

**EVALUATION OF THE EFFECTIVENESS OF RADIO
ADVERTISEMENTS OF FAMILY PLANNING PROGRAMMES**

(A STUDY OF ENUGU METROPOLIS)

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Title Page

Evaluation of the Effectiveness of Radio Advertisements of Family
Planning Programmes
(A Study of Enugu Metropolis)

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Approval Page

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Dedication

This work is dedicated to God Almighty; my strength and help. And also to my parents Chief and Lolo S.C. Edeh, my siblings and my best friend who remained ever helpful.

To all my relations and friends, I remain ever grateful, thanks for being there for me.

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Abstract

This research work is aimed at evaluating the effectiveness of the radio advertisements on family planning programmes bearing in mind the impact of family planning advertisement on the radio audience. The research method used was survey method and questionnaire being the instrument. The findings got from the questionnaire shows that the people of Enugu metropolis now know where to go and get the proper family planning method of their choice. And also what family planning is all about. I hereby recommend that the Planned Parenthood Federation of Nigeria should not relent in their efforts of advocating for family planning programmes.

CHAPTER ONE

1.1 BACKGROUND OF THE STUDY

Advertising can be traced down to the origin of man. Therefore, it is a phenomenon that has been with the society for a very long time.

Although advertising is so popular, it is difficult to come up with a single and an all embracing definition. However some scholars have proffered some definitions, which will be highlighted in this study.

According to academic's dictionary of mass communication, compiled by Michael Hoffmann (2007, p.9) "Advertising is a paid, mediated, form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future".

Throwing more light on this, the dictionary of business and finance captures it as any form of paid public announcement or presentation, which is aimed at the promotion of the sake of

goods and services, or at gaining acceptance for any idea or point of view.

No wonder Okunna (2002, P.99) Jonathan E. Aliede, says in their more recent and widely accepted definition states thus that, advertising is the non - personal communication of information, usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through various media. From the above running background, it is obvious that advertising from all indication is usually the easiest means to reach the target consumer directly. Therefore, advertising enables sponsor to reach a substantial segment of their target audience through various media especially print and electronic.

But before casting our research searchlight on the effectiveness of radio advertisement as one of the media on family planning programme advertisement, it is pertinent that we focus this research search light on the history of family

planning programme because a people without a history is like a people without a past.

On the other hand, the historical development of man's desire to control his reproduction is as old as humanity. The WHO (World Health Organization) definition of family planning states that it is a way of thinking and living that is adopted voluntarily based on the knowledge, attitudes and responsible decisions by individuals and couples in order to promote health and welfare of the family group and thus; contribute effectively to the social development of the country. Egyptians as early as 1850 BC described various methods of birth control in scrolls. Aristotle, A Greek Philosopher in the 4th century B.C stated that the state's best interest would be served by keeping the population stable.

In the early history of African culture, the mother and the infant were separated from the father for prolonged periods of time following childbirths; consequently, this practice ensured a

good nutritional period for the infant and abstinence for the mother. The above underscores the fact that family planning is as old as history itself.

In 1797, Jeremy Bentham advocated birth control in England. Giving credence to what Bentham advocated for, Francis place whose dissertation, "Illustrations and proofs of the Principles of Population" published in 1882 made a remarkable impact which proposed contraception to reproduction. Subsequent theories by Thomas Malthus, an Englishman who wrote "An Essay of the Principle of population" in 1798 which stated that poverty was unavoidable because the means of production could not increase as quickly as the population also made an impact.

It is under the above influence that Dr. Aletta Jacobs, in 1881 began the first systematic work in contraception in Holland. She and her medical colleagues gave professional assistance to birth control advocates in other countries. Consequently, their

effort saw the light of the day when the first birth control clinic was opened in England by Marie Stopes and society for constructive Birth Control in 1921. Margaret Sanger in her little way in 1916 opened the first family planning clinic, which was closed down 9 days later by the authorities, who were against the consequently was imprisoned. As a result of that, she went on hunger strike for 103 hours. This led the U.S women to demonstrate and make an appeal to the government. These actions led to her release and allowed to carry on with her pioneering work in family planning.

It is from the above background that family planning is defined as; “the control of reckless breeding of children” by Planned Parenthood Federation of Nigeria (PPFN). The questions that are still begging for answer is, has the adequate awareness of family planning been made? If yes, to what extent and how has this awareness affected the life of the public in view? Consequently, the above question cannot be adequately

addressed without looking into how this awareness is done. This invites us to stand out and cast a look on how Federal Radio Corporation of Nigeria Enugu as our study carries out this awareness task and how effective has been this task? Since the past is always very important in addressing any problem for a better promising future, it is important to trace how the above named institution came into existence. For this would give us a better stand to address the issue at hand.

The FRCN was originally founded in 1933 by the British colonial government, named the Radio Diffusion Service (RDS), it allowed the public to hear the British Broadcasting Corporation's foreign radio service broadcasts in certain public locations over loudspeakers.

In April 1950, the RDS became the Nigerian Broadcasting Service and introduced ration stations in Lagos, Kaduna, Enugu, Ibadan and Kano. This service was reorganized into the Nigerian Broadcasting Corporation (NBC) on April 1, 1957 by

act of parliament. Its mission was to provide as a public service, independent and important broadcasting services. By 1962 the NBC had expanded its broadcast stations into Sokoto, Maiduguri, Ilorin, Zaria, Jos and Katsina in the North; Port Harcourt, Calabar and Onitsha in the East; and Abeokuta, Warri and Ijebu-Ode in the West. Each of these stations was considered a subsidiary station of a regional station.

The subsidiary stations broadcast local interest programs during part of the days and then relayed programming from their regional stations during the rest of the broadcast day. National programs were broadcast from two short wave transmitters and one medium wave transmitter located in Sogunle, near Lagos.

In late 1960, the Federal parliament amended the NBC Ordinance to allow the sale of commercial advertisements. The first ads ran on October 31, 1961, and were broadcast from Lagos. By 1962 regional and provincial broadcasters began

selling ads to local businesses. The goal of allowing radio advertisements was to help provide additional funding to NBC stations beyond that received from the government. The Federal parliament approved the creation of the Voice of Nigeria (VON) external shortwave service in 1961. Broadcasting began on January 1, 1961 from Lagos. Its initial operations were limited to two hours a day to West Africa, but by 1963 VON had expanded both its coverage and transmission times with the addition of five additional transmitters.

