

**IMPACT OF EKITI RADIO CAMPAIGN AGAINST HUMAN
TRAFFICKING IN IDO COMMUNITY OF IDO-OSI LOCAL
GOVERNMENT AREA**

BY

BAMGBOYE, MOSOPE OREOLUWA.

MC/2010/448

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES.
CARITAS UNIVERSITY, AMORJI-NIKE,
ENUGU STATE.**

AUGUST, 2014

TITLE PAGE

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**A RESEACH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF BACHELOR OF SCIENCE
(B.Sc.) DEGREE IN MASS COMMUNICATION**

**THE DEPARTMENT OF MASS COMMUNICATION
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES.**

CARITAS UNIVERSITY, AMORJI-NIKE.

ENUGU STATE.

AUGUST, 2014.

Certification

This research project “Impact of Ekiti Radio campaign against human trafficking in Ido community of Ido-Osi Local Government Area” has been approved and accepted in partial fulfillment of the requirement for the award of Bachelor of Science (B.Sc.) degree in Mass Communication, Faculty of Management and Social Sciences Caritas University Amorji-Nike Enugu State.

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External Supervisor

Date:.....

Declaration

I, **BAMGBOYE, MOSOPE O.** With Registration Number MC/2010/448 under the supervision of Mr. Jude Edeh hereby declare that this research work was carried out by me and has not been submitted or received anywhere for the purpose of acquiring a Degree in Mass Communication.

.....
Bamgboye, Mosope O

.....
Date

Dedication

This work is dedicated to God Almighty for his love and grace upon my life.

Acknowledgments

This work could not have been easily carried out successfully without the help of certain individuals and my long awaiting dream has finally come to past.

I acknowledge the unflinching help of my supervisor, Mr. Jude Edeh, who never got tired of correcting me during my study of this research work, he made sure I really work hard in order to write a good project. And also to my H O D Mr. Damian Agboeze and my other lecturers, Mrs. Tina Obi, Dr. Benson Eluwa, Dr. Ferdinard Obasi, Mr. Jude Edeh, Mr. Okoye, Mr. Clifford Nwonu, Mr. Felix Ugwuanyi, Bro Gentle and Mr uche, a very big thanks to you all.

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Abstract

The aim of this study was to analyze the “Impact of Ekiti Radio campaign against human trafficking in Ido community of Ido-Osi Local government area. The study made use of survey research method. The study answered three research questions. From the research findings, it was observed that the programmes aired on Ekiti Radio helps in discouraging the practice of human trafficking. Survey research method was used because of its convenience, while Chi-square formular was used to test the formulated hypothesis. The study recommend that the government should embark on putting effort to ending human trafficking especially among women and children.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Crime has become one of the greatest obstacles to the better realization of democratic governance and the much acclaimed millennium development goals (MDGs) in Nigeria.

The country is being bedeviled by all forms of crime, which range from simple acts of thefts, burglary and verbal assault to serious acts of robbery, economic and financial crime ethnic and religious disturbance “cultism and sexual harassment in institutions of learning youths restiveness and trafficking of human beings. All the segments of the population in Nigeria, including the elites and the youths, at one point or another commit these criminal acts. Both rural and urban cities have suffered from these undesirable activities the degree of the crime rate has gone far beyond the tolerance limit of the safety and has consequently attained disturbing dimensions to the extent that social economic and political activities are seriously attached, given this situation academic government and non-governmental organizations (NGOs) as well as the international community have sought an understanding of the various dimension of the phenomenon including its level manifestation causes and implications for all segment of the societies.

These efforts have been with the singular desire of devising appropriate strategies towards the effective management of the problems, however, this study has focused on the effect of communication on trafficking in human commodities.

In some selected states in Nigeria, its aim was to measure the problems of human trafficking in terms of the attributes of the victims, the pattern of human flow, and the causal factors. The specific objectives were to discover the socio-economic attributes of victims of human trafficking determine the pattern of flow establish the underlying factors, and make appropriate recommendation towards curbing human trafficking in Nigeria.

In 1995, as at the time of the Beijing conference the issue of human trafficking was not regarded as an issue of concern for Africans it was a problem considered as the Asian and Latin American people the unfolding events since the almost ten years that human trafficking is rife in the countries has been found to be source, transit and destination country for the crime of human trafficking.

In West Africa, the incident of human trafficking in women and children were dated as far back as the 1960s. However, the significant public recognition and focus on issue only come since the mid 70s. Although there are no exact figures and data on the number of trafficking victims, there are indicators to show that the trend is assuming an alarming rate in the sub-regions. One of such indicators is the growing population of women and children particularly children in the West African city centre and European countries as a result of urban migration and illegal trans-border migration with exploitative labor.

The challenges of searching for a sustainable solution to the menace of human trafficking and child labor led to the decisions by the Ekiti-State broadcasting services to commission this as part of their programmes.

Records show that over 400,000 children work in Benin and approximately 625,000 children from cote D' ivoire are in labor. Most of the children are under the ages of 15 years. According to research carried out, it has found that a large percentage of these children in labor are trafficked victim. The violence are spelled out sanction against those who engage in slavery and laid down procedure for victims restitution. The daily champion of 12 July, 2002 reported than 80% of foreign prostitution in Italy were Nigerian women.

Nigerian was categorized in tier 2 of the trafficking in persons country list for 2001 compelled by the United State government and the transparency international. The tier lists states that do not meet minimum standards of combating human trafficking, but are making efforts to do so.

1.2 Statement of Research Problem

Human trafficking as one of the various forms of crime that have of recent become a disturbing trend to both the Nigeria government and various communities. The phenomenon of human trafficking is universal and has been practiced in forms in different parts of the worlds Okogie et al (2004) observes that the phenomenon is a multibillion dollar business because of the level of involvement of organized criminal gangs. It has also been adjudged the fastest growing category of organized crime and the third largest profit making business outside of drugs and arms deals.

One of the problem of human trafficking is loss of population/reduction, human trafficking causes loss of population because those involve does not know the risk of been into such act, and at the same time such risk may lead to loss of life.

People are also dehumanized because of the involvement in human trafficking, image of people are been ridiculed and tarnished just be cause of money.

Human trafficking regarded as a crime against making, because people who are been trafficked don't even know their right. It also brings about loss of trust amongst people involved in such act.

The problem observed before choosing this topic is that human trafficking. Mostly children and women has become a global business that affected almost all countries and reaps enormous profits for traffickers and their criminal intermediaries.

1.3 Objectives of the Study

The aim of this study is to measure the magnitude, pattern and identify the causes of human trafficking in Nigeria, and also to know the impact of communication on this harmful behavior practices.

- (1) To identify the causes of human trafficking
- (2) To make recommendations on how to eliminate human trafficking in Nigeria
- (3) To provide demographic information on victims and their experiences.
- (4) To know the level of effectiveness that communication has brought about concerning human trafficking.

1.4 Research Question

- (1) Are the victims of human trafficking aware of the risk associated with the act?
- (2) Is poverty the major cause of human trafficking
- (3) Do these campaign help to reduce the rate of human trafficking.

1.5 Research Hypothesis

1. H_1 Victims of human trafficking are aware of the risk associated with the act.
 H_0 Victims of human trafficking are not aware of the risk associated with the act.
2. H_2 Poverty is the major cause of human trafficking

- H₀ Poverty is not the major cause of human trafficking
3. H₃ Campaign can help to reduce the rate of human trafficking
- H₀ Campaign cannot help to reduce the rate of human trafficking

1.6 Significance of the study

The study when completed will be of important to the media, women and children and the government community of information and communication.

