

**USERS' ASSESSMENT OF THE EFFECTIVENESS OF SOCIAL MEDIA CAMPAIGNS
ON THE CORONA VIRUS VACCINATION IN BENIN CITY, NIGERIA**

BY

**EKHATOR FRANCA
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**DEPARTMENT OF MASS COMMUNICATION
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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
MASS COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN, BENIN
CITY, NIGERIA, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF BACHELOR OF ARTS (B.A) DEGREE IN
MASS COMMUNICATION**

DECEMBER , 2022

DECLARATION

This project work is based on a study undertaken by me, in the Department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Nigeria, under the supervision of **Dr F. P Olise and MISS A.I OBARISIAGBON**. All findings and ideas in the study are products of my personal research and where the views of others have been used and expressed, they were duly acknowledged.

Ekhator Franca
(ART1709196)

CERTIFICATION

This is to certify that this research was duly carried out by **Ekhator Franca (ART1709196)** in the Department of Mass Communication, Faculty of Arts, University of Benin, in partial fulfillment of the requirements for the award of Bachelor of Arts (B.A) Degree in Mass Communication.

.....
Dr. F.P Olise & Miss A.I Obarisiagbon
Project Supervisors

.....**Date**

.....
Dr. D.O Ekhareafo
Head of Department

.....
Date

DEDICATION

This research work is dedicated to Almighty God, for His grace and mercy upon my life. For God makes everything beautiful in it's time. And also, to my parents, Mr and Mrs Godwin Osunbor and my sister, Mrs Doris Owie.

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I humbly give thanks to Almighty God for the grace and guidance accorded to me in the successful writing and completion of this project work. To God be the glory.

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ABSTRACT

This study, examined the users assessment of the effectiveness of social media campaigns on the Corona Virus Vaccination. This study became necessary due to the fact that the COVID-19 disease gripped the world with shock and vaccines were made to curb the spread of the deadly disease. So many Campaigns including social media Campaigns were made to influence people take the vaccine and this study is to ascertain the effectiveness of the social media Campaigns in influencing people's decision to take the Vaccination.

The population of the study was 500,000 Edo state residents. The sample consisted of 400 respondents who were selected using the simple random and purposive technique. A well organized questionnaire was designed and administered to the respondents. The data gathered were analyzed and presented using frequency tables and percentages.

Findings revealed that the social media Campaigns on the Corona virus Vaccination was effective in influencing respondents to make a decision. In addition, it was recommended that in addition to social media Campaigns, the government and the organizations involved should also make use of the traditional media so as to make the awareness reach more people.

CHAPTER ONE

INTRODUCTION

BACKGROUND TO THE STUDY

The global pandemic of the 2019 coronavirus disease (covid-19) has devastated the planet and overwhelmed the health systems of the majority of countries. The coronavirus disease, which first appeared in Wuhan, China, in December 2019, was deemed a public health emergency of global concern by the World Health Organization (WHO).

Saliva, nasal discharge, and droplets released when coughing or sneezing are the main ways that this respiratory infection is spread. People are affected by Covid-19 in various ways. Fever, cough, exhaustion, loss of taste or smell, sore throat, headaches, pains, and discoloration of the finger or toenail nails are only a few of the symptoms.

Without a question, Covid-19 has sparked significant public concern on a global level. Even medically advanced nations encountered difficulties as a result of the pandemic and continue to do so. China, Europe, and America come first, followed by the rest of the world. The world's degree of readiness to

combat pandemics has been made public by the coronavirus. Authorities like the NCDC and the Ministry of Health have struggled to lead the nation's attempts to combat the epidemic and stop its spread in Nigeria, where the disease has caused severe public health issues. According to the Federal Ministry of Health, an Italian national who works in Nigeria and had just returned from his home country reported the nation's first coronavirus disease case in February 2020. He was verified by the Virology Laboratory of the Lagos University Teaching Hospital, which is a part of the Nigerian Center for Disease Control's Laboratory Network.

The Federal Ministry of Health of the Nigerian government has been stepping up efforts to contain and manage the disease. Vaccines are chemicals made from biological products that are known to originate from weakened viruses, bacteria, or combinations of the two. The vaccinations' microorganisms will function as antigens. The body's immune system will be stimulated by this substance to make antibodies that can fight a disease. When the body is exposed to the virus, the immune system might instantly start producing antibodies. Then the virus will be attacked by the antibodies. Antibodies will eliminate or neutralize the pathogen.

A vital new weapon in the fight against COVID-19 is vaccination. As a result, this is a positive development.

Covid-19 vaccinations entering Nigeria will be crucial in limiting the outbreak. Ensure that everyone has access to vaccinations as this issue can only be resolved in this way..

