KWARA STATE POLYTECHNIC ILORIN

AN ASSESMENT OF BROADCAST MEDIA IN THE CAMPIAGN AGAINST
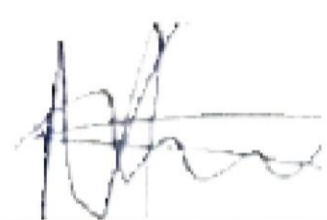MALARIAL IN ILORIN EAST LOCAL GOVERNMENT AREA KWARA STATE.

**PRESENTED BY
OLADIMEJI GABRIEL DAMILOLA
ND/23/MAC/PT/0245**

BEING A RESEARCH PROJECT SUBMITTED TO DEPARTMENT OF MASS
COMMUNICATION INSTITUTE OF INFORMATION AND COMMUNICATION
TECHNOLOGY

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
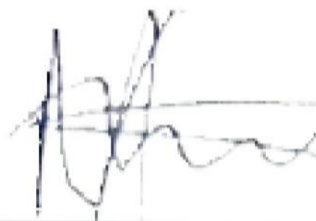AWARD OF NATIONAL DIPLOMA (ND) IN

MASS COMMUNICATION

# CERTICATION

This is to certify that this project has been read and met the requirement for the Award of National Diploma(Ni)) in the Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic,

Ilorin

01-09-025

**MALLAM KEWULERE LAWAL**                                                    DATE

(ProjectSupervisor)

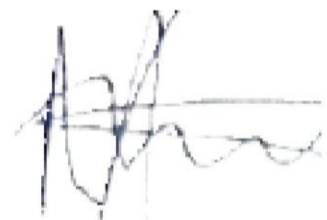MRS.OPALEKE G.T.                                                    DATE

(Project Coordinator)

MRS.OPALEKE G.T.            DATE

(PT Coordinator)

## DEDICATION

I dedicate this project to the Almighty God, for giving me the strength to start and finish it and for giving me all inspirations, wisdom, and understanding may his name be glorified.

And to my mother and siblings, May God grants you long life with good health so that you can reap the fruit of your labour (Amen).

# ACKNOWLEDGEMENT

All praises, glory, and adoration belongs to the Lord, the Alpha and the Omega who has been my strength and motivation right from the beginning of my life up to this present moment. He made the completion of my National Diploma (ND) programmed a smooth sailing and a successful one, all glory be unto Him.

I appreciate all the efforts my project Supervisor Mallam Lawal Keulere for the support and pains he took in reading through the manuscript and for the fatherly role, assistance, patient, and piece of advice given to me so that the work is up to the required standard.

I'm grateful to my eldest brother, Richard, and my siblings with my mother's support and words of encouragement.

I'm very grateful to Mr. Enoch Opaleke, who has been a mentor and an inspiration for me, and his words of encouragement and advice throughout my National Diploma (ND).

My gratitude to the director of the department Mrs. Opaleke,

I also appreciate all the staff in the department of mass communication; Mr. Bàda, Mr. Olufadi and others, for their support and guidance towards the successful completion of the program.

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CHAPTERONE

**INTRODUCTION**

## 1.1    Background to the study

Malaria as an endemic disease has continued to pose a major threat to the health of people in Nigeria. It accounts for a high rate of morbidity and mortality in the country (Nigeria Malaria Fact Sheet, 2021) with approximately 50% of the population suffering at least one episode of malaria each year (National Malaria Indicator survey, 2018). Malaria also creates a burden, not only on the welfare of households but also on the level of productivity, investment and economic wellbeing of a nation (Usman and Adebayo, 2015). As malaria is both preventable and treatable,the World Health Organization (WHO) recommends the use of Long Lasting Insecticide Treated Nets, Insecticides for vector control and Artemisinin-based Combination Therapy (ACT) for treatment of malaria. These, alongside environmental sanitation, promote the goal of combating malaria in sub-Saharan Africa where the disease is predominant (WHO, 2017).

A variety of malaria spreads is associated with the mishandling or mismanagement of refuse. Solid and water wastes that are not properly stored, collected, transported and disposed off will lead to short-term as well as long term health risks (Ajayan and Saharsh, 2019). The mosquito, Anopheles will survive in these conditions and may transmit malaria, yellow fever, and other diseases and infections especially during the rains. Rats will also live in and around refuse.

