

Influence of Mass Media on Sustainable Development Goal One Attainment in Osun State, Nigeria

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Corresponding Author

Akinyooye Funmilola Elizabeth¹
 Aransi, Waliyi Olayemi²

^{1,2}Department of Adult Education, Faculty of Education, University of Ibadan, Ibadan, Nigeria.

¹Email: ojofunmilola@gmail.com Tel: +2348030499636

²Email: omoaransi@yahoo.com Tel: +2347030251269

ABSTRACT

The study's objective was to examine the influence of mass media on Sustainable Development Goal one attainment in Osun State, Nigeria. Three specific objectives and research questions as well as two hypotheses were enumerated, answered and tested. Simple random sampling technique was employed to select two-hundred and seventy (270) participants from the target population. Descriptive and inferential statistics as well as thematic analysis were used to analysis the data generated from research instruments. The empirical findings revealed that there was an awareness through mass media towards various developmental projects installed across the communities under investigation. Besides, the awareness necessitated community stakeholders to give supportive hands to poverty-related projects. Also, it was revealed that awareness through mass media would be a necessary condition but not sufficient one for the attainment of the poverty targets of the Sustainable Development Goal one within the studied areas. In addition, significant gender difference existed towards awareness about implementation and community members' participation which was in favour of female and male respectively. The study recommended that prominent basic literacy programmes embellished with poverty alleviation information should be disseminated on regular interval, constant mobilisation of the needed physical and financial resources towards implementation of developmental programmes by the concerned stakeholders, regular monitoring and supervision of projects and involvement of the members of community during implementation of poverty alleviation programmes to mention a few.

Keywords: *Mass media, Sustainable development goal one, Targets, Poverty, Implementation, Attainment, Osun State.*

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Highlights of this paper

- The study examined the influence of mass media on Sustainable Development Goal one attainment in Osun State, Nigeria.
- An exploratory research design was adopted. Both quantitative and qualitative research instrument were used and two-hundred and seventy participants were sampled with the aid of simple random sampling technique.
- The empirical outcomes uncovered that mass media facilities played a preponderant role towards awareness creation and community members' mobilization. It was discovered that awareness creation through mass media platform would be a necessary condition but not sufficient one for the attainment of SDG-1.

1. INTRODUCTION

Nigeria was among the one-hundred and eighty nine (189) countries from across the globe that embraced and endorsed the United Nations Millennium Declaration in New York in September 2000, which comprised eight (8) goals, eighteen (18) time-bound targets and forty-eight (48) quantitative indicators (United Nations, 2003). These goals were operationalised in this document in sequential order of eradicating extreme poverty and hunger; achieving universal primary education; promoting gender equality and empowering women; reducing child mortality rates; improving maternal health; combating HIV/AIDS, malaria, and other diseases; ensuring environmental sustainability and lastly developing a global partnership for development.

Following the expiration of the implementation timeline slated for Millennium Development Goals (MDGs), the international community through the United Nations in collaboration with the Heads of States and Governments of the one-hundred and ninety three (193) member nations, launched the Sustainable Development Goals (SDGs) as a new development agenda. This agenda, also known as Agenda 2030, was framed into seventeen (17) goals, one-hundred and sixty nine (169) targets and two-hundred and thirty (230) indicators. These goals are conceptualised and prioritised in the development agenda in hierarchical order of ending poverty; eradicating hunger; ensuring good health and well-being of the people; ensuring quality education for all; achieving gender equality; ensuring provision of clear water and sanitation; ensuring affordable modern energy for all; promoting decent work and economic growth; creating industry innovation and infrastructure; reducing inequalities both within and among countries; achieving sustainable cities and communities; ensuring sustainable consumption and production pattern; controlling adverse climate action; sustaining life below water; protecting life on land, promoting peace, justice and strong institutions and lastly strengthening global partnership (UN, 2017). It is clear to infer that eradication of poverty was given priority in both MDGs and SDGs documents as it was placed on the top of the list. But, goal one of the MDGs was disaggregated into goal one and two of the SDGs. This is to give attention to all means and strategies towards putting an end to extreme poverty which would work in harmony towards the attainment of SDG 2 that is eradication of hunger.

Sustainable development refers to the development agenda that can be initiated and maintained by either government or non-government organisations which aimed at meeting the pressing needs of the present generation without having any detrimental effect on the incoming generations. Brundtland Report (1987) describes it as the development that meets the needs of the present generation without compromising the ability of the future generations to meet their own needs. This is to say that sustainable development could mean a better standard of living for people vis-à-vis poverty eradication for both present and future generations. This indicates that sustainable development is the type of development which meets the basic needs disadvantages group in terms of provision of employment, food, energy, water, housing, manufactures, power and services. Akpama *et al.* (2017) identify the environment, the society and the economy as three phases to sustainable development and the wellbeing of the people would depend effective interwovenness of these components. For instance, it is hoped that a

healthy and prosperous society is a function of healthy environment to provide necessary resources for its citizen to survive and excel in all ramifications.

