STUDY OF PEOPLE'S PERCEPTION ON THE AWARENESS CAMPAIGNS ON MALARIA FEVER IN ILORIN WEST LGA

CHAPTER ONE

INTRODUCTION

1.1   BACKGROUND OF THE STUDY

Communication is activity of conveying information as by speech, visuals, signals, writing or behaviour; it is the meaningful exchange of information between two or more people or a group of people.

From the creation of the world, there has being endless needs to inform people about one thing or the other and this shows that communication has become an inseparable part of our lives. Communication has been variously defined by many communication experts, erudite scholars and educationists with each of them defining it in accordance with his field of studies, area (s) of interest and prejudices. This accounts for the reason why there has not been one singular acceptable definition of what communication presupposes.

Communication has equally been defined as a means of establishing commonness with someone which involves the giving of an understandable message from one person to another through a desirable and adequate channel or medium which the sender has considered fit to be suitable to both the sender, the occasion and of course, the purpose.

Ajibade (1994) maintain, that "Communication is the generation and attribution of meaning". Generation starts from the speaker who encodes the communication messages in the way that the receiver must understand".

Murphy (1977) defines communication as an exchange of meaning by which one mind affect another, according to him communication is information that register somewhere in the mental structure of the receiver. The essential of communication are certain fundamental ingredients which are necessary for communication to take. They are not just essential in the communication process, but also inevitable and compulsory. These elements include knowing who is communicating, what he is communicating, or encoding, the person with whom he is communicating, and of course the channel or the medium he is employing in communicating. Communication may not take place or be effective at best until these components are present and interact effectively among themselves.

Over 40% of the world's population is malaria infested areas. Malaria not only cause ill health and death of resources are spent combating disease. In the meantime however, other alternatives towards malaria control would be using information campaigns to educate people on early vaccine which has far been futile. In this sense, communication programmes designed to bring about behaviour change will play an essential role in guiding people towards adopting the right malaria interventions. Nevertheless, such programmes should be extensive and well known to the people

through a mix of communication approaches. Malaria is a life threatening parasitic disease, which affects the blood. It is commonly transmitted from a person to another by a female anopheles mosquito.

The Anopheles mosquito is the most widespread in Africa and the most difficult to control (The Africa Malaria Report, 2003:17). However, the recent happenings indicates government sudden interest in fighting the scourage government mounted aggressive campaign in media and posted billboards in cities and highways, sensitive song on the danger of the disease, modes of transmission and prevention. There are also responses from the people. Despite several efforts by government and non-government organization to address the problem. It is dishearted to note that the rate of the infection is still very high.

1.2   STATEMENT OF THE PROBLEM

This study is solely concern with examine the effects of behavioural change on people perception on malaria awareness campaign.

Ill-health is perceived both as a cause of increased poverty and as an obstacle to escaping it. Illness can reduce reserves, causes educational setbacks, reduce productivity and lead to Job loss, thereby creating or perpetuating poverty. Conversely, better health translates into greater and more equitably distributed wealth by building human and social capital and increasing productivity" (Enabudoso et al., 2006, p.2).

To tackle health concerns, government of the world have resolved to use communication campaign to reach out to the people. In Nigeria, malaria causes the death of an estimated 250,000 children under the age of five every year. It is also responsible for about 66 percent of all clinic visits (Gangale,) 2009 an accounts for an average of 300,000 deaths a year (MDGs, 2010). Given the above scenario, therefore, one is inclined to ask where we have gone wrong. This is because despite the awareness, measures and media campaigns against the disease, the story still remains the same. It is either that the intervention programmes do not reach the desired target or they are not appropriately communicated to influence change. There is therefore a need to check if really communication through awareness campaign induces behaviour or change behaviour in the society.

1.3 RESEARCH OBJECTIVES:

- To assess the level of awareness about malaria among residents in Ilorin.

- To evaluate the effectiveness of the current awareness campaign on malaria in Ilorin.

