

## **PUBLIC PERCEPTION OF TELEVISION REPORTAGE OF COVID-19 VACCINATION AWARENESS CAMPAIGNS AND RESPONSES AMONG RESIDENTS OF NASARAWA STATE**

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### **Abstract**

This study was carried out to determine the Public Perception of Television Reportage of Covid-19 Vaccination Awareness Campaigns and Responses among Residents of Nasarawa State. Survey research design was adopted with questionnaire as instrument for data collection with a sample size of 400 respondents. Findings of the study revealed that a good number of respondents had positive and favourable perception of Covid-19 vaccination awareness owing to regular and adequate information from local and satellite TV stations. The study revealed that 84.2 % of the respondents were convinced to take an informed decision on Covid-19 vaccination as a result of the television reportage they were exposed to on TV stations. The study therefore concludes that the responses of the residents to Covid-19 vaccination awareness campaign in Nasarawa State was positive in that the state was ranked topmost in the country to Covid-19 vaccination exercise. The study thus recommends that there is the need for the broadcast media, most especially television stations to sustain and extend the efforts made in Covid-19 vaccination awareness campaign in reporting other health issues, government need to come up with policies that will empower the media to carry out regular health communication campaigns, by so doing that will ensure proactive measures during health emergencies as in the case of Covid-9 pandemic and above all, there is the need for continuous close partnership between the media and health experts to keep the public abreast about safety health practices.

**Keywords** – Awareness campaigns, COVID-19 vaccination, Television reportage, Public perception.

### **Introduction**

The outbreak of the novel Covid-19 virus was unexpected to most countries of the world. The virus broke out in Wuhan, China which was its epicenter in December, 2019 and spread to most nations of the world within few months (Olapegba, Amaechi & Oladepo, 2020). Despite the level of advancement in health systems in high-income countries, they appeared to be the worst hit in terms of disease burden and the total Covid-19 related deaths. The epidemic curve skyrocketed in Russia and some low- and middle-income countries like India, Peru, and Chile. This served a strong warning to the low- and middle-income countries in Africa especially with the enormous socio-economic and health-related challenges observed in the continent. No proven treatments or vaccines were available then to control Covid-19 and thus posed a significant threat to health care delivery. Rolison and Hanoch (2015) in discussing about the outbreak of Ebola developed a six-component knowledge scale for determining the level of information on any disease or virus to include the

source of the disease or virus, modes of transmission, symptoms, methods of preventing or curbing the disease or virus, perception of fatality by audience, and the sources of information on the disease.

Conner (2010) corroborates that information is one of the fundamental cognitive determinants that influences health behaviour. Limaye, Danjuma & Shehu (2020), also acknowledged the important role of information in health education. The media as the fourth estate of the realm occupy a cardinal role in health education. Many decades ago, Amaechi. (1989), had outlined the four roles that the media can play in health intervention to include: first is what they called media as educator, the second is media as supporter, the third is media as programme promoter, and the fourth is media as supplement.

The objective of educating the public about public health issues is to ensure that they are mentally armed with information that will serve as a checklist regarding their behaviour. Kim and

Noriega (2020), note that the media are critical players in health education. The researchers add that one of the strategies through which the media can achieve this is through a combination of education and entertainment. Okim-Alobi and Okpara, (2017) hold the view that the media provide formidable platforms through which health information can be made available to the general public. In their view, the media are critical players in educating the general public about health issues. The fundamental way through which the media can educate the general public on public health issues is through coverage. This can take place through strategies like frequently reporting public health issues, recommending appropriate health behaviour and suggesting policies that will assist in combating the public health issues reported. (Kim and Norieg, 2020). Educating the general public about health issues is like preparing them for war. Therefore, where possible, this has to be done ahead of time, not when the health issues become a pandemic. This is important so that it will prepare them to take proactive steps. What this means is that where possible, it is better for the media to educate the general public about health pandemics well ahead of time before there is a confirmed case within their locality (Gupta, 2017).

In Nigeria, information about the virus which include the source of the virus, modes of transmission, symptoms, methods of preventing or curbing the disease, perception of fatality were quite scanty and hazy at the initial stage of the outbreak of the virus as several versions existed among Nigerians. This is owing to the low-income nature and the many socio-economic and health related challenges bedeviling the country (Hager, Lumson & Nancha 2020). The first case of Covid-19 virus recorded in Nigeria was an Italian citizen on February, 27<sup>th</sup>, 2020 (Nigeria Centre for Disease Control, 2020).

