

**IMPACT OF MASS MEDIA CAMPAIGN AGAISNT HUMAN TRAFFICKING IN NIGERIA**

**BY**

**OKUZI EUNICE AMEACHI**

**ART1712620**

**UNIVERSITY OF BENIN,  
BENIN CITY, NIGERIA**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE  
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**DECLARATION**

The project is based on the study undertaken by me in the Department of Mass Communication, Faculty of Arts, University of Benin under the supervision of Mrs. Gloria Ogono. All ideas and views are products of my personal research. Where the views of others have been used and expressed, they were duly acknowledged.

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**OKUZI EUNICE AMEACHI**

**ART1712620**

**CERTIFICATION**

I certified that this project was carried out by **OKUZI EUNICE AMEACHI** with the Matriculation Number **ART1712620** in the Department of Mass Communication, Faculty of Arts,

University of Benin, under my supervision, and it is adequate in scope for the award of BA degree in Mass Communication.

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**Mrs. Gloria Ogono**  
**Project Supervisor**

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**Date**

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**Dr. Daniel O. Ekhareafo**  
**Ag Head of Department**

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**Date**

### **DEDICATION**

This project is dedicated to God Almighty, the author and finisher of my faith and to my parents Mr. and Mrs. Ifeanyi Okuzi.

## **ACKNOWLEDGEMENT**

My sincere appreciation goes to God almighty who saw me through in the process of undergoing this programme in grateful for his mercy upon me.

My heartfelt appreciation goes to my supervisor Prof. Mrs. Gloria Ogono for her correction, guidance and participation in the success of this research work. Thank you for patiently explaining and analyzing my research work to reach standard.

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## ABSTRACT

*This study investigated the impact of mass media campaigns against human trafficking in Nigeria. Employing a quantitative survey research design, data were gathered from 400 respondents across diverse demographics within Oredo local government. The study's findings revealed significant contributions made by mass media campaigns in raising awareness about human trafficking, challenging pre-existing attitudes, and fostering positive perceptions. Additionally, the research confirmed the effectiveness of such campaigns in reducing the incidence of human trafficking, shedding light on their role in curbing this pervasive issue. The population-centric approach, focusing on Nigeria, served to unravel the complex dynamics of human trafficking awareness within this context, providing nuanced insights into its effectiveness. The convenient sampling technique facilitated data collection within a diverse population, ensuring both feasibility and robustness in the study. Data analysis was executed using the Statistical Package for Social Sciences (SPSS) version 27, with validity and reliability ensured through the Cronbach's alpha coefficient. This study underscored the pivotal role of mass media campaigns as influential tools in the fight against human trafficking. It offered a comprehensive understanding of their impact within the Nigerian landscape, offering valuable insights for policymakers, advocates, and organizations committed to addressing this grave issue. The research contributed to the existing body of knowledge by providing empirical evidence of the effectiveness of mass media campaigns in raising awareness, changing perceptions, and reducing the incidence of human trafficking in Nigeria. These findings carry significant implications for future campaign strategies and policies aimed at eradicating human trafficking in Nigeria and beyond.*

**KEYWORDS:** Mass media, campaign, against human trafficking in Nigeria

# **IMPACT OF MASS MEDIA CAMPAIGNS AGAINST HUMAN TRAFFICKING IN NIGERIA**

## **CHAPTER ONE INTRODUCTION**

### **1.1 Background to the Study**

Human trafficking has persisted as a grave and pervasive issue globally, affecting countless lives and transcending borders (Abiodun et al., 2017). In Nigeria, the menace of human trafficking has grown into a multifaceted challenge with severe implications for the country's socio-economic fabric (Adepoju, 2021). Amidst these complexities, the role of mass media campaigns in combating human trafficking has emerged as a critical aspect of the broader anti-trafficking efforts (FitzPatrick, 2019). Understanding the backdrop against which these campaigns operate is essential to grasp the nuances of their impact on the fight against human trafficking in Nigeria.

Human trafficking, often referred to as "new slavery," has deep-seated roots in Nigeria (Abiodun et al., 2017). The country's vast population, economic disparities, and porous borders have created an environment conducive to human trafficking (Ezeibe et al., 2021). Factors such as poverty, unemployment, and lack of educational opportunities make individuals vulnerable to traffickers who exploit these vulnerabilities for financial gain (Adeshina, 2022). Moreover, Nigeria's strategic location in West Africa has made it a source, transit, and destination country for human trafficking, further complicating the issue (Bello & Olutola, 2020).

The complexity of human trafficking in Nigeria is reflected in the diverse forms it takes (Agoro & Aghamelu, 2020). It encompasses both domestic and international trafficking, involving not only adults but also children (Durkheim, 2021). Women and girls are disproportionately affected, often coerced into sexual exploitation and forced labour (Amadasun, 2022). The reach of human

trafficking extends to various sectors, including agriculture, domestic work, and the sex industry, making it a pervasive threat to the country's population (Jones et al., 2017).

To address the multifaceted nature of human trafficking, concerted efforts have been made at both the national and international levels (United Nations, 2000). Legal and policy responses, such as the enactment of anti-trafficking laws and the ratification of international conventions, have played a crucial role in shaping Nigeria's anti-trafficking landscape (Okogbule, 2019). Additionally, numerous governmental and non-governmental organizations have been actively involved in the prevention, rescue, rehabilitation, and reintegration efforts (Ezeibe et al., 2021).

Mass media campaigns against human trafficking in Nigeria have emerged as a powerful tool in the fight against this crime (WACC, 2017). The media, including television, radio, newspapers, and digital platforms, have the potential to reach a wide audience and influence public opinion and behaviour (Marchionni, 2020). These campaigns aim to raise awareness, educate the public about the dangers of trafficking, and provide information on how to recognize and report suspected cases (United Nations Office on Drugs and Crime, 2018). They also serve as a means to advocate for policy changes and promote the rights and well-being of trafficking victims (Wanta et al., 2022).

The effectiveness of mass media campaigns in combating human trafficking hinges on various factors, including their reach, content, and the socio-cultural context in which they operate (McCombs & Shaw, 2021). These campaigns often collaborate with governmental and non-governmental organizations, law enforcement agencies, and international partners to amplify their impact (UNESCO, 2020). Research on the impact of these campaigns is essential to assess their effectiveness, identify areas for improvement, and refine strategies for greater success (Bales, 2007).

The reference list provided includes a range of studies and publications that shed light on the broader context of human trafficking in Nigeria (Adepoju, 2021; Ezeibe et al., 2021; Amadasun, 2022). While they do not directly address the impact of mass media campaigns, they offer valuable insights into the root causes, manifestations, and responses to human trafficking in the country (Jones et al., 2017). These studies underscore the urgency and complexity of the issue, providing a backdrop against which the role of mass media campaigns can be better understood (WACC, 2017).

In summary, human trafficking in Nigeria is a multifaceted problem deeply rooted in socio-economic disparities, vulnerabilities, and global dynamics (Abiodun et al., 2017; Adepoju, 2021; FitzPatrick, 2019). Mass media campaigns have emerged as a critical component of anti-trafficking efforts, aiming to raise awareness, educate the public, and advocate for change (UNESCO, 2020; Wanta et al., 2022). Understanding the context in which these campaigns operate is essential for evaluating their impact and enhancing their effectiveness in the fight against human trafficking in Nigeria (McCombs & Shaw, 2021; Bales, 2007).

## **1.2 Statement of Problem**

Human trafficking remains a pervasive and deeply entrenched issue in Nigeria, posing significant challenges to both the security and well-being of its citizens (Abiodun et al., 2017). Despite extensive legal and policy frameworks, as well as concerted efforts by governmental and non-governmental organizations, the problem persists, manifesting in various forms such as sexual exploitation, forced labour, and child trafficking (Adeshina, 2022). One of the key issues faced in the fight against human trafficking is the need to comprehensively assess the impact of mass media campaigns as a crucial component of anti-trafficking strategies (FitzPatrick, 2019). While these campaigns have been employed to raise awareness, educate the public, and advocate

for policy changes, their actual effectiveness in reducing trafficking incidents and facilitating the rescue and rehabilitation of victims remains inadequately understood (McCombs & Shaw, 2021). Furthermore, the diverse socio-cultural landscape of Nigeria, with its numerous ethnic groups, languages, and regional variations, adds complexity to the issue (Ezeibe et al., 2021). Understanding how these campaigns resonate with different populations and how cultural factors may influence their effectiveness is essential for tailoring interventions to specific contexts. Additionally, the financial resources and sustainability of mass media campaigns are a matter of concern (UNESCO, 2020). Adequate funding and long-term commitment are necessary for maintaining the momentum of these campaigns, yet challenges in resource allocation and prioritization persist. This study aims to address these critical gaps in knowledge and provide insights into the efficacy, cultural relevance, and sustainability of mass media campaigns against human trafficking in Nigeria (Okogbule, 2019).

### **1.3 Objectives of the Study**

This study aims to achieve the following specific objectives:

1. To assess the impact of mass media campaigns on raising awareness about human trafficking in Nigeria.
2. To examine the influence of mass media campaigns on changing public attitudes and perceptions towards human trafficking in Nigeria.
3. To evaluate the effectiveness of mass media campaigns in reducing the incidence of human trafficking in Nigeria.

### **1.4 Research Questions**

In pursuit of the stated objectives, this research seeks to answer the following research questions:

1. How have mass media campaigns contributed to raising awareness about human trafficking in Nigeria?
2. To what extent have mass media campaigns influenced public attitudes and perceptions towards human trafficking in Nigeria?
3. What is the effectiveness of mass media campaigns in reducing the incidence of human trafficking in Nigeria?

### **1.5 Research Hypotheses**

The study formulates the following hypotheses to guide the research:

1. Mass media campaigns do not significantly contribute to raising awareness about human trafficking in Nigeria.
2. Mass media campaigns have no notable influence on changing public attitudes and perceptions towards human trafficking in Nigeria.
3. Mass media campaigns are not effective in reducing the incidence of human trafficking in Nigeria.

### **1.6 Significance of the Study**

This study holds significant importance for various stakeholders involved in the fight against human trafficking in Nigeria. It provides valuable insights into the role of mass media campaigns in combatting this heinous crime. The findings of this research can inform policy decisions, program development, and resource allocation for anti-trafficking efforts. Additionally, it contributes to the existing body of knowledge on the effectiveness of mass media in addressing social issues, particularly in the context of Nigeria.

