

**ROLE OF MASS MEDIA IN THE MOBILIZATION OF VOTERS IN
NIGERIA**

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BENIN CITY**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
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DECLARATION

This project is based on a study undertaken by Ayeade Emiyebi, Matriculation Number Art1910054, in the Department of Mass Communication, Faculty of Arts under the supervision of Dr. C.E. Obaje in the Department of Mass Communication.

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

AYEADE EMIYEBI
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CERTIFICATION

This is to certify that this research work was written and submitted by me, Ayeade Emiyebi, matriculation number ART1910054 to the department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Edo State.

DR. C. E. OBAJE
Project Supervisor

DATE

DR.D.O EKHAREAFO
Head of Department

DATE

DEDICATION

This research work is dedicated to God almighty and my lovely parents for their support.

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My greatest gratitude goes to God Almighty for seeing me through this research work and for being my help throughout my undergraduate programme, it was more than I deserved.

To my amazing parents and family, words are not enough to express how grateful I am for your boundless love and support in all my endeavours, and most especially to my guardians Mr. and Mrs. John Laye Ekpe for their show of love and tremendous support financially and morally, I sure will make you proud.

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ABSTRACT

The study is focused on examining role of the mass media in mobilization of voters in Nigeria. It aimed at examining the extent to which the media have been actively involved in the election processes in Nigeria, ascertaining the extent to which the media educated and mobilized the electorate about the 2023 general elections, finding out the roles of the media play to ensure a free, fair and credible election and determining the factors impeding Mass media mobilization of voters in Nigeria and solutions. For its theoretical framework, the study adopted the Agenda setting theory. While the survey research method was used to gather the data used for the study. Findings of the study revealed that residents of Oredo LGA, Edo State are aware of efforts made by the media to sensitize voters during election and the media helps in providing information, education and mobilization during election. The findings also indicate that while the positive role of the press during the election is emphasized, religious biases, ethnic divides, low technological penetration and traditional beliefs played an active role in impeding voters mobilization during the 2023 general elections in Nigeria. The researcher therefore concluded that prevailing issues should addressed to encourage voters to participate in upcoming elections in the future. The researcher recommended that the media should put in more efforts to educate the populace on their political rights as this would increase voters turnout in subsequent elections. The researcher also recommended that other channels through which the general public can be informed, enlightened and mobilized should be utilized during elections, as these can play a vital role in the overall development of the society and politics in particular.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The Mass media since inception has continually served as a mirror of the society, depicting how the society works. The media generally, whether print, electronic or social media are the only media that keep the society informed. In the world today, the media has become the voice of the society and has continued to stimulate the thoughts of younger generation and other age structure in the society. (Singh & Nity 2017).

The mass media performs different functions ranging from information, education, entertainment, socialization, mobilization to cultural transmission. However, the most significant function of the media in a democratic society is the information function which allows the creation of awareness about happenings in the society. This therefore translates into mobilization when the awareness of the people is increased about certain ideas and objectives, with a view to internalizing those ideas in the people. (Daramola 2012)

Most importantly, political awareness is a key part of the media mobilisation. When we analyse the mass media, radio, television and newspaper, especially news, they are majorly on political issues, government activities and policies. The media helps to expose irregularities in governance, condemn poor policies and praise political activities considering their merits. Thus, by shaping public opinion on a variety of subjects, mass media play a critical role in setting the agenda for the entire political system and policymaking. The agenda-setting function is the name of this process. By emphasizing some issues while neglecting others, mass media achieves this.

In a democratic system, the mass media is already viewed as the fourth estate of the realm that shapes, affects, and indirectly dominates public affairs. The mass media continues to be a potent tool for shaping public opinion on important topics in a democratic administration and makes a significant contribution to good public policy, despite the fact that it lacks any constitutional authority to direct the affairs of a nation.

When analyzing the function of the media in a democratic society, Onyishi (1996) points out that the press not only upholds democratic principles but also ends with transaction time. Hence he added that the media should play a significant role in fostering and sustaining the success or failure of our system of democratic administration and they should assist in bringing democracy into being.

The success of a democratic system is largely dependent on how successfully the mass media performs its role as the midwife of democracy. In a democratic society, the mass media should serve as an indispensable tool to the political system. They should be free, independent and responsible for creating awareness to the public about problems confronting the state, consequences and possible solutions.

In Nigeria, apart from the information, education and entertainment function of the mass media, it has continued to remain an instrument of political mobilization and transformation. The media information has had tremendous influence on change. Change here implies transformational learning in the public which manifests mostly when larger number of the people are wallowing in ignorance. Hence, the media is highly needed to improve all aspects of the people's life in the political sphere through information. This information is highly needed by the electorates to be actively involved in elections and learn the obligation. (Akpan 1987).

In their own opinion, Akparep & Isaac (2022) stated that providing information on the electoral process, dates, locations as well as educating voters on issues and candidates are very important functions of the media during electioneering process.

These functions are largely manifested during electioneering campaigns towards the local, state or general elections. So, it gives the people an opportunity to be informed about the manifestos and the agendas of the political parties. The people get

to understand a lot about the political processes, party activities, candidates' records and reputations as well as the choice of candidates.

During elections, party candidates running for political offices engage in campaigns, using different strategies to mobilize the electorates to support their candidacy and cast votes in their favor. In this case, they earmark huge budgets for their political campaigns and their awareness creations are largely pushed by the mass media.

In Nigeria, presidential candidates during previous general elections have always deployed various strategies to combat the highly competitive political campaigns. They engaged in massive use of political adverts on the radio, television, newspapers, billboards to mobilize and inform voters on various contenders for different public offices. Political candidates used substantial resources to promote their platforms and manifestos through news, political commentary programmes, or advertisements in the media during these elections because they understood how significant the mass media was to the electoral process. This is still happening till date. (Bappayo, Abubakar & Kirfi 2021)

The mass media through their coverage, information dissemination serves as a potent instrument of political mobilization. So, participation of the electorate is largely dependent on their exposure to the mass media and this helps to shapes their

mindset about the party to support and the candidates to cast their votes for. It is in the light of these that this study is set to examine the effectiveness of the mass media in performing their mobilization function in getting the electorates ready to participate actively during election in Nigeria.

1.2 Statement of the Problem

The issue of mobilization of voters has become very crucial in our electoral process. This is largely because of the history of elections in Nigeria. This has given us the opportunity to examine the different roles the mass media play in the political process. The media faces a basic difficulty during elections, which calls into question its neutrality and impartiality. The role of the media, particularly national media organizations, should not be to serve as an advocate for any government agency or specific candidate. Hence, it is important that we evaluate the media education, information, monitoring and mobilization function in our democratic process.