The Media

Most media outfits in Nigeria are in the business for the profit, they derive form publishing and broadcasting and adverts are gradually beginning to occupy the space and our time meant for other important writes up and programmes. The media could help in reducing the rate at which human trafficking is growing in our country today they could help inform and educate people both in urban and rural areas of the effect of human trafficking and disadvantages and how it could destroy lives.

Finally, the media can and should run campaigns and adverts against human trafficking so that it could be brought to the knowledge of everyone about the harmful effect of this practices.

Women and Children

As enticing and tempting as the premises made to victims could be women and children should under no circumstances be lured into believing what they are being told about helping to train them in school because it's a huge form of deceit and a trap, and is very harmful, morally socially and otherwise.

Government Ministry of Information and Communication

The ministry of information and communication should be able to ensure that the media disseminate information to the public on how harmful human trafficking is, and also letting them

know how their story is told so as not to be able to deceive the less privileged into realizing their children to this derailed individuals who master trade is human trafficking.

1.7 Scope of the study

The interest of the study is finding out what extent the Nigerian communication system has helped in the fight globally to put an end to human trafficking especially in Nigeria both in rural and urban area.

1.8 Limitation of the Study

During the course of putting this project together, I encountered so many restraints, such as logistics, which is the practical plan to make this work a bit hectic. In the sense that combining school work and other activities with writing the projects was not an easy task.

Another methodological problem was the difficulty in getting victims to interview, this was especially the case with those who were already settled, in fact a few of them who had already settled down to responsible family did not want to be reminded of what one referred to as “the dark” chapter of life”. Even those of them who agreed to be interviewed felt quite so reticent as to fail to be opened about sordid as past of their experiences either in Nigeria or abroad, consequently they did not disclose all that was required of them.

1.9 Operational Definition

Trafficking: The illegal movement of people of Ido Community of Ido-Osi local government area to republic of Benin by people trading on human beings from January to June 2014.

Campaign: All the messages packaged on Ekiti radio to convince people of Ido-Osi to stop the illicit trade of human trafficking.

Impact: The feelings of Ekiti people after receiving the radio campaign messages on why they should stop human trafficking in their community.

CHAPTER TWO

LITERATURE REVIEW

2.1 Sources of Literature

The sources of literature used in this analysis are primary and secondary data. The secondary data are already prepared research work of scholars on related topics from journals, magazines, relevant books published and unpublished material e.t.c. Primary data are information got by the researcher from the respondents. Mass communication encyclopedia on language communication and various websites on human trafficking, Caritas University library, mass communication library, textbooks and so on.

2.2 Review of Concepts

The following concepts were review

- i. Ido-Osi local government area
- ii. Human trafficking
- iii. Child abuse
- iv. Child labor

v. Mass media

Ido-Osi Local Government Area

Ido-Osi is in Ekiti State, Nigeria the local government is full of rural towns and villages that cherishes education and has almost 10% of the total professors in the country, and one of the local government districts of the Ekiti state. It is very close to other local districts, Moba, Ijero, Ilejemeje and Ado. The local government comprises towns, Aaye, Ido, Usi, Ayeton, Ilogbo, Osi, Ifaki, Orin Ora, Igbole and some other small villages. The local government headquarters is hosted by Ido with the secretariat sited in between Ido town and Usi. Among her contemporary in Ekiti state, Ido-Osi has highly educated people with early sitting of churches and a primary school in Usi Ekiti just immediately a school was established in Ado-Ekiti the present state capital. Notable individuals like the former state governor (Olusegun Oni) is from Ifaki, a town in the local government.

Ido Ekiti

Ido-Ekiti is located in Ido osi local government area of Ekiti state, Nigeria. It is situated in the northern part of the state where the routes from Oyo, Osun and Kwara states respectively coverage. Ido-Ekiti is the headquarters of Ido/ Osi local council; it is bounded in the east by Ipere and Iludun, in the south by Igbole and Ifinssin axis and in the North and North West by Osi and Ilogbo-Ekiti.

In the pre-local government reforms in Nigeria in 1876 Ido district was made up of ten town and villages with Olojudo as the paramount ruler “Ido Mewa” meaning a “country” with ten settlements emerged from the aforementioned sole authority of Olojedo.

In the beinnin six potential hunters left Ile-Ife for Ido Ekiti about the middle of fifteenth century. These hunters were bold and courage's. Oral traditions did not reveal their initial names was made their leaders.

The head of the five hunters was later christened as Odemorun. It could now be inferred the Odemomu was the founder o Ido after proper settlement and interaction with small villages. The settlement was organized by the violent incursion of Ikere people against Ido. The letter was attacked, defeated and was captured almost half of the peoples population.

Various and notable kings were installed and reigned in Ido. These include;

abakota, elekere, oluaran, ogbolo i,ogbolo ii, akangbiarin, ajiboyede, abatagunwa , ojogboaye, okeoro, oyiyo, adefi, olayisade i, adejowon , olayisade ii, ajiboyede iii, the incumbent, till date.

2.2.1 The Concept of Human Trafficking

Human trafficking is the trade in human, most commonly for the purpose of sexual, slavery, forced labor or commercial sexual exploitation for the trafficker or others, or for the extraction of organs or tissues including surrogacy and or removal, or for providing a spouse in the context of forced marriage.

Human trafficking can occur within a country or trans-nationally human trafficking is a crime against the person because of the violation of the victim's rights of movement through coercion and because of their commercial exploitation. Human trafficking is the trade in people and does not necessarily involves the movement of the person from one place to another. Human trafficking represents an estimated 31.6 billion of international trade per annum in 2010. Human trafficking is thought to be one of the fastest growing activities of trans-national or criminal

organization. Human trafficking is condemned as a violation of rights by international conventions.

According to the national agency for the prohibition of human trafficking in 2003 defines trafficking “as including all acts and attempted acts involved in the recruitment, transportation within or across Nigeria borders, purchases, sale, transfer, receipt as harboring of a person involving the use of deception, concern or debt bondage for the purpose of placing or holding the person whether for or not involuntary servitude (domestic, sexual or reproductive) in forced or bonded labor or in slave like condition. In 1994, the general assembly of the United Nations Organization defined trafficking as illicit and clandestine movement of persons across national and international borders largely from developing countries and some countries in transition with the goal forcing women and girl, children into sexual or economically oppressive and exploitative situation for the profit of recruiters, traffickers, crime syndicates as well as other illegal activities related to trafficking such as forced domestic labor. Article three (a) of the international labor organization (ILO) recognizes human trafficking as one of the worst forms of human labor, child trafficking as defined as all forms of slavery, such as sale and trafficking of children debt bondage and selfdom of children for the used of armed conflicts (UNICEF 2002).

History of Trafficking

There are several arguments about when human trafficking could have started. Some say that the slave trade in which Africans were captured by slave trade and shipped across the Atlantic to the Americas was the first human trafficking. Others argue that the forced labor of children during the 1700s was the real beginning of human trafficking.

Human trafficking for sexual purposes was first legally recognized by the term “white slavery” According to Kristina Kangaspunta” the executive officer of the Applied Research

program of the UNICRI branch of the United Nations, “white slavery’s obtaining of a white woman or girl (kangaspunta) has also argued that international governments began to discuss “white slavery” after the trans Atlantic slave trade was made illegal.