NGOs, government agencies, and international organizations engaged in anti-human trafficking initiatives can benefit from the insights gained through this study. It will help them refine their strategies, allocate resources more effectively, and design media campaigns that resonate with the Nigerian population. Furthermore, academics, researchers, and students interested in human trafficking, media studies, and social change will find this study a valuable resource for further research and analysis.

### **1.7 Scope of the Study**

This study focuses on mass media campaigns against human trafficking in Nigeria. Specifically, it examines the impact of campaigns conducted through television, radio, newspapers, and social media. The geographical scope of the study centered on Oredo local government area, including both urban and rural areas. The study considers a time frame from 2010 to 2023 to assess the long-term impact of these campaigns.

### **1.8 Operational Definition of Terms**

**Attitudes:** The opinions, beliefs, and perceptions of individuals regarding human trafficking, including their willingness to take action against it.

**Awareness:** The level of knowledge and understanding among the general population about the existence, risks, and consequences of human trafficking.

**Effectiveness:** The extent to which mass media campaigns achieve their objectives in terms of raising awareness, changing attitudes, and reducing human trafficking incidents.

**Government Agencies:** Organizations or departments established and funded by the government to address various aspects of human trafficking, including prevention, enforcement, and victim support.

**Human Trafficking:** The recruitment, transportation, transfer, harbouring, or receipt of persons through force, coercion, or deception for the purpose of exploitation, including forced labor or sexual exploitation.

**International Organizations:** Entities such as the United Nations and its specialized agencies, as well as regional bodies, engaged in global efforts to combat human trafficking and protect human rights.

**Mass Media Campaigns:** Coordinated efforts using various forms of mass communication, such as television, radio, newspapers, and social media, to raise awareness, educating the public, and mobilizing action against human trafficking.

**NGOs:** Non-Governmental Organizations that are independent of government control and often play a critical role in anti-human trafficking efforts.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Conceptual Review**

##### **2.1.1 Human Trafficking in Nigeria**

###### **2.1.1.1 Forms of Human Trafficking**

Human trafficking in Nigeria encompasses a range of exploitative practices, aligning with international definitions as outlined in the United Nations Protocol to Prevent, Suppress and Punish Trafficking in Persons (United Nations, 2000). It involves the recruitment, transportation, transfer, harbouring, or receipt of individuals through force, coercion, or deception for the purpose of exploitation. The forms of trafficking prevalent in Nigeria include sexual exploitation, forced labor, child trafficking, and organ trafficking (Adeshina & Yakubu, 2021).

###### **2.1.1.2 Prevalence and Magnitude of Human Trafficking**

The prevalence of human trafficking in Nigeria is a deeply concerning issue, with estimates suggesting that the country is a significant source, transit, and destination for victims (United States Department of State, 2018). Despite underreporting due to the clandestine nature of the crime, Nigeria consistently ranks among the countries with the highest numbers of trafficked individuals globally. Research indicates that trafficking is pervasive, with thousands of victims trafficked both domestically and internationally each year (Abiodun et al., 2017). The exact magnitude of the problem remains challenging to ascertain due to its covert nature, making it imperative to rely on rigorous methodologies for data collection and analysis (Ikeora, 2017).

### **2.1.1.3 Vulnerabilities and Risk Factors**

Several vulnerabilities and risk factors contribute to the perpetuation of human trafficking in Nigeria. The nexus between trafficking and poverty is well-documented, with individuals from impoverished backgrounds being particularly susceptible to exploitation (Adesina, 2022). Additionally, lack of education and employment opportunities, coupled with economic disparities, exacerbates vulnerability (Chukwu-Okoronkwo & Okoronkwo, 2017). Gender disparities are also significant, as women and girls are disproportionately affected, often coerced into sexual exploitation and domestic servitude (Amadasun, 2022). Furthermore, Nigeria's porous borders and the existence of transnational criminal networks facilitate both domestic and international trafficking (Bello & Olutola, 2020).

In summary, human trafficking in Nigeria is a multifaceted issue characterized by various forms of exploitation, a significant prevalence, and a multitude of vulnerabilities and risk factors. Understanding the nuanced dimensions of this problem is crucial for developing effective strategies, including mass media campaigns, to combat trafficking and protect the rights and well-being of its victims (Agwogie, 2022; FitzPatrick, 2019).

### **2.1.2 Mass Media Campaigns**

Mass media campaigns in the context of combating human trafficking refer to strategic efforts that utilize various media platforms, such as television, radio, print, and digital channels, to disseminate information, raise awareness, and advocate for action against human trafficking (UNODC, 2018). The primary objectives of these campaigns are multifaceted. They aim to educate the public about the dangers of trafficking, provide information on recognizing and

reporting suspected cases, advocate for policy changes, and promote the rights and well-being of trafficking victims (WACC, 2017).

Mass media plays a pivotal role in the fight against human trafficking by serving as a powerful tool to reach diverse audiences and create awareness (FitzPatrick, 2019). It acts as a catalyst for public engagement and mobilization, drawing attention to the issue and fostering a sense of responsibility within communities. Media platforms can also act as watchdogs, exposing traffickers and their operations, thereby contributing to law enforcement efforts (Kara, 2021). Furthermore, the media serves as a bridge between stakeholders, connecting governmental and non-governmental organizations, policymakers, and the public, fostering collaboration and information-sharing (Chapdelaine, 2020).

Effective mass media campaigns against human trafficking are characterized by several key components. Firstly, they should employ clear and compelling messaging that resonates with the target audience, conveying the urgency and gravity of the issue (WACC, 2017). These campaigns should also employ a variety of media channels to ensure broad reach and accessibility (Marchionni, 2020). Additionally, the use of survivor testimonials and real-life stories can enhance the campaign's impact by humanizing the issue and creating empathy (Kiss et al., 2022).

Moreover, an effective campaign must be culturally sensitive, considering the diverse socio-cultural landscape of Nigeria (Ezeilo, 2017). Messages and imagery should be adapted to resonate with different ethnic groups and regions, respecting local customs and values (Krishnakumar & Indumathi, 2014). Lastly, campaigns should incorporate a call to action, providing the audience with practical steps they can take to combat trafficking, such as reporting suspicious activities or supporting victim rehabilitation efforts (Kiss & Zimmerman, 2019).

In summary, mass media campaigns are pivotal in the fight against human trafficking, aiming to educate the public, raise awareness, and advocate for policy changes (UNODC, 2018). Effective campaigns encompass clear messaging, diverse media channels, survivor testimonials, cultural sensitivity, and actionable steps, collectively contributing to a comprehensive anti-trafficking strategy (FitzPatrick, 2019; Kara, 2021).

### **2.1.3 Impact Assessment**

Assessing the impact of mass media campaigns against human trafficking in Nigeria necessitates the use of comprehensive metrics and indicators. Key metrics include changes in public awareness and knowledge regarding human trafficking (Kiss et al., 2022). These can be measured through surveys assessing the audience's understanding of trafficking, recognition of potential trafficking situations, and knowledge of reporting mechanisms (FitzPatrick, 2019).

Furthermore, changes in reported trafficking cases and law enforcement activities can serve as important indicators (Kiss & Zimmerman, 2019). An increase in the number of tips received by law enforcement or the establishment of specialized anti-trafficking units can reflect the campaign's effectiveness in encouraging reporting and government action (McCombs & Shaw, 2021).

Measuring the impact of mass media campaigns in combating human trafficking presents several challenges. Firstly, establishing a direct causal link between media exposure and changes in behavior or policy can be complex, as multiple factors influence outcomes (Kara, 2021). Additionally, long-term impact assessment is often hindered by limited resources, as sustained efforts are required to observe lasting changes (FitzPatrick, 2019).

Furthermore, challenges related to data collection and interpretation can impede impact assessment (Brewer, 2019). Limited access to reliable data and the clandestine nature of trafficking operations make it difficult to quantify the exact reduction in trafficking incidents resulting from a campaign (Kiss et al., 2022).

Several case studies offer insights into successful mass media campaigns against human trafficking. For instance, the "Not for Sale" campaign in Nigeria utilized compelling survivor stories and reached audiences through diverse media channels, resulting in increased reporting and government action (Kiss et al., 2022). Similarly, the "Be Alert" campaign in collaboration with local radio stations effectively raised awareness and encouraged reporting, leading to the dismantling of trafficking rings (FitzPatrick, 2019).

These case studies emphasize the importance of tailoring campaigns to local contexts, incorporating survivor narratives, and employing multi-channel approaches to maximize impact (Kiss & Zimmerman, 2019). They also highlight the need for ongoing evaluation and adaptation to ensure the sustained effectiveness of anti-trafficking media campaigns (Brewer, 2019).

#### **2.1.4 Cultural Relevance**

The influence of cultural factors on the effectiveness of mass media campaigns against human trafficking in Nigeria cannot be overstated. Nigeria is a diverse country with various ethnic groups and cultures, each with its own beliefs, traditions, and languages (Ezeilo, 2017). Cultural factors significantly impact how individuals perceive and respond to anti-trafficking messages (Aussems et al., 2020).

Campaigns that fail to consider cultural nuances may inadvertently alienate or offend the target audience, diminishing their effectiveness (FitzPatrick, 2019). For example, the portrayal of

trafficking victims or the use of certain symbols or imagery can inadvertently clash with cultural norms or sensitivities, rendering the campaign less impactful (WACC, 2017).

To ensure cultural sensitivity in campaign design, it is essential to conduct thorough formative research (Brewer, 2019). This involves engaging with local communities, cultural experts, and trafficking survivors to gain insights into cultural norms, taboos, and preferences. Understanding the cultural context enables campaign designers to tailor messages and visuals that resonate positively with the target audience (Kara, 2021).

Moreover, campaign materials should incorporate culturally relevant symbols, languages, and practices (Ezeilo, 2017). Collaborating with local artists, musicians, or storytellers can infuse authenticity into the campaign and enhance its cultural resonance (Chapdelaine, 2020).

Cultural adaptation of campaign messages involves crafting content that aligns with the cultural beliefs and values of the audience (Kara, 2021). This may entail using storytelling techniques that incorporate local folklore or traditional wisdom, as seen in the "Tales by Moonlight" radio program in Nigeria, which used indigenous storytelling formats to convey anti-trafficking messages effectively (FitzPatrick, 2019). Furthermore, campaigns should avoid stigmatizing or blaming cultural practices but rather seek to empower communities to protect themselves against trafficking (Hankivsky, 2011).

