

**IMPACT OF MASS MEDIA ON GRASSROOT MOBILIZATION AND  
PARTICIPATION IN COMMUNITY DEVELOPMENT IN OVIA NORTH  
EAST LOCAL GOVERNMENT AREA OF EDO STATE.**

**BY**

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FACULTY OF EDUCATION, UNIVERSITY OF BENIN, BENIN CITY.**

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## **APPROVAL PAGE**

I hereby certify that this research work carried out by **Victor Osigbeme** and adequate in quality and scope in partial fulfillment of the requirement for the award of B.Ed in Adult and Non-Formal Education in the Faculty of Education, University of Benin, Benin City, Nigeria.

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## CERTIFICATION

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## **DEDICATION**

This project work is dedicated to Almighty God without whom all effort would have been in vain.

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First and foremost I acknowledge the divine presence the source of all knowledge and guidance. The Lord Jesus Christ.

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## ABSTRACT

The main purpose of this study was to assess the Impact of Mass Media on grassroots mobilization and participation in rural development in Ovia North East Local Government area of Edo State. Five research questions were raised. The study adopted the survey research design. The population of this study comprise of two hundred and twenty-nine thousand and five hundred (229,500), adults in twelve (12) communities in Ovia North East local government area local government area of Edo State while four hundred twenty one (421) participants selected from twelve communities in Etsako West Local Government area made up the sample for the study.

The instrument for the study was the questionnaire which was designed based on the research questions raised. The face and content approach was adopted to determine the validity of the instrument and a test-retest method was used to find out the reliability of the research instrument which produced a reliability coefficient of 0.71. In analyzing the data, the researcher made used of frequency count and simple percentage. Findings from the study revealed that the major media for mobilizing community members are radio and town crier, the level of community member participation in community development projects is high. The people's perception of the use of mass media for grassroots mobilization is very poor, and that the extent to which the mass media has been effectively used to each the rural populace is marginal.

The impact of mobilization and participation in community development programmes include increased active participation in community activities, helping to acquire the expected information, creating awareness and enhancing the sustainability of the community development projects. In view of the findings of the study, it was recommended that efforts should be made by community leaders to introduce modern media for mobilizing community people so as to improve participation and that messages or information communicated to the communities should be tailored to suite their level of understanding in order to improve the effectiveness of the media used. It was also recommended that active participation of community members should be sustained.

# CHAPTER ONE

## INTRODUCTION

### **Background to the Study**

It is known that rural communication in Nigeria have always been a beacon of hope throughout history in Nigeria and always sustained the urban communities. This is true because beyond the physical requirement of food and shelter, man needs to communicate with his/her fellow human beings. The urge for communication is a primary one and in our contemporary civilization, is a necessity for survival. In this sense, communication enables community members to establish regular relations with one another. The nature of the systems of communication created between them, the forms these have taken and the measure of effectiveness they have attained have largely determined the chances of bringing communities closer together. Thus, communication is central in all human activity including social and grassroots mobilization, enlightenment and development.

This process of mobilization takes advantage of constantly evolving communications tools and technologies for involving the people in taking part actively and freely in discussions and decisions affecting their general welfare (Nwodu and Ukuzor, 2003). It is only when people become aware of their prevailing issues in the community that they can participate in the action. For development to be successful, there is every need to involve the people that will benefit from the process in the development task or effort. There is need for people to be constructively engaged in the process that sees to the development of their

society. This will result to participatory community development which entails the active involvement of people of a locality in the development of their community. They are involved in originating or initiating the development process and also see that the process is proper and result-oriented from the execution. Participatory community development ensures that the features of a successful community development process are effective. These features, according to Ogunna, cited in Nwabueze (2005), include the following: planning of the development programmes, willingness of the people to participate in development process, agreement of development programmes/ the process of executing them and transparent accountability for resources utilized. This is why grassroot mobilization has become imperative.

Over the years, governments and individuals have recognized the importance of grassroots mobilization, as it ensures the true feelings of the people over a project to be implemented. There can be no progress unless beneficial change occurs at the local level (Tejumaiye, 2003). There is need to secure the support of people at the rural areas to pursue economic, social and political changes for themselves. According to Udokah cited in Nwodu and Ukozor (2003) mobilization is the awakening or activation of the dominant consciousness of a greater number of people with the use of views, ideas for the purpose of gaining their support for an action. However, for people to be expected to contribute their quota in the achievement of any developmental programme, they need not just to know about the existence of such programme but to be adequately informed about the nature of the programme, the

level of contribution required from them, the reasons of participating in executing the programmes. Here lies the importance of the mass media.

The mass media are absolutely essential in facilitating the mobilization of people to participate in community development efforts the process of passing information necessary to educate and enlighten the people for projects are channeled through the Mass Media for effective results. The mass media are channels through which people get almost all the relevant information that shape their personality in relation to the issue in the society and even adequate information on how to react to such issues. Information is very vital in enlightening the people and awakening their interests for change projects in their communities. The mass media furnish the public with the necessary information to achieve developmental or change goals. They have the capacity and capability to reach, manipulate, sensitize and mobilize people through information dissemination (Uveanya, 2003).

However, before the survival of the modern mass media as part of the rural community media, the traditional media were the major channel of information which were used to communicate mobilization ideas to the grassroots. These traditional media include idiophones, symbology, signals and objects like kolanut, the young up-opened buds of the palm frond, charcoal, white pigeon or fowls, white egg, feathers, cowries, flowers, town criers, etc. But with the emergence of modern mass media which has the grassroots at heart, a broader communication strategy has developed. These include community newspaper, television and radio. The traditional media especially the village gong has helped communities gained access to feedback information due to its targeted coverage of rural areas. Other folk media like drums,

market places, town criers system, etc have vital contribution grid needed for balanced development. For instance, the town crier is often involved upon as the surveyor of news for the people awareness. Folarin (2005) opines that the traditional communication media no doubt are part and parcel of the way of life in the rural communities while the electronic media which are also communication media can help the grassroots to have an indepth knowledge of mobilization programmes.

Furthermore, television as part of the rural community media can play a vital role as a communication media such that it has the power of combining the power of audio-visual appeal because the grassroots people tends to believe what they see. Again, the community newspaper places mobilization issues and fact in greater perspective, more so the newspaper as part of the communication media has place and time of exposure/flexibility which ensures easy comprehensive and retention of media content. Another medium of rural media has been the poster which seems to be embraced by the rural illiterates in the community. The use of poster helps in passing some information to grassroots who are unable to read and write the magazine or newspaper.

In Edo State, mobilization programmes are upper most in government policy as there have been success stories of laudable developmental programmes. If this is extended to the rural communities in Ovia North East Local Government Area, the needed development for the people will become a source of relief and to make their environment a better place to dwell. It is therefore, against this background that this study is seeks to critically examine the

impact of mass media on grassroots mobilization and participation in rural development in Ovia North East Local Government Area.

### **Statement of the Problem**

The media has been used in virtually all aspects of human endeavor by creating awareness on political and socio-cultural activities. Efforts have been made by both government and non-governmental organizations to enlighten members of rural communities by employing the mass media to reach the people.

For instance, the media has often been used to advise the public on safety and preventive measures in case of any emergencies. The media is even more popular during electioneering periods as political parties use the media encroach the minds of their audience to sell their ideologies and to gain supporters.

Despite the achievement in all these areas, in Ovia North-East local government area, it seems the media has not been effective in communicating and mobilizing the grassroots for participation in development activities. As it is observed that community members do not participate actively in development programmes. Therefore, could it be that, the mass media have not changed their attitude towards ensuring effective participation in community development programmes? This has instigated the need for this study.

### **Research Questions**

The following research questions will be raised to guide the study:

1. What are the mass media resources available in Ovia North-East Local Government Area for grassroots mobilization and participation in community development.

2. How do community members engage in the implementation of community development projects in the in Ovia North East Local Government Area?
3. How do community members see the employment of mass media in grassroots mobilization and participation in community development in Ovia North East Local Government Area..
4. To what extent has community members been effectively reached by the mass media for community development in Ovia North East Local Government Area..
5. What are the impacts of mass media on community development initiatives and participation in Ovia North East Local Government Area?