In April 1961, with financial assistance from the Ford Foundation and technical assistance from the British Broadcasting Corporation, NBC began the National School Broadcasting Service in April 1961. The NBC schools unit broadcast lessons in various school subjects for primary and secondary schools, as well as special programs for teacher training colleges. The schools unit was based in Ibadan. The NBC and the Broadcasting Corporation of Northern Nigeria

(BCNN) were merged together in 1978 to become the Federal Radio Corporation of Nigeria (FRCN). Medium wave transmitters previously owned by the NBC were transferred to the individual state governments where the transmitters were located. At the same time, the states transferred short wave transmitters to the FRCN. In 1996, VON installed three power transmitters at its Ikorodu transmitter site, allowing worldwide transmissions for the first time.

FRCN's medium wave service, Radio Nigeria, has 25 stations located throughout the country and together with voice of Nigeria, considers itself to have the largest radio network in Africa. In 2007, FRCN began introducing FM transmitters in some locations, and plans to begin upgrading and modernizing its shortwave and medium wave transmitters in the coming years. The FRCN is Nigeria's publicly funded radio broadcasting organization. Among its subsidiaries are the

domestic radio network known as Radio Nigeria and the Voice of Nigeria International Radio Service.

1.2 STATEMENT OF THE RESEARCH PROBLEM

For a very long time, Nigerians have been indifferent to family planning. In some cultures, people's dignity, prestige and power were reflected on the number of wives and children they had. Nigerian government in the past was also unconcerned about family planning as their basic amenities for their citizenry.

According to Nwankwo (1999, P.15). The major factor resulting in rapid population growth is the fact that many couples who would have wanted to limit the size of their family were discouraged by religious or cultural constraints. There are some religious beliefs that discourage any physical or material interference with the laws of nature or God, as children are believed to be gift from God.

Furthermore, culturally Nigerians often say that “it is only God that knows the child that will succeed one”. This saying was as a result of the precarious nature of the health facilities in the past. Then infant mortality rate was high so, in order not to lose the few children one has to measles, cholera, kwashiorkor and other health hazards prevalent then they resulted to having many children thereby throwing the social and economic implication over board. This belief is still in existence till now.

1.3 SIGNIFICANCE OF THE STUDY

This research study is prompted by many factors. Some of these are the continuing interest in and awareness of family planning by Nigerians and also the establishment of more family planning units by the government.

The study will also help to determine the extent of knowledge of family planning among radio audience and likewise their attitude towards this programme.

Also the research should help to ascertain the importance of electronic media especially the radio as a media of bringing about people's awareness of innovations. It will give indications of which medium is most effective in carrying out the advertisement messages. The research will also determine the various social, economic and cultural factors which may influence people's attitudes towards family planning.

As a result of this study, the researcher hopes to enlighten the Nigerian public more on the benefits one stands to gain from a well planned family. Such benefits includes: increase in standard of living of the whole family; safeguarding of the good health of mother and child and limiting the size of the family to the one they can conveniently cater for. It will assist the government to find possible ways of improving on the family planning policy.

1.4 OBJECTIVES OF THE STUDY

The main purpose of this study is to:

1. Identify the implications of escalating population on the entire nation, both socially and economically.
2. Formulate population policy to check the situation by the government.
3. Find out the perception of the various family planning advertisements on the radio by its audience.

The decision to use the radio is as result of the fact that it is a strong and effective medium employed to make people be aware of innovations and the programmes aired and it does not attract any unit cost to the consumer. Once you possess a portable radio, you can tune into any programme at anytime at extra charge.

What's more, little effort is needed in getting access to the radio, as consumers do not need to walk or drive about looking for radio programmes. In addition, radio is omnipresent or ubiquitous that is, it can be found everywhere meaning it has a

wider coverage than the other media as radio can easily be afforded by an average citizen.

1.5 RESEARCH QUESTIONS

This research study is set to find answers to the following research questions.

1. Does the Christian religious doctrines on procreation a factor on the residents of Enugu Metropolis no to see reason or understand what family planning is?
2. Does the culture and belief of the Ibos on marriage and child bearing the cause of their difference on family planning advertisement?
3. Is inadequate message content on family planning advertisement the reason from the apathy of family planning by the residents of Enugu Metropolis?
4. To what extent do advertisements on radio influence the public in adopting family planning.

1.6 RESEARCH HYPOTHESES

H₁: The Christian religious doctrine on procreation is a factor on the residents of Enugu Metropolis not to see reason or understand what family planning is.

H₀: The Christian religious doctrine on procreation is not a factor on the residents of Enugu Metropolis not to see reason or understand what family planning is.

H₁: The culture and belief of the Ibos on marriage and child bearing is the cause of their indifference on family planning advertisement.

H₀: The culture and belief of the Ibos on marriage and child bearing is not the cause of their indifference on family planning advertisement.

H₁: Inadequate message content on family planning advertisement is the reason for the apathy on family planning by the residents of Enugu Metropolis.

H₀: Inadequate message content on family planning advertisement is not the reason for the apathy on family planning by the residents of Enugu Metropolis.

H₁: Advertisements on radios influence the public in adopting family planning.

H₀: Advertisements on radios do not influence the public in adopting family planning.

1.7 CONCEPTUAL AND OPERATIONAL DEFINITIONS OF TERMS

- **Media:** The various means of mass communication considered a whole, including television, radio, magazines and newspapers, together with the people involved in their production.
- **Mortality:** The state of being human and not living forever.

- **Audience:** The group of people who have gathered to watch or listen to something e.g a play, concert, somebody speaking etc.
- **Population:** All the people living in a particular country, area or place.
- **Ubiquitous/Omnipresent:** Seeming to be in all places.
- **Agency:** A business or an organization that provides a particular service especially on behalf of other business or organizations.
- **Family Planning:** The use of birth control methods to choose the number and timing of children born into a family.
- **Evaluation:** The act of considering or examining something in order to judge its value quality, importance, extent, or condition.