In less than one month, several cases were recorded in different parts of the country. Information about the virus was popular on most media outfits, most particularly traditional media and online media platforms. Broadcast media within the period of the pandemic made updates about the virus and gave precautionary measures to adopt as top stories in their stations likewise print media also published stories about same as front burner on their dailies. In addition to this, there was a wide proliferation of information on the virus on various social media platforms. Virtually every media platform within the period of the outbreak

became a means for the dissemination of information on the virus. Several campaigns have been launched on these media platforms on how to take precautionary measures of regular hand washing, observing social distance, avoiding of crowded gatherings, use of face mask in public places and the use of alcoholic base sanitisers among others(Olagbega et al., 2020). Of a recent, with the advent of the Covid-19 vaccines by World Health Organisation (WHO) and other international health research agencies, several campaigns have been launched on Covid-19 vaccination to create awareness as well as counter conspiracy theories circulated by either ignorant or ill-informed audience. Olagbega et al (2020) aver that the traditional media comprising of television, radio and newspapers were the major sources of information on Covid-19 among Nigerians. However, audience perception on the information disseminated about Covid-19 virus and vaccines differ owing to a number of reasons part of which are the conspiracy theories that were popularized by different outfits depending on their take about the virus which must have been influenced by their religious affiliation, personal ideologies or beliefs and cultural perceptions.

### **Statement of the Problem**

Public perception and opinion on any information is often influenced by several factors, one of which is the way and manner of presentation by the mass media. This potency of the media has made them to become a double-edged weapon with both positive and negative effects depending on who is using it for what. It is as a result of this that the mass media are seen as credible and effective platforms for any awareness campaign aimed at reaching the public (Olagbega, Santos & Thomas, 2020). However, the impact of the media on the audience responses still appeared limited; for example, some persons who believed in conspiracy theories were still willing to be vaccinated, this is due to the varied nature of information that were circulated on the public place via both traditional and new media platforms, divergent opinions and perceptions abound about the Covid-19 vaccination. In order to counter these conspiracy theories that were making rounds almost unabated, the Federal Government of Nigeria through the National Centre for Disease Control (NCDC) launched a Covid-19 vaccination awareness campaign to build public trust towards enhancing acceptability and public compliance to the vaccination. Television stations, among other

media outfits, were used because of their peculiarity and glamour in combining both video and audio to create awareness on Covid-19 vaccination in Nigeria. Therefore, this study assesses the perception of Nasarawa residents' and responses on television reportage of Covid-19 vaccination awareness campaigns.

### **Research Questions**

This study seeks to find answers to the following questions which were drawn from the research objectives:

1. What is the public perception of television reportage on Covid-19 vaccination awareness campaigns and responses among residents of Nasarawa State?
2. How effective was the television reportage of Covid-19 vaccination awareness campaigns among residents of Nasarawa State?
3. How has the television reportage influenced the response of the residents of Nasarawa State?

### **Conceptual Clarification**

Television reportage is the reporting of news and other information of interest for television. After an analysis of media coverage of diversity and conflict issues by various scholars, Pate (2011) listed out common practices in media reportage which tend to contribute negatively to situations as follows –selective reporting of prejudicial stereotypes about groups and individuals, reporting inter group conflicts out of their fundamental sociological, economic, political and other contexts, shallow and episodic coverage, total blackout on some groups, individuals or community, use of inflammatory, misleading and sensational headlines to attract sales, publishing inflammatory statements against some people or groups as letters to the editor, attributing statements by individuals to groups making generalized statements not supported with facts etc. These are activities which the media need to desist from to make meaningful impact in combating insecurity in Nigeria, otherwise they (mass media) will continue to be seen as fueling insecurity (Nwabueze and Ebeze, 2013, p.867).

Kayode (2021) define health communication as the use of the mass and multimedia and other technological innovations to

disseminate useful health information to the public, increases awareness of specific aspects of individual and health of the population as well as importance of health in development. Health communication is directed towards improving the health status of individuals and populations alike. It basically entails the use of various media platforms to disseminate health messages to the public to the end that the public health is enhanced. Health institutions and professionals make use of radio, television, newspaper, magazine, outdoor media and of a recent the social media to sensitize the public about diseases and the safety measures to be taken to be nipped in the bud. The whole gamut of health communication borders on enhancing health education for better health behaviour through the instrumentality of the media.