- To evaluate the perception of resident in Ilorin on campaigns against malaria

1.4 RESEARCH QUESTIONS

- What is the level of awareness about malaria among residents in Ilorin?

- How effective is the current awareness campaign on malaria in Ilorin in terms of reaching the target audience?

- To evaluate the perception of residents in Ilorin West LGA on campaigns against malaria

1.5   SIGNIFICANCE OF THE STUDY

This study will increase knowledge about malaria, raise awareness of personal risk factor, teach vulnerable individuals to adapt and confine safe behaviours. It will increase the use of appropriate malaria prevention and care services by both infected and uninfected person. It also reduced the fear and stigmatization of association with malaria.

It aims at increasing acceptance and ownership of Malaria programs by the community and advocate to mobilize and increase resources for malaria prevention and care program at community and government levels.

It aims at increasing the use of appropriate Malaria prevention and care services by both infected and uninfected person. It will help to reduced the fear and stigmatization often associated with malaria.

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1.6   SCOPE OF THE STUDY

The study focuses on the communication and behavioural changes of people's perception on the awareness campaign on malaria using the survey method. The design is considered appropriate because the study will essentially focus on people.

Survey has been adjudged by Wimmer and Dominick (1986) as a good means of measuring behaviour in a large population. It involves asking a set of questions on various aspects of a subject to which selected members of the population are requested to react to. Similarly, Anwuworah (1986) states that survey method is one in which a group of or items are studied by collecting and analyzing data from only a few people on items considered to be representative of the entire group.

The population of the study will be drawn from viewers and listeners of Malaria radio and television communication awareness campaigns among the residents of Ilorin West LGA within the size of two hundred (200) from the period of January to May 2018.

1.7   DEFINITION OF THE KEY TERMS

COMMUNICATION: Is a process that involves sending, transmitting, receiving and acting upon messages, information, thoughts, ideas, attitudes and feelings through mutually agreed and understandably predetermined codes/symbols. It is use to exchange ideas, feelings, thoughts, emotion between a communicator i.e sender/source and a receiver.

BEHAVIOURAL CHANGE: This is the process of creating a different or transform the way person/thing acts or thinks. It is the transformation in the way a person acts or thinks towards a particular third person.

CAMPAIGN: It is a series of operation (s) that is been taken to achieve a set goal. It is been organized to achieve a particular goal.

AWARENESS: It is the state of consciousness. It is the level of been aware or knowing about something. It can also be said to be a method of awaking the conscience of people towards a particular thin/person.

MALARIA: Is a disease that is been spread by a female mosquito leaching/resulting to fever when it bites. It is a curable disease and can also be deadly when not be treated on time.

MASS MEDIA: Is the means of disseminating, publishing and broadcasting of information to a large number of heterogenous people/audience.

PERCEPTION: It is the way of reasoning or thinking of a person towards some/something. It is the way a person feels towards a thing/person.

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CHAPTER TWO

2.1   THEORETICAL FRAMEWORK

AGENDA SETTING THEORY

Agenda Setting theory describes the ability of the news media to influence the salience of topics on the public agenda. The theory of agenda setting can be traced to the first chapter of Walter Lippmann's 1922 classic, public opinion. In that chapter without using the term "agenda setting" Walter Lippmann was writing about what we today would call "agenda setting".

Following Lippmann, in 1963, Bernard Cohen observed that the press "may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its reader what to think about. The world will look different to different people.

Agenda setting is the media's ability to transfer salience issues through their news agenda so the public agenda can form their understanding of the salience issues. Two basic assumptions underlie most research on agenda setting.

The press and media do not reflect reality; they filter and shape it. Media concentration on a few issues and subjected leads the public to perceive those issues as more important than other issues.

Mass communication plays an important role in our society, its purpose is to inform the public about current and past events.

