

ATTITUDE OF RURAL DWELLERS TO INDIGENOUS RADIO BROADCAST ON COVID-19 VACCINE

Sunday Idowu, * Kunle Oginni Yemi*

*Department of Mass Communication and Media Technology, Lead City University, Ibadan

Abstract

Broadcasting in Nigeria has cut across boundaries by providing programmes in local languages to gratify, inform, interact and keep the rural communities aware of various societal incidents. This study focuses on the response of rural dwellers to the indigenous radio broadcast on the covid-19 vaccine. The agenda-setting theory provided the theoretical framework for the study. The study used a quantitative research approach. This paper adopted the survey research method. The instrument for data collection was the questionnaire. Convenient sampling was employed to select 150 respondents from 717 populations, which amounted to twenty per cent of Alata village Adebayo Idi-Ayunre, a rural community in Oluyole Local Government Ibadan, Oyo State. One hundred forty-six questionnaires were found valid. Results obtained were analysed in percentage tables. The study found that many rural dwellers know about the covid-19 virus through indigenous radio broadcasts. Many keep to prudent advice, but many rural dwellers are unaware of the vaccine through indigenous radio broadcasts. They do not often receive covid-19 vaccine messages on the indigenous radio broadcast. The study recommended that radio stations design effective programmes to create more awareness of Covid-19 vaccination exercises in indigenous languages. Rural dwellers should be allowed to participate in the vaccination exercise to encourage other rural dwellers to be vaccinated.

Keywords: Rural Dwellers, Radio Broadcast, Indigenous Language, Rural Community, COVID-19 Vaccine

Declaration of conflicting interests: The Authors declare that there is no conflict of interest.

1. INTRODUCTION

Broadcasting in Nigeria has allowed instant information on incidents around us. Also, it has provided the way out of issues through the voice of both the presenter and the audience (Udomisor, 2013). Information is an important tool that helps society realise individual, corporate and societal objectives and goals (Familusi & Owoeye, 2014). Radio broadcasts and programmes are very important in developing countries such as Nigeria as they inform the masses about public health issues and crises that need immediate intervention (Amedu & Abioye, 2020).

Radio was started in Nigeria by the British colonial

government through Post and Telegram distribution in 1933 in Lagos (Familusi & Owoeye, 2014). Radio is an interesting choice and medium where the audience gets informed since it is relatively cheap and available. Nigeria is one of those countries which have more radio stations with easy accessibility (Abdul, 2016).

The invention of the radio has tremendously transformed the medium by which information is disseminated to individuals or groups of people, unlike the early indigenous traditional use of town criers and assembling people in strategic locations in the village, market square or under the tree to send information to them (Familusi & Owoeye, 2014). Advanced technology

in information and communication has reshaped information dissemination, such as television, the Internet, mobile phones, fax, telex, and telegram, among others (Familusi & Owoeye, 2014).

2. STATEMENT OF THE PROBLEM

Radio broadcast has been a tool for social awareness and mobilisation during the COVID-19 pandemic. A preliminary observation by the researchers on the attitude of rural dwellers towards being vaccinated necessitated the investigation to ascertain how effective the indigenous broadcast on covid-19 is in rural areas.

3. OBJECTIVES OF THE STUDY

1. find out if rural dwellers are aware of the Covid-19 virus through indigenous radio broadcasts.
2. Examine if indigenous radio broadcasts mobilised the rural dwellers to receive the Covid-19 vaccine.

4. LITERATURE REVIEW

Impact of Radio Broadcast

Radio broadcasts have made radio to be ranked as one of the effective means of communication regardless of the audience's location due to their appealing programs and unique interactivity features (Busari & Idowu, 2020). Media gadgets and innovative technology have assisted radio immensely in disseminating information among the indigenous people (Idowu & Jacobs, 2022).

