

**PORT HARCOURT RESIDENTS PERCEPTION OF MEDIA ADVOCACY
AGAINST KIDNAPPING IN RIVERS STATE**

BY

**WISDOM SOIBIRIMARI GOLDEN
ART1801730**

**UNIVERSITY OF BENIN,
BENIN CITY, EDO STATE.**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
MASS COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN,
BENIN CITY, EDO STATE.
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD
OF BACHELOR OF ARTS (B.A HONS) DEGREE IN MASS
COMMUNICATION**

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DECLARATION

This project is based on a study undertaken by Wisdom Soibirimari Golden, Matriculation Number ART1801730 in the Department of Mass Communication, Faculty of Arts under the supervision of Dr. Daniel Ekhareafo in the Department of Mass Communication.

All ideas are the products of my personal research where the views of others were used, they were duly acknowledged.

WISDOM SOIBIRIMARI GOLDEN
ART1801730

DEDICATION

This research work is dedicated to God Almighty for his guidance, strength and wisdom during the period of this study and also to my mother, Late Mrs. Racheal Soibirimari Golden for all the sacrifices she made to get me to this point of my education before her unfortunate demise.

CERTIFICATION

This is to certify that this research work was written and submitted by me, Wisdom Soibirimari Golden, matriculation number ART1801730 to the department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Edo State.

DR. DANIEL EKHAREAFO

Project Supervisor

DATE

DR. DANIEL EKAREAFO

Head of Department

DATE

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ABSTRACT

This study was carried out to investigate Port Harcourt Residents Perception of Media Advocacy against Kidnapping in Rivers State using selected respondents in Port Harcourt. To achieve this objective, six research questions and two research hypotheses were formulated to guide this study. The data was collected from both primary and secondary sources. The primary data were collected with the help of a well-structured questionnaire of two sections administered to the selected respondents in Port Harcourt. The collected data were analyzed tables and descriptive statistics to analyze the research questions while t-test statistical method was used to test research hypotheses. All data were coded using SPSS software. The study reveals that there is a significant impact of media advocacy on Port Harcourt Residents Perception against Kidnapping in Rivers State and there is a significant relationship between media advocacy and campaign against kidnapping in Rivers State. The study concludes that radio campaigns against kidnapping in Port Harcourt have been ineffective due to residents' lack of engagement and support. To combat kidnapping, radio stations in Rivers state should collaborate with stakeholders and emphasize the joint effort required for enhanced security. The study suggests working with security personnel and other stakeholders to address the kidnapping problem in Rivers State, prioritizing objectivity and credibility in media reporting, concentrating on education and advocacy against kidnapping, and actively involving locals in the group effort to improve security and eradicate kidnapping.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Nigeria has recently seen an unparalleled degree of insecurity. This led to the threat to national security being a major concern for the government and prompting a significant budgetary commitment for security. The Nigerian government, in an effort to reduce crime, has begun criminalizing terrorism by enacting the Anti-Terrorism Act in 2011, installing computer-based closed-circuit television cameras (CCTV) in some areas of the nation, improving surveillance and criminal investigation, stepping up physical security measures across the nation in an effort to prevent or disrupt potential attacks, and strengthening secrecy laws.

Despite these measures, the country still experiences a high degree of kidnapping. Additionally, Nigeria's low ranking in the Global Peace Index (GPI, 2021) indicates that the nation is in a dead-end condition of insecurity. Adagba, et al. (2012), Uhumwuangho, and Aluforo (2011) are of the opinion that the government's efforts have not produced sufficiently encouraging results. Evidently, Nigeria's security situation appears to be insurmountable, and many claim that the government, at all levels, has not taken any meaningful action by refusing to address the issue head-on and in a decisive manner. Others have claimed that the situation has a political undertone or

inclination calculated to serve the interests of certain political gods, who have been unhappy and displeased with the political manifestations in the country. In Nigerian society, kidnapping has become pervasive. It is quickly emerging as a lucrative substitute for the crime of armed robbery. The level of insecurity is so extreme that it has almost afflicted everyone in our nation. When extremists kidnapped some oil workers in February 2006, reportedly to raise attention to the poor situation in the country's oil-rich Niger Delta region, the level of kidnapping in the area reached horrifying levels. The victims were primarily foreigners. Since then, kidnapping has become a major social issue across the nation, especially in the south-eastern region.

All Nigerians are now essentially targets; the focus is no longer just on foreigners. In retrospect, however, it is clear that the former governor of Anambra State was abducted on July 10, 2003, by members of his own political party who were against him (Emewu & Anyanwu, 2009). Kidnapping is thus conceivably nothing new in society, but the current tangible ransom-demanding strategy has developed into a real social issue for the Nigerian government and its citizens. For instance, in 2008, an online travel site ranked Nigeria sixth on the global kidnap index. According to this assessment, Nigeria is among the nations with a major kidnapping problem, trailing only the Philippines, Venezuela, Columbia, Brazil, and Mexico (Ujumadu, 2008; Ekpe, 2009). Due to a lack of precise statistical data, the report of such could be interpreted as

an assumption. Additionally, according to Ekpe (2009), Nigeria recorded 512 occurrences of kidnapping in 2009, compared to 353 cases in 2008, and 30 people died in kidnappers' dens. Similar to this, Kyrian (2009), revealed that between 2006 and 2009, kidnappers and hostage takers received 15 million in ransom (about 100 million). In southern Nigeria, kidnapping cases are an everyday occurrence. The protection of persons in Nigeria and their properties cannot be ascertained. The offence of Kidnapping is punishable by the law in Nigeria. Anyone caught participating in the conduct will be sentenced to ten years in prison. Apart from the aforementioned observation, certain States, including Abia, Akwa Ibom, Anambra, Enugu, Imo, Ebonyi, and Rivers, have enacted legislation known as the "Prohibition of Hostage Taking and Related Offenses Law," which carries a death penalty as a punishment for violators (Inyang, 2009; Ekpe, 2009). The National Assembly is still considering legislation that would punish kidnapping with the death penalty.

In spite of all these strict regulations, sadly, no known case of kidnapping has been successfully prosecuted to serve as a warning to other possible kidnappers. Since kidnappers spare no one as long as their goals are achieved, residents of the country, both Nigerians and non-Nigerians, are constantly worried about becoming the next victim. The rich and the well-off have been targeted by kidnappers in recent years, who release their victims only after receiving ransom payments. There have been hostage

takings involving both adults and young children between the ages of two and five. Nigeria's reputation as a country has been tarnished by the kidnapping incidents. The fact that travellers are frequently cautioned by their countries not to visit Nigeria has also hampered Nigeria's efforts to build a sustainable tourism business. Many potential investors have stayed away out of concern about being kidnapped (Ekpe, 2009). In addition to the observable evidence mentioned above, this inquiry will uncover a great deal more issues that are related to the kidnapping issue. This study's goal is to investigate radio advocacy and Port Harcourt residents perception towards kidnapping in Rivers State.

