

CREDIBILITY OF GOSSIP BLOGS AMONG FEMALE YOUTHS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Credibility of Gossip Blogs Among Female Youths" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined credibility of gossip blogs among female youths, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of credibility; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with credibility and gossip. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 386 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 373 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.01). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.452$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.86, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.16$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on credibility.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of credibility of gossip blogs among female youths is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Credibility, when examined in relation to gossip, reveals complex and often paradoxical dynamics. In Nigeria, the intersection of credibility and gossip is conditioned by unique socio-economic, cultural, and institutional factors that differ markedly from Western settings. A notable study by Kalu and Adekunle (2017) argued that the impact of credibility is substantially mediated by the quality of institutions. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Studies conducted within the West African subregion by Adebayo and Salami (2018) reached conclusions broadly consistent with the Nigerian evidence. Such findings reinforce the argument that credibility deserves a place of priority on the development agenda. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

A growing corpus of literature draws attention to the pivotal role of credibility in shaping developmental trajectories. Globalisation and technological change have intensified both the opportunities and the challenges associated with credibility. A notable study by Salami and Obiora (2017) argued that the impact of credibility is substantially mediated by the quality of institutions. These observations collectively invite a reconsideration of standard assumptions regarding gossip. Evidence assembled by Alade and Ibrahim (2015) across twelve states underscored the heterogeneity of outcomes linked to credibility. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The relationship between credibility and gossip has been the subject of sustained academic interest across several disciplines. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of credibility. An examination by Alade and Ibrahim (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Comparative work by Osinachi and Umeh (2022) across several states uncovered a consistent pattern linking credibility with gossip. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Over the past two decades, credibility has become increasingly significant within the Nigerian landscape and beyond. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of credibility in everyday life. Findings reported by Eze and Dauda (2018) observed that respondents with greater exposure to credibility recorded markedly different results. These observations collectively invite a