Aghamelu (2020) stated that various forms of electoral malpractices are ugly incidences that have repeatedly threatened Nigerian national integration and the likelihood of free and fair elections have been repeatedly jeopardized. Although, the issue at stake is the responsibility of all stakeholders in the polity, however, there is a justification for designating the mass media as the fourth estate of the realm and

making this obligation one of their main priorities based on their expertise. Therefore, evaluating the contributions of the media to political mobilization has become crucial.

This implies that it is necessary to help the electorate base their decision on facts and cast intelligent votes. They must be fully informed in order to choose the candidates who will ensure excellent administration. Those in the media must take responsibility for the fact that Nigeria's elections have failed where such public awareness is lacking. (Iredia 2007)

So, with the Nigeria general election in view, this research work is intended to evaluate the role of mass media in mobilizing voters to participate actively in the election process.

1.3 Objectives of the Study

This study seeks to

1. Ascertain the extent to which the media have been actively involved in the election processes in Nigeria
2. Ascertain the extent to which the media educated and mobilized the electorate about the 2023 general elections
3. Ascertain the roles the media play to ensure a free, fair and credible election
4. Ascertain the factors impeding Mass media mobilization of voters in Nigeria and solutions

1.4 Research Questions

1. To what extent has the media been actively involved in the election processes in Nigeria?
2. To what extent have the media educated and mobilized the electorate about the 2023 general elections?
3. What roles did the media play to ensure a free, fair and credible election?
4. What factors are impeding the mass media mobilization of voters in Nigeria and the solutions?

1.5 Significance of the Study

This study will be of relevance to the media organisations, its proprietors, the electorate and the government.

It will help the media organisations to be charged on the need to genuinely perform their mobilization function without acting as a mouth-piece of any political candidate or party, thereby inciting people to vote for unqualified candidates or candidates without capacity.

The study will help the electorates understand the significance of verifying and sticking to only authentic messages from the media about a candidate, political party or political updates, this will help guide their voting decisions.

The study will help the government and political candidates to know more about the peoples' attitude towards media messages and their political advertisements during election periods.

1.6 Scope of the Study

The scope of this study will cover the electorates in Oredo local government in Edo state. This will be focused on how well the mass media has informed their readiness to vote and support political parties / candidates. It will examine the measure of political awareness and sensitization that the media has brought them.

1.7 Limitations of the study

In the course of carrying out this study, the researcher encountered one major challenge and it has to do with the study respondents who questioned the credibility of the researcher. They felt the researcher was an undercover agent of the government, hence, they were skeptical about filling the questionnaire. However, after due deliberation, the researcher was able to convince the participants that the study is an academic exercise meant to contribute to knowledge.

Questionnaire distribution and analysis before the students went on holiday.

1.8. Operational Definition of Terms

Role: The actions that are required of the mass media as a result of their identity in the society as an agent of transmitting information.

Mass Media: A wide range of media technologies that use mass communication to reach a broad audience are referred to as mass media. The term "media" in this study can be used to describe a variety of things, including mass media, electronic media, print media and digital media.

Mobilization: The process of gathering people for an election.

Voters: Voters are those who are authorized to vote or who are casting their votes in a specific election.

CHAPTER TWO

LITERATURE REVIEW

Preamble

This chapter gives a comprehensive review of related literatures necessary for this study. It also includes conceptual review, explaining relevant concepts related to the study from the point of view of different authors. The theoretical framework is also included in this chapter.

2.1 Conceptual Review

2.1.1 The Mass Media in Nigeria

The mass media has always played a significant role in Nigerian politics by shaping public opinion and influencing the outcomes of electoral processes (Ojebode & Ogunmola, 2017). It has been a trend that during election campaigns, political parties and candidates use various media platforms to reach out to voters and persuade them to support their agenda. In similar context, the media has also been instrumental in exposing corrupt practices in the society and holding government

officials accountable for their actions and defective policies (Adedayo & Olukotun, 2019).

However, the reality according to Aliede (2020 pg. 380) is that news reporting by the mass media is frequently accused of falling short of expectations. They are constrained by strict regulations, dominated by ownership, and sometimes the fear of physical force. He also added that the contemporary media market is competitive and this makes it hard to have effective and professional reporting in most cases. Most media houses are being influenced by monetary gains from politicians and interest groups. When this happens, it brings about bias coverage of events during electioneering processes and this affects voters' mobilization too.

Aliede added that in some cases, the media is used as a front in the conflict between opposing political factions, which breeds conflict rather than understanding, hate speech rather than reasonable discourse, and distrust instead of societal trust.

In the face of these challenges experienced by the mass media in Nigeria, (Ojebode & Ogunmola, 2017) opined that the social media has emerged to have a more powerful influence on political mobilization than the mainstream media. They state that platforms like Twitter, Facebook, and WhatsApp have been used to influence campaigns, protests, share political opinions, and engage with political leaders. However, the deficiency is that fact that the social media has been associated

with lots of fake news and misleading information distorting public opinion and capable of influencing voters' opinion during election.

Nonetheless, the role of the mass media in electioneering process in Nigeria cannot be overemphasized. (Ezeibe, 2021) stated that the media may not be completely free to carry out its mobilization roles and other duties in a democratic environment like Nigeria if there is still government interference in media operations. He added that a regulatory environment will help promote media professionalism in Nigerian politics.

2.1.2 Roles of the Mass Media in the Society

The mass media serve various functions in society. Harold Lasswell, a media expert, noted that the mass media are an extension of the roles that society has always required. Most importantly, whether the media are functional or dysfunctional, they still function inside the social system, which is the main reason it concerns us. (Laswell 1980)

Lasswell stated that the media perform three major social functions: (1) Surveillance of the environment (2) Correlation of different elements of society (3) Transmission of culture, from one generation to the next while Wright (1959) added the entertainment function to the list.

Surveillance of the Environment

Most of the things we know about the world today were taught by the media through the process of surveillance. The media exposes us to things within our environment and other environments. The stock market, looming peril, business prospects and risks, traveler's advice, and spectacular discoveries are all revealed by the media. The entire country is under surveillance, not just the common people. For instance, to keep up with what other world leaders are saying and thinking, government and business leaders watch CNN and BBC World, read the Guardian, or subscribe to Times.