Advertisements and sensitization campaigns on malaria have also become regular features of media messages daily. The Roll Back Malaria (2022) noted that well-planned and executed communication programmes contribute to achieving malaria prevention and treatment in a wide

range of ways. Reports from the Nigeria Malaria Indicator Survey (NMIS, 2020) establishe d how pertinent it is to pass adequate information and ensure that educational materials get to both rural and urban population. The observation by.Oladepo, Tona, Oshiname and T itiloye (2018)on dearth of knowledge and/or inadequate awareness concerning'appropria te treatment or preventive practices against malaria creates concerns on the need for pro duction of proper advertisement and communication strategies in the promotionof anti-m alaria treatment and prevention. It is true that socio-cultural factors, environmental issues and differences in socio-economic status have influence on advertisement and communic ation preferences of rural and urban dwellers. Advertisement and communication strategi es must take cognisance of the social environment and different life chances of target au diences (Salami and Onuégbu, 2016). Dramas, jingles, pictures,and song-relaying messag es on malaria (Luyiga, 2014) often disseminated through radio, television, the internet, and billboards (among others) could be important strategies for controlling the disease. How ever, their strength may be limited by the way the messages are perceived by the people.

With the rise of the internet and so many internet users worldwide, a large bank of da ta exists and keeps increasing exponentially, this has given humans the power to convert thi s huge amount of data into information that can be used to make decisions. Data itself doe s not make any meaning until it has been converted to information. The idea of data mining helps collect data,preprocess that data by cleaning it and gaining insights into such data to find information. One particularly good source of data is Twitter data which comes in the fo rm of tweets. The twitter API can be used to gather tweets using various forms like searchi ng using keywords, accounts or topics.This has made gathering electronic data easier. Twit ter has been used as a good source of data for much research ranging from public health, e lections, feedback and so much more.machine

lcarning algorithms like supervised and unsupervised learning algorithms have been used for prediction,clustering and many more on this data. This shows the usefulness of twitter as a good source of data. Malaria is a disease that has killed and is still killing people, especially in Africa.

In fairness, Akpobo (2015) states that Nigeria's media and communication efforts have contributed to the success of some health programmes especially in the efforts to eradicate Malaria, polio, the awareness on family planning and the containing of the Ebola virus. Studies indicate that mass media awareness campaign on the Ebola virus diseases in Nigeria was effective. This is not so with Malaria, according to the World Malaria Report(2020)'s recent analysis from Nigeria,an optimized mix of interventions in the country could avert tens of millions of additional malaria cases and thousands of additional deaths by the year 2023, compared with a business-as-usual approach. A better targeting of malaria interventions and resources-particularly in countries like Nigeria, where the disease strikes hardest-will help speed the pace of progress towards our global malaria targets.

Egbunike (2019) remarks that Malaria is presently endemic in Sub-Saharan Africa and it's outbreak in Congo is responsible for a very high infant mortality, killing more than 3,000children inAfica daily. There is no doubt about the continuous transmissions in the cases of Malaria infections and other diseases in Nigeria despite the huge investment in media and communication campaigns to reduce the spread. The media and communication campaigns are part of interventions sponsored by the state and federal government agencies, including donors and parters. The problem in this study is the inherent media and communication gaps in the preventive and curative campaigns against Malaria alongside thecontinuous transmission with estimated 97%popalation of all Nigeria's geographical zones at risk of Malaria infection rising cases in Nigeria.

Complement to the above, communication becomes necessary to create public enlightenment or awareness and education on waste manngement. The states in Nigeria, for instance, communication (broadcast media) is important for enlightenmenit on waste management. This study examines the impact of broadcast media in campaign against malaria in rural areas.

## 1.2 Statement of problem

In some cases, minimal provision is made for campaign againt malaria in rural communities as it requires serious attention in reaching local communities. At other times, the belief has been to assume that knowledge about risk factors of a disease and ways to minimize it is enough to ensure the desired action or behavior change. Other problems of reaching the rural communities through broadcast media campaigns include lack of fácilities like electronic gargets, power supply, communication skills, translation issuees, poverty amongst many others.

Although effective malaria drugs are available and are effective in working. There is a need to derive measures of preventing malaria to reduce the mortality rate caused by malaria through the help of broadcast media campaign.

