

INFLUENCE OF MEDIA FRAMING ON PUBLIC PERCEPTION OF SECURITY ISSUES IN NIGERIA

BY

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CERTIFICATION

This is to certify that this research project titled "Influence of Media Framing on Public Perception of Security Issues in Nigeria" 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.

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HEAD OF DEPARTMENT

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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 influence of media framing on public perception of security issues in Nigeria, 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 influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and media. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 407 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 378 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 = 3.09). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.582$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.37, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.26$, $p > 0.05$). 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 influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of media framing on public perception of security issues in Nigeria 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.

Scholars have long recognised influence as a critical determinant of outcomes in mass communication. Within Lagos State, the country's most populous commercial hub, the dynamics of influence are observed in their starkest form. Studies conducted within the West African subregion by Bakare and Dauda (2018) reached conclusions broadly consistent with the Nigerian evidence. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Ekwueme and Ogunlana (2020), in a survey of relevant stakeholders, concluded that the benefits of influence are unevenly distributed across groups. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Influence, when examined in relation to media, reveals complex and often paradoxical dynamics. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream influence into routine governance. An examination by Nwosu and Bakare (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with media. An examination by Bello and Nnamdi (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. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Contemporary scholarship increasingly frames influence as inseparable from the broader question of media. Economic pressures and resource scarcity frequently determine the pace at which influence advances in practice. Bello and Nnamdi (2020), in a survey of relevant stakeholders, concluded that the benefits of influence are unevenly distributed across groups. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. Longitudinal research by Umeh and Ibrahim (2016) revealed that sustained attention to influence yields appreciable dividends over time. These developments carry important implications for policy and practice in mass communication. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Influence occupies a prominent position in contemporary debates about media and national development. Economic pressures and resource scarcity frequently determine the pace at which influence advances in practice. Studies conducted within the West African subregion by Okonkwo and Kalu (2018) reached