Human Trafficking Internationally

While human trafficking is internationally recognized and there have been many international laws passed against it, it is still very serious issue around the world. According to a report given in 2004 by the Vs department of state 600,000 to 800,000 people are trafficked across the international borders every year and more people are trafficked within their home countries (Cree, 2008).

Human trafficking currently still use methods for obtaining their victims that are similar to the methods that were seen the League of Nations 1923 study. According to Linda Woolf a professor of psychology at Webster University the methods include coercion which include promises of a job are sold to traffickers by their own parents (Woolf).

Types of Human Trafficking

According to Anukan (1986): identifies two types of human trafficking, they are:

1. Sex trafficking
2. Labor trafficking

SEX TRAFFICKING: Occur when a person is made to perform commercial sexual acts when a person made to perform commercial sexual acts is under the age of 18. Examples of sex trafficking include forced prostitution of adults any type of child prostitution, trafficking for forced marriage and so on.

LABOR TRAFFICKING: It involves recruiting, transporting, harboring providing or purchasing a person for labor or services through the use of force, fraud or coercion. Examples include forced labor on American farms under valence. Note that labor trafficking can happen in any industry including agriculture, manufacturing, restaurant work, construction, fishing, mining, custodian work, and many more.

The Causes of Trafficking

Traffickers prey on people with promises of higher income to improve economic situations support parent and families in villages, and escape wars and conflicts.

Women and children are the key target group because of their marginalization in many societies and their limited economic resources. Other key target groups are:

- (i) People from impoverished and low income household.
- (ii) Ethnic minorities' indigenous people, hill tribes, refugees and illegal migrants.
- (iii) People with low level of education
- (iv) Young girls running away from home.

Trafficking Techniques

- i. **Local Contacts:** Trafficker enlists the help of local persons and villagers to identify vulnerable families.
- ii. **Direct Sale:** Women and children are sold to traffickers by parents or other family members.

- iii. **Deceit:** Unscrupulous agents deceive parents and lure women and girls with false promises of well paid work in cities or marriage to rich husbands.
- iv. **Debt bondage:** Traffickers provide economic incentives and financial loans to parents who bind their children into sex slavery or other exploitative forms of labor. Debt terms are often ill-defined.

2.2.2 The Concept of Child Abuse

A child means every human being below the age of 18 years. The “word” child is also defined different in different cultures and the definition may not be based on the age (world Health Organization). The Oxford Advanced learners Dictionary (New 7th edition) defines child abuse as the crime of harming a child in a physical sexual, or emotional way. The centre disease control (CDC) defines child abuse as the physical sexual or emotional maltreatment or neglect of a child. The organization also listed four major categories of child abuse which include physical abuse, sexual abuse, neglect of child or child neglect and emotional abuse.

Physical Abuse

Physical abuses is any non accidental injury to a child such as hitting, kicking slapping, shaking burning being, through and paddling, it comes in numerous degrees and firms. Uzoeze (2005) asserts that one of the most extreme forms of physical abuses is the murder of infants, Calvert (1993) opines that physical abuse is characterized by physical injury, for example bruise and feature resulting from punching, kicking, birthing etc.

Sexual Abuse

Sexual abuse is a form of child abuse which an adult or older adolescent abuses a child for sexual stimulation. It act aimed towards the physical gratification or the financial profit of the person

community the act. Platt (2002) observes that thousands of children are sexually abused daily. Globally sexual abuse is seen as the worst kind of gender based violence.

Child Neglect

Child neglect is generally defined as an act of commission of children, specially the failure of parent or person legally responsible for child welfare to provide for his/her basic needs and proper level of care with medical attention or supervision.

According to Uzoeze (2005) child neglect could jeopardize the Childs physical intellectual or emotional development. Opera (2001) confirms that in Nigeria hundreds of children is seen selling varies of things ranging from groundnuts to vegetable oil when they should have been at school learning. Opera on the following reasons why children works:

- i. Poverty
- ii. Family tradition
- iii. Parental wish
- iv. Home condition and,
- v. Migration of children from rural to urban areas in search of work etc.

2.2.3. The Concept of Child Labor

Child labor is defined as any behavior directed towards a child by the parents guardians and other family members or another adult that endanger a child physical or emotional development.

Child labor generally refers to any economic activities performed by a person under the age of 15 (international labor organization 1999).

Child labor therefore relates to the following:

- (1) Prostitution
- (2) Domestic work

(3) Agricultural labor

Wikipedia (2009) defines prostitution as the act of reengaging in sex act for hire, prostitution of children refers to children having sexual intercourse for money.

Domestic labor refers to a situation where people performs domestic task in the home of the third party employer. Such jobs are more often than not taken by people from economically backgrounds where child domestic labor is exploitative and include trafficking slavery or practices similar to slavery or work.

Agricultural labor refers to physical work in farms the employment of child regular and sustained labor in farms is a common phenomenon in the African continent.

Owasanoye (2005) views agricultural activities as potentially destabilizing to the children engaged in it as it causes them to be taken out of school during the planting or harvesting seasons. Herding of cattle forcing them to be moved from one place to another unable to settle down in a formal school environment in spite of the nomadic education system. According to UNICEF in Babar (2003), estimated 2000 children are trafficked in West and central African each year to work on cocoa plantations and in other types of harsh agricultural work where children from those countries would not be used.

2.2.4 The Concept of Mass Media

Mass media are channels of communication that involve transmitting of information in some way shape or form to large numbers of people. They include broadcast media and print media.

According to Robert (1995) the mass media can be used to present one section of community to another in order to correct mis-information malediction. It can be used to reduce

an ignorance of another way of life. In the view of Merfix (1990) “the mass media can contribute to people awareness of potentialities, dissatisfaction and collective power among people.

Mass media encourage and ginger people to achieve their goals or the goals of the society by promoting such goals in the media and stimulating the aspirations and activities of the people towards achieving such goals (Okun 1999 pp. 17.7). Thousands of children stayed glued to the television set or hours every day and television itself is powerful and can run public reputation. Hurblock (1998) classified mass media to include books, newspaper, magazines, movies, internet and the explosion of digital communication technology in the 20th and 21st century. In his opinion Mc Qvaiei classified the popular mass media as:

- (i) Print pamphlet newspaper (15th century)
- (ii) Recoding tapes, CD, DVD (19th century)
- (iii) Concern – It started from about 1900
- (iv) Radio – it started from about 1910
- (v) Radio – It started from about 1950
- (vi) Internet – It started in 1990

Almost everyone gets his or her information about world, national and local affairs from the mass media. This fact gives both print and broadcast journalism important functions that include influencing public opinion, determining the political agenda, providing a link between the government watchdog, and affecting socialization.

Public Opinion

The mass media not only report the results of public opinion surveys conducted by outside organizations but also increasingly incorporate their own polls into their news coverage. More important newspapers and television help shape public opinion as well. Research has shown that the positions Americans take on critical issues are influenced by the media, especially when the media air divergent views and provide in-depth analysis.

Political Agenda

The term political agenda is broader in scope than the term public opinion, and it refers to the issues Americans think are the most important and that government needs to address. A person's perception of such matters as crime, civil rights, the economy, immigration, and welfare are affected by the manner and extent of media coverage.

Link between the Government and the people

The mass media is the vehicle through which the government informs, explains and tries to win support for its programmes and policies.