In the light of this, sustainable development is expected to give people in every part of the world the support they need to lift themselves out of poverty in all its manifestations. This has made SDG 1 (Goal 1) to focus on ending poverty through interrelated set of strategies, such that by 2030, the member states are set to achieve five prominent targets. Firstly, to eradicate extreme poverty from income point of view, this encompasses reduction in the number of people living on less than one point twenty five dollar (\$1.25) a day. Secondly, to depopulate by half proportion of people living in poverty in all dimensions regardless of gender of individual and chronological age. Thirdly, to promote suitable, relevant and appropriate social protection systems for the poor and the vulnerable categories in the society. Fourthly, to ensure that individual more importantly the poor have equal rights and access to all forms of beneficial facilities such as economic resources, basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services. Fifthly, to build the resilience for the poor and vulnerable ones in order to reduce their exposure to climate related extreme events and other economic, social and environmental shocks and disasters.

The report from UN (2017) revealed that there was a reduction in the global rate of extreme poverty from 28 per cent in 1999 to 11 per cent in 2013, such that an estimated 1.7 billion people lived below the extreme poverty line in 1999 which declined to 767 million people in 2013. Moreover, on the aggregate, almost 10 per cent of the employed population worldwide lived with their families on less than 1.90 US dollars per person per day in 2016. On disaggregate phase, 9 per cent and 15 per cent of adult and youth workers lived in extreme poverty respectively. In addition, in Sub-Saharan Africa including Nigeria, majority of people live below US\$1.25 a day. For instance, 415.4 million in 2011 which declined to 403.2 million people in 2015 and it is projected to stand at 382.9 and 334.6 million in 2020 and 2030 respectively (World Bank, 2014a). World Bank (2014a) acknowledges that poverty has been more prevalent in some third world economies like Sub-Saharan Africa and South Asia as compare to other, such that about 80 per cent of the global poor emanate from this two regions. Almost three-fifths of the world's extreme poor as at 2011 estimates are concentrated in Bangladesh, China, the Democratic Republic of Congo, India and Nigeria. Also, five countries -Ethiopia, Indonesia, Pakistan, Madagascar, and Tanzania accommodate over 70 per cent of the extreme poor. This is to say that package like good social protection system could be of help in order to ameliorate the unfavourable condition among the poor. The sub-Saharan Africa region according to World Bank Global Monitoring Report (2015) projection would likely to remain the poorest region in 2020 and 2030 with 34.3 percent and 23.6 percent projection figures of the population to be living below US\$1.25 (using 2005 Purchasing Power Parity) as compared with East Asia and Pacific and South Asia regions which are expected to have 1.5 and 0.2 per cent in 2020 as well as 0.11 and 0.06 per cent in 2030 respectively.

In the same vein, at micro level, Agboeze (2015) revealed that half of Nigerians population live below the poverty line. For instance, according to WBGMR (2015) Nigeria poverty status rose from fifty three point three per cent (53.3%) in 2004 to sixty five point six per cent (65.6%) in 2006. In addition, thirty three point one percent (33.1%) of Nigerians live in poverty which was in variance to the twenty one point three five per cent (21.35%) target projection for 2015. About 40% have access to safe drinking water, about 85% of the urban population live in houses with more than seven occupants on the average per room, only about 62% of Nigerians have access to primary health care, majority of them take less than one-third of the minimum required protein and vitamins and that six of every ten Nigerians live on less than a dollar per day which was below international poverty line as postulated by World Bank.

Furthermore, the proportion of population without access to improved drinking-water sources and improved sanitation which was expected to reduce by halves stopped half way of thirty eight (38) per cent and insufficient progress of seven (7) per cent between 1990 and 2015 respectively. Besides, in 2015, 91% of the global population had access to improve drinking-water source, compared to 76% in 1990, thus meeting the MDG target, while the proportion of people practising open defecation had fallen almost by half. Globally, 147 and 95 countries excluding Nigeria met drinking-water and sanitation targets, while 77 countries met both (WBGMR, 2015). This showcases the need for viable social protection system for people by either government or non-governmental bodies in both developing and advanced nations.

Social protection is defined as an entitlement to benefits that stakeholders provide to every member of the society through public and collective measures in order to protect them against declining living standards that may arise out of a number of basic risks and needs (Bertranou *et al.*, 2006). This was expected to include access to basic needs such as provision of basic health care and housing, stable income, good livelihood, employment opportunity, quality education services as well as nutrition and shelter among others. However, in a broader perspective social protection should be planned to perform three principal functions in third world nations like Nigeria. These functions according to Barrientos (2010) entail to assist in protecting certain level of consumption among people living in poverty or with potential to fall into poverty, to encourage investment in human, material and physical resources which have inbuilt mechanism in providing escape channels from persistent and intergenerational poverty and to empower the agency of people battling with poverty in order to overcome the predicament.