Correlation of different Parts of the Society

Correlation is the relationship, affiliation, or connection between two or more concepts or viewpoints. As one of Lasswell's functions of mass communication, correlation plays a factor in how information is gathered, conveyed by the media, and understood by the audience. This implies that a viewer must possess critical thinking abilities in order to evaluate how accurate the information they are exposed to is. Correlation is an important function of the mass media in the society. It involves selection, evaluation and interpreting events. It helps give the news some shape by using persuasive communication techniques like editorializing, commentary, advertising, and propaganda. By determining whether the news item should be on the top page, be the first headline on the broadcast, or be accompanied by a teaser on the

magazine cover promoting the subject, it categorizes news and directs on the value of each news item.

Transmission of Cultural Value

As the third of Lasswell's functions of mass communication, the role of cultural transmission refers to cultural components including social ideals, lifestyles, and cultural standards. This encompasses the way people dress, speak, eat, and behave, as well as their cultural fashion, foods, and mannerisms. People's exposure to cultural information frequently determines how the culture is maintained, passed down, or imitated.

Our culture's values are truly taught to us through the media, our friends, clubs, our schools, our churches, etc. The mass media promotes socialization through role models in entertainment, in programming, through goals and objectives which are depicted in the news, and through commercials for goods that we could find valuable at certain points in our lives.

Entertainment Function

The entertainment aspect of media is another essential function. It is also regarded as the media's most obvious and often exploited function. In reality,

entertainment is a type of performance that gives audiences pleasure. By enlightening audiences, media serve this purpose. To occupy their readers, newspapers and magazines, radio, television, and internet media present tales, movies, serials, and comics. Other examples include sports, journalism, movie reviews, fine art, and fashion. It enhances the enjoyment and fun of audience free time. Meanwhile, it is pertinent to mention other generic functions of the media such as information, education, and socialization.

Information Function

The primary purpose of media is to send and share information. Since knowledge is power and information is knowledge, media outlets provide timely and accurate facts and opinions about a range of events and situations to a large audience as educational materials. Media content can be opinionated, objective, subjective, primary, and secondary information. The public can learn about what is happening in their surroundings and arrive at the truth due to the media's informative functions. News broadcasts on radio and television, as well as newspaper and magazine articles, are the principal means that the media disseminates information.

Education Function

The media provides education and information to people on different subjects and all levels. The mass media tries to directly and indirectly educate the people using

variety of contents. The display of dramas, documentaries, interviews, feature stories are programs that educates the people indirectly. On the other hand, some media display distance education programmes for children and teenagers at the primary and secondary education level as a direct form of education.

Socialization Function

Ralph Hansen (2005) defined socialization as the process of integrating people into society through the dissemination of knowledge, social norms, and values to new group members. It is the transmission of cultures from one generation to another. The media socializes people, especially the children forming part of a newer generation. Socialization establishes a process of making people behave in standard ways acceptable to the society. Hence, the media shapes the attitudes, beliefs, conducts, behaviors and beliefs of the people.

2.2 Review of Opinions

2.2.1 The Mass Media in Politics and Governance

Appreciating the roles that mass media play in politics and governance will lead us to first recognizing that the media is our prime source of political news and information. The media goes hard on getting information directly from elected officials, appointed officials, aides and press secretaries. These individual sources are always interested in presenting their stories to the media in ways that put them, their

bosses, their agencies or ministries and programmes in the best possible light with the help of the mass media.

According to Aliede (2020), the mass media performs many roles towards enhancing the growth and development of politics. The Nigerian democratic experience is largely driven by the vibrancy of the mass media. Although it is argued that informed and educated citizens are valuable assets to democracy and governance, the mass media ultimately serves as the channel for popular opinion that enables these elites to make decisions.

Right from the Nigeria's struggle for independence, the media has been playing key roles towards the actualization of the independence and revolutionizing the political process. They provide necessary information needed to awaken the consciousness of the people towards identifying the evil of colonial rule, and the benefit of independence on the other hand. So, the media role of education, information, sensitization, and mobilization of the people have been a crucial factor for realization of national objective for a long time .Onwumah (2015)

Fog & Kellner (2004) opined that the mass media in a democratic system helps in supplying the necessary political information that helps the electorates make informed decisions. They serve as a tool for uncovering the errors and wrong doings of those persons in power. In his own view, Sheila (2015) states that the role of the

press as the fourth estate of the realm and as a platform for public discussions and debates has been in recognition since the 17th century. Although, there has been a propensity for sleaze, sensationalism and superficiality by the media but idea that the media serves as a watchdog, a protector of the public interest, and a link between the government and its subjects is still strongly established.

In the same vein Aliede (2020) establishes that in reality, the mass media in reporting politics has always been accused of not always doing their best to accurately report issues. In addition, they are limited by strict regulations, monopolistic ownership, and occasionally the threat of physical violence. In competitive media markets that place a high value on the superficial and sensationalism, it is challenging to maintain effective and professional reporting. Sometimes, the media is exploited as a battleground in the conflict between opposing political factions, which generates discord rather than understanding, hate speech than informed discussion, and distrust than social trust. In these situations, the media worsens voter skepticism and the decline of democracy.

Onwumah (2015) noted that, the media's role in the process of building a nation became questionable at independence. Since the second republic, the media adhered to truth and objectivity in reporting, only when it suited them. They were influenced by ethnic and religious affiliations, and other considerations such as pecuniary benefits and ownership structure. In the same vein, Sheila (2015) added that though

the media shapes the public opinion, they are vulnerable to the influence and manipulations from different interest groups and caliber of persons in the society, most of which are politicians. They sometimes manipulate information to create fear, uncertainty, escapism, violence and division which are just like playing anti-democratic roles.

However, the fact still remains that the media promotes democracy in governance through educating voters, protecting human rights and acting as a watchdog to ensure transparency and accountability.

2.2.2 Media as a Public Educator

The media performs its public educators' role in various ways which are targeted at ensuring that the public is freely exposed to information which guides their actions in a democratic society. For instance, the media acts as a mechanism for transparency by ensuring that the voters get enough information that will help them evaluate the conduct of officials and the process. They also act as campaign platform where the electorates are educated in knowing the agenda of all political agendas of political parties and their candidates. The media creates open forum for debates to educate voters and also for politicians and spokes persons to educate the public and provide them with valid points and reasons to elect credible representatives.

In order to ensure that the public has sufficient informational details to make informed decisions, the media uses the following tools.

- Opinion polls;
- Public Townhall debates
- Investigative journalism;
- Use of expert input and opinion;
- Research and scrutiny of policies, records and reports;
- Assess community needs and opinions;
- Measure candidates/parties deliveries against promises.