1.2 Statement of the Problem

The ideology behind kidnapping has sometimes included an excess application of the ransom method and ritual mission. Globally, abduction requires a more forceful strategy that combines the ideological apparatus's power with the power of the pistol in order to combat or control the ideology's spread through awareness raising. Without a doubt, academics are becoming more and more interested in the kidnappings. Media campaigns, notably for the battle against kidnapping, have been hampered by commercialization and the "let them pay" policy. This is true because the Nigerian media—both publicly and privately owned—depends entirely on the selling of airtime to fund operations. Despite these obstacles, the Nigerian media has persisted in

spreading the word about the group's horrific crimes and the necessity of supporting security forces in their fight against the shared adversary. However, there is no evaluation of these radio campaigns that are expressly designed to fight kidnapping that is currently available. Based on this deficiency, the study set out to determine the roles of radio advocacy and the campaign against kidnapping in Rivers State.

1.3 Objectives of the Study

The major aim of the study is to examine media advocacy and the campaign against kidnapping in Nigeria, other specific objectives of the study include;

1. To examine the level of awareness of media advocacy campaigns against kidnapping in Port Harcourt
2. Ascertain if radio advocacy has led to the reduction of kidnapping in Portharcourt.
3. To examine the level of engagement and participation of Port Harcourt residents towards radio advocacy against kidnapping
4. To examine the effectiveness of using media advocacy in campaign against kidnapping in Rivers State.
5. To ascertain how radio advocacy campaigns against kidnapping in Rivers State been designed to complement other anti-kidnapping efforts.

1.4 Research Questions

1. What is the level of awareness of media advocacy campaigns against kidnapping in Port Harcourt?
2. To what extent has radio advocacy contributed to the reduction of kidnapping in Rivers State?
3. What is the level of engagement and participation of Port Harcourt residents towards radio advocacy against kidnapping?
4. What is the effectiveness of media advocacy in combating kidnapping in Rivers State?
5. How have radio advocacy campaigns against kidnapping in Rivers State been designed to complement other anti-kidnapping efforts?

1.5 Significance of the Study

The results of this study will be extremely significant for all media companies in general and the Nigerian Armed Forces in particular. It will provide empirical data to the military, who have been leading the deradicalization process so that the program may be improved. Finding the messages' themes and content would enable the media to create more persuasive and morally responsible campaigns that could challenge or shift the narrative. In addition, it is hoped that this research would help the military and other

stakeholders understand how crucial the media is in addressing violent conflict like kidnapping.

1.6 Scope and Limitation of the Study

The study is restricted to Port Harcourt Residents Perception of Media Advocacy against Kidnapping in Rivers State.

1.7 Limitation of the Study

- **Sampling Bias:** The study may have concentrated on a subset of Port Harcourt inhabitants who are not representative of the general population. For example, the study may only have examined residents from a specific neighborhood or socioeconomic class.
- **Self-Selection Bias:** Because the study depended on volunteers, it may have resulted in a biased sample of locals having a special interest or experience with the issue of kidnapping
- **Social Desirability Bias:** Respondents may have offered answers that they believe are socially desirable rather than representing their genuine perceptions. To avoid appearing unsympathetic, they may overestimate their support for media activism against kidnapping.

- **Limited Scope:** The study may solely focus on Port Harcourt residents' impressions, ignoring the perspectives of other players like as the government, law enforcement agencies, and kidnapping victims themselves.
- **Lack of Generalizability:** The study's findings may not be applicable to other contexts outside of Port Harcourt or Rivers State.
- **Reliability of Data:** Because the study relies on self-reported data or subjective interpretations of data, there may be flaws or discrepancies.
- **Lack of Causality:** The study may merely identify correlations between variables, but no evidence of causality is provided.

1.8 Operational Definition of Terms

- **Radio:** Is the technology of signaling or communicating using radio waves.
- **Media Advocacy:** Is a way to influence decision-makers through the media outlets that matter to them, such as newspapers, radio, television, newsletters, journals, magazines, and even the newer social media, like blogs, Facebook, and Twitter.
- **Radio Advocacy:** Is a way of creating awareness of the things happening to the public through the radio.

- **Campaign:** A series of military operations intended to achieve a goal, confined to a particular area, or involving a specified type of fighting.
- **Kidnapping:** In criminal law, is the unlawful carrying away and confinement of a person against their will.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter presents the review of related literature on media advocacy and the campaign against kidnapping in Rivers State. Views and opinions of other authors are presented as follows.

2.2 Concept of Kidnapping

Kidnapping is a social crime which cuts across the borders of many nations. In other words, it is a global issue. The diversity in defining kidnapping lies in the reason that different legal background defines kidnapping in different perspective. It has however been linked to a lot of criminal act especially terrorism. According to the US Army Training Command, kidnapping is seen as a means to an end rather than an end itself. It is taken into consideration in the battle of the US against terrorism when terrorist embark on kidnapping US military personnel in war areas (US Army Training and Doctrine Command (TRADOC), 2008: p.3). It is therefore defined as an act that completely seizes, confines, moves, decoys or abducts any person or persons to extort ransom or reward, spotlight an agenda and compel other involuntary concession (US Army Training and Doctrine Command (TRADOC), 2008:4).

In US, Federal kidnapping investigations, the categories of conduct that frame the crime are usually limited duration kidnappings where the victim is released unharmed such as kidnapping that occurs as part of another crime and kidnapping for the purpose of ransom or political concession. Other legal considerations describe the crime as involving the duration of kidnapping and if the victim was injured causing a permanent disability or life-threatening trauma. The consideration could also include if the victim was sexually exploited, whether or not a dangerous weapon such as a firearm was used, or if the victim was murdered during the kidnapping (Colin, 2008).

Defining what is kidnapping poses a number of definitional problems in relations to a country's legal and moral viewpoints as well as the availability of other variances such as hostage taking and hijacking. Mohammed attempted some clarifications of the definitional position of the term with respect to the legal point of view of some countries. He used Malaysia to illustrate that the kidnapping of adults within the borders of Malaysia come under the heading of abduction in sharp contrast to the UK meaning (Mohamed, 2008). Clutterbuck also attempted to clarify some terminological differences between kidnapping, hostage-taking and hijacking. He argued that where hostage-taking and hijacking are concerned, victims are held in a known location, such as plane, ship or building. He further noted that hijacking may be thought of as refinement of hostage-taking, when a vehicle of some kind is seized along with its

passengers. According to him “the theft of container lorries (with their cargo but without their driver) has been referred to as hijacking; however, most jurisdictions would classify and count this as theft and reserve the term hijack for the illegal seizure of vehicle and people together” (Clutterbuck).

Turner defines kidnapping as “all situation where persons are forcibly seized and transported to a destination where they are held against their will in unlawful confinement” (Turner, 2000: 145 - 160). It also describes the incidents when persons are lured away and then held illegally. This may involve force. This study adopts Turner’s working definition of kidnapping. Although this definition did not state the reasons for which such kidnapping act is based upon, this does not in any way impair the essence of its adoption in this study.

Alix (2001), in one of his few studies, extracted information on kidnapping from newspaper accounts. He mentioned that kidnapping as ransom was a rare event in the US in the latter part of the nineteenth century. He recorded that the first classic ransom kidnapping was recorded in 1874, which was the abduction of a young boy in Philadelphia (Alix, 2001). He also noted several increasing trends during the turn of the 20th century, between 1920s and 1933, and after 1968 (Alix, 2001). In another study, Crew and Lammers, based on the U.S. District Courts (federal criminal courts), stated that kidnapping was a relatively infrequent crime. In 1997, there were 49,655

federal criminal cases recorded, and only 99 of these were filed as kidnapping cases. The other official data source (the Federal Bureau of Investigation's National Crime Information Center) mentioned by Crew and Lammers, maintains information on reported missing people. In 1998, among 932,190 persons, only a small proportion of missing person cases is suggested as being due to kidnapping (Crew, 2001).