This is to say that huge investments in human capital by private individuals or government in the area of lifelong learning which target vulnerable people seem to exert a significant impact towards breaking the intergenerational transmission of poverty among individual in the society. It is on this not that made (Aransi, 2019a) to recommend that the community stakeholders should increase financial resources to be mobilised towards both capital and recurrent parts of education. As this would enhance the standard of living of the people through their access to quality and standard education which would in turn assist in the attainment of skilful entrepreneurs among graduates and thereby reducing their searching for and reliance on white collar jobs. However, Saha (2008) notes that attainment of economic growth and mobilisation of financial resources for both capital and recurrent social expenditures by either government or non-government entities couldn't be ineffective in addressing poverty in sub-Saharan Africa due to absence of concerned stakeholders that is poor people in anti-poverty policy making process. In the same vein, Aransi (2019b) suggests that financial means in terms of scholarship, bursary, matching grant and soft loan with moderate or without interest should be provided for both potential and existing individuals who could not only meet up with the financial responsibilities like school fee ascribed for the educational programs at all levels but also at the verge of dropping out of the educational system regardless of gender attribute. This is because availability and accessibility of social protection system most especially scholarships have been found to increase school participation in several countries like Bangladesh (Pitt *et al.*, 2003) Cambodia (Filmer and Schady, 2006) Latin American countries (Reimers *et al.*, 2006) and Chad and Nepal (UNESCO, 2010).

At global level, with respect to proportion of vulnerable populations covered by social protection systems, in 2016 only 22 per cent of the unemployed individual worldwide received unemployment benefits. This means that the remaining proportion of unemployed people were not covered and considered for the benefits. Also, 28 per cent of people with severe disabilities collected a disability pension, 35 per cent of children were covered by social protection, 41 per cent of women giving birth received maternity benefits and 68 per cent of people above retirement age collected a pension. The proportion of undernourished people worldwide declined from 15 per cent in 2000 to about 11 per cent in 2016. Furthermore, about 930 million people across the globe were undernourished

in 2000 which declined to around 793 million people in 2016. Southern Asia and Sub-Saharan Africa accounted for 63 per cent of undernourished people worldwide between 2014 and 2016. In 2016, an estimated 155 million children under age 5 were stunted (having low height for their age), 52 million were suffering from wasting (having low weight for their height) and 41 million were overweight. Globally, the stunting rate fell from 33 per cent in 2000 to 23 per cent in 2016 (SDGs Report, 2017). It is deduced that children may be at greater risk of stunting and wasting if they are born in rural areas, to poor households or to mothers denied access to education.

John (2019) admits that poverty is one of the reason behind human trafficking among youth. This is possible due to the fact that a lot of promises of access to good education and employment opportunities which may in turn lured youth into unnecessary exploitation through human trafficking. Orphans and single mothers from the poor families are the categories of people who usually fall below the poverty line. Philip and Rayhan (2004) corroborate that poor people are more vulnerable than any other group to varieties of issues like health hazard and economic down turn as well as natural and man-made catastrophes. Even, shock such as unexpected illness, injury and loss of livelihood would have dreadful effects and could be a significant cause of poverty among them.

Adeyemi *et al.* (2009) attribute high rate of poverty among people in Sub-Sharan region to factors like population explosion, price instability, huge financial resources used to service debt, lack of portable water, low economic activities, gender discrimination, ethnic and religious conflicts and prevalent of HIV/AIDS. Kabuya (2015) views that pro-poor flawed policies, weak economic, social and political institutions and culture of the land are some of the fundamental causes of poverty in the developing economies region. Addae-Korankye (2014) is of the view that cultural and structural factors are the principal cause of poverty. This scholar concurs that poor individual would lack prerequisite needed to alter social processes, public policy and resources allocation. They would at the same time lack access to relevant skills and knowledge, education and personal development that could improve their livelihoods. Danaan (2018) supports that poverty is a complex whole and multidimensional in nature. This is because it comprises psychosocial, economic and cultural indicators. This has made (Victor and Okoye, 2019) to conclude that provision of entrepreneurship education which aimed at not only turning participants' competencies and capacity into productive action but also encouraging creativity and innovation, risk-taking and ability to effectively allocate resources would go a long way to reduce poverty among people. It should be noted at this juncture that freedom of expression, universal access to information and knowledge, respect for cultural and linguistic diversity and quality education for all are four key principles upon which knowledge economies is expected to rest on. This idea gives priority to the principal role of mass media and Information and Communication Technology (ICT) in creating awareness that aim at not only expand access to information but also contribute to achieving the SDGs (United Nations Department of Economic and Social Affairs (UNDESA), 2017). It is therefore upon the premises presented above that the study sought to look at the nexus between mass media and Sustainable Development Goals one attainment in Osun State, Nigeria.

