



**IMPACT OF SOCIAL MEDIA ON THE PROPAGATION OF HEALTH  
INFORMATION (A CASE STUDY OF ILORIN EAST LOCAL  
GOVERNMENT RESIDENCE)**

**BY**

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## CERTIFICATION

This is to certify that this research work on has been read and approved as meeting the requirement for the award of Higher National Diploma (HND) Mass Communication Department, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin.

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## **DEDICATION**

We dedicate this project work to Almighty God for His protection, guidance and inevitable mercy over our lives throughout the research work. We also dedicate it to our able parents Mr & Mrs Oyetola for their supports morally, financially and spiritually towards our course of study.

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## **ABSTRACT**

*Impact of social media on the propagation of health information in Ilorin East Local Government appear to be keying into the development in the way social media promote and disseminate health information. The overall purpose of this study was to establish whether social media actually promote health information and propose a strategy for the health information programmes to stand a chance of being given priority and attention in Ilorin East Local Government Area. The study was designed as a survey; Data were collected from 100 respondents drawn from the Local Government in Ilorin East. According to the findings it suggests a high level of exposure to social media and this had a positive impact on the propagation of health information among the residents.*

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

Social media platforms have become an integral part of our daily Lives, from Facebook to Instagram, Twitter and so on, we use social media to connect with family and so on, we use social media to connect with family and friends, stay up-to-date with news and current events and share our experiences and opinion.

Social media has also become a powerful tool for health promotion by leveraging the vast reach and influence of social media healthcare professionals can engage with patients and the general public disseminates health information and promote healthy behaviors.

Social media plays a critical role in health promotion and health policy by raising awareness, facilitating behavior change, engaging communities, gathering data and promoting advocacy and activism.

Social media has an increasingly important tools fer propagation on health information by providing new opportunities for reaching and engaging with diverse audiences. In recent years, social media has emerged as a powerful tool for reaching and communication and information sharing with the proliferation of social media platforms, individuals and organization have an unprecedented ability to connect and share health-related messages with large audiences.

Health information, on the other hand is the process of communicating relevant and accurate health related information or issues to the public, especially those who are at risk of or affected by certain diseases or conditions. Health information dissemination can help raise awareness, promotion, prevention, encourage treatment and improve health outcomes. However, health information dissemination faces many challenges, such as low-Literacy, misinformation, stigma and lack of access to reliable sources.

Social media as a powerful tool for contemporary communication allows people to create, share and consume information in various formats. such as text, images, videos and audio. Given the potential of social media to reach and influence a Large and diverse audience. It is important to explore how social can be used for health information

dissemination, especially in developing countries where traditional media may have limited coverage or credibility. This study focuses on the importance of social media on the propagation of health information in Ilorin East Local Government Area (LGA), a rural area in Kwara State Nigeria.

Ilorin East LGA is one of the 16 LGAs in Kwara State with a population of about 204,310 people according to the 2006 census. The LGA is predominantly inhabited by Yoruba ethnic group with Islam as a dominant religion. The LGA has a total of 12 wards and 118 settlements with varying degrees of access to basic amenities. Such as electricity and health facilities. The LGA is mainly agrarian, with farming and trading as the major occupation of the people.

Health information is vital for the well-being of the people in Ilorin East LGA, as they face various health challenges such as malaria, typhoid, tuberculosis, HIV/Aids, maternal and child mortality, malnutrition and mental health issues. However, the LGA suffers from inadequate and poor-quality health care delivery, due to factors such as shortage of health personnel, lack of equipment and drugs, poor infrastructure and low funding. Moreover, the LGA has a low formal education. This affects their ability to access, understand and use health information effectively.

Social media can play a significant role in addressing the health information needs of a people in Ilorin East LGA, by providing them with timely, relevant and accurate health information, as well as enabling them to interact with health experts, peers and communities.

Social media can also help to overcome some of the barriers to health information dissemination such as illiteracy, language, distance and cost. However, the use of social media for health information dissemination in Ilorin East LGA is not well understood, as there is lack of empirical research on the topic. Therefore, the study aims the propagation of health information in Ilorin East LGA.

## **1.2 STATEMENT OF THE PROBLEM**

Despite the importance of health information dissemination, there is lack of research on how social media affect the propagation of health information in rural areas of Nigeria such as Ilorin East LGA. Previous studies have mainly focused on urban areas,



where social media usage and access are higher and more diverse. Moreover, most studies have examined the general use of social media for health purpose, with considering the specific types of health information, sources, platforms and audiences involved.

This study aims to fill this gap by investigating the specific impact of social media on the propagation of health information dissemination faces many challenges, such as low healthy literacy, poor health infrastructure, cultural and religious beliefs and lack of trust health authorities. The use of social media for health information dissemination such as the availability, affordability and accessibility of social media, as well as the preferences, motivations and barriers of the users.

### **1.3 OBJECTIVES OF THE STUDY**

The major objectives of the study is to examine the impact of social media on the propagation of health information in Ilorin East LGA. The specific objectives are below illustrated.

- i. To understand the role of social media in health information dissemination in Ilorin East LGA.
- ii. To identify the type of health information that are propagated through social media in Ilorin East LGA.
- iii. To examine the sources, platform and audience of health information on social media in Ilorin East LGA.
- iv. To assess the quality, credibility and accuracy of health information on social media in Ilorin East LGA.

### **1.4. RESEARCH QUESTIONS**

The research questions that guide the study are;

- i. How is social media used for health information dissemination in Ilorin East LGA?
- ii. What are the types of health information that are propagated through social media in Ilorin East LGA?
- iii. Who are the sources, Platforms and audiences of health information on social media in Ilorin East LGA?

- iv. How is the quality, credibility and accuracy of health information on social media in Ilorin East LGA determined and verified?

### **1.5. SIGNIFICANT OF THE STUDY**

The significant of the study is to broaden the awareness of the residents of Ilorin East LGA about the impact of social media in propagation of health information. The study also contributes to academic literature on social media and health communication, especially in the context of rural Nigeria where there is a dearth of empirical research. The research provides practical insight for health practitioners policy makers and educators who can use the findings to design and implement effective and appropriate health

Furthermore, it empowers the uses of social media who can benefit from the increased awareness and access to reliable and relevant health information as well as the enhance social support and engagement that social media can offer.

### **1.6 SCOPE OF THE STUDY**

The study is limited by the following scopes

- i. Geographical: The study focuses on Ilorin East LGA, a rural area in Kwara state Nigeria. The findings may be generalizable to other areas or regions, where social media and access may differ.
- ii. Thematic: The study focuses on health information which is defined as communication of relevant and accurate health related information to the public. The study does not cover other aspect of health communication, such as health education, promotion of health advocacy.
- iii. Methodology: - The study adopts a mixed methods approach combining quantitative and qualitative data collection and analysis. The study uses survey, interview and content analysis as the main method of the data collection and analysis.

### **1.7 DEFINITION OF KEY TERMS**

- i. Social media: social media refers to the means of interaction among people in which they create, share and or exchange information and ideas in virtual communities' network through the social media (Facebook, Twitter, Instagram, LinkedIn and YouTube account).

- ii. Propagation: -Propagation is the action of widely spreading and promoting on idea or theory.
- iii. Health Information: This refers to any personal information about one's health or disability. It includes information or opinion about your illness, injury or disability.