### **Purpose of the Study**

The main aim of the study is to examine the impact of mass media on grassroots mobilization and participation in community development. Specifically, the objectives of this study are:

1. To identify the mass media resources for grassroots mobilization in Ovia North-East local government area.
2. To find out how community members engage in the implementation of community development projects in Ovia North-East Local government area.
3. To find out how community members see the employment of mass media in grassroots mobilization in Ovia North-East Local Government Area.
4. To determine the extent to which community members are reached by the mass media for community development in Ovia North-East Local Government Area.

5. To assess the impacts of mass media on community development initiatives and participation in Ovia North-East Local Government Area.

### **Significance of the Study**

The findings of this study will be significant to the following groups of people: community members, government and researchers and stakeholders in general.

The findings of the study will help community members be sensitized and conscious of the development programmes in their locality. It will enable them to be active and participate effectively in any community project to be implemented.

The findings of the study will provide information to government on the importance of mass media to ensure grassroots participation in community development. It will make them see reasons of improving the facilities that enable accessibility to mass media. It will also be beneficial to policy makers as the data obtained will serve as empirical evidence upon which certain strategic decisions can be made especially as it concerns the planning and designing of programmes for grassroots community members. The findings will be helpful to educational researchers as it will serve as a base for further research studies.

Finally, the findings of the study will benefit the stakeholders in general as it will enable them to plan adequately on how to make use of the mass media in engaging the rural people and taking them active members and conscious of the programmes and activity in their locality.

## **Scope /Delimitation of the Study**

The scope of this study will cover all communities in Ovia North East Local Government area where development projects are on-going. The study is delimited to the mass media tools for grassroots mobilization, impacts of mobilization and participation in rural development.

## **Definition of Terms**

The following terms which have been used in this study are defined as follows:

**Mass Media:** It is a collective information outlets or tools that are used for communication or to deliver information to people. It includes the traditional media like the village gong, the electronic media like the television and radio; the print media like the newspaper and magazine.

**Mobilization:** It is used to mean using communication tool as a strategy in appealing to people in a convincing manner to adopt a particular pattern in approaching an issue or to accept a cause. In other words, it refers to the persuasive and convincing efforts of getting people involved in an organized manner in the execution of a project or programme by equipping them with necessary knowledge and attitude required for participation.

**Development:** It refers to a change process that seeks to better the life and environment of man largely through his own effort and at his own pace.

**Rural Development:** It refers to improvement in the quality of socio-economic, political, cultural and their life expectancy of the rural communities and the inhabitants.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

This chapter will review related and relevant literature that deals with the impact of mass media on grassroots mobilization and participation in rural development in Ovia North East Local government area. The review was done under the following subheadings:

- Concepts of Mass Media
- Meaning of Mobilization
- Meaning of Participation
- Mass-Media Tools for Grassroots Mobilization
- Perceptions of the use of Mass Media for Grassroots Mobilization
- Impact of Mobilization and Participation in Community Development
- Impact of Mass Media Mobilization on Community Development
- Summary of Literature Reviewed

#### **Concept of Mass Media**

Mass media simply means the reaching out to people in a given community. The obvious strength of the mass media is the fact that they reach out to a large audience or population at given time. Moenuka (2015) referred to mass media as having the function of informing and educating mass audience with individual imbibing /accepting what is consistent with their belief and ways of perceiving the world among the constant barrage of information available to them. In the same vein, Ezenwilo (2016), opined that mass media basically have three principal functions or roles it performs namely:

- To entertain
- To educate and
- To inform

This implies that media could be used for entertainment, for educating and provision of information. Mass media activities are educational when they deal with educational matters and also educative when they are used as medium of instruction. We have the traditional and modern mass media.

According to Onabajo cited in Aduwa and Isah (2015), mass media can create new perspectives which clear the ground for improved new skills and better education and can also accelerate the social transformation required for socio-economic development. He further adds that they can help in spreading and smoothing the arduous task of mobilizing the human resource's responsible for the nation's development efforts. In this regard, the information necessary to stimulate action towards change is disseminated quickly and widest through the mass media.

Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The mass common platform for mass media are newspapers, magazines, radio television, and the internet. Media can be defined as technologies designed to store and distribute meanings. Among media in general, Mass media according to Uche (2016), can be singled out regarding the meaning produced and the audience receiving them. Regarding the meanings, mass media

contents are produced by specialized agencies according to a pre-determined schedule of (daily) actuality within in a national or linguistic community (Reitze and Ridder, 2013).

The mass media have pre-package contents and distribute them according to some substantive regime and some time schedule- they are media for masses of meanings (Uche, 2016). Regarding the audience, the technical requirements and possibilities of mass media themselves together with the given language delineate the boundaries of their use so that in principle they are available for each member of a nation or language community, rather than for socially circumscribed groups only (Orji, 2017). Mass media, thus, can be distinguished from individual media are produced by persons individually; they are received according to personal needs and have a small, socially restricted audience, such as friends, the family, and professional or intellectual peers which often can be named, e.g as the intellectuals.

As mass media address nations, their development is a stand of the modernization of nations (Hallin and Mancini, 2016). According to Makinde (2015), modern societies have only three mass media: (daily) newspaper (including periodicals), dating back to the 17<sup>th</sup> century; radio, originating in the 1920ies; and television, taking the lead in the 1950ies. The internet, however, is dealt with as it is an individual rather than a mass medium. It is a technical platform, which is primarily used for personal communication and for personal services, but can also be used in order to distribute the three above mass media (Meulemann, 2016).

Mass media, in the words of Olu (2017) refers to an assemblage of devices which are used to ensure information gets to a large group of people conveniently and without distortion. Be

it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. The mass media has evolved significantly over time. Even before the emergence of internet, television, or the radio, there was the newspaper. The newspaper was the original platform for mass media. For a long period of time, the public relied on writers and journalists for the local newspapers to provide them with the latest news in current events (Cones, 2003). Centuries later, in the 1890s, came the invention of the radio. The radio soon superseded the newspaper as the most pertinent source for mass media. Cone cited in Olu (2017) reported that families gathered around the radio and listen to their favourite radio station programs to hear the latest news regarding politics, social issues, and entertainment. Later on down the line came the invention of the television. The television replaced the radio for the most effective platform to reach the general public.

The internet appears the most relevant form of mass media and has become a major tool for news outlets. Since the evolution of the internet, the general public is now able to access those same news outlets in an instant with just a click of a mouse, instead of having to wait. Njoku (2015) described mass media from the eight-media classification. These include books, the internet, magazines, movies, newspapers, radio, recording, and television. The explosion of digital communication technology in the late 20<sup>th</sup> and early 21<sup>st</sup> centuries made prominent the question of what forms of media should be classified as “mass media” for example, it is controversial whether to include cell phones, computer games and video games in the definition.

Ukaoha (2009) reported that each mass medium has its own content types, creative artists, technicians and business models. For example, the internet includes blogs, podcasts, web sites, and various other technologies built a top the general distribution network. This sixth and seventh media, internet and mobile phones, are often referred to collectively as digital media: and the fourth and fifth, radio and TV, as broadcast media. While a telephone is a two-way communication device, mass media communicates to a large group. In addition, the telephone has transformed into a cell phone which is equipped with internet access. A question then arises whether this makes cell phones a mass medium or simply a device used to access a mass medium (Omowumi, 2011).

According to Obianuju (2014), there is currently a system by which marketers and advertisers are able to tap into satellites, and broadcast commercials and advertisements directly to cell phones, unsolicited by the phone's users. This transmission of mass advertising to millions of people is another form of mass communication. In communication literature, Ibadin (2016) opined that the mass media are a subsystem of the system of mass communication. There is no doubt however that the media are the most important mainsprings in the creation of the thoughts of the people in one society. But in order to realize the influence, it has to be stressed that depending on the topic there are different possibilities for influence. It also should be taken into consideration the rule that the less the primary experiences of the consumers are or the capacity of the information, the bigger is the capacity of the influence of the media. The more it is reported for an event, problem or happening, the more is being provoked the public opinion and maintain the interest of a higher rank.