It must be made clear that democracy cannot survive without the freedom to receive and transmit information. It is through this information that the people will be educated, mobilized and influenced to participate in democratic elections. In the context of Nigeria politics, there are constitutional provisions that serve as guarantees for the people to receive information without interference, and also for the media to operate in same regard as they uphold their responsibilities as watchdog.

Sections 22 and 39 of the 1999 Nigerian Constitution provide for Freedom of Expression and the Press. Section 22 states that: “The press, radio, television and other agencies of the mass media shall at all times be free to uphold the fundamental

objectives contained in this Chapter and uphold the responsibility and accountability of the Government to the people”. Section 39, which is closely related to Section 22, provides that: “Every person shall be entitled to freedom of expression, including freedom to hold opinions and to receive and impart ideas and information without interference.”

According to Dukor, (1999; p78) the "basic freedom to receive and disseminate information" serves as the foundation for evaluating the role of the media in politics. This therefore serves as the benchmark for evaluating both the media's function and "the overlooked responsibility of states to safeguard the ethics of the right to know in an ideal democracy". There is therefore need to examine the extent to which the precepts of fundamental human rights are been observed in Nigeria politics and the media practice, especially in regards to mobilization of electorates and democratic elections. While this is a necessity, the fact remains that the media has a huge role to play in democracy, and it is to educate and inform the people. However, they must be dedicated guardians of the public interest, and under no circumstances should they degrade themselves to serving as establishment lapdogs (sycophants).

2.2.3 The Media and Voters Mobilisation

Adequate voters’ education is what precedes mobilization, hence the media contributes a whole lot in the process which helps to arouse the interest of the masses

in the political process. The media provides a common fund of knowledge through its writing and programmes which enables the people to function as effective members of the society in which they live and to foster social cohesion and awareness. This thereby permits the active involvement of people in public life.

What therefore is mobilization? Daramola (2012) opined that to mobilize a people is to increase their level of awareness of certain ideas and objectives, with a view to internalizing those ideas in the people. These objectives may include freedom from oppression, nationalism, domination, hunger, apartheid etc.

Political mobilization explains how and to what extent the people are mobilized politically or electorally in a system of democracy to influence who governs or how they accomplish so. Where groups of citizens are dissatisfied with the standard democratic machinery or where there are no opportunities for meaningful political participation, they are mobilized for political actions like strikes, demonstrations, or rebellion.

Political mobilization is also the process through which citizens bring together groups of people to exert pressure on elected representatives. Therefore, it could be any movement that ultimately leads to a change in policy. For instance, when a newspaper reports on a government that isn't working properly, many people read it, it triggers them to question the government and it is then seized upon by politicians

who begin collaborating with it in an effort to ultimately perform their duties or fulfil promises made to the people. It could involve taking steps like signing a petition to affect public policy on certain issues.

According to Marc, et al. (2010), mobilization is a necessary prerequisite for the majority of political engagement and participation. Before they can participate, participants must be informed and recruited. In fact, before residents can participate in any type of civic or electioneering action, mobilization and recruiting processes are necessary preconditions.

These mobilization methods have quickly evolved in recent years from being direct to being indirect. Mobilization agents increasingly have utilized modern electronic media and the internet as a means of communication, replacing face-to-face interactions as a means of communicating with potential participants.

The media is a complete system through which information is produced and conveyed for the purpose of public education, enlightenment, and political mobilization. Modern democracy and the mass media are very pivotal and indispensable link between the government and the governed. If the mass media therefore do not inform the citizens thoroughly and impartially about government policies, there will be consequences. The alternatives to the policies proposed by the

civil society and opposition parties and the democratic choice of the people will be limited.

The mass media is meant to stimulate political transparency, this can only be done when they help the citizens understand the operations of government, participate actively during elections and also hold the government accountable to the people.

According to Sheila (2015), the mass media should play key roles in ensuring that the right government is enthroned. Mobilization of voters should manifest greatly in the form of educating and informing voters to make right choice of candidates for leadership positions. He added that, the mass media in politics simply portrays parties, candidates' their antecedents and prospects for better or worse of the nation. Hence, without reliable information, it will be impossible for the voters to use their power effectively during election time, neither will it be possible for them to be aware of problems and issues that need serious consideration beyond voting just any candidate.

In another varied perspective, the United Nations Development Programme (UNDP) notes that making information available to electorates in a democratic society is another way of addressing poverty and not just transfer of economic resources to the needy. This is because such information will help them participate meaningfully in political and social life. As poor people, they cannot defend or fight for their rights if they don't know what these rights are. They need to be aware of the

laws and procedures to get their entitlements, else they will remain poor. So, it is the mobilization process that helps the poor people get information needed to participate in public life and enjoy their rights. This can be largely done by the media UNESCO (1980)

In another opinion, Agba (2007) states that there is a serious angle to the public enlighten and mobilization role of the mass media in the electoral process. He observes that most electorates are eager to engage in electoral malpractices while ignoring the consequences of being the victim of bad governance resulting from election fraud. Hence, he added that these groups of people need larger attention of the media and it calls for media dissemination of every electoral information repeatedly in local languages too.

So, adequate voters education should be a huge part of political mobilization by the media. The non-voting population should be educated about penalties of breaching electoral laws and consequences of being used to perpetuate electoral malpractice. On the other hand, the voting population must be educated about all sensitive issues at stake in election and basic issues such as who can vote or contest an election, date of election, electoral laws and where to vote.

2.3 Review of Empirical Studies

In a work written by Oluwaseun & Steven (2017) on *'The Influence of Mass Media on Voter Participation in Nigeria's 2015 General Elections'*. They examined the influence of mass media on voters participation during the elections. The authors carried out a survey-based research and discovered that the television and radio played a crucial role in mobilizing the voters. On the contrary, they found out that the social media was not as effective as the traditional media in mobilizing voters. The study concludes that mass media played a significant role in increasing voter participation in Nigeria's 2015 general elections. The authors concluded that there is need for the policy makers in the country to recognize the relevance of media organisations in mobilizing voters and encourage them to always provide unbiased report of issues during electoral processes.

Similarly, Okon & Effiong (2020) in their journal about *'The Role of Mass Media in the 2019 General Election in Nigeria'*, stated that mass media, particularly radio and television was an effective tool for mobilization and awareness creation during the election period. However, they said that the social media was also a very effective tool for political campaigns but did not have significant influence over voters participation.