Agenda setting occurs through a cognitive process known as "accessibility". The agenda setting effect is not the result of receiving one or a few messages but is due to the aggregate impact of a very large member of messages each of which has a different content but all of which deal with the same general issue, and hence they tend to allocate more important issues that tends to allocate more importance to issues that have been extensively covered by mass media.

2.2   CONCEPTUAL FRAMEWORK

FORMS OF COMMUNICATION

INTRAPERSONAL COMMUNICATION

Takes place within a single person. It is usually considered that there are three aspects of intrapersonal communication, self awareness, perception and expectation.

Self-awareness is the part of intearpersonal communication that determines how a person sees him or herself and how they are oriented towards others. Self-awareness involves three factors which are: beliefs, values and attitude.

Perception is about creating an understanding of both oneself and one's world and being aware that one's perceptions of the outside world are also rooted in belief, value and attitudes.

Expectation are future-oriented messages dealing with long-terms roles, sometime called "life script". Intrapersonal communication is used for clarifying ideas or analyzing a situation and also reflecting on or appreciating something.

INTRAPERSONAL COMMUNICATION

Is the interaction between two or more people or groups. This form of communication is usually use all time especially during health work. This form of communication can be face to face, two way verbal or non-verbal interactions, and includes the sharing of information and feelings between individuals or groups.

The most important parts of intrapersonal communication are characterized by a strong feedback component and it is always a two way process. Intrapersonal communication involves not only the words used, but also various elements of non verbal communication. The purpose of intrapersonal communication are to influence, help and discover as well as to share and perhaps even play together.

The main benefits of intrapersonal communication include the transfer of knowledge and assisting changes in attitudes and behaviour. It may also be used to teach new skills such as problem solving.

Adopting of a behaviour passes through several stages and intrapersonal communication has importance at all of these stages. In order to help someone change their health behaviour, certainly intrapersonal communication must be use effectively.

MASS COMMUNICATION

Is a means of transmitting messages to a large segment of a population. Electronic and print media are commonly used for this. The word "media" is currently used to refers to not only broadcast media such as radio, the internet and television but also to print media

such as newspapers, magazines, leaflets and wall posters. The powerful advantage of mass media over face to face contact is the rapid spread of simple facts to a large population at a low cost the main effects of mass communication are the increase knowledge, or awareness of an issue, the potential influence on behaviour at the early stages and the possibility of communicating new ideas to early adopters (opinion leaders).

The other benefits of mass communication are accuracy and plausibility.

LIMITATIONS OF MASS COMMUNICATION

The limitation of mass communication includes the lack of feedback because the broadcaster transmits this message without knowing what is going on in the receiver's mind.

There is also the danger of selective perception because the audience may only grasp part of the message, or selectively pick up points that they agree with and ignore others.

Mass communication does not differentiate between target and so some people may think, "this does not concern me".

It only provides non-specific information because it is broadcasting to the whole population, and it is difficult to make the message fit the local needs of the community, whose problems and needs may be different from the rest of the country.

Thus, for an effective mass media communication, the message or advice should be realistic and pre-tested so that it is transmitted accurately with distortion. The message

should be useful in creating awareness, and has to be followed by individual or group approaches to achieve positive behaviour change.

ORAL COMMUNICATION

Which is primarily refers to as spoken verbal communication, can also employ visual aids and non-verbal element to support the conveyance of meaning. Oral communication includes speeches, presentations, discussions, and aspects of intrapersonal communication.

As a type of face to face communication, body language and choice tonality play a significant role, and may have a greater impact upon the listener than informational content. This type of communication also garners immediate feedback.

BARRIERS OF COMMUNICATION

There exist many barriers to communication and these may occur at any stage in the communication process. Barriers may lead to message becoming distorted and therefore risk wasting both time and/or money but causing confusion and misunderstanding. Effective communication involves overcoming these barriers and conveying a clear and concise message.