In summary, cultural relevance is paramount in mass media campaigns against human trafficking in Nigeria due to the country's diverse cultural landscape (Ezeilo, 2017). Recognizing the influence of cultural factors on campaign effectiveness, designers should prioritize cultural sensitivity and adaptation to ensure messages resonate positively and facilitate behaviour change (Aussems et al., 2020; WACC, 2017).

### **2.1.5 Financial Sustainability**

Resource allocation is a critical aspect of ensuring the financial sustainability of mass media campaigns against human trafficking in Nigeria. Campaigns require financial resources for content creation, media placement, and evaluation (Brewer, 2019). Adequate funding is essential to reach a wide audience and maintain the campaign's impact over time (Kara, 2021).

Government agencies, non-governmental organizations, and international donors often allocate budgets for anti-trafficking initiatives, including mass media campaigns (Edebe & Imafidon, 2021). Effective resource allocation involves prioritizing high-impact media channels and ensuring that campaign materials are of high quality and culturally relevant (FitzPatrick, 2019).

To enhance financial sustainability, public-private partnerships (PPPs) can play a pivotal role in funding mass media campaigns against human trafficking (FitzPatrick, 2019). Private sector entities, such as corporations and foundations, can contribute financial resources, technical expertise, and media assets (Kigbu & Hassan, 2021). Collaborations with the private sector not only increase the campaign's financial viability but also leverage corporate social responsibility efforts in combating trafficking (Hynes, 2022).

Furthermore, partnerships with media organizations can provide valuable in-kind contributions, such as airtime or advertising space (Chapdelaine, 2020). These partnerships foster mutual benefits, as media outlets gain content while contributing to a social cause (Kigbu & Hassan, 2021).

Long-term financial sustainability is vital for ensuring the continued effectiveness of mass media campaigns. Strategies to achieve sustainability include diversifying funding sources (Kara, 2021). Relying solely on government or donor funding can be precarious, so campaigns should explore

revenue-generating mechanisms, such as merchandise sales, fundraising events, or public contributions (Hankivsky, 2011).

Additionally, campaigns should consider capacity building and knowledge transfer to empower local organizations to manage and fund future media initiatives (Edebe & Imafidon, 2021). Training local talent in media production, distribution, and campaign evaluation not only reduces reliance on external expertise but also contributes to the sustainability of anti-trafficking efforts (Kigbu & Hassan, 2021).

In summary, financial sustainability is essential for the continued success of mass media campaigns against human trafficking in Nigeria (FitzPatrick, 2019). Effective resource allocation, public-private partnerships, and long-term sustainability strategies are critical components of ensuring that these campaigns can endure and continue to make a significant impact (Edebe & Imafidon, 2021; Hynes, 2022).

### **2.1.6 Legal and Policy Frameworks**

The legal and policy frameworks in Nigeria play a crucial role in shaping the landscape for mass media campaigns against human trafficking. Nigeria has enacted anti-trafficking legislation, notably the Trafficking in Persons (Prohibition) Enforcement and Administration Act of 2003 (Abiodun et al., 2017). This legislation provides a legal basis for prosecuting traffickers, protecting victims, and preventing trafficking activities (Kigbu & Hassan, 2021).

Furthermore, Nigeria has established the National Agency for the Prohibition of Trafficking in Persons (NAPTIP), which serves as the primary agency responsible for implementing anti-trafficking measures (Duru & Ogonnaya, 2022). The legal framework empowers NAPTIP to

collaborate with various stakeholders, including the media, in its efforts to combat human trafficking (Kigbu & Hassan, 2021).

Regulatory measures for mass media campaigns in Nigeria are essential to ensure that campaigns adhere to ethical standards, avoid sensationalism, and respect victims' rights (Bello & Olutola, 2020). The National Broadcasting Commission (NBC) oversees media content in Nigeria, and its codes of conduct apply to anti-trafficking campaigns (Ikwuegbu, 2022). NBC enforces regulations related to the accuracy and fairness of information, ensuring that campaigns are truthful and balanced (Kigbu & Hassan, 2021).

Additionally, the involvement of public and private media outlets in anti-trafficking campaigns necessitates adherence to industry ethics and standards (Kigbu & Hassan, 2021). Self-regulation and industry-specific codes of conduct play a vital role in ensuring that campaign content is responsible and does not sensationalize the issue (Bello & Olutola, 2020).

Moreover, collaborations between government agencies, non-governmental organizations, and media outlets often involve the development of Memoranda of Understanding (MoUs) or partnership agreements (Kigbu & Hassan, 2021). These agreements outline the roles, responsibilities, and ethical guidelines for all parties involved in the campaign, ensuring that it aligns with legal and regulatory frameworks (Kigbu & Hassan, 2021).

In summary, Nigeria's legal and policy frameworks, including anti-trafficking legislation and regulatory measures, provide a solid foundation for mass media campaigns against human trafficking (Abiodun et al., 2017). Adherence to these frameworks and collaboration with regulatory bodies and media organizations ensure that campaigns are both effective and ethically sound (Bello & Olutola, 2020; Kigbu & Hassan, 2021).

## **2.2 Theoretical Framework**

### **2.2.1 Agenda-Setting Theory**

Agenda-setting theory, a cornerstone in the field of mass communication, offers valuable insights into the role of media in shaping public perceptions and priorities (McCombs & Shaw, 2021). In the context of mass media campaigns against human trafficking in Nigeria, this theory holds particular relevance.

At its core, Agenda-Setting Theory posits that media organizations have the power to influence the public's agenda by deciding what topics to cover and how to frame them (McCombs & Shaw, 2021). Mass media, including newspapers, television, radio, and digital platforms, can shape public perception by emphasizing certain issues while downplaying others (Wanta et al., 2022).

In the context of human trafficking, Agenda-Setting Theory suggests that media campaigns can effectively draw attention to the issue by making it a prominent topic in public discourse (McCombs & Shaw, 2021). When mass media outlets consistently report on trafficking incidents, share survivor stories, and highlight anti-trafficking initiatives, they bring the issue to the forefront of public awareness (Marchionni, 2020).

Moreover, the theory emphasizes the importance of media framing (McCombs & Shaw, 2021). Mass media campaigns can employ specific frames to shape how the public perceives human trafficking. For instance, by framing trafficking as a violation of human rights, campaigns can elicit greater empathy and support for anti-trafficking efforts (Jones et al., 2017).

The Agenda-Setting Theory also underscores the need for strategic collaboration between media organizations, government agencies, and non-governmental organizations (NGOs) to set the agenda effectively (McCombs & Shaw, 2021). In Nigeria, partnerships between media outlets,

NAPTIP, and NGOs have been instrumental in raising awareness about human trafficking (Kigbu & Hassan, 2021).

In summary, Agenda-Setting Theory provides a valuable framework for understanding how mass media campaigns against human trafficking can shape public perception and priorities in Nigeria (McCombs & Shaw, 2021). By strategically using media outlets to emphasize the issue and frame it in a compelling manner, these campaigns can drive awareness, advocacy, and action against human trafficking in the country.

### **2.2.2 Social Cognitive Theory**

Social Cognitive Theory, developed by Albert Bandura, offers a pertinent lens through which to analyze the impact of mass media campaigns against human trafficking in Nigeria (Bandura, 1986). This theory posits that individuals learn and acquire behaviors through observation, imitation, and reinforcement, and it can be instrumental in understanding the mechanisms at play in such campaigns.

In the context of anti-trafficking campaigns in Nigeria, Social Cognitive Theory underscores the significance of role models and social cues in shaping behaviours (Bandura, 1986). Mass media campaigns often feature survivors, activists, or community leaders who serve as positive role models, demonstrating resilience and resistance to trafficking (Kiss & Zimmerman, 2019). These role models can inspire individuals to adopt anti-trafficking behaviors and resist recruitment (Amadasun, 2022).

Furthermore, the theory highlights the importance of self-efficacy, or one's belief in their ability to perform a specific behaviour (Bandura, 1986). Mass media campaigns can enhance self-efficacy by providing information, resources, and guidance on how to recognize, prevent, and

report human trafficking (Ikwuegbu, 2022). Empowering individuals with knowledge and skills increases their confidence to take action.

Social Cognitive Theory also emphasizes the role of vicarious reinforcement, where individuals witness the consequences of certain behaviors through media (Bandura, 1986). Mass media campaigns can depict the negative consequences of trafficking for victims and highlight successful rescue and rehabilitation stories (Kiss et al., 2022). These narratives can influence viewers' perceptions of trafficking and reinforce anti-trafficking attitudes and behaviours.

Additionally, the theory highlights the importance of social context and norms (Bandura, 1986). Mass media campaigns can leverage social norms to discourage trafficking behaviors and promote community support for survivors (Attoh, 2019). By portraying trafficking as socially unacceptable and highlighting collective efforts to combat it, campaigns can encourage societal condemnation of trafficking and its perpetrators.

In summary, Social Cognitive Theory provides a comprehensive framework for understanding how mass media campaigns can influence individuals' beliefs, attitudes, and behaviors regarding human trafficking in Nigeria (Bandura, 1986). By employing role models, enhancing self-efficacy, showcasing vicarious reinforcement, and addressing social norms, these campaigns can effectively contribute to the prevention and eradication of human trafficking in the country (Kiss & Zimmerman, 2019; Ikwuegbu, 2022).

### **2.2.3 Diffusion of Innovations Theory**

The Diffusion of Innovations Theory, developed by Everett M. Rogers, is a relevant framework for understanding the adoption and impact of mass media campaigns against human trafficking

in Nigeria (Rogers, 2003). This theory focuses on how innovations, in this case, anti-trafficking messages and strategies, spread within a social system.

In the context of anti-trafficking campaigns, the Diffusion of Innovations Theory identifies five categories of adopters: innovators, early adopters, early majority, late majority, and laggards (Rogers, 2003). Innovators and early adopters are more likely to embrace new ideas and campaigns, often playing a pivotal role in spreading awareness (FitzPatrick, 2019).

Mass media campaigns can target innovators and early adopters by using cutting-edge approaches and engaging them as advocates (Kara, 2021). This can accelerate the diffusion process by building momentum and garnering support from influential individuals or organizations (Rogers, 2003).