Meanwhile, Olayinka (2019; pg16) states that during the 2019 and 2023 general election in Nigeria, social media played significant roles in mobilizing voters. He added that political parties used social media platforms to disseminate campaign

information, engage voters and also mobilized them to support their parties. He added that the ruling party all progressive Congress, involving President Muhammadu Buhari used platforms like twitter and facebook for political mobilization while the opposition party, particularly the Peoples Democratic Party also did same.

2.4. Theoretical Framework.

2.4.1 Agenda Setting Theory

This study is anchored on the agenda setting theory examines how the mass media has an impact on how a given subject is placed as a public's agenda. The public agenda is the main concern or issue on which the general public or members of society are most focused. The term agenda setting theory is first used by McCombs and Shaw (1972). This theory describes the connections between the emphasis that the mass media places on a problem and the media audiences' or the public's response to or perceptions of that problem (Littlejohn and Foss: 2009).

According to Cohen (1963), this theory begins as an explanation on how the mass media influences change in the people's pattern of political behaviour during elections. The theory has subsequently influenced and developed hundreds of more recent investigations on how the media frames and primes issues for its audiences. Not only that, but the discussion also touches on how the media portrays a certain event to their respective media audiences.

In reference to this study, this theory made it clear that the media is a potent tool for influencing the mind of the people on what issue is significant and the manifestation of such during voters mobilization is not an exemption.

Folarin (2013) states that agenda setting theory implies that the media predetermines what issues are considered as significant at a particular period in a given society. So, the mass media through its educative and enlightenment functions brings to light different issues of importance during political mobilization.

In any democratic society like Nigeria, elections are paramount. During the electioneering campaign period, the politicians, civil society groups, electoral bodies, government and its agencies usually employ the media in their quest for voters education, political mobilization and elections. So, this theory best explains the influence of the mass media on voters mobilization. It describes the extent to which the media through its roles determines the public agenda during political mobilizations and even after the elections. Hence, the media molds and shapes the opinion of the public about sensitive political issues that determines their participation during elections.

CHAPTER THREE

METHODOLOGY

This chapter reviews the research method and procedures used in conducting this research study. The procedure for carrying out this study is done using the following subheadings: Research Design, Population of the Study, Sample size, Sampling Procedure, Research Instrument, Validity of Instrument, Reliability of the instrument, Method of Data collection and Method of Data Analysis.

3.1 Research Design

This study was conducted using the survey research method. The survey research method is a research design used to assess the perceptions or attitudes of a study population by selecting a portion of the population that is representative of the whole. It involves analyzing the relationships between research variables. Therefore,

survey methods is important in this study as it will help in assessing the the role of the mass media in mobilizing voters for active participation in the electoral process.

3.2. Population of the Study

The study covers all voters in Oredo Local Government of Edo State. According to the Independent National Electoral Commission, the total number of voters in Oredo town is 309,968, for the 2023 general election.

3.3. Sample Size

The sample size of this study was determined using the Taro Yamene formula where:

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

Where, n = sample size
N = Population size

e = level of significance

1= Constant

The population of Oredo is 309,968.

Therefore:

$$N = 309,968$$

$$e = 0.1$$

$$1 = \text{Constant}$$

$$n = 309,968.$$

$$1 + 309,968 (0.1)^2$$

$$n = 1 + 309,968 \times 0.01$$

$$n = 775$$

$$n = \frac{309,968}{3099} = 100$$

$$3099$$

$$n = 100$$

3.4. Sampling Technique

The researcher used a simple random sampling method to select respondents for this study. A simple random sample is a random sample of a little portion of the population that is representative of the entire data set and in which each member has an equal chance of being selected. This method was used to select respondents because it was not possible to cover all eligible voters of Oredo at the same time.

3.5. Research Instrument

The main research tool used is the questionnaire. The purpose of the questionnaire is to obtain reliable and relevant data from the respondents. The questionnaire contains structured questions divided into sections A and B. Part A contained questions to answer the demographic data of the respondent and Part B

contains questions to answer the survey questions, assess the relationship and assess the opinion of the respondent.

3.6. Validity of Instrument

The survey instrument was validated by the research supervisor and two other media scholars who helped test the instrument's ability to measure the variables included in the survey. Suggestions and changes were made and implemented to improve the content and effectiveness of the tool.

3.7. Reliability of the Instrument

To determine the reliability of the instrument, a pilot study was conducted and 30 copies of questionnaire distributed. Responses to the pilot study confirmed the reliability of the device and indicated that it could be used in research.

3.8. Method of Data Collection

Data collection methods include primary and secondary methods. The primary method was a self-administered survey by the researcher to the respondents selected for this study. Completed copied of the questionnaire were returned immediately, while others were returned after completion. The secondary source of data were collected from textbooks, articles and internet sources on topics related to this present study.

3.9. Method of Data Analysis

Data analysis, presentation and interpretation were based on the data collected from the prepared questionnaires. The collected data were analyzed in a simple percentage and tabular format with necessary explanations below each table for easy understanding.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Preamble

In this chapter, the data collected through are presented, analyzed and discussed. The collected data were analyzed using a simple percentage method. A total of 100 copies of questionnaire were distributed and retrieved, resulting in a total sample size of 100, representing a 100% completion rate.

The details of the survey are analyzed below using frequency tables, percentages and data presentation.

4.2 Data Presentation and Analysis

SECTION A:

This section covers the demography of respondents in the study

Table 1: Distribution of Respondents by Sex

Sex	No of respondents	Percentage
Male	35	35%%
Female	65	65%
Total	100	100%

Source: Field survey 2023

Table 1 indicates that both male and female respondents were involved in the study. However, a large (65%) percentage of the study participants are women. This shows that females were more involved in the study.

Table 2: Distribution of Respondents by Age

Age	No of respondents	Percentage
18-20yrs	15	15%
21-25 yrs	47	47%
26 - 30 yrs	27	27%
31 and above	11	11%
Total	100	100%

Source: Field survey 2023

Table 2 reveals that the study is composed of different age variation. 15 (15%) are within the age of 18 - 20 yrs, 47 (47%) are aged 21 - 25 years, while 27 (27%) are aged 26 -30 years. The remaining 11 (11%) are within the age of 31 and above. This implies that the study participants are adults and are within the legal voting age. However, a greater percentage are 21 - 25 years.

Table 3: Distribution of Respondents by Religion

Religion	No of respondents	Percentage
Christain	91	91%
Islam	9	9%
Traditionalist	0	0%
Others	0	0%
Total	100	100%

Source: field survey 2023

Table 3 indicates that the study involved participants from different religious denominations. However, Christians (91%) participated more in the study.