## **Meaning of Mobilization**

Mobilization as a concept has been variously viewed within the academia in line with its almost infinite rate concerning human efforts in mobilizing themselves for the attainment of better conditions of existence. It is on this premise that the political bureau in its report of 1987 implied a definition of mobilization thus:

*Simply stated, to mobilize a people is to increase their level of awareness of certain set objectives with a view to achieving those objectives. It must be seen in terms of involving the people in taking part actually and freely in discussions and decisions affecting their general welfare. It should aim at increasing people's level of awareness or cognition of political and other issues so that they can apply their energies positively and participate actively in the social and political life of the country.*

Along this line, Nwosu and Chukwumezurike (2011) explained mobilization as a process that involves bringing people together and moving them to action, and also making them submit themselves strongly to the achievement of any social goal. From the foregoing we can take citizen mobilization to mean the process of sensitizing the citizenry, increasing their cognition, political consciousness as well as the later efficacy. In other words, citizen mobilization could be taken to mean the determined process of emotionally bringing people together and making them to internalize community of societal values, attitudes and

orientation in achieving particular specified holistic objective. This explains why Mannheim cited in Jennings, (2011) argued that mobilization suggests an image of large numbers of people moving away from life of local isolation, traditionalism and political apathy and moving into different life, including potential and actual involvement in mass politics.

The purpose of citizen mobilization is to facilitate change within the community to alter the basic patterns of social interaction, values, customs and institutions in ways that will significantly improve the quality of life in a community. This sweeping change distinguishes citizen mobilization from more traditional interventions, which typically attempt to meet social policy goals by using a relatively defined and discrete mechanism (such as a new service or program) to produce desired changes in the lives of targeted individuals (Rosenbaum, Lewis, and Grant, 2012). Mobilization, in contrast, attempts to change the everyday environment in communities in ways that will result in better outcomes for everyone living within a designed geographic area. This crucial difference in strategy poses a new and complex set of challenges and at the same time multiplies and complicates the issues that need to be addressed by those evaluating the initiatives.

Communities differ significantly, to this extent, it is expected that mobilization efforts across communities will differ. According to Rosenbaum, Lewis, and Grant (2012), citizen mobilization reflects a set of strategies, each designed to address different goals, target specific groups or neighborhoods, and work in different arenas of community action. What citizens' mobilization efforts all share in common is communication and outreach. But mobilization initiatives differ because of their different target audience and different outcomes.

The most common citizen mobilization programs are neighborhood block watch programs and citizen patrols. Neighborhood block watch programs follow from the premise that residents are in the best position to monitor suspicious activities and individuals in their neighborhoods. (Lindsay, and McGillis, 2016). However, a recent meta-analysis by Bennett (2013) did find an overall positive impact on crime due to neighborhood watch programs.

Kymlicka (2015) opined that citizen mobilization in denotes a process whereby people are prepared psychologically, mentally and attitudinally for change. It is a movement to galvanize people for action towards development. Mobilization is important to activate people in the right attitude towards programmes of development. This gears the community to effective utilization of human and material resources available. Citizen mobilization involves the pooling of available resources of a community for development purposes. It fosters the willingness of people to participate in community development. Once the people are mobilized, they involve themselves in planning and execution as well as monitoring and evaluation of programmes for the community.

According to Miller (2014), mobilization should enlist the interest of the people in their own affairs. This is to achieve better health services, economic productivity, mass literacy, physical development etc. Citizen participation involves the people taking part actively and freely in discussions and decisions affecting their welfare. It is a process in which the people identify existing resources in the community, plan and utilize the resources for the benefit of all members of the community. Mobilization involves all groups and individuals in the community. All members and organizations are stakeholders in ensuring participation of the

people in community development to address problems such as poverty, health, housing and illiteracy.

Mobilization as per the MAMSER handbook quoted in Akindele (2014) is to raise our individual and collective national consciousness and enable us dream great dreams and attain lofty goals. To seek to attain what is nobles in human nature: to place the highest value and respect the dignity of human life, to rediscover the meaning of duty and to accept responsibility, to pursue honest endeavours and to take pride in personal advance only through dedication and hard work.

The import of the above is clearly discernible from the position of Imo State chapter of MAMSER. As shown in the handbook on MAMSER act one in Imo State, mobilization is taken to mean:

*A process of awakening the consciousness of people as to the resources at their disposal and also motivating them to utilize the resources collectively for an overall improvement of their living condition. It is a re-orientation and organization exercise which instill discipline, raise awareness and thereby unfold their creature, productive and innovative abilities to transform the available natural resources into goods and services.*

Mobilization as put forward by Ibe (2011) therefore creates awareness for the collective responsibility of the citizenry to tackle their problems. It brings about a change of attitude and behavior through acquisition of new knowledge about specific problems, situation or tasks

confronting a community. It stimulates acceptance of new values and innovation. It makes the people readily available to perform services in the production of good and services for national development. The agents for mobilization include the mass media (radio, television, print media and so on, religious organizations, schools, youth organization, social clubs and others). Jones (2010) suggested that in order to ensure adequate dissemination of information to the grassroots, the local language should be used. The message should be simple and clear, without ambiguity, should command people's attention and should be problem-solving oriented. In addition, the appropriate channels of communication that can reach the people effectively should be identified and utilized. Put together, there is a universal catalyst for embarking on the mobilization of the citizenry of Nations all over the world at given times.

The foregoing analysis of the concept of political mobilization shows that cannot be taken for granted in a multi-culturally polarized polity like Nigeria. It is in this regard as later shown that mobilization is a veritable tool I getting citizens to participate actively in matters of their community, state and country.

### **Concept of Participation**

Participation can simply be defined as a process in which members of a community are involved in the formulation of plans, organization, and executing of project design to bring about improvement in their well being.

Hornby (2004) perceives participation to mean the act of taking part in an activity or event. It simply means taking active part in an activity. Therefore, participation means involvement or commitment to an activity accompanies by orientation and beliefs, feelings

and ideas. To participate in community development is to take part or join in an on-going activity or development project in the community.

Participation stipulates that members of a given working in conjunction with community development initiating the cause of action needed to deal with the problem. Participation is based on the premise that when the people are involved in identify their problems and findings solution to same they are more likely to propose a solution that will be more ensuring.

Participation is seen as a means of empowering the people and given the full control over their own affairs. Participation helps to strengthen or promote the spirit of self- help. Participation is in two forms namely:

- Voluntary participation
- Involuntary participation
- Voluntary participation is a process or situation in which a people elect to be involved in local activities without any form of coercion.
- Involuntary participation is when a deliberate effort is make it encourage people to participate in the planned process of change.

Participation can also be at different levels that is presence, control or management level at the presence level the individual o community member are not participating in the planned process of change but only indicate interest to involve. At the control level the individual are in control of the planned process of change that is they are actively involved in the control of the planned process of change that is they are actively involved in the process. Hence, the

individual have become empowered (they have the knowledge of what is to be done) to identified their problem and also find solution to their problems. In order words the community members are become true manager of their own affairs. Identification, organization, planning process and execution of plans are performed by the community members. However, promoting participation demand that will must recognized the issues of free will, free enterprise and democracy. The issue of free will demand that the people cannot be coerce in seeking to get them to participate in the planned process of change. And getting people involved in the participation of something it must be done in a democratic way. This explains why participation is given by the element of what is commonly referred to as moral suasion (passionate appeal to the sense). Nevertheless, in spite of the imperativeness of participation many have raised their voice, that is a waste participating in the planned process of change which lead or result to delay and subsequent abandonment of planned projects.

According to Omoruyi (2008), there are several reasons for which people participate in community development, some of them include:

- It makes the planned process of change functional
- It provides opportunity for the people to learn, they acquire skills and knowledge and this will enable them to identity organized and execute plans.
- It is anti-human to exclude the people from a process
- It create a sense of belonging
- It makes the people appreciate when they participate it create in the people will feeling) togetherness.

