

INFLUENCE OF RADIO PHONE-IN PROGRAMMES ON PUBLIC OPINION

BY

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CERTIFICATION

This is to certify that this research project titled "Influence of Radio Phone-in Programmes on Public Opinion" 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 influence of radio phone-in programmes on public opinion, 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 385 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 = 3.18). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.595$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 9.28, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.1$, $p > 0.05$). 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 phone-in programmes on public opinion 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.

influence, when examined in relation to radio, reveals complex and often paradoxical dynamics. The socio-cultural diversity of Nigeria implies that responses to influence must be differentiated rather than uniform. Evidence assembled by Ogbeide and Okonkwo (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with radio. Empirical evidence from Ekwueme and Nnamdi (2021) suggests that positive developments in radio are associated with improvements in influence. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

influence continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. Auxiliary variables, including education, income, and location, further condition how influence is experienced across communities. Okonkwo and Musa (2020), in a survey of relevant stakeholders, concluded that the benefits of influence are unevenly distributed across groups. Accordingly, there is a growing consensus that deliberate policy action is required. Comparative work by Osinachi and Okonkwo (2022) across several states uncovered a consistent pattern linking influence with radio. 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.

Contemporary scholarship increasingly frames influence as inseparable from the broader question of radio. Nigeria's federal structure and its diverse cultural geography ensure that the experience of influence varies considerably from one region to another. Evidence assembled by Osinachi and Okonkwo (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Studies conducted within the West African subregion by Olawale and Eze (2018) reached conclusions broadly consistent with the Nigerian evidence. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with radio. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

influence occupies a prominent position in contemporary debates about radio and national development. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which influence unfolds. Empirical evidence from Ogbeide and Musa (2021) suggests that positive developments in radio are associated with improvements in influence. Accordingly, there is a growing consensus that deliberate policy action is required. Empirical evidence from Olawale and