OPERATIONAL DEFINITION OF TERMS

- **Media:** Advertising channels such as TV, Radio, Newspapers and Magazines.
- **Mortality:** The number of deaths within a particular society and within a particular period of time.
- **Agency:** Establishments that serve advertisers through the production and placement of advertisements in the media.
- **Audience:** Radio listeners
- **Population:** The totality of items or persons from whom data necessary to study are collected.
- **Ubiquitous/Omnipresent:** Something that is very where.
- **Family Planning:** The use of contraception to control how many children you have and when you have them.

1.8 ASSUMPTIONS:

Assumption of the study includes the following:

1. It assumed that the radio audience will now look up to family planning advertisement programmes to show then a better way of planning their families.

2. Secondly, the study will enable the people to know the importance of radio advertisement.

1.9 LIMITATIONS OF THE STUDY:

In the course of conducting this research some hindrances were encountered. The first problem was finance. Since radio audience are scattered across the country the researcher had to go from place to place in order to get different views and opinions. The traveling was capital intensive.

Some of the audience were conservatives and did want to talk about family planning saying that children are not mean to be countered. Also some were too busy to grant the researcher audience and fill out the questionnaires.

But despite these problems, the researcher still managed to gathers the required data and analyzed them accordingly without altering the authenticity of the information and quality of the research work.

CHAPTER TWO

REVIEW OF THE LITERATURE

2.1 SOURCES OF LITERATURE

The literature reviewed in this chapter came from journals, text books, seminar papers, and previous works on this topic, speeches, term papers, newspapers, internet and so on.

In line with the literature search the researcher looked at the Evaluation of the effectiveness of family planning programmes by finding out the listeners' opinion about the programmes.

2.2.1 THE CONCEPT OF FAMILY PLANNING

An international report on birth control tagged "Life" (1967, P10), states that "Like most ideas that seem very new, birth control is infact very old. It was a topic of lively discussion among great philosophers, for about 2000 years ago.

The WHO (World Health Organization), say that "Family Planning is a way of thinking and living that is adopted voluntarily upon the basis of knowledge, attitudes and responsible decisions by individuals and couples in order to promote health and welfare of

the family group and thus contribute effectively to the social development of the country.

Onokerhorage (1985, P64), says that “Family Planning is an organized effort to assist people to have the number of children they want and to space them as they choose”.

Organized modern family planning started in Nigeria in the late 50's, with the formation of the Lagos Marriage Guardian Council and in 1964, it became a nationwide affair. At the start and up to the recent times, family planning in Nigeria is funded largely by private agencies. However, the government has adopted a strategy of integrating family planning with the National Basic Health Science of the Federal Ministry of Health.

There are some principles meant to guide family planning activities. Voluntary family planning is an important health measure. The availability of health care services has a huge impact on the health of an individual, the family, community and the entire nation. The family planning practitioner is of the responsibility to provide adequate information and to encourage questions from the patients.

Each patient has a right to information necessary for such a patient to make appropriate choice.

According to Porter et al (1983, P40), "Counselling and education are important steps in providing family planning services. In most health care situation, the provision of contraception is based on choice.

The PPFN (Planned Parenthood Federation of Nigeria) is an offshoot of the family planning council. The council was the first organization to offer family planning services in Nigeria. It was vested with the responsibility of encouraging the building up of healthy families. It also has the following responsibilities.

1. To enlighten women about unwanted pregnancies
2. To give advice and help to those who want children.
3. To make parents appreciate the benefits derived from having the number of children, which they can adequately carter for.
4. To encourage the proper spacing of children among families, to enable the women take active part in the affairs of the community.

The council has branches all over the federation and was formerly being founded by a voluntary organization. At present, the sponsorship is burned by International Planned Parenthood Federation.

The PPFN, in a bid for successful implementation of its programmes has embarked on serious family planning advertisements in the media of communication like the print and electronic. Such advertisements highlight the need for a well - planned family and the benefits that could come to a family in implementing her programmes.

Porter et al (1983, O29-3), argues that while benefits of contraceptive use may not be self evident to providers, clients may not be aware or convinced of the merits.

The merits as forward by Porter et al are:

Both mother and child will enjoy better health when pregnancies are planned and well spaced, family planning will enable the women to seek activities and roles outside the home. Time otherwise spent caring for children can be used to acquire new skills

and thereby contribute to the woman's personal growth, as well as to the family's income and welfare.

2.2.2 BIRTH CONTROL METHODS:

The quest to limit the size of the family appears to be as old as humanity. The search for effective methods has sprung up spontaneously in almost every corner of the world and has continued through the centuries.

However, people often fear that providing family planning services to adolescents not only implies the acceptance of pre-marital sexual activity, but reducing the fear of pregnancies.

In the past, quite a number of birth control methods were used. These facts show that birth control is not a recent process. Therefore, for the purpose of this study, birth control methods will be categorized into two namely:

1. Natural or Artificial Family Planning Methods.
2. Temporal or Permanent Family Planning Methods.

Natural methods of contraception include some cultural practices like post partem or post birth abstinence from sex, and breast feeding.

The International Federation of family like promotion further states “that Natural family life promotion further states “that Natural family planning methods are means by which the couple uses the daily observation of signs and symptoms of the fertile and infertile phases of the menstrual cycle to guide the timing of intercourse according to their desire to achieve or avoid pregnancy”. These methods are mainly billing ovulation method, the basal body temperature method, symptom-thermal method and Rhythm or calendar method.

Breast feeding, is a very natural and effective process for providing growing infant with high quality, has a distinct advantage of being a valuable means of fertility control. In the traditional setting, many African women still rely on breast feeding as a method of delaying their next pregnancy. The period of lactation is often accompanied by a period of abstinence.

However, with the changing patterns of education and job opportunities for women, abstinence, if done at all, is practiced for much shorter periods. The rural mother is more likely to practice “FULL” breast-feeding or a longer period because her baby feeds on demand.

Artificial methods include barrier methods, which prevent live sperm from coming in contact with the ovum and include condoms (male and female), diaphragm vaginal sponge and chemical components such as foam tablets, creams and suppositories. Other artificial methods are Intrauterine Contraceptive Devices (IUCD) which are foreign bodies introduced into the uterus and hormonal contraceptives such as pills and injections. It is the most popular fertility control methods in many countries and also most effective, reversible form of contraception.