## **CHAPTER TWO**

### **2.0**

### **LITERATURE REVIEW**

Literature review starts from critical examination and evaluation of various concept used in research work. The purpose of doing this is to establish the close relay or describe the association between the variables in a study. The ability to carry out a literature review is an important skill for any research. It provides the research with a context in which to place his study regardless of the module in which are is studying. It however involves reading what other people have written on the subject in inquiry, gathering information to refute or support specific arguments and writing about findings.

### **2.1 CONCEPT OF SOCIAL MEDIA**

Social media is a digital platform facilitate the creating, Sharing and exchanging of information, ideas and content among individuals and groups across the globe. It encompasses a wide array of online platforms and applications such as Facebook, Twitter, Instagram, LinkedIn, YouTube and TikTok among others. These platforms enable users to connect, communication and interact in various forms including text, image, videos and live streams.

Social media has revolutionized the way people communication and interact breaking geographical barriers and allowing instant connections irrespective of distance or time zone.

The most important features of social media are it role in fostering social connections and networking. It provides space for individuals to engage with friends, acquaintances and even strangers, allowing for the form of Communities centered around shared interests and activities.

Moreover, social media has transformed how information is disseminated and consumed, serving as powerful toots for news sharing, education, entertainment and activism.

Social media has empowered individual and organization to reach vast audiences, amplifying their facilitating the rapid spread of information.

However, the pervasive nature of social media raises concern regarding privacy, mental health formation and spread of harmful content. The sharing of information on these platforms has led to the proliferation of false news, cyber bullying etc. addressing these issues remains a critical aspect of navigating the impact of social media between the benefits of connectivity and the responsible use of these platforms.

### **2.1.2 TYPES OF SOCIAL MEDIA**

- i. Facebook: This is an online social media networking website where people can create profile, share information such as photo, quotes about themselves and respond to link or information posted by others.
- ii. WhatsApp: -This is a free mobile message application massively used for international messaging video calls. It lets users make free voice calls, face to face video or text message by using wired internet connection or connecting device to Wi-Fi
- iv. YouTube: This is a video sharing services that allow users to watch videos posted by others users and upload videos of their own.
- v. Twitter: - This an America micro-blogging and social network service on which users post and interact with messages known as “Tweets”.
- vi. Instagram: This is an online photo sharing service. It allows users to apply different types of photo filter to pictures with a single click and then share them with others. It can also be used for advertisement of product.

### **2.1.3. SOCIAL MEDIA USE IN NIGERIA**

To understand the role of social media in health communication in Ilorin East LGA, it is important use in examine the patterns and trends of social media use in Nigeria, as well as the factors that influence them. This section will provide an analysis of social media use in Nigeria based on the available literature and data, focusing on four aspects; platform types, frequency purpose and user preferences. It will also review the Literature on health communication through social media in Nigeria, highlighting the main findings, implications and gaps.

According to the latest report by Date Report AI (2021), Nigeria had 33 million active social media users, requesting 16% of the total population and 32.5 million of them access social media via mobile devices representing 99% of the total social media users. The most popular media platforms in Nigeria are YouTube, WhatsApp, Facebooks,

Instagram and Twitter with 28.2 million, 27.4 million, 26.8 million, 12.6 million and 6.1 million users respectively (Data Report AI 2021). The average time spent on social media per day by Nigerian users is 3 hours and 36 minutes, which is higher than the global average of 2 hours and 25 minutes.

The main purposes of social media use in Nigeria are entertainment, communication, information and education, according to the survey by Moi polls (2008). The survey found that 68% of entertainment, such as watching videos, listening to music or playing games. 66% use of social media for communication such as; Chatting, Calling or messaging, 57% use social media for information such as news, updates and trends and 36% use social media for education, such as learning, research or online courses (Noipolls, 2008). The survey also found that the main factors that influence social media use in Nigeria are affordability, accessibility and availability of internet services and device as well as social media and cultural norms and expectations.

Regarding health communication through social media in Nigeria, there is a growing body of literature that examines the awareness, attitudes, behavior and outcome related to various health issues, such as HIV/Aids, malaria, maternal health and Covid 19 among Nigerian social media users. Some of the main findings and implications of this literature are; Social media can increase health awareness and knowledge among Nigerian social media users, by providing them accurate and timely health information, as well as facilitating their exposure and access to diverse and multiple sources of health information (Adebayo et al, 2019, Adibe et al, 2020; Oyeyemi et al, 2014). Some media can influence health attitudes and beliefs among Nigerian social media users by shaping their perceptions, opinions and preference regarding various health issues, as well as affecting their trust and confidence in health authorities, organizations and professionals (Adibe et al, 2020, Oyeyemi et al, 2014, Umeora et al, 2019).

Preference and interest. For example, during Covid 19 pandemic, Social media was widely used by the WHO, national and local health agencies, experts and health influencers to disseminate health information and guidance to the public such as the symptoms, transmission, prevention and treatment of Covid 19, as well as the availability and safety of vaccines and testing services. Social media was also widely used by the public to access health information and updates from various sources, such as the WHO website, the Nigeria

Centre for Disease Control (NCDC) Twitter account, or the Kwara State Ministry of Health Facebook Page, as well as from their friends and family members or from online communities and groups. These examples demonstrate how social media can enhance the access and availability of health information, especially in regions where other sources of health information may be scarce, unreliable or inaccessible. Another trend and advantages of social media in health communication is the increased engagement and participation of health information consumers in the creation and exchange of health information.

Social media empowers health information Consumers to become active and influential agents in health Communication rather than passive and dependent recipients. Social media enables health information consumers to create and share their own health related content such as personal stories, experiences opinions, questions or feedback and to interact with other health information providers and consumers such as health authorities, organizations, professionals or press through various features such as Likes, comments, shares or messages. These activities can foster social support, social learning, social influence, and social action which can enhance health awareness, knowledge, motivation, self-efficacy and behavior change (Bandura,1986,Fisher & Fisher, 1992, Moorhead et al,2013) For example, in Ilorin East LGA, Social media was used by some Community members to create and share health related content, such as testimonies of Covid19 survivors, tips on how to cope with stress and anxiety or appeal for donations and assistance for health facilities and workers. Social media was also used by some community members to interact with others health information providers and consumers, such as asking questions, seeking advice, expressing gratitude or providing feedback.

This example illustrates how social media can increase the engagement and participation of health information consumers in health communication and how this can have positive effects on their health outcomes.

However, social media also poses some challenges and risk for health communication, which need to be addressed and mitigated. One of the main challenges and risk of exposure and vulnerability of health information consumers to inaccurate, misleading or harmful health information, which can undermine their health awareness, knowledge, beliefs and consequently their health outcomes. Social media can facilitate the creation and dissemination of health misinformation, disinformation and misinformation,

which are define as "False or misleading information created, presented and disseminated for economic gain or to intentionally deceive the public and information that is based on reality used to inflict harm on a person social group, organization or country or to obtain economic gain" (WHO, 2022.P.1).