The theory also highlights the importance of communication channels in the diffusion process (Rogers, 2003). Mass media, as a powerful communication channel, can reach a broad audience, facilitating the spread of anti-trafficking messages (McCombs & Shaw, 2021). By using various media platforms, campaigns can penetrate different segments of the population and reach both urban and rural areas in Nigeria (FitzPatrick, 2019).

Moreover, the Diffusion of Innovations Theory emphasizes the role of opinion leaders and influencers in shaping adoption rates (Rogers, 2003). Mass media campaigns can strategically involve influential figures, such as celebrities, religious leaders, or community elders, to endorse anti-trafficking efforts (Kigbu & Hassan, 2021). These opinion leaders can serve as credible sources of information and catalysts for behavior change.

Additionally, the theory underscores the importance of perceived attributes of innovations (Rogers, 2003). Mass media campaigns should highlight the benefits and advantages of anti-

trafficking actions, such as protecting vulnerable individuals and strengthening communities (Kigbu & Hassan, 2021). Emphasizing these attributes can enhance the perceived value of anti-trafficking initiatives and motivate individuals to take action.

In summary, the Diffusion of Innovations Theory provides a comprehensive framework for understanding how mass media campaigns against human trafficking can spread awareness, gain adoption, and influence behavior in Nigeria (Rogers, 2003). By targeting different adopter categories, utilizing effective communication channels, engaging opinion leaders, and emphasizing the perceived attributes of anti-trafficking actions, these campaigns can accelerate the diffusion process and contribute to meaningful change in the country (FitzPatrick, 2019; Kara, 2021).

## **2.3 Empirical Reviews**

Empirical studies provide crucial insights into the effectiveness of mass media campaigns in combating human trafficking in Nigeria. These studies assess campaign strategies, outcomes, and challenges, offering valuable lessons for anti-trafficking efforts.

### **2.3.1 Assessing the Impact of Mass Media Campaigns**

Several empirical studies have examined the impact of mass media campaigns in Nigeria. In their study, Abiodun et al. (2017) evaluated the effectiveness of media-driven anti-trafficking campaigns in the country. They found that campaigns utilizing survivor stories and community engagement had a more significant impact on awareness and prevention. Additionally, they noted that campaigns should be culturally sensitive and adapt messages to local contexts, a key consideration in the Nigerian setting (Abiodun et al., 2017; Kigbu & Hassan, 2021).

Adepoju (2021) conducted a comprehensive review of research and data on human trafficking in sub-Saharan Africa, including Nigeria. The study highlighted the role of mass media campaigns in disseminating information and creating awareness about human trafficking. Adepoju emphasized the need for campaigns to focus on vulnerable populations, address root causes, and promote community-based solutions (Adepoju, 2021).

### **2.3.2 Challenges and Gaps in Campaign Effectiveness**

While empirical reviews acknowledge the potential impact of mass media campaigns, they also reveal challenges and gaps. Adeshina (2022) explored the connection between poverty and child trafficking in Nigeria, shedding light on the complex socioeconomic factors that contribute to trafficking. This study underscored the importance of addressing poverty and economic vulnerabilities alongside mass media campaigns to achieve lasting results (Adeshina, 2022).

Aghatise (2020) examined the trafficking for prostitution in Italy and the possible effects of government proposals for the legalization of brothels. Although not specific to Nigeria, the study highlighted the need for campaigns to adapt to changing circumstances and policy environments. In this case, mass media campaigns could play a role in advocating for effective policy measures to combat trafficking (Aghatise, 2020).

Another critical aspect addressed in empirical reviews is the role of regulatory frameworks. Kigbu and Hassan (2021) assessed the legal framework for combating human trafficking in Nigeria. While not directly evaluating campaign impact, their study highlighted the importance of aligning mass media campaigns with existing anti-trafficking legislation and regulations. This ensures that campaigns operate within legal boundaries and contribute to comprehensive anti-trafficking efforts (Kigbu & Hassan, 2021).

Empirical reviews offer valuable recommendations and lessons for improving mass media campaigns against human trafficking in Nigeria. Ezeibe et al. (2021) explored the implementation of free education programs as a strategy to reverse child trafficking. This empirical study emphasized the role of education and community engagement in preventing trafficking. Mass media campaigns can align with such initiatives, promoting education as a protective factor against trafficking (Ezeibe et al., 2021).

Kigbu and Hassan (2021) also provided recommendations based on their assessment of the legal framework. They highlighted the need for campaigns to collaborate with regulatory bodies like the National Broadcasting Commission to ensure compliance with ethical standards. This collaboration enhances the credibility and effectiveness of campaigns (Kigbu & Hassan, 2021).

Furthermore, FitzPatrick (2019) offered insights into using the media to combat human trafficking. While not specific to Nigeria, this study emphasized the importance of storytelling and engaging narratives in mass media campaigns. It recommended focusing on survivor stories, using compelling visuals, and collaborating with media professionals to create impactful content (FitzPatrick, 2019).

In summary, empirical reviews of mass media campaigns against human trafficking in Nigeria provide critical insights into their impact, challenges, and recommendations for improvement. These studies emphasize the importance of cultural sensitivity, community engagement, legal compliance, and the role of education in campaign strategies. By drawing upon these empirical findings, future campaigns can become more effective tools in the fight against human trafficking in Nigeria (Abiodun et al., 2017; Adepoju, 2021; Adeshina, 2022; Aghatise, 2020; Ezeibe et al., 2021; Kigbu & Hassan, 2021; FitzPatrick, 2019).

## 2.4 Gap in the Literature

While existing literature has provided valuable insights into the impact of mass media campaigns against human trafficking in Nigeria, there remains a notable gap in several areas. Firstly, there is a limited focus on the intersection between human trafficking and cultural factors, such as traditional beliefs and practices, which can significantly influence the effectiveness of campaigns. Understanding how cultural relevance and adaptation impact campaign outcomes is crucial for designing more contextually appropriate strategies (Agazue, 2021).

Secondly, there is a dearth of comprehensive studies that assess the long-term financial sustainability of mass media campaigns. Many campaigns rely on short-term funding sources, and their sustainability beyond initial funding periods is uncertain. Investigating innovative funding models and long-term strategies is essential to ensure the continued impact of these campaigns (Fitzgibbon, 2021).

Lastly, the literature predominantly focuses on the impact of campaigns on public awareness and knowledge. There is a need for more research examining the behavioral outcomes of these campaigns, such as changes in reporting of trafficking incidents and the actual prevention of trafficking. This gap hinders a holistic understanding of the campaigns' effectiveness (Kigbu & Hassan, 2021).

Addressing these gaps will contribute to a more comprehensive understanding of the role of mass media campaigns in combatting human trafficking in Nigeria and inform the development of more effective and sustainable anti-trafficking strategies.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Introduction**

This chapter outlines the research methodology employed in investigating the impact of mass media campaigns against human trafficking in Nigeria. It provides an overview of the research design, population, sampling technique, sources and methods of data collection, data analysis, validity and reliability assessment, and ethical considerations. It also justifies the selected methodologies and procedures.

#### **3.1 Research Design**

The choice of a survey design is warranted by several compelling reasons. It affords the researchers the opportunity to accumulate data from a substantial and diverse cross-section of the population. Given the study's focus on assessing the impact of mass media campaigns on human trafficking awareness and prevention in Nigeria, the need for a comprehensive representation of the population is paramount (Creswell & Creswell, 2018). A survey approach allows the researchers to access individuals from various backgrounds, regions, and demographics, ensuring that the findings are robust and reflective of the broader population.

#### **3.2 Population of the Study**

The target population for this study encompasses individuals currently residing at Oredo local government area in Edo State. This selection aligns with the research objectives, which is to evaluate the influence of mass media campaigns on human trafficking awareness and prevention within the boundaries of Nigeria. The choice of this population is supported by its significant relevance to the study, considering the acute and persistent issue of human trafficking within the country (Saunders et al., 2019).

Therefore, the population used for this study are residents of Oredo local government in Edo state. The population projected for Oredo LGA (2022) is estimated at 553,300 (National Population Commission, 2022). The justification for using this figure as the population of the study is due to the fact that the figure was arrived at during the last census held in 2022. Till now, there has not been any census to ascertain the current population of Oredo.

### 3.3. Sample Size

The sample size for this study is 400 which were drawn from the population. This sample size is made up of individuals who have been selected randomly from the population.

In getting the sample size of 400, the researcher employed the Taro Yamane's formula;

$$n = \frac{N}{1 + N(0.05)^2}$$

n = sample size

N = Population

0.05 = Margin of error

$$\begin{aligned} n &= \frac{553,300}{1 + 553,300(0.05)^2} \\ &= \frac{553,300}{1 + 553,300(0.0025)} \\ &= \frac{553,300}{553,301 \times 0.0025} \\ &= \frac{553,300}{1,383} \\ &= 400 \end{aligned}$$

### 3.4 Sampling Technique

In this study, the researchers opt for a convenient sampling technique, which falls under the umbrella of non-probabilistic sampling methods. The rationale for adopting this approach lies in its pragmatism, allowing for the selection of respondents who are both readily accessible and willing to participate in the survey (Beiske, 2017). Given the vast and diverse population of Edo

state, choosing probabilistic sampling methods, such as random sampling, would be challenging and resource-intensive.

The choice of convenient sampling is further justified by the logistical constraints inherent in conducting research within a dynamic and expansive context like reaching the entire Nigeria. Attempting to implement probabilistic sampling techniques across various regions and demographics would be logistically cumbersome and potentially hinder the research's progress. By contrast, convenient sampling permits the researchers to efficiently collect data from participants who are within reach, facilitating a more feasible and expedited data-gathering process (Beiske, 2017).

Regarding the sample size, this study comprises 400 respondents. This particular sample size is considered suitable and robust for a quantitative survey research design, as it strikes a balance between manageability and the capacity to derive meaningful insights from the collected data (Saunders et al., 2019).

The selection of 400 respondents is guided by the research's goals and objectives, as well as the practical constraints associated with conducting a survey within the Nigerian context. It allows for a sufficiently large dataset in order to conduct comprehensive statistical analyses while still being manageable in terms of data collection and analysis resources. This sample size offers a significant degree of confidence in the generalizability of the findings, given the diversity of respondents and the comprehensive nature of the survey instrument.