There are also permanent surgical contraception such as tubal ligation in women and vasectomy in males based on the patient’s choice. Its effect is irreversible. It also has an unequalled effectiveness in preventing pregnancies.

What's more, developments over the years have shown that none of the modern birth control methods has 100% effective capacity. There have been cases of pregnancy even after appropriate birth control method have been put in place,

It is pertinent to note that the only method or technique that can be said to achieve perfect control over pregnancies is abstinence. This is the complete avoidance of sexual intercourse. It's most effective if strictly and sincerely practiced.

2.2.3 RADIO AS A MEDIUM OF ADVERTISING

The radio is a strong portable medium in sending information, ideas to the people worldwide. Baker (1973) describes radios as having a large number of listeners. He points out that the transistor radio is accessible to the poor, as it is relatively cheap.

Coding (1959), as quoted in Baker (1973), adds to these points by saying that "Radio broadcasting is particularly well - suited to the advanced areas where difficulties of terrain, economic limitations and widespread illiteracy have hindered the development of other media.

While inadequate transport may hinder the distribution of newspapers and films from urban cities to the rural areas, radio can communicate over long distances regardless of jungle or mountain barriers. Radio transmission gets to those living in remote areas. It does not depend on only electricity; it also uses batteries where there is no electricity like rural communities. Many people own or have access to the radio. It can be listened to even when traveling in a car. Radio can be described as a companion as it is ubiquitous. People can enjoy listening to it while engaged in other activities.

Bittner (1989) says: "Radio is an especially strong medium among both the general population and specialized audiences. The overall radio listening audience is larger than the television audience for a sizeable portion of the day"

Simply because of its wider coverage, many advertisers prefer to use the radio through which their goods and services are advertised.

2.2.4 RADIO AS A MEANS OF DEVELOPMENT COMMUNICATION

Ojebode (2002), quoting Emery et al (1965), appraise the role of radio and the mass media in general as regard development in these words. They illuminate the social fabrics of the nation. They are essential to the development of the economic fabric in the modern industrial estate. And they continue to fulfill their historic role of protecting and improving the political fabric of democracy. Among the many opportunities enjoyed by the communication, none is more important than the opportunity to help shape public opinion.

The radio is doubtless the most authentic mass medium for development all over the world. Schram (1977), talks of Upper Volta now Burkina Faso and Niger using radio for education. More than that Nkinyangi, quoted by Ojebode (2000), gives a list of about thirty radio stations and mainly focusing on development programmes such as health and family planning co-operative and economic activities, agriculture etc.

Radio's breakthroughs in these programmes owe a lot of its nature, and that is portability. The continued miniaturization of the

radio has led to its being found in every corner of the universe Levin and Gillespie.

Moemeka (1981), (Ross et al 1989), say that in addition, radio is easy to operate. If radio were to be as difficult to operate as say the computer, its success in a predominantly illiterate community like ours would have been illusory. Almost everyone can operate the radio, from the white collar manager to the rural farmer, fisher women and even the Fulani cattle rearer.

Unlike print, radio use is independent of literacy level. One does not have to be literate before one can operate a radio set. According to Levin and Gillespie (1974), a little push and the bon do it all. They also said that radio is indispensable in development efforts in the third World because of the state of power supply.

In Nigeria, the source of electrical power supply is unpredictable. Therefore, people have learnt never to expect power always. In such a situation, it is only radio that can reach the people because it is battery powered. There are miniature radio sets that use finger - sized battery cells.

Moemeka (1981) argues that another reason for the boom in the use of radio is that radio has a personal touch and it can report an event on the spur. Also Ojebode (2000), quoting FAO says no wonder inspite of the overwhelming success of the video in PRODERITH 1 and 2 in Mexico, development communication scholars continue to rate radio highest as a medium of development.

According to Ansah (1991), of all the mass media generally available to Africans, especially the rural communities, radio is the most widespread and accessible. Because of its special qualities, radio can be a major force in attitude change.

Bitter (1989) states, "radio is unique in both its portability and its ability to reach us while we do different things or even while consuming other media". As regards the rural communities, the radio breaks the barriers of illiteracy and distance and "come closest to being a mass medium in Africa". From the above, it could be seen that radio is the best medium of Mass communication that could be employed in any rural awareness effort like campaign for family planning.

Etukudo (1992) classifies communication strategies in rural development into two broad groups: Traditional Communication Strategy, which includes town cries, talking drums etc. Etukudo is of the opinion that radios “with its flexibility in the use of local dialects is one single mass communication medium that could be used effectively for social mobilization”. Fernando (1987) says the radio has a mass appeal and strength to reach even the most remote parts of the country.

Scholars of development communication variously recognize interpersonal communication to be of basic importance in rural development communication. Rogers (1976), states that from the foregoing, we have observed that communication has to be of basic importance in rural development. It is indeed an indispensable tool in rural development.

Rogers, cited in Olanipekun (1995) points out that communication is a multiplier of ideas and information for development.

However, communication experts believe that the success of radio could become even greater when used in conjunction with other media of communication.

Akinleye (2000) suggested that in our peculiar situations, a combination of radio with indigenous media forms has tremendous potentials for participatory development communication.

2.3 THEORETICAL FRAMEWORK

The place of theories in some research work cannot be overstressed. Over the years, scholars and researchers have lent their vocal support to the use of theories in a research work. According to this school of thought, a theory is like a signpost, a beacon that guides one in the processes of scientific journey and inquiry (Defleur and Bell Rickeach: 1975, Karlinger: 1973: Kunczik: 1991: Kuh: 1962).

Bittner (1989) explained a number of mass communication theories in an effort to prove that the audiences of mass media are not possessive. We will be looking at uses and gratification theory for this course.

Uses and gratification theory: The uses and gratification theory was propounded by Katz (1974). This theory embrace the interactive relationship between the media and its audience, the discussion at this point changes to what people do with the media. And this call attention for the need of functional uses and gratification approach to understanding media effects.

According to this theory, uses and gratification theory is concern with the social and psychological origins of needs, which generate expectations of the mass media or other sources, which leads to different patterns of media exposure, resulting in need gratification and other consequences, mostly unintended once.