Government Watchdog

For muckraking early in the country to today's investigative reporting, an important function of the mass media is to bring to the attention of the people evidence of competition, abuse of power, and ineffective policies and programmes.

Socialization

The mass media, most significantly through its news, reporting, and analysis, affects what and how we learn about politics, and our own political views. Along with family, schools and religious organizations, television also becomes part of the process by which people learn society's values and come to understand what society expects from them. In this regard, the

impact comes primarily from entertainment programming. Television's portrayal of minorities and the place of religion in Nigeria life is considered to be a powerful influence on our attitudes.

Functions of Mass Media

We know that mass communication is a process of disseminating messages to the large number of audiences through some forms of technology. Some forms of technology, were refers, to the mass media.

Mass media are the means of public communication reaching to the large, scattered, heterogeneous and anonymous audience at the same time. Mass media have been a boon to human society. Nothing has influenced the lives of modern men as the mass media have.

Mass media are the powerful means that do not only influence to day's world but also shape the globe of tomorrow. In this case, mass media performs essential task in order to cast its effect to the audience and maintain the society. Many scholars have argued difference functions of mass media. Even so, we can classify the functions of mass media into two categories, general functions and specific functions.

Under the general functions of mass media, following points are incorporated.

- 1) **Information:** Dissemination of information is the major function of mass media. Since information is knowledge and knowledge is power, media offer authentic and timey facts and opinions about various event and situations to mass audience as informative items. Information provided by mass media can be opinionated, objective, subjective, primary and secondary. Informative functions of mass media also lets the audience to know about the happening around them and come to the truth. Media disseminates information mostly through news broadcast on radio TV, as well as columns of the newspaper or magazines. Moreover, advertisements are also mainly for information purpose.

2). **Education:** Media provide education and information side by side, it provides education in different subjects to people of all levels they try to educate people directly or indirectly using different forms of contents. Distance education program, for examples is a direct approach. Dramas, documentaries, interviews, features stories and many other programs are prepared to educate people indirectly. Especially in the developing country, mass media is used as effective tools for mass awareness.

3) **Entertainment:** The other important functions of mass media is the entertainment. It is also view as the most obvious function of media. Actually entertainment is a kind of performance that provides pleasure for people. Mass media fulfill this function by providing amusement and assist in reducing tension to large audience.

Newspaper and magazines, radio, television and online medium offer stories, films, serials, and comics to entertain their audience. Sports, news, film review, columns, on art and fashion are other instances, it makes audience recreational and leisure time more enjoyable.

4) **Persuasion:** It is another function of the mass media. Persuasion involves making influence on others mind. Mass media influence audience in varieties of ways. Media content build opinions and set agenda in the public mind. It influence votes, changes attitudes and moderates behavior. Using editorials, articles, commentaries and among others, mass media persuades audience. However, all audience are not known about it. Many of them become influenced or maturated unknowingly towards it.

5) **Surveillance:** Surveillance denotes observation. There observation means to watch the society closely. The function of mass media is to observe the society closely and continuously and warn about threatening actions to the mass audience that are likely to happen in future in order to decrease the possible loss.

6) **Interpretation:** The mass media do not supply just facts and data but also explanation and interpretation of events and situations. Media offer various explanations correlating and interpreting information to make reality dear, unlike normal reporting, interpretation functions provide knowledge. News analysis, commentaries, editorials, and columns are some examples of interpretative contents.

7) **Linkage:** The function of mass media is to join together different elements of society that are not directly connected for instance: mass advertising attempts to link the needs of buyers with the products of sellers. Similarly by broadcasting news of those suffered from the disease or natural disasters, media can provide the collected amount to the victims. In this way, media become bridge between different groups who may or may not have direct connection.

8) **Socialization:** Socialization is the transmission of culture. Media are the inflections of society, they socialize people, especially children and new-comers socialization is a process by which people are made to behave in ways that are acceptable in their culture or society. Through this process we learn how to become a member of our society or human society in greater sense.

2.3 Review of Related Studies

In order to a place this study within the contest of earlier researches conducted by scholars. I will be reviewing the works of:

2.3.1 Ojugo W. (2002), Article three (a) of the international organization (ILO)

2.3.2 Reef (2005) human trafficking under the ALMAJIRI system.

2.3.1 Ojugo W. (2002) Article three (a) of the International Labor Organization (ILO)

The article recognizes human trafficking as one of the worst forms of human labor. It defines human trafficking as one of the worst forms of slavery, or practices similar to slavery. Such as the sale and trafficking of human being, debt bondage and serfdom and forced or compulsory recruitment of human being for use of armed conflicts. According to the study, the International Labor Organization (ILO) convention No 182 protects human being from abuse and exploitation.

This notwithstanding some millions of people aged 5-17 years are believed to be engaged in the worst form of human labor in the ratios of one person in every worldwide. The study posits that human beings are been used as sex slaves. Moreover observations in the study also shows the federal government concern about the oblivious effect of human labor and human trafficking which is well known and is translated into the passing of human rights acts, 2003 and trafficking in person (prohibition) Law Enforcement Administrative Act, 2003 (otherwise called NAPCIP ACT).

In order to protect the right of human, the study points out that the United Nations General Assembly on the 20th of November, 1999 in Resolution 1386 (XIV) “proclaims the rights of the child so that children may have a happy childhood and injury the benefits of their society. The rights and freedom herein, set forth and called upon parents, men and women as individuals and upon voluntary organizations. Local authorities and national government to recognized those rights and strive for their observance by legislative and other measures.

Unlike the present study the reviewed study failed to look at the major causes of human trafficking in Nigeria and why children engage in hawking. The present study further proffered possible solutions to the causes of human trafficking and how it could be avoided.

2.3.2 Reef (2005) human trafficking under the ALMAJIRI SYSTEM

Reef identified ignorance as major causes in human trafficking under the ALMAJIRI system of education which is also popularly referred to as the CSANGAYA SYSTEM. According to Reef the system affords people of reciting the holy a Koran and acquiring knowledge of the Koran in influencing religious obligation. According to Reef over 10 million of Nigerian children are estimated to be in the ALMAYIRI system, most of them in the northern part if the country. The children are at the risk of being trafficked for begging, stealing, domestic work and prostitution.

Earlier in 2003, the widely circulated natural daily\, the PNCH reported the discovery of the 7 slaves colonies in Ogun and Osun states where 400 children between the ages of 4 and 13 years were trafficked and treated 13 years were trafficked and treated in dehumanizing conditions, 13 of the children were reported to have died within 3 months of them being smuggled to Nigeria from Benin Republic.

The lack of conviction of the trafficker by NAPUP has been identified as a reason why human trafficking is sustained in Nigeria. Furthermore, it has been noted that government officials particularly the police immigration and boarders officials facilitated the trafficking of human beings with no dissemble commitment. It was also noted that consequences adjustment programme featuring inflation, depreciation of the Naira low installed capacity performance of industries retrenchment, unemployment, under employment have been the main causes of the rapid growth and indeed the preponderance of informal sector activities which include such activities as drug and human trafficking and prostitution the discovery by the Nigerian police force of the trafficking of 67 children in the editorial of THE TRIBUNE (2005) titled child trafficking that wont stop. The paper remarked that there is one crucial lesson to be drawn from the recent discovery of 67 persons being trafficked down to Lagos ma refrigerated containers, from Mokwa in Niger state. The fight to stop the menace of human trafficking may be beyond

the graps of the effort of NAPTIP, WOTCLE, IDIA, and RENAISSANCE. The paper fingered poverty, ignorance greed and bad governance as cause of human trafficking in person. It urged the government to address the situation on urgently.