Kayode (2021) further averred that health communication encompasses several areas including edutainment or enter-education, health journalism, interpersonal communication, media advocacy, organizational communication, risk communication, social communication and social marketing. It can take many forms from mass and multimedia communications to traditional and culture-specific communication such as storytelling puppet shows and songs. Different programmes and strategies are being employed by the mass media to spread health information in order to reach the general public towards spurring positive health behaviours. This underscores the significance of health communication to the overall wellbeing of the society.

### **Literature Review**

This review of related literature aims to delve into existing scholarly works, empirical studies, and reports that explore the nexus between television reportage of COVID-19 vaccination awareness campaigns and the responses among residents of Nasarawa State. By examining the perceptions, attitudes, and behaviors shaped by media portrayals of vaccination efforts, this review seeks to uncover valuable insights into the factors influencing public opinion and acceptance of COVID-19 vaccines in the region.

### **Public Perception of Television Reportage on Covid-19 Vaccination Awareness Campaigns**

Media content might not change a person's perception of a particular issue, but it will change the person's perception of what is important

(Rodman, 2012). This is why Bernard Cohen observed that the press may not be successful much of the time in telling the people what to think, but it is stunningly successful in telling its readers what to think about. Coronavirus is an infectious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). It was first identified in December 2019 in Wuhan, Hubei, China, and has resulted in pandemic (Hu, Azhar, Madani, Ntounmi, Kock & Dar, 2020).

The media are pervasive in any modern society. From the moment we wake up in the morning, until the time we go to bed at night, the media are waiting to keep us company as they provide for us news and other useful information that help shape our private worlds and our realities. Behaviour change communication primarily is the role of communication that has long existed in the social and behavioural discipline; in the social sciences and humanities (Iyorza, 2015). These social constructs have over time dictated human behaviour in the society; hence, affected individual's lives, both negatively and positively. For Obeten (2015), behaviour change communication is an approach used to positively influence knowledge, attitudes, norms and cultural practices; these practices must be adhered to during national or world health crises like corona virus.

The mass media have been used for attitude change communication and found to be effective even though they are always integrated with other forms of communication for effectiveness (Akinfeleye, 1989, pp. 33-42). The role and effectiveness of the mass media have been of considerable debate and by the early 1970s, the idea that the media could have a direct effect on behavioural change had diminished in communication theory and scholarship, resulting in a limited effects paradigm. For the mass media to be used effectively, they ought not to be seen as just an arm of the government that would be utilised for one-way communication from the top to the masses at the bottom rung of the ladder of the society. Rather, their main function should be that of democratic participation and exchange of ideas. The key here is that of access and participation in the communication process, not only through interpersonal avenues, but also through programming and presentation in the mass media. Moemeka (2000, p. 140) supports this contention that the success of the mass media in behavioural change communication greatly hinges on the

ability and willingness to create for the people, access to the media, and to induce the people's physical participation in the behavioural change communication process.

According to Ojobor (2007), it is impossible to have true development anywhere people effuse to change, thus, attitude and behaviour have to change if development must be achieved. Attitude change entails having people move through several intermediate steps in the behavior change process. It is a well-known fact that all development or health communication campaigns are aimed to ultimate people's attitudes in the desired direction. The change may involve in mediate action or very long-range behaviour change (Nwosu, 2007). He added that whichever is the objective (immediate or long-range behaviour change), it is also accepted that intensive, well-organised and implemented advocacy campaigns usually use multi-media and varied communication and persuasion, strategies to achieve their objectives. Attitude change has become a central objective of public health and health promotion interventions, as the influence of prevention within the health services has increased. According to Newson, Lion, Crawford, Curtis, Elmadfa, Feunekes, Cheryl, Liere, Lowe, Meijer, Pradeep, Reddy, Sidibe & Uauy (2013), attitude change is often positioned as a required individual adaption for avoiding or reducing the risk of ill-health. However, health transition is influenced by upstream determinants; thus, behaviour change for better health is needed at all levels: individual, family, community, country and the world (Newson et al 2013)

### **Effectiveness of Television Reportage of Covid-19 Vaccination Awareness Campaigns**

Television has a very crucial role in building any society. It has changed the world a lot that the society cannot lay aside its presence. During the pandemic period, television was used as source of information, as media plays a valuable role in everyone's life. Television has robust power to make how we see the world, as it is also flexible that it could influence the people in a large extend (Shalvee, 2020). Asemah, David and Akpabio (2022) studied *Perception of media coverage of coronavirus outbreak (in select local government areas) in Edo state, Nigeria*. The data revealed that great number (32%) of the respondents' channels through which they get information on coronavirus outbreak in Nigeria was through the television and

radio medium. The channel or medium through which a message is disseminated is very essential in the communication process.