## 1.3    Justification ofthe study

The study on broadcast media campaign against malaria in rural communities in Nigeria is justified due to the high burden of malaria in the country, particularly in sub-Saharan Africa. Nigeria has consistently contributed the highest number of malaria cases and deaths globally, and the disease remains endemic despite control initiatives. The implementation of effective control measures is crucial to reduce malaria transmission and achieve pre-elimination status. The study aims to understand the role of media campaign againt malaria, dynamics of malaria in Nigeria, including

factors such as drug resistance, treatment, and the use of preventive strategies like mosquito nets as enlightened by broadcast media.

## 1.4 Objectives of the study

**General Objective:** The general objective of this study is to assess the impact of broadcast media campaign against malaria in Ilorin east LGA, Kwara state.

The following objectives shall be achieved.

1. To examine the role of broadcast media campaign against Malaria in Ilorin east LGA,Kwara state.

2. To evaluate the various broadcast media tools used in campaign against Malaria in Ilorin east LOA,Kwara state.

3. To determine the level of engagement of broadcast media tools against malaria campaign in Ilorin east LGA, Kwara state.

4. To examine the challenges faced by broadcast media on campaign against malaria in Ilorin east LGA4 Kwara state.

## 1.5 Research questions

1. What is the role of Broadcast media campaign against Malaria in Nigeria rural community?

2. What are the various broadcast media tools used in campaign against Malaria in Nigeria rural community?

3. What is the level of engagement of the broadcast media tools against malaria campaign?

4. What are the challenges faced by broadcast media on campaign against malaria in Nigeria rural community?

## 1.6 Significance of thestudly

This rescarch work will benefit the masses through a better enlightment on malari aand even Nigeria's health sector in the fight against malaria. This rescarch work will help encourage various broadcast media house on how to improve their awareness levels so a s to get a positive impaet of the use of broadcast media against malaria in rural communi ties and urban centers as well. This study also paves a way for other researchers to cond uct further survey on this area and serve as a reference material for students.

## 1.7 Scope of thestudy

The focus of this researchis directed towards assessing the role of social media c ampaign against malaria. During the cause of this study, we shall èvaluate existing literatu re reviews on social media campaing against malaria and also investigate current roles an d trends of social media campaign against malaria.

## 1.8 Operational Definition of terms

**Broadcast media**: The term 'broadcast media' covers a wide spectrum of different commu nication methods such as television, radio, newspapers, magazines and any other material s supplied by the media and press.

**Campaign**: A campaign is a coordinated effort to promóte a product, service, or cause. It i s typically composed of a series of activities that are desgned to reach a specific goal.

Malaria: is a mosquito-borne disease caused by a parasite. People with malaria often expe rience fever, chills, and flu-like illness. Left untreated, they may develop severe complication s and die.

WIIO: WHO is the United Nations agency that connects nations, partners and people to pro mote health, keep the world safe and serve the vulnerable-so everyone, everywhere can att ain the highest level of health.

LITERATURE **REVIEW**

## 2.1 Introduction

This chapter presents the literature review which is important in finding what has been done and what needs to be done. According to Parajuli (2020),reviewing the literature is one of the most important steps of a research. The author futher listed identifying the problem of choosing subject, formulating the objectives, formulating the hypothesis, generalizing and writing report as other steps of a research. Hart (2018), also mentioned the importance of literature review in which he stressed its significance in understanding a topic, knowing what has been done and how it was done. He also mentioned identifying issues that need to be addressed as an importance.

## 2.2 Theoretical framework

Media Effects Theories

Early media studies focused on the use of mass media in propaganda and persuasion. However,joumalists and researchers soon looked to behavioral sciences to help figure out the effect of mass media and communications on society. Scholars have developed many different approaches and theories to figure this out. You can refer to these theories as you research and consider the media's effect on culture.