These types of information can originate from various sources, such as malicious actors, ignorant or misinformed individuals or biased or unverified media outlets and can spread rapidly and widely through social media network, algorithms and features such as bots, hashtags or viral posts. For example, in Ilorin East LGA, social media was used by some sources to disseminate health misinformation, disinformation and malformation such as false claims, rumors or conspiracy theories about the origin, transmission prevention and treatment of Covid19 or the safety and efficacy of vaccines and testing services. Social media was also used by some health information consumers to access, believe and share these types of information either intentionally or unintentionally. These examples show how social media can increase the exposure and vulnerability of health information consumers to inaccurate, misleading or harmful health information and how this can have negative effects on their health outcomes.

Therefore, it is essential to develop and implement strategies and interventions to prevents, detect and counter health misinformation, disinformation, and malformation on social media and to promote and protect the quality, credibility and reliability of health information. Some of the possible strategies and interventions includes; educating and empowering health information consumers to critically evaluate and verify health information on social media using various criteria such as source, evidence, consistency and logic(Eysenbach,2008) monitoring and moderating health information on social media, using various tools such as fact-checking, verification, labelling or removal of false or misleading information (WHO, 2020) and providing and amplifying accurate, timely and relevant health, information on social media using various methods such as official statements, press release, infographics, videos or podcasts and various channels such as official websites, social media accounts or online communities and groups (WHO, 2020). Therefore, there is a need for more nuanced and context-specific analysis of the role of social media in health communication in Nigeria. Especially in regions like Ilorin East



LGA, where social media used and health communication may differ from the national trends and patterns.

#### **2.1.4 THE ROLE OF SOCIAL MEDIA IN HEALTH COMMUNICATION**

Social media play a multifaceted and dynamic role in health communication, influencing various aspects and dimensions of the process and outcomes of health information dissemination. This section will draw on established theories and models of health communication, such as the social cognitive theory (Bandura,1986), the Health Belief Model (Rosenstock,1974) the Diffusion of Innovation Theory (Rogers, 2003) and the Social Network Theory (Granovettr, 1973) to examine the key trends, advantages and challenges associated with using social media for health information dissemination. It will also provide case example to illustrate the diverse applications and implications of social media in health contexts, such as health promotion, disease prevention, outbreak response and advocacy.

One of the main trend and advantages of social media in health communication is the increase access and availability of health information for both health information providers and consumers. Social media enables health authorities, organizations and professionals to disseminate health information to large and diverse audiences using various media formats such as text, images, audio, video o r animations and various communication strategies, such as information, education, entertainment or persuasion. Social media also enables health information consumers to access as official, professional or peer sources and to search, filter and customize the information according to their needs.

#### **2.1.5 HISTORICAL PERSPECTIVE OF HEALTH INFORMATIONDISSEMINATION**

Health information dissemination is the process of communicating and distributing health related information to target audiences such as individuals, communities or population with the aim of informing, educating, persuading or influencing them to adopt healthy behaviors or practices or to seek or use health services or product (Freimuth & Quinn, 2004).

Health information dissemination can be conducted through various method and channels such as interpersonal communication, mass media or digital media depending on the objectives, content and context of the communication.

In Ilorin East LGA, health information dissemination has undergone significant changes over time, reflecting the historical, social, cultural and technological developments in the region and the country. Traditionally, health information dissemination relied heavily on interpersonal communication such as word of mouth, community meetings or religious gatherings where people exchanged health-related knowledge, experiences and advice, often based on indigenous or local belief and practices (Oyeyemi et al, 2014). These methods were effective in reaching and engaging people within their social and cultural network, but they also had limitations such as low coverage, lack of standardization-and susceptibility to distortion or misinterpretation.

With the advent of mass media, such as radio, television, and newspaper, health information dissemination expanded its scope and reach, as well its diversity and quality. Mass media enabled health authorities, organization and professionals to disseminate health information to large and heterogeneous audiences, using various formats and genres such as news, documentaries, dramas or advertisements. Mass media also facilitates the integration of scientific and evidence-based health information with local and cultural health information, creating a more balanced and comprehensive health communication environment (Oyeyemi et al, 2014) However, mass media also had drawn backs such as high cost, low accessibility and limited interactivity which reduced its effectiveness and efficiency in health information dissemination.

The emergence and diffusion of digital media, especially social media have revolutionized health information dissemination in Ilorin East LGA, as well as another part of Nigeria and the world. Social media refers to "a group of internet-based application that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content.

(Kaplan &Hoenlein,2010, P.61) Example of social media platforms include Facebook, Twitter, YouTube, Instagram, WhatsApp and Telegram.

Social media has transformed health information dissemination by enabling users to access, create, share and interact with health information in unprecedented ways, overcoming the limitation of traditional and mass media.

Social media has also introduced new opportunities and challenges for health communication which will be discussed in the next section.

### **2.1.6 ADOPTION OF SOCIAL MEDIA FOR HEALTH COMMUNICATION IN ILORIN EAST LGA**

This section reviews the studies and evidence related to the adoption of social media platforms for health communication in Ilorin East LGA, assessing the awareness, usage, satisfaction and impact of social media interventions on health outcomes; it also identifies the gaps in evidence and the need for more rigorous evaluations to inform the understanding of social media role in health communication in the region. The adoption of social media for health communication in Ilorin East LGA can be understood as the process and outcome of accepting, using and benefiting from social media platforms as sources, channels and tools for health information by both health information providers and consumers in the region. The adoption of social media for health communication can be influenced by various factors such as the characteristics of the social media platforms, the characteristics of the health information providers and consumers and the characteristics of the environment and context (Rogers,2005)

There are few studies and evidence that specifically examines the adoption of social media for health communication in Ilorin East LGA as most of the literature on health communication through social media in Nigeria is general and national, rather than specific and local as discussed in the previous section.

### **2.1.7 HEALTH INFORMATION DISSEMINATION IN ILORIN EAST LGA**

This section provides an overview of the current state of health information dissemination in Ilorin East LGA, considering the sources, channels, content and quality of health information available and accessible to the population. It also identifies the challenges and gaps in health information dissemination in the region and the implications for health communication and outcomes. Ilorin East LGA is one of the 16 LGAs in Kwara State, Nigeria. It has a population of 204,310 people, according to the 2006 census and covers an area of 486km<sup>2</sup>(National Population Commission,2006). The literacy rate in Ilorin East LGA is 62.9%, which is higher than the national average of 51.1% but lower than the state average of 71.4% (National Bureau of Statistics,2010). The internet

penetration in Ilorin East LGA is 28.7%, which is lower than the national average of 39.6% and the state average of 32.4% (National Bureau of Statistics 2018). The health status in Ilorin East LGA is poor as indicated by the high prevalence mortality of various health conditions such as malaria, tuberculosis, HIV/Aids, maternal and child health problems and Covid19 (Kwara State Ministry of Health, 2020).

The main sources of health information in Ilorin East Local Government Area are health authorities, organizations and professionals such as the Kwara State Ministry of Health, the Ilorin East Local Government Health Authority, the Ilorin East Primary Health Care Development Agency, the Ilorin East General Hospital and other public and private health facilities and workers in the region.

These sources provide health information to the population through various channels, such as official websites, social media accounts, press releases, newsletters, posters, flyers or radio and television programmes. The main contents of health information in Ilorin East LGA covers various health issues, such as disease prevention, diagnosis, treatment and management, health promotion health education, health services and health policies and programmes. The quality of health information in Ilorin East LGA is variable, depending on the source, channel and content of the information, as well as the criteria used to assess the quality, such as accuracy, timeliness, relevant, completeness and consistency.