Table 4: Distribution of Respondents by Occupation

Occupation	Number of respondents	Frequency
Student	47	47%
Civil servant	21	21%
Entrepreneur	29	29%
Retiree	3	3%
Total	100	100%

Source: field survey 2023

Table 4 shows that the study involved participants with different forms of occupation. 47 (47%) respondents are students, 21 (21%) respondents are civil servant, 29 (29%) are entrepreneurs, while 3 (3%) retired. From the data presented, it is obvious that a majority of the study participants are students.

SECTION B:

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

Table 5: Previous participation in Nigeria general election

Variables	Number of respondents	Frequency
Yes	77	77%
No	23	23%
Total	100	100%

Source: Field survey 2023

Table 5 shows that a greater proportion of the respondents agreed that they have participated previously in Nigeria general elections. This is revealed in the data presented where 77 (77%) affirmed to the statement.

Table 6: Awareness of efforts made by media outlets to sensitize voters during general elections

Variables	Number of respondents	Frequency
Yes	100	100%
No	0	0%
Total	100	100%

Source: Field survey 2023

Table 6 reveals that all the respondents agreed that they are aware of efforts made by the media to sensitize voters during general elections. This implies that the participants are exposed to media advocacy aimed at sensitising voters during general elections in Nigeria.

Table 7: The media has been actively involved in the election processes in Nigeria

Variables	Number of respondents	Frequency
Strongly agree	47	47%
Agree	53	53%
Neutral	0	0%
Disagree	0	0%
Strongly disagree	0	0%
Total	100	100%

Source: Field survey 2023

Table 7 posits that that the respondents affirmed that the media has been actively involved in the electioneering process in Nigeria. This is indicated in the data presented where 47 (47%) strongly agreed, while 53 (53%) agreed.

Table 8: Extent to which the media has been actively involved in the election processes in Nigeria

Variables	Number of respondents	Frequency
Very High	41	41%
High	53	53%
Average	6%	6%
Low	0	0%
Undecided	0	0%
Total	100	100%

Source: Field survey 2023

Table 8 indicates that a greater percentage of the respondents affirmed that the extent to which the media has been actively involved in the election process in Nigeria is high. From the data presented, 41% and 53% agreed that the extent to which the media is actively involved is very high and high respectively. This implies that the media is a key players during elections in Nigeria.

Table 9: Were you informed and educated about the the 2023 general elections by the media?

Variables	Number of respondents	Frequency
Yes	100	100%
No	0	0%
Total	100	100%

Source: Field survey 2023

Table 9 shows that 100 (100%) agreed that they were informed and educated about the 2023 general elections by the media. This implies that the participants became more knowledgeable of their voting rights and were more informed about the 2023 general elections as a result of the media.

Table 10: The Nigeria media were effective in mobilizing voters during the 2023 elections.

Variables	Number of respondents	Frequency
Strongly agree	24	24%
Agree	76	76%
Neutral	0	0%
Disagree	0	0%
Strongly disagree	0	0%
Total	100	100%

Source: Field survey 2023

Data presented shows that 24 (24%) respondents agreed that the Nigeria media was effective in mobilizing voters during the 2023 elections, while 76 (76%) agreed. This implies that the media was effective in mobilizing voters to vote for the candidate of their choice and participate in the 2023 elections.

Table 11: Ethnic divides and traditional beliefs played an active role in voters mobilization during elections

Variables	Number of respondents	Frequency
Strongly agree	38	38%
Agree	62	62%
Neutral	0	0%
Disagree	0	0%
Strongly disagree	0	0%

Total	100	100%
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Source: Field survey 2023

Table 11 indicates that all the respondents affirmed that ethnic divides and traditional beliefs played an active role in mobilizing voters during the 2023 general elections. This is shown in the data presented where 38% strongly agreed and 62% agreed. This implies that ethnic divides and traditional beliefs played an active role in voters mobilization during the 2023 general elections in Nigeria.

Table 12: Religious biases inhibited voters turnout in Nigeria 2023 elections

Variables	Number of respondents	Frequency
Strongly agree	21	21%
Agree	79	79%
Neutral	0	0%
Disagree	0	0%
Strongly disagree	0	0%
Total	100	100%

Source: Field survey 2023

Table 12 indicates that a majority of the (79%) respondents agreed that religious biases inhibited voters turnout during the 2023 general elections in Nigeria. This implies that religious factors influenced the manner in which voters turned out to participate in the elections.

Table 13: The distribution and availability of voting materials impeded voters participation during the 2023 elections in Nigeria

Variables	Number of respondents	Frequency
Strongly agree	19	19%
Agree	81	81%
Neutral	0	0%
Disagree	0	0%
Strongly disagree	0	0%
Total	100	100%

Source: Field survey 2023

Table 13 reveals that a greater percentage (81%) of the respondents agreed that distribution and availability of voting materials impeded voters participation during the 2023 elections in Nigeria. This implies that the 2023 general elections was influenced by gross irregularities stemming from availability of voting materials.

Table 14: The media were actively involved in preventing the spread of fake news and misinformation during the 2023 Nigeria's election?

Variables	Number of respondents	Frequency
Strongly agree	30	30%
Agree	65	65%
Neutral	5	5%
Disagree	0	0%

Strongly disagree	0	0%
Total	100	100%

Source: Field survey 2023

Table 14 shows that 30 (30%) respondents agreed that the media helped in preventing the spread of fake news and misinformation during the 2023 Nigeria's election. 65 (65%) respondents agreed, while 5 (5%) held a neutral stance on the prevention of fake news and misinformation by the media during the 2023 general election in Nigeria. This implies that the media was not a purveyor of fake news and they helped in preventing the spread of misinformation during the elections.

Table 15: Media coverage of election campaigns were inclusive and representative of all candidates and parties

Variables	Number of respondents	Frequency
Strongly agree	15	15%
Agree	32	32%
Neutral	55	55%
Disagree	8	8%
Strongly disagree	0	0%
Total	100	100%

Source: Field survey 2023

Table 15 shows that a large percentage of the respondents held a neutral position on whether media coverage of election campaigns were inclusive and

representative of all candidate and parties. This implies that the participants are unsure of the stance of the media during election campaigns, as they were undecided.

Table16: Which of these is a major role played by the media during the 2023 election?

Variables	Number of respondents	Frequency
Education	13	13%
Awareness	0	0%
Sensitization	58	58%
Information	29	29%
Total	100	100%

Source: Field survey 2023

Table 16 indicates that a majority of respondents agreed that sensitizing voters during the 2023 election, is a major role played by the media. This implies that the media was a key player in sensitizing people on the rationale to vote and participate in the 2023 general elections.