A news story (The Guardian June 22, 2005) reported that half of all kidnapers and victims in London are estimated to be foreign nationals. It reported that kidnapping is particularly prevalent in the Chinese, Afro-Caribbean, South Asian and Eastern European communities, where extreme violence and torture is sometimes common. This seems to suggest nationality differences among kidnapers in London (Guardian, June 22 2005). Kidnapping is not a homogeneous offence. There appear to be various methods and motives among kidnapers. In the Alix study, 15 types of kidnapping were distinguished, such as classic ransom kidnapping, development ransom kidnapping, skyjacking, ransom hoaxes, conspiracy to kidnap for ransom, and kidnapping as extortion threat. He summarized that the types of kidnapping suggested 3 basic motives; the intent to exchange the victim for ransom or other benefits such as escape; the intent to harm the victim, and the intent, usually in child abductions, to keep the victim indefinitely (Alix, 2001).

More recently, Tzanelli has challenged the use of classification that simply describes the phenomenon as not being "helpful for sociology-oriented criminological enquiry". He suggests that "the main kidnapping mechanism is that of exchange and equation ('misrecognition') of various forms of capital, value and status", going on to argue that "kidnapping is then the by-product, rather than the 'enemy' of social order, in our late modernity" (Tzanelli: 929-947). Tzanelli's view is accepted by this study as the very essence of kidnapping in a society like Nigeria is only a repercussion of a failing societal and economic values.

2.3 Kidnapping in Nigeria

Kidnapping has been linked to other crimes that threaten national security. Some of these crimes are armed robbery, militancy and terrorism. As an effect of the crises in the Niger Delta region of Nigeria, kidnapping gained ground as a weapon used by militants to fight the government and oil companies. It can be said that kidnapping although a crime that gained prominence recently in the polity of Nigeria was almost non existing explicit laws on the crime in some states (Nwokedi: History of Terrorism and Kidnapping in Nigeria). However, the crime of kidnapping could be seen in the capacity of the reasons that brought about the crime in Nigeria. The struggle for self-attainment which is basically linked to the natural resource control of the Niger Delta Region became a point of argument on the development of kidnapping in Nigeria. The

map of Nigeria numerically showing states typically considered part of the Niger Delta Region where kidnapping was earlier recorded is at Appendix II.

In the view of Townsened, “natural resource nationalism” which is the tendency to seek bigger share of the returns from natural resources as expatiated by Akpan, is the root and cause of kidnapping in Nigeria (Townsened, 2008: 11-12). This is in support of the view that kidnapping is a culmination of the crises in the Niger Delta region of Nigeria. It is also worthy of note that the Niger Delta “question” of today is a heritage of Nigeria’s unstructural flaws which is fundamentally constitutional and political. Onduku classified these flaws into categories. The first has to do with the division of the country into 3 unequal regions, with the population of the size of the Northern region alone exceeding that of the two southern regions put together. The second flaw as postulated by Onduku involves the political and demographic domination of the Northern, Western, and Eastern regions, being the majority ethnic nationalities and the attendant marginalisation of the minority ethnic nationalities. The Niger Delta is one of such minority groups and its position becomes so important given that Nigeria’s economy depends on petroleum resources, which is explored in the region (Onduku, 2001).

As supported by Akpan, kidnapping has, in recent assume alarming dimension in the States in the Niger Delta region opening up opportunities and avenues for

dangerous degeneration. Its occurrence and impacts started to be felt this early 21st century, a phenomenon induced by oil resource exploration. There are many factors that have contributed to the emergence of kidnapping in the region. Apart from the wider liberation consciousness of the people over the years, social, economic and political reasons have come to play prominent roles for the rise in the industry of recent (Akpan: 39). Some of these reasons were more prominent in the Eastern and Western region of Nigeria.

2.4 Radio Programming

Radio programmes has come a long way. It has evolved from transmitting programmes from urban areas to rural areas for development purposes. Due to its portability, cheapness, and wider coverage, radio remains the most potent agent of development.

Radio programmes has a very crucial role to play in every development process. It is regarded as the oxygen of development. Radio programmes helps create the level of general awareness and mobilization of the population and an active participant in the rural development, through education and public enlightenment. Ogor cited in Asemah (2011:112) affirmed that:

Public broadcasting upholds the principles of true speech and expression, as well as free access to communication. It enables all citizens to communicate openly on a level playing field. It also serves the interests of all people, irrespective of religion, political background, belief, culture, race, etc. in its overall programming, broadcasting reflects as comprehensive as possible, the range of existing opinions and free flow of information to the people is a must.

Going by this assertion, information is crucial to the sustenance of rural development in any given society. Rural development cannot thrive without adequate information and communication. There must be a free flow of information about the activities of government to the populace. The populace must be aware of all the activities of the government, whether at the federal, state or local government level.

2.5 Security Overview in Nigeria

Security is a state's composite. Del Rosso Jr. asserts that for more than 400 years, the state has had a close relationship with security (Del Rosso Jr. 1995). The state is required to grant its citizens these rights since it is a crucial and required service. One could argue that an unstable state loses legitimacy in the eyes of its citizens and in the views of the international community. Concepts like failed states, failing states, and collapsed states in international relations are the result of a state's lack of security. National security, international security, and personal security are just a few of the numerous facets that make up the broad idea of security. This led researchers like Del Rosso Jr. (1995), Joseph and Sean (1991), and others to redefine security, recognizing

that security encompasses more than only researching risks and maintaining control over militia.

In the midst of the debate about what security is, who it should be used for, and how it should be utilized, Baldwin went one step further to separate the idea from worries about norms and data. He argued that because the level of specificity needed varies depending on the research objective at hand, not all dimensions and specifications are used every time the idea of security is considered. The utility of the notion does not necessarily rise when the parameters of security are extensively defined, though (Baldwin 1997). To put it another way, security should be outlined as a distinct policy goal. As a result, when the prime value method, the core value approach, and the marginal value approach are taken into account, the value of a security can be determined. (Baldwin 1997).

The argument put forth by Buzan that security at the person level is tied to security at the state and international system levels is a strong one, and it serves as the starting point for the rest of this discussion after the brief conception of security (Buzan 2007). The study and supply of state security in Nigeria are predicated on the idea that personal security in light of kidnapping-related issues is a requirement *sine qua non*. Kidnapping is a global trend, as reported by Forest (2012), with regional and national differences. Kidnappings continue to happen in Nigeria, mostly to foreigners working

in affluent industries like Shell, Total, and Chevron, among others, in the oil industry (Donovan, 2018). Although some people do not view kidnapping as a serious threat to the state's capital security, it is important to recognize that it is a component of terrorist attacks and poses risks to both individuals and the state.