1.1. Statement of the Problem

Communities across the country including Osun State have been battling with so many challenges ranging from general insecurity, political instability, ethno-religious crises, ecological problems, economic stagnation, low literacy level, acute water shortage, poor sanitation, out-break of pandemic diseases and above all poverty in all ramifications among others. For instance, on health, Nigeria has never attained the pledged funding benchmark of 15 per cent of the annual budget to the health sector as contained in Abuja declaration document. In addition, World Health Organization (WHO) cited in Aransi (2019a) revealed that out of 191 countries, Nigeria is ranked 187th position in terms of health care delivery, such that one-third of more than 700 health facilities have been

destroyed in the country and about 3.7 million people are in need of health assistance. Besides, WBGMR (2015) acknowledged that poverty levels remain high globally, and are particularly concentrated in developing nations including Nigeria. Such that close to 900 million people around the world live in severe poverty based on an income poverty line of 1.90 US Dollar a day in 2015. Even, looking beyond the income measure, 1.6 billion people are considered poor across measures of access to social services and security, with the highest intensity in Sub-Saharan Africa countries.

However, all things being equal, the success or otherwise of any developmental programmes put in place by the concerned stakeholders to address this issues could in part be a function of the level of awareness carried out by mass media which is useful in mobilising and equipping target beneficiaries to be aware of and participate in the programme. This is in tandem with the submission made by UNESCO cited in Narula (2004) in which the minimum standard of mass media facilities to be available in the country for beneficiaries were enumerated, such that, for per thousand of population, there should be one hundred copies of daily newspapers, fifty radio sets, twenty cinema sets and twenty television receivers which seem unattainable in developing countries like Nigeria. Hence, this study would fill the gap created by the previous works.

1.2. Objective of the Study

The main objective of this study was to examine the nexus between mass media and SDG 1 (that is ending poverty) attainment in Osun state. While, specific objectives are to:

- i. Ascertain the extent to which mass media facilities have created awareness about the implementation of SDGs 1 (poverty) programmes in Osun State.
- ii. Evaluate the extent to which coverage of mass media awareness influence community members' participation in the implementation of SDG 1 (poverty) programmes in Osun State.
- iii. Examine the extent to which mass media awareness would help in the attainment of SDG 1 (poverty) indicators in Osun state.

1.3. Research Questions

The following research questions are formulated to guide the study:

- i. To what extent do mass media facilities created awareness about the implementation of SDG 1 (poverty) programmes in Osun State?
- ii. To what extent do coverages of mass media awareness influence community participation in the implementation of SDG 1 (poverty) programme in Osun State?
- iii. To what extent do awareness through mass media would help in the attainment of poverty indicators of SDG 1 (poverty) in Osun state?

1.4. Research Hypotheses

- i. *Is there any significant difference in the level of awareness through mass media about the implementation of SDG 1 (poverty) programmes in Osun State based on gender traits?*
- ii. *Is there any significant difference in the level of community members' participation in the implementation of SDG 1 (poverty) programmes based on gender attributes of the participants?*

2. METHODOLOGY

2.1. Research Design

An exploratory research design was adopted for this study. This is because, according to Sogunro (2015) exploratory research design encourages combination of qualitative (key informant interview, focus groups discussion and participant's observations) and quantitative (questionnaire) approaches. That is, triangulation mode of collecting appropriate and relevant data to the study. However, in an exploratory research design, qualitative data may be collected before quantitative one and vice-versa (McMillan and Schumacher, 2010; Creswell, 2014).

The basic rationale for engaging this kind of design was based on the ground that the strengths of one form of data collection would offset the weaknesses of the other form. Such that, it provides ease triangulation of data sources, and consequently enhances the credibility of the findings (Creswell and Plano Clark, 2011). As a result, qualitative approach most especially Key Informant Interview (KII) and participant's observation technique were employed to solicit information on the extent to which developmental programmes were implemented and utilised through awareness created by mass media. Quantitative segment comprised different items on the subject matter. All participants in the qualitative segment of the design were not involved in the quantitative component so as to avoid duplication of ideas.

2.2. Population of the Study

The population of the study comprised all youths participating in different kind of empowerment programmes spearheaded by the state government tagged 'Youth Empowerments Scheme (OYES)'. Community stakeholders who are in charge of providing or implementing programmes or projects design to raise people's living standard within the community such as bore hole, health care centre, installation of transformer, construction of road, tap water and channeling of erosion to mention a few. This is because, all the aforementioned programmes were initiated with the good intension of eradicating extreme poverty and hunger and making live meaningful among citizenry which was in tandem with SDG 1 if achieved.

2.3. Sample Size and Sampling Technique

Two local governments were purposively sampled for the study. They are Irewole and Isokan Local Government Areas of Osun State, Nigeria. They had sample frame of four-hundred and nineteen (419) and three-hundred and ninety four (394) respectively totaling eight-hundred and thirteen (813) participants in the said empowerment programme-Osun Youths Empowerment Scheme (OYES). Two-hundred and seventy (270) sample were selected with the aid of simple random and purposive sampling techniques. However, simple random sampling technique was employed, this is because each element in the sample frame would have equal chance of being involved in the study. For purposive sampling technique, this allows the researchers to carefully and consciously chooses the subjects to be included in the sample so that the sample can be developed for his needs. In the light of this, only those who had minimum of Nigeria Certificate in Education or Ordinary National Diploma certificate or its equivalent were sampled and used in the research. This is to ensure efficient and effectiveness administration of the instrument on the respondents, due to their ability to read and understand each of the items enumerated in the instrument.