Social media, as defined by the Merriam Webster Dictionary, are electronic communication channels that allow users to create online communities where they can exchange knowledge, concepts, and private messages. Examples of these platforms include social networking websites. Al-Rahimi & Othman (2013) claim that social media has evolved into one of the most significant communication tools in recent years, which is in agreement with our findings. According to the definition of social media, they are "a series of internet-based applications that expand on the theoretical and technological foundations of web 2.0 and enable the creation and exchange of user-generated content." p. 61 of Kaplan and Haenlein's 2010 book Today, social media and social networking play a role in almost all activities across all facets of life. It enables users to readily share information, films, photographs, and files, breaking down boundaries posed by time and space, and creating what Canadian scholar Marshall McLuhan called a "global community" in the process (McQuail 2006).

A social media campaign is a collection of coordinated actions carried out over a predetermined period of time with results that can be monitored and assessed. It may be restricted to a single network or spread across a number of social media sites.

STATEMENT OF THE PROBLEM

The media has been effective towards curbing the coronavirus disease, most especially the social media, as people are more technologically inclined these days. They are more active in social media as compared to the old media (television, newspapers, radio, etc.). in as much as these campaign messages are effective, it is not known if these messages are geared towards making people take the vaccines, it is not known if people are aware of these campaigns, it is not known if these campaigns are impacting the people in a positive or negative way.

This study seeks to find out if Edo state residents are encouraged to take the coronavirus vaccines after seeing social media campaigns.

OBJECTIVES OF THE STUDY

The objectives of this study are to:

Find out the level of awareness of social media campaigns on covid-19 vaccination in Edo state.

Ascertain the attitude of Edo state residents to the social media campaigns of the covid-19 vaccination.

Determine the effectiveness of the social media campaigns on covid-19 vaccination on residents in Edo state.

RESEARCH QUESTIONS

What is the level of awareness of social media campaigns on covid-19 vaccination on Edo state residents?

What is the attitude of Edo state residents towards social media campaigns on covid-19 vaccination?

To what extent have social media campaigns influenced Edo state residents towards taking the vaccine?

SIGNIFICANCE OF THE STUDY

This study exposes users assessment on the effectiveness of social media campaigns on covid-19 vaccination. It also shows how the media as an institution is concerned with people's welfare and also how the social media can be used as an instrument of mass education and mobilization.

The researcher firmly believes that the findings of this study shall be of great value to the academic environment. This research will also serve as an instrument of research material in filling the gap in existing literature and ultimately add knowledge to subsequent researchers who wish to carry out a study on the major themes of this study. It shall also provide empirical data that future researchers can use.

1.6 SCOPE OF THE STUDY

This study focuses on users assessment on the effectiveness of social media campaigns on covid-19 in Edo state. Therefore, this research is limited to Edo state, particularly the residents of Ikpoba-Okha Local Government area in Edo.

The scope of this study is also limited to social media only as the medium of mass media excluding other forms of the media like radio, television, newspapers, etc.

1.7 LIMITATIONS OF THE STUDY

In related development to the scope of study, the researcher is limiting the scope of study to the residents of the Ikpoba-Okha Local Government area in Edo state based on some factors. They include:

Fear of travelling due to the insecurity issues in the state currently, financial constraints, limited time frame to carry out such research. Thus, making the time frame inadequate and the fact that most of the older population in the state do not make use of the social media.

1.8 OPERATIONAL DEFINITION OF TERMS

ASSESSMENT: This describes a judgment or opinion regarding anything that has been carefully considered. It may also be called an appraisal or evaluation.

CAMPAIGN: This refers to a series of operation undertaken to achieve a certain goal.

CORONAVIRUS: This term refers to a vast family of viruses that can cause anything from a simple cold to life-threatening conditions. A new coronavirus strain that hasn't been discovered in people before is known as a novel coronavirus (nCoV).

EFFECTIVENESS: This can be defined as the capacity or potential for achieving results.

SOCIAL MEDIA: These are electronic communication channels that allow for participatory conversation based on certain interests. These include social media websites like Facebook, Twitter, Instagram, and Whatsapp, among others.

VACCINATION: This is the inoculation with a vaccine intended to guard against a certain disease or disease strain.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.0 PREAMBLE

The conceptual review, theoretical review, and empirical review from previous studies and pertinent literatures with relation to this subject are presented in this chapter. The following sub headings are used to present the works that have been reviewed:

2.1 The origin/history of the coronavirus disease

2.2 The coronavirus vaccination

2.3 The concept of social media

2.4 The concept of social media campaigns

2.5 Empirical review

2.6 Theoretical framework

2.1 THE ORIGIN/HISTORY OF THE CORONAVIRUS DISEASE

A recently identified coronavirus is the cause of the coronavirus disease (covid-19), an infectious illness. In late December 2019, when a strange sickness was reported in Wuhan, China, the first cases of covid-19 were discovered. A novel coronavirus was identified as the disease's source, and since then, the infection has spread to many different nations and evolved into a pandemic illness.

Certain animal species, including cattle and camels, frequently contract coronaviruses. Although it is uncommon for coronaviruses to spread from animals to people, this new strain most likely originated in bats, despite a study's suggestion that pangolins may be the source. However, it remains unclear exactly how the virus first spread to humans.