In Nigeria, safety is regarded as the highest good. Nigeria's security has been an issue ever since democracy was restored there in 1999. Dambazau describes additional issues Nigeria faces in addition to its internal security challenges, including "the Boko Haram insurgency, the Niger Delta militancy, and piracy in the south-south geopolitical zone, comprising Bayelsa, Delta, and Rivers; ethno-religious conflicts, resource-based conflicts, trans-border criminal activities, and election-induced violence" (Dambazau 2014, 01). Nigerians living outside of Nigeria are alarmed by the security threat because those who commit these crimes believe that they will be successful because of the money and power of Nigerians living abroad. As a result, they are sought out for ransom kidnapping upon arrival, even at the risk of alienating themselves from their communities and family. Local family members are sought out and kidnapped in order for their sons or daughters who reside abroad to step in and bail them out. The kidnapping of Mikel Obi's father, the well-known Chelsea club player in England, serves as a good illustration. This pattern also applies to foreign nationals who have been abducted and released after paying a ransom demand to their employers. The

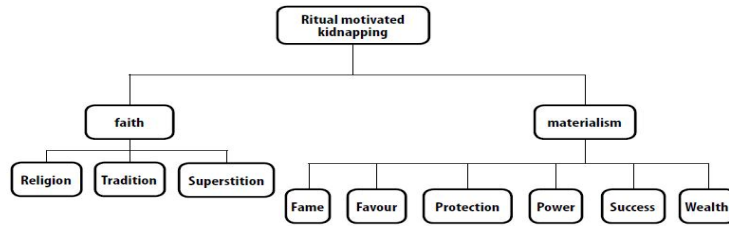
claim that Nigeria's security system needs a significant overhaul is based on the idea that a threat to an individual's security should be a threat and concern of the state, just as it is upheld in advanced nations where they acknowledge and uphold that a threat to their citizens is a threat to the country. Sadly, the Nigerian polity is unable to implement a security system that complies with its democratic practices. This is not to say that the Nigerian government is not trying and doing all it can, but attempting is not enough, and of course, understanding that there is a difference in the way security is administered efficiently by sophisticated countries calls for the overhaul and provision of better security in a state that is not at war.

2.6 Security Challenges in Nigeria

Kidnapping is a global phenomenon, which can be argued to have been in existence since humans created a coordinated society that provides a coordinated attack on fellow humans. Handrahan (2004) and Menon (2003) point out that the Kyrgyzstan kidnappings were carried out to solidify masculinity and strong ethnic identity. Bridal kidnappings in India are used to reduce women's social status and the bride's negotiation power. Moreover, the motive behind kidnapping is based on the culture of different societies. However, there is a clear cut difference between ritual kidnapping and ransom kidnapping, which this study brings to light.

Kidnapping in Nigeria goes beyond the conventional typology of kidnapping in terms of global trends. Ritual kidnapping is an unconventional type of kidnapping is yet to be fully recognized, but it is persistent within the country. It could be argued that most of the kidnapping in Nigeria stems from the nexus of corruption and unemployment among the youths. This idea is shared by Dambazau, (2014), who inclined with his opinion that lack of decent leadership accompanied with meager governance heavily feature when attempting to outline the problem.

Though Nigeria is ethnically and religiously divided, the approach for kidnapping defies ethnocentric methods. It has no ethnic ties; the success of kidnapping in Nigeria is based on information and methods employed. Nevertheless, most kidnapping cases are ethnically situated. The rise of kidnapping in Nigeria between 2005 and 2006, shows that the main causes of kidnapping are ‘politicians, poverty, terrorism, lack of stiffer punishment by government, negligence on the part of the well –to-do in families and quick money... thus, kidnapping is a national social problem that must be solved nationally (Dodo 2010). Dodo, pointed out some of the causes and remedies of kidnapping, but was not elaborative enough in terms of elucidating the link between



On the basis of the aforementioned ritual kidnapping model, this study offers an alternative explanation for the variable of faith as a component and also places a strong emphasis on materialism. When people believe that killing will make them rich, materialism takes precedence over trust in superstitions. It is materialism when, in relation to religion, the emphasis is not on money but rather on redemption or protection from the "unknown." For it stands apparent that the ideas of redemption, protection, and success accept one's own sufficiency and superiority to others in terms of notoriety, favor, protection, success, and riches, all of which fall under materialism.

Although people's ambitions and beliefs differ from one another, it must be admitted that the Nigerian polity's aspiration is -to a greater extent- bent towards a materialistic lifestyle. The majority of people aspire to be wealthy, which is not always a bad thing. In two stories, the desire and struggle that result in kidnapping are depicted. First off, abduction is not done with the intention of becoming rich; rather, it serves as a tool to achieve financial freedom in societies where chances for such freedom are few and extremely limited. Second, certain people who are striving for social prestige are

compelled by the influence and wealth in society to engage in nefarious activities like ransom and ritual kidnapping. For many, this would be a quick method to get the money they need to rise to the social status they so desperately want. At this point, it may be concluded that ritual kidnapping and ransom are caused by materialism, which poses a security risk to the state. This is not to imply that materialism in and of itself is the issue; rather, materialism becomes an issue owing to the degree to which it is pursued by people who use it as a means of subsistence.

Yun, speaking from a political perspective, states that "since the mid-1990s, hostage-taking and kidnapping increased as preferred tactics of political terrorist." (Yun 2007). Nigerian politicians are heavily involved in ritual kidnapping for sacrifice in addition to political kidnapping, which they utilize to force their opponent to concede to their demands. In order to keep their wealth and hold onto their positions of power, some politicians and government officials, according to Usman (2017), have been accused of using humans in rituals. Investigations have also shown that, in addition to ritual killings occurring around election times, persons have been known to vanish. Unfortunately, due to the potential for backlash, the media rarely reports on or publishes tales of politicians' involvement in ritual kidnapping and sacrifice. One could argue that if the media doesn't report on examples of politicians kidnapping and offering their victims as sacrifices, then they are also complicit in the crime. Yet

another issue based on media ownership is comprehending the role of the media in not taking sides and infrequently publishing kidnapping news. Fighting those who have influence over and control over how information is disseminated to the public is a very difficult endeavor because very few are managed by private proprietors. This is stated by Ali, who observes that many African nations suffer with government control of the print and broadcast media, which prevents citizens from having a voice in public discussions or debates (Ali, 2015). Additionally, compared to nations like the USA or UK, media ownership in Africa is a bigger factor in state involvement (McQuail 2010). When such evidence is made public, however, little to nothing is done in regards to cases of ritual and sacrifice kidnapping when politicians are involved.

The problem of resource control and allocation within the nation also contributes to an increase in kidnapping. The success of a worldwide economy, according to Yun, has resulted in an increase in the number of alienated and disenfranchised people. (Yun 2017, p.1), As a result, there are more hostage-takers and predators than there were before. Kidnapping can be thought of as having a worldwide hotspot in Nigeria. This might occur as a result of the oil industry's pollution and unfair economic distribution. The many stakeholders in the Nigerian state are distrusted because of theft, corruption, and the use of public resources for the "elite" (Ebohon and Ifeadi, 2012).