In its synthetic report on trafficking in 9 West African countries the (ILO) 2001 indicated that in 1996, 4000 children, were trafficked from Cross River State, on various pat of Nigeria to other countries, officially 157 case of persons trafficked were recorded by the police in 1987, 240 cases in 1988, 95 cases in 1989, 204 in 1990 and 174 in 1991. The study also reported that 500 Nigerian girl were practising prostitution in different part of West African, different report from different studies had their own number of girls and countries.

The report also surveyed the general characteristics of each country and noted in particular using available statistics that countries that had wide spread poverty, low education levels and high fertility rates tended to be those from which human were trafficked while that one less populated and more developed were the countries to which human beings are sent.

Evidence from studies indicate that trafficking in person is influenced and probably population growth decaling standard of living result from the economic crisis, in sufficient public investments in essential economic and social services especially education, unemployment; war and civil strife that has displaced millions of people the breakdown of family structures and an increase in female-headed household and the HIV/AIDS pandemic that have turned thousands of person into heads of households.

A situation assessment of human trafficking in eleven western Nigeria states, the study was sponsored by Ekiti state Radio campaign on human trafficking. The main objectives of the study was to determine the magnitude, scope and pattern of human trafficking, it provided us with insight into human trafficking and its manifestation in Nigeria contexts. Among those were:

1. That human trafficking is a reality in all eleven states of the study, movement were reported within and across states and from certain states to other counties.
2. There were “push” “pull” and facilitating factors in the trafficking of human beings, this constitutes the root causes of human trafficking.
3. The different denials, violations and abuse of the rights of the victim were highlighted.

The major studies which are relevant for the review of the present studies are:

1. Trafficking of children: The problem and responses world wide {Boanpala and Kane 2001}
2. Combating Trafficking in children for labor exploitation in West and central Africa synthesis Report {ILO/IPE 2000}.
3. Child trafficking in Nigeria: Analysis of Nigeria’s Response to the libre ville platform of Action CVNCEF, 2000).
4. Situation Assessment of child trafficking: In eleven Southern Nigerian states. Ariti children trafficking Network project in Nigeria (NAPTIC/UNICEF)
5. Trafficking in Girls: Report of a study in Akwa- Ibon and Cross River State of Nigeria Girls power initiative (2002).
6. Measures to combat trafficking in human being in Ekiti Nigeria and Benin Republic (UILODC; 2004).
7. First Pan: African Conference in human trafficking in Africa Abuja (WOTCLEF 2001)
8. Base line studies on forced labour and trafficking in persons in persons in cross River, Kano, Kwara and Lagos (JIOPANA, 2005).

Evidence from recent studies indicate that trafficking in person is influenced and probably sustained by such factors as ignorance, population growth, declining standards of living

result from the economic crisis insufficient public investments in essential economic and social services especially education; unemployment; war and civil strife that has displaced millions of people; the breakdown of families structures and an increase in female headed household and the HIV/AIDS pandemic that have turned thousand of children into heads of household.

The feminization of poverty and discrimination by gender, age ethnicity or vulnerable and marginalized groups tend to end up being trafficked.

Probably, the most comprehensive study on child trafficking to date in Nigeria is the Anti-child trafficking network project. A situation assessment of child trafficking in eleven southern Nigerian state, the study was sponsored by UNICEF and revolutionary and provided us with insight into trafficking in persons and its manifestation in Nigeria contexts. Among those were:

1. That child trafficking is a reality in Ekiti state of the study movement was reported within and across states and from certain states to other countries.
2. There were push “pull” and facilitating factors in the trafficking of children-these constitute the root causes of trafficking.
3. Some of the major routes of trafficking were identified.
4. The different denials, violations and abuse of the right of the victims were highlighted.

Another study entitled trafficking in girls in Ekiti State and Ondo State of Nigeria was undertaken by girls power initiative (GPI) in 2002 closing a descriptive research design. The study sought to identify why girls were particularly vulnerable identify the mode of trafficking and analysis required structures and services to empower girls to resist trafficking Focused

Group Discussion (FGD), in-depth Interview (IN) and library Research (LR) were the methods used to collect data from Ido-Osi local government areas council.

In general, poverty, unemployment, the urge to make quick money ignorance and poor background were reasons given by the respondents as sustaining trafficking, the study identified certain peculiarities about trafficking in the two endemics states.

From the limited review of this literature, it is clear that there are different perceptions which the public holds about human trafficking other deduction which can be made from the review are that human trafficking is sustained because:

1. The government is apparently not doing enough in terms of committing sufficient resources of funds to its eradication.
2. The ignorance of both the trafficked and their parent, including poverty, greed and corruption of officials expected to be gate keepers of human trafficking in persons still persist.
3. Not much research has been commissioned to understand the complex nature and mechanism of human trafficking including the personal profile of traffickers.
4. Connection of trafficker by the law counts has apparently not matched public expectations and resources assumed to have gone into fighting the scourge Policy makers especially as the grassroots are still ignorant and apparently incentive to the impacts of human trafficking on their people.

2.4 Theoretical Frame Work.

The theory used for this study is Agenda setting theory. Agenda setting theory was propounded in 1972, by Mc Combs and Shaw. The theory describes the very powerful influence of the

media, which is the media ability to tell us what issues are important in the society and what person is important in the society. These issues and individual who the media choose to publicize become the issue and individual we talk about.

According to Mc Combs and Shaw-media judge as important what the media judge as important. By implication media help people to determine what is important in public discourse. The theory and the study both emphasized on the influence of the media on audience, which is the media ability to tell us what issue may be human trafficking, child abuse that affects the society most especially children and women. The media therefore proffered solution to such issue by organizing programmes relating to human trafficking and child abuse in order to reduce the incidence of such act.

2.5 Summary

This chapter reviews the concept of human trafficking, child labor, child abuse and mass media, it also had a review of related studies. The agenda setting theory and social learning theory formed the theoretical base for the study. The relevance of the theories was clearly stated. From the clear and limited review of literature it is clear that there are different perceptions which the public hold about human trafficking, other deductions which can be made from the review are that human trafficking is sustained because:

1. Governments are not totally funding the eradication of the act.
2. The ignorance of both the trafficked and their parents, including poverty, greed and corruption of officials expected to be gatekeeper.
3. Not much research has been commissioned to understand the complex nature and mechanism of human trafficking

4. Policy maker especially the grassroots are still ignorance and insensitive to the impacts of human trafficking.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Methodology

In this study, the survey research method was adopted as the scientific approach in the study. Survey research was found to be the most appropriate for this particular study survey research as a research technique used to obtain data, requires either intermeeting the respondents or providing them with self administered questionnaire.

3.2 Research Design

The design used for this study is survey research design. According to (Berger) 2000, pg 187). Survey is a research method, which involved the researcher using it to get information about certain groups of people who are representative of some larger group of people of interest to them

3.3 Population of Study

The population of this study is 107,000 gotten from the 2006 Nigerian census; a population is the aggregate of all the cases that conform with some designated set of specifications. Nwosu (2006, pg 49) views population as the total number of elements within the given environment which a researcher is set to survey.

