

**EVALUATION OF POLIO VACCINATION AWARENESS BROADCAST MESSAGES AMONG
HAUSA COMMUNITIES IN OGUN STATE**

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ABSTRACT

This study is an “evaluation of the effectiveness of broadcast media as tools for creating awareness on polio vaccination among two Hausa communities in Ogun State. The researchers adopted the survey analytical method. The research questions that guided the stud include: How effective are broadcast media as tools for creating awareness on polio vaccination among Hausa communities in Ogun State? To what extent are Hausa communities in Ogun state aware about polio vaccination awareness broadcast messages? The study revolved around the Agenda Setting and Social Responsibility Theories. The study population comprised two Hausa communities in Abeokuta and Sagamu areas of Ogun State. Questionnaires were administered on 100 respondents to elicit data which were analyzed using Statistical Product and Service Solutions (SPSS), while formulated hypotheses were tested using Chi-square. The findings revealed that 65.0% of the respondents believed that broadcast media messages were effective in creating awareness on polio vaccination. 43.8% of the respondents were uncertain about their level of awareness about polio vaccination, while 25.0% had low level of awareness about polio vaccination. Recommendations made based on findings include: Efforts should be made by relevant authorities to create awareness about polio vaccination on regular basis to increase awareness level among the Hausa communities in Ogun State; Other platforms, such as community group discussions at religious gatherings and markets, as well as community media should be utilized to create awareness on polio vaccination. The communication should be in the indigenous languages of the target aedicule.

INTRODUCTION

The mass media in any society play roles that are vital to the development of that society, and of the members within it. These commonly known as the mass-based pathways to reaching a mass audience that comprises people of varying backgrounds, who need them to keep up with the pace of events around them. There is a strong relationship between the mass media and the society. Scholars interested in media-led socio-economic development (Mowlana, 2000; and Oso, 2012) agree that there is a causal relationship between the mass media (radio, television, newspapers and magazines as well as other associated platforms for mass-based engagements and interactions) and the society.

Over the years, communication has been a powerful force for public education and behavioural change. With the growth of mass media and the scientific methods to measure impacts, communication now plays a crucial role in the society. Communication influences, determines, and affects the way of life of people, (Pitrow, 1997). Numerous studies confirm that communication is essential and cannot be left out (Aina, 2003).

There is a long tradition of effect-based audience research, and an examination of it reveals a significant body of different approaches. All have in some way sought to examine the effect of media output on their audience and all have argued that the media influence their audience in some way (Taylor, 1999)

In the field of public health, substantial evidence shows that people want to know more about their health; people want to talk more about health to friends and family, hear about it through mass media, and discuss it with competent service providers (Pitrow, 1997). Good health should be the business of all (the government, social institutions as well as individuals) in every country, whose members' productive, reproductive usefulness and responsibilities to themselves and to those who look up to them for social support, are dependent on wellness.

Vaccination remains one of the most important public health interventions and a cost-effective strategy to reduce both the morbidity and mortality associated with communicable diseases. Over 2 million deaths are prevented through immunization each year worldwide. Despite this, vaccine preventable diseases remain the most common cause of childhood mortality with an estimated 3 million deaths each year. Use of vaccination services depends not only on provision of the services but also on other factors including knowledge and attitude of mothers, availability of health workers, accessibility of vaccination centres and availability of safe needles and syringes.

Nigeria, like many countries in Africa, has made efforts to strengthen its health system, especially routine immunization aimed at eradicating childhood diseases such as polio. Initiatives to challenge poor levels of immunization coverage began in 1979 under the Expanded Programme on Immunization (EPI) managed by the Public Health Department of the national health ministry (FBA 2005).

Unsuccessful in achieving national immunization targets, the EPI became the National Programme on Immunization (NPI) in 1996. Re-established as a sister arm to the Ministry of Health, the NPI acquired the power to have a direct relationship with communities in supporting immunization programmes nationally. Aside polio, Nigeria's vaccination schedule targets Tetanus, Pertussis (whooping Cough), Tuberculosis, Measles, Cerebro-Spinal Meningitis, Diphtheria and more recently Hepatitis-B and Yellow Fever.