Indigenous Radio Broadcast

Radio is effective for rapid response and interventions when needed, even in rural areas, as a well-designed radio broadcast with suitable language gives voice to the audience in remote areas and assists in entertainment and educational purposes Familusi, & Owoeye, 2014). Indigenous radio broadcast is a rural-oriented medium aimed at multiplying audience belief of certain information which can be widely spread among them (Al-Hassan, 2022) due to the program's originality and language used to spread the information. It is mostly done through rural radio, which increases the capacity for knowledge sharing and the potential community development rate (Abdul, 2016).

Attitude of Rural Dwellers to Indigenous Radio Broadcast

Indigenous broadcasting is designed to develop the people in rural areas and speak the voice of the masses

in their language. It will help promote the relevance of indigenous radio and its operations (Ngwu et al., 2013). The rural community dwellers are usually mostly seen with their radios as it is the most reachable medium within their reach, as many who cannot afford a television set mostly own a handy radio set. It allows them to get first-hand information immediately (Khillar, 2020).

Theoretical Framework

The Agenda Setting Theory

The agenda-setting theory provided the theoretical framework for the study. This theory assumes that the media dictates what the audience thinks about daily, affecting their behaviour or reactions. It shows the influence of radio information on what the audience says or thinks about matters and issues that affect them.

5. METHODOLOGY

The study adopted a quantitative research approach. The instrument for data collection was the questionnaire translated into the Yoruba language for better understanding by the rural dwellers. The population of the study is 717 rural dwellers of Alata village Idiyunre Ibadan. A convenient sampling technique was adopted to select 20 per cent of the population, given 150 respondents who are residents of Alata village Adebayo Idi-Ayunre, a rural community in Oluyole Local Government Ibadan Oyo State. One hundred fifty questionnaires, while 146 copies of the questionnaire were found valid and analysed using a percentage table.

6. DATA ANALYSIS

Demographic Information of the Respondents

Table 1: Respondents According to Gender

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Male | 82 | 56.2 |
| Female | 64 | 43.8 |
| Total | 146 | 100 |

The gender of the respondents is presented in the table above. The table shows that out of 146 respondents sampled for the study, 82(56.2%) respondents are male, while 64(43.8) are female.

Table 2: Respondents According to Age

| Gender | Frequency | Percentage |
|--------------------|-----------|------------|
| 21 -25 years | 43 | 29.5 |
| 26 -30 years | 52 | 35.6 |
| 31 and above years | 51 | 34.9 |
| Total | 146 | 100 |

The table presents the age group of the respondents. It reveals that 43 (29.5%) are between ages 21-25, 52(35.6%) are 26-30 years, and 51 (34.9%) are between 31 and above.

Table 3: Respondents who get awareness information on covid-19 through the indigenous radio broadcast

| Avenue of Information | Frequency | Percentage |
|-----------------------|-----------|------------|
| Male | 78 | 53.4 |
| Female | 68 | 46 |
| Total | 146 | 100 |

The table presents the respondents who get awareness information on covid-19 through indigenous radio broadcasts. Seventy-eight respondents given as 53.4%, were aware through indigenous radio broadcasts.

Table 4: Respondents who have listened to the awareness broadcast on covid-19 in the indigenous language

| Listeners in indigenous language | Frequency | Percentage |
|----------------------------------|-----------|------------|
| Male | 122 | 83.6 |
| Female | 24 | 16 |
| Total | 146 | 100 |

The table presents the respondents who listened to the awareness broadcast on covid-19 in the indigenous languages. One hundred twenty-two respondents given as 83.6%, have listened to the awareness broadcast in the indigenous language, while 24(16) have not listened.

