

**THE IMPACT OF BILLBOARD ON ANTICULTISM CAMPAIGN IN  
NIGERIAN HIGHER INSTITUTIONS**

**(A CASE STUDY OF KWARA STATE POLYTECHNIC STUDENTS)**

**BY**

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## CERTIFICATION

This research work has been carefully examined and approved as meeting the requirements of the Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin in partial fulfilment of the requirements for award of Higher National Diploma (HND) in Mass Communication.

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## **DEDICATION**

This research project is dedicated to Almighty Allah that preserved me throughout the course of my Program at Kwara State Polytechnic, Ilorin for his infinite mercy that endured forever in my lives and to my beloved parents who have stood by my sides all the time.

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5.0 Summary, conclusion and recommendations

5.1 Summary

5.2 Conclusion

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## ABSTRACT

*This study investigates the impact of billboard advertising as a communication tool in the campaign against cultism in Nigerian higher institutions. Cultism has remained a persistent threat to peace, safety, and academic excellence within tertiary institutions. Given the strategic and visual power of billboards, this research explores their effectiveness in creating awareness, shaping students' attitudes, and discouraging cult-related activities on campus. A survey research method was employed using structured questionnaires distributed among students across selected higher institutions. The findings revealed that billboards play a significant role in sensitizing students about the dangers of cultism. Most respondents acknowledged seeing anti-cultism billboard messages and agreed that these messages influenced their perceptions and behavioral decisions. However, challenges such as poor maintenance, lack of interactivity, and limited coverage were identified as factors affecting the overall effectiveness of billboard campaigns. The study concludes that while billboards are a powerful awareness tool, they should be complemented by other communication platforms—such as social media, radio, seminars, and counseling—to achieve a holistic approach to anti-cultism campaigns. Recommendations were made for better message design, broader placement, and institutional support for sustained and impactful billboard usage in Nigerian higher institutions.*

## INTRODUCTION

### 1.1 Background to the Study

Cultism has been a longstanding issue in Nigerian tertiary institutions, posing significant challenges to the academic environment, student safety, and societal development. To address this menace, various anti-cultism campaigns have been launched, employing different strategies, including the use of billboards. This study examines the impact of billboard anti-cultism campaigns among students in Nigerian tertiary institutions, highlighting their effectiveness in creating awareness, promoting deterrence, and fostering a culture of peace and academic excellence (Akpan, 2021).

Billboards serve as powerful visual tools to capture the attention of students and the general public. They are strategically placed in prominent locations on campuses, ensuring high visibility and maximizing their impact. The inclusion of eye-catching graphics, concise slogans, and relevant statistics on these billboards helps to raise awareness about the dangers and consequences associated with cultism. According to a study by Oyedele and Osinulu (2019), billboard campaigns significantly increase students' knowledge and understanding of cultism-related issues.

The primary goal of anti-cultism campaigns is to deter students from engaging in cult activities. Billboard campaigns play a crucial role in achieving this objective by conveying powerful messages that discourage participation in cultism. These messages often emphasize negative outcomes such as expulsion, violence, loss of life, and the disruption of academic pursuits. A study conducted by Akpan (2018). found that the presence of anti-cultism billboards on campuses resulted in a significant reduction in reported cult-related incidents, indicating a deterrence effect.

Billboard's anti-cultism campaigns also aim to promote a culture of peace and unity among students. By highlighting the importance of academic excellence, cooperation, and positive values, these campaigns foster an environment where students can thrive without the fear of intimidation or violence. The visual impact of billboards, combined with persuasive messages, helps to create a sense of collective responsibility and encourages students to reject cultism in favor of peaceful



coexistence. A study by Obi (2018) reported an increase in students' positive attitudes towards peace and non-violence as a result of exposure to anti-cultism billboards.

Billboard campaigns are often a result of collaborative efforts between tertiary institutions, student organizations, non-governmental organizations (NGOs), and law enforcement agencies. These collaborations enhance the effectiveness of the campaigns by pooling resources, expertise, and knowledge. By working together, these stakeholders can develop comprehensive anti-cultism strategies that address the root causes of cultism and promote long-term behavioral change among students (Okonkwo & Nwankwo, 2019).

By and large, billboard anti-cultism campaigns have proven to be effective in creating awareness, promoting deterrence, and fostering a culture of peace among students in Nigerian tertiary institutions. The visual impact and strategic placement of billboards ensure that the messages reach a wide audience, increasing knowledge about the dangers associated with cultism (Oyedele & Osinulu, 2017). Moreover, the campaigns serve as a deterrent, dissuading students from engaging in cult activities due to the awareness of the severe consequences.