Despite the NPI's primary responsibility to ensure the supply of vaccines and equipment to states and local governments, the most prominent complaint amongst communities is the unavailability of vaccines, followed by the distances between the people and the nearest vaccination posts for routine immunization services (Dunn 2005).

One of the NPI's responsibilities is to provide adequate support to the states and local governments to run continuous awareness-building initiatives, as an important aspect of community mobilization. NPI has done media campaigns aimed at raising awareness and encouraging polio immunization. However radio, which is the greatest medium for news in northern Nigeria, and television have become luxuries in rural communities. This is accompanied by recurring complaints of a lack of resources to conduct outreach awareness campaigns at the local government level.

Studies have shown that mothers with Western education are more likely to have a fully immunized child. Nevertheless it is evident that amongst uneducated as well as educated parents, there are varying levels of understanding as to the types of immunization available, their correct doses and frequency. Awareness, understanding and clarity on immunization amongst communities are undoubtedly essential for the success of immunization delivery (MaryamYahya, 2006).

RESEARCH OBJECTIVES

The objectives of the study include:

1. To examine the effectiveness of broadcast media as tools for creating awareness about polio vaccination among Hausa communities in Ogun State;
2. To ascertain the extent of polio vaccination awareness created by broadcast media among the Hausa communities in Ogun State;
3. To examine the constraints faced by the Hausa households in getting awareness about polio vaccination through broadcast media.

RESEARCH QUESTIONS

The study was guided by the following research questions

1. How effective are broadcast media as a tool for creating awareness about polio vaccination awareness among Hausa communities in Ogn State?
2. To what extent are Hausa communities in Ogun State aware about polio vaccination awareness created by broadcast media?
3. What are the constraints faced by Hausa communities in getting awareness about polio vaccination in Ogun State?

HYPOTHESES

H_i: Broadcast media are effective sources through which Hausa communities get to know about polio vaccination

H_{ii}: The level of polio vaccination awareness among Hausa communities in Ogun State is high.

DELIMITATIONS OF THE STUDY

The focus of the research was to investigate the level of awareness about polio vaccination among Hausa people in Ogun State. The study also assessed the effectiveness of broadcast media, especially radio and television, in creating awareness about polio vaccination among Hausa communities in the state. The study area covered Hausa households in Abeokuta and Sagamu areas of the state.

LITERATURE

Mass media are channels of communication to a large, heterogenous and highly dispersed audience (Olajide, 2012). Oloyede (1990:26) opines that mass media precisely and collectively stand for newspaper, magazine, television and radio. He says “ the press is an institution developed by modern civilization to present the news of the day to foster commerce and industry, to inform and lead public opinion and furnish that check up on government which no constitution has been able to provide”.

The media are often in liberal theory referred to as the “fourth estate of the realm” and/or the “watchdog of the society”, meaning that the media exist as an organ of information sourcing and dissemination, education, and mobilization. These functions set the media apart as an important link/factor in the relationship between the government and the governed and make them a partner to societal growth and development.

Lasswell (1948), as cited by Olajide (2012), lists functions of mass media to include surveillance of the environment, correlation and coordination of the environment, transmission of cultural heritage, entertainment, interpretative and opinion moulding, persuasion, and mobilization for development.

BROADCAST COMMUNICATION

Broadcasting encompasses sending of news and information by radio, television and other electronic means including the Internet and cinema. Babalola (1986) states that broadcast communication transcends the barriers of literacy and it reaches all its audience without discrimination except those imposed by the people’s own selective will. Among literate persons, it is believed that broadcast messages have immediacy, which the print message lacks. Broadcast messages are of course easily forgotten but their impact continues to exercise an influence at the subconscious level. Indeed, a broadcast message tends to have greater mass appeal and this arguably makes it more effective for reaching the grassroots.