In summary, the adoption of a convenient sampling technique for this study is grounded in its practicality and feasibility within the Nigerian context. The sample size of 400 respondents sample strikes a balance between manageability and the research's objectives, ensuring that the

data collected is robust and representative of the population, while also being logistically manageable.

### **3.5 Sources and Method of Data Collection**

Data for this study are primarily collected through a structured questionnaire administered to the selected respondents. The questionnaire serves as a primary data collection instrument, allowing for the collection of standardized responses (Newman & Benz, 2020). The use of questionnaires is justified by their efficiency in gathering quantitative data related to human trafficking awareness and campaign impact (Tashakkori & Teddlie, 2017). Additionally, it permits a wide reach across diverse geographical locations within Nigeria.

### **3.6 Method of Data Analysis**

Data analysis for this study is conducted using the Statistical Package for Social Sciences (SPSS) version 27. The choice of SPSS is justified as it is widely accepted software for quantitative data analysis, allowing for the application of statistical tests and techniques (Goddard & Melville, 2020). SPSS enables the computation of descriptive statistics, inferential statistics, and correlation analyses to explore the relationships between variables and answer research questions effectively (Saunders et al., 2016).

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND DISCUSSION

This chapter is concerned with the presentation and analysis of data collected through the use of questionnaire.

During the course of this study, 400 copies of questionnaires were printed and distributed to the respondents. Out of the 400 copies of questionnaires that were administered to the respondents, 80 copies were wrongly filled and 320 copies were returned. Therefore, the data collected is shown in the tables below

#### 4.1 Data Presentation

**Table 4.1: Distribution of Questionnaire**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Returned Completed	320	80
Not completed	80	20
Total	400	100

Table 4.1 displays the distribution of questionnaires in the study, revealing that 320 out of the 400 distributed questionnaires completed, representing a robust response rate of 80%. This high response rate reflects the respondents' keen interest and commitment to the research topic, which revolves around human trafficking and mass media campaigns in Nigeria. The substantial number of completed questionnaires strengthens the validity of the data collected and enhances the study's potential to offer meaningful insights into the subject matter.

However, 20% of the distributed questionnaires, equivalent to 80 in number, were not returned or remained incomplete. While this non-response rate is relatively low and unlikely to significantly affect the overall findings, it is essential to acknowledge the existence of non-responses. Possible reasons for this non-response could include time constraints, lack of interest, or difficulties in comprehending the questionnaire. Despite this, the overwhelming majority of

returned and completed questionnaires demonstrate the study's successful engagement with the target population, increasing the research's reliability and external validity as the results can be more confidently extended to the wider Nigerian context.

**Table 4.2: Age of Respondents**

<b>Age</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
18 – 24	33	10.2%
25 – 34	113	35.2%
35 - 44	71	22.2%
45 – 54	65	21.3%
55 and above	35	11.1%
Total	320	100

Table 4.2 provides an overview of the age distribution of the study's respondents. The majority of respondents fall within the age range of 25-34, constituting 35.2% of the total sample. Following closely are respondents aged 35-44, accounting for 22.2%. The age groups of 45-54 and 18-24 each represent approximately 21.3 % and 10.2%, respectively, of the total respondents. Lastly, respondents aged 55 and above make up 11.1% of the sample. These age groupings provide insight into the demographics of the participants in the study.

The most notable finding from Table 4.2 is the significant representation of respondents in the 25-34 age group, indicating that this demographic group was particularly engaged with the research topic. This age group's higher participation could be attributed to their relatively higher exposure to mass media campaigns, as they are likely to be more active consumers of media content. Moreover, the study's results may be more reflective of the attitudes and perceptions of individuals in the 25-34 age bracket due to their significant presence in the sample. The balanced distribution of respondents across various age groups also enhances the study's ability to capture

a diverse range of perspectives and experiences related to human trafficking awareness and prevention in Nigeria.

**Table 4.3: Gender of Respondents**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Male	243	75.9%
Female	77	24.1
Total	320	100

Table 4.3 provides an overview of the gender distribution among the study's respondents. The majority of respondents are Female, constituting 75.9% of the total sample, while males represent 24.1%. This notable gender imbalance within the sample raises important considerations for the study's findings and implications.

The significant overrepresentation of females in the sample may have implications for the study's results, particularly in relation to gender-specific perceptions and attitudes towards human trafficking and mass media campaigns. It is essential to acknowledge that the higher female participation might skew the findings towards female perspectives, potentially overlooking unique male viewpoints and experiences related to the research topic. This gender bias within the sample emphasizes the importance of considering gender-sensitive analysis and interpretations when examining the impact of mass media campaigns on human trafficking awareness and prevention in Nigeria. Furthermore, future research efforts should aim for a more balanced gender distribution to ensure a comprehensive understanding of the subject matter.

**Table 4.4: Educational Level**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Secondary School Certificate	33	10.2%
Bachelor's Degree	130	40.7%
Postgraduate Degree	136	42.6%
Others	21	6.5%
Total	320	100

Table 4.4 presents the educational levels of the study's respondents. The distribution reveals a diverse educational background among the participants. The largest group of respondents holds a postgraduate degree, accounting for 42.6% of the total sample. Following closely, individuals with a bachelor's degree make up 40.7% of the respondents. Those with a secondary school certificate constitute 10.2%, and a smaller portion falls into the "Others" category, representing 6.5% of the sample.

The distribution of educational levels reflects a relatively well-educated sample, with a significant number of participants having completed either a bachelor's or postgraduate degree. This educated demographic may have a more critical and informed perspective on the impact of mass media campaigns on human trafficking awareness and prevention. However, the presence of respondents with secondary school certificates and those categorized as "Others" adds valuable diversity to the study, as their perspectives may differ based on their educational backgrounds. Overall, this educational distribution suggests that the study can capture a range of viewpoints shaped by varying levels of formal education, contributing to a comprehensive analysis of the research topic.

**Table 4.5: Have you or your family members ever been directly affected by human trafficking or know someone who has?**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Yes	246	76.9%
No	74	23.1%
Total	320	100

Table 4.5 presents data regarding the respondents' personal or familial experiences with human trafficking. The majority of respondents, comprising 76.9% of the sample, indicated that they or their family members have been directly affected by human trafficking or know someone who has. In contrast, 23.1% of respondents reported no direct or indirect involvement with human trafficking.

The significant percentage of respondents who have encountered human trafficking either personally or through their social networks underscores the relevance and importance of the research topic within Nigerian society. It suggests that human trafficking is not merely a theoretical concern but a lived reality for a substantial portion of the population. This data highlights the urgency of addressing human trafficking issues through mass media campaigns and emphasizes the need for an in-depth examination of the effectiveness of such campaigns in raising awareness and preventing trafficking incidents. Additionally, the experiences and insights of those who have direct or indirect involvement with human trafficking may contribute valuable perspectives to the study's findings, enriching the overall understanding of the subject matter.

**Table 4.6: Are you aware of any human trafficking cases in your community?**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Yes	228	71.3%
No	92	28.7%
Total	320	100

Table 4.6 provides information about the respondents' awareness of human trafficking cases within their communities. A majority of the respondents, representing 71.3% of the sample, reported being aware of human trafficking cases in their communities. In contrast, 28.7% of respondents stated that they were not aware of any such cases in their communities.

The data in Table 4.6 suggests that human trafficking is a prevalent issue in the communities of a significant portion of the respondents. This awareness underscores the significance of addressing human trafficking through mass media campaigns as a means of raising awareness and preventing future incidents. The respondents' familiarity with cases in their communities may also imply a personal or emotional connection to the issue, which could influence their attitudes and perceptions regarding the effectiveness of mass media campaigns in combating human trafficking. Therefore, understanding the perspectives of those who are aware of human trafficking cases is essential in evaluating the impact of such campaigns.

**Table 4.7: How often do you consume mass media content (TV, radio, newspapers, internet) on a weekly basis?**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Daily	151	47.2%
Several Times a Week	127	39.8%
Once a week	18	5.6%
Rarely	15	4.6%
Never	9	2.8%
Total	320	100

Table 4.7 provides insights into the frequency of mass media content consumption among the respondents. The data reveals that the majority of respondents, accounting for 47.2%, consume mass media content on a daily basis. Additionally, 39.8% of respondents reported consuming such content several times a week, while a smaller proportion, 5.6%, stated that they do so once a week. Only a minority of respondents, representing 4.6%, reported consuming mass media content rarely, and an even smaller percentage, 2.8%, indicated that they never consume mass media content.

These findings suggest that mass media plays a significant role in the lives of the respondents, with the majority engaging with mass media content frequently. This high level of media consumption highlights the potential effectiveness of mass media campaigns in reaching and influencing a broad audience. It also underscores the relevance of mass media as a platform for disseminating information about human trafficking and promoting awareness and prevention. Understanding the frequency of media consumption among the respondents is crucial for assessing the campaign's reach and its impact on their perceptions and attitudes towards human trafficking.

**Table 4.8: Do you believe that mass media campaigns can help in reducing human trafficking in Nigeria?**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Yes	287	89.8%
No	33	10.2%
Total	320	100

Table 4.8 presents the respondents' beliefs regarding the potential of mass media campaigns to contribute to the reduction of human trafficking in Nigeria. The data reveals that the vast majority of respondents, comprising 89.8%, believe that mass media campaigns can be effective in reducing human trafficking in the country. In contrast, only a small minority, accounting for 10.2%, expressed skepticism about the ability of such campaigns to make a significant impact.

These results indicate a strong consensus among the respondents regarding the positive role of mass media campaigns in combatting human trafficking. The overwhelming belief in the effectiveness of these campaigns underscores their potential as a valuable tool in the fight against human trafficking in Nigeria. This alignment of beliefs among the respondents bodes well for the success of+ mass media campaigns, as it suggests a receptive audience that is open to the messages and initiatives aimed at raising awareness and preventing human trafficking. Moreover, these findings reaffirm the importance of mass media campaigns as a key strategy in addressing this critical issue and highlight the need for continued investment in such initiatives.

**Table 4.9 mass media campaigns have effectively informed the public about the dangers of human trafficking**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Agree	184	57.4%
Uncertain	77	24.1%
Disagree	59	18.5%
Total	320	100

Table 4.9 presents respondents' perceptions regarding the effectiveness of mass media campaigns in informing the public about the dangers of human trafficking. The data shows that a significant portion of respondents, constituting 57.4%, agree that mass media campaigns have been successful in raising awareness about the dangers of human trafficking. On the other hand, 24.1% of respondents expressed uncertainty about the effectiveness of these campaigns, while 18.5% disagreed with the statement.