Some common barriers to effective communication include:

LANGUAGE BARRIERS: Clearly language and irriguistic ability may act as a barrier to communication. However, even when communicating in the same language, the terminology used in a message may not as a barrier if it is not fully understood by the

receiver who is not familiar with the terminology used. Regional colloquialism and expressions may be misinterpreted or even considered offensive.

PSYCHOLOGICAL BARRIERS: The psychological state of the receiver will influence low the message received. For instance; it someone has personal worries and is stressed they may be pre-occupied by personal concern and not as receptive to the message as if they were not stressed.

Stress management is an important personal skill that affects our intrapersonal relationships.

PHYSIOLOGICAL BARRIERS: This may be as a result from the receiver's physical state. For example a receiver with the reduced hearing may not grasp to entirely of a spoken conversation especially if there is significant background noise.

PHYSICAL BARRIES: An example of a physical barrier to communication is geographical distance between the sender and receiver. Communication is generally easier over shorter distance as more communication channels are available and less technology is required. Although modern technology often serves to reduce the impact of physical barriers, the advantages and disadvantages of each communication channels should be understood so that an appropriate channel can be used to overcome the physical barrier.

SYSTEMATIC BARRIERS: Systematic barriers to communication may exist in structures and organization where there are inefficient or inappropriate information

system and communication channels or where there is a lack of understanding of the roles and responsibilities for communication in such organizations, individuals may be unclear of their role in the communication process and therefore not know what is expected of them.

ATTITUDINAL BARRIERS: Are behaviours or perceptions that prevent people from communicating effectively. Effective receivers of message should attempt to overcome their own attitudinal barriers to facilitate effective communication.

2.3 RESEARCH STUDIES REVIEW

The Malaria Eradication Scientific Alliance (MESA) is an organization founded on the research carried out by the Malaria Eradication Research Agenda (MALERA) "MALERA" was a project carried out by the scientific community to identify the steps and future research that must be done in order to eradicate malaria. It was created after the malaria forum in 2007, hosted by the Bill and Melinda Gates Foundation, reestablished malaria eradication as a long-term goal. "MALERA" was first launched in 2008, and resulted in a research and development agenda which was published in a Plos Medicine magazine in 2011. MESA was formed in 2012 to continue the goals of Malera through research and development of methods to fight malaria.

In 2012, MESA began a process to select science research projects dealing with the measurement of transmission of malaria and the preparation of health systems to fight

malaria. Six projects were selected total to receive funding from other organizations. The projects conduct research in Africa, Asia, Latin, America and Australia.

In 2014, four new projects were selected. These projects include: New tools for vector control and diagnosis, use of monitoring and response mapping technologies, and mobile applications for hard to reach populations.

In June 2015, MESA lead a process called "Malera Refresh" it review and update malera. This project examines 6 different subjects: "Basic science and drug resistance, characterizing the reservoir and measurement transmission, tools for elimination, combination interventions and modeling, health system and policy research.

"MALERA" Refresh is expected to be complete and available for open publication by the end of 2016.

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CHAPTER THREE

3.1   RESEARCH METHOD

The research method to be used to find out whether communication induces behaviour or change in behaviour of its target audience is survey, taking Malaria Radio and Television listeners and viewers as a case study.

Survey according to Oxford Advance Leaner's Dictionary, is an investigation of a particular group of people by asking them series of questions.

Ibrahim et al (2002), described survey as the method usually adopted when handling a large population especially on issue of the moment that involves systematic collection of data from population the use of questionnaire interview and observation.

According to Wimmer and Dominiks (1987), Survey is the most appropriate and easiest method of obtaining information on behaviour, this is because you can gather information directly from the people concerned.

Also selected people can represent the entire population under study and this called SAMPLE.

Sample is the subset of the population and the data gathered from this selected respondents can be confidently used to represent data about the total population. Sample ensures more accurate information than total enumeration.