Television is an important medium of communication in the 21st Century. It is used for several reasons including information, education, entertainment and persuasion. Unlike other media structures, television has the advantage of utilizing vision for mass communication. Programming remains a key instrument for attracting audience and determining the viability of a station. Television technology is developing rapidly and impacting diverse strata of the population. It is a socializing agent as information transmitted can easily affect consumers’ worldview, perceptions and behaviour. It exposes people to opinions that challenge traditional ethos. Television has thus become a major source of information acquisition, companionship and a relaxation tool as it provides millions with free leisure strategies and opportunities.

Falusi and Owoeye (2014), citing Cassata and Asante (1979), opine that television broadcasting in other parts of the world has become the most pervasive, and often the most persuasive means of information diffusion in these societies. It can disseminate information with lightning speed and impact, as well as infuse viewers with

imagery and values in subtle, perhaps almost imperceptible manners. Television, over the years, is known for educative and informative roles and is majorly applied to disseminate different types of information ranging from health, agricultural, political, religion, socio-cultural and often been used to facilitate teaching and learning. The combination of both audio and visuals makes up the television. In other words the television uses sounds, pictures and animation in passing its messages to its audience.

Radio broadcasting involves the transmission of sound through the electromagnetic spectrum as carrier waves. Radio serves the masses with entertainment, news and instructional programming (Adeosun, 2012). Radio remains a medium in development communication usually employed by development officers or experts for the dissemination of relevant development messages, especially for rural audience.

Radio ranks as the most popular means of disseminating information, regardless of the continent. It has strong appeal because of its distinguishing features of interactivity, capacity to provoke dialogue and to solicit the participation of local population with lower production costs and extreme versatility. Omenesa (1997) observes that radio programmes are usually timely and capable of extending messages to the audience no matter where they may be as long as they have a receiver with adequate supply of power. The absence of such infrastructure as road, light and water is no barrier to radio. Similarly, such obstacles as difficult topography, distance, time and socio-political exigencies do not hinder the performance of radio. Illiteracy is equally no barrier to radio messages since such messages can be passed in the audiences' own language.

POLIOVIRUS

The Polio virus is a member of the enterovirus, family. Enteroviruses are transient inhabitants of the gastrointestinal tract, and are stable at acid pH. Picorna viruses are small, ether-insensitive viruses with an RNA genome. Polio is a contagious disease caused by an intestinal virus that may attack nerve cells of the brain and spinal cord. Symptoms include fever, headache, sore throat and vomiting. Some victims develop neurological complications, including stiffness of the neck and back, weak muscles, pain in the joints, and paralysis of one or more limbs or respiratory muscles. In severe cases it may be fatal, due to respiratory paralysis.

There are three poliovirus serotypes (P1, P2, and P3). There is minimal heterotypic immunity between the three serotypes. That is, immunity to one serotype does not produce significant immunity to the other serotypes. The poliovirus is rapidly inactivated by heat, formaldehyde, chlorine, and ultraviolet light. Polio spreads through contact with contaminated feces or through airborne droplets, in food, or in water. The virus enters the body by nose or mouth and travels to the intestines where it incubates. Next, it enters the bloodstream where anti-polio antibodies are produced. In most cases, this stops the progression of the virus and the individual gains permanent immunity against the disease (Miller 2004).

THEORETICAL STUDIES

Several theories exist to address mass media roles in informing members of the society about important public issues affecting their lives. Some of these theories are offshoots of the minimal effects and the all-powerful effects theories. This study is hinged on two theoretical constructs: social responsibility and agenda setting theories. These address mass media surveillance/coverage, and therefore, help to determine media role in specific social situations.

The social responsibility theory stipulates that the media should promote universal principles of human rights, democracy, justice, peace and international understanding. This theory was developed to emphasize that the mass media, apart from publishing sensational stories to boost sales, also have certain responsibilities to discharge to the society.

