

## CHAPTER FOUR

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 Introduction

This chapter deals with the presentation and analysis of the result obtained from questionnaires. The data gathered were presented according to the order in which they were arranged in the research questions and simple percentage were used to analyze the demographic information of the respondents while the chi square test was adopted to test the research hypothesis.

#### 4.2 Analysis of Demographic Data of Respondents

**Table 1: Gender of Respondents**

		Frequency	Percent
Valid	Male	65	65.0
	Female	35	35.0
	Total	100	100.0

Table 1 above shows the gender distribution of the respondents used for this study. Out of the total number of 100 respondents, 65 respondents which represent 65.0percent of the population are male. 35 which represent 35.0 percent of the population are female.

**Table 2: Age range of Respondents**

		Frequency	Percent
Valid	16-20years	45	45.0
	21-30years	10	10.0
	31-40years	25	25.0
	41-Above years	20	20.0
	Total	100	100.0

Table 2 above shows the age grade of the respondents used for this study. Out of the total number of 100 respondents, 45 respondents which represent 45.0percent of the population are between 16-20years. 10 respondents which represent 10.0percent of the population are between 21-30years. 25respondents which represent 25.0percent of the population are between 31-40years. 20respondents which represent 20.0percent of the population are between 41-Above years.

**Table 3: Marital Status**

		Frequency	Percent
Valid	Single	55	55.0
	Married	40	40.0
	Divorced	5	5.0
	Separate	--	--
	Total	100	100.0

Table 3 above shows the marital status of the respondents used for this study. 55 which represent 55.0percent of the population are single. 40 which represent 40.0percent of the population are married. 5 which represent 5.0percent of the population are divorced.

**Table 4: Educational Background of Respondents**

		Frequency	Percent
Valid	O Level	10	10.0
	NCE or Diploma	25	25.0
	National Diploma	45	45.0
	HND	15	15.0
	Degree	5	5.0
	Total	100	100.0

Table 4 above shows the educational background of the respondents used for this study. Out of the total number of 100 respondents, 10 respondents which represent 10.0percent of the population are O level holders. 25 which represent 25.0percent of the population are NCE holders. 45 which represent 45% of the population are National Diploma holder. 5.0percent of the population are Degree holders.

**Table 5: Employment status of Respondents**

		Frequency	Percent
Valid	Employed	10	10.0
	Self-employed	30	30.0
	Student	45	45.0
	Civil Servant	15	15.0
	Total	100	100.0

Table 5 above shows the employment status of the respondents used for this study. Out of the total number of 100 respondents, 10 respondents which represent 10.0percent of the population are employed. 30 which represent 30 percent of the population are self-employed. 45 which represent 45% of the population are student. 15.0percent of the population are civil servant.

### 4.3 Analysis of Psychographic Data

Table 6: Broadcast media play a vital role in promoting peace and understanding among different religious groups

		Frequency	Percent
Valid	Strongly agree	60	60.0
	Agree	25	25.0
	Disagree	10	10.0
	Strongly disagree	5	5.0
	Total	100	100.0

Table 5 show the responses of respondents if they often consume news and information from the mass media. 60 of the respondents representing 60.0percent strongly agree they often consume news and information from the mass media. 25 of the respondents representing 25.0percent agree that they often consume news and information from the mass media. 10 of them representing 10.0percent were disagree. 5 of the respondents representing 5.0percent strongly disagree that they often consume news and information from the mass media.

Table 7: Religious leaders use broadcast media effectively to preach peace.

		Frequency	Percent
Valid	Strongly agree	30	30.0
	Agree	50	50.0
	Disagree	10	10.0

	Strongly disagree	10	10.0
	Total	100	100.0

Table 7 shows the responses of respondents if Religious leaders use broadcast media effectively to preach peace. 30 respondents representing 30.0percent strongly agreed that Religious leaders use broadcast media effectively to preach peace. 50 respondents representing 50.0percent agreed that Religious leaders use broadcast media effectively to preach peace. 10 respondents representing 10.0 percent were disagreed. 10 respondents representing 10.0percent strongly disagreed that Religious leaders use broadcast media effectively to preach peace.

Table 8: Broadcast media discourage hate speech and inciting content.

		Frequency	Percent
Valid	Strongly agree	40	40.0
	Agree	32	32.0
	Disagree	13	13.0
	Strongly disagree	15	15.0
	Total	100	100.0

Table 8 shows the responses of respondents if the broadcast media discourage hate speech and inciting content. 40 of the respondents representing 40.0percent strongly agree that the broadcast media discourage hate speech and inciting content. 32 of the respondents representing 32.0percent agree that the broadcast media inciting content. 13 of the respondents representing 13.0percent were strongly disagree 15 of the respondents representing 15.0percent disagree that the broadcast media discourage hate speech and inciting content.