Furthermore, Yaro Yamane Technique was used to determine the sample size selected from the sample frame. This technique is useful and relevant to determine sample size through statistical computation where the finite population was known to be eight-hundred and thirteen (813). This was to reduce error and to ensure that the study was not porous, than determining the size by mere approximation percentage that was not statistically

backed up. Sample size would be better determined statistically except in a casual study where accuracy and appropriate procedure are not too important (Uzoagulu, 2011).

$$\text{Yaro Yamane Formula} \quad n = \frac{N}{1+N(e)^2}$$

Where:

'n' represents the sample size selected from the target population.

'N' stands for the finite target population.

'e' indicates level of significance (or limit of tolerable error i.e. 5% for humanities research like this).

Therefore, N = 813, e = 0.05.

Sample size using Yaro Yamane Formula is expressed as thus:

$$n = \frac{N}{1+N(e)^2} = \frac{813}{1+813(0.05)^2} = \frac{813}{1+813(0.0025)} = \frac{813}{1+2.0325} = \frac{813}{3.0325} = 268.096$$

2.4. Instrumentation

Structured questionnaire which was planned on various rating scales, key informant interview and participant observation were used for gathering data for the study. The questionnaire was developed by the researchers titled "Mass Media-Sustainable Development Goal 1 projects Questionnaire (MM-SDG 1 PQ). The questionnaire had four sections. Section A dealt with demographic information of the respondents, while remaining sections were basically designed in structured form to cater for the research questions and objectives. The responses were planned on both five points Likert-scale rating which are; Very High Extent (VHE) = 5, High Extent (HE) = 4, Moderate Extent (ME) = 3, Low Extent (LE) = 2 and Very Low Extent (VLE) = 1.

2.5. Validity of the Instrument

Validity is the extent to which an instrument measures what it is supposed to measure and performs as it is designed to perform. In order to effectively ensure the validity of the instruments used for this study, the instruments were subjected to content validity measurement which involves face validity and predictive validity. On face and content validity, the items are presented in simple language for easy understanding by the respondents and are also logically and systematically arranged in line with the research questions enumerated to answer in chapter one. The researchers also ensured the validity of the instruments by making sure that the contents of the instruments are consistent with both the objectives and research questions of the study.

2.6. Reliability of the Instrument

The reliability of a research instrument concerns the extent to which the instrument yields the same results on repeated trials. Although, unreliability is always present to a certain extent, there will generally be a good deal of consistency in the results of a quality instrument gathered at different times. The tendency towards consistency found in repeated measurements is referred to as reliability. The instrument was trial-tested among forty (40) N-power participants serving in various public schools in Irewole and Isokan Local Government Areas of Osun State which are not part of the respondents slated for the study.

The internal consistency reliability coefficient was obtained with the aid of Cronbach Alpha reliability technique. The justification for using Cronbach alpha reliability technique was based on the fact that the items on research instrument, that is questionnaire have no right or wrong answer and it allowed respondents to rate the degree or extent to which they agree or disagree with a statement on a particular scale. However, the Cronbach

alpha reliability tests produced 0.81, on the frequency of mass media awareness, 0.71 on the extent of coverages of mass media on developmental programmes, 0.85 on the attainment of poverty eradication goal through mass media awareness. The outcomes posit that the instrument was suitable, appropriate, adequate and reliable for the research work.

2.7. Method of Data Administration

The data were collected through questionnaire, personal interview and participant’s observation. The questionnaire was administered to the respondents by the researchers. They directly engaged in personal interview and participant observation so as to obtain information as well as to have in-depth knowledge of the research topic through face to face interaction. These instruments were used because it gave opportunity for deeper probing into issues under investigation.

The administration of the instrument took place on two Wednesdays (that is 12th and 19th June, 2019) at Irewole Local Government secretariat, Ikire and African Church Middle School Apomu in Isokan Local Government Area of Osun State respectively. This is because, the target population usually converged every Wednesdays at the aforementioned venues or some other places for physical exercises and dissemination of vital information across to them by their respective leaders. The researchers collected the instrument immediately after filling and by this two-hundred and seventy (270) respondents submitted which accounted for one-hundred per cent (100%) return rate.

2.8. Method of Data Analysis

The quantitative data collected were analysed using both descriptive and inferential statistics. Descriptive statistics comprised mean and standard deviation while inferential statistics used was t-statistics. In addition, thematic analysis was used for the qualitative component of the generated data, that is, for outcomes from Key Informant Interview and participant’s observation.

3. RESULTS

3.1. Analysis of Data Based on Research Questions

Research question I: To what extent do mass media facilities have created awareness about the implementation of SDG 1 programmes in Osun State?

Table-1. Mass media facilities and SDG-1 programmes awareness level.