Participation in community development can be approached in many ways. A citizen participates in community development when he/she contributes meaningfully towards the development of the community and obey the laws of the land. Participation is assumed to be a desired and necessary part of community development activities. This means active involvement of all citizens (men, women, youths) in the community, irrespective of age, nature of citizenship, socio-economic status, political affiliation, region, level of education, etc in planning and implementing programs and projects that are of benefit to the people.

Participation serves as a tool for convincing the people that only they and others will reap the benefits of development project(s) in their communities. This in turn engenders readiness on the part of the citizens to place long-term goals ahead of their current needs.

Herberlein (2006) notes that public involvement in community development results in better decision. He, however, argues that community decisions that involve citizens are more likely to be acceptable to the local people. Better community decisions should be beneficial to the average citizens of the community.

When community members strive towards effecting a change for their wellbeing, the point must be remembered that these individuals have inherent and legal right to humane treatment. Appeals must be made to seek their conscience and will. The ability to solicit their support to participate become primary ingredients of free enterprise; thereby ensuring democratic participation. It allows individuals opinion whether to participate or not in the initiated project or programme. Thus, citizens will voluntarily participate in community development activity

when they have an appropriate organizational structural structure available to them for expressing their interest.

### **Mass Media Tools for Grassroots Mobilization**

According to Ukaoha & Ojo (2003), there are several types or categories of Mass Media:

1. **Print Media:** Newspapers, magazines, booklets, brochures and billboards
2. **Electronic Media:** Television and Radio
3. **New age Media:** Mobile phones, computers, internet, electronic books

Print media encompasses mass communication through printed material. It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books.

**Newspaper:** Newspapers enjoyed the position of the most preferred medium to reach a wider audience until electronic communication emerged on the media scene. Omoruyi and Omiunu (2014) opined that Newspaper is one of the media used for communication in modern communities. A newspaper carries all kinds of communication related to a variety of topics like politics, current affairs, entertainment, finance, stocks, etc. Apart from this, it also includes topics which are in lighter vein like cartoons, crosswords, sudoku, movies reviews, book reviews, puzzles, crosswords, etc. This captivates the imagination and interests of readers from all age groups.

Nwajuna (2015) stated that newspapers are very important source of official and reliable information which can easily be referenced. It plays a pivotal role in providing authentic firsthand information, building opinions, updating the knowledge of the reader, and

serves as a good platform for advertisers to promote their products. However, with the emergence of the internet, which updates information every second and is just a click away, the popularity of newspapers has reduced.

**Magazines:** Magazines are another type of popular culture print media. They usually cater to a specific type of audience who are looking for information based on a particular subject. Osunde (2013) opined that magazines are multi facet. In other words focus on several issues or topics at the same time. Issues ranging from current affairs, business, fiancé, consumers, gadgets, self-help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc. magazines like time and reader's digest include information which is all-pervasive. The frequency of magazines can be weekly, fortnightly, bi-monthly, quarterly, half-yearly, or yearly. These magazines are the best forum for advertisers as they have a niche readership (Uwa, 2013). The reads look for a specific type of information; say for example, a camera and in a gadget magazine will definitely have a direct brand impact on the reader who wants to buy a camera.

**Billboards:** Billboards are huge advertisements that are put up at a height in strategic locations to draw more attention. According to Osunde (2013), due to size and position of these billboards, it is easier for readers and computers to gather information placed on them. Initially, billboards started by hand painting huge boards, and eventually graduated to putting up printed sheets. Later came a trend for incorporating neon signs, videos and cut-outs which extend out from the boards, 3D rubber, or plastic balloon, objects, etc such billboards are called bulletins, television has become an advertising hub where advertisers are ready to spend huge amount of money for and of a few seconds, especially or programmes with high

viewership. It offers various programs to appeal to the masses of different age groups. It is a popular means of communication which provides both information and entertainment. This category also includes electronic media like movies, CDs and DVDs as well as the electronic gadgets.

**Radio:** Radio has been identified as a reliable means of reaching a large number of community members with or without electricity. Advertising on the radio with catchy jingles and phrases is a tried and tested means of communication. Though radio lost its popularity with the boom of television till day, radio remains one of the favourite means of electronic communication. Moreover, it is an interactive means of communication with all the dial-in programs which give the listeners an opportunity to feature on radio.

**New Age Media:** With the advent of the internet, we are now enjoying the benefits of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range. Mobile phones, computers, and the internet are often referred to as the new-age media. The internet has opened up several new opportunities for mass communication which include email, websites, podcasts, e-forums, e-books, blogging, internet TV and many others, which are booming today. The internet has also started social networking sites which have redefined mass communication all together. Sites like Facebook, twitter and YouTube have made communication to the masses all the more entertaining, interesting, and easier.

**Mobile Phones:** Mobile phones have become a boon to mankind. It has made communication possible at any time, and from anywhere. Nowadays, a smart device like a mobile phone is not

only used for interaction, but also for other technical utilities like operating pumps from remote locations, etc. alerts of monetary transactions can also be gotten on a mobile phone.

**Computers:** With the invention of computers the impossible has become possible. We virtually get information about everything from pin to piano with the help of computers (Eze, 2005). It has added speed and multimedia to the information which was earlier available only in the print format. Also, anyone can voice their opinions through computers. Computers have added a new breakthrough in the mass media by combining human intelligence with the cutting edge technology.

**The Internet:** This is the most important device of the new age media. The discovery of the internet can be called the biggest invention in mass media. Onyeoma (2004) reported that in earlier days, news used to reach people only with the morning newspapers. However, in the words of Abike (2015) one can get information as events occur. In other words, internet has made it possible for people to be get live information from across the world. The nature of the internet is such that it creates connection between two or more people regardless of their location.

### **Perception of the use of Mass Media for Grassroots Mobilization**

The popular perception of mass media is that it is any means of communication through which information can be transmitted to the citizenry. The media ensures the transmission of the messages through space and time from the source to the citizenry. Nwa (2003) opined that the mass communication is a process of transmitting the messages helped by the mass media from the source to the countless mass of democrats. In order to accomplish a mass communication it is necessary that there exist a mass media which will perform diffusion of the message, that is, the information from the source to the massive number of electorate (Owo, 2007).

The media have a specific technical-technological characteristics with which the completed messages will be diffused. The role of the mass media in creating and strengthening of the public opinion and active participation is big. Much bigger is the role of the free and independent media in the process of democratization because contributes in the growth and freedom of expression and thinking (Magnus, 2003).

In modern societies, getting the information is critical for the quality of decision making by the citizens. Ehimen (2007) argued that with the growth of the mass media and their capability to transmit information to a large population of active political conscious individuals at the same time, the media, no doubt is regarded as a veritable tool. Owo (2007) opined that with a bigger scope of the electronic media, combined with the enlarged persuasion of the journalists and the commercialization, the media has turned into a more basic social institution, to a large scale shifting the traditional organizations of the civil society

and encouraging active involvement of community development activities. In other words, it is a basic means of connecting the individuals with the wider social world.

In the rural areas, government have initiated a number of development programmes such as Better Life for Rural women, the Family Support Programme, Poverty Alleviation Programme, the Universal Basic Education Programme, Skill Development Programmes among a host of others. Ojo (2016) reported that the mass media such as radio, television, newspapers have constantly been used to sensitize the people, particularly the rural dwellers about these programme. Uchendu (2014) opined that most times these programmes are translated into the local dialect of the people and played in form of jingles and music on radio and television to stimulate people's interest in them. In this way, the knowledge of the people is broadened and a better understanding of the issue at stake is provided. The various organs of mass media have become very vital to modern social process of rural communities in Nigeria.

Local newspaper is also becoming a very popular and widespread means of communication and information dissemination. The local or community newspapers is usually published in the local dialect. In the west, it is known as 'IROYIN' in the north we have 'GASKIYA TAFIKOBO,' The Abishir and Alfifir as local newspapers have been sued to entice many to which to enroll in literacy programmes or to further their learning (Akambi, 2016).