However, there are also some challenges and gaps in health information dissemination in Ilorin East LGA, which affect the availability, accessibility and utilization of health information by the population and consequently, their health outcome. Some of the main challenges and gaps are;

Low coverage and reach of health information dissemination: Due to the limited number, capacity and resources of health information providers, as well as the low literacy, internet penetration and access to media and devices among the population, especially in rural and remote areas (Kwara State Ministry of Health, 2020).

Barriers and obstacles to health information access and use due to the lack of awareness, interest, motivation or skills among the population to access and use health information as well as the socio-cultural, economic and political factors that influences and

behaviors, such as religion, ethnicity, gender, age, education, income or power (Oyeyemi et al, 2014)

Inadequate and inconsistent quality of health information: Due to the lack of standards, guidelines and regulation for health information production, dissemination and evaluation, as well as the lack of quality assurance monitoring and feedback mechanism for health information providers and consumers, resulting in inaccurate outdated, irrelevant, incomplete or contradictory health information (Oyeyemi et al, 2014).

These challenges and gaps underscore the importance of understanding the local context and situation of health information dissemination in Ilorin East LGA and the need for developing and implementing context specific and evidence-based health communication strategies and interventions to address them.

## **2.2 THEORETICAL REVIEW**

This section introduces the theoretical review that guide the analysis of their search questions. The theory that best describe and explain The Impact of social media on The Propagation of Health Information In Ilorin East LGA are; The Social Cognitive Theory (SCT) and the information Motivation Behavioral Skills (IMB) model, which are complementary and compatible theories that explain how social and cognitive factors affect health information dissemination and outcomes.

This section explains the components, assumptions and propositions of these reviews and their relevance and applicability to the research context.

### **SOCIAL COGNITIVE THEORY (SCT)**

The social cognitive theory is a social psychological theory posits that human behavior is the result of a dynamic and reciprocal interaction among personal, behavioral and environmental factors (Bandura,1986). The social cognitive theory identifies four main constructs that influence human behavior: self-efficacy, outcome. Expectation, goals and facilitators and impediments;

Self-efficacy is the belief in one's ability to perform a specific behavior or task. Goal are the desired outcomes or objectives that guide and motivate behavior or task performance.

Outcome Expectations are the anticipated consequences of performing a behavior or task facilitators and impediments are the environmental factors that enable or hinder behavior or task performance.

The social cognitive theory also emphasizes the role of observational learning, or modelling as a key process of acquiring and modifying behavior, through observing and imitating the actions and outcomes of others, especially significant or influential others such as peers, role models or experts.

The social cognitive theory is relevant and application to the research questions because it can explain how social media influences health information dissemination and outcomes in Iloilo East LGA, by affecting the personnel, behavioral and environmental factors of health information providers and consumers. For example, social media can enhance self-efficacy by providing feedback and support that increase confidence and competence in health information dissemination and use.

Social media can also influence outcome expectation by providing information, examples and testimonials that shape the perceived benefits and costs of health information dissemination and use. Social media can also facilitate goalsetting and attainment by providing information, guidance and reminders that help define and monitor health information dissemination and use objectives.

Social media can also create or remove facilitation and impediments by providing information, resources and opportunities that can enable or constrain health information dissemination and use.

Social media can also foster observational learning providing information, models and reinforcement that encourage or discourage health information and use.

## **INFORMATION MOTIVATION BEHAVIORAL THEORY**

The information motivation behavioral model is a health behavior theory that posits that health behavior is determined by three main factors; information, motivation and behavioral skill (Fisher & Fisher, 1992).

Information refers the knowledge and awareness of the health issues, the behavior and health outcomes. Motivation refers to the personal and social factors that influence the intention and desire to perform the health behavior. The IMB model also assumes that

information and motivation are necessary but not sufficient for health behavior and that behavioral skills are the proximal and essential determinant of health behavior.

The IMB model is relevant and applicable to the research question because it can explain how social media influences health information dissemination and outcomes in Ilorin East LGA, by affecting the information, motivation and behavioral skills of health information providers and consumers. For example, social media can provide information by disseminating accurate and timely health information as well as facilitating exposure and access to diverse and multiple sources of health information.

Social media can also enhance motivation by influencing personal and social factors that affect the intention and desires to disseminate and use health information such as attitudes, beliefs, norms and values. Social media can also improve behavioral skills by enabling and empowering health information providers and consumers to plan, implement, and maintain health information dissemination and use, such as creating, sharing and interacting with health information.

Therefore, the social media cognitive theory and information motivation behavioral model are valuable theoretical review to address the research question, as they can provide a comprehensive and contextualized understanding of how social media influences health information dissemination and outcomes in Ilorin East LGA, by affecting the personal behavioral and environmental factors, as well as the information motivation and behavioral skills of health information providers and consumers.

## **2.3 EMPIRICAL REVIEW**

The empirical study and review to the impact of social media on the propagation of health information. Social media has emerged as a transformative instrument for public health communication, providing unparalleled reach, engagement and real time contract. This study investigates the functions of social media platforms in delivering health information, accesses their effectiveness and addresses the issues they raise while these platforms have helped health organizations connect successfully, posing public health hazard. Case studies demonstrate the potential for social media to generate effective campaigns, but they also emphasize the significance of believable message and prosper planning.

The study continues by underlining the importance of balanced approaches that utilize social media potential while limiting its downsides. Social media platforms have become increasingly popular over the last decade with billions of people around the world using social media or networking sites to connect with others and share different as part of their lives. This growth has been a major development in the global communication environments and has played an important role in reshaping how individuals interact with information organizations and critically each other's. As a result, they now represent an important location for public health practitioner and organization to communicate with people about health and healthcare. This review will oxime how key social media platforms can be used as channel for engaging with member of the public about health and healthcare, several methods available to evaluate their efficacy and how communication and marketing strategies have been built around them. Although, there are growing numbers of articles investigating social media use and healthcare, the field and healthcare, the field is continually evolving, with new potential applications and theories developing and adapting as the nature and application of these spaces become clear current research is required to understand how these channel can be and are being accessed by public health researches, social media can fulfill two ways communications mandate that health communications professionals advocates, where the receivers becomes active and provides immediate feedbacks. True two-ways communication with real time updates often is not achievable via traditional media or even news feeds on public health websites. This can be particularly important for health messaging, given that people are being asked to take immediate action to prevent the spread of infection.

Social media has overtime becomes synonymous with web-based social networks; hence, it has become increasingly important for the assessment of public perceptions of health issues.

Social media refers to online social networking YouTube, TikTok, Facebook, Snapchat, Reddit, Instagram, WhatsApp and Blogs. It is a new and and ever-changing field. Access to the internet social media platforms and mobile communication are all tools that can be leveraged to make health information available and accessible. This research aimed to conduct on introductory study of existing published literature on why to choose and how to use social media to obtained population health information to gain knowledge about



various health sectors like disease surveillance, health education, health research, health and behavioral modification, influence policy, enhance professional development and doctor patient relation development.