3.4 Sampling Technique and Sample Size

The sample size for this study is 400, gotten from the Taro Yamen formular. A sample is a representative of the whole population according to Osoala (1982), sampling is taken to be any proportion of a population or universe, again Ogili (2005) defines sample as the actual number of or part of study population that is objectively selected for the purpose sampling is necessary because the entire population cannot be studied as it may be large and cannot be controlled.

Sampling technique refers to the statistical method used to arrive at a sample size or at a good representation of the population. The sampling technique adopted for this study is systematic random sampling. Out of one hundred and seven thousand populations (107,000), a sample size of 400 was gotten through the Taro Yamen formular which is

$$\frac{N}{1 + (N)(e)^2}$$

Where N = population

e = level of error (0.05)

$$n = \frac{107,000}{1 + 107,000 (0.0025)}$$

$$n = \frac{107,000}{267.502}$$

n = 399.99

n = 400

3.5 Instrument of Data Collection

The instrument used in collection of data in this study is the questionnaire. According to Ogili (2005), a questionnaire is a composition of list of questions relating to the aim or objective of the study and the hypothesis to which the respondents answers by writing down his responses.

The questionnaire is made up of items, which were carefully constructed to efficiently measure the variables on the research hypothesis. The questionnaire was divided into sections this consists of personal or demographic data of the respondents and the major variables of the research study.

Questions 1–5 answered demographic data. Question 6–7 answered demographic data question 6–17 answered the research questions.

3.6 Validity of Data Gathering Instrument

Questionnaire was the valid instrument for the study. The survey questionnaire was rightly structure to measure the independence and dependent variables identified in the research question was brief and direct for easy responses allowing roughly thirty (30) seconds for each question. The questionnaire theoretically took about two minute to complete.

3.7 Reliability of Instrument

For the purpose of this study, the pre-test and the test method were used to test reliability of the data collectively. This entails giving same questions on the same respondent after an

internal of one or two weeks. Respondents were identified in the institution and the same set of questionnaire was served to them again. The first set of the questions were marked “Y”, while the second “X” the correlation between these two answers were determined by using person coefficient correlation to arrive at the degree of liability of two set answers from the selections.

3.8 Method of Data Collection

Data was collected by administering some copies of questionnaire administered by the researcher to respondent face to face

3.9 Method of Data Analysis

Data collected were analyzed using frequency tables and percentages. These statistical tools were used because they were suitable means of breaking down and analyzing the generated data. The testing of hypothesis was done using the chi-square. Chi square is a non parametric test that is used when the data were in the form of frequency counts. Chi-square (χ^2) formula is presented below as;

$$X^2 = \sum \frac{(o - e)^2}{e}$$

Where X^2 = chi square

\sum = Summation

o = Observed frequency

e = Expected frequency

CHAPTER FOUR

4.1 DATA PRESENTATION AND ANALYSIS

This chapter is concerned with presentation and analysis of data collection from the use of questionnaire, using simple percentage and frequency tabular presentation for clarity and easy understanding.

Out of 400 questionnaires distributed 332 was retrieved

Analysis of Demography Data

Question One

Age of Respondent.

Table 1

Response	Frequency	Percentage
10-18yrs	127	38.3%
19-35yrs	104	31.3%
36-66yrs & above	101	30.4%
Total	332	100%

Out of 332 respondent, the table above shows that 127 out of the respondent which is between age 10 – 18yrs is 38.3%, age 19-35yrs is 31.3% and 36 -65yrs and above is 30.4%.

Question two

Sex of the respondent

Table 2

Response	Frequency	Percentage
Male	112	33.74%
Female	220	66.26%
Total	332	100%

Out of 332 respondents, the table above shows that 112 of the respondent which is 33.74% are male, and 220 people represent 66.26% are female.

Question Three

Marital Status

Table 3

Response	Frequency	Percentage
Single	100	30.1%
Married	231	69.6%
Divorced	1	0.3%
Total	332	100%

Out of 332 respondents, the table above shows that 100 of the respondent which is 30.1% are single, 231 of the respondent which is 69.6% are married and 1 of the respondent which is 0.3% are divorced.

Question Four

Occupation

Table 4

Response	Frequency	Percentage
Trading	230	69.28%
Student	-	0%
Lecturing	102	30.72%
Total	332	100%

Out of 332 respondents, the table above shows that 230 of the respondent which is 69.28% are traders, 0 of the respondent which is 0% are student, and 102 of the respondents which is 30.72% are lecturers.

Question Five

Educational Qualification

Table 5

Response	Frequency	Percentage
HND/BSC	22	6.6%
OND	310	93%
WASCE/GCE	0	0%
Total	332	100%

Out of 332 respondents, the table above shows that 22 out of the respondents which is 6.6% has HND/BSC, 310 out of the respondents which is 93.4% has OND, 0 out of the respondents which is 0 has 0%.

Question Six

Have you heard of human trafficking?

Table 6

Response	Frequency	Percentage
Yes	332	100%
No	0	0%
Total	332	100%

Out of 332 respondents, the table above shows that 332 out of the respondents which is 100% have heard of human trafficking, 0 out of the respondents which is 0% has not heard of human trafficking.

Question Seven

Who are those mostly affected by human trafficking?

Table 7

Response	Frequency	Percentage
Women	150	45.2%
Men	70	21.1%
Children	112	33.7%
Total	332	100%

Out of 332 respondents, the table above shows that 150 out of the respondent which is 45.2% are women, 70 of the respondents which is 21.1% are men, 112 of the respondents which is 33.7% are children.

Question Eight

What categories of people are mostly affected by human trafficking?

Table 8

Response	Frequency	Percentage
Uninformed	52	15.7%
Greedy people	95	28.6%
Uneducated people	64	19.3%
Less privilege	121	36.4%
Total	332	100%

From the 332 respondents, 52 people representing 15.7% of the population ticked "uninformed people", 95 people representing 28.6% of the population ticked "greedy people", 64 people representing 19.3% of the population ticked "undecided people" while 121 people representing 36.47% of the population ticked "less privileged".

Question Nine

Do you agree that prostitution is the only reason why persons are trafficking?

Table 9

Response	Frequency	Percentage
Strongly agree	80	24.1%
Agree	75	22.6%
Strongly disagree	67	20.2%
No opinion	40	12.0%
Total	332	100%

From the 332, 80 people representing 24.1% of the population ticked “strongly agree”, 75 people representing 22.6% of the population ticked “Agree”, 70 people representing 20.2% of the population ticked “strongly disagree”, 70 people representing 21.1% of the population ticked “Disagree while 40 people representing 12.0% of the population ticked “No opinion”.

Question Ten

How often do you hear campaign pertaining to human trafficking on Ekiti State Radio?

Table 10

Response	Frequency	Percentage
Very often	201	60.5%
Occasionally	31	9.3%
Seldomly	100	30.2%
Total	332	100%

From the 332 respondents, 201 people representing 60.5% of the population ticked “very often”, 31 people representing 9.3% of the population ticked “occasionally” while 100 people representing 30.2 of the population ticked “seldomly”.

Question Eleven

Does the campaign help to reduce the rate of human trafficking?