Table 9: Perceive the credibility and accuracy of the mass media in reporting religious issues and crises to be highly credible.

		Frequency	Percent
Valid	Strongly agree	65	65.0
	Agree	30	30.0
	Disagree	3	3.0
	Strongly disagree	2	2.0
	Total	100	100.0

Table 9 show the responses of respondents if Perceive the credibility and accuracy of the mass media in reporting religious issues and crises to be highly credible. 65 of the respondents representing 65.0percent strongly agree that perceive the credibility and accuracy of the mass media in reporting religious issues and crises to be highly credible. 30 of the respondents representing 30.0percent agree that Perceive the credibility and accuracy of the mass media in reporting religious issues and crises to be highly credible. 3 respondents representing 3.0percent were Disagree. 2 of the respondents representing 2.0percent strongly disagree that Perceive the credibility and accuracy of the mass media in reporting religious issues and crises to be highly credible.

Table 10: The mass media has power to influence public opinion and behavior regarding religious issues and conflict

		Frequency	Percent
Valid	Strongly agree	40	40.0
	Agree	42	42.0
	Disagree	10	10.0
	Strongly disagree	8	8.0

	Total	100	100.0
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Table 9 shows the responses of respondents the mass media has power to influence public opinion and behavior regarding religious issues and conflict. 40 respondents representing 40.0percent strongly agreed that the mass media has power to influence public opinion and behavior regarding religious issues and conflict. 42 respondents representing 42.0percent agreed that the mass media has power to influence public opinion and behavior regarding religious issues and conflict, 10 respondents representing 10.0percent disagreed that the mass media has power to influence public opinion and behavior regarding religious issues and conflict. 8 respondents representing 8.0percent strongly disagreed the mass media has power to influence public opinion and behavior regarding religious issues and conflict.

Table 13: Witnessed instances where the mass media aggravated religious tensions or conflicts

		Frequency	Percent
Valid	Strongly agree	35	35.0
	Agree	35	35.0
	Disagree	15	15.0
	Strongly disagree	15	15.0
	Total	100	100.0

Table 13 shows the responses of respondents if they have witnessed instances where the mass media aggravated religious tensions or conflicts. 35 of the respondents representing 35.0percent strongly agree that they have witnessed instances where the mass media aggravated religious tensions or conflicts. 35 of the respondents representing 35.0percent agree that they have witnessed instances where the mass media aggravated religious tensions or conflicts. 15 of the respondents representing 15.0percent disagree that they have witnessed instances where the mass media aggravated religious tensions or conflicts. 15 of the respondents representing 15.0percent strongly disagree that they have witnessed instances where the mass media aggravated religious tensions or conflicts.

Table 14: Regular coverage of interfaith dialogues by the media promotes religious harmony

		Frequency	Percent
Valid	Strongly agree	40	40.0
	Agree	35	35.0
	Disagree	10	15.0
	Strongly disagree	15	15.0
	Total	100	100.0

Table 14 shows the responses of respondents if regular coverage of interfaith dialogues by the media promotes religious harmony. 40 of the respondents representing 40percent strongly agree that Regular coverage of interfaith dialogues by the media promotes religious harmony. 35 of the respondents representing 35.0percent agree that regular coverage of interfaith dialogues by the media promotes religious harmony 15 of the respondents representing 15.0percent disagree that they Regular coverage of interfaith dialogues by the media promotes religious harmony. 15 of the respondents representing 15.0percent strongly disagree that Regular coverage of interfaith dialogues by the media promotes religious harmony

Table 13: Witnessed instances where the mass media aggravated religious tensions or conflicts



		Frequency	Percent
Valid	Strongly agree	35	35.0
	Agree	35	35.0
	Disagree	15	15.0
	Strongly disagree	15	15.0
	Total	100	100.0

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Table 15: Media coverage during religious crisis help to reduce tension

		Frequency	Percent
Valid	Strongly agree	40	40.0
	Agree	42	42.0
	Disagree	10	10.0
	Strongly disagree	8	8.0
	Total	100	100.0

Table 15 shows the responses of respondents the Media coverage during religious crisis help to reduce tension. 40 respondents representing 40.0percent strongly agreed that Media coverage during religious crisis help to reduce tension. 42 respondents representing 42.0percent agreed that Media coverage during religious crisis help to reduce tension, 10 respondents representing 10.0percent disagreed that Media coverage during religious crisis help to reduce tension. 8 respondents representing 8.0percent strongly disagreed that Media coverage during religious crisis help to reduce tension.