The early cases, according to a study, were linked to a seafood and livestock market in Wuhan. SARS-CoV-2 may have begun to spread among humans from this location

According to the World Health Organization's Director - General, this is the first time that a coronavirus has led to a pandemic and he called upon countries to take urgent and aggressive action. The common symptoms are; fever, cough, headache and shortness of breath. Other symptoms include; muscle pain, sore-throat, loss of taste or smell. The incubation period of the virus has been observed to be between 2-14 days. The mode of transmission according to the Center for Disease and Prevention is via two means. They are; from person- to- person and from contact with contaminated surfaces or objects. The virus also spreads through the air when people are near each other. It leaves an infected person as they breathe, cough, sneeze or speak and enters another person via openings in the body including the mouth, nose or eyes.

One of the deadliest pandemics in history, covid-19 has been linked to more than 2.59 million deaths as of March 2021, with more than 116 million confirmed cases worldwide (Phillips, Horowitz & Sang-Hun,2020).

2.1.1 CORONAVIRUS IN NIGERIA

Due to its high rate of transmission and case fatality, the coronavirus illness continues to be a problem for worldwide public health.

Following the confirmation of an imported case from Italy in February 2020, Nigeria became the first Sub-Saharan African nation to report a case of COVID-19. The illness mimics other common illnesses with its typical and atypical symptoms. Since practically all of the states have reported confirmed cases, Nigeria is currently in the phase of broad community transmission.

The Federal Government of Nigeria has frequently implemented targeted safety measures including lockdown in regions where the number of cases of COVID-19 has been rising quickly in an effort to reduce the virus' rate of spread. Nigeria had approximately 210,460 cases with 202,379 recoveries and 2,882 fatalities as of October 2021.

The responses to the pandemic have resulted in significant global, social and economic disruption. It has led to the postponement of events, widespread supply shortages exacerbated by panic buying, agricultural disruption and food shortages. Many educational institutions and public areas had been partially or fully closed.

Nigeria, just like most countries in Sub Sahara Africa made attempts at managing the pandemic through prevention with the use of awareness campaigns. The Nigeria Center for Disease control (NCDC), Ministry of Health and the

Presidential Task Force (PTF) on covid-19 are leading the country's efforts to fight and defeat the virus.

As at the time of carrying out this research, the Edo State Government confirmed 6,566 cases of the covid-19 disease with 176 cases on admission, 6,166 discharged cases and 224 deaths, with the first death being recorded in April 2020. The Edo state Commissioner for Health, Dr Patrick Okundia, at a press conference in Benin city, said the State Government had already put in place measures to check the spread of the novel coronavirus disease.

In a news briefing, Mr. Ebomwonyi Osagie, the head of the state covid-19 case management in Edo state, cited people' disregard for the NCDC covid-19 protocols and rules as aggravating the state's covid-19 problems.

2.1.2 PREVENTION OF THE COVID-19 VIRUS

A person should make an effort to stay at home, wear a face mask in public, avoid crowded areas, keep their distance from others, ventilate indoor spaces, wash their hands frequently with soap and water, practice good respiratory hygiene, and refrain from touching their eyes, nose, or mouth with unwashed hands, according to the Centers for Disease Control.

The Centers for Disease Control and Prevention (CDC) advises people with covid-19 or who think they may be infected to stay at home except for medical care, make an appointment with a doctor before going, wear a face mask when entering the doctor's office and when in any room or vehicle with another person, cover your mouth when coughing, and sneeze into a tissue and throw it away. Avoid sharing personal household goods and wash your hands with soap and water on a regular basis. (CDC, 2020).

2.2 THE CORONAVIRUS VACCINATION

Every year, vaccines save millions of lives. The immune system, the body's natural defense, is trained and prepared by vaccines to recognize and combat the viruses and germs they target. Following immunization, the body is immediately prepared to annihilate those disease-causing microorganisms, preventing illness. There are a number of secure and reliable vaccines that guard against developing life-threatening COVID-19 illness or passing away..

Equitable access to safe and effective is critical to ending the covid-19 pandemic, so it is hugely encouraging to see many vaccines proving and going into development. Safe and effective vaccines are a game-changing tool. But for the foreseeable future, we must continue wearing face masks, cleaning hands, ensuring good ventilation indoors, distancing physically and avoiding crowds.

The arrival of covid-19 vaccines into Nigeria was essential in curbing the pandemic. The only way out of this crisis is to ensure that vaccination is available to all.

The coronavirus vaccines which are of different types includes the; Johnson&Johnson vaccine, Moderna vaccine, Oxford/Astrazeneca vaccine, Sputnik V vaccine, BioTech vaccine and Pfizer vaccine.

In March 2021, Nigeria received approximately 4 million doses of the covid-19 vaccines shipped via the CONVAX facility, a partnership between CEPI, GAVI, UNICEF and the WHO.

