

**AN APPRAISAL OF SOME SELECTED
NEWSPAPER HEADLINES IN TACKLING
HUMAN TRAFFICKING IN NIGERIA
(A CONTENT ANALYSIS OF THE NATION, PUNCH AND
THE TRIBUNE)**

BY

OLADOKUN DEBORAH OLUWABUNMI

HND/23/MAC/FT/0331

**BEING A RESEARCH PROJECT SUBMITTED TO
MASS COMMUNICATION DEPARTMENT, INSTITUTE OF
INFORMATION AND COMMUNICATION TECHNOLOGY (IICT)
KWARA STATE POLYTECHNIC ILORIN.**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR
THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN
MASS COMMUNICATION DEPARTMENT.**

JUNE, 2025

CERTIFICATION

This project work has been examined and approved as meeting the requirements of Department of Mass communication, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin, Kwara State. In Partial Fulfillment of the Requirement for the Award of Higher National Diploma (HND) in Mass communication.

MR. OLUFADI B.A.
(PROJECT SUPERVISOR)

DATE

MR. OLUFADI B.A.
(PROJECT CO-ORDINATOR)

DATE

MR. OLOHUNGBEBE F.T.
(HEAD OF DEPARTMENT)

DATE

EXTERNAL EXAMINER

DATE

DEDICATION

This project is wholeheartedly dedicated to God Almighty, whose grace and mercy have seen me through every step of this academic journey. Also, to my loving and ever supporting parent.

ACKNOWLEDGEMENTS

To God be the glory, great things he has done. To the King eternal, the mighty God, the beginning and the end of everything. My gratitude to the Almighty God for the grace given unto me in this course of study in Kwara State Polytechnic. For his love, mercy and unmerited favour. It's not by might, nor by power but by his spirit. Your name alone is worthy to be praised, Lord. (Amen)

My profound gratitude goes to my project supervisor, in person of MR. OLUFADI B.A., for his adequate support, cooperation and encouragement in the course of this research work.

My Gratitude also goes to the Head of the department (Mass Communication) In person of MR. OLOHUNGBEBE F.T. thank you sir. And to the entire lectures of this great department. May God bless you all (Amen)

My heart gratitude goes to my Lovely parents, in person of MR. & MRS. M.O. OLADOKUN. For their support, financially, spiritually and mentally. Thank you very much Dad and Mum. I pray you'll live to eat the fruit of your labor in good health and wealth Sir and Ma. Words are just not enough to appreciate your love and efforts.

Lastly, my appreciation goes to my lovely partner, my gist mate, my friend, my cheer leader, in Person of OLUWASEYI OLUWASEGUN DANIEL, thanks for all you do. Your prayer and words of encouragement. To my friends, OJO ABIOLA, OLAOYE BLESSING, FAKUADE VICTORIA, OLORUNFEMI MERCY, thank you all for being a friend indeed. Knowing you guys was never a mistake. I pray that peak of success, we'll all reach there. I love you all.

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ABSTRACT

This research examines the role of selected Nigerian newspapers—The Nation, Punch, and The Nigerian Tribune—in addressing the critical issue of human trafficking. Through a comprehensive content analysis of articles published between January and June 2025, the study aims to assess the frequency, themes, and framing techniques used in reporting human trafficking. Despite legislative efforts, public awareness remains low, necessitating effective media coverage to educate and inform the populace. The findings indicate that while these newspapers contribute to raising awareness, there is a notable gap in victim representation and the portrayal of traffickers. The study underscores the need for more nuanced reporting to enhance public understanding and encourage proactive engagement against human trafficking. Ultimately, this research aims to inform media practitioners, policymakers, and scholars about the effectiveness of newspaper coverage in combating human trafficking in Nigeria.

CHAPTER ONE

INTRODUCTION

1.1 Background To The Study

Human trafficking is a multifaceted issue that poses significant challenges to individuals and societies worldwide. In Nigeria, the problem is exacerbated by various factors including economic hardship, inadequate law enforcement, cultural practices that normalize exploitation, and insufficient educational opportunities (Akinyemi et al., 2018). According to the U.S. Department of State (2021), Nigeria is recognized as a source, transit, and destination country for trafficked persons. The Nigerian government has taken steps to combat this crisis through legislation such as the Trafficking in Persons (Prohibition) Enforcement and Administration Act of 2015. However, legislative measures alone are insufficient without robust media support to raise awareness and educate the public about the dangers of trafficking.

The media's role in addressing social issues like human trafficking cannot be overstated. Newspapers serve as critical platforms for disseminating information that can challenge societal norms and promote social change (McQuail, 2010). They have the capacity to highlight stories of victims, report on government actions against traffickers, and call for societal change through advocacy journalism. Previous studies have shown that media coverage can significantly influence public awareness and attitudes toward human trafficking (Ogunyemi & Okwuosa, 2020). However, there is limited empirical research specifically focused on how Nigerian newspapers report on this critical issue.

In recent years, there has been an increase in international attention towards combating human trafficking in Nigeria due to its implications for national security and human rights violations. Non-governmental organizations (NGOs) have also played a vital role in advocating for victims' rights and pushing for more comprehensive media coverage (Adeyemi & Okwuosa, 2021). Despite these efforts, gaps remain in how effectively

newspapers cover human trafficking issues—specifically regarding victim representation and the portrayal of traffickers.

This study will provide a comprehensive content analysis of articles published in The Nation, Punch, and The Nigerian Tribune regarding human trafficking. By examining the themes, frequency, framing techniques used in these articles over a specified period (e.g., one year), this research aims to assess the effectiveness of these newspapers in tackling human trafficking in Nigeria.

1.2 Statement Of The Problem

Despite ongoing efforts to combat human trafficking in Nigeria, awareness remains low among the general population. Many individuals are unaware of the signs of trafficking or how to seek help effectively. While mass media campaigns have been implemented to address these issues, there is limited empirical research assessing their effectiveness. The problem lies in understanding the extent to which newspapers influence public attitudes toward human trafficking and whether their coverage leads to tangible changes in behavior or policy.

1.3 Objectives Of The Study

The primary objectives of this study are:

- i. To assess how frequently human trafficking is covered in these newspapers.
- ii. To evaluate the themes and narratives presented in articles about human trafficking.
- iii. To determine the effectiveness of newspaper coverage in raising public awareness about human trafficking.
- iv. To evaluate how these newspapers frame the issue of human trafficking

1.4 Research Questions

This study seeks to answer the following questions:

- i. How frequently do The Nation, Punch, and The Nigerian Tribune cover issues related to human trafficking?

- ii. What themes are prevalent in the coverage of human trafficking by these newspapers?
- iii. What impact does newspaper coverage have on public awareness and perceptions of human trafficking?
- iv. How do these newspapers frame the issue of human trafficking?

1.5 Significance Of The Study

This research is significant for several reasons:

Policy Makers: Insights from this study can inform policies aimed at enhancing media engagement in anti-trafficking campaigns.

Media Practitioners: Understanding effective reporting strategies can help journalists craft impactful narratives that resonate with audiences.

Academics: This research contributes to existing literature on media studies and social advocacy by providing empirical evidence on the role of newspapers in addressing human trafficking.

1.6 Scope Of The Study

This study focuses on selected Nigerian newspapers—The Nation, Punch, and The Nigerian Tribune—and their coverage regarding human trafficking over a specified period from January 2025 to June 2025. The research will analyze articles published during this timeframe to identify trends and themes related to human trafficking.

Specifically, this study will examine:

Content Type: Articles will be categorized into news reports, opinion pieces, editorials, features, investigative reports, and advertisements related to anti-trafficking campaigns.

Geographical Focus: Coverage will be assessed concerning specific regions within Nigeria known for high incidences of human trafficking such as Lagos State, Edo State (notorious for child trafficking), and Abuja (as a transit point).

Temporal Analysis: The frequency and timing of articles will be analyzed to understand if there are spikes in coverage related to specific events or campaigns such as International Anti-Trafficking Day or government initiatives against trafficking.

Victim Representation: This study will also focus on how victims are portrayed within these articles—whether they are depicted as passive subjects or empowered individuals seeking justice.

By focusing on these aspects comprehensively, this study aims to provide an appraisal not only of how effectively these newspapers tackle the issue of human trafficking but also how they contribute to shaping public discourse around this critical social issue within Nigeria's socio-political context.

1.7 Definition Of Terms

- i. Human Trafficking: The illegal trade of humans for exploitation purposes including forced labor and sexual exploitation.
- ii. Content Analysis: A research method used for systematically analyzing communication content to identify patterns or themes.
- iii. Media Coverage: The reporting and presentation of news stories by media outlets regarding specific issues or events.
- iv. Framing: The way information is presented by media outlets that influences audience perceptions and interpretations.
- v. Public Awareness: The level of understanding and knowledge that individuals have about a particular issue or topic.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The literature on human trafficking emphasizes the critical role of media in shaping public perceptions and influencing policy responses to this pressing social issue. Human trafficking is often described as a modern form of slavery, involving the exploitation of individuals through coercion, deception, or abuse of power (United Nations Office on Drugs and Crime, 2020). The media's portrayal of human trafficking can significantly influence public understanding and mobilize action against it, making it an essential area of study.

Research indicates that media coverage can either contribute to the stigmatization of victims or empower them by providing a platform for their stories (Ogunyemi & Okwuosa, 2020). For instance, studies have shown that sensationalist reporting can perpetuate stereotypes and misinformation about trafficking victims, while responsible journalism can foster empathy and encourage public engagement in anti-trafficking initiatives (Baker et al., 2016). Furthermore, the framing of human trafficking in the media often reflects broader societal attitudes towards gender, migration, and economic disparity, which can shape how audiences interpret these narratives (Hodge & McKenzie, 2014).

In Nigeria, where cultural norms and socio-economic factors contribute to the prevalence of human trafficking, media coverage becomes even more critical. The Nigerian press has the potential to educate the public about the realities of trafficking and advocate for policy changes to protect vulnerable populations. However, there is a need for more empirical research assessing how effectively Nigerian newspapers address this critical issue.

2.1 Conceptual Review

The concept of human trafficking encompasses various dimensions, including legal definitions, victimology, and socio-economic factors that contribute to its prevalence. The United Nations defines human trafficking as the recruitment, transportation, transfer,

harboring, or receipt of persons through coercion or deception for the purpose of exploitation (United Nations Office on Drugs and Crime, 2000). This definition highlights the complexity of trafficking as a multi-faceted issue that intersects with migration patterns, gender inequality, and economic instability.

Media representations of human trafficking often reflect societal perceptions and can influence public attitudes toward victims. The portrayal of victims as passive subjects rather than active agents seeking justice can perpetuate harmful stereotypes (Ogunyemi & Okwuosa, 2020). Additionally, understanding how different media platforms—such as print journalism, television broadcasts, and online news—approach the issue can provide insights into their effectiveness in raising awareness and mobilizing public support against human trafficking.

The role of media in shaping societal perceptions is further complicated by technological advancements and the rise of social media. Digital platforms have transformed how information is disseminated and consumed; they allow for greater interactivity and engagement but also present challenges related to misinformation and sensationalism (López & Kwan, 2021). The interplay between traditional media and digital platforms creates a complex landscape for addressing human trafficking.

In analyzing the concept of human trafficking within media discourse, it is essential to consider how narratives are constructed. Media narratives often simplify complex social issues into digestible stories that resonate with audiences. This simplification can lead to a lack of understanding regarding the systemic factors contributing to human trafficking (Hodge & McKenzie, 2014). For example, focusing solely on individual cases without contextualizing them within broader socio-economic frameworks may lead audiences to view trafficking as an isolated problem rather than a systemic issue requiring comprehensive solutions.

Moreover, the representation of traffickers in media narratives plays a crucial role in shaping public perceptions. When traffickers are depicted solely as "evil" individuals without exploring the socio-economic conditions that enable trafficking networks to thrive,

it obscures the structural issues at play (Ogunyemi & Okwuosa, 2020). This framing can lead to misinformed public opinions that fail to address root causes such as poverty and lack of education.