Table 17: Factor that influenced mass media mobilization of voters effectively during the 2023 election?

Variables	Number of respondents	Frequency
Illiteracy	4	4%
Language barrier	27	27%
Low technological penetration	33	33%
Partisan nature of the media	23	23%

Limited access to media	13	13%
Total	100	100%

Source: Field survey 2023

Data presented in table 17 shows that a greater proportion of the respondents affirmed that a major factor that influenced mass media mobilization of voters during the 2023 election was low technological penetration. This implies that lack of technological infrastructures, most especially in rural areas influenced the effectiveness of the media to reach voters and mobilize them during the 2023 elections.

Table 18. What the media could do to improve voter turnout in Nigeria elections

Variables	Number of respondents	Frequency
Advocating against vote selling and buying	23	23%
Educating the populace on their political rights	55	55%
Championing political ideas and principles	12	12%
Reporting the truth	13	13%
Total	100	100%

Source: Field survey 2023

Table 18 shows that a majority of the respondents (55%) affirmed that the media could improve voter turnout in Nigeria elections by educating the populace on their political rights. This implies that Nigeria elections in the future can receive more voters turn out when the media puts in more effort to educate the populace on their political rights.

4.3 Discussion of Findings

Research Question One: *To what extent has the media been actively involved in the election processes in Nigeria?*

In determining the extent to which the media have been actively involved in the election processes in Nigeria, findings from the study revealed that the residents of Oredo Local Government of Edo State have participated previously in Nigeria general elections and they are aware of efforts made by the media to sensitize voters during elections. Findings from the also indicates that the respondents affirmed that the mass media have been actively involved in the electioneering process in Nigeria to a high extent.

The findings are reflected in tables 5, 6, 7 and 8, where table 5 revealed that 77 (77%) respondents agreed that they have participated previously in Nigeria general elections, while 23 (23%) disagreed. Table 6 showed that 100 (100%) respondents agreed that they are aware of efforts made by the media to sensitize voters during general elections. Furthermore, table 7 posits that that 47 (47%) respondents strongly

agreed that the media has been actively involved in the electioneering process in Nigeria, while 53 (53%) agreed. In addition, table 8 indicated that 41 (41%) respondents agreed that the extent to which the media has been actively involved in the electioneering process in Nigeria is very high, While 53 (53%) respondents affirmed that it is high. The findings agree Okon & Effiong (2020) where they noted that the mass media, particularly radio and television was an effective tool for awareness creation during the election period in Nigeria.

Research Question Two: *To what extent have the media educated and mobilized the electorate about the 2023 general elections?*

In trying to create a clear view of the extent at which the media educated and mobilized the electorates about the 2023 general elections, findings from the study revealed that the respondents became more knowledgeable of their voting rights and were more informed about the 2023 general elections as a result of the media. The findings also showed that the media was effective in mobilizing voters to vote for the candidate of their choice and participate in the 2023 elections.

The results from the study is shown in tables 9 and 10, where table 9 stated that 100 (100%) respondents agreed that they were informed and educated about the the 2023 general elections by the media. Table 10 on the other hand, showed that 24 (24%) respondents strongly agreed that the Nigeria media was effective in mobilizing voters during the 2023 elections, while 76 (76%) agreed. The findings is in direct

agreement with the Agenda setting theory employed in this study which explains the influence of the mass media on voters mobilization. The theory describes the extent to which the media through its roles determines the public agenda during political mobilizations and even after the elections.

Research Question Three: *What roles did the media play to ensure a free, fair and credible election?*

In ascertaining the role played by the media to ensure a free, fair and credible election in Nigeria, findings from the study indicates that the respondents affirmed that the mass media helped in preventing the spread of fake news and misinformation during the 2023 Nigeria's election. However, they held a neutral position on whether media coverage of election campaigns were inclusive and representative of all candidate and parties. Findings of the study also showed that media played a key role in sensitizing people on the rationale to vote and participate in the 2023 general elections.

The findings are presented in table 14, 15 and 16, where table 14 posits that 30 (30%) respondents agreed that the media helped in preventing the spread of fake news and misinformation during the 2023 Nigeria's election. 65 (65%) respondents agreed, while 5 (5%) held a neutral stance on the prevention of fake news and misinformation by the media during the 2023 general election in Nigeria. Table 15 shows that a 15 (15%) respondents strongly agreed that media coverage of election

campaigns were inclusive and representative of all candidate and parties, while 32 (32%) agreed, 55 (55%) respondents held a neutral position on whether media coverage of election campaigns were inclusive and representative of all candidate and parties. The remaining 8 (8%) disagreed. Furthermore, Table 16 indicates that a 58 (58%) respondents agreed that sensitizing voters during the 2023 election, is a major role played by the media, 29 (29%) believe it is information, while 13 (13%) affirmed that it is education. The findings are in line with the thoughts of Olayinka (2019) where he noted that the media played significant roles in mobilizing voters and disseminating campaign information.

Research Question Four: *What factors are impeding the mass media mobilization of voters in Nigeria and the solutions*

In trying to investigate the factors impeding the mass media mobilization of voters in Nigeria, findings from the study has shown that religious biases, ethnic divides and traditional beliefs played an active role in impeding voters mobilization during the 2023 general elections in Nigeria. Findings of the study also reveal that the 2023 general elections were influenced by gross irregularities stemming from distribution and availability of voting materials. Also, the respondents agreed that a major factor that influenced mass media mobilization of voters during the 2023

election was low technological penetration. However, they believe that the media could improve voter turnout in Nigeria elections by educating the populace on their political rights