Items	Mean	S.D
Availability of borehole water	1.89	0.22
Provision of pipe-borne water	1.52	0.07
Renovation and construction of public schools	3.05	0.58
Installation of modern waste management facilities	2.05	0.48
Implementation of erosion control projects	3.01	0.61
Provision of security out-fit project	3.50	0.75
Availability of health facilities	2.55	0.09
Provision of sanitary services	2.03	0.46
Construction of road network	3.25	0.91
Availability of community libraries	1.02	0.10
Implementation of road drainage projects	3.02	0.56
Grand weighted average		2.35

N= 270 Very High Extent (VHE) = 5, High Extent (HE) = 4, Moderate Extent (ME) = 3, Low Extent (LE) = 2 and Very Low Extent (VLE) = 1
 Decision value: Weak = 0.00 – 2.00 Moderate = 2.01 – 3.00 High = 3.01 – 5.00

Table 1 indicated the extent to which the mass media facilities have created awareness about the implementation of SDG 1 programmes within the communities under investigation. With respect to the implementation of developmental projects like borehole water, pipe-borne water and libraries, the outcomes indicated that the mass media created awareness on the subject matter to the general public within the society. Meanwhile, it was indicated that the extent of implementation of the above mentioned projects in real sense were very low. This is as a result of the fact that the mean values of 1.89, 1.52 and 1.02 were lesser than grand weighted average value of 2.35. This had hindered the availability of portable water and well-equipped library for members of the community. As this will not only make masses prone to the water-related diseases but also subject them to varieties of stress during dry season to source for water. The unavailability and inconsistency of the modern water service imply a reliance on alternate sources of water by the residents of the community. This is in tandem with submission made by [Okon and Njoku \(2017\)](#) in which inadequate access of the residents made them unsatisfied with the prevailing pipe-borne water service system in Calabar Metropolis.

Besides, renovation and construction of public schools, erosion control, security out-fit, and road network as well as road drainage projects had a very high level of implementation as complemented by the awareness created by mass media. As having mean values of 3.05, 3.01, 3.50, 3.25 and 3.02 which are within the very high extent decision criterion. While, developmental programmes like modern waste management facilities, health facilities and sanitary services were on average moderately implemented through awareness created by mass media. This indicated that mass media is one of the principal channels through which the security information with regards to safety and other vital ones as it essential to the well-being of the members of the community can be disseminated. [Klepka \(2019\)](#) corroborated this by saying that the role of the media consisted of reporting the rescue operation, the operation of institutions, bodies, entities, staffs that act to avert the effects of the crisis or reduce its consequences within the society. Similarly, this was in tandem with submission made by [Okwu and Daudu \(2011\)](#) in which the use of mass media channels was considered to be of great important in creating awareness about availability and accessibility of the projects for the general public. And at the same time in line with recent research conducted by [Ikechukwu and Sam \(2019\)](#) in which mass media was ascribed the role of revealing vital information on environmental related issues that are pertinent to the well-being of the members of the community. In the same vein, the Key Informant Interview (KII) conducted on the subject matter at the scene of the administration of the instrument on Wednesday 19th June, 2019 revealed inter alia that:

‘Neither of the communities under consideration had working and accessible public library. Even, it was reported that the previously available one at one of the community under consideration was converted to zonal educational office a couple of years ago without any replacement or substitute for the users. In addition, it was inferred that some of the health facilities that are available and accessible within both communities were not adequately equipped with modern technologies, sufficient medical personnel and needed drugs which was in contrary to announcement or awareness created on the mass media channels. With respect to water projects, it was submitted that none of the communities under investigation have had pipe-borne water running in their vicinity for the past few months up till the moment of conducting the interview. Though, it was claimed that the few bore-hole water projects put in place by the concerned stakeholders through constituency projects as dividend for the members of community had not been functioning effectively right from the onset of its installation. On the part of renovation and building of schools, it was said that the awareness and construction of public school of seventy-two classrooms tagged ‘mega school’ was constructed in one of the community under review and renovation of the existing structure took place in some other public schools. And that awareness and

implementation of erosion control programme and road drainage was so encouraging and on average moderately implemented among others’.

Research questions II: To what extent do coverages of mass media awareness influence community members’ participation in the implementation of SDG 1 programme in Osun State?

Table-2. Mass media awareness creation and community members’ participation in SDG 1 programmes.

Items	Mean	S.D
Provides land for building health centre project	4.01	0.98
Participates in decision-making of the type of project to be executed in the community.	1.01	0.13
Donates land for building of borehole water project.	3.67	0.65
Voluntarily monitors and supervises project.	2.09	0.49
Provides security services for projects protection	2.31	0.50
Participates actively in voluntary labour services for community projects.	2.50	0.53
Give financial support to developmental projects.	1.50	0.17
Grand weighted average		2.44

N= 270 Very High Extent (VHE) = 5, High Extent (HE) = 4, Moderate Extent (ME) = 3, Low Extent (LE) = 2 and Very Low Extent (VLE) = 1
 Decision value: Weak = 0.00 – 2.00 Moderate = 2.01 – 3.00 High = 3.01 – 5.00.