It saves time and also minimizes cost of survey since only the population would be interviewed

3.2   POPULATION OF THE STUDY

Population according to Wimmer and Dominik (1987) is the précised aggregation of study. Population can also be defined as total number of people who live in a particular area. Population is a list or collection of subjects, objects, variables, or concepts in a defined environment (Saadudeen. 2015).

However, the population of this study will be the residents of Ilorin West LGA Kwara State.

3.3   SAMPLING TECHNIQUES AND SAMPLE SIZE

Sampling techniques deals with how to select the members of the sample from the population.

Sampling techniques is a scientific process of selecting representatives as a study population (Saadudeen, 2015).

Wimmer and Dominik (1987) defined sampling techniques as process of selecting part of the population for observation. This is because; it is not easy to study the entire population. A social researcher is therefore compelled with the decision to observe a subset generalized for the whole population.

Sampling techniques helps the researcher to devote more definition and this greater attention devoted to the population of study results in superior accuracy.

In this study, random sampling will be use in analysis the data gathered in this research work. Random sampling gives equal chance of being selected at all members of

the population. The most important advantage if the random sampling is that, the result of investigation can confidently be extended to the entire study population.

The Sample size is two hundred (200).

3.4   INSTRUMENTATION

The instrument to be used in gathering and collection of data in this research work is questionnaire.

Questionnaire is defined as an instrument use to measure behaviour attitude and respondent's characteristic, (Kinnea, 1991).

Questionnaire is a research instrument consisting of a series of questions and other prompt for the purpose of gathering information from respondents. Although they often designed for statistical analysis of the responses; this is not always the case.

Questionnaire is as important as the whole research a research exercise (Saadudeen, 2015).

Questionnaires are also sharply limited by fact that the respondents must be able to read the questions and respond to them.

3.4   VALIDITY AND RELIABILITY OF THE INSTRUMENTS

Validity is a way or mechanism of determining that certain instruments, variables or data can measure what they are designed to measure by a researcher (Saadudeen, 2015).

Reliability is the extent to which an instrument (s) gives a consistent outcome. It is concerned with the consistency of an instrument in measuring what it is designed to measure (Saadudeen, 2015).

The measure that will be use in this research work will be the external validity. External validity is a mechanism adopted to ensure that a study's outcome is applicable to those that are not included as samples in the study.

The pilot study measure will also be use in this research work to ensure the reliability of the research instrument. Pilot study is a feasibility study done to establish the adequacies or other logistics (Saadudeen, 2015).

3.6   METHOD(S) OF ADMINISTRATION OF THE INSTRUMENT

The instrument to be use in this research work is questionnaire. Questionnaire is use to gather appropriate data in order to measure the desired variables (Saadudeen, 2015).

The method that will be use to deploy the questionnaire in this research work will be done using the closed-ended questions. Closed ended questions are the multiple choice questions that have precluded responses that respondents are to choose from. It ensures that all possible responses are provided for each question for the respondent by the researchers in order not to be guilty of subjective (Saadudeen, 2015).

The questionnaire will be distributed to the respondents and retrieved on the same spot.

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3.7   METHOD(S) OF DATA ANALYSIS

The data collected from this research would be analyzed, using the descriptive statistics method. Descriptive statistics are properties or characteristics of a given population that provide meaningful summary about various elements, items, subjects, objects and so forth.

Descriptive statistics may refer to a population as a whole. In other words, it may either be used in a census study or other studies with well-defined boundaries (CCS, 2003).

The statistical tools that will be use in this research work to analyze the data is the simple percentages and tables.

Oxford Advanced Learner's Dictionary defined percentages as "the number, amount, and rate of something, expressed as if it is part of a total which is 100.

Percentage is often showing with the symbol "%". It is used even if there are not a hundred items, the number is the scale so it can be compare to one hundred.

Table is use to summarized a mass of data information, facts, e.t.c. in an orderly arranged manner. Table is usually a set in rows and columns large data are tabulated in an attempt to simplify them into units by providing the main features of a set of data (Saadudeen, 2015).

