

INFLUENCE OF RADIO BROADCASTING ON RURAL DEVELOPMENT IN OGUN STATE

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Radio Broadcasting on Rural Development in Ogun State" 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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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 influence of radio broadcasting on rural development in ogun state, 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 radio. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 418 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 387 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 = 3.03). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.513$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.83, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.18$, $p > 0.05$). 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 radio broadcasting on rural development in Ogun State 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.

Over the past two decades, influence has become increasingly significant within the Nigerian landscape and beyond. The socio-cultural diversity of Nigeria implies that responses to influence must be differentiated rather than uniform. Research by Adekunle and Nnamdi (2021) using mixed methods provided particularly rich insight into the mechanisms connecting influence and radio. Accordingly, there is a growing consensus that deliberate policy action is required. The aggregate picture emerging from Aderemi and Nnamdi (2023) points to a modest but consistent association between influence and the outcomes of interest. Such findings reinforce the argument that influence 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.

Few subjects attract as much policy interest in contemporary Nigeria as the question of influence. Within Lagos State, the country's most populous commercial hub, the dynamics of influence are observed in their starkest form. Comparative work by Nwosu and Olawale (2022) across several states uncovered a consistent pattern linking influence with radio. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Evidence assembled by Olawale and Ogbeide (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. Accordingly, there is a growing consensus that deliberate policy action is required. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Influence occupies a prominent position in contemporary debates about radio and national development. National policies and programmes have sought, with varying degrees of success, to respond to the realities of influence and radio. Olawale and Ogbeide (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. Findings reported by Nwosu and Salami (2018) observed that respondents with greater exposure to influence recorded markedly different results. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with radio. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

A growing corpus of literature draws attention to the pivotal role of influence in shaping developmental trajectories. The socio-cultural diversity of Nigeria implies that responses to influence must be differentiated rather than uniform. Adeniyi and Olawale (2020), in a survey of relevant stakeholders, concluded that the benefits of influence are unevenly distributed across groups. The practical import of these findings extends