Table 2 indicated the participants’ perspective towards the extent to which the coverage of mass media awareness influences community members’ participation in the implementation of SDG 1 programmes within the communities under investigation. The empirical findings revealed that community members’ provision of financial support and level of participation in decision-making process of developmental project were weak as having mean value of 1.10 and 1.50 respectively. This indicated that financial supports to developmental projects were not given adequate attention by the stakeholders of the communities under consideration and that level of their involvement in the decision-making process of development projects to be sited in the community was not given attention as well. In another development, peoples’ community members’ involvement with respect to the provision of land for building health centre and bore-hole water projects were very high with mean value of 4.01 and 3.67. This reflected that stakeholders of both communities had been making provision for land needed for effective implementation of various projects such as health centre, borehole and public school among others. Furthermore, the awareness through mass media had, on average made them to participate actively in voluntary labour services for community projects, provides security services for projects protection and voluntarily monitor and supervise developmental project installed in their various communities.

This reflected that stakeholders of both communities had been making frantic efforts in making provisions for land needed for various projects such as health centres, borehole and public school among others. Furthermore, it is indicated that mass media awareness aided peoples’ participation in voluntary labour services, provision of security services for projects protection and voluntarily monitor and supervise developmental project installed in their various communities. This was in consonance with the outcome of research work conducted by McLeod *et al.* (1999) in which mass media was being reported of playing a central role in stimulating and enabling people to participate in community social services which aimed at improving their standard of living. However, the Key Informant Interview (KII) conducted on the subject matters at traditional council level on Monday 24th June, 2019 revealed as thus:

‘It was said that the community members has been making frantic efforts towards the provision of necessary physical and financial resources with the motive of ensuring availability of developmental projects within the society. Even, it was reiterated that great philanthropists in the community had been spearheaded different developmental programmes like summer lesson, donation of textbooks, initiation of inter-school quiz competition, inter-house sport competition exercise, health related programmes and scholarships, as well as

various empowerment programmes to mention a few to complement the efforts of government. In the same vein, it was said that community vigilante has been initiated and empowered to collaborate with official security personnel like police and civil defense in order to address the issue of security challenges of the community to the barest minimum. As this according to the respondents of the key informant interview will ensure security of lives and various developmental projects installed within the community and its environs.

Research question III: To what extent do mass media awareness would help in the attainment of SDG 1 in Osun state?

Table-3. Mass media awareness level and developmental goal attainment.

Items	Mean	S.D
Self-employment among members of the community.	1.05	0.13
Access to basic services in the community	1.22	0.15
Access to good hygienic environment	1.52	0.17
Change in level of income	1.02	0.11
Reduction in the death rate through road traffic accidents and injuries.	2.01	0.48
Improved attendance of skilled health personnel	1.02	0.11
Generate employment opportunities during implementation	2.01	0.48
Reduce harmful use of alcohol	1.37	0.16
Access to health insurance scheme	1.11	0.10
Access to safe and portal drinking water	1.52	0.17
Grand weighted average		1.38

N= 270 Very High Extent (VHE) = 5, High Extent (HE) = 4, Moderate Extent (ME) = 3, Low Extent (LE) = 2 and Very Low Extent (VLE) = 1
 Decision value: Weak = 0.00 – 2.00 Moderate = 2.01 – 3.00 High = 3.01 – 5.00.

Table 3 contained the participants’ perspective towards the extent to which mass media awareness will enhance in the attainment of Sustainable Development Goal 1 in Osun state. The empirical findings indicated that the indicators relating to employment opportunity and reduction in the death rate through road traffic accidents and injuries would be moderately attained through mass media awareness as having 2.01 mean values respectively. This may in part be attributed to different empowerment programmes put in place by the government at all levels (N-power) as well as quick intervention of ambulance buses provided by the Osun state government to cater for victims of the road accidents within the state. While, indicators like self-employment, access to basic services, access to good hygienic environment, increase in level of income, improved attendance of skilled health personnel, reduction in the harmful use of alcohol, access to health insurance scheme and portable water services had mean values fell within the weak decision region. This means that the attainment of these poverty related indicators is not only a function of mere awareness created by mass media about the implementation but also on the extent to which various challenges are addressed by the concerned stakeholders. This corroborated the submission made by Anigbogu and Ndubuisi-Okolo (2019) that for Sustainable Development Goals to be achieved, poverty must be eradicated to the barest minimum through peoples’ involvement in developmental programmes. As this would in turn bring about the attainment of entrepreneurial skills-acquisition and self-development. Megan (2010) supported this by arguing that using interpersonal communication, in conjunction with other appropriate modern strategies-mass media, would give the highest success rate in health campaigns in developing countries like Nigeria. In addition, Saraf and Balamurugan (2018) concurred that awareness about various serious health issues like HIV, cancer, cardiovascular diseases, diabetes, etc., can be promoted via mass media which will help a lot of people to get aware of such health problems and diseases.