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CHAPTER FOUR

4.1   ANALYSIS OF THE FIELD PERFORMANCE (S) OF THE

INSTRUMENT

The research distributed 200 questionnaires containing question on communication and behavioural changes A Case Study of People's Perception on the Awareness Campaign on Malaria in Nigeria.

The two hundred questionnaire (200) were distributed amidst the population of the study and were retrieved on the same spot: The 200 questionnaire distributed were recovered and validly responded by the respondents.

In this chapter, simple percentage and table are used for analyzing and interpreting of data collected.

4.2   ANALYSIS OF THE DEMOGRAPHIC SEGMENT OF THE INSTRUMENT(S)

Table 1: Distribution of the Respondents by Sex

VARIABLE	RESPONDENT	PERCENTAGE
Male	70	35%
Female	130	65%
Total	**200**	**100%**

Table 1 shows that majority of the respondents are 130 female representing 65% while the male are 70 representing 35%. The result shows that majority of the respondents are female.

Table 2: Distribution of the Respondents by Age

VARIABLE	RESPONDENT	PERCENTAGE
16 – 20years	96	48%
21-30years	97	48.5%
31-40years	7	3.5%
41 and above	0	0%
Total	**200**	**100%**

Table 2 shows that the respondents under the range of 21-30years are 97 representing 48%, the respondent under the range of 16-20years are 96 representing 48%, the respondents under the range of 31-40years are 7 representing 3.5% while there are no respondents. The result shows that majority of the respondents are under the range of 21-30years having 97 representing 48.5%.

Table 3: Distribution of the Respondents by Marital Status

VARIABLE	RESPONDENT	PERCENTAGE
Single	170	85%
Married	30	15%
Total	**200**	**100%**

Table 3 shows that 170 respondents representing 85% are single while 30 respondents representing 15% are married. The result shows that majority of the respondents are single.

Table 4: Distribution of the Respondents by Educational Qualification

VARIABLE	RESPONDENT	PERCENTAGE
O'Level	0	0%
NCE/Diploma	9	4.5%
ND	160	80%
HND	31	15.5%
Total	**200**	**100%**

Table 4 shows that 160 respondents representing 80% are ND certificate holders, 31 respondents representing 15.5% are HND certificate holders, 9 respondents representing 4.5% are NCE/Diploma certificate holders while there is no respondents with O'Level certificate holders. The result shows that majority of the respondents are ND Certificate holders.

Table 5: Distribution of the Respondents by Occupation

VARIABLE	RESPONDENT	PERCENTAGE
Self employed	0	0%
Civil servant	10	5%
Student	190	95%
Other	0	0%
Total	**200**	**100%**

Table 6 shows that 190 respondents are student representing 95%, 10 respondents are civil servants representing 5%, there is no respondent within the range of civil servant and others. This result shows that majority of the respondents are students.

4.3   RESEARCH QUESTION 1

How can the Spread of Malaria be Reduced?

VARIABLE	RESPONDENT	PERCENTAGE
Insecticidal	28	14%
Mosquito net	61	30.5%
Clean house	62	31%
Media campaign	49	24.5%
Total	**200**	**100%**

Source: Researcher's Field Survey, 2025

The table above indicates that 62 respondents representing 31% thinks the spread of malaria can be reduced by clean house, 61 respondents representing 30.5% thinks the spread of malaria can be reduced through the use of mosquito net, 49 respondents representing 24.5% thinks the spread of malaria can reduced through media campaign while 28 respondents representing 14% thinks the spread of malaria can be reduced by insecticidal. The result shows that majority of the respondents thinks malaria can be reduced through cleaning of the house.

RESEARCH QUESTION 2

Have you watched/listened to any campaign on malaria on the media?

VARIABLE	RESPONDENT	PERCENTAGE
Yes	195	97.5%
No	5	2.5%
Total	**200**	**100%**

Source: Researcher's Field Survey, 2025

The table above shows that 195 respondents representing 97.5% watch/listen to campaign on the media while 5 respondents representing 2.5% has never watch/listen to any campaign on the media.