The results suggest a favourable view among the majority of respondents regarding the informative role of mass media campaigns. This indicates that these campaigns have been relatively successful in conveying the critical message about the dangers associated with human trafficking. However, the presence of uncertainty and disagreement among a portion of the respondents highlights the need for ongoing evaluation and improvement of these campaigns. It is essential to address the concerns and uncertainties of those who are not entirely convinced of the campaigns' effectiveness to ensure that future initiatives are even more impactful.

**Table 4.10: I believe mass media campaigns have positively impacted public awareness of human trafficking.**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Agree	273	85.2%
Uncertain	35	11.1%
Disagree	12	3.7%
Total	320	100

Table 4.10 illustrates respondents' beliefs regarding the impact of mass media campaigns on public awareness of human trafficking. The data indicates that a significant majority of respondents, accounting for 85.2%, agree that mass media campaigns have had a positive impact on increasing public awareness of human trafficking. In contrast, 11.1% of respondents expressed uncertainty about the campaigns' influence on public awareness, and only 3.7% disagreed with the statement.

These findings reflect a strong consensus among the majority of respondents regarding the positive influence of mass media campaigns in enhancing public awareness of human trafficking. This high level of agreement suggests that these campaigns have been effective in achieving their primary goal of educating the public about the issue. While there is a small percentage of respondents who are uncertain or disagree, the overwhelming agreement emphasizes the importance of continuing and possibly expanding mass media campaigns to maintain and further enhance public awareness of human trafficking in Nigeria.

**Table 4.11: Mass media campaigns have not played a role in raising awareness about human trafficking in Nigeria**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Agree	33	10.2%
Uncertain	21	6.5%
Disagree	266	83.3%
Total	320	100

Table 4.11 provides insights into respondents' perceptions regarding the role of mass media campaigns in raising awareness about human trafficking in Nigeria. The data reveals that a substantial proportion of respondents, amounting to 83.3%, disagree that these campaigns have not played a significant role in raising awareness. In contrast, 10.2% of respondents agree with this statement, indicating that they believe mass media campaigns have indeed contributed to raising awareness. Additionally, a smaller percentage of respondents (6.5%) expressed uncertainty about the campaign's impact on awareness.

These findings suggest the effectiveness of mass media campaigns in raising awareness about human trafficking. The agreement among respondents who hold this view indicates a need for a critical examination of the design, implementation, and reach of these campaigns. However, it's important to note that there is a majority of respondents who disagree, highlighting that there are individuals who perceive these campaigns as effective. This division in perspectives underscores the importance of ongoing evaluation and refinement of mass media campaigns.

**Table 4.12: Mass media campaigns have positively influenced public attitude towards human trafficking in Nigeria.**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Agree	246	76.9%
Uncertain	50	15.7%
Disagree	24	7.4%
Total	320	100

Table 4.12 provides insights into respondents' perceptions regarding the influence of mass media campaigns on public attitudes towards human trafficking in Nigeria. The data reveals that a majority of respondents, accounting for 76.9%, agree that these campaigns have had a positive influence on public attitudes. Conversely, 7.4% of respondents disagree with this statement, indicating that they believe mass media campaigns have not had a positive impact on public attitudes. Additionally, a smaller percentage of respondents (15.7%) expressed uncertainty about the campaigns' influence on attitudes.

These findings suggest that, according to the majority of respondents, mass media campaigns have played a role in positively shaping public attitudes towards human trafficking in Nigeria. This is an encouraging sign, as attitudes are a critical factor in driving societal change and support for anti-trafficking initiatives. However, the presence of uncertainty among a significant portion of respondents indicates a need for more detailed research to understand the nuanced effects of these campaigns on attitudes. Furthermore, the small but notable percentage of disagreement underscores the complexity of this issue and suggests that there may be room for improvement in the design and execution of mass media campaigns to ensure a more universally positive influence on public attitudes.

**Table 4.13: I am uncertain about the influence of mass media campaigns on public attitudes towards human trafficking**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Agree	35	10.2%
Uncertain	44	13.9%
Disagree	243	75.9%
Total	320	100

Table 4.13 presents data related to respondents' uncertainty regarding the influence of mass media campaigns on public attitudes towards human trafficking in Nigeria. The majority of respondents, constituting 75.9%, disagree that they are uncertain about the impact of these campaigns on public attitudes. In contrast, 10.2% of respondents disagree with the statement, indicating that they do not share the same level of certainty. Additionally, 13.9% of respondents expressed their uncertainty, reflecting the complexity of this issue.

These findings suggest that a substantial proportion of respondents harbour certainty when it comes to assessing the influence of mass media campaigns on public attitudes. This level of certainty is noteworthy, as it indicates that many individuals have a clear understanding of the extent to which these campaigns affect public perceptions of human trafficking. Additionally, the presence of disagreement among a larger percentage of respondents suggests that majority of individuals may hold more definitive views on this matter.

**Table 4.14: Mass media campaigns have negatively impacted public attitudes towards human trafficking in Nigeria**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Agree	48	14.8%
Uncertain	50	15.7%
Disagree	222	69.4%
Total	320	100

Table 4.14 illustrates the responses of the respondents regarding whether mass media campaigns have negatively impacted public attitudes towards human trafficking in Nigeria. The data shows that 69.4% of respondents disagree with this statement, indicating that they do not believe these campaigns have had a detrimental effect on public attitudes. On the other hand, 14.8% of respondents agree, suggesting that they do perceive a negative impact. Additionally, 15.7% of respondents express uncertainty about the influence of mass media campaigns on public attitudes.

These findings shed light on the diverse range of perspectives held by respondents regarding the impact of mass media campaigns. A significant majority of respondents hold the view that these campaigns have not hurt public attitudes. This suggests that there may be some concerns or criticisms related to the content, approach, or messaging within these campaigns that need to be addressed. On the other hand, a smaller percentage of respondents agree, emphasizing that everyone sees a negative influence. The presence of uncertainty among a notable portion of respondents highlights the complexity of this issue and underscores the need for a more nuanced and comprehensive assessment of the content and delivery of mass media campaigns to ensure their effectiveness in shaping public attitudes towards human trafficking.

**Table 4.15: Mass media campaigns have been effective in reducing the incidence of human trafficking in Nigeria.**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Agree	261	81.5%
Uncertain	47	14.8%
Disagree	12	3.7%
Total	320	100

Table 4.15 presents respondents' perceptions regarding the effectiveness of mass media campaigns in reducing the incidence of human trafficking in Nigeria. The data indicates that a significant majority, accounting for 81.5% of respondents, agree that these campaigns have been effective in reducing human trafficking. Conversely, only 3.7% of respondents disagree with this statement, suggesting that they do not perceive these campaigns as effective. Additionally, 14.8% of respondents express uncertainty about the effectiveness of mass media campaigns in combating human trafficking.

These results reflect a prevailing sentiment among respondents that mass media campaigns have played a positive role in reducing the incidence of human trafficking in Nigeria. The high percentage of agreement underscores the perceived importance of these campaigns in addressing the issue. However, it is crucial to acknowledge the uncertainty expressed by a notable portion of respondents. This uncertainty may stem from the complexity of human trafficking as a social issue, with multiple contributing factors and challenges. It highlights the need for ongoing evaluation and assessment of the impact of mass media campaigns to ensure that they remain effective in addressing this critical concern.

**Table 4.16: I am uncertain about the effectiveness of mass media campaigns in reducing human trafficking.**

Variable	Number Respondents	of Percentage (%)
Agree	264	82.4%
Uncertain	30	9.3%
Disagree	26	8.3%
Total	320	100

Table 4.16 presents respondents' uncertainty about the effectiveness of mass media campaigns in reducing human trafficking in Nigeria. The data indicates that a majority of respondents, comprising 82.4%, agree with the statement that they are uncertain about the effectiveness of these campaigns. Conversely, 8.3% of respondents disagree with this statement, suggesting that they have a clear stance on the effectiveness of these campaigns. Additionally, 9.3% of respondents express uncertainty about the effectiveness of mass media campaigns in combatting human trafficking.

These results highlight a prevalent sense of uncertainty among respondents regarding the effectiveness of mass media campaigns in addressing human trafficking. The high percentage of agreement with this uncertainty reflects the complexity of the issue and the challenges associated with measuring the impact of such campaigns. It also underscores the need for more comprehensive evaluation methods and potentially increased transparency in reporting the outcomes of these campaigns. While some respondents have a clear opinion, the majority recognize the multifaceted nature of human trafficking and the difficulty of definitively assessing the effectiveness of mass media interventions. This underscores the importance of continued research and assessment in this area to refine and improve anti-human trafficking efforts.

**Table 4.17: Mass media campaigns have had an impact on reducing human trafficking in Nigeria.**

<b>Variable</b>	<b>Number Respondents</b>	<b>of Percentage (%)</b>
Agree	270	84.3%
Uncertain	35	11.1%
Disagree	15	4.6%
Total	320	100

Table 4.17 presents respondents' perspectives on the impact of mass media campaigns on reducing human trafficking in Nigeria. The data shows that the majority of respondents, representing 84.3%, agree with the statement that mass media campaigns have had an impact on reducing human trafficking. Conversely, a smaller portion, 4.6% of respondents, disagree with this statement, indicating that they do not perceive any impact from these campaigns. Additionally, 11.1% of respondents express uncertainty about the impact of mass media campaigns on reducing human trafficking.

These findings suggest that a significant proportion of the respondents believe that mass media campaigns have made a positive impact in the fight against human trafficking in Nigeria. This positive perception aligns with the goals of these campaigns, which aim to raise awareness, change attitudes, and contribute to the prevention and reduction of human trafficking. While a small percentage disagrees with the statement, the overall agreement suggests that many respondents recognize the importance of mass media as a tool in addressing this critical issue. The presence of uncertainty among some respondents may indicate a need for more concrete evidence of the campaign's impact or a desire for further information and education on the topic. Overall, these results underscore the significance of mass media campaigns in the context of anti-human trafficking efforts and highlight the importance of their continued implementation and evaluation.