According to Oso (1999:25), the social responsibility theory postulates five basic services the mass media must provide to the public. They are:

- i. An accurate, comprehensive account of the day's event
- ii. A forum for exchange of comments
- iii. A means of projecting group opinion and attitude to one another
- iv. A method of presenting and clarifying the goals and values of the society
- v. A way of reaching every member of the society

The agenda setting theory implies that the mass media predetermine what issues are regarded as important in a given society (Folarin, 1998:68). Usiani (2009), citing Zhu and Blood (1997), says that agenda

setting is the process whereby the news media lead the public in assigning relative importance to various public issues. While identifying the assumptions of the agenda setting theory, Daniel (2003:121) says “the mass media force attention to certain issues. They build up public images of political figures. They are constantly presenting objects suggesting what individuals in the society should think about, know about and have feelings about.”

RESEARCH DESIGN

This research work employed the survey research method to gather data. The choice of the research method was hinged on the nature of this study, which is a communication cum social research. Severin and Tankard (2001:35) describe survey as the study of a portion or sample of a specific population. Berger (2000:187) also defines survey as a research method researchers use to get information about certain groups of people who are representative of some larger group of people of interest to them. Citing Sobowale (1983:25), Onwubere et al (2008) state that survey is the research approach which involves drawing up a set of questions on various subjects or on various aspects of a subject to which selected members of a population are required to react. Onwubere et al also quotes Babbie (1983) as saying that “survey research method is probably the best method available to a social scientist interested in collecting data for describing a population too large to observe directly and in discovering the current situation in a given area.”

POPULATION AND SAMPLE

The population of the study comprises the entire Hausa densely-populated communities in Ogun State. These Hausa communities, otherwise popularly known as Sabo, are in Abeokuta and Sagamu areas of the state. Sabo is located in Abeokuta North Local Government and Sagamu Local Government Areas. Their population, mainly made up of Households with children within vaccination age and/or parents whose children have partaken of vaccination, was estimated to be in tens of thousands, but the exact population figure number could not be ascertained as a result of dearth of data records. Therefore, the researcher pegged the sample size to 100 so as to ensure representativeness and convenience. Researchers are of the opinion that the representativeness of a sample is more important than its size. However, members of the sample were selected using accidental/convenience sampling which afforded the researchers the chance to pick readily accessible subjects.

INSTRUMENT, DATA PRESENTATION AND ANALYSIS

The research work utilized questionnaire to gather data for the study. This is because questionnaire is the main research instrument of the survey research method (Onwubere et al, 2008). The researchers manually administered the questionnaire on the sample at their respective households where they were readily accessible. 80 copies of the questionnaire were duly filled and returned. All data were presented with the use of Software Package for the Social Sciences (SPSS) 17. The presentation was done in frequency tables and simple percentages. Formulated hypotheses were tested using Chi-Square method.

DATA ANALYSIS AND DISCUSSION

Table 1: Respondents’ major source of information about polio vaccination

O p t i o n	F r e q u e n c y	P e r c e n t a g e
Broadcast media	34	42.6
Print media	2	2.5
Family and friends	15	15.0
Health personnel	9	36.3
School	3	3.8
T o t a l	80	100

Table 1 reveals that 34 respondents (42.6%) received information about polio vaccination through the broadcast media, 2.5% of the respondents became aware of polio vaccination via the print media, 15.0% of the respondents heard about vaccination from relatives, 36.3% were exposed by health personnel, while 3.8% of the respondents got the information in the school.

Table 2: Respondents' frequency of access or exposure to information about polio vaccination

O p t i o n	F r e q u e n c y	P e r c e n t a g e
Daily	6	7.5
Weekly	4	5.0
Monthly	10	12.5
Occasionally	24	30.0
During Vaccination	36	45.0
T o t a l	80	100

The above table shows that 7.5%, 5.0% and 12.5% of the respondents accessed information about polio vaccination on daily, weekly and monthly basis respectively. Also, 30.0% and 45.0% of the sample received information about polio vaccination occasionally and only during vaccination exercise respectively.