The impact of cultural narratives cannot be overlooked when discussing human trafficking. In many cultures, certain gender roles may perpetuate vulnerability among women and children. Media representations that reinforce traditional gender norms can inadvertently contribute to an environment where trafficking is normalized or overlooked (López & Kwan, 2021). Therefore, it is crucial for media outlets to adopt a more nuanced approach when reporting on human trafficking by challenging harmful stereotypes and promoting messages that empower victims.

Additionally, ethical considerations in reporting on human trafficking are paramount. Journalists must navigate the delicate balance between raising awareness about this issue while respecting the dignity and privacy of victims. Sensationalist reporting can cause further harm by exposing victims to stigma or re-traumatization (Baker et al., 2016). Ethical journalism should prioritize informed consent from victims when sharing their stories while also emphasizing their resilience rather than reducing them to mere statistics.

The role of advocacy journalism in addressing human trafficking is also significant. Advocacy journalism seeks not only to inform but also to mobilize public opinion towards action against injustices (McQuail, 2010). By highlighting stories that call for systemic change—such as improved law enforcement measures or better support services for victims—media outlets can play an instrumental role in driving policy discussions around human trafficking.

Furthermore, community engagement initiatives through media campaigns have shown promise in raising awareness about human trafficking at local levels. Collaborations between NGOs and media organizations can amplify messages about prevention strategies tailored to specific communities (Hodge & McKenzie, 2014). These partnerships enable targeted outreach efforts that resonate with audiences based on their unique cultural contexts.

Lastly, evaluating the effectiveness of media campaigns aimed at combating human trafficking requires robust metrics for assessing impact. Quantitative measures such as audience reach or engagement rates provide valuable insights into campaign performance; however qualitative assessments—such as audience feedback or changes in perception—are equally important for understanding long-term effects (Ogunyemi & Okwuosa, 2020).

In summary, a comprehensive conceptual review reveals that addressing human trafficking through media requires careful consideration of narrative construction while emphasizing ethical reporting practices. By engaging with diverse perspectives—from victim experiences to systemic analysis—media outlets can contribute meaningfully towards combating this pervasive issue.

2.2 Theoretical Review

This study will draw from several theoretical frameworks to analyze the role of newspapers in addressing human trafficking:

Framing Theory

Framing Theory, developed by Erving Goffman and later refined by scholars such as Robert Entman (1993), centers on the idea that how an issue is presented by the media—its “frame”—strongly shapes public interpretation and response. Frames determine what aspects of reality are emphasized, which narratives are legitimized, and which perspectives are omitted. In the context of human trafficking, this theory helps explain how media outlets structure their stories in ways that influence the public's understanding of both the victims and the perpetrators.

Human trafficking is a sensitive and multifaceted issue. The framing of such stories can either humanize the victims or further dehumanize them, depending on the language, imagery, and focus of the reporting. For instance, portraying victims as helpless, nameless statistics might evoke pity but does little to encourage systemic change or public engagement. Conversely, highlighting survivor stories and emphasizing their strength and agency can shift the narrative towards empowerment and justice.

In Nigeria, where cultural, religious, and economic factors complicate the discourse around trafficking, framing becomes especially critical. The framing of anti-trafficking narratives in Nigerian newspapers such as *The Nation*, *Punch*, and *The Nigerian Tribune* significantly influences how the public perceives the issue. A frame that focuses on law enforcement and punishment may suggest that the solution lies only in policing, while one that includes discussions on education, poverty, and gender inequality may prompt more holistic societal responses.

Moreover, sensationalist frames—those that focus heavily on violence or sexual exploitation—often attract attention but can contribute to trauma voyeurism or public desensitization. Balanced, fact-based, and empathetic framing, on the other hand, is more likely to foster long-term engagement and meaningful action. Thus, framing theory provides a useful lens for analyzing how these newspapers present human trafficking and the extent to which their narratives support awareness, advocacy, and policy reform.

Agenda-Setting Theory

Agenda-Setting Theory, introduced by Maxwell McCombs and Donald Shaw in 1972, argues that the media may not tell people what to think, but it does influence what they think about. This means that the prominence given to issues in news coverage determines their perceived importance in the minds of the public. By choosing what stories to publish, how often, and with what prominence, media outlets effectively set the public and policy agenda.

In relation to human trafficking in Nigeria, the agenda-setting role of newspapers is especially vital. Human trafficking often competes with other issues like politics, security, and economic crises for media attention. When Nigerian newspapers prioritize trafficking stories—by placing them on front pages, revisiting them in follow-up pieces, or providing investigative depth—they elevate the issue in national discourse. If coverage is sparse, fragmented, or buried in less-read sections, the issue risks being ignored by both the public and policymakers.

The agenda-setting function is particularly evident in how media coverage shapes the response of governmental and non-governmental agencies. When media draw sustained attention to trafficking, they exert pressure on authorities to act, whether through legislative change, enforcement action, or public campaigns. Likewise, regular coverage of trafficking-related events (such as International Day Against Human Trafficking or high-profile rescue operations) serves to reinforce the issue's relevance.

Furthermore, agenda-setting is closely related to public opinion. If the media continuously cover trafficking as a crisis requiring urgent attention, the public is more likely to consider it a top social issue and support reforms. Conversely, neglect in media coverage can breed ignorance and apathy. Newspapers also influence other media and institutional agendas; coverage in *The Nation* or *Punch*, for instance, can trigger broader debate across broadcast and digital platforms.

In sum, Agenda-Setting Theory is crucial for understanding how the Nigerian press contributes to public knowledge and institutional response to human trafficking. A media environment that actively and consistently prioritizes this issue helps to sustain national attention, increase accountability, and mobilize collective action.

2.3 Empirical Review

Empirical studies examining media coverage of human trafficking reveal significant trends and challenges in reporting. For instance, a study by Baker et al. (2016) analyzed media representations of trafficking victims in major U.S. newspapers and found that sensationalist reporting often overshadowed nuanced discussions about systemic factors contributing to trafficking. Similarly, Ogunyemi & Okwuosa (2020) conducted a content analysis of Nigerian newspapers and found that while there was coverage of human trafficking issues, much of it lacked depth and failed to adequately represent victim experiences.

Furthermore, research indicates that media campaigns aimed at raising awareness about human trafficking can lead to increased public engagement and support for anti-

trafficking initiatives. A study by Hodge & McKenzie (2014) demonstrated that targeted media campaigns significantly improved knowledge about human trafficking among audiences exposed to them. However, challenges such as resource constraints and cultural resistance often hinder effective communication strategies in Nigeria (Nwankwo & Okwuosa, 2020).

Additionally, empirical studies have shown that audience exposure to positive representations in media can foster empathy toward victims. For example, research by McMahon et al. (2018) indicated that narratives highlighting survivor resilience could shift public perceptions from viewing victims solely as objects of pity to recognizing them as individuals with agency.

Moreover, studies exploring social media's role in combating human trafficking indicate a growing trend where digital platforms serve as tools for advocacy. Campaigns leveraging hashtags like EndHumanTrafficking have mobilized grassroots support and raised awareness among younger audiences who primarily consume information online (López & Kwan, 2021).

Despite these findings highlighting opportunities for effective advocacy through media channels; challenges remain regarding misinformation dissemination across digital platforms. The rapid spread of false narratives complicates efforts by organizations seeking to educate the public on genuine issues surrounding human trafficking.

CHAPTER THREE

Research Methodology

3.1 Introduction

This chapter outlines the research methodology employed in this study, which aims to analyze the coverage of human trafficking in selected Nigerian newspapers—The Nation, Punch, and The Nigerian Tribune. The methodology includes the research design, population of the study, sample size and sampling technique, data collection instruments, validity and reliability of the instruments, data collection methods, and data analysis procedures.

3.2 Research Design

According to Mohamed (2016), research design is the blueprint for fulfilling research objectives and answering research questions; it serves as a master plan specifying the methods and procedures for collecting and analyzing the needed information. This study adopted a descriptive content analysis design. Descriptive research designs provide answers to questions related to who, what, when, where, and how associated with a particular research problem. This design is deemed suitable because this study focuses on establishing how effectively selected newspapers report on human trafficking in Nigeria.

3.3 Population of the Study

Population refers to an entire group of individuals, events, or objects having a common observable characteristic (Mugenda, 2003). The population of this study consists of articles published in The Nation, Punch, and The Nigerian Tribune that relate to human trafficking. Given the extensive coverage of this issue across various publications, it is essential to define a specific timeframe for analysis. Therefore, the population will include all articles published in these newspapers from January 2025 to June 2025.

3.4 Sample Size and Sampling Technique

A sample is a smaller group obtained from the accessible population (Mugenda, 2003). For this study, a purposive sampling technique was employed to select articles that

specifically address human trafficking within the defined timeframe. The sample size consist of approximately 50 articles from each newspaper, totaling around 150 articles. This approach ensures that only relevant content is analyzed while providing a comprehensive overview of how these newspapers tackle human trafficking.

3.5 Data Collection Instrument

The primary instrument for data collection in this study was a coding sheet designed for content analysis. The coding sheet will include categories such as article title, publication date, author (if available), type of article (news report, editorial, feature), themes addressed (e.g., victim representation, trafficker portrayal), and framing techniques used (e.g., sensationalism vs. factual reporting). This structured approach allows for systematic data collection and analysis.

3.6 Validity and Reliability of Study Instrument

Validity can be defined as the extent to which a measuring instrument measures what it is designed to measure (Asika, 1991). For this study, the coding sheet has being validated by experts in media studies to ensure that it accurately captures relevant information related to human trafficking coverage. Reliability refers to the consistency between independent measurements of the same phenomenon (Osaeze & Izedonmi, 2000). To assess reliability, a pilot test was conducted using a subset of articles from one newspaper. Two independent coders will analyze these articles using the coding sheet to determine inter-coder reliability.

3.7 Method of Data Collection

Data collection was involve systematic retrieval of articles from each selected newspaper's archives or online platforms. The researcher was gather articles published between January 2025 and June 2025 that pertain to human trafficking. The face-to-face method will not be applicable since this study focuses on print media; instead, digital archives and databases will be utilized for efficient data collection.

3.8 Method Data Analysis

The collected data was analyzed using qualitative content analysis techniques. Descriptive statistics will summarize quantitative aspects such as article frequency by type and theme. Qualitative analysis will involve identifying patterns in how human trafficking is framed within articles—examining language use, narrative structures, and thematic emphasis. The analysis focused on:

- Frequency Analysis: Determining how often human trafficking is covered across different newspaper types.
- Thematic Analysis: Identifying key themes related to victimization narratives, trafficker portrayals, and societal implications.
- Framing Analysis: Evaluating how articles frame human trafficking issues—whether they focus on individual stories or broader systemic factors.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter is based on the presentation of collected data, analysis and discussion of findings obtained from two hundred (200) questionnaires administered to the respondents via google form. The data obtained from respondents were collated and analyzed using IBM-SPSS version 21; a social science package for data analysis and presented in table and chart. Statistical inferences were made via mean and standard deviation. Albeit, the presented data are based on the valid data supplied by 195-198 respondents out of 200. This is due to the fact that some questions were left unanswered (missing) by some respondents.

4.2 Analysis of Research Instrument

4.2.1 Analysis of Respondents' Demographic

Table 1: Distribution of Respondents by Sex

Statistics

N	Valid	197
	Missing	3
Mean		1.3959
Std. Deviation		.49030

Variable		Frequency	Percent	Cumulative Percent
Valid	Male	119	59.5	60.4
	Female	78	39.0	100.0
	Total	197	98.5	
Missing		3	1.5	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: From the table presented above, 119 (59.5%) of 200 respondents that participated in this field survey are Male, 78(39%) of the respondents are female while 3(1.5%) respondents did not pick any option to indicate their gender class. Hence, the data shows that a proportional representation of both genders participated in this study. The statistical inference of data supplied are: 1.3959 mean and 49030 standard deviation.

