

CRISIS COMMUNICATION DURING URBAN FLOODING

BY

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DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Crisis Communication During Urban Flooding" 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 crisis communication during urban flooding, 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 crisis; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with crisis and communication. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 388 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 353 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 ($r = 0.512$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.35, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.2$, $p > 0.05$). 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 crisis.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of crisis communication during urban flooding 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.

crisis, when examined in relation to communication, reveals complex and often paradoxical dynamics. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of crisis. Longitudinal research by Ogunlana and Bello (2016) revealed that sustained attention to crisis yields appreciable dividends over time. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Empirical evidence from Aderemi and Musa (2021) suggests that positive developments in communication are associated with improvements in crisis. Such findings reinforce the argument that crisis deserves a place of priority on the development agenda. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

A growing corpus of literature draws attention to the pivotal role of crisis in shaping developmental trajectories. The socio-cultural diversity of Nigeria implies that responses to crisis must be differentiated rather than uniform. An examination by Aderemi and Adebayo (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Findings reported by Bamgbose and Ogunlana (2018) observed that respondents with greater exposure to crisis recorded markedly different results. For practitioners, the practical significance of crisis cannot be overstated, given its demonstrable link with communication. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Contemporary scholarship increasingly frames crisis as inseparable from the broader question of communication. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which crisis unfolds. Findings reported by Bamgbose and Ogunlana (2018) observed that respondents with greater exposure to crisis recorded markedly different results. Such findings reinforce the argument that crisis deserves a place of priority on the development agenda. The aggregate picture emerging from Oyelaran and Adebayo (2023) points to a modest but consistent association between crisis and the outcomes of interest. 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.

crisis continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which crisis unfolds. An examination by Eze and Okonkwo (2019) attributed much of the observed variation in outcomes to institutional capacity and policy