Community or local newspaper are produced or published quarterly, weekly or monthly local people sue it to talk about topical issues that borders on the mode of life of their

people. The paper is used to educate on issues of land speculators, events such as stealing, bad habit, adults practices, violation of customs and belief and other issues that affect the lives of the people. Youth and members of the community are editors and makers of the local newspaper.

Besides, radio has been found to be a very useful instrument for transmitting programmes to the masses. The strength is boasted by the fact that many rural people have access to it and does not require any expertise to operate nor does one need to know how to read and write to understand what is being transmitted or information being relayed as they are often transmitted in the local language or dialect of the people. Among the nomads, the transistor radio is their real companion. They stay in the bush for many days, and they rely on the radio particularly the transistorized radio, for news and information gathering. We also have the bush radio. Bush radios are mostly found in the university campuses. They are used for information dissemination within a wider environment. Igbojiokwu (2015) stated that during the Nigerian Civil War of 1967 to 1970, the bush radio was popularly used by the then 'Biafran' for propaganda to solicit for food, sympathy, and communications from the advanced countries. Local radios are very powerful.

Television is also used as a medium of dissemination of information and to strengthen the process of social change in the rural area. It has proved itself, a very potent instrument. For communication and dissemination of information among the people. The television is used for public enlightenment mobilization for popular participation and sustainability of

popular involvement and commitment to both national and local issues. Television like radio can be tailored to suit and popularize a particular programme.

According to Magnus (2002), the media have been observed as a protection of the citizens from the misuse of the power by government. The media has been for a longer period of time a source of active citizenship, known as a fourth power, a power opposing the decisions of the government which might have had a harmful effect on the people.

Marion (2002) opined that availability of information is rather critical for the quality of involvement and participation by the people. The growth of the mass media and their ability to transmit information and messages of whole population and at the same time essentially has changed the process and effectiveness of political communication itself. The higher reach of electronic media combined with the enlarged credibility of journalism has made media more of a basic institution for political education.

According to Omoruyi and Omiunu (2014), new dimension is also been added to the use of mass media as means of communication. Under the present dispensation, the various cell phone operators have been using their medium as means of disseminating vital information on issues like HIV/AIDS, the current transformation agenda, highlighting the need for full participation, thus helping to mobilize the people for full participation in the programme. Their efforts have been quite complementary in helping to spread and disseminate information among the people. The use of the mass media has impacted greatly on the life of the people.

## **Impacts of Mobilization and Participation in Rural Development**

Mobilizing and empowering people to participate as citizens in an evolving social and political order are one of the most important and challenging of tasks in human development today. The provision of high-quality education in most countries relies on a three-way contact between the government, the community and the school (Barnes, Auburn & Lec, 2013). Each of these three elements must be present and fulfilling their part of the contract. It helps individuals and communities recover and rebuild from political, economic and geographic instability. In fragile contexts, often each element of the “contract” may be compromised, absent, or threatened by a predatory force.

According to Bennett (2013), in addition to mobilizing communities for greater involvement in basic education, participation helps local residents and community leaders, to offer peace and reconciliation skill-building, civic participation and life skills training. Through Media activities, citizen mobilization attempts to change public attitudes and standards, educate community residents, or support other community interventions (Berlin, 2012). The advantage of media-based communications is that they can rapidly reach large numbers of citizens. In addition, some media such as radio enables one to get to target audience while others such as television permit you to reach a more diverse audience.

Members mobilization increases active participation among citizens of a state or a country. According to Berlin (2012), with citizen mobilization and participation is about meeting the interests of the nation. When every member of a community has the chance, directly or through representation, to participate in the design, implementation and monitoring

of community-level initiatives, there is a higher likelihood that the programme accurately reflects their real needs and interests. Berlin (2012) argued that citizen participation takes into consideration the different experiences, needs and capabilities of various individuals in a society on country including women and men, youth and the elderly, persons with disabilities. Rather than passive participation, mobilization helps communities to organize and take initiative independent of any external actors.

Traditionally, participation was viewed as active, passive or interactive (Miller, 2015). Active participation is open and community members take part actively in all stages of the project. Decision making as well as other vital activities, such as management as well as monitoring and evaluation of the projects, are done by the people. On the other hand, during passive participation, the community maintains a distance and never intervenes in the activities; they are told what is going to happen or what has happened already. Interactive participation is when people take part in joint analysis as well as the planning process and the members of the target community improve their existing structures as well as taking charge of their development process (Root, 2011). The essence of mobilization therefore, is to ensure that community people or citizens of the state are actively involved in matters of the country in all its ramifications.

Mobilization and participation result in accountability. In the words of Huntington (2013), accountability is most basically the process of sharing information about actions or intentions. Groups and individuals in relationships, such as in communities, are accountable to each other when they honour their commitment to communicate plans and are responsible for

what they actually do. Through citizen mobilization, every community and all citizens are exposed to their rights to know the procedures, decision-making processes and financial flows of the various programmes as well as the specific community projects going in the country. According to Momoh (2013), when citizens are properly mobilized, they tend to become more interested in the affairs of the State. In other words, adequate mobilization of citizens makes them demand regulars information from the leadership of the country. This makes for transparency in the dealings of the leaders of the nation. Transparency helps to ensure that decisions that affect the community are made in a socially acceptable manner such that even those living with disabilities are not excluded from the benefits of projects or activities.

Governance in general relates to the process of decision-making and how those decisions are implemented (Momoh, 2013). Accountability is an essential characteristic of good governance, where leaders are accountable for their decisions to people affected by those decisions. When these processes are institutionalized they become a system of government. According Patten (2014), governance is good when it is accountable, transparent, just, responsive and participatory. Good governance is an essential goal of citizen mobilization, plus a condition for all development initiatives to be sustainable. In a country like Nigeria, established and functioning government structures exist throughout the country. Mobilization of citizens enables citizens to participate actively in the governance of the society either through casting of votes or through activities of pressure groups.

Engagement is a political process beyond the meaning usually associated with participation; it brings in the concept of deliberation and negotiation i.e. the thoughtful

exchange of views and the resolution of different opinions, not only between government officials and the public but among members of the public themselves (Hindess, 2011). This is where engagement is democratic in its reliance on the participation and capacities of ordinary people, deliberative because it institutes reasons-based decision-making, and empowered since it attempts to tie action to discussion (Honohan, 2012). Citizen mobilization allows for engagement of people as individuals and as members of groups to be involved in collective choice decision-making, according priorities and making tradeoff between allocation of resources and services. Citizen engagement is not seen only from the angle of or the more general term citizen participation. The emphases here is that adequate citizen mobilization brings about an active, intentional partnership between the general public and decision makers, at whatever level is appropriate to the decision (Benhabib, 2016). Citizens' engagement includes the need to ensure that different and varied voices are heard and to ensure that decision-makers are willing to treat engagement seriously and make use of its results.

Voice is the capacity of all people including the poor and most excluded to express views and interests and demand action of those in power. Voice can be exercised through a variety of formal and informal channels and mechanisms. It can include complaint, organized protests, lobbying and participation in decision-making or policy implementation. However, this voice may not heard or expressed if the citizens are not empowered or mobilized adequately. According to Honohan (2012), for a people' voice to be heard, there is need for them to be sensitized and mobilized so as to create adequate consciousness in them. In other words, there is need for people to be conscientised properly in order for them to rightly and

effectively press forward their demands. Effective voice requires the capacity to access information, scrutinize and demand answers with a view to influencing governance processes and improving access to resources and services as a result. Building voice without building the capacity for response and accountability is a meaningless and can ultimately be a destructive process.

The other part of the equation is responsiveness. This can be described as the extent to which public service and civil society providers demonstrate receptivity to the views, complains and suggestions of service users, by implementing changes to their own structure culture and service delivery pattern in order to deliver a more appropriate product to clients' (Honhan 2012). Citizen mobilization results in responsiveness that covers all actors responsible for services, including NGOs, private sector, local government and line departments. Mobilization as an instrument of public empowerment helps in the repositioning of actors in the political space to ensure service delivery which meets the demands of poor people, within a commitment to political decentralization.