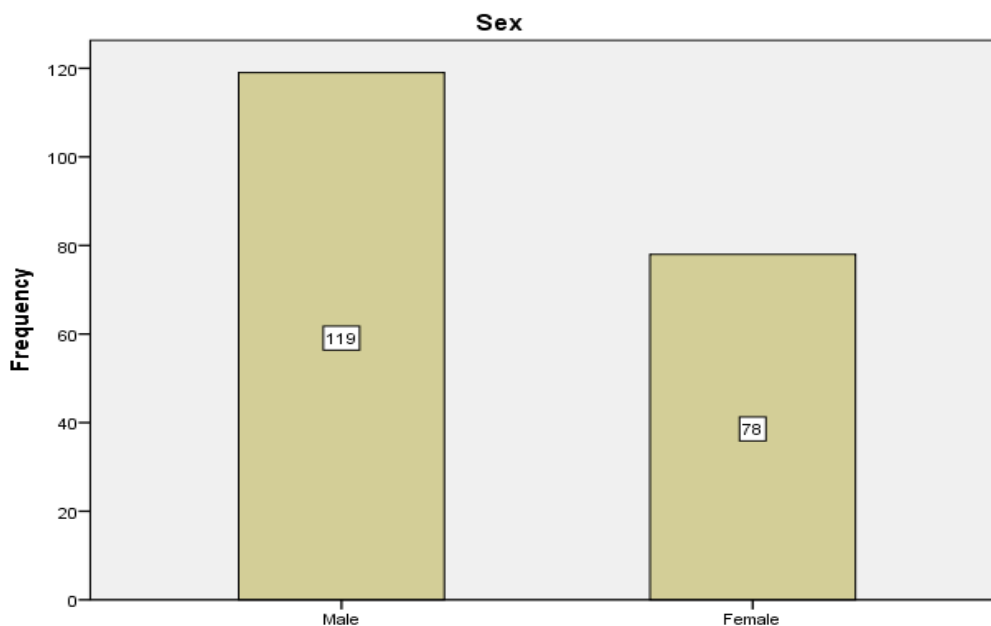


Figure 1

Table 2: Distribution of Respondents by Age

Statistics

N	Valid	197
	Missing	3
Mean		1.3553
Std. Deviation		.59388

Variable	Frequency	Percent	Cumulative Percent
Valid 20-35	139	69.5	70.6
Valid 36-45	46	23.0	93.9
Valid 46 & above	12	6.0	100.0
Valid Total	197	98.5	
Missing	3	1.5	
Total	200	100.0	

Source: Field Survey, 2025

Analysis: The table above shows that 139 (69.5%) of 200 respondents that participated in the field survey were within the age range of 20-35 years, 46(23%) of the respondents were within 36-45 years, 12(6%) respondents are 46 years and above while 3(1.5%) respondents did not pick any option. Thus, the highest population of respondents that participated in this survey were within the age of 20 -35 years. The statistical inference of data supplied are: 1.3553 mean and .59388 standard deviation.

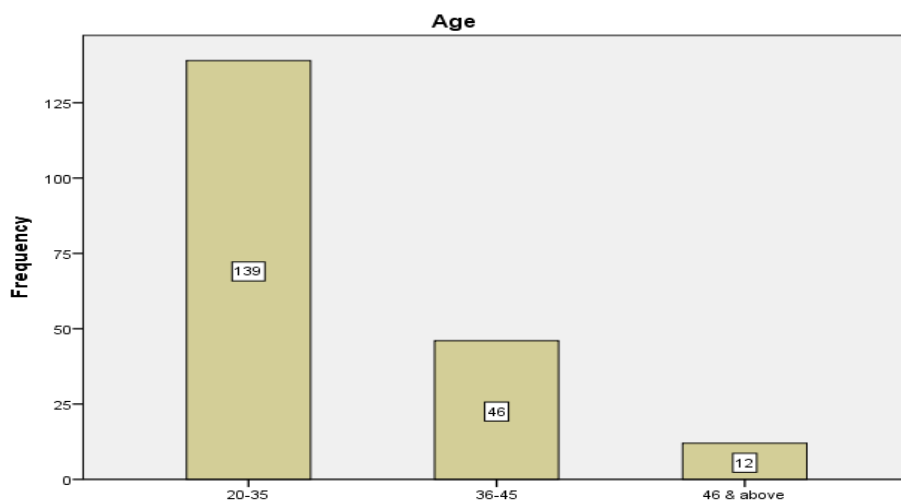


Figure 2

Table 3: Distribution of Respondents by Academic Level

Statistics

N	Valid	198
	Missing	2
Mean		2.7374
Std. Deviation		1.11825

Variable		Frequency	Percent	Cumulative Percent
Valid	ND I	30	15.0	15.2
	ND II	66	33.0	48.5
	HND I	28	14.0	62.6
	HND II	74	37.0	100.0
	Total	198	99.0	
Missing		2	1.0	
Total		200	100.0	

Source: Research Survey 2025

Analysis: The table presented above shows that 30(15%) of 200 respondents that participated in the field survey are ND 1 students, 66(33%) are ND 2 students, 28(14) are in HND 1 level, 74(37%) are HND 2 students while 2 (1%) options were missing. Hence, this data is acceptable as the highest respondents are HND 2 students and virtually all the respondents are literates who have in-depth knowledge of the phenomenon understudy. The statistical inference of data supplied are: 2.7374 mean and 1.11825 standard deviation

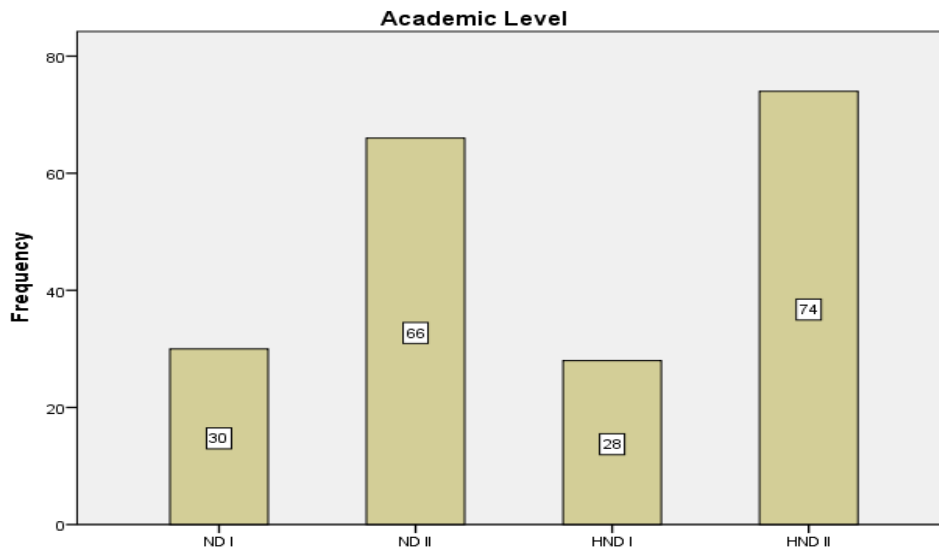


Figure 3

Table 4: Distribution of Respondents by Marital Status

Statistics

N	Valid	195
	Missing	5
Mean		1.5487
Std. Deviation		.71178

Option		Frequency	Percent	Cumulative Percent
Valid	Single	113	56.5	57.9
	Married	57	28.5	87.2
	Others	25	12.5	100.0
	Total	195	97.5	
Missing		5	2.5	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: From the table presented above, 113 (56.5%) of 195 respondents that participated in the field survey were single. 57 (28.5%) of the respondents were married, 25 (12.5%) chose others while 5(2.5%) options were missing. However, the highest population of respondents that participated in this survey were single. The statistical inference of data supplied are: 1.5487 mean and .71178 standard deviation.

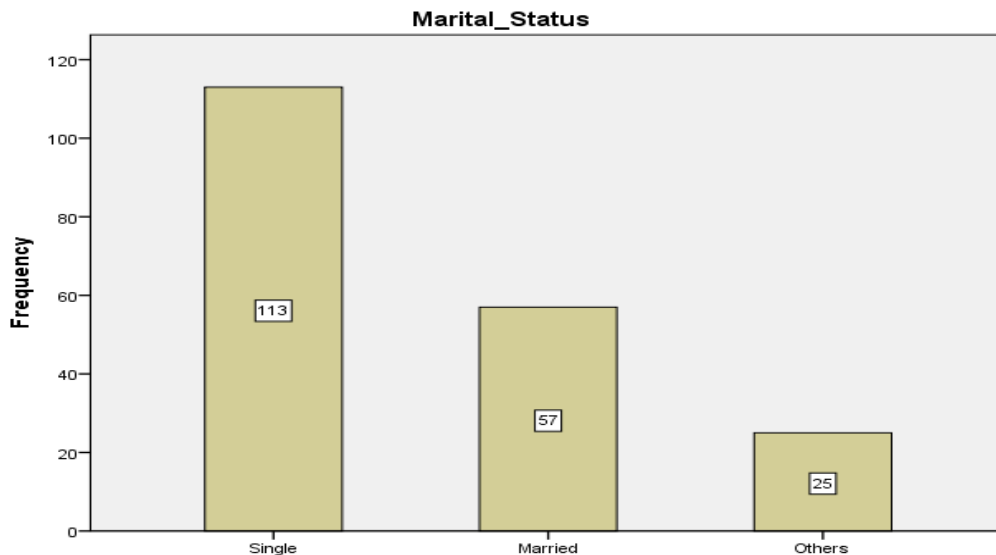


Figure 4

4.2.2 Analysis of Respondents' Familiarity to Media Reportage of Human trafficking in Nigeria Public Sectors

Table 5: How often do you consume news related to the public sector in Nigeria?

Statistics

N	Valid	198
	Missing	2
Mean		2.1313
Std. Deviation		1.10050

Options	Frequency	Percent	Cumulative Percent
Daily	72	36.0	36.4
Few times a week	60	30.0	66.7
Once a week	38	19.0	85.9
Rarely	24	12.0	98.0
Never	4	2.0	100.0
Total	198	99.0	
Missing	2	1.0	
Total	200	100.0	

Source: Field Survey, 2025

Analysis: From the table presented above, 72(36%) of 200 respondents that participated in the field survey indicated that they consume news related to the public sector in Nigeria daily. 60 respondents representing 30% of 198 respondents attested that consume news related to the public sector in Nigeria few times a week. 38(19%) respondents consume news related to the public sector in Nigeria once a week, 24(12%) respondents rarely news related to the public sector in Nigeria while

4(2%) respondents have never news related to the public sector in Nigeria. 2(1%) respondents did not pick any option thereby it is considered missing. Hence, 97% of the respondents have consumed news related to the public sector in Nigeria. The statistical inference of data supplied are: 2.1313 mean and 1.10050 standard deviation

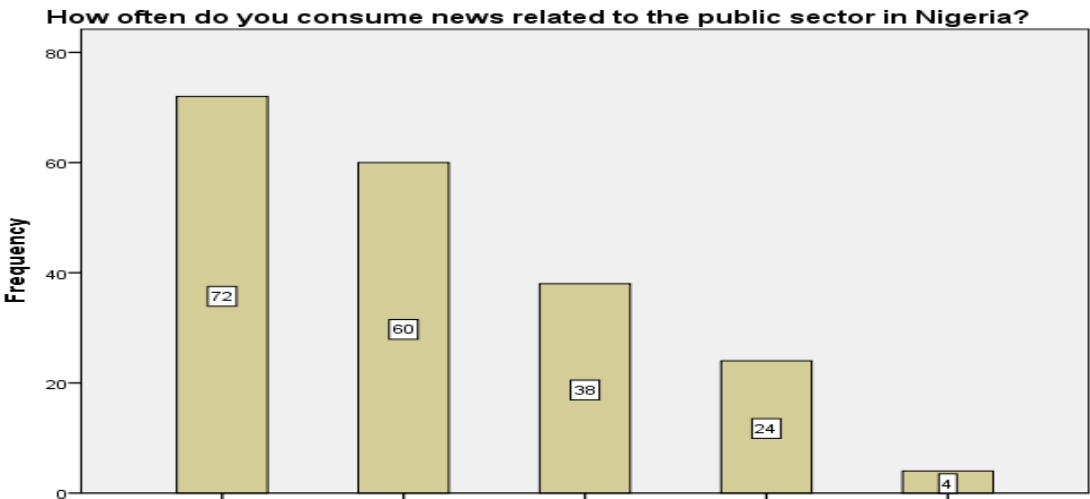


Figure 5

Table 6: Which source do you primarily use to get news about human trafficking in the public sector?