As at October 2021, Nigeria has given 8.58 million total doses to Nigerians with 2.97 million people fully vaccinated making it a 1.4% of the Nigerian population fully vaccinated.

The Edo state government said it had recorded about 33 deaths so far with unvaccinated persons since the third wave of the covid-19 pandemic in the state. The goal was to vaccinate at least 10% of the population by the end of 2021, according to Mr. Osagie, a physician in the state, who stated that the Edo state health team had so far immunized around 93,000 people, or two percent of the population. Mr. Osagie urged Edo state citizens to take advantage of the

vaccinations' availability in the state by getting vaccinated against the virus to keep protected.

The covid-19 vaccinations, like any vaccine, may have minor, transient adverse effects, including low-grade fever or discomfort, injection site redness, weariness, headache, muscle pain, chills, and diarrhea. Depending on the exact Covid-19 vaccine, there are different possibilities of experiencing any of these side effects after immunization. The majority of vaccination responses are minor and go away on their own in a few days. Although extremely rare, vaccination adverse effects may be more severe or long-lasting. Two doses of the COVID-19 vaccination are available. The first one should be taken initially, and the second one should be taken several weeks following the first dose.

The arrival marked a significant development in the effort to guarantee a fair distribution of the COVID-19 vaccines around the world.

2.3 THE CONCEPT OF SOCIAL MEDIA

The social media phenomenon has completely changed how people interact and communicate on a global scale. Social media, however, is not a novel idea; it has been influencing business, social networking, campaigns, etc. since the beginning of human communication.

A web-based platform with multiple uses, social media combines text, sound, video, and images to make communication more dynamic, appreciating, and pleasurable (Kaplan and Haenlein, 2010).

It is a means of interaction among people in which they create, share, exchange and comment on contents among themselves in virtual communities and networks (Ahlqvist et al., 2008). It introduces substantial and pervasive changes to communication between organizations, communities and individuals (Kietzmann et al. 2011). Internet forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, images or pictures, videos, rants, and social bookmarking are just a few examples of the many varied shapes that social media technologies can take. The text elements of social media use alphabets to vividly spell out information that users can read. The images and video components complement the text with more pictorial understanding of the intended information being sent across while the sound components appeal mainly to the ears to send the intended message information across to targeted readers.

The social fabric has shifted as a result of social media. Social media has an impact on every aspect of culture since there are more devices linked to the internet than there are individuals in the entire planet (Bennett, 2013).

Social media has streamlined international networks. One of the clearest examples of the benefits of ongoing funding and commitment to information infrastructure research and development can be seen here. Social media is a platform that does not take into account a person's geographic location for cooperation and interaction between people on their computers or social media devices. The invention of social media was a true gift to humanity; it has had an effect on all aspects of daily life. The use of social media has become a central part of the developed and developing societies around the world. Countries, institutions, government and non-governmental bodies use social media to access news, sports, entertainment, e.t.c. and to find out more about their interest. It is not merely a technological development but the product of a social and political process.

In addition to playing a significant role in communication, social media also has a significant impact on how the world develops.

2.3.1 HISTORY OF SOCIAL MEDIA

After being created at the University of Illinois and commercially marketed by Control Data Cooperation, the PLATO system was introduced in 1960. It provided the first social media features, including Talkomatic, possibly the first online chat room, TERM-talk, PLATO's message-forum application, News Report, a

crowdsourced online newspaper, and blog, as well as Access lists, which let the owner of a note file or other application restrict access to a specific group of users, such as only friends, classmates, or coworkers.

Social media may have roots in the 1840s through the introduction of the telegraph, which connected to the United States.

As evidenced by the network etiquette outlined in a 1982 computer handbook at MIT's Artificial Intelligence Laboratory, the ARPANET, which originally went online in 1967, had by the late 1970s created a rich cultural exchange of non-government/business ideas and conversation. APARNET evolved into the internet following the publication of the first transmission control protocol (TCP) specification, (specification of internet transmission control program) written by Vint Cerf, Yogen Dalal and Carl Sunshine in 1974.

Digital imaging and semiconductor image sensor technology facilitated the development and rise of social media. Advances in metal-oxide-semiconductor (MOS) semiconductor fabrication, reaching smaller micron and sub- micron levels during the 1980s-1990s led to the development of the NMOS (n-type MOS) active-pixel sensor (APS) at Olympus in 1985 and then the complementary MOS (CMOS) active-pixel sensor (CMOS sensor) at NASA's Jet Propulsion Laboratory (JPL) in

1993. CMOS sensors enabled the mass proliferation of digital cameras and camera phones, which bolstered the rise of social media.

2.3.2 FEATURES OF SOCIAL MEDIA

In a recent article from 2015 that examined the relevant literature in the field, four common characteristics that are particular to the contemporary social media platforms were found. Social media aspects include;

1. Web 2.0 internet-based applications include social media.
2. The lifeblood of social media is user-generated content.
3. Users create service-specific profiles for the sites or apps that are designed and maintained by the social media organization.
4. By tying a user's profile to those of other people or groups, social media helps the growth of online social networks.