We searched for publications using database like PubMed, NCBI, and Google Scholar and combined 2022 social media usage statistics from PWC, infographic Archive and statistical online websites. The American Medical Association (AMA) policy about professionalism in social media use, American College of Physicians-Federation of state Medical Boards (ACP-FSMB) guidelines for online medical Professionalism and Health Insurance Portability and Accountability Act (HIPAA) social media violations were also briefly reviewed. Our findings reflect the benefits and drawbacks of using web platforms and how they impact public health ethically, professionally and socially. During research, they discovered that social media's impact on public health concerns is both positive and negatives, and they attempt to explain how social networks are assisting people in achieving health, which is still a source of much debate.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 INTRODUCTION**

Research methodology can be defined as a roadmap that details the process of study will take. It explains in clear terms procedure through which a research data will be gathered, processed and analyzed.

According to John W Creswell defines research methodology as the "over all strategy or plan for conducting research" It encompasses the methods, procedures and techniques used to collect and analyze data in order to answer research questions or test hypotheses. Creswell emphasizes the importance of selecting the most appropriate research design and method based on the nature of the research problem and the research questions being asked. There are many different types of research methodologies but some of the most common ones are quantitative, qualitative and mixed methods.

This chapter covers the methodology adopted in gathering of relevant information needed for actualization of the objectives of the study. The chapter is therefore discussed under the heading of research design, area of the study, population of the study, sampling size and technique, instrument for data collection, validation of the instrument method of data collection and analysis.

#### **3.1 RESEARCH DESIGN**

The research design is intended to provide an appropriate framework for a study. A very significant decision in research design process is the choice to be made regarding research approach since it determines how relevant information for a study will be obtained; however, the research design process involves many interrelated decisions.

This study employed a mixed type of methods. The first part of the study consisted of a series of well-structured questionnaire (for management, employee's representatives and technicians of industries) and semi-structured interviews with key stake holders (government bodies, ministries and industries) in participating organizations. The other design used is an interview of employees to know how they feel observation at the selected industrial sites was undertaken.

### **3.2 POPULATION OF THR STUDY**

The study its population consisted of manufacturing industries employees in Addis Ababa city and around as there are more representative manufacturing industrial clusters found. To select representative manufacturing industrial sector population, the types of the industries expected were more potential to accidents based in random and purposive sampling considered. The population of data was forming textile, leather, metal, chemicals and foil manufacturing industries. A total of 189 sample size of industries responded to the questionnaire survey from the priority areas of the government. Random sample size and disproportionate methods were used and 80 from wood, metal and iron works, 30 from food, beverages and chemical product, 50 from leather, textile and garments, 20 from chemical and chemical products and 9 from other remaining 9 clusters of manufacturing industries responded.

### **3.3 SAMPLE SIZE**

A sample random sampling and purposive sampling methods were used to select the representative manufacturing industries and respondents for the study. The simple random sampling ensures that each member of the population has an equal chance for the selection or the chance of getting a response which can be more than equal to the chance depending on the data analysis justification. Sample size determination procedure was used to get optimum and reasonable information. In the study, both probability (simple random sampling) and non-probability (convenience, quota, purposive and judgmental) sampling method were used as the nature of the industries are varied. This is because of the characteristics of data sources which permitted the researchers to follow the multi-methods. This helps the analysis to triangulate the data obtained and increase the reliability of the research outcomes and its decision.

### **3.4. RESEARCH INSTRUMENT**

The terms research instrument refers to any tool that you may use to collect or obtain data, measure data and analyze data that is relevant to the subject of your research.

Research instrument are often used in the field of social sciences and health sciences. These tools can also be found within education that relates to patients, staffs, teacher and students.

The format of a research instrument may consist of questionnaires, surveys, interviews, checklists or simple tools. The choice of which specific research instrument tool to use will be decided on by the researcher. It will also be strongly related to the actual methods that will be used in the specific study.

### **3.5. VALIDITY AND RELIABILITY OF THE INSTRUMENT**

#### **i. RELIABILITY OF DATA**

The reliability of measurements specifies the amount to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument. In reliability analysis, it has been checked for the stability and consistency of data. In the case of reliability analysis, the researchers checked the accuracy and precision of the procedure of measurement.

#### **ii. RELIABILITY ANALYSIS**

The reliability of internal consistency most of time is measured based on the Cronbach's alpha value. Reliability coefficient of 0.70 and above is considered "acceptable" in most research situations. In this study, reliability analysis for internal consistency of Likert - scale measurement after deleting 13 items was found similar.

#### **iii. VALIDITY**

Face validity used as defined by Babbie [13] is an indicator that makes it seem a reasonable measure of some variables, and it is the subjective judgement that the instrument measures what it intends to measure in terms of relevance [14].

Thus, the researchers ensured, in this study, when developing the instruments that uncertainties were eliminated by using appropriate words and concepts in order to enhance clarity and general suitability [14]. Furthermore, the researchers submitted the instruments to the research supervisor and the joint supervisor who are both occupational health experts to ensure validating of the measuring instruments and determine whether the instrument could be considered valid on face value.

### 3.6 **METHOD OF ADMINISTRATION OF INSTRUMENT**

Administration of instruments in research is the process of collecting data from participants using a variety of methods. This includes surveys, interviews, focus groups and other forms of assessment. A research instrument can include interviews, texts, survey or check lists. The research instrument is usually determined by researcher and is tied to the study methodology.

### 3.7. **METHOD OF DATA ANALYSIS**

Data analysis method follows the procedures listed under the following sections. The data analysis part answers the basic questions raised in the problems statement. The detailed analysis of the developed and developing counties experiences on OSH regarding manufacturing industries was analyzed, discussed, compared and contrasted and synthesized.

## **CHAPTER FOUR**

### **4.0 DATA PRESENTATION AND ANALYSIS**

#### **INTRODUCTION**

Data analysis is the most crucial part of any research. Data analysis summaries collected data. It is a process used by researchers for reducing data to a story and interpreting it to derive insights.

In this chapter data are organized into tables so that statically and logical conclusion can be gotten frills the collected data and merit will be discussed. In this research work, the simple percentage tabular presentation in presenting the primary data generated from the field. Doing this would enable easy, convenience, clarity and vetted comprehension the researcher presents all the questionnaire items that would provide answers to the researchers identified problem and all presentations and analysis shall be in conformity with questionnaire items and responses.

#### **4.1. DATA PRESENTAION**

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graphs, charts etc. However, the organization and presentation of data shall be according to questionnaire items and responses, in the (20) twenty questionnaire items developed from the three framed researcher questions, the researcher aimed at using them to provide an answer to his topic problem.

A total of one hundred (100) copies of the questionnaire were produced and distributed to the researcher sample populace. All presentations are done in simple percentage tabular mode, while simple descriptive analysis technique was used to describe what items were contained in the tables.

## **SECTION A**

### **Question 1: Sex of respondent**

**Table I**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
MALE	42	42%
FEMALE	58	58%
TOTAL	100	100%

**SOURCE:** Field survey 2025

The table shows the distribution of respondents by sex in a survey. Among the respondents, 42% are male and 58% are female. The total number of respondents is 100. in conclusion we have more response from the female.

### **Question 2: Age of respondent**

**Table II**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
18 – 25years	89	89%
26 – 35years	9	9%
36 – 45years	2	2%
46 – Above	0	0%
TOTAL	100	100%

**SOURCE:** Field survey 2025

The table shows the distribution of respondents' ages in a survey. Among the respondents, 89% are aged 18-25 years, 9% are aged 26-35 years, 2% are aged 36-45 years, and none

are aged 46 years or older. The total number of respondents is 100. in conclusion we have more response from the 18-25.