Statistics

N	Valid	198
	Missing	2
Mean		2.6263
Std. Deviation		1.23885

Option		Frequency	Percent	Cumulative Percent
Valid	Television	47	23.5	23.7
	Newspaper	48	24.0	48.0
	Online news websites	48	24.0	72.2
	Social media platforms	42	21.0	93.4
	Radio	13	6.5	100.0
	Total	198	99.0	
Missing		2	1.0	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: Table 6 above shows that 47 (23.5%) of 200 respondents that participated in the field survey indicated that they primarily use to get news about human trafficking in the public sector on television. 48 (24%) respondents get their through newspaper, another 48(24%) respondents get news about human trafficking in the public sector via online news websites, 42(21%) of the respondents on social media platforms while 13(6.5%) primarily use to get news about human trafficking in the public sector on radio. Hence, majority of the respondents primarily use to get news about human trafficking in the public sector on television, newspaper, online websites and social media. The statistical inference of data supplied are: 2.6263 mean and 1.23885 standard deviation.

Which source do you primarily use to get news about human trafficking in the public sector?

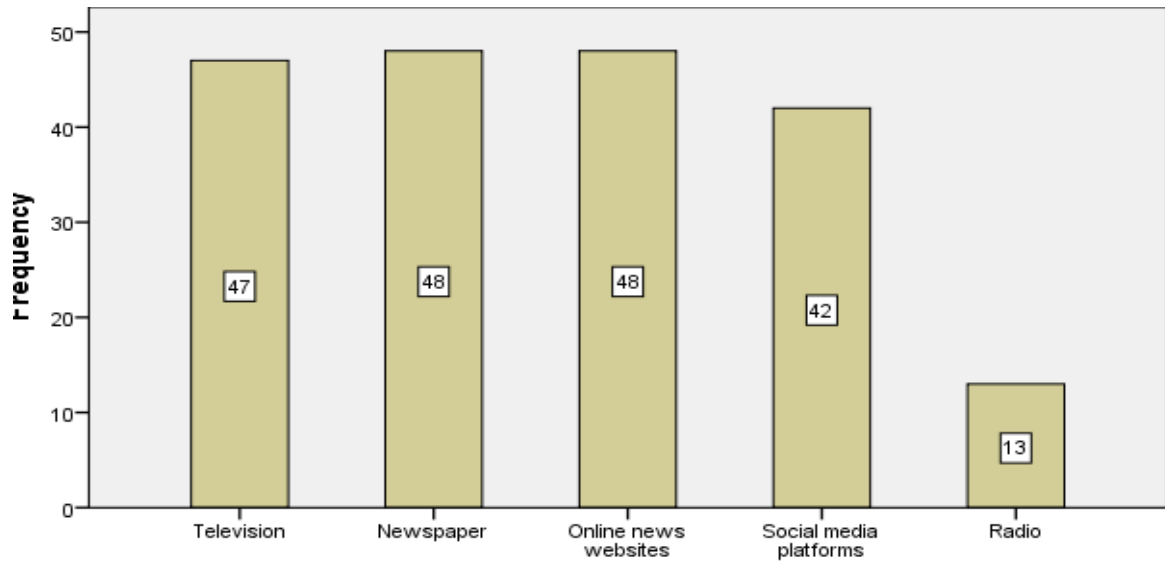


Figure 6

Table 7: How accurately does the media report human trafficking in the public sector?

Statistics

N	Valid	198
	Missing	2
Mean		2.4495
Std. Deviation		1.15981

Options		Frequency	Percent	Cumulative Percent
Valid	Very accurate	39	19.5	19.7
	Accurate	85	42.5	62.6
	Neutral	35	17.5	80.3
	Less accurate	24	12.0	92.4
	Not accurate	15	7.5	100.0
	Total	198	99.0	
Missing		2	1.0	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: The table presented above shows that 85(42.5%) of 200 respondents that participated in the field survey claimed that media report human trafficking in the public sector accurately. 39(19.5%) of the respondents admitted that media report human trafficking in the public sector very accurately. 24(12%) respondents claimed media report human trafficking in the public sector less accurately, 15(7.5%) admitted it is not accurate while 35(17.5%) of the respondents were neutral. The statistical inference of data supplied are: 2.4495 mean and 1.15981 standard deviation.

How accurately does the media report human trafficking In the public sector?

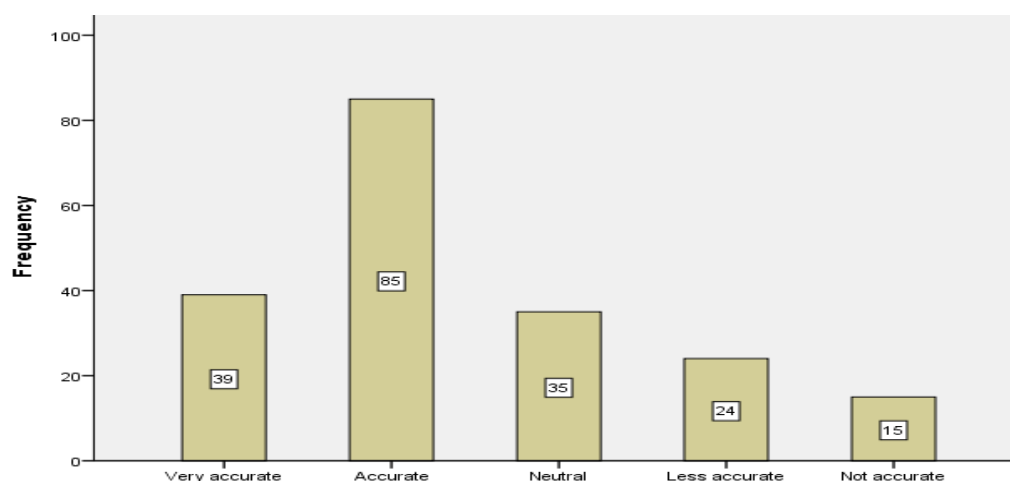


Figure 7

Table 8: Reportage of human trafficking in the public sector influence your perception of the issue?

Statistics

N	Valid	197
	Missing	3
Mean		2.2132
Std. Deviation		1.25569

Option	Frequency	Percent	Cumulative Percent
Increases my awareness about human trafficking	75	37.5	38.1
Makes me more skeptical about the public sector	51	25.5	64.0
Motivates me to take action against human trafficking	42	21.0	85.3
Makes me feel helpless and hopeless	12	6.0	91.4
Doesn't influence my perception	17	8.5	100.0
Total	197	98.5	
Missing	3	1.5	
Total	200	100.0	

Source: Field Survey, 2025

Analysis: In table 8 above, 75(37.5%) of 200 respondents that participated in the field survey alluded that media reportage of human trafficking In the public sector increases their awareness about human trafficking 51(25.5%) respondents said it makes them more skeptical about the public sector, 42(21%) admitted that it

motivates them to take action against human trafficking, 12(6%) respondents stated that it makes them feel helpless and hopeless while 17 (8.5%) respondents said it doesn't influence their perception. Highest populations of the respondents stated that media reportage of human trafficking in the public sector increases their awareness about human trafficking, motivates them to take action against human trafficking and makes them more skeptical about the public sector.

Table 9: Do media reports about human trafficking in the public sector influence your willingness to engage in the acts.

Statistics

N	Valid	196
	Missing	4
Mean		1.9337
Std. Deviation		.73078

Options		Frequency	Percent	Cumulative Percent
Valid	Yes, I am likely to engage in human trafficking practices	59	29.5	30.1
	No, it doesn't affect my behavior	91	45.5	76.5
	I am not sure	46	23.0	100.0
	Total	196	98.0	
Missing		4	2.0	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: The table above shows that 59(29.5%) of 200 respondents that participated in the field survey claimed that they are likely to engage in corrupt practices due to media

reports about human trafficking in the public sector. 91(45.5%) affirmed that media reports about human trafficking in the public sector will influence their behaviour or willingness to engage in corrupt practices. 46 (32%) respondents posed a neutral standpoint to this question.

Do media reports about human trafficking In the public sector Influence your willingness to engage In human trafficking practices?

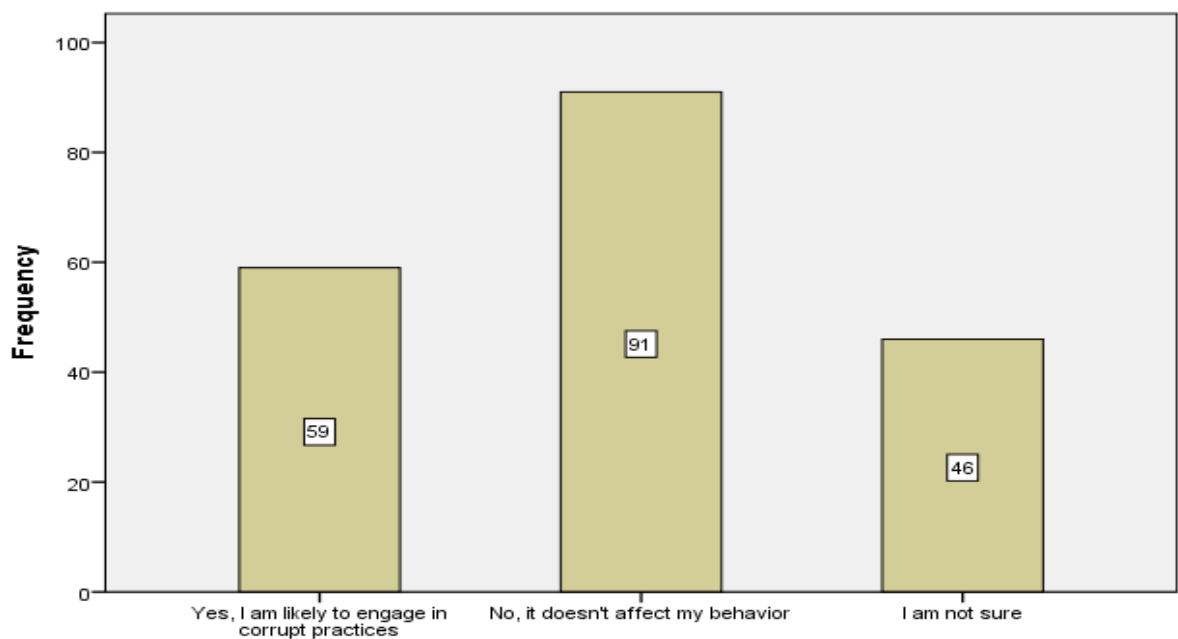


Figure 8

Table 10: How possibly are you to report human trafficking if you come across it in your daily activities?

Statistics

N	Valid	197
	Missing	3
Mean	2.3249	
Std. Deviation	1.19780	

Option		Frequency	Percent	Cumulative Percent
Valid	Very possibly	58	29.0	29.4
	Possibly	64	32.0	61.9
	Neutral	42	21.0	83.2
	Less possibly	19	9.5	92.9
	Not at all	14	7.0	100.0
	Total	197	98.5	
Missing		3	1.5	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: The table presented above shows that 58(29%) respondents of 200 that participated in the field survey affirmed that they can very possibly report human trafficking if they come across it in their daily activities. 64(32%) respondents said they can report human trafficking if they come across it in their daily activities. 42(21%) were neutral. 19(9.5%) of the respondents claimed that they are less possibly to report human trafficking if they come across it in their daily activities while 14(7%) picked not at all. From the table, over 60% of the respondents are likely to report human trafficking if they come across it in their daily activities.

4.2.2 Analysis of Statements in the Research Instrument

Table 11: The media effectively informs the public about corruption in public sectors. Statistics

N	Valid	198
	Missing	2
Mean		1.6162
Std. Deviation		.78316

Option		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	106	53.0	53.5
	Agree	68	34.0	87.9
	Undecided	19	9.5	97.5
	Disagree	4	2.0	99.5
	Strongly disagree	1	0.5	100.0
	Total	198	99.0	
Missing		2	1.0	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: From the table above, 106 (53%) of 200 respondents that participated in the field survey strongly agreed with the statement that the media effectively informs the public about human trafficking in public sectors. 68(34%) of the respondents agreed with the statement, 19(9.5%) were undecided, 4(2%) respondents disagreed with the statement, 1(0.5%) strongly disagreed that the media effectively informs the public about human trafficking in public sectors while 2(1%) respondents did not pick any of the options to indicate their level of agreement with the statement. Hence, highest percentage of the respondents (87%) admitted that the media effectively informs the public about human trafficking in public sectors. The statistical inferences of the data supplied are 1.6162 mean and .78316 standard deviation.