Table 5: Level of listenership to indigenous radio broadcast on covid-19.

| Level of Listenership | Frequency | Percentage |
|-----------------------|-----------|------------|
| More frequently | 71 | 48.6 |
| frequently | 63 | 43.2 |
| less frequently | 9 | 6.2 |
| Not at all | 3 | 2 |
| Total | 146 | 100 |

The table also presents the level of listenership to the indigenous radio broadcast on covid-19. Seventy-one respondents given as 48.6%, listen to indigenous radio broadcasts more frequently. 63(45.2%) listen to it frequently, 9(6.2) less frequently, while 3(2%) do not listen to indigenous radio broadcast

Table 6: If the indigenous radio broadcast motivated respondents to prevent the spread of the virus

| broadcast motivation | Frequency | Percentage |
|----------------------|-----------|------------|
| Yes | 133 | 91.1 |
| No | 13 | 8.9 |
| Total | 146 | 100 |

The table shows if the indigenous radio broadcast motivated them to prevent the virus's spread. 133(91.1%) stated that the radio broadcast motivated them to prevent the virus's spread. 13(8.9%) stated that the radio broadcast does not motivate them to stay safe.

Table 7: If Respondents are aware of the covid-19 vaccine

| Awareness of covid-19 vaccine | Frequency | Percentage |
|-------------------------------|-----------|------------|
| Yes | 102 | 69.9 |
| No | 44 | 30.1 |
| Total | 146 | 100 |

The table shows if the respondents are aware of the covid-19 vaccine 102(69.9%) stated that they are aware of the covid-19 vaccine, while 44(30.1%) are unaware of the vaccine.

Table 8: How often does the rural dweller get information on covid-19 vaccine through indigenous radio broadcasts?

| Information on covid-19 vaccine | Frequency | Percentage |
|---------------------------------|-----------|------------|
| Very often | 13 | 8.9 |
| Often | 9 | 6.2 |
| Rarely | 99 | 67.8 |
| Not at all | 25 | 17.1 |
| Total | 146 | 100 |

The table also presents respondents who often get information on covid-19 vaccine through indigenous radio broadcasts. 13 respondents given as 8.9% do get information on covid-19 vaccine through indigenous radio broadcasts very often. 9(6.2%) often get information, 99(67.8%) do not rarely receive information about the vaccine, while 25(17.1%) do not get information at all.

Table 9: How often does the rural dweller get information on where to receive the covid-19 vaccine?

| Where to receive covid -19 vaccine | Frequency | Percentage |
|------------------------------------|-----------|------------|
| Very often | 11 | 7.5 |
| Often | 16 | 11 |
| Rarely | 87 | 59.6 |
| Not at all | 32 | 21.9 |
| Total | 146 | 100 |

The table also presents respondents who often get information on where to receive covid19 vaccine through indigenous radio broadcasts. 11 respondents given (7.5%) do get information on where to receive the vaccine through indigenous radio broadcasts very often. 16(11%) often get information, 87(59.6%) rarely receive information about the vaccine, while 32(21.9%) do not get information at all.

7. DISCUSSION OF FINDINGS

Are rural dwellers aware of the Covid-19 virus through indigenous radio broadcasts?

From the data gotten 146 respondents was analysed, 82(56.2%) respondents are male while 64(43.8) are female, the study also reveals that 43(29.5%) are between ages 21-25, 52(35.6%) are 26-30 years, while 51(34.9%) are between 31 and above. The study revealed that 78 respondents given as 53.4%, respondents get awareness information on covid-19 through indigenous radio broadcasts, 122 respondents given as 83.6%, listened to the awareness broadcast in the indigenous language, and 24(16) have not. The study also finds out that 71(48.6%) listen to indigenous radio broadcasts on covid-19 more frequently. 66(45.2) listen to it frequently, 9(6.2) less frequently, and 3(2.1%) do not listen to the indigenous radio broadcasts, 133(91.1%) stated that the radio broadcast motivated them in preventing the spread of the covid-19 virus. From the data, 13(8.9%) of the respondents stated that the radio broadcast does not motivate them to stay safe.

Can indigenous radio broadcasts help mobilise rural dwellers to receive the Covid-19 vaccine?