Table 3: Broadcast media have provided you with useful information on polio vaccination

O p t i o n	F r e q u e n c y	P e r c e n t a g e
Strongly Agreed	17	21.3
Agreed	36	45.0
Undecided	11	13.8
Disagreed	2	2.5
Strongly Disagreed	4	5.0
T o t a l	80	100

The above table shows that 21.3% and 45.0% of the sample strongly agreed and agreed that broadcast media had provided them with useful information about polio vaccination. 15.0% and 5.0% of the respondents strongly disagreed and disagreed that broadcast media had provided them with useful information about polio vaccination. 13.8% of the respondents were uncertain.

Table 4: Respondents' level of awareness about polio vaccination

O p t i o n	F r e q u e n c y	P e r c e n t a g e
H i g h	2 5	3 1 . 3
C a n ' t s a y	3 5	4 3 . 8
L o w	2 0	2 5 . 0
T o t a l	8 0	1 0 0 . 0

The above table shows that 31.3% of the respondents had high level of awareness about polio vaccination. 43.8% of the respondents could not categorically state their level of awareness, while 25.0% had low level of awareness about on polio vaccination.

Table 5: Broadcast media are effective in creating awareness about polio vaccination

O p t i o n	F r e q u e n c y	P e r c e n t a g e
Y e s	5 2	6 5 . 0
N o	2 8	3 5 . 0
T o t a l	8 0	1 0 0 . 0

The above table shows that 52 respondents, representing 65.0%believed that broadcast media were effective in creating awareness for polio vaccination in their areas, while 28 respondents(35.0%) believed that broadcast media were ineffective in reaching them about polio vaccination.

Table 6: Factors affecting access to polio vaccination

O p t i o n	F r e q u e n c y	P e r c e n t
Vaccine are expensive	4	5 . 0
Religious beliefs	1 4	1 7 . 5
I g n o r a n c e	4 0	5 0 . 0
Inadequate information on the importance of vaccine	2 2	2 7 . 5
T o t a l	8 0	1 0 0 . 0

Table 6 shows that 4 respondents (5.0%) were affected by the religious beliefs that polio vaccination was out of their reach for being expensive, 14 respondents (17.5%) were affected by religious beliefs from getting vaccination, 50.0%of the respondents were ignorant of the importance of vaccination, while 27.5% respondents were affected by inadequate information.

TEST OF HYPOTHESES

Chi-square was utilized in testing the two formulated hypotheses. The testing was done manually.

HYPOTHESIS 1

H₁: Broadcast media are effective sources through which Hausa communities get to know about polio vaccination For the purpose of this analysis, 0.05 level of significance is chosen (96% confidant level). Table 5 was considered necessary in testing this hypothesis. From the survey data, the follow responses were obtained.

Table 5: Broadcast media are effective in creating awareness about polio vaccination

O p t i o n	F r e q u e n c y	P e r c e n t a g e
Y e s	5 2	6 5 . 0
N o	2 8	3 5 . 0
T o t a l	8 0	1 0 0 . 0

$$E = \frac{80}{2} = 40$$

2

$$X^2 = \frac{\sum (o-e)^2}{E}$$

E

Where

X² = Chi- Square

E = Summation

O= Observed frequency

E= Expected frequency

V a r i a b l e	O i	E i	O i - E i	(O i - E i) ²	$\frac{(O i - E i)^2}{E i}$
Y e s	5 2	4 0	1 2	1 4 4	3 . 6
N o	2 8	4 0	- 1 2	1 4 4	3 . 6
T o t a l	8 0	8 0	0	2 8 8	7 . 2

X² as calculated = 7.2

X²E as tabulated = 0.0596

Df= r-1

2-1= 1

Since the X² calculated of 7.2 is greater than the tabulated X²E (0.0596), we reject the null hypothesis and accept the alternative hypothesis. Therefore, broadcast media effective as tools for creating awareness for polio vaccination among Hausa communities in Ogun State.