2.7. Empirical Review

This section examines previous researches related to this present study:

Omokapue, Chioma, Obichii and Ezegwu (2022) examined Audience Perception of Broadcast Media Coverage of Banditry and Kidnapping in Nigeria: A Study of Benin City Residents. The study sought to find out the extent at which the broadcast media in Nigeria report banditry and kidnapping, to investigate the media that frequently broadcasts issues of banditry and kidnapping and to find out the perception of Benin residents towards the broadcast media report of banditry and kidnapping. In terms of the Theories used, Omokapue et al adopted the agenda setting theory, while survey research method was employed to gather data for the study. This present study is similar to Omokapue et al study in terms of the theoretical framework and the research procedure used, as it adopts both the survey research method and the agenda setting theory. However, it differs in terms of objectives. While this present study seeks to find the level of awareness of Port harcourt residents against kidnapping, the effectiveness of radio advocacy and impact as well as how radio advocacy has been designed to complement other anti-kidnapping measures, Omokapue, et al sought to find out the extent at which the Nigerian broadcast media reports banditry, the media that prioritizes reports on banditry and the perception of Benin residents towards such reports. Findings of the study indicated that the respondents clearly agreed that private

broadcast media frequently reported issues on banditry to a large extent, however the broadcast media were not effective in their role. Findings also revealed that the residents of Benin City have a positive attitude towards media reports on Banditry. It was recommended that the public broadcast media should devote more air time to covering issues of kidnapping and banditry in line with their social responsibility roles to society.

Modish (2022) conducted a study on radio advocacy and the campaign against kidnapping in Rivers State. The objectives of the study were to ascertain the state of radio advocacy against kidnapping in Nigeria, to find out the security challenges caused by kidnapping and to ascertain the impact of radio advocacy on campaign against kidnapping in rivers state. The research method adopted by the researcher to gather data for the study was the survey research method, while copies of questionnaire were distributed to collate data. Unlike this present study which is anchored on investigating the level of awareness, effectiveness and other measures taken to compliment radio advocacy, Modish study sought to find out the state of radio advocacy campaigns against kidnapping, the security problems caused by kidnapping and the impact of radio advocacy against kidnapping. However, this present study is similar to Modish study in terms of the research method used. Both studies adopted the survey research method and questionnaire to gather data for the study. Findings of the study revealed that

residents of Rivers State are exposed to reports of Kidnapping in Nigeria and that the rate at which people are kidnapped have increased despite the exposure. Findings of the study also indicated that Rivers state resident believe that radio advocacy against kidnapping is not effective. Hence, the study concluded that the government in Nigeria should start planning and working with relevant stakeholders to put an end to kidnapping.

Peter and Osaat (2021) carried out a study on Kidnapping in Nigeria: A Social Threat to Educational Institutions, Human Existence and Unity. The objectives of the study were to examine the challenges brought forward by kidnapping and the consequences in Nigeria. In terms of the theoretical framework, the social learning theory was adopted while the survey research method was used to gather data for the study. Findings of the study noted that kidnapping is a social ill capable of causing death, psychological and emotional problems, as well fueling the level of insecurity in the country. The study also noted that poverty, unemployment, politics and religion are major causes of kidnapping. The researchers concluded that the issue of ransom payment by the families/relatives of the victims to kidnappers should be seriously condemned. They recommended that the government must endeavour to create employment for the teeming population of youths as this will help to reduce the

proliferation of kidnappers. Security agents and media must work together to wage war against kidnappers.

From the studies that have been reviewed so far, it is pertinent to pinpoint that there are gaps in knowledge and grey areas, which involve the level of awareness of Port Harcourt residents towards kidnapping, the effectiveness, impact of radio advocacy and how radio advocacy has been designed to complement other anti-kidnapping measures. It is this gaps that this study seeks to cover.

2.8 Theoretical Framework

This study adopts the social learning theory and the agenda setting theory.

2.8.1. Social Learning Theory

The social learning theory is a theory of psychology that was propounded by Albert Bandura in the 1970s. The theory is a learning theory which posits that behavior and perception is acquired through observation, imitation, and modeling. Albert while explaining the social learning theory argues that learning occurs not only through direct reinforcement, but also through indirect reinforcement by observing others' behavior and the consequences that result.

The social learning theory is anchored on the following principles:

1. People learn by observing and imitating the action of others.

2. Individuals are more likely to engage in behaviors that lead to positive outcomes and avoid behaviors that lead to negative outcomes.
3. Perception or behaviour can be formed indirectly by modeling and observation. Individuals do not need to be directly involved in a particular situation to learn or adopt new behaviors.
4. People can influence their own behavior by modifying the environment that shapes it.

This theory is relevant in this study as it notes that by observing and listening to radio messages, residents in Port Harcourt can learn about the need of anti-kidnapping campaigns and the impact of kidnapping at the individual and societal level. Using advocacy, Port Harcourt residents can see positive reinforcement for anti-kidnapping behaviors, such as reporting suspicious activities to the authorities.

The theory was adopted in this as it emphasizes that radio campaigns, the consequences of kidnapping can be reported to create a negative reinforcement of the behavior. Through negative reinforcement of kidnapping, residents can learn to avoid behaviors associated with it, such as keeping late night travels, buying a house in an insecure area, or getting involved in suspicious business activities.

Furthermore, the social learning theory is important in this study as it pinpoints that positive behaviors and reinforcement for appropriate actions can be encouraged

using media advocacy, while undesirable behavior can be discouraged using negative reinforcement. Unarguably, this theory provides a framework in understanding how radio advocacy can be used to influence and shape social norms, beliefs, and attitudes towards kidnapping in Port Harcourt, Rivers state.

2.8.2 The Agenda Setting Theory

The agenda-setting theory on the other hand, is one of the most influential theories of communication. This theory was proposed in 1972 by Maxwell McComb and Donald Shaw. The theorists argue that the mass media have the ability to influence the issues that society considers important by choosing the topics and the manner they are presented. Hence, the power of the media lies not on what to make people think, but what to think about.

Asemah (2016) notes that the Agenda-setting theory is a theory of influence which states that the media does not influence how people form their opinions, but rather what is important to them. As explained by Asemah, the agenda-setting theory has several principles that are important to understanding its application.

- I. The kind of problem covered by the media will increase its prominence among the audience.
- II. The degree to which the public considers an issue to be important is directly proportional to the amount of media attention it receives.

III. The mass media has the ability to influence the public's attitude towards a topic.

In terms of Port Harcourt residents, media advocacy against kidnapping in Rivers State can help to mould the opinion and perception of kidnapping as an issue of great importance. Media campaigns can serve as a powerful tool to draw the attention of the public to issues of concern and mobilize for mass actions. By providing constant reports on kidnapping and drawing attention to the severity of the problem while highlighting its impact on individuals and the community at large, media advocacy can increase public awareness of the issue and generate public outcry against it.

Hence, this theory is relevant in this study as it posits that by repeating key messages and emphasizing the importance of curbing kidnapping, media advocacy can change the perception of Rivers State residents, mould their opinion, and influence policymakers in the state to take action against kidnapping. The media can bring the issue of kidnapping to the attention of the government and relevant stakeholders who can then prioritize the issue and allocate resources towards tackling it. This can lead to the implementation of more effective anti-kidnapping measures in the state, which could ultimately help to reduce the incidence of kidnapping and improve the safety and security of Rivers State residents.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter is concerned with the presentation of method used in this study to accomplish its purpose on “Port Harcourt Residents Perception of Media Advocacy against kidnapping in Rivers State”. The following areas were taken into consideration, design of the study, area of the study, population of the study, sample size and sampling techniques, research instrument, validation of research instrument, reliability of research instrument, administration of the instrument and method of data analysis.

3.1 Research Design

This study adopted survey research design. According to Ekott & Nseyen (2006), a survey research is one in which a group of people or items is studied by collecting and analyzing data from only a few people or items considered to be representative of the entire group.

