the chosen course of action. Break down the plan into manageable milestones or checkpoints.

g. **Implementing the Plan**: Put the action plan into motion by allocating resources, communicating expectations and assigning responsibilities. Monitor the progress and make adjustments as necessary.

h. **Evaluating and Reviewing**: Regularly assess the progress and outcomes of the plan. Evaluate the effectiveness of the strategies and identify opportunities for improvement. Adjust the plan if needed.

Methodology

The researcher adopted library research method in this study. In this study, no form of empirical method of data collection adopted; the researcher did a comprehensive review of secondary from books and internet to get the needed data for this study.

Importance of Planning in Achieving Organisational Goals

Planning plays a vital role in achieving organisational goals. It provides a roadmap for success by defining objectives, outlining strategies and allocating resources effectively. Planning helps to clarify and define organisational goals. It provides a clear sense of direction, ensuring that everyone understands what needs to be accomplished; thus, when goals are well-defined, employees can align their efforts and work towards achieving them (Asemah, Kente & Nkwam-Uwaoma, 2021).

Planning involves assessing the available resources and determining how they will be allocated to different activities and projects. It helps in optimising the use of resources such as finances, human capital, time and equipment. Proper resource allocation ensures that resources are utilised efficiently, maximising productivity and minimising waste (Asemah *et al* 2021).

Planning is the fundamental management function, which involves deciding beforehand, what is to be done, when is it to be done, how it is to be done and who is going to do it. It is an intellectual process which lays down an organisation's objectives and develops various courses of action, by which the organisation can achieve those objectives. It chalks out exactly, how to attain a specific goal (Business Jargon, 2024). Planning is the process of establishing the goals and objectives of a project and determining the resources and actions needed to achieve those goals; it involves creating a detailed project plan that outlines the steps and tasks required to complete the project, as well as identifying potential risks or challenges and developing strategies to manage them (Mindset, 2024).

More so, planning enables organisations to prioritise tasks and activities based on their importance and urgency. It helps to identify critical activities and allocate resources accordingly. By focusing efforts on high-priority tasks, organisations can achieve their goals more effectively and avoid distractions. Planning allows organisations to identify potential risks and develop strategies to mitigate them. By considering various scenarios and anticipating challenges, organisations can proactively address risks and minimise their impact. This enhances resilience and increases the likelihood of successfully achieving goals, even in the face of unforeseen circumstances. Planning facilitates coordination and collaboration among different teams and departments within an organisation. It ensures that everyone is working towards a common set of goals, promoting synergy and minimising conflicts. Effective planning encourages communication, cooperation and the sharing of resources and knowledge.

Planning is the process of setting goals and creating steps you can follow to achieve those goals. Doing so helps guide you and makes it more likely that you reach success, which can be especially helpful if you're part of a company's management team. This means learning how to plan efficiently can help you achieve your management goals (Indeed Editorial Team, 2022).

Planning provides a basis for measuring progress and evaluating performance. Organisations can compare actual results with the planned objectives and make necessary adjustments. This feedback loop helps in identifying areas of improvement, refining strategies and ensuring that the organisation stays on track towards achieving its goals.

By incorporating flexibility into the planning process, organisations can adjust their strategies and tactics to align with shifting circumstances, enabling them to seize opportunities and mitigate risks effectively. When employees understand how their work contributes to the overall organisational goals, they are more engaged, committed and motivated to perform at their best. Planning creates a shared vision and fosters a sense of ownership, inspiring individuals to work towards common objectives.

Planning is crucial for achieving organisational goals as it provides clarity, direction and focus. It ensures optimal resource allocation, facilitates risk management, promotes coordination and collaboration, enables performance evaluation and enhances adaptability and engagement. By incorporating effective planning practices, organisations increase their chances of success and create a solid foundation for sustainable growth and achievement. The role of planning in organisational management is crucial and multifaceted. Planning serves as a foundation and a roadmap for managerial decision-making, guiding the organisation towards its goals and objectives

Planning and Managerial Decision-Making

Planning and managerial decision-making are closely interconnected and mutually influential processes within organisational management. Planning provides the foundation and framework for effective decision-making, while decision-making informs and shapes the planning process. Planning as a basis for decision-making provides the necessary information, analysis and context that managers need to make informed decisions. During the planning process, managers gather data, conduct assessments and analyse the current situation. This information forms the basis for identifying goals, generating alternative courses of action and evaluating potential outcomes. The insights gained from planning guide managers in making strategic, operational and tactical decisions.