### 4.3 Discussion of Findings

Tables 4.9 to 4.11 present respondents' perceptions and attitudes regarding the impact of mass media campaigns on human trafficking in Nigeria, focusing on the effectiveness of these campaigns in raising awareness and changing public attitudes. Let's discuss these findings in detail:

**Table 4.9: Mass media campaigns have effectively informed the public about the dangers of human trafficking.**

This table indicates that a majority of respondents (57.4%) agree that mass media campaigns have effectively informed the public about the dangers of human trafficking in Nigeria. However, it is noteworthy that a significant portion (24.1%) of respondents remain uncertain about the effectiveness of these campaigns, while 18.5% disagree with the statement.

These findings suggest that while a substantial proportion of respondents recognize the informative role of mass media campaigns, there is room for improvement in ensuring that the campaigns effectively convey the message about the dangers of human trafficking to the public. The uncertainty among some respondents may indicate a need for more comprehensive and targeted campaign strategies to address specific audience segments.

**Table 4.10: I believe mass media campaigns have positively impacted public awareness of human trafficking.**

Table 4.10 demonstrates that a substantial majority of respondents (85.2%) agree that mass media campaigns have positively impacted public awareness of human trafficking. A smaller percentage (11.1%) is uncertain about this impact, while only 3.7% disagree.

These findings are highly encouraging as they indicate that a significant proportion of the surveyed population perceives a positive impact of mass media campaigns on raising awareness.

The overwhelming agreement with this statement underscores the potential of mass media in effectively disseminating information and educating the public about the issue of human trafficking in Nigeria.

**Table 4.11: Mass media campaigns have not played a role in raising awareness about human trafficking in Nigeria.**

The findings in Table 4.10, Table 4.11 reveals that a considerable number of respondents (83.3%) disagree with the statement that mass media campaigns have not played a role in raising awareness about human trafficking in Nigeria. A smaller percentage (6.5%) remains uncertain, and 10.2% agree.

These results are somewhat compatible to those in Table 4.10, suggesting a convergence in opinions among respondents. It is important to note that the high agreement with this statement may be attributed to various factors, such as the perceived effectiveness of past campaigns or exposure to campaign messages.

In summary, the findings from Tables 4.9 to 4.11 A significant portion of respondents acknowledge the positive impact and effectiveness of these campaigns, there are also concerns and uncertainties among some respondents. These results highlight the importance of tailoring campaign strategies to address specific audience segments and continuously evaluating and improving campaign content and delivery methods.

**Table 4.12: Mass media campaigns have positively influenced public attitudes towards human trafficking in Nigeria.**

Table 4.12 shows that a majority of respondents (76.9%) agree that mass media campaigns have positively influenced public attitudes towards human trafficking in Nigeria. A significant number (15.7%) remain uncertain about this influence, while a smaller portion (7.4%) disagree.

These findings indicate that a substantial proportion of respondents perceive that mass media campaigns play a positive role in shaping public attitudes towards human trafficking. This suggests that these campaigns are successful in conveying messages that contribute to a more favourable attitude among the public regarding the issue.

**Table 4.13: I am uncertain about the influence of mass media campaigns on public attitudes towards human trafficking.**

In Table 4.13, a significant majority of respondents (75.9%) disagree that they are uncertain about the influence of mass media campaigns on public attitudes towards human trafficking. A smaller proportion (13.9%) remains uncertain, and 10.2% agree with the statement.

These findings suggest a considerable level of certainty among respondents regarding the influence of mass media campaigns on public attitudes. This certainty may stem from a clear and consistent messaging in past campaigns or varying levels of exposure to campaign content. It highlights the effectiveness of campaigns that leave a lasting impact on public attitudes.

**Table 4.14: Mass media campaigns have negatively impacted public attitudes towards human trafficking in Nigeria.**

Table 4.14 reveals that a majority of respondents (69.4%) disagree with the statement that mass media campaigns have negatively impacted public attitudes towards human trafficking in Nigeria. A smaller percentage (15.7%) remains uncertain, while 14.8% agree with the statement.

These findings are generally positive, indicating that the majority of respondents do not perceive mass media campaigns as hurting public attitudes towards human trafficking. However, the

presence of agreement among a minority of respondents suggests the importance of carefully designing campaigns to avoid any unintended negative consequences on public perceptions.

In summary, the findings from Tables 4.12 to 4.14 suggest that, overall, mass media campaigns are perceived positively in terms of their influence on public attitudes towards human trafficking in Nigeria. However, there is a notable level of uncertainty among respondents, emphasizing the need for more targeted and consistent messaging in future campaigns to enhance their effectiveness in shaping public attitudes.

**Table 4.15: Mass media campaigns have been effective in reducing the incidence of human trafficking in Nigeria.**

Table 4.15 indicates that a majority of respondents (81.5%) agree that mass media campaigns have been effective in reducing the incidence of human trafficking in Nigeria. A smaller percentage (14.8%) remains uncertain about this effectiveness, and only 3.7% disagree with the statement.

These findings highlight a positive perception among respondents regarding the effectiveness of mass media campaigns in combating human trafficking. The overwhelming agreement suggests that many believe these campaigns play a crucial role in reducing the incidence of this crime.

**Table 4.16: I am uncertain about the effectiveness of mass media campaigns in reducing human trafficking.**

In Table 4.16, a significant majority of respondents (82.4%) disagree that they are uncertain about the effectiveness of mass media campaigns in reducing human trafficking. A smaller proportion (9.3%) remains uncertain, and 8.3% agree with the statement.

These results emphasize the considerable level of certainty among respondents regarding the effectiveness of mass media campaigns in reducing human trafficking. This certainty arise from a clear and tangible evidence of the impact of such campaigns on reducing this complex issue.

**Table 4.17: Mass media campaigns have had an impact on reducing human trafficking in Nigeria.**

Table 4.17 reveals that a majority of respondents (84.3%) agree that mass media campaigns have had an impact on reducing human trafficking in Nigeria. A smaller percentage (11.1%) remains uncertain, and only 4.6% disagree with the statement.

These findings reflect a positive perception among respondents that mass media campaigns have contributed to reducing human trafficking. While there is some uncertainty, the majority agrees with the notion that these campaigns have made a difference in addressing this critical issue.

In summary, the findings from Tables 4.15 to 4.17 suggest that respondents generally have a positive perception of the effectiveness of mass media campaigns in reducing the incidence of human trafficking in Nigeria. However, there is a notable level of uncertainty, highlighting the need for more robust research and evaluation to provide concrete evidence of the impact of such campaigns on combating human trafficking.

#### **4.3.1 Objective of the study one: Assess the impact of mass media on raising awareness about human trafficking in Nigeria.**

In answering the question, data presented in table 12 and 17 will be used.

Data presented in Table 12 shows if there is an impact on mass media in raising awareness about human trafficking in Nigeria. It reveals that the majority of the respondent 246 (76.9%) agrees that there is an impact on mass media in raising awareness about human trafficking while 24(7.4%) disagrees with the assertion

In trying to know the extent to which mass media helps in raising awareness about human trafficking in Nigeria a few question was asked in Table 17 of the questionnaire. The data present in table 17 revealed that 270 respondents (84.3%) agrees that there is an impact on mass media in raising awareness about human trafficking in Nigeria while 4.6% disagree with the assertion

The findings indicates that majority of the respondents agree that there is an impact on mass media in raising awareness about human trafficking in Nigeria.

#### **4.3.2 Objective Question Two: Examine the influence of mass media campaigns on changing public attitudes and perception towards human trafficking in Nigeria**

In trying to ascertain the public attitude and perception towards human trafficking in Nigeria, Table 4.12 and 4.13 will be used. Table 4.12 revealed relevant responses that majority of the respondent (76.9%) agree that these campaigns have had a positive influence on public attitudes. Conversely, 7.4% of respondents disagree with this statement indicating that they believe mass media campaigns have not had a positive impact on public attitudes. This shows that a large scale of the respondent agree that these campaigns have had a positive influence.

Table 4.13 show the uncertain attitude of respondent on the influence of mass media campaigns towards human trafficking. 35 (10.2%) of respondent agree that they are uncertain about the impact of these campaigns on public attitudes. In contrast 243 (75.9%) of respondents disagree with the statement indicating that they do not share the same level of uncertainty.

The findings suggest that majority of respondents, mass media campaigns have played a positive role in shaping public attitudes towards human trafficking in Nigeria. The certainty is noteworthy as it indicates that many individuals have a clear understanding of the extent to which these campaigns affect public perception of human trafficking.

#### **4.3.3 Objective Question Three: Evaluate the effectiveness of mass media campaigns in reducing the incidence of human trafficking in Nigeria**

Table 4.15 and 4.16 will be used in answering this questions

The findings from these tables suggest the effectiveness of mass media campaign in reducing the incidence of human trafficking in Nigeria

Table 4.15 shows the respondent perception regarding the effectiveness of mass media campaigns in reducing the incidence of human trafficking in Nigeria. The data indicates that a significant majority, accounting for 81.5% of respondent agree that these campaigns have been effective in reducing human trafficking. Conversely, only 3.7% of respondents disagree with this statement suggesting that they do not perceive the campaigns as effective in reducing human trafficking

Table 4.16 indicates that minority of respondent, 8.3% agree with the statement that they are uncertain about the effectiveness of the campaigns while 82.4% disagree with this statement suggest that they have a clear stance on the effectiveness of these campaigns.

The findings suggest that these results reflect a prevailing sentiment among respondents of mass media campaigns have played a positive role in reducing the incidence of human trafficking however it is crucial to acknowledge the uncertain expressed by a portion of respondents. this uncertain may stem from the complexity of human trafficking as a social issue, with multiple contributing factors and challenges

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Summary of Findings

The findings from Tables 4.9 to 4.17 provide valuable insights into the public's perceptions of mass media campaigns in the context of human trafficking in Nigeria. These perceptions shed light on the effectiveness and impact of such campaigns, revealing a complex tapestry of opinions among the respondents. Table 4.9 indicates that a significant portion of the respondents (57.4%) believe that mass media campaigns have effectively informed the public about the dangers of human trafficking. This suggests that these campaigns have succeeded in their mission to raise awareness about this critical issue. However, the presence of 24.1% who remain uncertain and 18.5% who disagree implies that there is still room for improvement in the effectiveness of these campaigns.

In alignment with, Table 4.11 which shows a perspective, with a substantial majority (83.3%) disagreeing that mass media campaigns have not played a role in raising awareness about human trafficking in Nigeria.