3.2 Population of the Study

The subject of inquiry for this study encompasses the inhabitants of Obia/Akpor, Eleme, and Port Harcourt Local Government Areas (LGAs) in Rivers State, Nigeria which was about 400 respondents. These LGAs were chosen due to their high incidence

of kidnapping in the state and the critical role of the media in advocacy efforts to raise awareness against the phenomenon. This population is a heterogeneous group in terms of age, gender, educational attainment, occupation, and socioeconomic status, and thus represents a suitable population for the study. The selection of this population is based on a well-considered and rigorous rationale, with an emphasis on the practical applicability of the findings.

3.3 Sample Size

The study employed a random selection process to determine a sample size of 380 individuals from the total population of 400 respondents.

3.4 Sampling Techniques

The study utilized a sampling strategy known as simple random sampling, which was deemed appropriate due to its provision of an equiprobable selection of subjects from the population. This technique ensures that each individual has an equal chance of being chosen as a participant, thereby minimizing selection bias and promoting generalizability of findings.

3.5 Research Instrument

The researcher developed the questionnaire on Port Harcourt Residents Perception of Media Advocacy against Kidnapping in Rivers State as the major

instrument for data collection. The supervisor and other research experts in the faculty vetted the instrument.

The questionnaire was further divided into two sections “A” and “B”. Section “A” sought to collect information on the respondents’ personal data while Section “B” sought to collect information on Port Harcourt Residents Perception of Media Advocacy against Kidnapping in Rivers State.

3.6 Validation of Research Instrument

An instrument said to be valid when it measures what it intended to be measured (Ekott & Nseyen, 2006). Thus, the research instrument was first submitted to the supervisor who read through, vetted, scrutinized and made comment(s) before approval for distribution. This was done to ensure that the contents conform to the subject of the study.

3.7 Administration of the Instrument

The researcher personally administered the research instrument (questionnaire) to the selected respondents in Port Harcourt. This was done to ensure that at least 95% of the total population sampled with research instrument was collected. Besides, the respondents were given instructions on how to complete the questionnaire for possible collection of data for analysis.

3.8 Method of Data Analysis

The responses obtained from the selected respondents in Port Harcourt formed the data. The data were treated statistically in accordance with research questions generated earlier in chapter one of this study.

Tables and descriptive statistics were used as techniques of analyzing the research questions.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents and analyses the data collated through the questionnaire. The data collected are analyzed using the simple percentage method. A total of 380 questionnaires were distributed and all were properly filled making the sample size a total of 380 after questionnaire administration which accounts for 100%. 380 respondents therefore represent 100% of the sample size being studied.

The details of the questionnaire are analyzed below using frequencies, percentages and tables for the presentation of data.

4.2 Data Presentation and Analysis

SECTION A:

This section covers the demography of respondents in the study

Table 1: Distribution of respondents by Gender

Sex	No of respondents	Percentage
Male	227	60%
Female	153	40%
Total	380	100%

Source: Field survey 2023

Table 1 indicates that 227 (60%) respondents are male, while 153 (59%) are females. This shows that the study is more composed of male participants and would be in a good position to data for the study.

Table 2: Distribution of respondents by Marital Status

Marital Status	No of respondents	Percentage
Single	279	73%
Married	101	27%
Total	380	100%

Source: Field survey 2023

Table 2 indicates that the study is composed of respondents who are both married and single. However a greater percentage (73%) of participants involved in the study are single.

Table 3: Distribution of respondents by age

Age	No of respondents	Percentage
20-25 yrs	138	36%
26 - 30 yrs	142	37%
31- 35 yrs	67	18%
36 and above	33	9%
Total	380	100%

Source: Field survey 2023

The table presented above shows that the respondents involved in the study are youths and within their active age, however a majority of the respondents involved are

between the age of 26 - 30 yrs (37%) and 20 - 25 yrs (36%). This implies that the study participants will be well grounded and knowledgeable of the issue under investigation.

Table 4: Distribution of respondents by Academic Qualifications

Academic Qualifications	No of respondents	Percentage
ND/NCE	72	18%
HND/B.sc	209	55%
MBA/M.sc	8	2%
Others	91	23%
Total	380	100%

Source: Field survey 2023

Table 4 shows that 209 respondents accounting for 55% of the sample size are HND/B.sc holders. This indicates that majority of the respondents available for the study are educated and would be abreast of the challenges of Rivers State.

Table 5: Distribution of Respondents by Local Government

Local Government Area	No of respondents	Percentage
Obia/Akpor	123	32%
Eleme	42	11%
Port Harcourt	215	57%
Total	380	100%

Source: Field survey 2023

Table 5 indicates that the study involves respondents from different local government areas, however, residents of participants were more available to participate in the study.

SECTION B:

This section covers questions that provided psychographic data concerning the study from the respondents.

Table 6: How much do you know about campaigns that talk against kidnapping in Port Harcourt?

Variables	Number of respondents	Frequency
I know alot	230	60%
A little bit	70	19%
Quite a bit	80	21%
Nothing at all	0	0%
Total	380	100%

Source: Field survey 2023

Table 6 indicates the exposure of respondents to campaigns against kidnapping in Port Harcourt. The data presented shows that a large percentage of the respondents agreed that they know alot about campaigns against kidnapping in Portharcourt. This shows that a majority of the respondents are exposed to campaigns against kidnapping in Portharcourt.

Table 7: Do you think these campaigns are effective in stopping kidnapping in Rivers State?

Variables	Number of respondents	Frequency
Yes, they work well	81	21%
They help a bit, but not enough	198	52%
They don't seem to help at all	65	17%
I'm not sure	36	10%
Total	380	100%

Source: Field survey 2023

Data presented above reveals that 198 (52%) respondents agreed that campaigns against kidnapping has not been very effective as they believe that the campaigns have helped, but more needs to be done, 65 (17%) says it it doesn't help at all, while 36 (10%) are not sure. This shows that a majority of the respondents believe that campaigns against kidnapping in Rivers State has not been very effective.

Table 8: How often do you listen to the radio in Port Harcourt?

Variables	Number of respondents	Frequency
Almost never	38	10%
Only sometimes	64	17%
A few times a week	178	47%
Every day	100	26%
Total	380	100%

Source: Field survey 2023

Table 8 indicates that 178 respondents, representing 47% of the sample size agreed that they often listen to the radio in Portharcourt a few times a week. This shows that a

large percentage of the respondents are well abreast with societal issues since they listen to the radio weekly.

Table 9: Have you heard any radio programs that talk about kidnaping in Rivers State?

Variables	Number of respondents	Frequency
Yes, I have heard them before	380	100%
No, I haven't heard anything like that	0	0%
Total	380	100%

Source: Field survey 2023

Table 9 indicates that all the respondents agreed that they have heard radio programs discuss about kidnapping in Rivers State. This shows that the media has played a role in campaigning against kidnapping in Rivers State.

Table 10: How much do you think these radio programs have helped in reducing kidnaping in Rivers State?

Variables	Number of respondents	Frequency
They have helped a lot	70	18%
They have helped a little	19	5%
They have not helped much at all	291	77%
I don't know	0	0%
Total	380	100%

Source: Field survey 2023

Table 10 shows that a greater proportion of the respondents agreed that radio programs campaign against kidnapping in Rivers State have not helped much at all. This is indicated in the percentage (77%) of participants who agree that the programs seeking to advocate against kidnapping has not been helpful. This shows that radio programs advocacy against kidnapping has not been very effective.