By promoting a culture of peace, these campaigns contribute to the overall improvement of the academic environment and the well-being of students. Collaborative efforts among stakeholders further enhance the impact of these campaigns. Continuous evaluation and refinement of billboard campaigns, along with complementary initiatives, are essential to sustain positive outcomes and create lasting change in the fight against cultism. To this end, the research is on the thrust to investigate the impact of billboard anti-cultism campaigns among students with a particular focus on students of Federal Polytechnic, Offa.

## **1.2 Statement of the Problem**

Cultism remains a significant challenge among students of Nigerian tertiary institutions, posing threats to their safety, academic environment, and overall well-being. Billboard anti-cultism campaigns have been introduced on the campus as part of anti-cultism campaigns. However, no study or only a few studies effectiveness examined these campaigns specifically within the context of Federal Polytechnic, Offa, to determine their efficacy in raising awareness, changing attitudes, and reducing cult-related activities among the students.

### 1.3 Objectives of the Study

The main objective of this study is to investigate the impact of billboard anti-cultism campaigns among students of Kwara state university, Malete. However, the specific objectives are:

1. To assess the effectiveness of billboard anti-cultism campaigns in raising awareness among students of Kwara state university, Malete, about the dangers and consequences of cultism.
2. To examine the impact of billboard anti-cultism campaigns on the attitudes of students towards cultism and their inclination to engage in such activities.

### 1.4 Research Questions

In order to explicate the aforementioned objectives, the listed questions provide answers to the research problem:

1. To what extent have billboard anti-cultism campaigns been effective in raising awareness among students of Kwara state university, Malete, about the dangers and consequences of cultism?
2. What is the impact of billboard anti-cultism campaigns on the attitudes of students towards cultism and their inclination to engage in such activities?

### 1.5 Significance of the Study

The significance of the study on the impact of billboard anti-cultism campaigns among students of Kwara state university, Malete, lies in its potential contributions to the following areas:

**Prevention of Cultism:** Cultism is a significant problem in Nigerian tertiary institutions, including Kwara state university, Malete. By investigating the impact of billboard anti-cultism campaigns, the study can provide valuable insights into effective prevention strategies. Understanding the effectiveness of these campaigns can help improve existing measures and develop targeted interventions to discourage students from engaging in cult-related activities.

**Student Safety and Well-being:** Cultism poses risks to the safety and well-being of students, affecting their academic performance and overall campus environment. The study can shed light

on how billboard anti-cultism campaigns influence students' attitudes and behaviors, potentially leading to a safer and more conducive learning environment at Kwara state university, Malete.

**Awareness and Attitude Change:** Billboard's anti-cultism campaigns aim to raise awareness among students about the dangers and consequences of cultism. The study can evaluate the extent to which these campaigns effectively raise awareness and promote a change in students' attitudes towards cultism. It can also identify specific aspects of the campaigns that resonate with students and contribute to attitude change.

**Policy and Intervention Development:** The findings of the study can inform policy decisions and interventions targeted at addressing cultism within Kwara state university, Malete. By understanding the impact of billboard anti-cultism campaigns, policymakers and administrators can make informed decisions about the allocation of resources, the development of educational programs, and the implementation of preventive measures.

**Generalizability and Replicability:** While the study focuses on Kwara state university, Malete, the findings can have broader implications for other tertiary institutions facing similar challenges. The insights gained from this study can serve as a basis for comparative analysis and replication of effective strategies in other educational institutions in Nigeria or even globally.

Overall, the study's significance lies in its potential to contribute to the body of knowledge on cultism prevention, student safety, and the effectiveness of billboard anti-cultism campaigns. The findings can guide the development and implementation of evidence-based interventions, fostering a safer and more conducive learning environment for students at Kwara state university, Malete and beyond.

## **1.6 Scope of the Study**

The study investigates the impact of billboard anti-cultism campaigns among students was narrowed in scope of Kwara state university, Malete. Thus, the geographical scope of this study shall be within Kwara State. The choice of Kwara state university, Malete students is due to its proximity to the researcher, and inadequate time to study all students in Kwara state among other

logistics. However, the demographical variables of students of Kwara state university, Malete were carefully examined before the administration of the data collection instrument (questionnaire).

### **1.7 Operational Definition of Terms**

**Impact:** This means the effect or contributions of billboard anti-cultism campaigns in eradicating cultism on the Kwara state university, Malete.

**Billboard Advert:** These are various billboards erected on the campus of Kwara state university, Malete with the view to educate and enlighten students to shun cultism and violence.

**Campus Cultism:** These are groups of secret people creating some socio vices on campus such as the Eiye, Vikings, Amazons