Hassan (2013) asserted to this by stating that the channel is an important component of the communication process because it is the vehicle through which messages are carried in the sender-receiver continuum. It was based on this that the researcher thought it wise to find out the various channels through which the respondents' got coronavirus disease information or messages. From the study, it was obvious that the respondents got their messages from the different sources; television, radio and newspapers/magazine, bill boards/posters, internet and other sources such as family and friends. This means that residents of select LGAs get information on coronavirus through different sources, more especially television and radio. These findings confirm what Parvanta (2011), stated about health communication using multiple channels and approaches, which, despite what some people may think include, but not limited to the use of the mass media. The study further revealed that 85 (23%) respondents perceived the media coverage of the pandemic among the residents of select LGAs in Edo State as sensational, 189 (51%) respondents perceived the media coverage of the pandemic as credible and informative, 62(17%) respondents said it is misinformation and fake news while 34 (9%) respondents did not comment on the issue. The implication of data is that most of the respondents perceived the media coverage of the pandemic among the residents of select LGAs in Edo State as credible and informative. This finding upholds the submission of Nwanguma & Anorue (2015) that repeated exposure to media campaigns increases knowledge about the virus and results to behavioural change towards the disease.

### **Influence of Television Reportage of Covid-19 Vaccination Awareness Campaigns**

John (2020) conducted a study on *Impact of media messages on containment of Coronavirus pandemic in Nigeria*. The results from the survey show that the media have lived up to their role of agenda-setting in creating awareness by telling people what to think about through frequent repetition of messages. In a study on the role of media in social awareness, the researchers opined "the media has got a vital role in molding a good society to develop our lifestyle and move it on the right path." The media has remained the best

channel for creating awareness, especially in times of emergency. Without the media, COVID-19 would have been more calamitous than it is presently, especially in countries like Nigeria where health facilities are meager and in poor state. The various media platforms availed the public alternative sources of information about the pandemic. Frequency alone may not have created this high level of awareness. The timing belt for the messages was also critical to their assimilation by the public and the desired impact. In most cases, the frequency of the enlightenment messages on Coronavirus by the media was high during the family belt period.

A study on the role of open media and education in mounting AIDS awareness among married couples in Bangladesh observed that the media, especially television, play a leading role in the creation of awareness about AIDS in the country. Nigerians can say the same of the media in their country concerning their pivotal role in the perception of Coronavirus. The disease came with a lot of conspiracy theories around it, but media messages about the virus acquainted the public with its transmission and consequences rather than the theories around it.

The impact of media messages on public perception of the pandemic is evident in the adjustment to the preventive protocols by the public. Over eighty-eight percent (88.58%) of respondents in the study agreed that media messages on Coronavirus helped them to adjust to the preventive protocols against the disease. Some of the preventive measures include washing hands frequently with soap or cleaning hands with hand sanitizer, coughing or sneezing into a bent elbow, avoiding touching eyes, nose and mouth with unwashed hands, maintaining social distance, avoiding crowded places, wearing of face mask in public, avoiding sharing personal items and frequent cleaning of common surfaces with alcohol-based substances. These studies have demonstrated the fact that media reportage on COVID-19, most particularly television influence audience perception generally towards taking charge of their health thereby promoting positive health behaviours in containing the spread of corona virus in Nigeria and the world over.

### **Review of Empirical Studies**

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The review of empirical studies revealed that most of the extant literature focused on media coverage of Covid-19 and or the framing or reportage of Covid-19 by various mass media. Not so much attention has been given to study the perception of the public to ascertain their awareness on the Covid-19 virus and vaccination campaign. It is imperative to study the perception of the public television reportage of Covid-19 awareness campaign to avoid being lopsided by focusing on just the mass media without investigating the public who are the target of the Covid-19 campaign. This study seeks to fill that gap as well as to contribute uniquely to knowledge.

### **Theoretical Framework**

The perception theory was propounded in 1964 by G.A Steiner and Berelson. They (Steiner and Berelson, 1964) defines perception as a “complex process by which people select, organize and interpret sensory stimulation into a meaningful and coherent picture of the world” perception can be influenced by an individual past experience, societal and family values, either way, stimuli are sensed differently by people.