Widespread fear that mass-media messages could outweigh other stabilzing cultural influences,such as family and community, led to what is known as the direct effects model of media studies.This model assumed that audiences passively accepted media messages and would exhibit predictable reactions in response to those messages. For example, following the radio broadcast of *Wor* of *the Worlds* in 1938 (which was a fictional news report of an alien invasion),some people panicked and believed the story to be true

## 2.3.I Malaria

Malaria is a common and popular disease known worldwide especially in Africa where it is still existing despite measures put in place to tackle it. The Centers for Discase Control and Prevention (CDC, 2021) defines: "Malaria is a serious and some times fatal disease caused by a parasite that commonly infects a certain type of mosquito which feeds on humans. People who get malaria are typically very sick with high fevers, shaking chills, and flu-like illness."

According to the World health organization (WHO), 229 million malaria cases were estimated in 2019 globally. Amongst this,215 million estimated cases were from the World Health Organization (WHO) African region. Additionally, Nigeria holds the highest percentage with 27%out of the 95% in twenty-nine countries as accounted.

Kwenti (2018), describes Malaria and HIV as two of the world's most deadly diseases which are widespread, he added that they are prevalent in sub-Saharan Africa. Although the covid-19 pandemic has affected the world globally, Nghochuzie et al.,(2020),advised on a collaborative efforts to monitor both covid-19 and malaria. The author further advised performing malaria diagnosis and covid-19 screening and testing to avoid misdiagnosis and achieve ease of management. He also stressed favoring covid-19 at the expense of malaria could be detrimental for global health.

Talapko et al. (2019) did a research on malaria: the past and the present and described malaria as a disease transmitted to humans through the bit of a female mosquito, the disease is serious and is known to be a leading cause of death around the world. The author added malaria is the most prevalent disease in Africa and some Asian countries. This shows malaria has caused a lot of death and Africa has a major share of mortality rate as a result of malaria disease.Furthermore, the author listed the global malaria control program by the WHO as consisting of focus on primary health care, early diagnosis of disease,timely treatment and prevention of disease. This shows the fight against malaria by the WHO is indeed a big battle.

Etzel, Waiker & Stanton (2016) say that advertising is impersonal communication that the sponsor has paid for and in which the sponsor is clearly identified. They add that the most familiar forms of advertizing are found in the broadcast (TV and Radio) and print (Newspapers and magazines) media. Dolak (2015) adds that advertising reaches large geographically dispersed audience, with high frequency and low marginal cost per exposure, though total cost is high. The merit of advertising is that the advertiser has ultimate control over the message delivered, since he/she pays the television or radio station, print publication or website placement.

## 2.3.3 Publicity

Etzel, Walker and Stanton, (2006) observe that publicity is a special form of public relations that involves news stories about organization or its products. Publicity is similar to advertising in the sense that it

## 2.3.4 Public Relations

Richa (2014) submits that public relations entails using company news, promotional events, sponsorship programs along with other promotional tools to reach out to prospective target audience. Odigbo (2015) adds that public relations practitioners employ both human and non-human vehicular tools in acheving their set goals and objectives. The merits of public relations is that such a campaign is very cost-effective and economical when reaching out to a larger audience compared to paid advertising (Oti, Odigbo & Bassey,2016).

## 2.3.5 Social Media

Internet media include all the e-marketing channels like search engine optimization (SEO),pay-per-click, affiliate, emnail, banner, webinar, blog, micro-blogging, RSS, podcast, Internet Radio, and Internet TV, text messages, voice-mails used for digial public relations. Advertising and other marketing communications' campaigns. While social media include all the new Internet communications media for social networking like the Twitter, Facebook, LinkedIn, Foursquare, Youtube and many more (Choi and Burgess, 2017). The advantages of social media

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communications include that the media outlets allow you to engage in two-way comms udcation and receive immediate feedback from your various stakeholders and publics (Zabaniotou,2018)

## 2.4. Empirical review

Maurice et al. (2019,p.591), used malaria twitter data and precipitation as a method for monitoring and reporting malaria instances. The author made use of Support vector machine (SVM) classifier to classify Nigeria twitter messages into malaria case related and non-malaria case related tweets. A high correlation between the malaria related case and average precipitation in Nigeria was obtained. The author highlighted the use of twitter in monitoring and reporting malaria instances directly and predicting malaria outbreak in Nigeria and places where malaria is endemic. This shows the importance of using twitter data in the health sector.