2.4 THE CONCEPT OF SOCIAL MEDIA CAMPAIGNS

A campaign is defined by the Collins dictionary as a coordinated series of actions carried out by individuals over time in order to bring about a desired change, such as a social or political one.

A media campaign is a planned series of newspaper articles, television interviews and in this case, social media hashtags that are intended to achieve a particular aim.

Campaigns on social media are frequently used to expose large populations to messages through regular use of the platforms. Therefore, exposure to such messages is typically passive. Social media campaigns have been employed in the past few years in an effort to influence different behaviors in large groups. These campaigns can either affect the mass population in a positive or negative way.

Media campaigns can be short-lived or last for a very long time. They could function independently or in conjunction with other planned program elements. The key to social media campaigns' success is their capacity to continually deliver broad audiences with messages that are well defined and behaviorally targeted.

Social media campaigns have the potential to directly and indirectly alter the behavior of entire populations. Many campaigns try to directly influence people's individual decision-making processes. The removal or lowering of barriers to change, assistance in helping people embrace healthy social standards or recognize unhealthy ones, and the development of associations between achieving change and important emotions are all anticipated results.

These adjustments strengthen the desire to change and raise the prospect of adopting new behaviors.

The following elements are required, according to Mark W. Schaefer (2014), when creating a social media campaign.

1. Purpose; Before you start pushing your campaign, it's important to realize that successful social media initiatives start with a clear goal vision.
2. Platforms; The platform that is picked to launch a social media campaign is another essential element. The guiding principle is to locate your audience. There is no doubt that putting time and effort into a platform without a willing audience will yield little to no results. Determine the platform(s) that your target audience prefers before planning social media marketing.
3. Messaging; Your campaign's messaging could make the difference between success and failure. The campaign's core message is referred to as the messaging. The first element, which is the campaign's goal, is directly related to the social media campaigns' messaging. The message is how you say it if the purpose is what you want to communicate or share. Social media consumers read through content quickly, therefore it's critical to create a catchy and memorable catchphrase.

4. Visuals; In social media, images and videos rule. News streams wouldn't be as enjoyable or addictive without these aesthetic elements. In order to capture consumers' attention, it is crucial to devote time and resources to creating eye-catching images like a brief movie, an infographic, or a photograph.

5. Hashtags and interactive components; Finally, it's crucial to think about utilizing hashtags or other active elements. The majority of effective social media initiatives use hashtags in some way. They facilitate the tracking and analysis of campaign-related communications.

Moreover, concise hashtags help audiences to remember the campaigns and search for it later on.

2.5 EMPIRICAL REVIEW

Nigerian Tribune awareness campaign on covid-19 audience response to health information. Olagoke Olawale Isreal, Jolapamo Bolanle Samuel, Dr Lawal Mojeed Kolawole (2021) International Journal of Advances in Engineering and Management (IJAEM) Volume 3, issue 3 march 2021, pp; 32-45 www.ijaem-net ISSN;2395-5252.

This study looked at audience reactions to health information and the Nigeria Tribune's awareness campaign on COVID-19. In comparison to traditional media

and digital media, it appeared that Nigerian newspapers' efforts to raise awareness about covid-19 prevention in that country were perceived as being ineffectual. This established the basis for the study's understanding of the Nigerian Tribune's efforts to raise awareness before and after their arrival in Nigeria, as well as to determine whether these efforts led to the government and the general public taking the appropriate action in response to the information they received through the newspapers. The study used content analysis and survey design, which is a quantitative research methodology. The designs were chosen since the study looked at newspaper awareness campaigns and readership compliance with health information about the COVID-19 pandemic.

The study's sample population included both the Nigerian Tribune newspaper's online editions from December 2019 to March 2020 as well as the country's overall population size.

From their findings, the Nigerian newspapers were able to educate the society via its societal responsibility functions by providing necessary information on covid-19 from an early stage and performing agenda-setting functions for the government to proactively provide preventive measures for the public against the covid-19 pandemic, yet the media effort does not necessarily have a direct impact on the public in being responsive to taking actions in preventing the spread of

covid-19 pandemic in Nigeria. The study recommended that in health reporting generally, newspapers should employ the use of feature and editorial stories in order to write more compellingly which will in turn ensure the general public taking active steps towards the prevention of the health issue.

In relation to the current study, both studies seek to understand audience awareness on covid-19 messages and how they actively engaged the public in taking preventive measures towards curbing the covid-19 virus.