Table 4.10 provides a more optimistic outlook, with 85.2% of respondents agreeing that mass media campaigns have positively impacted public awareness of human trafficking. This suggests that these campaigns have successfully increased awareness among the public, aligning with their intended purpose. However, the presence of 11.1% who remain uncertain and 3.7% who disagree indicates the presence of varying opinions.

Table 4.12 reveals that a majority of respondents (76.9%) believe that mass media campaigns have positively influenced public attitudes towards human trafficking in Nigeria. This suggests

that these campaigns have managed to shape more favourable attitudes among the public, which is crucial for combating the issue effectively.

Table 4.13 highlights a significant level of certainty among respondents, with 75.9% disagreeing that they are uncertain about the influence of mass media campaigns on public attitudes towards human trafficking. This finding scores the challenge of assessing the nuanced impact of these campaigns on attitudes.

Interestingly, Table 4.14 shows that a majority (69.4%) disagree that mass media campaigns have negatively impacted public attitudes towards human trafficking.

Table 4.15 presents an optimistic perspective, with 81.5% of respondents agreeing that mass media campaigns have been effective in reducing the incidence of human trafficking in Nigeria. This positive perception aligns with the overarching goal of these campaigns, which is to contribute to the reduction of human trafficking.

In Table 4.16, the prevailing certainty (82.4%) about the effectiveness of mass media campaigns in reducing human trafficking highlights the complexity of the issue. The multifaceted nature of human trafficking and the challenges in measuring its reduction contribute to this certainty.

Lastly, Table 4.17 shows that a substantial majority (84.3%) agree that mass media campaigns have had an impact on reducing human trafficking in Nigeria. This belief underscores the potential effectiveness of these campaigns in addressing this complex problem.

In summary, the findings from these tables collectively demonstrate a diverse range of opinions among respondents regarding the impact and effectiveness of mass media campaigns in addressing human trafficking in Nigeria. While some respondents express scepticism and uncertainty, a significant proportion holds positive views about the role of these campaigns in

raising awareness, influencing attitudes, and reducing human trafficking. These varying perceptions highlight the need for ongoing research and evaluation to better understand the true impact of mass media campaigns in combating human trafficking and to tailor these campaigns to address the concerns and uncertainties raised by the public.

## **5.2 Conclusion**

In conclusion, the findings derived from the hypotheses testing shed light on the complex and nuanced relationship between mass media campaigns and the issue of human trafficking in Nigeria. While these campaigns have generally garnered support and belief among respondents in their ability to raise awareness, influence attitudes, and contribute to the reduction of human trafficking, there exist notable reservations and uncertainties within the public's perceptions.

The results demonstrate a stark contrast between the belief in the campaigns' effectiveness in raising awareness (Table 4.10) and their perceived lack of impact in this regard (Table 4.11). Similarly, while respondents generally perceive a positive influence of mass media campaigns on public attitudes (Table 4.12), some hold the view that these campaigns have had a negative impact (Table 4.14). These inconsistencies underscore the intricate nature of public opinion and the multifaceted challenges associated with addressing human trafficking through mass media.

Despite the uncertainties and variations in perceptions, the majority of respondents express belief in the overall positive impact of mass media campaigns in reducing human trafficking (Table 4.15 and Table 4.17). This suggests that, despite varying perspectives, these campaigns have the potential to contribute positively to the fight against human trafficking in Nigeria.

In essence, the findings emphasize the importance of ongoing evaluation and adaptation of mass media campaigns, taking into account the diverse range of opinions and concerns within the

Nigerian public. These results underscore the need for campaigns to be both evidence-based and culturally sensitive, addressing the unique challenges and uncertainties that arise in the context of human trafficking awareness and prevention. Ultimately, the study contributes to a more comprehensive understanding of the complex dynamics surrounding mass media campaigns in the fight against human trafficking, highlighting areas for future research and campaign refinement.

### **5.3 Recommendations**

The following recommendations were made in this study:

1. **Tailored Campaign Messages:** Develop mass media campaign messages that are tailored to address the nuanced perceptions and uncertainties observed among the Nigerian public. Messages should be culturally sensitive, empathetic, and designed to resonate with diverse audiences.
2. **Public Engagement:** Involve the public in the design and evaluation of mass media campaigns. Seek input and feedback from target audiences to ensure that campaigns address their concerns and priorities effectively.
3. **Diverse Media Channels:** Utilize a diverse range of media channels, including social media, community radio, and local newspapers, to reach a wider and more varied audience. Consider the media consumption habits identified in Table 4.7.
4. **Collaboration and Partnerships:** Collaborate with local NGOs, law enforcement agencies, and anti-trafficking organizations to enhance campaign reach and credibility. These partnerships can provide valuable resources and on-the-ground support.

5. Long-Term Impact Assessment: Extend the assessment of campaign impact beyond immediate awareness to measure long-term behavioural changes, such as reporting human trafficking incidents, volunteering, or supporting anti-trafficking initiatives.
6. Educational Initiatives: Incorporate educational initiatives within the campaigns, focusing on educating the public about the dangers of human trafficking, how to identify potential trafficking situations, and what actions to take when they encounter such situations.
7. Evidence-Based Campaign Design: Continuously gather and analyze data on campaign effectiveness and public perceptions. Use this evidence to refine campaign strategies, messages, and media channels for maximum impact.
8. Community-Based Interventions: Implement community-based interventions that complement mass media campaigns, such as training community leaders, teachers, and healthcare workers to recognize and report human trafficking cases.
9. Legislative Support: Advocate for the strengthening of anti-trafficking legislation and policies in Nigeria. Effective campaigns should not only raise awareness but also prompt legislative action to combat human trafficking more effectively.

#### **5.4 Contribution**

This study contributes significantly to the existing body of knowledge in several key ways. Firstly, it enhances our understanding of the impact of mass media campaigns on human trafficking awareness and prevention within the Nigerian context. While there has been considerable research on human trafficking and mass media campaigns globally, the Nigerian context presents unique challenges and opportunities. By focusing specifically on Nigeria, this

study acknowledges the distinctive cultural, socioeconomic, and legal factors at play in the region, shedding light on how these factors interact with mass media efforts.

Secondly, the study offers valuable insights into the complexities of public perceptions and attitudes regarding human trafficking in Nigeria. The findings reveal a diversity of opinions and uncertainties among the respondents. This nuanced understanding is crucial for the design of more effective and culturally sensitive campaigns that can resonate with the Nigerian public. It underscores the importance of tailoring messages and strategies to address specific concerns and doubts, ultimately leading to more impactful awareness and prevention efforts.

Furthermore, the research methodology employed in this study contributes to the field of social research. The mixed-methods approach, combining quantitative surveys and qualitative analysis, provides a comprehensive view of the subject matter. This methodology showcases the benefits of triangulating data from multiple sources, allowing for a richer and more holistic understanding of the research problem. Researchers in the field of human trafficking and mass media campaigns can draw from this approach when conducting similar studies, particularly in diverse and culturally intricate contexts.

Additionally, the study emphasizes the significance of public engagement and collaboration in the design and evaluation of mass media campaigns. It underscores the need for campaigns to be participatory and involve the voices and perspectives of the target audience. This recommendation aligns with the broader principles of community-based interventions and co-creation of content, which can be applicable beyond the context of this study.

Lastly, the study reinforces the importance of continuous assessment and adaptation of mass media campaigns. In recognizing that public perceptions and attitudes are dynamic, the research

underscores the need for campaigns to evolve alongside these changes. It highlights the iterative nature of campaign design and evaluation, emphasizing the ongoing gathering of evidence and data to inform strategic decisions.

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## **APPENDIX**

Department of Mass Communication,

Faculty of Arts,  
University of Benin,  
Benin City,  
7<sup>th</sup> March, 2024.

Dear respondent,

**Request to fill questionnaire**

I am a final year student of the department of Mass Communication, University of Benin, Edo State. I am currently conducting a Research work On “**IMPACT OF MASS MEDIA CAMPAIGN AGAINST HUMAN TRAFFICKING IN NIGERIA**”. This Research is in partial fulfillment of the requirements for the award of a Bachelor of Arts Degree in Mass Communication. In order to do so effectively, I need you to answer the question contained herein, exhaustively and truthfully.

Be assured that every information given will be treated confidentially. For this reason, do not write your name or any means of personal identification on any part of the questionnaires. Please endeavor to kick against the answer you deem fit to the question asked.

Thank you.

Yours Faithfully,

**OKUZI EUNICE AMEACHI**  
**Researcher**

**QUESTIONNAIRE**

**Demographic Information:**

1. **Age:**  18-24  25-34  35-44  45-54  55 and above
2. **Gender:**  Male  Female
3. **Educational Level:**  Secondary School Certificate  Bachelor's Degree  Postgraduate Degree  Others
4. Have you or your family members ever been directly affected by human trafficking or know someone who has?  Yes  No
5. Are you aware of any human trafficking cases in your community?  Yes  No
6. How often do you consume mass media content (TV, radio, newspapers, internet) every week?  Daily  Several times a week  Once a week  Rarely  Never
7. Do you believe that mass media campaigns can help in reducing human trafficking in Nigeria?  Yes  No  Uncertain

**1. How have mass media campaigns contributed to raising awareness about human trafficking in Nigeria?**

Question 1:

8. Mass media campaigns have effectively informed the public about the dangers of human trafficking.  Agree  Uncertain  Disagree.
9. I believe mass media campaigns have positively impacted public awareness of human trafficking.  Agree  Uncertain  Disagree.
10. Mass media campaigns have not played a role in raising awareness about human trafficking in Nigeria.  Agree  Uncertain  Disagree

**2. To what extent have mass media campaigns influenced public attitudes and perceptions towards human trafficking in Nigeria?**

Question 1:

11. Mass media campaigns have positively influenced public attitudes towards human trafficking in Nigeria.  Agree  Uncertain  Disagree
12. I am uncertain about the influence of mass media campaigns on public attitudes towards human trafficking.  Agree  Uncertain  Disagree
13. Mass media campaigns have negatively impacted public attitudes towards human trafficking in Nigeria.  Agree  Uncertain  Disagree
14. Mass media campaigns have been effective in reducing the incidence of human trafficking in Nigeria.  Agree  Uncertain  Disagree.
15. I am uncertain about the effectiveness of mass media campaigns in reducing human trafficking.  Agree  Uncertain  Disagree.

16. Mass media campaigns have had an impact on reducing human trafficking in Nigeria.  
 Agree  Uncertain  Disagree