Data revealed that 102(69.9%) of the respondents are aware of the covid-19 vaccine through indigenous radio broadcasts. In comparison, 44(30.1%) are not aware of the vaccine. 13 respondents given as (8.9%) do get information on covid-19 vaccine through indigenous radio broadcasts very often, 9(6.2%) often get information, 99(67.8%) rarely receive information about the vaccine. In comparison, 25(17.1%) do not get information. It means there is a low level of indigenous broadcast on the Covid-19 vaccine.

The table also presents respondents who often get information on where to receive covid19 vaccine through indigenous radio broadcasts. 11 respondents given (7.5%) do get information on where to receive the vaccine through indigenous radio broadcasts very often. 16(11%) often get information, 87(59.6%) rarely receive information about the vaccine, while 32(21.9%) do not get information at all.

8. CONCLUSION

The study revealed that most rural dwellers are aware of the Covid-19 virus through indigenous radio broadcasts, and many keep to the precautions advice. The study also found that most rural dwellers are aware of the Covid-19 vaccine but rarely get information on the Covid-19 vaccine through indigenous broadcasts. Also, rural dwellers rarely receive information through indigenous broadcasts on where to get the Covid-19 vaccine. This study shows that even though the media help in creating awareness of covid19 during the pandemic, they have not successfully mobilised the rural dwellers on how to get the covid-19 vaccine

9. RECOMMENDATIONS

The study recommends that radio stations design effective programmes to create more awareness of Covid-19 vaccination in indigenous languages. The government should help create sensitisation programmes that will mobilise rural dwellers to vaccinate. Rural dwellers should be allowed to participate in the vaccination exercise to encourage other rural dwellers to be vaccinated. Rural communities should always be provided with adequate health facilities and social amenities in rural areas.

References

1. Amedu A.A, & Abioye L.A. (2020), Evaluation of Fresh Fm 105.9 Covid-19 Situation Room Programme Among Selected Residents Of Ibadan South-West Local Government Area, *International Journal of Communication and Media Studies* (IJCMS) ISSN (P): 2250-0014; ISSN (E): Applied Vol. 10, Issue 4, Aug 2020, 1-18
2. Busari W.B & Idowu S. (2020). Impact of Lead City 89.1FM Radio Contents on Lead City University Students' Academics and Learning Skills. *Journal of communication and media technology* Vol,3, 1&2
3. Christian C. N, Okwudiri E, Chukwuma O. (2013), Community Broadcasting and Rural Development: *The Jigawa State Experience* *ebony State University Journal of Mass Communication* ISSN: 2449-0369 Vol. 1, Issue 1, pp. 71-79, March 2013
4. Familusi, E.B & Owoeye, P.O, (2014). An Assessment of the Use of Radio and other Means of Information Dissemination by the Residents of Ado- Ekiti, Ekiti-State, Nigeria.

Library Philosophy and Practice (e-journal). 1088.

5. Idowu, S. & Babafemi J., (2021) Health Implications of Media Equipment Usage among Church Workers in Nigeria. *Dominican University Journal of Management & Social Sciences*, Vol. 1(2),117-123,2021
6. Khillar, S (2020). Difference between Social Media and Traditional Media, Difference between Similar Terms <http://www.differencebetween.net/technology/difference-between-social-media-and-traditional-media>.
7. Onozare A., (2016) Audience Perception of Radio Broadcasting As a Tool For Creating Awareness On Girl-Child Education In Kaduna State: A Study Of Ksmc Radio's A Cece Su. *A Thesis Submitted to the School of Postgraduate Studies Ahmadu Bello University, Zaria*
8. Seidu A. & Abdulai A.M. (2022). The Role of Community Radio in Livelihood Improvement: The Case of Simli Radio, *Field Actions Science Reports* [Online], Vol. 5, 2011, <http://journals.openedition.org/factsreports/869>
9. Udomisor, I.W. (2013), Management of Radio and Television Stations in Nigeria New Media and Mass Communication www.iiste.org ISSN 2224-3267 (Paper) ISSN 2224-3275 (Online) Vol.10, 2013