### Question 3: Educational Qualification of Respondents

**Table III**

VARIABLE	FREQUENCY	PERCENTAGE (%)
SSCE	10	10%
ND	20	20%
HND	65	65%
BSC	5	5%
Total	100	100%

**Source:** Researcher field survey 2025

**Table 3:** It is obvious and cleared from the data presented in the table 4 above majority of respondents are HND certificate holder but the OND, SSCE, and BSC are not left behind which entail that majority of people responded are with good qualification experience.

### Question 4: Religion of respondent

**Table IV**

VARIABLE	FREQUENCY	PERCENTAGE (%)
ISLAM	76	76%
CHRISTIANITY	24	24%
OTHER	0	0%
TOTAL	100	100%

**Source:** Researcher field survey 2025



The table shows the distribution of respondents by religion in a survey. Among the respondents, 76% follow Islam and 24% follow Christianity. in conclusion we have more response from the Islam. The total number of respondents is 100.

#### **Question 5: Marital status**

**Table V**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
SINGLE	93	93%
MARRIED	7	7%
DIVORCED	0	0%
TOTAL	100	100%

**Source:** Researcher field survey 2025

The table shows the distribution of respondents by marital status in a survey. Among the respondents, 93% are single, 7% are married, and none are divorced. in conclusion we have more response from the single. The total number of respondents is 100.

#### **Question 6: Occupation of respondents**

**Table VI**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Civil servant	10	10%
Trader	25	25%
Students	65	65%
Total	100	100%

**Source:** Researcher field survey 2025

Table 6: The above illustration shows that 65 of 65% of the respondents are student and 25 respondents which represent 25% are trader and 10 respondent which represent 10% are civil servant in conclusion we have more responses from the students.

**Question 7:** Do you have any social media handles?

**Table VII**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Yes	66	66%
No	34	34%
Total	100	100%

**Source:** Researcher field survey 2025

The above table shows respondent that 98 of 98% of the respondent have social media handle while 34 of 34% says No.

**Question 8:** Which of social media platform do you use?

**Table VIII**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Facebook	17	17%
WhatsApp	60	60%
Instagram	13	13%
Twitter	5	5%
TikTok	5	5%
Total	100	100%

**Source:** Researcher field survey 2025

The table shows that the 17 (17%) of the respondent often use facebook, 60 (60%) of the respondents uses WhatsApp, 13 (13%) uses Instagram, 5 of 5% make use of Twitter while the remaining 5 of 5% of respondent are TikTok.

**Question 9:** How can you describe social media content?

**Table IX**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Educative	25	25%
Informative	58	58%
Interactive	10	10%
Persuasive	7	7%
Total	100	100%

**Source:** Researcher field survey 2025

The above table shows how the respondent describe social media content, 25% of the respondent describe it has educative, 58% describe it has informative, 10 (10%) of the respondent says it is interactive while the 7(7%) picks persuasive.

**Question 10:** Have you ever change your health-related behavior or decision based on information you found on social media?

**Table X**

VARIABLE	FREQUENCY	PERCENTAGE (%)
Yes	72	72%
No	16	16%
Maybe	12	12%
Total	100	100%

**Source:** Researcher field survey 2025

The above table shows how the respondent describes social media content or information gathered enables them to changes their health-related behavior, 72 (72%) of the respondent says Yes, 16 (16%) No and the remaining 12 (12%) Maybe.

**Question 11:** Which of this social media platform do you think effectively propagate health information in Ilorin East Local Government Residence?

**Table XI**

VARIABLE	FREQUENCY	PERCENTAGE (%)
Facebook	60	60%
WhatsApp	30	30%
Instagram	5	5%
Twitter	5	5%
Total	100	100%

**Source:** Researcher field survey 2025

The above table represent the social media platform that the respondent thinks effectively propagate health information dissemination 60 (60%) of the respondent picks Facebook has the most effectively platform 30 (30%) are WhatsApp, 5 (5%) Instagram and the remaining 5 (5%) are Twitter.

## **SECTION C**

KEYS: Strongly Agree {SA}, Agree {A}, Neutral {N}, Disagree {D}, Strongly Disagree {SD}.

**Table 12:** Social media platform play a vital role in propagation of health information in Ilorin East Local Government Residence.

**Table XII.**

VARIABLE	FREQUENCY	PERCENTAGE (%)
Strongly agree	15	15%
Agree	50	50%
Strongly disagree	10	10%
Neutral	20	20%
Disagree	5	5%
Total	100	100%

**Source:** Researcher field survey 2025

From the above table, it shows that 15 (15%) of the respondent Strongly agree that social media play a vital role in health information propagation, 50 (50%) of the respondent Agree that social media is a tool for health information propagation in Ilorin East Local Government, 10 (10%) Strongly Disagree, 20 (20%) are Neutral and 5 (5%) Disagree.

**Table 13:** Social media has boost individual confidence in the accuracy and reliability of health information in Ilorin East Local Government Residence.

**Table XIII** .

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Strongly agree	20	5%
Agree	63	50%
Strongly disagree	6	10%
Neutral	11	20%
Disagree	0	5%
Total	100	100%

**Source:** Researcher field survey 2025

From the above table, it shows that 20 (20%) of the respondent Strongly agree that social media has boost individual confidence in sharing health information, 63 (63%) of the respondent Agree that social media has the accuracy and reliability for health information in Ilorin East Local Government, 6 (6%) Strongly Disagree, 11 (11%) are Neutral and 0 (0%) Disagree

**Table 14:** Through social media platforms individual have access to seek health information related and proffer proper solution

**Table XIV**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Strongly agree	17	17%
Agree	58	58%
Neutral	15	15%
Disagree	9	9%
Strongly Disagree	1	1%
Total	100	100%

**Source:** Researcher field survey 2025

From the above table, it shows that 17 (17%) of the respondent Strongly agree that social media platform proffer proper solution to individual health related issues, 58 (58%) of the respondent Agree that social media have access to seek information. 15 (15%) Neutral, 9 (9%) are Disagree and 1 (1%) Strongly Disagree.

**Table 15:** Social media has been a fascinating platform for health information dissemination

**Table XV**

VARIABLE	FREQUENCY	PERCENTAGE (%)
Strongly agree	27	27%
Agree	57	57%
Neutral	14	10%
Disagree	2	2%
Strongly Disagree	4	4%
Total	100	100%

**Source:** Researcher field survey 2025

From the above table, it shows that 27 (27%) of the respondent Strongly agree that social media platform has been the most fascinating platform for health dissemination, 57 (57%) of the respondent Agree that social media has fascinating platform for health information. 14 (14%) are Neutral, 2 (2%) are Disagree and 4 (4%) Strongly Disagree.

**Table 16:** Social media has really enlightened people in the disclosure of health-related issues by providing accurate information needed.

**Table XVI**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Strongly agree	25	25%
Agree	45	45%
Neutral	15	15%
Disagree	10	10%
Strongly Disagree	5	5%
Total	100	100%

**Source:** Researcher field survey 2025

From the above table, it shows that 25 (25%) of the respondent Strongly agree that social media has really enlighten people in the disclosure of health-related issues 45 (45%) of the respondent Agree 15 (15%) of the respondent Neutral, 10 (10%) of the respondent are Disagree lastly, 5 (5%) represent responded Strongly Disagree.