Asemah (2011) notes that planning involves setting clear objectives and goals for the organisation. These goals provide a framework for decision-making by establishing the desired outcomes to be achieved. Managers use these goals as reference points when making decisions, ensuring that their choices align with the overall organisational direction. As noted by Asemah (2011), planning involves generating and evaluating various alternatives or options to achieve organisational goals. When faced with decision-making situations, managers can draw upon the alternatives identified during the planning process. They assess the advantages, disadvantages, risks and potential outcomes of each alternative, enabling them to make decisions that best align with the organisation's goals and objectives.

Decision-making is crucial in assessing risks and making choices to address them effectively. Managers use their judgement and decision-making skills to evaluate risks, weigh potential consequences and select appropriate risk management strategies. The decisions made during the risk assessment process influence the planning process by shaping the risk mitigation measures incorporated into the plan. Thus, planning provides a roadmap or action plan that outlines the steps and activities required to achieve organisational goals. During the implementation phase, managers make decisions related to the execution of the plan. They allocate tasks, assign responsibilities and make decisions about resource utilisation and coordination. Decision-making plays a role in the feedback and adjustment loop of the planning process. As managers implement the plan and gather information about the progress and outcomes, they make decisions regarding adjustments, refinements and corrective actions. These decisions inform the planning process by updating goals, modifying strategies and revising action plans based on the feedback received from implementation.

Thus, planning and managerial decision-making are intertwined processes within organisational management. Planning provides the groundwork and information needed for effective decision-making, while decision-making influences and shapes the planning process by selecting alternatives, allocating resources, managing risks and implementing the plan. The iterative nature of planning and decision-making ensures that organisational goals are achieved through a cycle of analysis, choice, implementation and adjustment.

Negative Impacts of Poor Planning

Not planning or neglecting the planning process can have several negative impacts on an organisation. Without a proper plan in place, an organisation lacks a clear sense of direction and purpose. Goals and objectives become ambiguous and employees may not understand what they are working towards. This lack of direction can lead to confusion, inefficiency and a loss of focus on the organisation's priorities.

Without planning, decision-making becomes reactive, rather than proactive. Managers and employees may make decisions on an ad-hoc basis, responding to immediate challenges or crises without considering the long-term implications. This reactive decision-making can result in short-term fixes and missed opportunities for strategic growth. Planning helps allocate resources effectively and efficiently. Without a plan, resources can be misallocated or underutilised. This can lead to wasted time, money and effort. It becomes challenging to prioritise resource allocation and critical projects or activities may not receive the necessary resources, hindering the organisation's overall performance.

Planning includes identifying and managing risks. Without proper planning, potential risks and uncertainties are not adequately assessed or addressed. This increases the organisation's exposure to unforeseen events and hampers its ability to respond effectively to challenges. Lack of risk management can lead to financial losses, operational disruptions and reputational damage. Planning promotes coordination and collaboration among different teams and departments. Without planning, there may be a lack of communication and alignment among individuals and teams. Silos can form, and efforts may be duplicated or conflicting. This lack of coordination undermines organisational effectiveness and stifles innovation.

Without planning, organisations may overlook emerging trends, market shifts or competitive advantages. This can result in missed opportunities to expand market share, develop new products or services or gain a competitive edge. Without a plan, it becomes challenging to assess whether the organisation is on track or achieving its desired outcomes. Lack of performance measurement hinders the ability to identify areas of improvement, make necessary adjustments and ensure accountability. Without planning, organisations may struggle to adapt to shifting market conditions, technological advancements or regulatory changes. This lack of adaptability can lead to obsolescence, declining competitiveness and ultimately, organisational failure.