Table 11: What do you think are some things that radio programs are doing to help stop kidnapping in Rivers State?

Variables	Number of respondents	Frequency
Telling stories of people who have been kidnapped before	176	46%
Having police officers and who have been kidnapped on the radio to talk about it	27	7%
Giving tips on how to avoid getting kidnapped	55	15%
Encouraging people to report anything suspicious to the police	122	32%
Other	0	0%
Total	380	100%

Source: Field survey 2023

Table 11 shows that 176 respondents, representing 46% of the sample size agreed that telling stories on air of people who have been kidnapped is a major strategy used by radio stations to advocate against kidnapping in Rivers state, while 122 (32%) says that it is through encouraging residents to report suspicious activities to the police. This indicates that a majority of the study participants believe that telling stories of people

who have been kidnapped is a strategy used by radio to advocate against kidnapping in Rivers state.

Table 12: Have you ever done anything to show that you support the radio programs that talk against kidnapping?

Variables	Number of respondents	Frequency
Yes, I have done something to show my support	169	45%
No, I haven't done anything	211	55%
Total	380	100%

Source: Field survey 2023

Table 12 indicates that a great percentage of the respondents agreed that they have not shown support towards radio programs that advocate against kidnapping. This is revealed in the percentage (55%) of participants who agreed that they have not shown support previously. This shows that the study participants have not been supportive towards media campaigns against kidnapping.

Table 13: Do you think It's important for people to be involved and show their support for these programs?

Variables	Number of respondents	Frequency
Yes, it's very important	380	100%
Yes, it's very important	0	0%
It's not very important	0	0%
I don't know	0	0%
Total	380	100%

Source: Field survey 2023

Table 13 shows that all the respondents agreed that it is important for people to support radio programs that advocate against kidnapping in Rivers state. This shows that creating awareness and supporting media advocacy against kidnapping is important.

Table 14: What do you think are some of the main problems with these campaigns?

Variables	Number of Respondents	Frequency
They don't have enough money to keep going	0	0%
People don't know about them	136	36%
People don't care about them	244	64%
Others	0	0%
Total	380	100%

Source: Field survey 2023

Table 14 indicates that majority of the study participants agreed that a major problem associated with radio programs advocacy against kidnapping in Rivers state is that people do not care about them. This shows that the reason media advocacy has been less effective is because people are nonchalant towards media campaigns against kidnapping.

Table 15: How do you think the radio programs could work better with other groups that are trying to stop kidnapping in Rivers State?

Variables	Number of Respondents	Frequency
By talking more to the police and working with them	142	37%
By getting more people involved in the community	133	35%
By teaching people how to avoid getting kidnapped	105	28%
By doing something else	0	0%
Total	380	100%

Source: Field survey 2023

Table 15 reveals that a 37% of the respondents agreed that radio programs could work better by talking and working more with security agents, while 133 (35%) respondents believe that it is by working with community members. This shows that by liaising with security agents like the police and community members, radio stations can enhance the fight against kidnapping in Rivers state.

4.3. Discussion of Findings

4.3.1. Research Question One: What is the level of awareness of media advocacy campaigns against kidnapping in Port Harcourt residents?

Table 6 was used to answer research question one. The findings show that residents of Portharcourt are knowledgeable about campaigns against in kidnapping. This implies that they are aware and we'll exposed to media advocacy against kidnapping in Portharcourt. This is further revealed in the table 6 which noted that 230 (60%) respondents agreed that they know alot about campaigns that talk against

kidnapping in Port Harcourt, 70 (19%) respondents say that they know a little bit, while 80 respondents representing 21% of the sample size agreed that they know quite a bit. The findings are in line with the study conducted by Omokapue, et al which found out that the broadcast media frequently reported issues on banditry to a large extent, creating awareness about the challenges brought forward by kidnapping.

4.3.2. Research Question Two: To what extent has radio advocacy contributed to the reduction of kidnapping in Rivers State?

Table 7, 8, and 9 provided answers to this question. Based on the data presented, the findings reveal that majority of the respondents are well abreast with societal issues in Port Harcourt because they listen to radio programs weekly and that they have heard discussion about kidnapping radio in Rivers State. The findings also show that the respondents believe that more needs to be done by radio programming to curb the menace of kidnapping.

The findings are presented in the tables, where, table 7 showed that 81 (21%) respondents agreed that campaigns against kidnapping in Port Harcourt have been effective in putting an end to the social ill. 198 (52%) respondents believe that the campaigns have helped, but more needs to be done, 65 (17%) says it doesn't help at all, while 36 (10%) are not sure. Table 8 indicated that 38 (10%) respondent agreed that they do not listen to the radio in Port Harcourt, 64 (17%) respondents agreed that they listen sometimes,. 178 respondents representing 47% of the sample size agreed that

they few times a week, while 100 (26%) says it is every day. Table 9 indicates that all the respondents agreed that they have heard radio programs discuss about kidnapping in Rivers State. This shows that the media has played a role in campaigning against kidnapping in Rivers State. The findings are in direct agreement with the study conducted by Modish (2022) which revealed despite exposure to radio campaigns against kidnapping, the rate at which people are kidnapped have not reduced, but rather increased.

4.3.3. Research Question 3: What is the level of engagement and participation of Port Harcourt residents towards radio advocacy against kidnapping?

Table 11, 12 and 13 provided answers to this question. From the data presented, the findings show that the respondents agreed that telling stories of people who have been kidnapped and encouraging residents to report suspicious activities to the police are major strategies used by radio to advocate against kidnapping in Rivers state. The findings also indicated that the study participants believe they have not been supportive towards media campaigns against kidnapping, but they believe that creating awareness and supporting media advocacy against kidnapping is important.

The findings are further reflected in Table 11 which noted that 176 respondents representing 46% of the sample size agreed that telling stories on air of people who have been kidnapped is a strategy used by radio stations to advocate against kidnapping in Rivers state, 27 (7%) respondents agreed that police officers and victims of kidnap

who share their story on radio program can help stop kidnapping, while 122 (32%) says that encouraging residents to report suspicious activities to the police is a strategy. Furthermore, table 12 shows that 169 (45%) respondents agreed that they have shown support towards radio programs that advocate against kidnapping, while 211 (55%) agreed that they have not shown support previously. In addition, table 13 shows that all the respondents agreed that it is important for people to support radio programs that advocate against kidnapping in Rivers state. The findings agree with the social learning theory used in this study which noted that individuals acquire knowledge and skills through observation and the consequences of others' actions. In terms of radio advocacy campaigns against kidnapping, Port Harcourt residents can become more inclined to support campaign efforts if they witness others doing the same and if they believe that such efforts will yield favorable outcomes

4.4. Research Question Four: What is the effectiveness of media advocacy in combating kidnapping in Rivers State?

Table 10 and 14 were used to answer research question four. From the data presented, the findings show that Port Harcourt residents believe that radio programs advocacy against kidnapping has not been very effective and that the reason media advocacy has been less effective is because people are nonchalant towards media campaigns against kidnapping.