**Table 17:** Social media has given access to interpersonal communication between two or more people to address health-related issues and enable feedback

**Table XVII**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Strongly agree	21	21%
Agree	15	15%
Neutral	40	40%
Disagree	13	13%
Strongly Disagree	11	11%
Total	100	100%

**Source:** Researcher field survey 2025



From the above table, it shows that disclosure 40 (40%) of the respondent Neutral that social media health has given access to interpersonal communication between two or more people to address health-related issues and enable feedback 21 (21%) of the respondent Strongly Agree, 15 (15%) were Agree, 13 (13%) of the respondent Disagree and 11 (11%) Strongly Disagree.

**Table 18:** Social media is a vast platform for individual to update their day to day activities and check likes, comments and share health-related issues.

**Table XVIII**

VARIABLE	FREQUENCY	PERCENTAGE (%)
Strongly agree	14	14%
Agree	54	54%
Neutral	17	17%
Disagree	5	5%
Strongly Disagree	10	5%
Total	100	100%

**Source:** Researcher field survey 2025

From the above table, it shows the respondent to the research question social media is a vast platform for individual to update their day to day activities and check likes, comments and share health-related issues 14 (14%) of the respondent Strongly Agree, 54 (54%) of the respondent Agree, 17 (17%) of the respondent Neutral, 5 (5%) of the respondent Disagree, while 10 (10%) of the respondent Strongly Agree.

**Table 19:** Social media advocacy on health information has foster dissemination of health promotion and promote healthy behavior in Ilorin East Local Government Residence

**Table XIX**

VARIABLE	FREQUENCY	PERCENTAGE (%)
Strongly agree	17	14%
Agree	64	54%
Neutral	13	17%
Disagree	1	5%
Strongly Disagree	5	5%
Total	100	100%

**Source:** Researcher field survey 2025

From the above table, it shows the response of the respondents which implies that 17 (17%) of the respondent believe that social media advocacy on health information has foster dissemination of health promotion and promote healthy behavior in Ilorin East Local Government Residence, 64 (64%) of the respondent Agree, 13 (13%) of the respondent Neutral, 1 (1%) of the respondent Disagree, lastly, 5 (5%) of the respondent Strongly Disagree.

**Table 20:** Health information dissemination on social media has raise awareness, promote prevent, encourage treatment and improve health outcomes in Ilorin East Local Government Residence.

**Table XX**

VARIABLE	FREQUENCY	PERCENTAGE (%)
Strongly agree	14	14%
Agree	54	54%
Neutral	17	17%
Disagree	10	5%
Strongly Disagree	5	5%
Total	100	100%

**Source:** Researcher field survey 2025

From the above table, it shows the response of the respondent on how health information dissemination on social media has raise awareness, promote prevent, encourage treatment and improve health outcomes in Ilorin East Local Government Residence 14 (14%) of the respondent Strongly Agree, 54 (54%) of the respondent Agree, 17 (17%) of the respondent Neutral, 10 (10%) of the respondent Strongly Disagree lastly, 5 (5%) of the respondent of the respondent Disagree.

## **4.2 ANALYSIS OF RESEARCH QUESTIONS**

### **Research question 1**

How is social media used for health information dissemination in Ilorin East Local Government?

In reference to table 16, 12 and 17. It was gathered in table16 that 45% of the respondent Agree that been use thoroughly for health information dissemination in Ilorin East Local Government 25% respondent Strongly agree, 15% are Neutral, 10% Disagree and others Strongly Disagree.

Also Table 12, according to the research it was discover that social media has being the effective platform for the dissemination of health information 50% of the respondent agree, 5% Strongly agree, 5% Disagree, 10% of the respondent Strongly disagree and the other 20% of the respondents are Neutral.

Table 17 also assenting to the point where 15% of the respondent Agree with the question above, 21% Strongly agree, 40% are Neutral, 13% Disagree and the other 11% Strongly disagree.

### **Research question 2**

What are the types of health information that are propagate through social media in Ilorin East local Government?

In afferece to Take 19 and 20, this question was answered truthfully by the respondent.

In Table 19, it was gathered that 64% of the respondent Agree that the health information dissemination on social media has faster and promote healthy behaviour of the resident, 17% Strongly agree, 13% Neutral, 1% Disagree and 5% are Strongly disagree.’

Also, Table 20, it was Strongly agreed by 14% of the respondents, 54% Agree, 17% are Neutral, 10% Disagree and the remaining 5% Strongly Disagree.

### **Research question 3**

What are the sources platform and audience of health information on social media in Ilorin East Local Government Residence?

In reference of Table 14, this question was answered because it was gathered that 58% of the respondent Agree that individual of the society is the source who effectively make use of social media platform to seek for health information related and proffer proper solution, 17% Strongly agree, 15% Neutral, 1% Strongly disagree and 9% are Disagree.

### **Research question 4**

How is the quality credibility and accuracy of health information on social in media Ilorin East Local Government Residence determined and verified?

In reference Table 11 and 13, the answer was gathered.

Table 11, discovered that different social media platform like WhatsApp 30% of the respondent believes that the outcome can be verified on it, 60% choosed Facebook, 5% Instagram and 5% are Twitter.

Table 13, it was gathered that 20% of the respondent Strongly Agree, while 63% are Agree, 11% of respondent a=Neutral and lastly, 6% of the respondent are strongly Disagree.

### 4.3 DISCUSSION OF FINDINGS

The purpose of this study is to examine the “Impact of social media on the propagation of health information” (A Case Study of Ilorin East Local Government Residence).

From the finding of the study, it was discovered that social media is the most effective platform used to propagate health information in rural area like Ilorin East Local Government. This is because social media is considered as the vast tools for the promoting and spreading of health information to the heterogeneous audience and different platform like WhatsApp, Facebook, Twitter, Instagram, TikTok and other form of communication application can use to carry out and discharge the information effectively. And as the named implies social media, it is a platform use to bring people together from different horizon to interact and enlighten one another about related issues and gives room for feedback from different angles.

The research shows how people can go extra mile to find accurate reply and solution to their health-related issues through the use of social media.

Thus, social media provide a satisfactory means of understanding systematic health information. The result obtained in the statistical analysis was used to provide an answer to the study.

Definite question was asked in the questionnaire to generate answer to each of the question passed in this study. 100 questionnaires were administered to the respondent and all the copies of the questionnaire were returned.

My finding shows that 5 (5%) of the respondent Strongly agree that social media play a vital role in health information propagation, 50 (50%) of the respondent Agree that social media is a tool for health information propagation in Ilorin East Local Government, 10 (10%) Strongly Disagree, 20 (20%) are Neutral and 5 (5%) Disagree.

Furthermore, I discovered that the most used platform in the dissemination of health information in which people access frequently to 60 (60%) of the respondents uses WhatsApp mostly access to it, 17 (17%) of the respondent Facebook, 13 (13%) uses

Instagram, 5 of 5% make use of Twitter while the remaining 5 of 5% of respondent are TikTok.

Also, the research shows that social media content is 58% describe it has informative, 25% of the respondent describe it has educative, 10 (10%) of the respondent says it is interactive while the 7(7%) picks persuasive.