**New Media and Covid-19 Awareness and Prevention Campaign in Nigeria;
An Analytical Overview.**

**Ben Odeba, Lynda Onah, Ruth Barnabas; international journal of Arts,
Languages and business studies (IJALBS), vol7, August, 2021; pp 1-13.**

This study looked at how social media was used in Nigeria to raise awareness of the devastating global COVID-19 pandemic. based on some previously published research and locally conducted practical studies. The new media must have social responsibility to disseminate information, which is essential especially in the prevention of the disease. With the coming of the covid-19 pandemic, social media has become a tool with which people use to disseminate information especially

concerning the prevention of the covid-19. For people in isolation or hospitalized, the new media became an effective means with vast knowledge which keeps them abreast of the situation. It is against this background, this study aimed to critically analyze the use of new media campaigns geared at creating awareness and prevention of covid-19 pandemic in Nigeria. The procedural approach in developing this paper combines quantitative and qualitative methods of data collection and analysis. The quantitative method involved a content analytical review of secondary data, such as social media messages, empirical research by other scholars. This was further complimented by qualitative primary data that were generated from first hand observation by the researchers such as social media savvy as well as unstructured interviews with social media users.

The data presented above demonstrates that, despite some messages being deceptive and false, new media has been successful in spreading messages about covid-19 awareness and prevention in Nigeria, especially when taking into account its advantages over traditional media (i.e, the accessibility, reach, cost and interactivity).

This study suggests that governments worldwide concentrate on social media misuse as a policy issue because, despite misuse, social media platforms can provide access to a wealth of beneficial information.

In relation to this current study, both studies seek to understand how effective the media has been in educating people on covid-19 preventive measures.

2.6 THEORITICAL FRAMEWORK

The theories of mass communication used in this study “users assessment of the effectiveness of social media campaigns on the covid-19 vaccination in Edo state” are;

Agenda Setting Theory

Persuasion and Attitude Change Theory

AGENDA SETTING THEORY

The principle of agenda-setting can be found in Walter Lippmann's 1922 book, *Public Opinion*, first chapter. Lippmann argues that the mass media are the principal connection between events in the world and the images in the minds of the public. Without using the term “addenda-setting”, Walter Lippmann wrote about what we today would call “agenda setting”. The press "may not be successful in telling its readers what to think, but it is astoundingly successful in giving its readers what to think about," Bernard Cohen said in 1963, quoting Lippmann.

Wimmer and Dominick (2000) note that the theory on agenda setting by the media contends that what the media choose to publish has a significant influence on what kinds of issues people debate, think about, and worry about. Accordingly, if the media decides to devote the most time and attention to discussing the coronavirus vaccination, it will take center stage in the thoughts of the viewers. The aforementioned suggests that when the media "plays drums, we start to dance to the beat of their song." However, it is important to recognize that because society is dynamic, the concerns that are discussed in the media frequently change.

The agenda setting theory, according to Folarin (1998), argues that the mass media predetermines which issues are seen as essential at any given period in a given culture. Agenda setting theory does not ascribe to the media the power to determine what we actually think, but does ascribe to them the power to determine what we are thinking about. The elements involved in agenda setting according to Folarin (1998) include; the quantity or frequency of reporting; prominence given to the reports through headlines display, pictures and layout in newspapers, magazines, films, graphics or timing on radio and television; the degree of conflict

generated in the reports; and cumulative media specific effects over time. As noted by Griffin (2000, p.360).

The agenda theory is stating that people tend to think about issues raised by the media and forget those issues that bothers them most.

Agenda setting theory has predictive power due to the fact that it anticipates that if the masses are frequently exposed to the same media, the probability of them thinking alike of issues or having the same opinion about issues is very high. More so, the theory has an organizing power. This is to say that most people see the same issues as important. It also helps arrange the already known knowledge of the media effects. It has explanatory power because it explains why most people go for one particular piece of information (Caeser, 2010).

The agenda setting theory implies that the media sets agenda for public discuss. What people see in the media, forms how they behave and react to issues. In relation to this study, when people see social media campaigns on the coronavirus vaccination at all times, they will be encouraged into taking the vaccination.

PERSUASION AND ATTITUDE CHANGE THEORY

Persuasion is the use of messages to influence an audience, Nweke (2021, p. 132) says “persuasion is a systematic and skillful method of creating awareness aimed at changing or strengthening opinions, attitudes, beliefs or values, for a more positive outcome. Persuasion can be seen as a skillful presentation of ideas and messages with the various publics, with the intention of producing the desired result”. It can be viewed as a series of messages designed and initiated with the intention of making the recipient to voluntarily accept or internalize new ideas, beliefs, values and attitudes, in order to act in the desired way towards realizing the ultimate reward for the communication effort. Baker (1981) sees persuasion as a deliberate attempt to modify the attitudes, beliefs or behavior of another person or group by transmitting a message. Bradely, cited in Folarin (1998, p.76) defines persuasion as a “process whereby an attempt is made to induce changes in attitudes and behaviors through involvement of a person’s cognitive and affective process”.

The foregoing suggests that persuasion is a psychological concept, which depends on careful selection of the message to be able to alter the person’s latent behavior. The ability to control human behavior is what underlines the theories of persuasion. Cutlip and centre (1978) provide the following guiding principles of persuasion.

