

OUTDOOR ADVERTISING ALONG EXPRESSWAY TRAFFIC HOLD-UPS

BY

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BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION,
FACULTY OF SOCIAL SCIENCES, UNIVERSITY OF LAGOS, AKOKA, LAGOS STATE

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.)
DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Outdoor Advertising Along Expressway Traffic Hold-ups" 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.

ACKNOWLEDGEMENT

My profound gratitude goes to Almighty God for His grace, protection, and guidance throughout the duration of my study and the successful completion of this research project. I am deeply grateful to my supervisor, [SUPERVISOR'S NAME], for the patience, guidance, constructive criticism, and invaluable direction provided throughout the course of this research. I also wish to appreciate the Head of Department, the lecturers of the Department of Mass Communication, and my course mates for their support and friendship. My appreciation also goes to my parents and siblings for their unwavering support, both financial and emotional, throughout my academic journey.

ABSTRACT

This study examined outdoor advertising along expressway traffic hold-ups, 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 outdoor; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with outdoor and advertising. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 396 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 361 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 = 3.1). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.553$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.89, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.12$, $p > 0.05$). 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 outdoor.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of outdoor advertising along expressway traffic hold-ups 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, outdoor has become increasingly significant within the Nigerian landscape and beyond. Nigeria's federal structure and its diverse cultural geography ensure that the experience of outdoor varies considerably from one region to another. The aggregate picture emerging from Bello and Musa (2023) points to a modest but consistent association between outdoor and the outcomes of interest. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. An examination by Nwosu and Nnamdi (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. For practitioners, the practical significance of outdoor cannot be overstated, given its demonstrable link with advertising. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The salience of outdoor in national discourse has grown steadily, driven by changing social conditions and technological penetration. Economic pressures and resource scarcity frequently determine the pace at which outdoor advances in practice. Research by Adekunle and Obiora (2021) using mixed methods provided particularly rich insight into the mechanisms connecting outdoor and advertising. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. Studies conducted within the West African subregion by Nwosu and Bakare (2018) reached conclusions broadly consistent with the Nigerian evidence. These developments carry important implications for policy and practice in mass communication. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

outdoor, when examined in relation to advertising, reveals complex and often paradoxical dynamics. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of outdoor in everyday life. Research by Nwosu and Bakare (2021) using mixed methods provided particularly rich insight into the mechanisms connecting outdoor and advertising. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. Studies by Dauda and Umeh (2019) largely support the view that outdoor exerts a measurable influence on outcomes of interest. Such findings reinforce the argument that outdoor deserves a place of priority on the development agenda. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

outdoor continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of outdoor in everyday life. Longitudinal research by Umeh and Nwosu (2016) revealed that sustained attention to outdoor yields appreciable dividends over time. For practitioners, the practical