The media effectively Informs the public about human trafficking in the public sectors

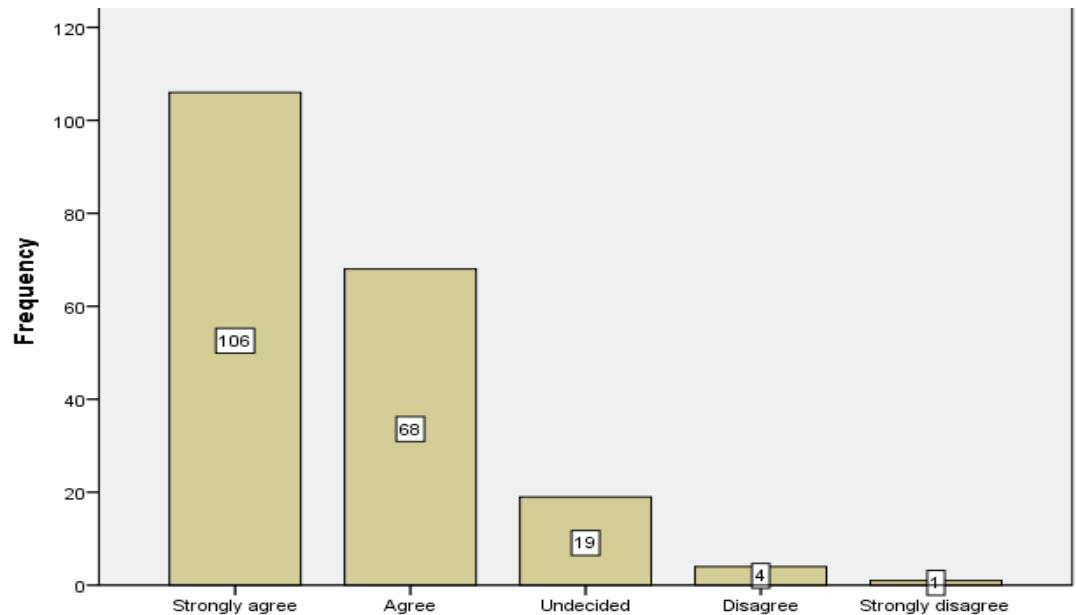


Figure 9

Table 12: Media reports on human trafficking in public sectors are accurate and reliable.

Statistic

N	Valid	198
	Missing	2
Mean		2.0354
Std. Deviation		.89202

Option		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	58	29.0	29.3
	Agree	90	45.0	74.7
	Undecided	37	18.5	93.4
	Disagree	11	5.5	99.0
	Strongly disagree	2	1.0	100.0
	Total	198	99.0	
Missing		2	1.0	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: The above table shows that 58(29%) of 200 respondents that participated in the field survey strongly agreed with the statement that media reports on human trafficking in public sectors are accurate and reliable. 90(45%) of the respondents agreed with the statement, 37(18.5%) were undecided, 11(5.5%) disagreed with the statement, 2 (1%) respondents strongly disagreed while 2(1%) respondents also failed to indicate their level of agreement with the statement. From the foregoing, 74% of the respondents admitted that media reports on human trafficking in public sectors are accurate and reliable. The statistical inferences of the data supplied are 2.0354 mean and .89202 standard deviation.

Media reports on human trafficking in public sectors are accurate and reliable

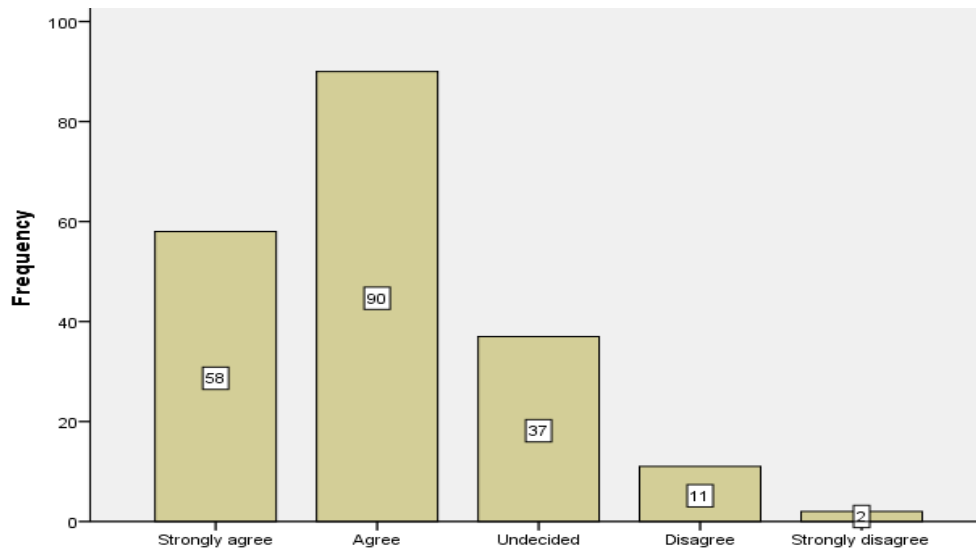


Figure 10

Table 13: The media plays a significant role in holding human traffickers officials accountable.

Statistics

N	Valid	197
	Missing	3
Mean		2.1168
Std. Deviation		.98020

Option		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	59	29.5	29.9
	Agree	78	39.0	69.5
	Undecided	41	20.5	90.4
	Disagree	16	8.0	98.5
	Strongly disagree	3	1.5	100.0
	Total	197	98.5	
Missing		3	1.5	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: From the table above, 59(29.5%) of 200 respondents that participated in the field survey strongly agreed with the statement that the media plays a significant role in holding traffickers accountable. 78(39%) of the respondents agreed with this statement, 41(20.5%) were undecided, 16(8%) disagreed, 3(1.5%) strongly disagreed with the statement while 3(1.5%) of 200 respondents did not indicate their level of agreement with the statement. Hence, the highest percentage (68.5%) of the respondents claimed that the media plays a significant role in holding human traffickers accountable. The statistical inference of data supplied in the table are 2.1168 mean and .98020 standard deviation.

The media plays a significant role In holding human traffickers accountable.

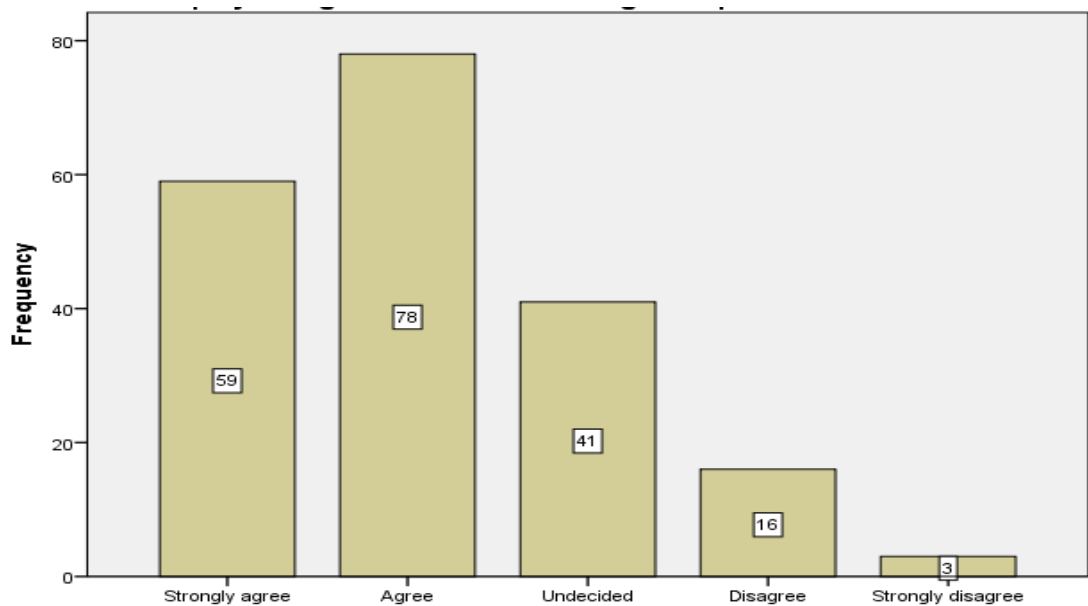


Figure 11

Table 14: I feel well-informed about human trafficking cases in the Nigerian public sectors through media coverage.

Statistics

N	Valid	198
	Missing	2
Mean		2.0455
Std. Deviation		1.01908

Option		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	66	33.0	33.3
	Agree	83	41.5	75.3
	Undecided	29	14.5	89.9
	Disagree	14	7.0	97.0
	Strongly disagree	6	3.0	100.0
	Total	198	99.0	
Missing		2	1.0	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: Table 14 above shows that 66(33%) of 200 respondents that participated in the field survey strongly agreed that they feel well-informed about human trafficking cases in the Nigerian public sectors through media coverage. 83(41.5%) respondents agreed with this statement, 29(14.5%) were undecided, 14(7%) respondents disagreed, 6(3%) respondents strongly disagreed while 2(1%) respondents did not pick any option to indicate their level of agreement with the statement. However, 74.5% of the respondents admitted that they feel well-informed about human trafficking cases in the Nigerian public sectors through media coverage. Thus, the statistical inference of the data supplied are 2.0455 mean and 1.01908 standard deviation.

I feel well-informed about human trafficking cases in the Nigeria Public sector through media coverage.

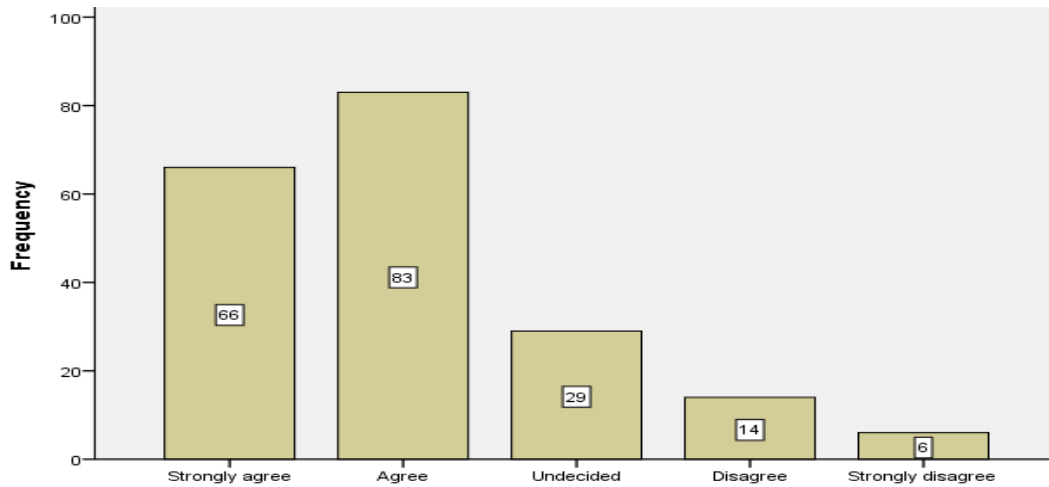


Figure 12

Table 15: Media coverage of human trafficking in public sectors has motivated me to take a stand against human trafficking in my daily life.