The findings are further revealed in table 10 which noted that 70 (18%) respondents agreed that radio programs campaign against kidnapping in Rivers State have helped a lot. 19 (5%) respondents that it has helped a little, while 291 (77%) participants agreed that radio programs seeking to advocate against kidnapping has not been helpful. In addition, Table 14 shows that 136 (36%) respondents agreed that a major challenge associated with radio programs campaign against kidnapping is that people are not aware of the campaigns, while 244 (64%) agreed that people do not care about radio campaigns against kidnapping in Rivers state. The findings are in direct agreement with the study conducted by Modish (2022) which revealed that state resident believe that radio advocacy against kidnapping has not been effective

4.5. Research Question Five: How have radio advocacy campaigns against kidnapping in Rivers State been designed to complement other anti-kidnapping efforts?

Table 15 provided answer to this research question. On the basis of the data presented, the findings show that by liaising with security agents like the police and community members, radio stations can enhance the fight against kidnapping in Rivers state. The findings are further presented in table 14 which revealed that 142 (37%) respondents agreed that radio programs could work better by talking and working more with security agents, while 133 (35%) respondents believe that it is by working with community members. The remaining 105 (28%) agreed that it is by teaching people how to avoid getting kidnapped. The findings are in direct consonance with the

suggestions of Peter and Osaat (2021) where they noted that security agents and the media must work together to wage war against kidnappers in Nigeria.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This chapter summarizes what the study is all about, the procedure used to collect data and the findings of the study. The study was aimed at examining Port Harcourt Residents Perception of Media Advocacy against Kidnapping in Rivers State. It was conducted using the survey research method, while copies of questionnaire were used to gather data for the study. Based on the responses gathered from the respondents using the questionnaire, the following were the findings of the study:

1. The respondents are knowledgeable about campaigns against in kidnapping in Port Harcourt and they believe that these campaigns are not very effective.
2. Port Harcourt residents listen to radio programs weekly and they have heard discussion about kidnapping radio in Rivers State.
3. The respondents believe that radio programs advocacy against kidnapping has not been very effective.
4. Residents of Port Harcourt agreed that telling stories of people who have been kidnapped and encouraging residents to report suspicious activities to the police are major strategies used by radio to advocate against kidnapping in Rivers state.

5. The respondents agreed they have not been supportive towards media campaigns against kidnapping, but they believe that creating awareness and supporting media advocacy against kidnapping is important.
6. Port Harcourt residents agreed that radio campaigns against kidnapping has not been very effective and that the reason media advocacy has been less effective is because people are nonchalant towards campaigns against kidnapping.
7. Liaising with security agents like the police and community members, radio stations can enhance the fight against kidnapping in Rivers state.

5.2. Conclusion

From the analysis of the data, the conclusion that can be drawn from the study is that radio programs campaigns against kidnapping in Port Harcourt has not been very effective. This is hinged on the fact that residents of Port Harcourt are careless about media campaigns against kidnapping and they have not offered their own support against the menace.

Notably, kidnapping is a crime that targets citizens deliberately and indiscriminately, without considering their political, religious, gender or racial affiliations. Often victims of kidnapping are intimidated, threatened, maimed and even killed. Since it has been noted that **liaising** with security agents and community members can curb kidnapping in Port Harcourt, these study therefore concludes that

radio stations in Rivers state should enhance the fight against kidnapping by working hand-in-hand with relevant stakeholders. This is because the security is a joint effort and not individual.

5.3 Recommendations

Based on the findings of the study, the following recommendations were made:

- I. The media must work with security agents and relevant stakeholders in Rivers State to put an end to the rising menace of kidnapping in the state.
- II. Through self-right processing, radio stations in Rivers State should imbibe all the principles that would help them enthrone objectivity, fairness, accuracy and credibility in their reports as this would encourage Nigerian police, military and civil defence in their resolve to nip kidnapping in the bud.
- III. The media should focus on creating awareness and advocating against kidnapping, instead of sensationalizing reports that increases the zeal of kidnappers to do more.
- IV. Residents of Rivers state must be made to understand that security of lives and property is a joint effort, hence, they must work with the government, media and security agents to bring an end to kidnapping in the state.

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APPENDIX

QUESTIONNAIRE

PORT HARCOURT RESIDENTS PERCEPTION OF MEDIA ADVOCACY AGAINST KIDNAPPING IN RIVERS STATE

UNIVERSITY OF BENIN

Dear Respondent,

I am Wisdom Soibirimari Golden, a final year student of the above named department/ institution. I am conducting a research on, "Port Harcourt Residents Perception of Media Advocacy against Kidnapping in Rivers State".

This research is in partial fulfilment of the requirement for the award of a Bachelor of Arts degree in Mass communication.

You have been carefully selected for this study to provide reliable data. This study is strictly guided by research ethics which protects the anonymity of its respondents. All information you provide would be used only for the purpose of academics.

Thank you for your understanding and cooperation.

Yours faithfully,

Wisdom Soibirimari Golden
Researcher

QUESTIONNAIRE

INSTRUCTION: Please read and carefully tick the box [] beside the item that best describes your disposition.

SECTION A:

1. Sex: (a) Male (b) Female
2. Marital Status: (a) Married (b) Single
3. Age: (a) 20-25yrs (b) 26-30yrs (c) 31-35yrs (d) 36and above
4. What is the level of your academic qualification? (a) ND/NCE (b) HND/B.Sc (c) MBA/M.Sc (d) Others specify.....
5. What local government area do you reside? (a) Obia/Akpor LGA (b) Eleme LGA (c) Port Harcourt LGA

SECTION B:

1. How much do you know about campaigns that talk against kidnapping in Port Harcourt?
 - a. I know a lot
 - b. A little bit
 - c. Quite a bit
 - d. Nothing at all

2. Do you think these campaigns are effective in stopping kidnapping in Rivers State ?
 - a. Yes, they work very well
 - b. They help a bit, but not enough
 - c. They don't seem to help at all
 - d. I'm not sure
3. How often do you listen to the radio in Port Harcourt?
 - a. Almost never
 - b. Only sometimes
 - c. A few times a week
 - d. Every day
4. Have you heard any radio programs that talk about kidnaping in Rivers State?
 - a. Yes, I have heard them before
 - b. No, I haven't heard anything like that
5. How much do you think these radio programs have helped in reducing kidnapping in Rivers State?
 - a. They have helped a lot
 - b. They have helped a little
 - c. They have not helped much at all
 - d. I don't know

6. What do you think are some things that radio programs are doing to help stop kidnapping in Rivers State?

- a. Telling stories of people who have been kidnapped before
- b. Having police officers and who have been kidnapped on the radio to talk about it
- c. Giving tips on how to avoid getting kidnapped
- d. Encouraging people to report anything suspicious to the police
- e. Other (Please specify)

7. Have you ever done anything to show that you support the radio programs that talk against kidnapping?

- a. Yes, I have done something to show my support
- b. No, I haven't done anything like

8. Do you think it's important for people to be involved and show their support for these programs?

- a. Yes, it's very important
- b. It's somewhat important
- c. It's not very important
- d. I don't know

9. What do you think are some of the main problems with these campaigns?

- a. They don't have enough money to keep going

- b. People don't know about them
- c. People don't care about them
- d. Other (please specify)

10. How do you think the radio programs could work better with other groups that are trying to stop kidnapping in Rivers State?

- a. By talking more to the police and working with them
- b. By getting more people involved in the community
- c. By teaching people how to avoid getting kidnapped
- d. By doing something else (please specify)