HYPOTHESIS 2

H_{ii}: The level of polio vaccination awareness among Hausa communities in Ogun State is high

Table 4: Respondents' level of awareness about polio vaccination

O p t i o n	F r e q u e n c y	P e r c e n t a g e
H i g h	2 5	3 1 . 3
C a n ' t s a y	3 5	4 3 . 8
L o w	2 0	2 5 . 0
T o t a l	8 0	1 0 0 . 0

V a r i a b l e	O i	E i	O i - E i	(O i - E i) ²	$\frac{(O i - E i)^2}{E i}$
H i g h	2 5	26.7	- 1 . 7	2 . 8 9	0 . 1
C a n ' t s a y	3 5	26.7	8 . 3	6 8 . 8 9	2 . 6
L o w	2 0	26.7	- 6 . 7	4 4 . 9	1 . 7
T o t a l			0		4 . 4

X² as calculated = 4.4

X² as tabulated = n-1

$$= 3-1= 2$$

5.99 or 6.0

Since the X^2 calculated of 5.99 or 6.0 is lesser than the tabulated X^2E , we accept the null hypothesis and reject the alternative hypothesis. Therefore; the level of polio vaccination awareness among Hausa is low.

DISCUSSION OF FINDINGS

With data obtained from questionnaire administration, reviews of related studies, and observations, the researchers can say that broadcast media have not performed poorly in creating awareness for polio vaccination among Hausa communities in Ogun State. However, the discussion of our findings was done with the Research Questions.

Research Question 1: How effective are broadcast media as a tool for creating awareness about polio vaccination awareness among Hausa communities in Ogun State?

Analysis of data presented in Table 5 indicate that 52 respondents, representing 65.0% believed that broadcast media were effective in creating awareness for polio vaccination in their areas, while 28 respondents (35.0%) believed that broadcast media were ineffective in reaching them about polio vaccination. Also, testing of Hypothesis I shows that the broadcast media are effective in creating awareness for polio vaccination among Hausa communities in Ogun State. Broadcast media also served as the major source of information about polio vaccination among the respondents, contrary to believe that it could have been interpersonal communication among relatives and health practitioners. Results also showed that majority of the respondents believed that broadcast media provided them with useful information about polio vaccination.

Research Question 2: To what level are Hausa communities aware about polio vaccination awareness created by broadcast media?

Since 43.8% of the respondents were uncertain about their level of awareness about polio vaccination, besides 25.0% who had low level of awareness about polio vaccination, there is no doubt the fact that the level of awareness about polio vaccination among Hausa communities is low. This is supported by the results of tested Hypothesis II. Also, 45.0% and 30.0% of the respondents accessed information about polio vaccination occasionally and only during vaccination periods.

Research Question 3: What are the constraints faced by Hausa communities in getting awareness about polio vaccination in Ogun State?

The major factor hindering Hausa community in Ogun State from accessing information or knowing about polio vaccination is ignorance or lack of knowledge about the exercise. The cause of this ignorance might be high illiteracy level among the Hausa communities in the state. This was manifested as most of them could not read the questionnaire. The questionnaire was translated into the Hausa language to enable them understand it. Insufficient information and religious beliefs were other factors that marred their access to polio vaccination. There is no doubt that many Hausa people, especially the illiterates, erroneously believe that vaccination is a Western ploy to kill their children.

CONCLUSIONS AND RECOMMENDATIONS

Broadcast media, especially radio and television, have been used to create awareness for polio vaccination only during the periods of administration. In other words, these media are used to transmit information about polio vaccination at the time of administration. These media are also effective tools and have passed useful information about vaccination among Hausa communities in Ogun State. The level of awareness of the respondents about polio vaccination is low coupled with the unsavory situation whereby many respondents could not bear their mind on their level of awareness. The major challenge facing the respondents in accessing vaccination was their ignorance, insufficient information and erroneous religious beliefs. High level of illiteracy among the Hausa prevents them from getting vaccination.

Meanwhile, we recommend that:

1. Efforts should be made by relevant authorities to create awareness about polio vaccination on regular basis to increase awareness level among the Hausa communities in Ogun State;
2. Other platforms, such as community group discussions at religious gatherings and markets, and community media should be utilized to create awareness for polio vaccination. The awareness should be in the indigenous languages of the target aedicule.

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