This theory is purely audience centered and addresses needs like surveillance functions, excitement, guidance, relaxation, tension release, social integration, entertainment, escape, identity, socialization and information acquisition. To be able to gratify this needs, it must be realized that the mass media audience using film audience as an example, may belong to any of the high, middle, low or post brow groups as Savary and Carico (1971) have categorized.

2.4 SUMMARY OF LITERATURE REVIEW

The review was trying to discuss some realistic studies a postulation done by scholars in various field to see if they would give a theoretical backing to the hypothesis of the study.

The research took the different hypotheses one by one and also tried to find out research works and postulations done on the different areas. Although not all of the aim was achieved but the effort made paid off.

In conclusion, it must be pointed out that mass communication research cannot stand on its own as a discipline. So theories in other disciplines are usually looked into to explain some occurrence in this area.

CHAPTER THREE

METHODOLOGY

3.1 RESEARCH DESIGN:

The research design used in this research work was survey method. This involved the study of the sampled population in their natural habitat without inducing any artificial conditions.

The kind of study involves the selection of a scientific sample from the population, construction and administration of a well structured questionnaire, to the sample to measure what the study intends to measure, that is “usually the audience in Enugu metropolis to evaluate the effectiveness of radio advertisement of family planning programmes. The sample used was a full representation of the larger population.

Jones (1971) observed that surveys provide an important means of gathering information especially when the necessary data cannot be found in statistical records”.

Osuala (1982) states that “survey research method a suitable scientific method for ascertaining the views of the public on any contemporary issue”.

Sanford and Rebert (1976) states that “A research design is essentially a set of plans for collecting information”. It is also a very important empirical method of establishing and validating facts based on observations and data collected.

3.2 AREA OF STUDY:

For the purpose of this study, the researcher used the audience who reside in Enugu Metropolis to evaluate the effectiveness of Radio Advertisement of Family Planning Programmes.

The population in Enugu was too much, that the researcher has to choose a sample of 150 people. Enugu was divided into three L.G.A or sections.

SECTION A	ENUGU NORTH-	50	(G.R.A.)
SECTION B	ENUGU EAST -	50	(ABAKPA)
SECTION C	ENUGU SOUTH-	50	(ACHARA LAYOUT)

From these samples, the researcher was able to get the view of the whole population.

3.3 POPULATION OF THE STUDY:

Population as the name implies, simply refers to the totality of items or persons from whom data necessary to study are collected. Though the researcher found it difficult to state the current overall population of both male and female, but as projected by National Population Commission in 2006, this population of the study which is Enugu town was 717,291 and the annual growth rate was put at 2.8%.

A sample of 150 respondents was chosen randomly. It was then divided into three L.G.A and 50 respondents each were selected from each of the sections randomly.

3.4 SAMPLING TECHNIQUE AND SAMPLE SIZE

A total of 150 sampled respondents were used in this study involving randomly selected Enugu town dwellers and the sample again was divided into three sections.

In the selection of the sample, the researcher was sensitive to the two important qualities of research information, validity and reliability. To ensure that valid and reliable information was got, the sample size generalized the result to get to the larger population.

The sampling technique used was the simple random sampling. However while sampling, the researcher considered the personal differences such as age, sex, marital status, occupation and academic qualification.

3.5 INSTRUMENT USED FOR DATA COLLECTION

The measuring instrument employed in the study was the questionnaire which was constructed and structured. The questionnaire was administered by the researcher. It contained about 18 questions. The questionnaire was divided into two sections. Section A dealt with demographic variables such as age, sex, marital status, occupation and academic qualification. While the second section dealt specifically with their opinions with all the questions relating to the hypothesis.

Some major reasons why the researcher chooses the questionnaire are as follows:

1. It standardizes the researcher's questions.
2. It guarantees as much as practicable, uniformity of answers from the respondents.

3. It makes the questions to relate to one another, since one question leads to the next; and
4. It facilitates data processing through easy coding.

According to Uzoagulu (1998), a questionnaire is a carefully designed instrument for collecting data in accordance with the specification of the research questions and hypothesis. The questionnaire approaches is considered a very reliable way of getting primary data from respondents because respondents are allowed to answer the questions contained in the questionnaire out of their own perusal experience and knowledge.

3.6 VALIDITY OF THE INSTRUMENT

The instrument used which is the questionnaire was distributed carefully. To ensure maximum accuracy, the researcher administered the questionnaire personally to the respondents and collected it back without any external help.

With this careful exercise, the researcher believes strongly that the views of the respondents were not manipulated by anybody.

3.7 METHOD OF DATA COLLECTION

Apart from secondary data which was collected through books, it was evident from the nature of this study that primary data was predominantly required.

Hence, the use of questionnaire as the method of collecting primary data was adopted. To this effect, the researcher distributed 150 well constructed 18 itemed questionnaires to the 150 randomly selected respondents.

3.8 METHOD OF DATA ANALYSIS

For easy credibility and accuracy, the researcher used the simple percentage statistical method of data analysis in the interpretation of the variables in the questionnaires while chi-square for analyzing the hypothesis.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

4.1 DATA PRESENTATION AND ANALYSIS

In this chapter, the result obtained from the field work were analyzed, interpreted and presented using simple statistical techniques such as frequency tables, simple percentages and chi-square goodness of fit test X^2 .

TABLE I SEX DISTRIBUTION

S/N	Sex	No. of Respondents	Percentages %
1	Male	70	46.7
2	Female	80	53.3
	Total	150	100

The sample population was made up of 150 respondents and during the administration of the questionnaire to the various respondents all the 150 questionnaires were returned, making the sample size of the population to be 150.

So in the case of the sex, out of the 150 respondents 70 were male and that is 46.7%, while 80 were female that is 53.3%. This made the sample size to be 150 respondents.

TABLE II: AGE DISTRIBUTION

S/N	Age	No. of Respondents	Percentages %
1	15-20	24	16
2.	21-20	30	20
3.	26-30	33	22
4.	31-40	32	21.3
5.	41 and above	31	20.7
6.	Total	150	100

For the age group, 15-20 made up 16%, that is 24 respondents, 21 - 25 made up 20%, that is 30 respondents, 26-30 made up 22%, that is 33 respondents, 31-40 made up 21.3%, that is 32

respondents, and finally 41 and above made up to 20.7%, that is 31 respondents.