3.2. Analysis Based on Research Hypotheses

Research hypotheses I: Is there any significant difference in the level of awareness about the implementation of SDG 1 programmes in Osun State based on gender traits?

Table-4. Gender difference and awareness level of developmental projects implementation.

Gender	Number	Mean	S.D	T-Cal	D.F	T-Tab	Remark
Female	155	38.42	8.54	3.28	268	1.96	Significant
Male	115	35.20	7.23				

Table 4 assessed the position of the gender on the extent to which mass media facilities have created awareness about the implementation of SDG 1 programmes within the community under investigation. However, eleven items were packaged in the research instrument towards this direction having maximum scores of fifty-five (55). The empirical findings indicated that participants who were female by their gender had mean score of thirty eight point forty two (38.42) with standard deviation of eight point fifty four (8.54) while their male counterparts had mean score of thirty five point twenty (35.20) and standard deviation of seven point twenty three (7.23).

In addition, the t-calculated value of three point twenty eight (3.28) which was greater than t-tabulated of one point ninety six (1.96) at five percent (5%) level of significant indicated that there was significant difference in the extent to which mass media facilities have created awareness about the implementation of SDG 1 programmes in Osun State based on gender traits of the participants which was in favour of female participants as having mean score slightly higher than their male counterparts. In the light of this, null hypothesis was rejected in favour of alternative hypothesis.

The outcomes may in part be attributed to the difference in their interest towards various forms of mass media as acknowledged by Malini and Lee (2011) that female utilise broadcast media most especially recorded music more than did their male counterparts in Japan. While, women watched television dramas only more than did men in Japan, Malaysia, South Korea, and Singapore. Besides, Efosa et al. (2017) corroborated this by submitting that females have stronger and significant perception of ease of use, compatibility, relative advantage and risk when using media compared to males. On the other hand, males have a stronger perception of satisfaction and information quality when using social media compared to females.

Research hypotheses II: Is there any significant difference in the extent to which awareness through mass media encourage community members' participation in the implementation of SDG 1 programmes based on gender traits?

Table-5. Gender difference and community members' participation level.

Gender	Number	Mean	S.D	T-Cal	D.F	T-Tab	Remark
Male	115	26.37	5.52	6.47	268	1.96	Significant
Female	155	22.44	4.49				

Table 5 assessed the extent to which awareness through mass media encourage community members' participation in the implementation of SDG 1 programmes based on gender attributes within the community under investigation. However, seven items were packaged in the research instrument towards this direction having maximum scores of thirty-five (35). The empirical findings indicated that participants who were male by their gender had mean score of twenty six point thirty seven (26.37) with standard deviation of five point fifty two (5.52) while their female counterparts had mean score of twenty two point forty four (22.44) and standard deviation of four point forty nine (4.49).

Furthermore, the t-calculated value of six point forty seven (6.47) which was greater than t-tabulated of one point ninety six (1.96) at five percent (5%) level of significant indicated that there was significant difference in the

extent to which awareness through mass media encourage community members' participation in the implementation of SDG 1 programmes based on gender attributes within the community under investigation. This was in favour of male participants as having mean score slightly higher than their female counterparts. In the light of this, null hypothesis was rejected in favour of alternative hypothesis. The empirical outcomes may be attributed to the facts that majority of the self-rendered services at community levels requires the efforts of males such as provision of security of lives and properties and others.

4. CONCLUSION AND RECOMMENDATIONS

The study concluded that mass media played a dominant role in the creation of awareness of development projects most especially those that are fall within the purview of attaining SDG 1 (that is ending poverty). It is also concluded that the mass media awareness is the necessary but not sufficient condition to the attainment of the sustainable development goals one targets. In addition, the empirical findings evinced significant gender difference in the level of awareness about implementation and utilisation of the developmental projects. Therefore, based on the outcomes that emanated from this research work, the following recommendations are suggested for stakeholders as thus:

- i. Government and Non-Governmental Organisations should put a machinery in motion which aimed at empowering members of the community with requisite fundamental knowledge and skills that are critical elements to the fight against all forms of poverty. This will enhance members of the community to explore and exploit available natural resources in order to conquer and end poverty.
- ii. Government in collaboration with community stakeholders should be endeavoured not only to monitor and supervise the developmental projects sited within their society but also look for the means of reactivating the abandoned projects, as a result of political instability through change in government.
- iii. Government at all levels such as local, state and federal governments as well as good private individuals should on regular basis organize training programmes or orientation exercise for community members on the need to support and protect the developmental projects sited in their communities.
- iv. Government and Non-Governmental organisations who are in charge of formulating and implementing developmental projects which aimed at ending poverty should give room for community members' input during policy formulation. As this would allow the community stakeholders to identify the most pressing needs for the people of the community rather than installing anyone.
- v. Stakeholders should be ready to adequately finance all development projects, most especially those which are in tandem with Sustainable Development Goal one. As this will facilitate the attainment of the targets enumerated under this goal with resultant multiplier effect on others.

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