Identification principle

Action principle

Principle of familiarity and trust

Clarity principle.

YALE'S PERSUASION THEORY

The social psychology study of the circumstances in which people are most likely to alter their views in response to persuading messages is known as Yale's attitude change theory. Since Carl Hovland and his Yale University colleagues were the ones who originally investigated this strategy for persuasion in the 1940s and 1950s, it came to be known as the Yale attitude change technique (anonymous, 2016).

The theory states that there are several factors that will affect how likely a change of attitude through persuasion can be; after all, behavioral change cannot occur without attitude change also having taken place. The three most prominent factors are; the source, the message and the audience. The Hovland-Yale model says the content of the message is an important factor.

Cook (2012) implies that the source or the person who is presenting a message can influence its persuasiveness.

The traditional media has lost some of its sway in recent years. These days, social media is taking its place. The social media has helped most especially during the covid-19 pandemic. People have been able to get information from social media. Although there have been some fake and misleading information there, its advantages still outweighs its disadvantages. In relation to this study, “users assessment of the effectiveness of social media campaign on covid-19 vaccination”, the persuasive and attitude change theory gives a premise on how social media campaigns helps in persuading people and gearing them into taking the covid-19 vaccination.

3.0 CHAPTER THREE

RESEARCH METHODOLOGY

This chapter focuses on the study's research methods. As a result, it clarifies the following:

3.1 Research Design

3.2 Population of study

3.3 Sample size

3.4 Sampling Technique

3.5 Instrument of data collection

3.6 Method of data collection

3.7 Validity of research instrument

3.8 Method of data analysis

3.1 Research Design

For this investigation, a survey design was employed. The survey's design made it possible for the researcher to comprehend broad population descriptive claims. The questionnaire served as the instrument for gathering data in this descriptive survey study design. "The descriptive survey method seeks to characterize or record existing conditions or attitudes."

3.2 Population Of The Study

500,000 people made up the study's sample. the total number of people who live in Edo state and utilize social media. Only 500,000 of the state's 3,000,000 inhabitants were found to be social media users, according to information obtained from the secretariat of the Oredo Local Government.

3.3 Sample Size

The sample size of this study was 400. The Taro Yamane's formula was used to determine the sample size. The formula is shown below;

$$n = N/1+N(e)\sqrt{2}$$

where; n = sample size required

N = number of people in the population: 500,000

e = coefficient of confidence of error terms = (0.05)

1= constant

Substitute numbers in formula;

$$N = 500,000/1+500,000(0.05)\sqrt{2}$$

$$n= 500,000/0.0025$$

$$=1250 + 1$$

$$= 1251$$

$$500,000/1251$$

$$= 399.6 \text{ approximately } 400.$$

3.4 Sampling Techniques

The purposive and simple random sampling technique was employed to acquire the data for this study. Utilizing her discretion, the researcher was able to select respondents using the purposive sample technique which fit the study's objectives. The researcher used the straightforward random procedure to provide each respondent in the population an equal and independent probability of being chosen for the sample. Because Ikpoba-Okha is in Benin and Benin is Edo State's capital, people of that local government area were specifically chosen from the entire state. As a result, the residents can offer information that satisfies the study's goals.

3.5 Instrument Of Data Collection

The instrument for data collection for this study was an 8 - item questionnaire. It was designed with responses ranging from high, very high, low, very low, positive, negative, neutral, not interested, agree, strongly agree, disagree, yes and no. The questionnaire consists of two parts: Section A and Section B. Section A deals with demographic information like gender, age, marital status, occupation, etc. section B elicit information on “users assessment of the effectiveness of social media campaigns on covid-19 vaccination.

3.6 Method Of Data Collection

400 individuals of Edo state received copies of the questionnaires from the researcher after they were circulated online. Because the online questionnaires were distributed on numerous social media platforms and delivered to respondents within the bounds of study ethics, this allowed the researcher to interact with social media users. As soon as the respondents finished filling out the questionnaire with the data the researcher needed online, the completed copies of it were retrieved.

3.7 Validity Of The Research Instrument

Through the legitimacy of its contents, the study instrument's validity was confirmed. The study supervisor did this by reviewing the questionnaire's items. Before distributing the questionnaire to the respondents, the suggested changes and corrections were incorporated.

3.8 Method Of Data Analysis

For this study's data analysis, frequency tables and straightforward percentages were used (descriptive statistic). The researcher was able to simplify the explanation of complex data through the use of frequency tables.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

Preamble:

This chapter presents the analysis of data collected, interpretation and discussion of findings.

4.1 Data Presentation and Analysis

Table 1: Gender Distribution of Respondents

Gender	Frequency	Percentage
Male	224	56 %
Female	176	44 %
Total	400	100%

It can be deduced from the table above showing the distribution of the gender of respondents, that 224 respondents representing 56% of the population of this study were male, while 176 respondents representing 44% of the total population of this study were females. This shows that both gender categories were represented and that they were more male respondents.