Table11

Response	Frequency	Percentage
Yes	181	54.5%
No	151	45.5%
Total	332	100%

From the 332 respondents, 181 people representing 54.5% of the population ticked “Yes” while 151 people representing 45.5% of the population ticked “No”

Question Twelve

Do you agree that this campaign on Ekiti State Radio influence and educate the people of Ido-Osi community on the harmful effect of human trafficking

Table 12

Response	Frequency	Percentage
Strongly agree	71	21.4%
Agree	65	19.6%
Disagree	56	16.8%
Strongly disagree	80	24.1%
No opinion	60	60
Total	332	100%

From the 332 respondents, 71 people representing 21.4% of the population ticked “strongly agree”, 65 people representing 19.6% of the population ticked “agree”, 56 people representing 16.8% ticked “disagree”, 80 people representing 24.1% ticked strongly disagree while 60 people representing 18.1% of the population ticked “no opinion”.

Question Thirteen

Are the victims of human trafficking aware of the risk associated with the act?

Table13

Response	Frequency	Percentage
Yes	272	81.9%
No	60	18.1%
Total	332	100%

From the 332 respondents, 272 people representing 81.9% of the population ticked “Yes” while 60 people representing 18.1% of the population ticked “No”.

Question Fourteen

Do you think ignorance and illiteracy is a factor that sustains human trafficking

Table 14

Response	Frequency	Percentage
Yes	299	90.1%
No	33	9.9%
Total	332	100%

From the 332 respondents, 299 people representing 90.1% of the population ticked “Yes”, which 33 people representing 9.9% of the population ticked “No”.

Question Fifteen

Poverty is the major cause of human trafficking, true or False?

Table 15

Response	Frequency	Percentage
True	250	75.3%
False	82	24.7%
Total	332	100%

From the 332 respondents, 250 people representing 75.3% of the population ticked “true”, while 82 people representing 24.7% of the population ticked “false”.

Question Sixteen

It is said that ignorance, greed, laziness, all of the above, sustains human trafficking, do you agree?

Table 16

Response	Frequency	Percentage
Strongly agree	93	28.0%
Agree	78	23.4%
Strongly disagree	61	18.4%
Disagree	50	51.1%
No opinion	50	15.1%
Total	332	100%

From the 332 respondents, 93 people representing 28.0% of the population ticked “strongly agree”, 78 people representing 23.4% of the population ticked “agree”, 61 people representing 18.4% of the population ticked “strongly disagree”, 50 people representing 15.1% of the population ticked “Disagree” while 50 people representing 15.1% of the population ticked “No opinion”.

Question Seventeen

Which is the legal body for fighting human trafficking in Ido Community of Ido-Osi Local Government Area?

Table 17

Response	Frequency	Percentage
Ekiti State Radio	97	29.2%
NAPTIP	100	30.1%
UNICEF	0	0%
ILO	135	40.6%
Total	332	100%

From the 332 respondents, 97 people representing 29.2% of the population ticked “Etiti state Radio”, 100 people representing 30.1% of the population ticked “NAPCIP”, 0 people representing 0% of the population ticked “UNICEF” while 135 people representing 40.6% of the population ticked “ILO”

4.2 Testing Of Hypothesis

The researcher tested hypothesis formulated in the chapter one of this study, hence it has to been brought back and worked on in this chapter, so as to ensure validity of the study, Chi square goodness of fit test was used in testing hypothesis.

According to Wikipedia, Chi-square also referred to as chi-square test or X^2 test is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, it is further formulated as

$$X^2 = \sum \frac{(O-E)^2}{E}$$

When O = Observed frequency

E = Expected frequency

\sum = Summation

Decision Rule

Accept alternative hypothesis (H_1) when calculated value is greater than the table value and rejects the alternative hypothesis when the table value is greater than the calculated value.

Hypothesis 1

H_1 : Victims of human trafficking are aware of the risk associated with the act.

H_0 : Victims of human trafficking are not aware of the risk associated with the act

This hypothesis is related to question No. 13: Are the victims of human trafficking aware of the risk associated with the act?

Table 13

Response	Frequency	Percentage
Yes	272	81.90%
No	60	18.1%
Total	332	100%

Response	O	E	O-E	O-E²	$\frac{O-E^2}{E}$
Yes	272	166	106	11236	69.68
No	60	166	-106	-11236	69.68
Total	332				139.36

The calculated value

$$X^2 = 139.36,$$

$$P = 0.05$$

Expected frequency

$$= \frac{\text{Total observed}}{\text{Categories}} = \frac{332}{2} = 166$$

Degree of freedom = $n - 1$

$$2 - 1 = 1$$

$$X^2 = \text{critical value} = 3.841$$

Decision

The calculated values of X^2 which is equal to 139.36 is greater than the tabular value of X^2 which is equal to 3.841 “therefore we accept the alternative hypothesis H_i , which states that victims of human trafficking are aware of the risk associated with the act, and reject H_o (null hypothesis) which states that victims of human trafficking are not aware of the risk associated with the act.

Hypothesis II

H_2 : Poverty is the major cause of human trafficking.

H_0 : Poverty is not the major cause of human trafficking

This hypothesis is related to question No. 15: Poverty is the major cause of human trafficking, true or false?

Table 15

	Response	Frequency	Percentage			
	True	250	75.3%			
	False	82	24.7%			
	Total	332	100%			

Variable	O	E	O-E	$O-E^2$	$\frac{O-E^2}{E}$
True	250	166	84	7056	42.50
False	82	166	-84	7056	42.50
Total	332				85

The calculated value of

$$X^2 = 85,$$

$$P = 0.05$$

Expected frequency

$$= \frac{\text{No of responses}}{\text{No of Categories}} = \frac{332}{2} = 166$$

$$\begin{array}{l} \text{Degree of freedom} \\ n - 1 \\ 2 - 1 \end{array} = 1$$

$$X^2 = \text{Critical value} = 3.841$$

Decision

The calculated value of X^2 which equal to 85 is greater than the tabular value of X^2 which is equal to 3.841 “therefore we accept the alterative hypothesis H2, which states that poverty is the major cause of 85 is greater than the table value of 3.841.

“Therefore we accept the alternative hypothesis H_1 which states that poverty is the major cause of human trafficking, and reject H_0 . (null hypothesis) which states that poverty is not the major cause of human trafficking.

Hypothesis III

H₃: Campaign can help to reduce the rate of human trafficking

H₀: Campaign cannot help to reduce the rate of human trafficking

This hypothesis is related to question No 11:

Does this campaign help to reduce the rate of human trafficking?

Table 11

Response	Frequency	Percentage
Yes	181	54.5%
No	151	45.5%
Total	332	100%

Response	O	E	O-E	O-E ²	$\frac{O-E^2}{E}$
Yes	181	166	15	225	1.35
No	151	166	-15	225	1.35
Total	332				2.7

The calculated value

$$X^2 = 2.7$$

$$P = 0.05$$

Expected frequency

$$= \frac{\text{No of responses}}{\text{No of Categories}} = \frac{332}{2} = 166$$

$$\begin{aligned} \text{Degree of freedom} &= n - 1 \\ &= 2 - 1 = 1 \end{aligned}$$

$$X^2 = \text{Critical value} = 3.841$$

Decision

The calculated value of X^2 which is equal to 2.7 is lesser than tabular value of X^2 which is equal 3.841 “therefore we cannot accept the alternative hypothesis H_3 which states campaign can help

to reduce the rate of human trafficking, and accept the null hypothesis H_0 which states that campaign cannot help to reduce the rate of human trafficking.

In this section, the hypothesis tested from the survey on “Impact of Ekiti state Radio campaign against human trafficking in Ido community of Ido-community of Ido-Osi local government area.