I discovered that 64% of the respondents most likely to change their health related behavior or decision based on information found on social media others that 17 (17%) of the respondent believe that social media advocacy on health information has foster dissemination of health promotion and promote healthy behavior in Ilorin East Local Government Residence, 64 (64%) of the respondent Agree, 13 (13%) of the respondent Neutral, 1 (1%) of the respondent Disagree, lastly, 5 (5%) of the respondent of the respondent Strongly Agree.

The research also shows that social media has given access to interpersonal communication between two or more people to address health-related issues and enable feedback. t shows that disclosure 40 (40%) of the respondent Neutral that social media health has given access to interpersonal communication between two or more people to address health-related issues and enable feedback 21 (21%) of the respondent Strongly Agree, 15 (15%) were Agree, 13 (13%) of the respondent Disagree and 11 (11%) Strongly Disagree. This shows social media cannot be over-emphasizes when it comes to dissemination of health information to the people in a particular define entity like Ilorin Local Government.

Summarily from the finding so far it can be said that majority of respondents say social media plays a vital role in propagation of health information in Ilorin East Local Government according to research and the answered gotten from the respondents.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 SUMMARY**

A summary is a brief statement or restatement of main points especially as a conclusion to a work. Summary is a shortened account of the main ideas in which few supporting details are provided. They are used to draw the interest of the reader or prepare the reader for an analysis that is to follow.

This research work dwells on the "Impact of Social Media on The Propagation of Health Information in Ilorin East Local Government Area". This chapter therefore summarized all that has been done in carrying out this research.

In chapter one, this chapter focus on the background of the research work, the statement of research problem, the objectives of the research, the significance of the study, the research questions, the scope of the study and the definition of key terms.

In chapter two, theoretical framework was broadly covered and the theory that was used in this research are Social Cognitive Theory and Information Motivation Behavioral Theory as it explains how effectively individual behaviors affect and promote his/her health issues and how our social and psychology affect our health issues and proffer solution. The theory states the goals, self-efficacy, outcome expectation and facilitators impediments.

In chapter three, research methodology was examined, research design, sampling techniques, sampling sizes and data analysis that was adopted. This research uses survey method with the use of questionnaire as an instrument in with 100 copies were distributed to the resident of Ilorin East Local Government as the chosen population of the study.

Chapter Four focuses on the major findings, Data analysts and presentation, analysis of research question and discussion of findings which shows how effectively social media has been used for the propagation of health information in Ilorin East Local Government.

Chapter Five discuss the summary of findings, conclusion and recommendations. Furthermore, there is high percentage of the respondents that uses social media to find out their health-related issues and solution. Also 80% of the respondent believes that social media is the effective platform and medium to create awareness in the spreading of health information in Ilorin East Local Government Area.

Finally, through the use of social media frequently by the resident of Ilorin East Local Government, information about health-related issues will be widely spread and there will be proper care for any infection or disease that may endanger their lives.

## **5.2 CONCLUSION**

Conclusion is a decision or judgment that is made after a research work. This study discovered that the respondent had positive perceptions on the impact of social media on the propagation of health information in Ilorin East Local Government. The study also established that the respondent uses of social media had passive influence on them in which it was judiciously use for health-related issues rather than entertainment.

This study enables the resident of the local government to be more enlighten on the effective use of social media. Inferentially, the major findings of the study discover that social media impact positively in propagating health information because it is considered the most important platform in creating and spreading awareness to the heterogeneous audience and it has help to improve the relationship and quality of people's lives.

Therefore, it is concluded that dissemination of health information on social media has impact positively on the people of Ilorin East Local Government. This conclusion arrived as a result of the responses and information gathered from the respondent with the use of questionnaire as a tool for data collection.

## **5.3 RECOMMENDATIONS**

Recommendation is a suggestion or proposal as to the best course of action, especially one put forward by an authoritative body.



Having carried out a research work on the topic in context, I hereby draft the following as recommendations.

1. Social media should be more used for health advocacy especially to the rural areas in order to promote health facilitators and maintain personal hygiene.
2. The resident of Ilorin East Local Government should use social media more for health-related issues than entertainment in their area.
3. The medical personnel should advocate more on the importance of health treatment in their various pages on social media either Facebook, Twitter, YouTube or Instagram.
4. The mass should be put into consideration and priority in any content disseminated on social media.
5. Social media platforms should focus more on health-related information so as to promote social integration and interaction.
6. The feedback should be given as soon as possible especially in term of emergency on health-related issue.
7. Individual should imbibe the habit of speaking up on any health issues affecting them or their close ones to provide adequate solution.
8. Other media organization should study to know the extent of fast reach social media passes or disseminate information in order to promote effective flows of information, spreading and create awareness on any forms of ailment.
9. Finally, social media should be more interested in propagating health information without limited reach of audience. It will foster health behavior and promote good health living among people and the nation at large.

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## **APPENDIX**

### **QUESTIONNAIRE**

Dear Respondents,

I am a student of the Department of Mass Communication, Kwara state polytechnic, Ilorin. I am conducting research on the topic **"THE IMPACT OF SOCIAL MEDIA ON THE PRPAGATION OF HEALTH INFORMATION (A CASE STUDY OF ILORIN EAST LOCAL GOVERNMENT RESIDENCE"**

Institution: Please tick (✓) the answer you consider appropriate the questionnaire is divided in two parts.

#### **SECTION A**

Bio-Data of Respondents

1. Sex: Male ( ) Female ( )
2. Age: 18-24 ( ) 25-29 ( ) 30-39 ( )
3. Religion: Islam ( ) Christianity ( ) Other ( )
4. Marital status: Married ( ) Single ( ) Divorced ( )
5. Qualification: SSCE ( ) ND ( ) HND ( ) BSC ( )
6. Occupation: Civil Servant ( ) Trader ( ) Student ( )

#### **SECTION B**

7. Do you have any social media handles? Yes ( ) No ( )
8. Which of social media platform do you use? Facebook ( ) WhatsApp ( ) Instagram ( ) Twitter ( ) TikTok ( )
9. How can you describe social media content? Educative ( ) Informative ( ) Interactive ( ) Persuasive ( )
10. Have you ever changed your health-related behavior or decision based on information you found on social media? Yes ( ) No ( )
11. Which of the social media platform do you think effectively propagate health in Ilorin East Local Government? Facebook ( ) WhatsApp ( ) Instagram ( ) Twitter ( )

## SECTION C

KEYS : Strongly Agree {SA}, Agree {A}, Neutral {N}, Disagree {D}, Strongly Disagree {SD}.

S/N	STATEMENT	SA	A	N	D	SD
12.	Social media platform plays a vital role in propagation of health information in Ilorin East Local Government Residence.					
13.	Social media has boost individual confidence in the accuracy and reliability of health information in Ilorin East Local Government Residence					
14	Through social media platforms individual have access to seek health information related and proffer proper solution					
15.	Social media has been a fascinating platform for health information dissemination					
16	Social media has really enlightened people in the disclosure of health-related issues by providing accurate information needed					
17.	Social media has really enlightened people in the disclosure of health-related issues by providing accurate information needed					
18.	Social media is a vast platform for individual to update their day to day activities and check likes, comments and share health-related issues.					
19.	Social media advocacy on health information has foster dissemination of health promotion and promote healthy behavior in Ilorin East Local Government Residence					
20	Health information dissemination on social media has raise awareness, promote prevent, encourage treatment and improve health outcomes in Ilorin East Local Government Residence.					