Statistics

N	Valid	198
	Missing	2
Mean		2.1212
Std. Deviation		1.10166

Option		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	66	33.0	33.3
	Agree	75	37.5	71.2
	Undecided	34	17.0	88.4
	Disagree	13	6.5	94.9
	Strongly disagree	10	5.0	100.0
	Total	198	99.0	
Missing		2	1.0	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: From the table above, 66(33%) of 200 respondents that participated in the field survey strongly agreed that media coverage of human trafficking in public sectors has motivated them to take a stand against human trafficking in their daily life. 75(37.5%) of the respondents agreed with the statement, 34(17%) were undecided, 13(6.5%) disagreed, 10(5%) of the respondents strongly disagreed with the statement while 2(1%) respondents did not pick any option to indicate their level of agreement with the statement. However, highest population of the respondents (70%) claimed that media coverage of human trafficking public sectors has motivated them to take a stand against human trafficking in their daily life. The statistical inference of data supplied in the table are 2.1212 mean and 1.10166 standard deviation.

Media coverage of human trafficking in public sector has motivated me to take a stand against human trafficking.

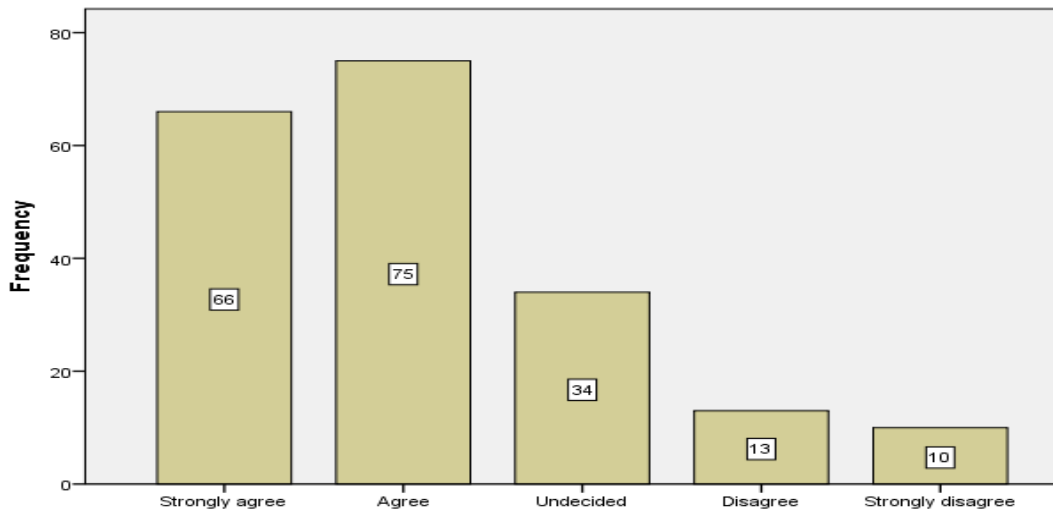


Figure 13

Table 16: Media reports on human trafficking in public sectors have increased my interest in studying issues related to humanity, transparency, and accountability.

Statistics

N	Valid	197
	Missing	3
Mean		2.0305
Std. Deviation		.95783

Option		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	62	31.0	31.5
	Agree	88	44.0	76.1
	Undecided	30	15.0	91.4
	Disagree	13	6.5	98.0
	Strongly disagree	4	2.0	100.0
	Total	197	98.5	
Missing		3	1.5	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: From the table presented above, 62(31%) of 200 respondents that participated in the field survey strongly agreed that media reports on human trafficking in public sectors have increased their interest in studying issues related to governance, transparency, and accountability. 88(44%) of this respondents agreed with the statement, 30(15%) were undecided, 13(6.5%) disagreed with the statement,, 4(2%) strongly disagreed with the statement while 3(1.5%) respondents did not pick any option. However, the highest percentage (75%) of respondents that participated in the field survey admitted that media reports on human trafficking in public sectors

have increased their interest in studying issues related to governance, transparency, and accountability. The statistical inference of data supplied are: 2.0305 mean and .95783 standard deviation.

Media reports on human trafficking in public sector have increased my Interest in studying issues related to Human, transparency and accountability.

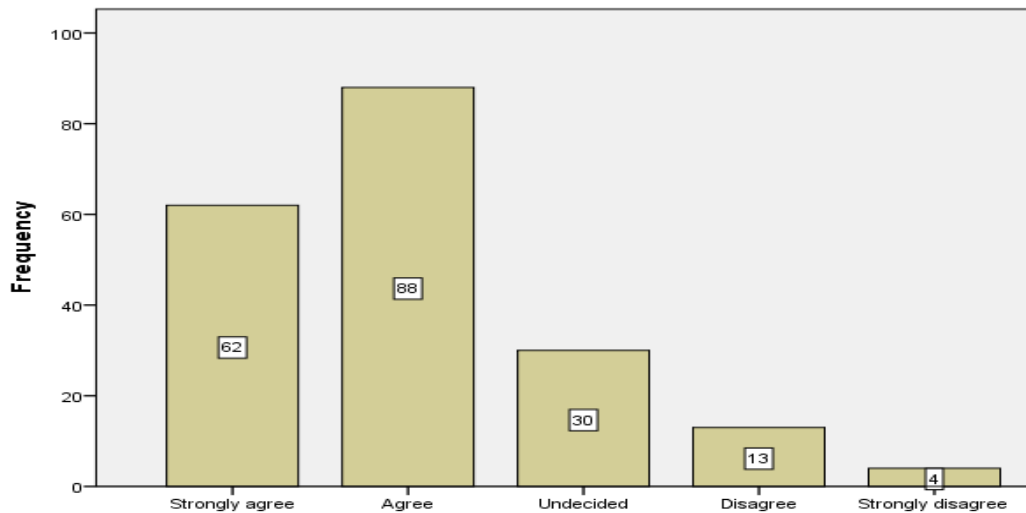


Figure 14

Table 17: Media reportage of human trafficking public sectors has made me more inclined to participate in social and civic initiatives aimed at fighting human trafficking.

Statistics

N	Valid	198
	Missing	2
Mean		2.0000
Std. Deviation		1.00253

Option		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	74	37.0	37.4
	Agree	70	35.0	72.7
	Undecided	39	19.5	92.4
	Disagree	10	5.0	97.5
	Strongly disagree	5	2.5	100.0
	Total	198	99.0	
Missing		2	1.0	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: From the table presented above, 74(37%) of 200 respondents strongly agreed that media reportage of human trafficking in public sectors has made them more inclined to participate in social and civic initiatives aimed at fighting human trafficking. 70(35%) of the respondents agreed with the statement, 39(19.5%) were undecided, 10(5%) disagreed, 5(2.5%) respondents strongly disagreed while 2(1%) respondents did not indicate their level of agreement with the statement. However, majority of the respondents (72%) admitted that media reportage of human trafficking in public sectors has made them more inclined to participate in social and civic initiatives aimed at fighting human trafficking.

Media reportage of Human trafficking in the public sectors has made me more inclined to participate in social and civic initiatives aimed at fighting human trafficking.

Figure 15

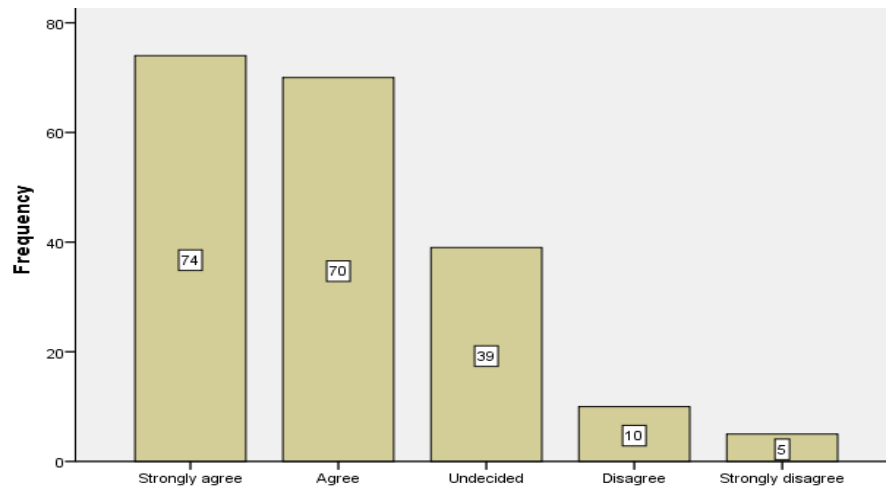


Table 18: Media coverage of human trafficking in public sectors has heightened my sense of responsibility as a citizen to promote ethical behavior and integrity.

Statistics

N	Valid	197
	Missing	3
Mean		2.0711
Std. Deviation		.99233

Option		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	63	31.5	32.0
	Agree	79	39.5	72.1
	Undecided	38	19.0	91.4
	Disagree	12	6.0	97.5
	Strongly disagree	5	2.5	100.0
	Total	197	98.5	
Missing		3	1.5	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: From the table above, 63(31.5%) of 200 respondents strongly agreed that media coverage of human trafficking in public sectors has heightened their sense of responsibility as citizen to promote ethical behavior and integrity. 79(39.5%) of the respondents agreed with the statement, 38(19%) were undecided, 12 (6%) of the respondents disagreed with the statement, 5(2.5%) respondents strongly disagreed with the statement while 3(1.5%) of the respondents did not indicate their level of agreement with the statement. The statistical inference of the data supplied are: 2.0711 mean and .99233 standard deviation.

Media coverage of human trafficking in public sectors has heightened my sense of responsibility as a citizen to promote ethical behavior and Integrity.

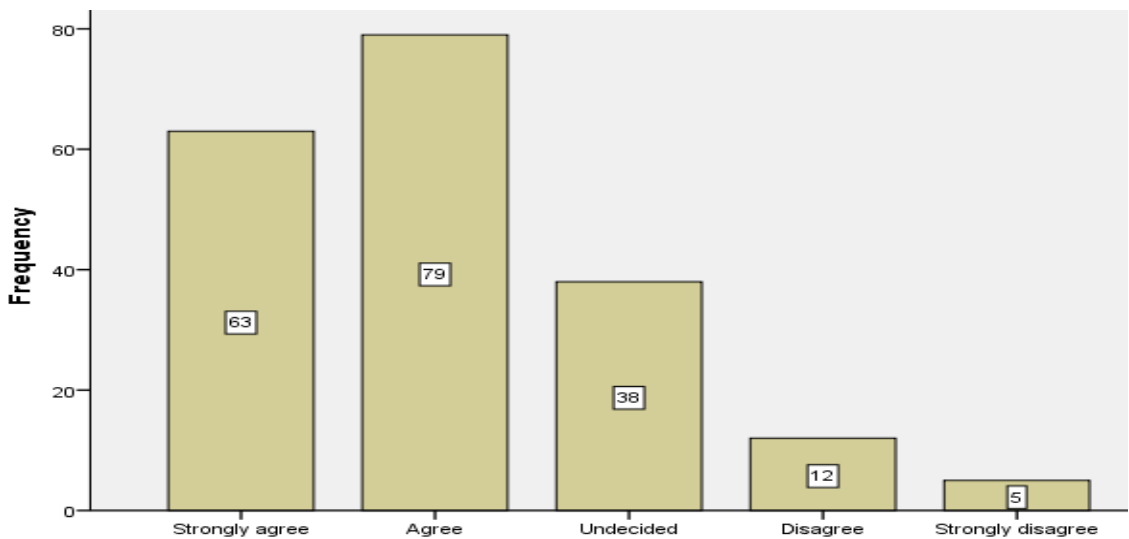


Figure 16

Table 19: Media reportage of human trafficking in public sectors is instrumental in creating awareness among the general public about the negative impacts of human trafficking on society.

Statistics

N	Valid	198
	Missing	2
Mean		2.0960
Std. Deviation		.94299

Option		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	55	27.5	27.8
	Agree	89	44.5	72.7
	Undecided	38	19.0	91.9
	Disagree	12	6.0	98.0
	Strongly disagree	4	2.0	100.0
	Total	198	99.0	
Missing		2	1.0	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: The table above shows that 55(27.5%) of 200 respondents strongly agreed with the statement that media reportage of human trafficking in public sectors is instrumental in creating awareness among the general public about the negative impacts of human trafficking society. 89(44.5%) of the respondents agreed with the statement. 38(19%) respondents were undecided, 12(6%) respondents disagreed, 4(2%) respondents strongly disagreed with the statement while 2(1%) respondent did not pick any option to indicate their level of agreement the statement. However, majority of the respondents (72%) claimed that media reportage of human trafficking in public sectors is instrumental in creating awareness among the general public about the negative impacts of human trafficking on society. Hence, the statistical inference of data supplied are: 2.0960 mean and .94299 standard deviation.