Perception can be influenced in two

different ways: structural and functional. Anaeto, Onabajo and Osifeso (2008) structural influence refers to how sensory stimuli are perceived physically. As the name states, it is coordinated and usually structured. Functional influence is based on personal conviction (which is in most cases subjective), and in all cases deals with psychological factors that affect our perception. These two influences on perception (structural and functional) are related in the sense that the structural influence poses as a platform for functional influence.

There is tendency for individual to have a varying perception based on circumstances encountered, environment, sex, and lifestyle and so on. This tendency is termed *selective perception*. For this reason, messages are not interpreted in the same manner by individuals. This suggests that mass communication goes beyond just hitting a target with an arrow. The messages can reach the receiver and still fail to accomplish its purpose because its interpretation is at the mercy of the receiver. This theory clearly demonstrates how the mass media subtly influences public perception; hence, its suitability as a theoretical framework for this study is apt.

### **Methodology**

This study is employ quantitative data, thus, the survey design is adopted for the study. The survey design is a research method that allows the use of systematic procedure to measure human behaviour by using formal and well-structured research tools. The study was conducted in Akwanga, Keffi, and Lafia LGC of Nasarawa state

A sample of 400 respondents was drawn from the population using the online sample calculator. The Stratified Sampling technique was used to select respondents of this study, the respondents were purposefully and randomly choosing from Lafia, Akwanga and Keffi Local Government Areas of Nasarawa State. To generate data from the sampled respondents, the questionnaire was used as data collection instrument, Out of the 400 questionnaire administered a total of 394 were returned and found usable. The questionnaire was designed to elicit answers base on the research questions.

### **Presentation and Analysis of Data**

The data generated from the respondents were presented in tables and the simple percentages statistical methods were used to analyse them in line with the research objectives formulated for the study. The tables are presented below.

**Table 1: Are you aware of the existence of Covid-19?**

Responses	Frequency	Percentage
Yes	286	72.5%
Partially aware	65	16.5%
I am not aware	43	11.0%
<b>Total</b>	<b>394</b>	<b>100%</b>

**Source: Field Survey, 2023**

The implication is that most of the respondents are aware of the existence of Covid-19 as affirmed by 286 respondents representing (72.5%) of the entire respondents.

**Table 2: The information I received about Covid-19 vaccination on television is convincing enough to enable me take an informed decision.**

Responses	Frequency	Percentage
Strongly Agree	73	18.5%
Agree	287	72.8%
Strongly Disagree	23	5.8%
Disagree	8	2.0%
Neutral	3	0.9%
<b>Total</b>	<b>394</b>	<b>100 %</b>

**Source: Field Survey, 2023**

This implies that a good number of respondents agreed that information they received about Covid-19 vaccination on television is convincing enough to enable them take an informed decision as revealed by 287 respondents representing (72.8%) of the entire respondents.

**Table 3: The Covid-19 vaccination awareness I watched on television has cleared my doubt over fake news from unofficial sources**

Responses	Frequency	Percentage
Strongly Agree	91	23.1%
Agree	240	60.9%
Strongly Disagree	43	10.9%
Disagree	20	5.1%
Neutral	0	0.0%
<b>Total</b>	<b>394</b>	<b>100 %</b>

**Source: Field Survey, 2023**

This implies that a good number of respondents agreed that Covid-19 vaccination awareness they watched on television has cleared their doubt over fake news from unofficial sources as revealed by 240 respondents representing (60.9%) of the entire respondents.

## **Discussion of Findings**

This section of the study is devoted to discussing the findings of the study in order to answer the research questions earlier raised to guide the study. This finding shows the perception of the residents on Television reportage of Covid-9 vaccination awareness in Nasarawa State. The study showed that majority of the respondents had good knowledge about Covid-19 safety protocol and were also well informed about Covid-19 vaccination awareness campaign. More so, majority of the respondents also had positive and favourable perception about Covid-19 vaccination awareness owing to regular and adequate information from local and satellite TV stations. The TV stations through their reportage as shown in diverse programmes were highly instrumental in framing positive and favourable perception of the residents about Covid-19 vaccination exercise. The findings of this study are in consonance with the findings of Apuke and Omar (2021) which also revealed that TV stations paid adequate attention to the issues of COVID-19 thereby giving it adequate coverage. Asemah, David and Akpabio (2022) conducted a research on Perception of Media coverage of Corona virus outbreak in select Local Government Areas in Edo state. They found out that majority of the respondents have knowledge of coronavirus outbreak in Nigeria and that the respondents mostly assessed COVID-19 messages through television reportage. This is to say that Nigerian television stations were at the vanguard of Covid-19 campaign awareness.