The above table shows that the majority of the respondents fall in 26-30 years age group. This is closely followed by thirty-two respondents in the 31-40 years age range. It can be inferred from this statistics that the largest percentage of respondents that engage in family planning activities falls within the 26-40 years age range.

TABLE III: MARITAL STATUS DISTRIBUTION

S/N	Marital Status	No. of Respondents	Percentages %
1	Single	50	33.3
2	Married	35	23.3
3	Divorced	30	20
4	Widowed	25	16.7
5	Separated	10	6.7
	Total	150	100

The above table shows that 33.3% of the respondents were single, while 23.3% were married. It also shows that most of the respondents were single and closely followed by married respondents.

This implies that of the total sample, the married and the single constituted the largest percentage that are actively involved in family planning activities, while the rest make up only a small percentage.

TABLE IV: OCCUPATION DISTRIBUTION

S/N	Sex	No. of Respondents	Percentages %
1	Business Person	35	23.3
2.	Student	30	20
3.	Civil Servant	50	33.3
4.	Artisan	25	16.7
5.	Doctor	10	6.7
	Total	150	100

On occupation, most of the respondents were civil servant which made up 33.3% that is 50 respondents out of the sample,

business persons followed with 23.3%, which is 35 respondents, then students and they made up to 20% which is 30 respondents. Doctors followed and they are the people who had 6.7%, which are 10 respondents, finally we have the artisan which made up 16.7% that is 25 respondents.

TABLE V: EDUCATIONAL LEVEL DISTRIBUTION

S/N	Educational Level	No. of Respondents	Percentages %
1	FSLC	25	16.6
2	WAEC/ GCE	27	18
3	NCE/HND	30	20
4	IST DEGREE	46	30.7
5	SECOND DEGREE	22	14.7
	Total	150	100

Education is considered an important variable in determining people's perception of family planning advertisement on the radio.

For the educational level, most of the respondents 1st Degree holders which made up 30.7% which is 46 respondents, those who had NCE/HND followed with 20% which is 30 respondents out of the sample size, people with WAEC/GCE had 18% making 27 respondents, those with FSLC had 16.6% making 25 respondents and finally second degree holders had 14.7% making 22 respondents out of the sample size.

TABLE VI: RELIGION DISTRIBUTION

S/N	Religion	No. of Respondents	Percentages %
1	Christian	45	30
2	Muslim	50	33.3
3	Traditional	55	36.7
	Total	150	100

The religion of the respondents was also considered here, as this could be an important factor in determining the respondents' acceptance of both family planning techniques and the preferred methods in accordance with their religious belief.

Table VI above shows that each religion is well represented. The Christian constituted 30%, while Muslim and Traditional are 70%. This reveals that the respondents profess one form of religious belief or the other.

S/N	Religion	No. of Respondents	Percentages %
1	Yes	80	53.3
2	No	30	20
3	A little	40	26.7
	Total	150	100

The above table shows the response of respondents about their knowledge of family planning, the various family planning techniques and where to get family planning services.

TABLE VIII

**DO YOU AGREE WITH THE CLAIM THAT FAMILY PLANNING
HAS IMPROVED THE SOCIO-ECONOMIC AND POLITICAL
GROWTH OF OUR COUNTRY?**

S/N	Options	No. of Respondents	Percentages %
1.	Agree	40	26.7
2.	Strongly Agree	50	33.3
3.	Disagree	30	20
4.	Strongly Disagree	20	13.3
5.	No Opinion	10	6.7
	Total	150	100

Family planning has improved the socio-economic and political growth of our country was weighed here, 50 respondents which made up 33.3% strongly agreed, those who agree with this claim made up 26.7% which is 40 respondents, those who disagree made up 20% which is 30 respondents, while those with no opinion made up 6.7% which is 10 respondents.

TABLE IX

**DOES YOUR CULTURE AND BELIEF INFLUENCE YOUR
RESPONSE TO FAMILY PLANNING?**

S/N	Options	No. of Respondents	Percentages %
1.	Yes	90	60
2.	No	60	40
	Total	150	100

60% which is 90 respondents thinks that their culture and belief influence their response to family planning while 40% which made up to 60 respondents did not believe so.

TABLE X

**DO YOU THINK THAT FAMILY PLANNING HAS HELPED IN
CONTROLLING POPULATION GROWTH?**

S/N	Options	No. of Respondents	Percentages %
1.	Yes	80	53.3
2.	No	30	20
3.	Somehow	40	26.7
	Total	150	100

80 respondents which made up 53.3% thinks that family planning has helped in controlling population growth, those who somehow thinks made up 26.7% which is 40 respondents, while 30 respondents which made up 20% said no.

TABLE XI

HAVE YOU LISTENED TO ANY FAMILY PLANNING RADIO ADVERTISEMENT?

S/N	Options	No. of Respondents	Percentages %
1.	Yes	100	66.7
2.	No	50	33.3
	Total	150	100

The respondents interviewed listen to any family planning radio advertisement in the table above, 66.7% which is 100 respondents answered yes to question, while 33.3% which is 50 respondents answered no to the statement.

TABLE XII

DO YOU THINK IT HAS AFFECTED BIRTH RATE IN NIGERIA?

S/N	Options	No. of Respondents	Percentages %
1.	Yes	35	23.3
2.	No	70	46.7
3.	Somehow	45	30
	Total	150	100

35 respondents which made up 23.3% says yes that it has affected birth rate in Nigeria, those who somehow thinks made up 30% which is 45 respondents while 70 respondents which made up 46.7% says No.

TABLE XIII

DO YOU THINK RADIO IS THE BEST AND MOST EFFECTIVE MEDIUM TO PUBLISE AND EDUCATE FAMILIES ON FAMILY PLANNING?

S/N	Options	No. of Respondents	Percentages %
1.	Yes	110	73.3
2.	No	10	6.7
3.	Not Really	30	20
	Total	150	100

From the above table, 110 respondents which made up 73.3% said yes, 30 respondents which made up 20% replied not really. While 5.7% which made up 10 respondents answered no.