The result shows that majority of the respondents has watched/listened to campaign on malaria on the media.

RESEARCH QUESTION 3:

Through which medium do you see the campaign most?

VARIABLE	RESPONDENT	PERCENTAGE
Print	6	3%
Broadcast	113	56.5%
Social Media	62	31%
Internet	19	9.5%
Total	**200**	**100%**

Source: Researcher's Field Survey, 2025

The table above indicates that 113 respondents representing 56.5% see the campaign most ob Broadcast, 62 respondents representing 31% see the campaign most on social media, 19 respondents representing 9.5% see the campaign most on Internet, 6 respondents representing 3% see the campaign most on Print.

The result shows that majority of the respondents see the campaign most on broadcast media.

RESEARCH QUESTION 4

What effect does Malaria campaign had on you?

VARIABLE	RESPONDENT	PERCENTAGE
Positive	197	98.5%
Negative	3	1.5%
Total	**200**	**100%**

Sources: Researchers' Field Survey, 2025

The table shows that 197 respondents representing 98.5% has been positively affected by the Malaria campaign while 3 respondents representing 1.5% has been negatively affected by Malaria campaign.

The result shows that majority of the respondents are positively affected by Malaria campaign.

RESEARCH QUESTION 5

Mass media campaign has created enough awareness on Malaria?

VARIABLE	RESPONDENT	PERCENTAGE
Strongly agree	82	41%
Agree	106	53%
Strongly Disagree	3	1.5%
Disagree	9	4.5%
Total	**200**	**100%**

Sources: Researchers' field survey, 2025

The table shows that 106 respondents representing 53% thinks Mass Media campaign has created enough awareness on Malaria, 82 respondents representing 41% thinks Mass media campaign has created enough awareness, 9 respondents representing 4.5% thinks Mass media campaign has created enough awareness on Malaria while 3 respondents representing 1.5% thinks Mass media campaign has created enough awareness on Malaria. The result shows that majority of the respondents Agree that Mass media campaign created enough campaign on Malaria.

RESEARCH QUESTION 6

Has the Media been effective on Awareness Campaign on Malaria?

VARIABLE	RESPONDENT	PERCENTAGE
Yes	190	95%
No	10	5%
Total	**200**	**100%**

Sources: Researchers' field survey, 2025

The table above indicates that 190 respondents representing 95% think that the media has not been effective on awareness campaign on Malaria while 10 respondents representing 5% think that the media has not been effective on awareness campaign on Malaria.

The result shows that majority of the respondents thinks that the media has been effective on awareness campaign on Malaria.

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RESEARCH QUESTION 7

Mass media campaign against Malaria has been successful?

VARIABLE	RESPONDENT	PERCENTAGE
Strongly agree	82	41%
Agree	106	53%
Strongly Disagree	3	1.5%
Disagree	9	4.5%
Total	**200**	**100%**

Sources: Researchers' field survey, 2025

The table shows that 106 respondents representing 53% agree that mass media campaign has been successful against Malaria, 82 respondents representing 41% strongly agree that Mass media campaign has been successful against Malaria, 9 respondents representing 4.5% disagree that Mass media has been successful against Malaria, 3 respondents representing 1.5% strongly Disagree that Mass media campaign has been successful against Malaria. The result shows that majority of the respondents Agree.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1   SUMMARY

The study shows that communication has tremendously influence masses behavioural change towards their perceptions on malaria in Nigeria.

In the first chapter of this study communication was defined by different scholars, it also reveals the level of Malaria in Nigeria.

The second chapter shows forms of communication like intrapersonal, intrapersonal, oral and mass communication. This chapter reveal the theory "AGENDA SETTING THEORY" used in campaigning against Malaria.

Chapter three of this project focuses on the methodology adopted in this research. Questionnaire is the only available survey method that was used. 200 copies of questionnaires were administered among randomly sampled respondents from the study population.