Findings from the study revealed that the television reportage from local and satellite stations on Covid-19 vaccination exercise were very effective in that the information did not only go viral but that it also elicited commensurate action which include the keeping of Covid-19 safety protocols by the audience. The television reportage effectiveness also extended to not just convincing the residents about the need for safety protocol/vaccination but also counteracted conspiracy theories the residents were previously exposed to from informal sources about Covid-19 vaccination. The videos, pictures, updates and statistics on Covid-19 updates from different TV stations demonstrated beyond every iota of doubt the authenticity of the television reportage about Covid-19. This finding uphold the submission of Nwanguma & Anorue (2015) and Asemah et al.(2022) that repeated exposure to media

campaigns increases knowledge about the virus and results to behavioural change towards the disease. Health Belief Model (HBM) may have also offered justification for this high level of adoption in view of its position that people's action compliance with messages on disease prevention and control is dependent on their perceived health threat, susceptibility, severity, benefits and efficacy of the media to address their health information needs. This means that residents of Nasarawa state perceived coronavirus as a severe health threat recognised their susceptibility and adopted the television reportage via the Covid-19 vaccination awareness campaign which they observed to be credible and informative, thereby helping to its prevention and control.

The study further discover that the television reportage on Covid-19 vaccination awareness has influenced the disposition, perception and reaction of the respondents to adhere to precautionary measures given through the media by health experts in order to avoid falling victims to the deadly virus. The reactions of the majority of the respondents were as a result of the Covid-9 awareness campaigns that were launched on television. Covid-19 vaccination awareness campaign was incorporated into virtually every television programme ranging from adverts and even integral part of news presentation, talk show and discussion programmes with experts, documentary programmes, commercials/public service announcements and drama/musical presentations tailored with Covid-19 vaccination awareness messages to keep residents abreast on the developments around the globe and what to do to forestall the spread of the virus.

The covid-19 television reportage influenced the respondents subtly and forcefully to achieve the purpose intended. The proactive television reportage on Covid-19 has contributed greatly to the success recorded in containing the spread of the virus even against the prediction and expectations of the Western world; the likes of Bill Gates predicted that Africa will be littered with dead bodies. However, proactive reportage measures were taken by the media most especially the television stations to launch an aggressive campaign against the virus from the point index case was reported in Lagos to post Covid period. This finding corroborates the findings of Asemah et al who also found out in their study that majority (237 or 64%) of respondents in select LGAs of Edo



State said the television coverage of Covid-19 awareness has positive influence on them, especially their health behaviour.

In addition to this, the findings of John (2023) agreed with this study. The results indicated a high level of public awareness from the media messages as 89.08% of respondents heard about COVID-19 from the media messages, 87.74% believed that media messages about the pandemic increased their awareness of it and 90.81% of respondents got influenced by the media messages to adjust to safety protocols against the disease. Majority of the respondents (75.49%) were satisfied with the overall performance of the media in their sensitization campaign. While 49.03% benefitted to a very large extent from the media messages, 44.01% benefitted to a large extent. It is apt to say that the television reportage on Covid-19 vaccination awareness was successful to have elicited the response of this magnitude by influencing the residents to adhere to the messages communicated.

### **Conclusion and Recommendations**

The study concludes that, the public perception of television reportage on Covid-19 vaccination

awareness among residents of Nasarawa State is positive and favourable, that the Covid-19 vaccination awareness campaign aggressively launched by television stations in the state and other satellite stations have influenced the residents of the state positively to adhere to Covid-19 safety protocols as well as taking Covid-19 vaccine thereby earning the state the highly coveted and commended position of ranking topmost in the vaccination exercise in Nigeria. Thus, based on the findings and conclusion, the researcher recommends that in order to improve on the Public perception of television reportage on Covid-19 vaccination awareness campaign among residents of Nasarawa State, there is the need for the media most especially television stations to sustain and extend the efforts made in Covid-19 vaccination awareness campaign in reporting other health issues, government need to come up with policies that will compelled the media to carry out regular health communication campaigns. This will ensure that proactive measures are taken during health emergencies as in the case of Covid-9 pandemic and furthermore, there is the need for continuous close partnership between the media and health experts to keep the public abreast about safety health practices.

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