

EFFECTIVENESS OF HEALTH COMMUNICATION CAMPAIGNS ON HIV/AIDS AWARENESS AMONG RURAL COMMUNITIES

BY

[STUDENT'S FULL NAME]

[MATRIC NUMBER]

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DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Effectiveness of Health Communication Campaigns on HIV/AIDS Awareness Among Rural Communities" 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 effectiveness of health communication campaigns on hiv/aids awareness among rural communities, 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 effectiveness; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with effectiveness and health. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 387 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 352 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 = 2.98). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.491$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.69, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.09$, $p > 0.05$). 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 effectiveness.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of effectiveness of health communication campaigns on hiv/aids awareness among rural communities 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.

In recent years, effectiveness has emerged as a central theme in scholarly discourse on mass communication. Nigeria's federal structure and its diverse cultural geography ensure that the experience of effectiveness varies considerably from one region to another. The work of Adekunle and Ibrahim (2023) extended earlier analyses by demonstrating that health reinforces the effects of effectiveness. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Studies by Ogunlana and Eze (2019) largely support the view that effectiveness exerts a measurable influence on outcomes of interest. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The relationship between effectiveness and health has been the subject of sustained academic interest across several disciplines. Globalisation and technological change have intensified both the opportunities and the challenges associated with effectiveness. Evidence assembled by Alade and Olawale (2015) across twelve states underscored the heterogeneity of outcomes linked to effectiveness. These developments carry important implications for policy and practice in mass communication. An examination by Eze and Bello (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

effectiveness occupies a prominent position in contemporary debates about health and national development. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of effectiveness. Comparative work by Eze and Bello (2022) across several states uncovered a consistent pattern linking effectiveness with health. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. An examination by Ogunlana and Olawale (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. These observations collectively invite a reconsideration of standard assumptions regarding health. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Few subjects attract as much policy interest in contemporary Nigeria as the question of effectiveness. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream effectiveness into routine governance. The aggregate picture emerging from Eze and Adeniyi (2023) points to a modest but consistent association between effectiveness and the outcomes of interest. These observations