Media reportage of Human trafficking in public sectors is instrumental in creating awareness among the general public about the Impact of human trafficking in the society.

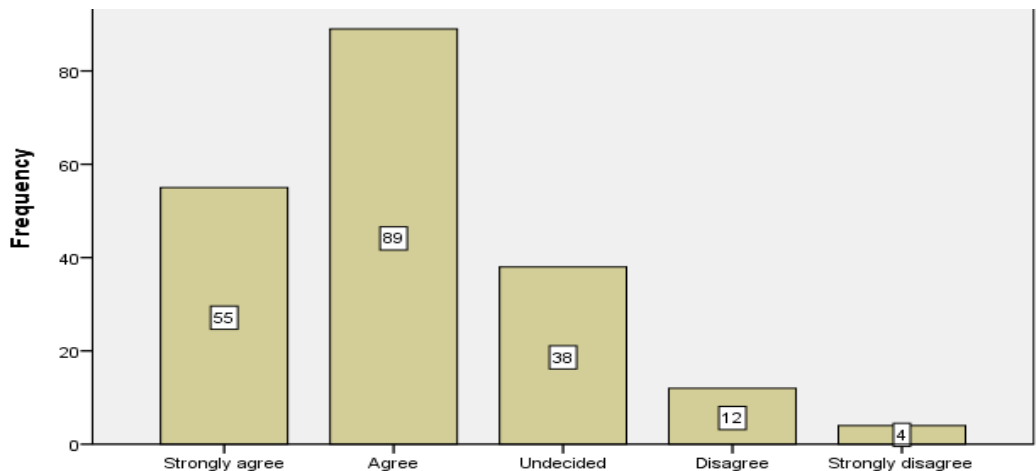


Figure 17

Table 20: Media reports on human trafficking in public sectors contribute to the erosion of public trust in government institutions and officials.

Statistics

N	Valid	198
	Missing	2
Mean		2.2424
Std. Deviation		1.00850

Option		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	48	24.0	24.2
	Agree	81	40.5	65.2
	Undecided	49	24.5	89.9
	Disagree	13	6.5	96.5
	Strongly disagree	7	3.5	100.0
	Total	198	99.0	
Missing		2	1.0	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: The table above shows that 48(24%) of 200 respondents strongly agreed with the statement that media reports on human trafficking in public sectors contribute to the erosion of public trust in government institutions and officials. 81(40.5%) of the respondents agreed with the statement. 49(24.5%) respondents were undecided, 13(6.5%) disagreed, 7(3.5%) strongly disagreed with the statement while 2(1%) respondents did not indicate from the option given their level of agreement with the statement. Hence, highest percentage (64.5%) of the sample population alluded that media reports on human trafficking public sectors contribute to the erosion of public trust in government institutions and officials. The statistical inference of the data supplied are: 2.2424 mean and 1.00850 standard deviation.

Media reports on human trafficking in public sector contributes to the erosion of public trust In the government.

Figure 18

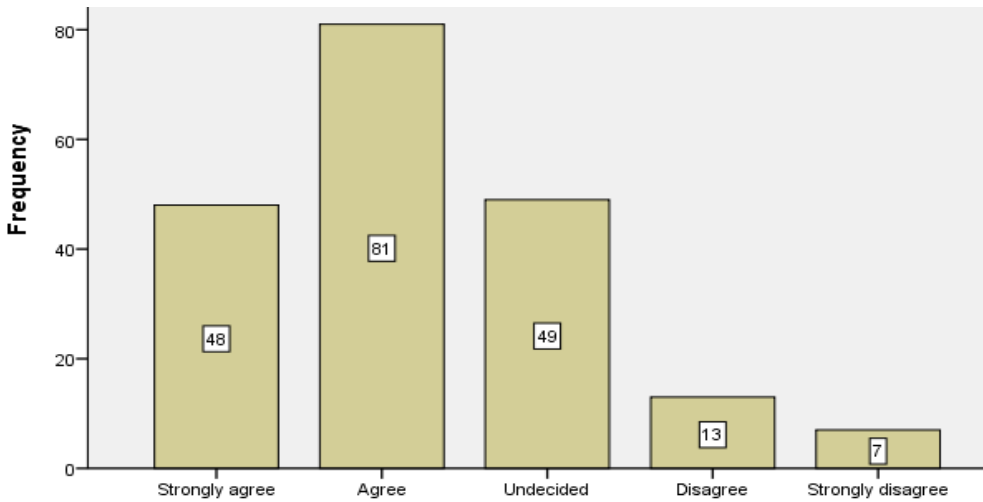


Table 21: Media coverage of human trafficking in public sectors focuses on sensationalism rather than providing objective and in-depth analysis.

Statistics

N	Valid	197
	Missing	3
Mean		2.5228
Std. Deviation		1.18051

Option		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	42	21.0	21.3
	Agree	67	33.5	55.3
	Undecided	44	22.0	77.7
	Disagree	31	15.5	93.4
	Strongly disagree	13	6.5	100.0
	Total	197	98.5	
Missing		3	1.5	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: From the table presented above, 42(21%) of 200 respondents strongly agreed with the statement that media coverage of human trafficking in public sectors focuses on sensationalism rather than providing objective and in-depth analysis. 67(33.5%) of the respondents agreed with the statement. 44(22%) respondents disagreed, 13(6.5%) respondents strongly disagreed with the statement while 3(1.5%) of the respondents did not indicate their level of agreement with the statement. The statistical inference of the data supplied are: 2.5228 mean and 1.18051 standard deviation.

Media coverage of corruption in public sectors focuses on sensationalism rather than providing objective and In-depth analysis.

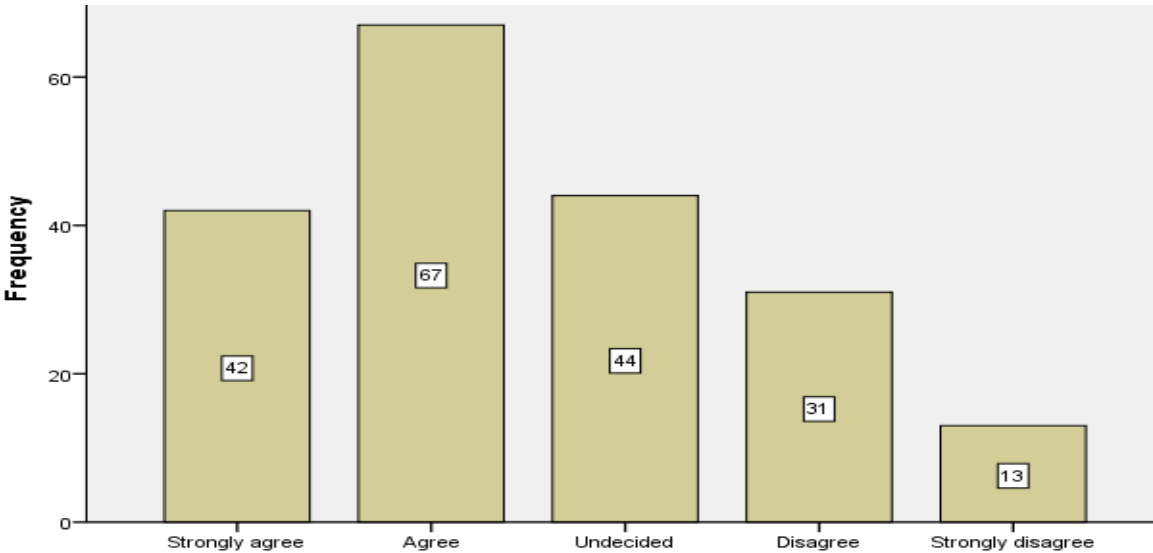


Figure 19

Table 22: Media reports on human trafficking in public sectors disproportionately highlight negative cases, leading to a skewed perception of human trafficking levels.

Statistics

N	Valid	198
	Missing	2
Mean		2.4747
Std. Deviation		1.10691

Option		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	39	19.5	19.7
	Agree	73	36.5	56.6
	Undecided	49	24.5	81.3
	Disagree	27	13.5	94.9
	Strongly disagree	10	5.0	100.0
	Total	198	99.0	
Missing		2	1.0	
Total		200	100.0	

Source: Field Survey, 2025

Analysis: The table presented above shows that 39(19.5%) of 200 respondents strongly agreed with the statement that media reports on human trafficking in public sectors disproportionately highlight negative cases, leading to a skewed perception of human trafficking levels. 73(36.5%) of the respondents agreed with the statement, 49(24.5%) were undecided, 27(13.5%) disagreed, 10(5%) respondents strongly disagreed with the statement while 2(1%) of the respondents did not pick any option to indicate their level of agreement with the statement. However, the majority of respondents that participated in the field survey alluded that media reports on human trafficking in public sectors disproportionately highlight negative cases, leading to a skewed perception of human trafficking levels. The statistical inference of data supplied are: 2.4747 mean and 1.10691 standard deviation.

Media reports on human trafficking in public sectors disproportionately highlight negative cases, including to a skewed perception of human trafficking levels

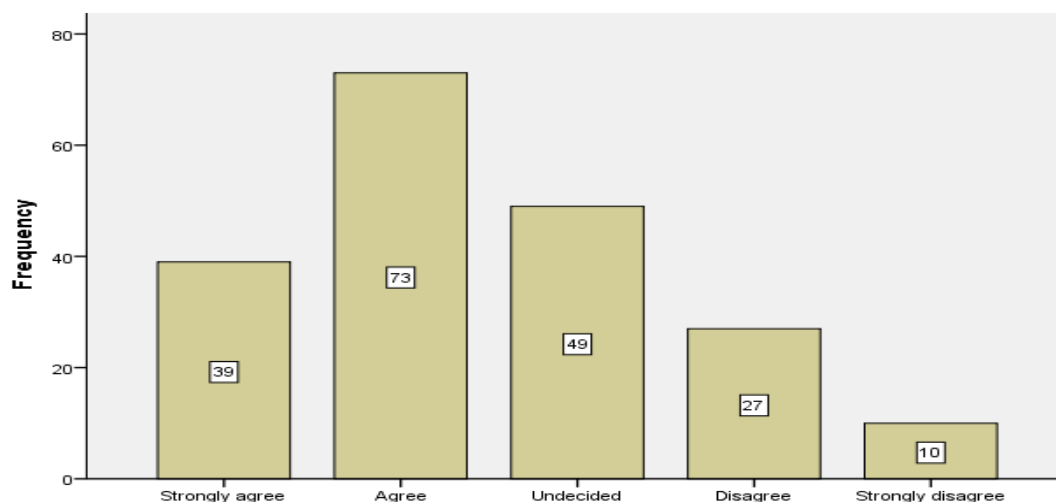


Figure 20

4.3 Analysis of Research Questions

RQ 1: What is the public knowledge of media reportage of human trafficking in public sectors among Nigerian students?

Research question one seek to investigate the public knowledge of media reportage of human trafficking in public. Table 5 to 7, 11 to 14 answered this question

Table 5 to 7

Table	Description of Items	Daily	Few time a week	Once a week	Rarely	Never	$\bar{X}$	SD
5.	How often do you consume news related to the public sector in Nigeria?	70	60	38	24	4	2.1313	1.10050
		Television	Newspaper	Online News	Social Media	Radio		

6.	Which source do you primarily use to get news about human trafficking in the public sector?	47	48	48	42	13	2.6263	1.23885
		Very Accurate	Accurate	Neutral	Less Accurate	Not Accurate		
7.	How accurately does the media report human trafficking in the public sector?	39	85	35	24	15	2.4495	1.15981

Table 11 to 14

Table	Description of Items	SA	A	U	D	SD	$\bar{X}$	SD
11.	The media effectively informs the public about human trafficking in public sectors	106	68	19	4	1	1.6.62	.78316
12.	Media reports on human trafficking in public sectors are accurate and reliable.	58	90	37	11	2	2.0354	.89202
13.	The media plays a significant role in holding human traffickers accountable.	59	78	41	16	3	2.1168	.98020
14.	I feel well-informed about human trafficking cases in the Nigerian public sectors through media coverage	66	83	29	14	6	2.0455	1.01908

In table 5 to 7, respondents' familiarity to media reportage of human trafficking in public sector was evaluated. From the 198 responses retrieved, 192 respondents have consumed news related to the public sectors in Nigera. 70 of the 192 respondents consume the news daily, 60 few time a week, 38 once a week and 24 rarely. Only 4 (2%) respondents has never consumed news related to the public sector in Nigeria. Also in table 6, 47

respondents get news about human trafficking in the public sector via television, 48 via Newspaper, another 48 via online news, 42 via social media platforms and 13 via radio. In table 7, 124 respondents maintained a positive standpoint that the media report human trafficking in the public sector with accuracy. While 35 were neutral, 24 admitted it is reported less accurately and 15 admitted that it is not reported accurately.