TABLE XIV

HOW MANY CHILDREN DO YOU HAVE?

S/N	Options	No. of Respondents	Percentages %
1.	3-5	80	53.3
2.	6 - 10	40	26.7
3.	10 and above	30	20
	Total	150	100

From the table above, we found out that 53.3% which made up 80% respondents have 3-5 kids, 40 respondents which consists of 26.7% have 6-10 kids. While 30 respondent which made up 20% have 10 and above kids.

TABLE XV

DO YOU WANT TO HAVE MORE CHILDREN?

S/N	Options	No. of Respondents	Percentages %
1.	Yes, Now	40	26.7
2.	Yes, Later	60	40
3.	No, No More	30	20
4.	Not Certain	20	13.3
	Total	150	100

The table above shows different respondents and their responses. 60 respondents which made up 40% want to have children later, 40

respondents which made up 26.7% want to have children now, and 20% which made up 30 respondents want no more children while 20 respondents which made up 13.3% are not children.

TABLE XVI

IS THE ADVERTISEMENT LANGUAGE OF FAMILY PLANNING APPROPRIATE AND DECENT?

S/N	Options	No. of Respondents	Percentages %
1.	Yes	120	80
2.	No	30	20
	Total	150	100

From the 150 respondents interviewed, 120 respondents which made up 80% said yes that the advertisement language of family planning is appropriate and decent while 20% which made up 30 respondents said No that it is not appropriate and decent.

TABLE XVII**DO YOU PREFER FAMILY PLANNING PROGRAMMES IN
VERNACULAR OR ENGLISH**

S/N	Options	No. of Respondents	Percentages %
1.	Vernacular	25	16.7
2.	English	25	16.7
3.	Both	80	53.3
4	Any	20	13.3
	Total	150	100

From the table above, 80 respondents which consists 53.3% agreed to both, 25 respondents which made up 16.7% each prefer vernacular and the other 16.7% prefer English while 20 respondents which made up 13.3% prefer any.

TABLE XVIII**WHAT IS YOUR SPACING LIKE?**

S/N	Options	No. of Respondents	Percentages %
1.	2	60	40
2.	3	50	33.3
3.	4	40	26.7
	Total	150	100

60 respondents which made up 40% went for 2 years spacing, 33.3% which made up 50 respondents said 3years while 40 respondents which made up 26.7% went for 4 years.

4.2 HYPOTHESES TESTING

Information gotten through the use of questionnaire was useful in the formulation of the contingency table. The contingency table was used for the computation of the chi-square (X^2) thereby proving a means for testing and validating the hypotheses. Four hypotheses have been designed by the researcher, which are now going to be used.

TEST OF HYPOTHESES;

H₁: The Christian religious doctrine on procreation is a factor on the residents of Enugu Metropolis not to see reason or understand what family planning is.

H₀: The Christian religious doctrine on procreation is not a factor on the residents of Enugu Metropolis not to see reason or understand what family planning is.

Question 7: Do you know what about family planning?

S/N	Options	No. of Respondents	Percentages %
1.	Yes	80	53.3
2.	No	30	20
3.	A Little	40	26.7
	Total	150	100

TABLE X

COMPUTATION OF χ^2

Options	O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
Yes	80	50	30	900	18
No	30	50	-20	400	8
A Little	40	50	-10	100	2
Total	150	150	0	1,400	28

$$\chi^2 = 28$$

Given $P = 0.05$

df = Number of categories (K), $(K-1) = n$

$$df = 3-1=2$$

2 on the constant table on .05 = 5.991

DECISION RULE

Since the calculated chi-square is greater than the table value.

That is $28 > 5.991$

We will accept the alternative hypothesis (H_1) which states that

H₁ The Christian religious doctrine on procreation is a factor on the residents of Enugu Metropolis not to see reason or understand what family planning is.

TEST OF HYPOTHESIS 2

H₁: The culture and belief of the Ibos on marriage and child bearing is the cause of their indifference on family planning advertisement.

H₀: The culture and belief of the Ibos on marriage and child bearing is not the cause of their indifference on family planning advertisement.

QUESTION 9: DOES YOUR CULTURE AND BELIEF INFLUENCE YOUR RESPONSE TO FAMILY PLANNING?

S/N	Options	No. of Respondents	Percentages %
1.	Yes	90	60
2.	No	60	40
	Total	150	100

COMPUTATION OF χ^2

Responses	O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
Yes	90	75	15	225	3
No	60	75	-15	225	3
Total	150	150	0	450	6

$$\chi^2 = 6$$

$$2 - 1 = 1$$

1 on the constant table on .05 = 3.841

$$n = 1$$

DECISION RULE

Since the calculated chi-square is greater than the table value

That is $6 > 3.841$

We will accept the alternative hypothesis (H_1) which states that

H_1 : The culture and belief of the Ibos on marriage and child bearing is the cause of their indifference on family planning advertisement.

TEST OF HYPOTHESIS 3

H_1 : Inadequate message content on family planning advertisement is the reason for the apathy on family planning by the residents of Enugu metropolis.

H_0 : Inadequate message content on family planning advertisement is not the reason for the apathy on family planning by the residents of Enugu metropolis.

Question 16: Is the advertisement language of family planning appropriate and decent?

S/N	Options	No. of Respondents	Percentages %
1.	Yes	120	80
2.	No	30	20
	Total	150	100

COMPUTATION OF χ^2

Options	O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
Yes	120	75	45	2,025	27
No	30	75	-45	2,025	27
Total	150	150	0	4,050	54

$$X^2 = 54$$

$$2 - 1 = 1$$

1 on the constant table on .05 = 3.841

DECISION RULE:

Since the calculated chi-square is greater than the table value

That is $54 > 3.841$

We will accept the alternative hypothesis (H_1) which states that

H_i : Inadequate message content on family planning advertisement is the reason for the apathy on family planning by the residents of Enugu Metropolis.

TEST OF HYPOTHESIS 4

H_1 : Advertisements on radio influence the public in adopting family planning.

H_0 : Advertisements on radio do not influence the public in adopting family planning.

QUESTION 13: Do you think radio is the best and most effective medium to publicize and educate families on family planning?