Mobilization and participation in community activities teaches communities how to resolve conflict and allows for different perspectives to be heard. In this way, learning is promoted and people will be able to help themselves (Baum, 2011). Communities after being mobilized, will be able to assess their own situation, organize themselves as a powerful group and work creatively towards changing society and building up a new world. These increased capacities of individuals allows communities to mobilize and help themselves to minimize dependence on the state and leads to a bottom-up approach (Nampila, 2015). Community

participation enhances the sustainability of the community development projects and this can only be achieved through mobilization of citizens or members of community. Effective community mobilization may lead to social and personal empowerment, economic development, and socio-political transformation. The increasing capability of community to be able to fulfill their own needs and maintain the benefit of the project also contributes to the eradication of poverty and hunger in the long-term.

### **Impact of Mass Media Mobilization on Community Development**

The mass media are channels through which ideas, experiences, values or messages sought are shared with or relayed to a large (mass) heterogeneous, scattered audience. Mobilization on the other hand entails convincing and organizing people to support a cause, project or any change inducing issue (Nwabueze, 2004). It is an effort aimed at carrying people along especially in accomplishing projects or programmes that are of interest to them.

Community development is essential to the development of any nation. This is because it entails the development of local groups and their environment which eventually culminates in the development of a nation. It is the process whereby local groups are assisted to clearly and express their needs and objectives and embark on collective action to attempt to those needs (Ucheana, 2002). To assist local groups in doing this, they need to understand the nature and content of the development programmes they are to embark on. This is because such understanding will ensure that they willingly participate in the achievement of such community development goals.

The mass media are absolutely essential to participate in community development efforts. The pieces of information necessary to educate and enlighten the people for projects are channel through the mass media for effective results. According to Ucheanya (2003), mobilization increases people's participation in any social change issue. It has also been described as an effort aimed at mustering a national support for a successful programme. It involves the target public on the issue that requires their participation (Nwabueze, 2004). Mobilizing people here refers to efforts made through the mass media to encourage or facilitate participation of the masses in developing their community.

In this case, the mass media becomes imperative in empowering individuals, preserving culture, facilitating information sharing, promoting engagement, amplifying diverse voices, building skills and stimulating economic growth. For instance, the mass media can be used in such cases to transmit information of a background nature to a group or community about their expressed needs and to disseminate innovations that may need these needs. According to Umechukwu (2004), the role of media in development can be divided into these parts, i.e. to inform, to instruct means creating awareness for the development of the society, connecting social, political and economic influence for the people. To instruct means enhancing their knowledge by educating the people on the existing or potential development plans and why they should be part of these plans. To participate means being involved in the developmental projects meant to enhance their wellbeing in the society and by so doing, will sensitize their adoption of the projects.

## **Summary of Literature Reviewed**

The reviewed literature on the study was quite revealing and interesting. On the concept of mass media, it was defined as technologies designed to store and distribute meanings which are produced by specialized agencies. It implies that media can be used for enlightening the masses or community members on information to be passed.

On the mass-media tools for grassroots mobilization, empirical studies revealed the various categories which include the print media e.g. newspaper, electronic media, e.g. television and radio and age media e.g. mobile phones and computers, etc.

On the perception of the use of mass-media for grassroots mobilization, studies by Ojo (2016) reported that the mass media such as radio, television and newspapers have constantly been used to sensitize the rural dwellers on community programmes. The use of the mass media has impacted greatly on the life of the people.

On the impacts of mobilization and participation in rural development, the report by Honohan (2012) revealed the need for community members to be fully sensitized and mobilized in the people for them effectively participate in the community programme for their own development.

From these reports however, it was seen that most studies were focused on the relevance of mass media for community development and not on the impact of mass media on grassroots mobilization and participation in development. This is the gap, the study has filled.

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter described the method used in conducting this research. Based on that, the following research methods are employed.

- Design of the Study
- Population of the Study
- Sample and Sampling Technique
- Research Instrument
- Validity of the Instrument
- Reliability of the Instrument
- Methods of Data Collection
- Method of Data Analysis

#### **Design of the Study**

The study used the survey research design. The method was considered most appropriate for the research. This type of design afford the researcher the opportunity to general assessment of opinions, attitudes or feelings of people about the problem under study.

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

The population of this study comprises if two hundred and twenty-nine thousand and five hundred (229,500)adults in twelve (12) communities in Ovia North East local

government area. These communities include Okada, Uhen, Utese, Okokhuo, Uhiere, Isiuwa, Ekiadolor, Oluku, Iguoshodin, Utoka, Oghede and Egbeta.

### **Sample and Sampling Technique**

A total of four hundred and twenty one (421) participants were selected from twelve communities in Ovia North East local government area as the sample for the study. A breakdown shows that 5% of the population of each community was selected for the sample. This was done using proportionate random sampling. The table shows the process of sample selection.

**Table 1: Sample selected for the study**

<b>S/N</b>	<b>Communities</b>	<b>Population</b>	<b>Sample (5%)</b>
1	Okada	823	41
2	Uhen	452	22
3	Utese	983	49
4	Okokhuo	501	25
5	Uhiera	400	20
6	Isiuwa	624	31
7	Ekiadolor	951	48
8	Oluku	845	42
9	Iguoshodin	700	35
10	Utoka	518	26
11	Oghede	620	31
12	Egbeta	1028	51
	<b>Total</b>	<b>8445</b>	<b>421</b>

*Source: Edo State Population Commission 2024*

## **Research Instrument**

The instrument for the study was titled Impact of Mass Media on grassroots mobilization and participation in community development (IMGMPICD) questionnaire which was designed based on the research questions raised. The questionnaire was divided into two sections, A and B. Section A focused on the demographic or personal data of the respondents such as age, occupation etc, while section B contains information which borders on the issue under study.

## **Validity of the Instrument**

The face and content approach was adopted to determine the validity of the instrument. By this, the instrument was given to three experts in the faculty of education. This includes my supervisor and two other lecturers in the Department of adult and non-formal education, faculty of education, University of Benin. Their comments and suggestions were considered in the production of the instrument.

## **Reliability of the Instrument**

A test-retest method was used to find out the reliability of the research instrument. The instrument was administered to set of thirty respondents selected from the population of the study which were not part of the sample for the study. After a time lag of two weeks, the instrument was re-administered to the same set of respondents. The responses of the two sets of administration were correlated using Pearson Product Moment Correlation Statistics. The coefficient index was 0.71.

### **Method of Data Collection**

The researcher administered the instrument personally to the respondents. The researcher was on ground to clarify issues to the respondents. However, the help of a research assistant was employed to ensure speedy and effective retrieval of the instrument.

### **Method of Data Analysis**

In analyzing the data, the researcher made use of frequency count and simple percentage.

## CHAPTER FOUR

### PRESENTATION OF RESULTS AND DISCUSSION OF FINDINGS

This chapter focuses on the presentation of results collected from the investigation.

The analysis was done in relation to the demographic data of the respondents and the research questions examined.

**Table 4.1: Distribution of Respondents by Age**

<b>Age of Respondents</b>	<b>Frequency</b>	<b>Percentage (%)</b>
18-25	56	13.0
26-30	59	14.0
31-35	80	19.0
36-40	83	19.7
46-50	83	19.7
51 and above	60	14.3
<b>Total</b>	<b>421</b>	<b>100</b>

Results in Table 4.1 shows that 56 or 13.0% of the sampled respondents are in the age range of 18-25, 59 or 14.0% of them are in the age range of 26 – 30, while 80 or 19.7% of the respondents fell into the age range of 36-40 and 46 -50 respectively, while 60 or 14.3% of the

respondents are in the age bracket of 51 and above. This means that majority of the participants are middle aged youths.

**Table 4.2: Distribution of Respondents by Marital Status**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Single	167	39.7
Married	211	50.1
Divorced	31	7.4
Widowed	12	2.9
<b>Total</b>	<b>421</b>	<b>100</b>

From table 4.2 above, it can be seen that 39.7% of the sampled respondents are single, 50.1% of them are married, 7.4% of them are divorced while 2.9% of them are widowed. This shows that majority of the participants in the study are married.