Boit and El-Gayar (2020), used a text mining approach on twitter social media to mnine malaria topics. This studly was done using the crimson social media analytics software to examine public discourse, trends and emergent themes related to malaria discussion. The author highlighted the importance of the study in understanding patters and trends of public opinion regarding malaria. The author also provided examples of how the insight can assist in making informed decisions such as health cost reduction by effective drug development, acting in advance on allocation of resources and well-timed distribution of kits in affected areas and improving public health management overall.

Dewi et al.(2020),used sentiment analysis to predict the success of social distancing made by the government of Indonesia to its people. This was in relation to the COVID-19 pandemic.The hashtag used was (#dirumahaja) which means "stay at home". This study made use of Naïve Bayes and Random forest models and concluded that highest accuracy of classification was obtained using Random Forest algorithm compared to Naïve Bayes with a yield of 95.98%.The study further found out that positive sentiments were greater than negative which means the people of Indonesia agree to social distancing program made by the Indonesian government.

Nkiruka et al. (2021), did a study on maaria epidemic prediction systems built to reduce the increase in disease outbreak in some African countries and discovered the need to have better

models. Such models should have improved prediction capability based on nun variati ons in climatic conditions. Factors that contributed to malaria outbreak such as precipit ati.temperature and surface radiation was considered for this study. The author conclud ed that the improved system outperformed other classification modes and further stat ed that the model **serves**as an early detection mechanism in monitoring the spread of malaria.

Hasan et al. (2018), did a study on tweets relating to Indonesian presidential electi ons in which the authorused a combined approach of sentiment analysis and machine lea rning.The author made use of two supervised machine learning algorithms namely, Naïve Bayes and support vector machine (SVM) and made a comparison between the two. This shows tweets can be used for many research purposes including election predictions an d more.

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## 2.5    Appraisal of the review

This study will help to find ways of preventing malaria brodcast media such as TV s tation,radios, newspaper outlets,jingles, social inedia handles etc by finding public opinions of using those toolsto prevent rural communities and Nigerians at large on malaria preventi on and correlating it with WHO battle against malaria.

Research has been done on media campaing against malaria d in the past. Technique s such as **suppart** vector machine, naïve Bayes classifiers has been used and compared on such data. Also, topic modeliing has been used to find topical themes on such data, but ónly few has used broadcast media **again** malaria to find topical themes and correlated it with WHO mission to fight malaria.

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# CHAPTER THREE

# METIIODOLOGY

## 3.1    Introduction

This chapter describes the various methods and techniques used by to collect and analyze the data gathered for the study to gain a deeper understanding of the topic under study.

The data collection stage is important since the result of the analysis is dependent on the quality of the data obtained. Therefore, the method selected for data collection must be the most appropriate to assist in achieving the objectives of the study.

## 3.2 Research Design

This research work seeks to investigate an assessement of the broadcast media in the campaign against malaria in Ilorin east LGA,Kwara state. This research follows a survey design and analysis which is based on primary data. The data collected from surveys is then statistically analyzed to draw meaningful research conclusions. In the 21st century, every organization's eager to understand what their customers think about their products or services and make better business decisions. Researchers can conduct research in multiple ways, but surveys are proven to be one of the most effective and trustworthy research methods.

For this project to be qualitative, a wide range of opinions will be sorted. Questionnaires will be administered using Likert scale to measure the degree or perception of respondents concerning the impact of leadership styles on employees' attitude. The respondents shall be the residents of Ilorin East LGA,Kwara,state.

## 3.3 Population Of The Study

Bickman & Rog (1998) defined a study population as the operational defnition of target population. Researchers are seldom in a position to study the entire target population, which is not always readily accessible. Instead, only part of it respondents who are both eligible for the study is considered.

In this studly, the target populations considered are the rural residents of forin East LG A.both male and females within the age range of 20years above. The population study is esti mated to above 100,000 people.

## 3.4  Sample and sampling techniques

Sampling is the selection of a subset of indvidual from within a statistical population to estimate characteristics of the whole population. The sample taken must be representative of t he population from which the sample was drawn and the sample must have good size to warra nt statistical analysis. An unbiased random selection of individuals is important in this study s o that in the end the sample represents the population conceptually.Yoro Yamini Sampling met hod was therefore used to determine the sample size. The Formula is given thus:

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

Where,
N=sample size
N=population of the study
E=tolerable error (0.05)                                    ;

$$n = \\ = \frac{1000000}{1 + 100000(0.05)^2}$$

n=153.1
n≈150
Hence,the sample size for this study is 150

## 3.5  Research Instrument

The sources of data to this study are primary and secondary data. Secondary information for this research was mainly through various publications culled from the internet, textbooks,jour nals,reports prepared by various universities. It has been scrutinized to assess its suitability,reliab ility,adequacy and accuracy.