The findings are well positioned in table 11 where 38 (38%) respondents strongly agreed that ethnic divides and traditional beliefs played an active role in mobilizing voters during the 2023 general elections, while 62 (62%) agreed. Table 12 indicates that a majority of the (79%) respondents agreed that religious biases inhibited voters turnout during the 2023 general elections in Nigeria, while 21 (21%) strongly agreed. Similarly, table 13 reveals that 81 (81%) of the respondents agreed that distribution and availability of voting materials impeded voters participation during the 2023 elections in Nigeria, while 19 (19%) strongly agreed. Furthermore, table 17 shows that 33 (33%) respondents affirmed that a major factor that influenced mass media mobilization of voters during the 2023 election was low technological penetration. 27 (27%) respondents say it is language barrier, 23 (23%) believe it is partisan nature of the media, 13 (13%) agreed that it is limited access to the media, while 4 (4%) agreed that it is illiteracy. Table 18 shows that a 55 respondents (55%) affirmed that the media could improve voter turnout in Nigeria elections by educating the populace on their political rights, 23 (23%) says it is by advocating against vote buying, 13 (13%) believe it is reporting the truth, while 12 (12%) affirmed that it is by championing political ideas and principles. The findings from this study agree

with Aliede (2020) where he noted that the mass media in reporting politics is limited by strict regulations, monopolistic ownership, low technological penetration and occasionally the threat of physical violence.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The study was aimed at examining the role of the mass media in mobilizing voters for active participation in the electoral process. It was carried out using the survey research method. The survey research method for gathering data for the study made use of questionnaire as the research instrument to gather data from the respondents which provided the following:

- i. Residents of Oredo Local Government, Edo State have participated previously in Nigeria general elections
- ii. One hundred percent (100%) of the respondents are aware of efforts made by the media to sensitize voters during elections.
- iii. Fifty one percent (51%) of the respondents agreed that the mass media has been actively involved in the electioneering process in Nigeria to a high extent.
- iv. One hundred percent (100%) of residents in Oredo LGA, Edo state became more knowledgeable of their voting rights and were more informed about the 2023 general elections through the media.
- v. Seventy six percent (76%) of the respondents agreed that the media was effective in mobilizing voters to vote for the candidate of their choice and participate in the 2023 elections.
- vi. Sixty five (65%) percent of the respondents affirmed that the mass media helped in preventing the spread of fake news and misinformation during the 2023 Nigeria's election.
- vii. Fifty Five percent (55%) of Oredo residents held a neutral position on whether media coverage of election campaigns were inclusive and representative of all candidate and parties.

- viii. Fifty eight percent (58%) of residents in Oredo LGA, Edo state agreed that the media played a key role in sensitizing people on the rationale to vote and participate in the 2023 general elections.
- ix. Religious biases, ethnic divides, low technological penetration and traditional beliefs played an active role in impeding voters mobilization during the 2023 general elections in Nigeria.
- x. The 2023 general elections was influenced by gross irregularities stemming from distribution and availability of voting materials.
- xi. Fifty five percent (55%) of the respondents believe that the media could improve voter turnout in Nigeria elections by educating the populace on their political rights

5.2 Conclusion

The mass media play an important role in politics. It is engaged in the role of collection, dissemination and promotion of ideas, mobilization and enlightening the people on their rights, duties and obligations as citizens.

With this in view, this study therefore concludes that the media played a vital role in sensitizing and informing people on the rationale to vote and participate in the 2023 general elections. This is based on the findings which revealed that residents in Oredo LGA, Edo State are aware of efforts made by the media to sensitize voters

during elections. However, while the positive role of the press during the election is emphasized. It has also been noted that religious biases, ethnic divides, low technological penetration and traditional beliefs played an active role in impeding voters mobilization during the 2023 general elections in Nigeria. Thus, this study concludes that these prevailing issues be addressed to encourage voters to participate in upcoming elections in the future.

5.3 Recommendations

The researcher recommends the following based on the findings of the study:

- i. The media as a matter of urgency should put in more efforts to educate the populace on their political rights. This would increase voters turnout in subsequent elections.
- ii. Every avenues by which the general public is informed, enlightened and mobilized should be utilized during elections, as these will play a vital role in the overall development of the society and politics in particular.
- iii. Government should provide special funds for technological infrastructures. This would enable the media such as the radio to properly reach voters living in sub urban and rural areas in Nigeria.

- iv. Since religious and ethnic biases have been identified as factors which impede voters mobilization during elections, the media must put in more efforts to enlighten voters to look beyond the religion and ethnicity of candidates when voting. They should rather look at their manifesto and what can make Nigeria a better place, for all.
- v. Sensational and slanted reporting during elections should be avoided by journalists and the media.

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QUESTIONNAIRE

Department of Mass Communication
Faculty of Arts
University of Benin,
Benin City, Nigeria.

18th June, 2023

Dear respondent,

REQUEST FOR COMPLETION OF ITEMS IN QUESTIONNAIRE

I am Ayeade Emiyebi, a Final year student of the above named department/institution. I am conducting a research on, "Role of the mass media in mobilizing voters for active participation in the electoral process".

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

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

Thank you for your understanding and cooperation.

Yours sincerely,

Ayeade Emiyebi

Researcher.

INSTRUCTION:

Please tick (✓) in the box against the option that best explains your disposition to each item below:

SECTION A: DEMOGRAPHIC INFORMATION

1. Gender: (a)Male [] (b)female[]
2. Age (a) 18 - 20 years[] (b) 21-25years[] (c) 26-30years[]30years and above []
3. Religion: (a) Islam [] (b) Traditional religion[] (c) Christianity[]Others[]
4. Occupation: (a) student (b) civil servant (c) entrepreneur (d) retiree

SECTION B: PSYCHOGRAPHIC INFORMATION

5. Have you participated in any general election before in Nigeria? (a) Yes (b) no
6. Are you aware of efforts made by media outlets to sensitize voters during general elections? (a) Yes (b) no
7. The media has been actively involved in the election processes in Nigeria? (a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
8. To what extent has the media been actively involved in the election processes in Nigeria? (a) very high (b) high (c) can't tell (d) low (e) very low
9. Were you informed and educated about the 2023 general elections by the media? (a) Yes (b) no
10. The Nigeria media were effective in mobilizing voters during the 2023 elections. (a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
11. Ethnic divides and traditional beliefs plays an active role in voters mobilization during elections (a) strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
12. Religious biases inhibited voters turnout in Nigeria 2023 elections (a) strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

13. The distribution and availability of voting materials impeded voters participation during the 2023 elections in Nigeria (a) strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
14. The media were actively involved in preventing the spread of fake news and misinformation during the 2023 Nigeria's election?(a) strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
15. Media coverage of election campaigns were inclusive and representative of all candidates and parties (a) strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
16. Which of these is a major role played by the media during the 2023 election? (a) Education (b) awareness (c) sensitization (d) information
17. Which of these is a major factor that influenced mass media mobilization of voters effectively during the 2023 election? (a) illiteracy (b) language barrier (c) low technological penetration (d) partisan nature of the media (e) limited access to media
18. What do you think the media could do to improve voter turnout in Nigeria elections? (a) Advocating against vote selling and buying (b) educating the populace on their political rights (c) championing political ideas and principles (d) reporting the truth