**Table 4.3: Distribution of Respondents by Religion**

<b>Religion</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Christians	308	71.5
Muslim	36	8.4
Traditional Religion	80	18.6
Others	7	1.6
<b>Total</b>	<b>421</b>	<b>100</b>

Data in table 4.3 shows that 308 of the respondents are Christians, 36 of them are Muslim, 80 of them are of the traditional religion while 7 of them belong to other religious groups. This clearly shows that majority of the respondents are Christians.

**Research Question 1: What are the mass-media resources for grassroots mobilization and participation in community development in Ovia North-East LGA**

**Table 4.4: Distribution of Responses on the available mass media resources for Grassroots Mobilization and Participation in Community Development.**

S/N	Item	SA		A		D		SD	
		F	%	F	%	F	%	F	%
1	The radio is used to mobilize us for community programmes	100	23.8	250	59.4	40	4.5	31	7.4
2	My community makes use of town crier to invite us for community programmes	90	2.14	200	47.5	100	23.8	31	7.4
3	We are mobilized for community programmes through television announcements and community newspapers	12	2.9	15	3.6	300	71.3	94	23.3
4	Community programmes do not concern members in any way.	5	1.2	15	3.6	300	71.3	101	24.0

Data in table 4.4 reveals in item 1 that 83.7% of the respondents agreed that the radio is a medium for mobilization in their community while 16.9% of the respondents disagreed to it.

In item 2, 68.9% of the respondents agreed that community town crier is a major means of mobilization while 31.7% of the respondents disagreed to it. In item 3, 6.5% of the respondents agreed that television announcements and newspapers are used in mobilizing them for community programmes while 95.5% of the respondents disagreed that community programmes do not concern members while 95.2% of them disagreed to it. This means that the major mass media used for mobilizing community members are radio and town crier

**Research Question 2: How are community members engaged in the implementation of community development project in Ovia North East LGA?**

**Table 4.5: Distribution of Responses on Community Members engagement in the implementation of community development.**

S/N	Item	SA		A		D		SD	
		F	%	F	%	F	%	F	%
5	Community members are involved in decision making process	109	25.9	200	47.5	8.0	19.0	32	7.6
6	All members of the community are active participants in community programmes	100	23.8	196	46.6	100	23.8	25	5.9
7	Community members are not participating in the implementation of projects in the area.	58	13.8	100	23.8	200	47.5	63	15.0
8	Community members are used to select the appropriate projects to be executed.	200	47.5	102	24.2	600	14.3	59	14.0

Results in table 4.5 reveals in item 5 that 73.4% of the respondents agreed that community members involvement in the decision making process while 26.6% of them disagreed to it. In item 6, 70.4% of the respondents agreed that community members are active participants in

community programmes while 29.6% of them disagreed to it. In item 7, 37.6% of the respondents to it. In item 7, 37.6% of the respondents agreed that community members do not participate in project implementation while 62.4% of them disagreed to it. In item 8, 71.7% of the respondents agreed that community members are used in the selection of projects for execution while 28.3% of them disagreed to it. Therefore, it means that community members are engaged in community development projects.

**Research Question 3: How do community members perceive the employment of mass media in grassroots mobilization and participation in community development in Ovia North East LGA**

**4.6: Distribution of responses on community members perception the use of mass media for grassroots mobilization?**

S/N	Item	SA		A		D		SD	
		F	%	F	%	F	%	F	%
9	Mass media has increased my participation in community activities	43	10.2	50	11.9	228	54.2	100	23.8
10	Mass media is a useful means of communication	10	2.4	18	4.3	200	47.5	193	45.9
11	Mass media has enabled me to be aware of community programmes	5	1.2	5	1.2	300	71.3	111	26.4
12	Mass media have helped to increase my understanding of development programmes in my community.	26	6.2	30	7.1	200	47.5	165	39.2

Data in table 4.6 shows in item 9 that 22.0% of the respondents agreed that Mass Media increased their participation in community activity while 78.0% of them disagreed to it. In item 10, 6.7% of the respondents agreed that mass media is a useful means of communication while 93.3% of them disagreed to it. In item 11, 2.4% of the respondents agreed that mass media enabled them to be aware of community programmes while 97.6% of them disagreed to it. In item 12, 13.3% of the respondents agreed that mass media have increased their understanding of community programmes while 86.7% of them disagreed to it. Therefore, it means that community members perception of the use of mass media for grassroots mobilization is very poor.

**Research Question 4: To what extent has community members been reached by mass media for community development in Ovia North East LGA**

**Table 4.7: Distribution of responses on the extent to which the community members have been effectively reached by the mass media.**

S/N	Item	High		Low	
		F	%	F	%
13	Mass media helps to pass information to a large number of people	350	83.1	71	16.9
14	Mass media have helped to increase the number of people involvement in community development activities	221	52.5	200	47.5
15	Mass media ensures large attendance of community members at community meetings	211	50.1	210	49.9
16	The mass media has not been effective in mobilizing the people for community programmes	215	51.1	206	48.9

Data in table 4.7 shows in item 13 that 83.1% of the respondents agreed that the use of mass media in passing information to community members is high while 16.9% of them were in the contrary. In item 14, 52.5% of them respondents agreed that the effectiveness of Mass media in increasing members implement in community development activities is high while 47.5% of them were on the contrary. In item 15, 50.1% of the respondents agreed that the extent to which mass media has ensure a large attendance of community members at meetings is high while 49.9% of them were on the contrary. In item 16, 51.1% of the respondents agreed that mass media has not been effective in mobilizing the people for community programes while 48.9% of them were on the contrary. Therefore, it mean that the extent to which community members are being reached by mass media for community development is not too high but marginal.

**Research Question 5: What are the impacts of mass media on community development initiatives and participation in Ovia North East LGA**

**Table 4.8: Distribution of responses on the impact of mass media in Ovia North East Local Government Area**

S/N	Item	SA		A		D		SD	
		F	%	F	%	F	%	F	%
17	Mass media has increased my participation in community activities	48	114	200	475	100	238	73	17,3
18	Mass media is a useful means of communication	21	5.0	300	71.3	60	143	40	9.5
19	Mass media has enabled me to be aware of community programmes	100	23.8	221	52.5	40	9.5	60	14.3
20	Mass media enhances the sustainability of the community participation for development projects.	80	19.0	241	57.2	50	11.9	50	11.9

Data in table 4.8 reveals in item 17, that 58.9% of the respondents agreed that mass media increased active participation in community activities while 41.1% of them disagreed to it. In item 18, 76.3% of the respondents agreed that mass media enlightened them to gain information in development programme while 23.7% disagreed to it. In item 19, 76.3% of the respondents agreed that mass media created awareness to community members to participate

in community development while 23.7% of them disagreed to it. In item 20, 76.2% of the respondents agreed that mass media enhanced the sustainability of community participation in development projects while 23.8% of them disagreed to it. Therefore, it means that mass media has impacted on community members participation, creating awareness, acquiring information and enhancing sustainability of community development projects.

### **Discussion of Results**

Firstly, finding revealed that the major media for mobilizing community members are radio and town crier. In support of this, Osuagwu (2016) stated that the radio has been identified as the most reliable and the most readily available media of all the known electronic media. Similarly, Buck (2000) reported that some communities still make use of town criers as a means of mobilization. This is because the town crier does not need electricity to function and can convey information to the grassroots. One can still listen to the radio without electricity. Advertising on the radio with catchy jingles and phrases are tested means of communication. Results from the data analysed have been quite revealing and instructive.

Findings on the engagement of community members in community development project execution showed that the level of the community members' participation in community development project execution is high. This could be based on their understanding of the need for active participation. In support of this, Omoruyi (2008), indicated that there are several reasons for which people participate in community development, some of them include, provision of opportunity for the people to learn, they acquire skills and knowledge

and this will enable them to identify, organized and execute plans to have a sense of belonging and togetherness. Thus, it is believed that if communities understand the benefits of participating in community development activities, they will not hesitate to participate.