The validity of a research instrument denotes the ability of the instrument to meas ure what was designed to measure while the reliability of the research instrument refers to the ability of the instruments to produce the same result at different tim e.

## 3.7   Reliability of the Research Instrument

Reliability of the questionnaire drawn from the study were ascertained to be at the hig hest degree.This is because these questionnaires were properly tested and were abl e to achieve what were designed to achieve

## 3.8 Method of Administration of the Research Instrument

For the purpose of this study, primary sources of data will be used. The instrum ents to be used include questionnaires and personal interview on the research work. The questionnaires will be used to test the degree respondent's answer, while the per sonal interview will help to get the overall view of the respondents.

## 3.9   Method of Data Analysis

The data collected through the questionnaire was collated and analyzed for the purpose of the study using excel and SPSS statistical tool. Data shall be presented usin g the frequency distribution table and prose presentation.

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## 4.1 DATA PRESENTATION AND ANALYSIS

A total of 150 of respondents in Ilorin East LGA,Kwara State were interviewed.The knowledge of **the** respondents on **"An Assessement Of The Broadcast Media In The CampaignAgainst Malaria In Ilorin East LGA, Kwara State"** were assessedusingquestionnaire administration.Data on socio-demographic and knowledge were analyzed and variables organized into frequency tables.

Tale 4.1     **DISTRIBUTIONS OF RESPONDENTS BY GENDER**

| Responses | Frequency $(n=150)$ | Percentage(%) |
|-----------|---------------------|---------------|
| Male | 80 | 53 |
| Feniale | 70 | 47 |
| Total | 150 | 100 |

**Source:Field Survey,2024**From the table above, it show that out of 150 respondents,80 respondents (representing 53%) were males,while 70 respondents (representing 47%) were females.

## Table 4.2 DISTRIBUTIONS OF RESPONDENTS BY AGE

| Response | Frequency (n=150) | Percentage(%) |
|----------|-------------------|---------------|
| 20-30years | 55 | 37 |
| 31-40 | 50 | 33 |
| 41 above | 45 | 30 |
| Total | 100 | 100 |

**Source:Field Survey,2024**

The table above represents the ages of the respondents. It was observed that 37% which comprised of 55 respondents fell under the age bracket of 20-30 and 33% (50 respondents)were between the ages of 31-40 years, while 30% (45 respondents) were above 40years of age.

Table 4.3 DISTRIBUTIONS OF RESPONDENTS BY RELIGION

| Response | Frequency(n=150) | Percentage(%) |
|---|---|---|
| Muslim | 100 | 67 |
| Christian | 50 | 33 |
| Total | 150 | 100 |

**Source:Field Survey,2024**

The table above shows that more than half of the respondents 67% are Muslims while Christian respondents are 33%.

Table 4.4 DISTRIBUTIONS OF RESPONDENTS BY MARITAL STATUS

| Response | Frequency $(n=150)$ | Percentage(%) |
|---|---|---|
| Single | 40 | 27 |
| Married | 100 | 67 |
| Others | 10 | 6 |
| Total | 150 | 100 |

**Source: Field Survey,2024**

From the table above, it was observed that out of the150 questionnaire distributed 67% which is made up of 100respondents are married, while 40 respondents making up 27% are single and others are 4%.

Table 4.5 DISTRIBUTIONS OF RESPONDENTS BY OCCUPATION

| Response | Frequency(n=150) | Percentage(%) |
|---|---|---|
| Civil servant | 30 | 20 |
| Trader | 40 | 27 |
| Farmer | 80 | 53 |
| TOTAL | 150 | 100 |

**Source:Field Survey,2024**

The table shows that majority of the respondents 53% were farmers, 27% are traders and 20%are civil servants.