S/N	Options	No. of Respondents	Percentages%
1.	Yes	110	73.3
2.	No	10	6.7
3.	Not Really	30	20
	Total	150	100

COMPUTATION OF χ^2

Options	O	E	O-E	$(O-E)^2$	$\frac{(O-E)^2}{E}$
Yes	110	50	60	3,600	72
No	10	50	-40	1,600	32
Not Really	30	50	-20	400	8
Total	150	150	0	5,600	112

$$\chi^2 = 112$$

$$3 - 1 = 2$$

2 on the constant table on .05 = 5.991

$$n = 2$$

DECISION RULE

Since the calculated chi-square is greater than the table value

That is $112 > 5.991$

We will accept the alternative hypothesis is that states that advertisements on radio, influence the public in adopting family planning and reject the null hypothesis which states that advertisement on radio do not influence the public in adopting family planning. The acceptance of this rule has a statistical support as observed in the table.

4.3 DISCUSSION ON FINDINGS

From the analysis of data collected from the respondents, one can conclude that people are aware of family planning but they do not know the methods or types and where to go and get appropriate advice.

Apart from this, many people are not well informed about the advantages inherent in family planning. Therefore, family planning was mostly seen as women affairs.

However, some of those whom are willing to embrace family planning are hindered by their religion and culture.

CHAPTER FIVE
SUMMARY, CONCLUSION AND RECOMMENDATIONS FOR
FURTHER STUDY

5.1 SUMMARY

This research study was aimed at evaluating the effectiveness of radio advertisements of family planning programmes, by the electronic media with focus on the radio. Survey research method was used in the study and the following were found established:

- a.) That the people within Enugu metropolis are fully aware of the family planning programmes.
- b.) That they have started using the advice of the PPFN.
- c.) That radio was the main and more effective medium through which the people get this information on PPFN.

5.2 CONCLUSION:

Radio is proved to be a tool of communicating the importance of family planning to its audience through advertisements aired on the radio. According to the findings presented and analyzed in chapter four, it was revealed that radio audience around Enugu metropolis

knows about family planning. They now know where to go for family planning services.

However, it was also established through the findings that the media of communication through which most audience first learned about family planning was the radio. From the study got, the four hypotheses formulated at the beginning of the study were accepted and the null hypotheses rejected.

5.3 RECOMMENDATIONS FOR FURTHER STUDIES:

The researcher recommends that further study should be done on the following:

1. In the limitation of this study, the researcher pointed out that due to financial constraints and proximity, the study could not extend its scope in finding out the extent of the reach of radio stations in other areas apart from Enugu. We hereby recommend that further research should focus on remote areas that have difficulties in receiving radio messages.
2. Government should come up with policy that will ginger and generates benefits since it is a welcome development.

3. On the content and timing of radio programme because it is for adult and such programme is suppose to be aired by 10pm when the children must have gone to sleep. This is to show that children are highly secured and such programmes do not corrupt the mind of the children.
4. Moreover, there is need for a study on why the government is not paying workers/staffs of media houses properly and why almost all the technological equipment in the government media houses are obsolete.
5. More importantly, it is also recommended that the Planned Parenthood Federation of Nigeria should not relent in their effort of advocating for family planning programmes.
6. It is also pertinent that such programmes like this should be made a participatory programme, because it will make the officials to know that some people understand it.
7. Finally, family planning agencies should embark on intensive information dissemination to convince the people of the need to plan their family.

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APPENDIX
QUESTIONNAIRE

Department of Mass Comm.
Caritas University
Amorji-Nike Emene
Enugu State

Dear Respondent,

I am a final year student of the above University carrying out a research on “Evaluation of the effectiveness of radio advertisement of family planning programmes. (A Study of Enugu metropolis).

I am happy to inform you that you are one of the respondents selected for the study. Kindly fill the attached questionnaire accurately and being rest assured that information supplied will be treated confidentially.

Yours faithfully,

Edeh Uchechukwu .E.
MC/2008/318
Mass Comm. Department

SECTION A

PERSONAL DATA

Please tick (✓) where appropriate

1. Sex

- a. Male { } b. Female { }

2. Age

- a. 15 - 20 { } b. 21- 25 { } (c) 26-30 { }
d. 32- 40 { } e. 41 and above { }

3. Marital Status

- a. Single { } b. Married { } (c) Divorced { }
d. Widowed { } e. Separated { }

4. Occupation

- a. Business person { } (b) Student { }
d. Civil Servant { } (d) Artisan { } (e) Doctor { }

5. Level of Education

- a. FSLC { } (b) WAEC/GCE (c) NCE/HND { }
d. 1ST DEGREE { } (e) SECOND DEGREE { }

6. Religion

- a. Christian { } (b) Muslim { } (c) Traditional { }

SECTION B
QUESTIONNAIRE

7. Do you know about family planning?
- a. Yes { } (b) No { } (c) A Title { }
8. Do you agree with the claim that family planning has improved the socio-economic and political growth of our country?
- a. Agree { } (b) Strong Agree { } (c) Disagree { }
- d. Strongly Disagree { } (e) No Opinion { }
9. Does your culture and belief influence your response to family planning?
- a. Yes { } (b) No { }
10. Do you think that family planning has helped in controlling population growth?
- a. Yes { } (b) No { } (c) Somehow { }
11. Have you listened to any family planning Radio Advertisement?
- a. Yes { } (b) No { }
12. If yes, do you think it has affected birth rate in Nigeria?
- a. Yes { } (b) No { } (c) Somehow { }

13. Do you think radio is the best and most effective medium to publicize and educate families on family planning?
- a. Yes { } (b) No { } (c) Not really { }
14. How many children do you have?
- a. 3 - 5 { } (b) 6 - 10 { } (c) 10 and above { }
15. Do you want to have more children?
- a. Yes, wants child now { }
- b. Yes, but wants child later { }
- c. No wants no more children { }
- d. Not certain or counseling only { }
16. Is the advertisement language of family planning appropriate and decent?
- a. Yes { } (b) No { }
17. Do you prefer family planning programmes in vernacular or English?
- a. Vernacular { } (b). English { } (c) Both { }
- d. Any { }
18. What is your spacing like?
- a. 2 yrs { } (b) 3 yrs { } (c) 4 yrs { }