Not planning or neglecting the planning process can result in a lack of direction, reactive decision-making, inefficient resource allocation, increased risk exposure, lack of coordination, missed opportunities, ineffective performance measurement and reduced adaptability. These negative impacts can impede an organisation's growth, performance and long-term success. Planning is essential for organisations to navigate uncertainty, set clear objectives, allocate resources effectively and achieve desired outcomes. Raymond (2023) notes that lack of planning will make a manager not to achieve his goal of moving an organisation forward. The cons of poor planning as noted by Raymond (2023) are diverse and impactful, affecting various dimensions of a project or endeavour. From financial repercussions to compromised morale, its effects are pervasive. Raymond (2023) identifies the following as the disadvantages of poor planning:

a. **Inefficient Resource Utilisation**: One of the primary cons of poor planning is the inefficient utilisation of resources. In any context, resources such as time, finances, or manpower are limited and valuable. Poor planning leads to their suboptimal use or outright wastage. This can manifest as overinvestment in unprofitable projects or overlooking potential growth areas in a business environment. Personally, it might look like squandering time on non-essential activities at the expense of important goals. This inefficient resource allocation affects immediate progress and stunts long-term development and achievement.

b. **Escalating Costs:** Poor planning is a direct contributor to escalating costs. This can occur directly through overspending and unnecessary expenditures and indirectly via lost opportunities and reduced productivity. Similarly, failing to plan for future expenses can lead to debt accumulation and financial distress on a personal finance front.

c. **Compromised Quality:** The quality of output, whether a product, service or personal accomplishment, is heavily influenced by the planning that precedes it. Poor planning typically results in subpar outcomes due to rushed execution and a disregard for detail. In a business context, this can lead to products that fail to meet market expectations, affecting customer satisfaction and market position. In personal endeavours, poor planning can mean unfulfilled potential and half-realised goals.

d. **Heightened Stress and Anxiety**: A significant but often overlooked con of poor planning is the increased stress and anxiety it causes. Unclear, unrealistic or constantly shifting plans can overwhelm individuals, leading to reduced productivity and strained relationships, not to mention potential health implications. This can manifest as employee burnout and high turnover in a professional environment.

e. **Lost Opportunities:** Poor planning often results in significant opportunity costs. When resources are tied up in inefficient projects, the chance to invest in more viable opportunities is missed. This means missing out on important market trends or technological innovations in business.

f. **Diminished Morale and Motivation**: Poor planning can severely affect morale and motivation, creating a disengaged and unproductive environment. This is particularly evident in team settings, where unclear or unrealistic plans create a sense of futility and dissatisfaction, potentially leading to conflict and a lack of collaboration.

g. **Poor Communication:** Effective communication is integral to successful planning. Poor planning often leads to communication breakdowns, resulting in misunderstandings, errors and inefficiencies. This might lead to duplicated efforts or conflicting goals in a professional setting.

h. **Rigidity and Lack of Adaptability**: Poor planning often results in inflexible strategies that cannot adapt to change. In today's rapidly evolving landscape, adaptability is crucial. Rigid or unrealistic plans make it difficult to respond effectively to new challenges or opportunities, hindering progress and growth in both business and personal endeavours.

i. **Reputation Damage:** Poor planning can significantly damage reputations. A reputation for poor planning can deter potential clients, partners and talent in a business context. On a personal level, being perceived as disorganised or unreliable can close doors to future opportunities. The impact on reputation is an often overlooked but crucial aspect of poor planning.

j. **Legal and Compliance Risks:** Sometimes, poor planning can lead to legal and compliance issues, particularly in heavily regulated industries. Failure to adequately plan for compliance can result in legal penalties, fines and even the loss of operating licenses.

Conclusion

It is evident from the above that planning is very crucial in every organisation as it enables every organisation to achieve set goals and objectives. Thus, if any organisation or the manager of an organisation fails to plan, such a manager is already planning to fail.

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