Sequentially, in table 11, majority of the respondents (174) admitted that the media effectively informs the public about human trafficking in public sectors while other respondents indicated a contrast view to the statement. Also in table 12, majority (148) of the respondents alluded that media reports on human trafficking in public sectors are accurate and reliable while other respondents were undecided and disproved the statement. In table 13, a total 137 respondents being the majority claimed that the media plays a significant role in holding human traffickers accountable. 41 were undecided and others disproved the statement. Lastly in table 14, 149 respondents also claimed that they feel well-informed about human trafficking cases in the Nigerian public sectors through media coverage.

In respect to the analyzed tables above, over 68% of respondents that gave responses to the questions and statements under research question one posed positive standpoints. The tables indicate that the public are aware of happenings in public sectors and consistently consume report about human trafficking the Nigeria public sector. Base on the foregoing, it can however be affirmed that there are wide range of public knowledge about media reportage of human trafficking in Nigeria public sectors.

RQ 2: What impact do media reportage of human trafficking in public sectors have among Nigerian students?

Research question two seek explore the impact of media reportage of human trafficking in public on Nigeria students. Table 8&9, 15 to 18 answered this question.

Table 8 & 9

Table	Description of Items	Increases my awareness about human trafficking	Makes me more skeptical about the public sector	Motivates me to take action against human trafficking	Makes me feel helpless and hopeless	Doesn't influence my perception	$\bar{X}$	SD
8.	How does media reportage of human trafficking the public sector influence your perception of the issue?	75	51	42	12	17	2.2132	1.25569

		Yes, I am likely to engage in the practices	No, it doesn't affect my behavior	I am not sure	$\bar{X}$	SD
9.	Do media reports about human trafficking in the public sector influence your willingness to engage in the corrupt practices?	59	91	46	1.9337	.73078

Table 15 to 18

Table	Description of Items	SA	A	U	D	SD	$\bar{X}$	SD
15.	Media coverage of human trafficking in public sectors has motivated me to take a stand against human trafficking in my daily life	66	75	34	13	10	2.1212	1.10166

16.	Media reports on human trafficking in public sectors have increased my interest in studying issues related to governance, transparency, and accountability	62	88	30	13	4	2.0305	.95783
17.	Media reportage of human trafficking in public sectors has made me more inclined to participate in social and civic initiatives aimed at fighting human trafficking	74	70	39	10	5	2.0000	1.00253
18.	Media coverage of human trafficking in public sectors has heightened my sense of responsibility as a citizen to promote ethical behavior and integrity	63	79	38	12	5	2.0711	.99233

In table 15 to 18, a total of 141 respondents indicated that media coverage of human trafficking in public sectors has motivated them to take a stand against human trafficking in their daily life. 150 respondents alluded that media reports on human trafficking in public sectors have increased their interest in studying issues related to governance, transparency, and accountability, 144 respondents claimed that media reportage of human trafficking public sectors has made them more inclined to participate in social and civic initiatives aimed at fighting human trafficking and 142 respondents also indicated that Media coverage of human trafficking in public sectors has heightened my sense of responsibility as a citizen to promote ethical behavior and integrity. In item 8, 75 respondents indicated that media reportage of human trafficking in the public sector increases their awareness about human trafficking, 51 stated that it makes me more skeptical about the public sector, 42 respondents said it motivates me to take action against human trafficking, 12 respondents inclined that it makes me feel helpless and hopeless while 17 of the respondents said it doesn't influence their perception. Also in table 8, 59 respondents alluded that media reports about human trafficking in the public sector is likely to engage them in the practices, 91 respondents claimed it doesn't affect my behavior while 46 respondents are not sure of the influence of media reportage of human trafficking in public

sector on their behaviour. Base on the foregoing, the data supplied in the tables under research question two indicated that media reportage of human trafficking in public sector has significant impact among Nigeria students.

RQ 3: What are the perceptions of Nigerian students on media reportage of human trafficking in public sectors?

Research question three aims to discover the perception of Nigerian students on media reportage of human trafficking public sector. Table 10, 19-22 answered this question

Table 10& 19-22

Table	Description of Items	Very possibly	Possibly	Neutral	Less Possibly	Not at all	$\bar{X}$	SD
10.	How possibly are you to report human trafficking you come across it in your daily activities?	58	64	42	19	14	2.3249	1.19780
19.	Media reportage of human trafficking in public sectors is instrumental in creating awareness among the general public about the negative impacts of human trafficking on society.	55	89	38	12	4	2.0960	.94299
20.	Media reports on human trafficking in public sectors contribute to the erosion of public trust in government institutions and officials.	48	81	49	13	7	2.2424	1.00850
21.	Media coverage of human trafficking in	42	67	44	31	13	2.5228	1.18051

	public sectors focuses on sensationalism rather than providing objective and in-depth analysis.							
22.	Media reports on human trafficking in public sectors disproportionately highlight negative cases, leading to a skewed perception of human trafficking levels.	39	73	49	27	10	2.4747	1.10691

In table 10, 58 the data supplied indicated that 122 of 198 respondents that answered the question are likely to report human trafficking if they come across it in their daily activities. In item 19-22, a total of 144 respondents admitted that media reportage of human trafficking in public sectors is instrumental in creating awareness among the general public about the negative impacts of human trafficking on society, 38 were undecided while other refuted the statement. 129 respondents admitted that media reports on human trafficking in public sectors contribute to the erosion of public trust in government institutions and officials, 49 were undecided while others disproved the statement. 109 respondents admitted that media coverage of human trafficking in public sectors focuses on sensationalism rather than providing objective and in-depth analysis, 44 were undecided while other refuted the claim. Lastly in table 22, a total 112 respondents alluded that media reports on human trafficking public sectors disproportionately highlight negative cases, leading to a skewed perception of human trafficking levels. 49 respondents were undecided while other refuted the statement.

In sequel to the above-analyzed tables as grouped under research question three, data supplied indicated that respondents maintained several stances in respect to their

perceptions about Nigerian students and media reportage of human trafficking in public sectors. Base on the data given, closely 60% of the total sampled respondents indicated a positive remark on their level of agreement with the statements contain in table 10, 19 to 22.

4.4 Discussion of Findings

This section interprets the analyzed data presented in Chapter Four and discusses the implications of the findings in relation to the study objectives and existing literature on media reportage of human trafficking in Nigeria's public sectors.

Public Knowledge of Media Reportage on Human Trafficking

The findings from Research Question One reveal a substantial level of public knowledge regarding media reportage of human trafficking in the Nigerian public sector among the surveyed students. A significant majority (over 68%) of the respondents indicated regular consumption of news on the public sector, primarily through television, newspapers, and online platforms. This reflects a relatively high level of media exposure and suggests that students are actively engaged with information concerning governance and social issues.

Furthermore, the data shows that over 74% of respondents believe the media reports on human trafficking are accurate, reliable, and informative. Most participants agreed that the media plays a significant role in informing the public and holding traffickers accountable. These findings suggest that the media, in its watchdog role, is effectively shaping public knowledge and contributing to awareness about human trafficking in Nigeria.

Impact of Media Reportage on Students' Attitudes and Behavior

In addressing Research Question Two, the findings highlight the transformative power of media in influencing perceptions and behaviors among students. The majority of respondents affirmed that media coverage has increased their awareness, heightened their interest in issues related to governance and accountability, and motivated them to take a

stand against human trafficking. Specifically, over 70% agreed that media exposure prompted greater civic consciousness, ethical responsibility, and personal involvement in social and civic initiatives.

Interestingly, a smaller segment of respondents (around 29.5%) admitted that media reportage might influence them negatively or leave them feeling helpless, although the majority rejected such notions. The presence of such responses underscores the complexity of media influence and the varied psychological impacts it can have depending on individual dispositions and media framing.

Perceptions on the Credibility and Bias in Media Reportage

The third research question explored perceptions around media objectivity and the framing of human trafficking news. A notable portion of the respondents believed that media coverage tends to focus on sensationalism (54.5%) and disproportionately emphasizes negative cases (56%), potentially leading to a skewed public perception. However, the majority still acknowledged the media's role in raising awareness and promoting public discourse around the social impacts of human trafficking.

The responses to the likelihood of reporting human trafficking incidents also demonstrated a promising inclination toward civic responsibility, with over 60% indicating they would likely report such cases. This is an encouraging indication that media narratives are not just informative but can translate into proactive citizen action.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

This study examined media reportage of human trafficking in Nigeria's public sectors, focusing on public knowledge, impact, and perception among Nigerian students. Using quantitative data from 200 respondents (with valid responses ranging from 195–198), the study revealed the following key findings:

1. **High Level of Media Consumption and Awareness:** A significant majority of respondents reported frequent engagement with media content related to the public sector. Television, newspapers, online platforms, and social media were the most commonly cited sources of news on human trafficking. Over 97% of participants had been exposed to news about the topic, indicating broad awareness.
2. **Positive Perception of Media Accuracy and Role:** Most respondents believed that media reports on human trafficking are accurate and reliable. They also acknowledged the media's effectiveness in informing the public and holding traffickers and public officials accountable.
3. **Media Influence on Public Attitudes and Behavior:** The majority of respondents reported increased awareness, heightened interest in civic issues (like transparency and accountability), and a stronger sense of ethical responsibility due to media reportage. Many respondents (over 70%) indicated that media coverage influenced them to take a stand against trafficking and participate in civic initiatives.
4. **Concerns About Media Bias and Sensationalism:** While most participants affirmed the usefulness of media reportage, a sizable portion expressed concerns about sensationalism and skewed perceptions. Some respondents felt the media overly emphasized negative cases, potentially distorting the actual scale or context of human trafficking.

5. **Willingness to Report and Take Action:** More than 60% of the respondents showed a high willingness to report incidents of human trafficking encountered in daily life, indicating that media exposure may encourage civic engagement and social accountability.

5.2 Conclusion

The study concludes that media reportage significantly shapes public awareness, perception, and engagement regarding human trafficking in Nigeria's public sectors. Nigerian students, as a media-savvy demographic, demonstrate a strong understanding of human trafficking issues largely influenced by media content. The findings underscore the media's dual role as both an informer and a motivator for action, while also highlighting the need for more balanced reporting to avoid misinformation or sensationalism.

In essence, while the media has largely succeeded in its watchdog and educational roles, there is still room for improvement in ensuring objectivity, depth, and context in the coverage of sensitive issues like human trafficking.

5.3 Recommendations

Based on the findings, the following recommendations are proposed:

1. Strengthen Investigative Journalism

Media organizations should invest more in investigative journalism that provides in-depth, contextual, and balanced reporting on human trafficking. This can help mitigate sensationalism and promote public trust.

2. Promote Media Literacy Among Youths

Institutions of higher learning should integrate media literacy into the curriculum to equip students with the skills to critically evaluate media content and distinguish credible information from misleading narratives.

3. Encourage Collaborative Efforts

Collaboration between media organizations, civil society, and law enforcement can enhance the accuracy and depth of reports on human trafficking while promoting coordinated responses.

4. Create Awareness Campaigns

Stakeholders should initiate targeted campaigns using traditional and digital media to sensitize the public on the dangers of human trafficking and the importance of reporting suspicious activities.

5. Policy and Regulatory Support

Government agencies should support media through regulatory frameworks that ensure freedom of the press while promoting ethical journalism, particularly on issues involving human rights violations.

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