The chapter four is based on data analysis and interpretation where various responses were interpreted and analyzed. According to the data collected it was revealed that communication helps in behavioural change and that mass media campaigns on malaria were very effective.

The chapter five focuses on the summary of the research study, the limitations of the study, conclusion and recommendations.

5.3   CONCLUSION

The purpose of this study is to analyze the role of communication and behavioural change in the awareness campaign against malaria using Nigerians as a case study.

So far findings have revealed how effective the mass media has been in their communication awareness campaigns against malaria. The result from various respondents covered in this study supported the view that communication have succeeded in creating enough awareness and impacts on the masses especially in their behavioural change on malaria.

The basic functions of communication which includes informing, educating and entertaining are performed through mass media communication to the target audience which is indispensable.

The study also reveals that print, broadcast, internet and the social media were also respectively outlined as most vibrant vocal and sophisticated media of communicating and receiving malaria message in the country.

5.4   RECOMMENDATIONS

Having considered all the findings during this research project, it has been made evident that mass media communication has been doing up to the expectation to campaigning against malaria and also changing people's behaviour concerning malaria.

Both government at all levels and non government agencies should use the mass media in increasing the level of awareness of the epidemic among the general public and

also empower communities to design initiative community specific action plans in other to inform the people at the grass root. Government should ensure that law and policies encourage the irrigation of the epidemic.

Print, Broadcast and other media should create time and space for more awareness messages and communication on Malaria.

Finally in the course of this research work, respondents gave their suggestions that more seminars and lectures is needed in fighting against the epidemic.

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Questionnaire

Research Topic:
Study of People's Perception on the Awareness Campaign on Malaria Fever in Ilorin West LGA

Section A: Demographic Information

1. Gender: - [ ] Male   - [ ] Female   - [ ] Prefer not to say
2. Age: - [ ] Under 18   - [ ] 18–25   - [ ] 26–40   - [ ] 41–60   - [ ] 60 and above
3. Educational Qualification:- [ ] No formal education   - [ ] Primary   - [ ] Secondary   - [ ] Tertiary   - [ ] Postgraduate
4. Occupation:- [ ] Student   - [ ] Civil Servant   - [ ] Private Sector Worker   - [ ] Self-employed   - [ ] Unemployed   - [ ] Others: _____
5. Marital Status - [ ] Single   - [ ] Married   - [ ] Divorced/Widowed
6. Do you reside in Ilorin West LGA? - [ ] Yes   - [ ] No

Section B: Awareness of Malaria Fever

Please indicate your level of agreement with the following statements using the scale:
[1] Strongly Disagree   [2] Disagree   [3] Neutral   [4] Agree   [5] Strongly Agree

7. I am aware that malaria is a serious health issue in Nigeria.
8. I have seen or heard about malaria awareness campaigns in Ilorin West.
9. The awareness campaigns have helped increase my knowledge about malaria prevention.
10. I know the common symptoms of malaria fever.
11. I am aware of the importance of using mosquito nets to prevent malaria.
12. I have received free mosquito nets or medication through a public health campaign.
13. The campaigns have motivated me to take preventive measures against malaria.
14. The language and method used in the campaigns are understandable and accessible.
15. Social media and radio have been effective in spreading awareness about malaria in my area.

Section C: Perception and Effectiveness of the Campaigns

16. I believe the government is doing enough to combat malaria through awareness.
17. I trust the information provided in malaria awareness campaigns.

18. Community leaders and local health workers are actively involved in malaria campaigns.
19. I feel that the awareness campaigns have reduced malaria cases in my community.
20. I would like to see more malaria awareness initiatives in schools, markets, and public places.

Section D: Suggestions and Open Feedback

21. What do you think can be improved in the malaria awareness campaigns in Ilorin West?

_____

_____

22. Any additional comments or suggestions:

_____

_____