SECTION B

QUESTION:Malaria is a disease caused by a parasite

**Table 4.6**

| Response | Frequency $(n=150)$ | Percentage(%) |
|---|---|---|
| Strongly Agree | 63 | 42 |
| Agree | 42 | 28 |
| Neutral | 10 | 7 |
| disagree | 20 | 14 |
| Strongly disagree | 15 | 9 |
| TOTAL | 150 | 100 |

**Source: Field Survey,2024**

The results from table 4.6 shows that the majority 42% strongly agree that Malaria is a discase caused by a parasite, 28% agreed, 7% were neutral about it while 14% disagreed and 9%strongly disagreed Malaria is a disease caused by a parasite.

**QUESTION: Malaria is transmitted to humans most commonly through** mosquito **bit esTable 4.7**

| Response | Frequency $(n=150)$ | Percentage(%) |
|---|---|---|
| Strongly Agree | 84 | 56 |
| Agree | 40 | 26 |
| Neutral | 7 | 5 |
| disagree | 12 | 8 |
| Strongly disagree | 7 | 5 |
| TOTAL | 150 | 100 |

**Source:Field Survey,2024**

The results from table 4.7 shows that the majority of the respondents 56% strongly agree that Malaria is transmitted to humans most commonly through mosquito bites, 26% agreed,5% were neutral about it while 8% disagreed and 5% strongly disagreed that Malaria is transmitted to humans most commonly through mosquito bites.

**QUESTION: Broadcast media is very fast means of dissemination** of information.

**Table 4.8**

| Response | Frequency $(n= 150)$ 1 | Percentage(%) |
|---|---|---|
| Strongly Agree | 99 | 66 |
| Agree | 33 | 22 |
| Neutral | 3 | 2 |
| disagree | 12 | 8 |
| Strongly disagree | 3 | 2 |
| TOTAL | 150 | 100 |

**Source:Field Survey,2024**

The results from table 4.8 shows that the majority of the respondents 66% strongly agree that Malaria is transmitted to humans most commonly through mosquito bites, 22% agreed,2% were neutral about it while 8% disagreed and 2% strongly disagreed that Broadcast media is very fast means of dissemination of information.

**QUESTION: Broadcast media tools includes, Radio, TVs, Skits, Jingles etc.Table 4.9**

| Response | Frequency $(n= 150)$ | Percentage(%) |
|---|---|---|
| Strongly Agree | 105 | 70 |
| Agree | 28 | 19 |
| Neutral | 3 | 2 |
| disagree | 8 | 5 |
| Strongly disagree | 6 | 4 |
| TOTAL | 150 | 100 |

The results from table 4.9 shows that the majority of the respondents 70% strongly agree that Broadcast media tools includes, Radio, TVs, Skits, Jingles etc., 19% agreed,2% were neutral about it while 5% disagreed and 4% strongly disagreed that Broadcast mnedia tools includes,Radio,TVs,Skits,Jingles etc.

QUESTION: Broadcast media plays an important role on campaign against Malaria in **Nigeria Table 4.10**

| Response | Frequency $(n=150)$ | Percentage(%) |
|---|---|---|
| Strongly Agree | 105 | 70 |
| Agree | 28 | 19 |
| Neutral | 3 | 2 |
| disagree | 8 | 5 |
| Strongly disagree | 6 | 4 |
| TOTAL | 150 | 100 |

**Source: Field Survey,2024**

The results from table 4.10 shows that the majority of the respondents 70% strongly agree that Broadcast media plays an important role on campaign against Malaria in Nigeria, 19% agreed,2% were neutral about it while 5% disagreed and 4% strongly disagreed that Broadcast media plays an important role on campaign against Malaria in Nigeria.

**QUESTION: Use of broadcast media tools is effective in campaign against malaria Table 4.11**

| Response | Frequency $(n=150)$ | | Percentage(%) |
|---|---|---|---|
| Strongly Agree | 66 | | 44 |
| Agree | 32 | í | 21 |
| Neutral | 8 | : | 5 |
| disagree | 25 | · | 17 |
| Strongly disagree | 20 | | 13 |
| TOTAL | 150 | 1 | 100 |

**Source:Field Survey,2024**

**The** results from table 4.11 shows that the majority of the respondents 44% strongly agree that Use of broadcast media tools is effective in campaign against malaria, 21% agreed, 5% were neuh al about it while 17% disagreed and 13% strongly disagreed that Use of broadcast media tools is effective in campaign against malaria.