Again, it was seen from the finding of the study that the people's perception on the use of mass media for grassroots mobilization is very poor. This may be traced to lack of interest in the available medium of communication in the community as a result of new age media. According to Ukaoha and Ojo (2003) television appeals to both the auditory and visual senses, and hence is an important communication device as it beholds the attention of the audience. For many people, it is impossible to imagine a life without their television sets, be it the daily news, or even the soap opera. Omoruyi and Omiunu (2014) opined that television is specially used to draw attention and mobilize people for various development programmes. Similarly, Omo (2003) opined that with the advent of the internet, people are now enjoying the benefits of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range.

Furthermore, findings revealed the extent to which mass media have been effectively used to reach the community members are marginal. This implies that the media used for mobilization in the community have not been very effective. In support of this finding, Marion (2002) opined that availability of information is rather critical for the quality of involvement and participation by the people. In other words, regardless of the type of media,

the clarity and understanding of the information emanating from such medium should be more important and should be considered more.

Findings also showed that the impact of mass media on community development initiatives and participation include: increased active participation in community activities, helping to acquire the expected information, creating awareness and enhancing sustainability of the community development projects. This findings is in line with that of Bonnet (2013), who stated that in addition to mobilizing communities for greater involvement in basic education, participation helps local residents and community leaders, to offer peace and reconciliation skill-building, civic participation and life skill training. Also, according to Berlin (2012), citizen mobilization and participation is about meeting the interest of the nation. When every member of a community has the chance, directly, or through representation, to participate in the design, implementation and monitoring of community-level initiatives, there is a higher likelihood that the programme accurately reflects their real needs and interest of the community.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

In this chapter the summary of the study is presented alongside the conclusion drawn from the analysis of data collected in the course of the study. The recommendations offered in relation to the findings of the study are also highlighted.

#### **Summary**

This study was designed to assess the impact of mass media on grassroots mobilization and participation in community development in Ovia North East local government area.

In order to achieve the purpose intended for the study, five research questions were raised and examined which include:

1. What are the mass media resources available in Ovia North-East Local Government Area for grassroots mobilization and participation in community development.
2. How do community members engage in the implementation of community development projects in the in Ovia North East Local Government Area?
3. How do community members see the employment of mass media in grassroots mobilization and participation in community development in Ovia North East Local Government Area..
4. To what extent has community members been effectively reached by the mass media for community development in Ovia North East Local Government Area..

5. What are the impacts of mass media on community development initiatives and participation in Ovia North East Local Government Area.

A total of four hundred and twenty-one (421) participants selected from twelve communities in Ovia North East local government area made up of the sample for the study. The instrument for the study was the questionnaire which was designed based on the research questions raised. The questionnaire was divided into two sections. A and B Section A focused on the demographic or personal data of the respondents such as age, occupation etc while section B contains information which border on the issue under study. The face and content approach was adopted to determine the validity of the instrument while a test-retest method was used to find out the reliability of the research instrument. A reliability coefficient of 0.71 was obtained which indicated that the instrument was reliable. However, these respondents were not included in the main study. Frequency count and simple percentage was used to analyse data. The results obtained from the analysis were quite revealing and instructive. The major findings are presented below.

### **Findings**

The major findings from the study include:

- The major media for mobilizing community members are radio and towns crier.
- The level of the community members' participation in community development project execution is high
- The people's perception of the use of mass media for grassroots mobilization is very poor.

- The extent to which the mass media has been effectively used to reach the rural populace is marginal
- The impact of mobilization and participation in community development programmes include increased active participation in community activities, helping to acquire the expected information, creating awareness and enhancing the sustainability of the community development projects.

### **Conclusion**

Based on the findings made from data collected and analysed, it was concluded that people in Ovia North East local government area have a high level of participation in community development project execution. They were obviously mobilized through the major media for mobilizing community members which are radio and town crier. However, the people still have poor perception of the use of the available media for mobilization. On the other hand, mobilization has yielded some dividend such as increased active participation in community activities, acquisition of information and awareness creation.

## **Recommendations**

In view of the findings of the study, the following recommendation are made.

- Efforts should be made by community leaders to sustain the high level of the community members' participation in community activities.
- Community leaders should introduce modern media for mobilizing community people so as to improve participation.
- There is need to re-orientate members of the community on the need to be fully involved in community activities.
- Message or information communicated to the communities should be tailored to suite their level of understanding in order to improve the effectiveness of the media used.

## **Suggestions for further Research**

For the improvement of further knowledge through research, some suggested top-related topics in the area of study are given:

1. Perceived Impact of Community Members on Development Projects in Benin Metropolis.
2. The influence of Mass Media for Community Development Programmes in Edo State.
3. Utilizing media communication for the Implementation of Rural Projects in a Named Local Government Area of your choice.

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**DEPARTMENT OF ADULT AND NON-FORMAL EDUCATION**

**FACULTY OF EDUCATION**

**UNIVERSITY OF BENIN**

**QUESTIONNAIRE ON IMPACT OF MASS MEDIA ON GRASSROOT  
MOBILIZATION AND PARTICIPATION IN COMMUNITY DEVELOPMENT IN  
OVIA NORTH EAST LOCAL GOVERNMENT AREA OF EDO STATE**

Dear Respondents,

The researcher is conducting a study on impact of mass media on grassroots mobilization and participation in community development in Ovia North East Local Government Area of Edo State. I will like you to respond as correctly as possible. Your responses will be used solely for the purpose of this research and as such will be treated as confidential. Please tick (✓) good to select from among the provided options.

**SECTION A**

**DEMOGRAPHIC DATA**

Age: 18-25 [ ], 26 – 30 [ ], 31-35 [ ], 41-45 [ ] 46–50 [ ], 51 and above [ ]

Religion: Christian [ ], Muslim [ ], African Traditional Religion [ ], others [ ]

Marital Status: Single [ ], Married [ ], Divorced [ ], Widowed [ ]

**NOTE:**

SA = Strongly Agree                      VHE = Very High Extent  
A = Agree                                      HE = High Extent  
D = Disagree                                LE – Low Extent  
SD = Strongly Disagree                    VLE = Very Low Extent

**SECTION B**

S/N	ITEM	SA	A	D	SD
	<b>Available media resources for grassroots mobilization and participation in community development in Ovia North-East</b>				
1	The radio is used to mobilize us for community programme				
2	My community makes use of town crier to invite us for community programmes				
3	We are mobilized for community programmes through television announcements and community newspapers				
4	Community programmes do not concern members in any way.				

S/N	ITEM	SA	A	D	SD
	<ul style="list-style-type: none"> <li>Engagement of community members in the implementation of community development project in Ovia-North East LGA?</li> </ul>				
5	Community members are involved in decision making process.				
6	All members of the community are active participants in community programmes				
7	Community members are not participating in the implementation of projects in the area.				
8	Community members are sued to select he appropriate project to be executed.				
	<b>Perception of community members on the employment of mass media in grassroots mobilization and participation in community development in Ovia North East Local Government Area?</b>				
8	Mass media has increased my participation in community activities.				
9	Mass media is a useful means of communication				
10	Mass media has enabled me to be aware of community programmes				
11	Mass media has helped to increase my understanding of development programmes in my community				

	<ul style="list-style-type: none"> <li>• <b>Extent to which Community members have been effectively reached by the mass media for community development in Ovia North East LGA.?</b></li> </ul>				
		VHE	HE	LE	VLE
13	Mass media helps to pass information to a large number of people				
14	Mass media have helped to increase the number of people involvement in community development activities.				
15	Mass media ensures large attendance of my community members at community meetings				
16	The mass media has not been effective in mobilizing the people for community programmes.				
<b>Impacts of Mass Media on community development initiatives and participation in Ovia-North East Local Government Area?</b>		SA	A	D	SD
17	Mass Media increases active participation in community activities.				
18	Mass Media has enlightened me to acquire the expected information in development programme.				
19	Mass Media creates awareness to community members to participate in community development.				
0	Mass Media enhances the sustainability of the community participation for development.				