The researcher was able to find out the impact of Ekiti state Radio campaign against human trafficking in Ido community in Ido Osi local government area.

In hypothesis I (H_1)

H_1 Victims of human trafficking are aware of the risk associated with the act.

As shown in 1, give the degree of freedom and 0.05 level of significance.

The calculated value of $X^2 = 139.36$ is greater than the tabular value of 3.841, thus giving to the credit that victims of human trafficking are aware of the risk associated with the act.

In hypothesis II (H_2)

H_2 Poverty is not the major cause of human trafficking

H_0 Poverty is not major cause of human trafficking

In hypothesis II was also tested positive given that the calculated value of 85 is greater than the tabular value of 3.841, thus giving credit to the fact that poverty is the major cause of human trafficking.

In hypothesis III (H_3)

H_3 Campaign can help to reduce the rate of human trafficking

H_0 Campaign cannot help to reduce the rate of human trafficking

In hypothesis III was tested negative, given that the calculated value of 2.7 is lesser than 3.841, thus giving credit to the fact this campaign cannot help to reduce the rate of human trafficking.

4.3 Discussion of Findings

In, this section, the data collected from survey on “Impact of Ekiti Radio campaign against human trafficking in Ido Community of Ido-Osi Local government area, would be discussed. The data was contained of 400 questionnaire while 332 was retrieved from the respondent. Responses to answers on the research questions would be discussed.

Research Question 8

The aim of this research questions was to find the categories of people mostly affected by human trafficking. The analysis shows that out of 332 respondents, 52 people representing 15.7% are unformed people, 95 people representing 28.6% are greedy people, 64 people representing 19.3% are uneducated people while 121 people representing 36.4% are less privileged.

Research Question II

The aim of this research question was to find out whether this campaign on Ekiti Radio help to reduce the rate of human trafficking. The analysis shows that out of 332 respondents 181 people representing 54.5% ticked “yes” that this campaign on Ekiti Radio help in reducing the rate of human trafficking, while 151 people representing 45.5% ticked “No” that this campaign on Ekiti Radio does not help in reducing the rate of human trafficking. Thus, the response rate here shows that the campaign on Ekiti radio helps in reducing the rate of human trafficking.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter deals with the summary of the research recommendations and conclusion.

5.1 Summary

This project examines the impact of Ekiti radio campaign against human trafficking in Ido Community of Ido Osi Local Government Area. The researcher formulated three research questions that helped to raise three hypotheses with validity and reliability the researcher also reviewed five different concepts with supports from books and journals. The researcher during the courses of this project applied the agenda setting theory propounded by McCombs and Shaw in the year 1974. This theory describes the powerful influence of the media which is the ability to tell us what are important in the society, such issues as human trafficking, child abuse and so on the researcher uses chi-square to test the research hypothesis with empirical and statistical support.

Findings from the study shows that Ekiti Radio campaign plays a vital role in campaigning against human trafficking in Ido community of Ido-Osi local Government area. Conclusion was drawn from the data obtained from the respondent.

5.2 Conclusion

from the out come of this study and research, the following can be deduced: that it is women and children that are mostly affected by human trafficking, and that Ekiti-state. Radio campaign helps in reducing the increasing rate of human trafficking in the state. Deduced from this study also reveals that human trafficking is as a result of ignorance, greed and mostly poverty. Those mostly affected are those who are not financially buoyant.

In a Nutshell, human trafficking according to this study remains the worst form of crime against human being living in Ido-Osi local government area, and that through the help of Ekiti state radio campaign against human trafficking this menace could be curbed.

5.3 Recommendations

Considering the importance of life, it would prudent to increase the campaign to curb the negative effects of trafficking advertising, such efforts should include a multifaceted approach with three goals:

1. The total number and amount of money spent on trafficking campaign should increase so as to spread more word on the bad effect of human trafficking.
2. Powerful educational programs and advertisements, paintings, and more realistic pictures of the impact of Ekiti radio media campaign against human trafficking should be offered.
3. Federal, state and local government authorities should significantly increase the campaign and program done pertaining to human trafficking.
4. Trafficking campaign should be strictly regulated with all content and format geared towards all levels of audience, minorities groups and the illiterates.
5. More federal, state and local findings are allocated to increase efforts that are to put an end to human trafficking especially women and children.
6. Programs on trafficking be put up in public venues, schools and event centre's which are commonly attended by youths as well as magazines and other media primarily viewed by youth.
7. Media literacy programs helping youth to better understand and result offers and promise, advertising, counter advertising campaigns illustrating the dangers of human trafficking.

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APPENDIX

Department of Mass Communication,
Faculty of Mgt. and Social Science,
Caritas University,
Amorji-Nike, Enugu.
P.M.B 01784.
Enugu State.

Dear Respondents,

I am a final year student of the department of Mass Communication with Reg. No. Mc/2010/448, faculty of Management and Social Sciences, Caritas University.

I am undertaking a research study on the topic “Impact of Ekiti State Radio Campaign on human trafficking in Ido Community of Ido Osi Local government area. You are kindly requested to answer the question appropriately.

However, all information will be used strictly for academic purposes; any information supplied by you will be treated with utmost confidence.

Thanks for your co-operation.

Yours faithfully,

Bangboye Mosope
(Project Researcher)

APPENDIX B
QUESTIONNAIRE
INTRODUCTION

Please supply the answer to the under listed questions, tick [] against the chosen option.

SECTION A
RESPONDENT DEMOGRAPHY

1. What is your age?
 - A. 10 – 18 years
 - B. 19 – 35 years
 - C. 36 – 66 years and above
2. What is your gender?
 - A. Male
 - B. Female
3. What is your martial status?
 - A. Single
 - B. Married
 - C. Divorced
4. What is your occupation?
 - A. Trading
 - B. Student
 - C. Lecturing

5. What is your educational qualification?

A. HND/BSC

B. OND

C. WASCE/GCE

SECTION B

6. Have you heard of human trafficking?

A. Woman

B. No

7. Who are those mostly affected by human trafficking?

A. Women

B. Men

C. Children

8. What categories of human beings are involved in human trafficking?

A. Uniformed people

B. Greedy people

C. Uneducated people

9. Do you agree that prostitution is the only reason why persons are trafficked?

A. Strongly agree

B. Agree

C. Disagree

D. Strongly disagree

E. No opinion

10. How often do you hear campaign pertaining to human trafficking on Ekiti State Radio?
- A. Very often
- B. Occasionally
- C. Seldom
11. Does this campaign help to reduce the rate of human trafficking?
- A. Yes
- B. No
12. Do you agree that this campaign on Ekiti Radio influences and educate the people of Ido-Osi community on the harmful effect of human trafficking?
- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree
- E. No opinion
13. Are the victims of human trafficking aware of the Risk associated with the act?
- A. Yes
- B. No
14. Do you think ignorance and illiteracy is a factor that sustains human trafficking?
- A. Yes
- B. No
15. Poverty is the major cause of human trafficking?
- A. True
- B. False

16. It is said that ignorance agreed, laziness, all of the above sustains human trafficking, do you agree?

A. Strongly agree

B. Agree

C. Disagree

D. Strongly disagree

E. No opinion

17. Which is the legal body for fighting human trafficking in Ido community of Ido Osi local government area?

A. Ekiti state Radio

B. NAPTIP

C. UNICEF

D. ILO