Table 2: Age Distribution of Respondents

Age	Frequency	Percentage
16 - 20	112	28%
21 - 25	171	42%
26 - 30	79	20%
31 and above	38	10%
Total	400	100

As seen in table 2 which exposes the age variation of the respondents, 112 respondents representing 28% of the entire population were between the ages of 16 to 20, 171 respondents representing 42% of the entire population were between the ages of 21 to 25, 79 respondents representing 20% of the population were between the ages of 26 to 30, 38 respondents representing 10% of the population were aged 31 and above. This implies that majority of the respondents were between the age of 21 to 25.

Table 3: Marital status of Respondents

Marital status	Frequency	Percentage
Married	99	24%
Single	186	46%
In a relationship	109	27%
Divorced	0	0%
Separated	6	3%
Total	400	100%

Table 3 above shows the respondents' marital status. Of the total respondents, 99 were married, which represents 24% of the population. Of the total respondents, 186 were single, which represents 46% of the population. Of the total respondents, 109 were in a relationship, which represents 27% of the population. According to this, the majority of responders were single.

Table 4: Religious status of Respondents:

Religious status	Frequency	Percentage
-------------------------	------------------	-------------------

Christian	309	77%
Muslim	91	23%
Traditional religion	0	0%
Others	0	0%
Total	400	100%

The table above represents the distribution of respondents by religion, 309 respondents representing 77% of the population were Christians, Muslims had 91 respondents representing 23% of the population, there were no respondents who were neither Christians or Muslims. This implies that only two religions were represented and majority were Christians.

Table 5: Occupation of Respondents:

Occupation	Frequency	Percentage
Student	225	56%
Worker	92	24%

Entrepreneur	83	20%
Retiree	0	0%
Total	400	100%

Table 5 shows the distribution of of respondents by occupation, 225 respondents representing 56% of the population were students, 92 respondents representing 24% of the population were workers, 83 respondents representing 20% of the population were entrepreneurs while none of the respondents was a retiree. This implies that majority of the population were students.

4.2 Presentation and analysis of Data based on other items in the questionnaire.

Table 6: Respondents' Views On Their Level of Awareness of Social Media Campaigns on Coronavirus Vaccination in Edo State.

S/N	Level of Awareness	SA	A	SD	D	Total

i	Extremely High	220 (55%)	105 (26%)	27 (7%)	48(12%)	400 (100%)
ii	High	184 (46%)	156 (39%)	19 (5%)	41 (10%)	400 (100%)
iii	Low	28 (7%)	56 (14%)	209(52%))	107 (28%)	400 (100%)
iv	Extremely Low	18 (5%)	69 (17%)	181 (45%)	132 (33%)	400 (100%)

Table 6 above indicates the level of Awareness of Social Media Campaigns on Coronavirus Vaccination on Edo State Residents. Item I on the table suggested that Edo State Residents had an Extremely high level of Awareness on the Social Media Campaigns on Coronavirus Vaccination. 220(55%) respondents of the entire population strongly Agree, 105(26%) respondents out of the population Agree, 27(7%) strongly Disagree, while 48(12%) Disagree.

Item II inquired to know whether Edo state Residents had a high level of awareness on Social Media Campaigns on Coronavirus Vaccination. 156(39%)

strongly Agree, 184(46%) respondents out of the population Agree, 19(5%) respondents of the population strongly Disagree while 41(10%) Disagree.

Item III sought to know whether Edo state Residents had a low level of Awareness on the Social Media Campaigns on Coronavirus Vaccination. 28(7%) respondents of the population strongly Agree, 56(14%) respondents of the population Agree, 107(28%) of the population Disagree, while 209(52%) of the population strongly Disagree.

Item IV inquired whether Edo state Residents had an extremely Low level of Awareness of the Social Media Campaigns on Coronavirus Vaccination. 18(5%) respondents of the population strongly Agree, 69(17%) respondents of the population Agree, 132(33%) respondents of the population strongly Disagree, while 181(45%) respondents of the population Disagree.

Table 7: Attitude of Edo State Residents towards Social Media Campaigns on Coronavirus Vaccination

S/N	Attitude	SA	A	SD	D	Total
i	Positive	217	109	5 (1%)	67	400

		(55%)	(28%)		(16%)	(100%)
ii	Negative	65 (16%)	22 (5%)	213 (54%)	100 (25%)	400 (100%)
iii	Neutral	198 (49%)	184 (47%)	6 (1%)	12 (3%)	400 (100%)

The data represented in table 7 shows the attitude of Edo state residents on the Social Media Campaigns on the Coronavirus Vaccination. Item I on the table suggested that Edo State Residents had a positive attitude/response to the Social Media Campaigns on Coronavirus Vaccination. 217 (55%) respondents out of the sample strongly agree, 109 (28%) of the sample agree, 5 (1%) respondents strongly disagree, while 67(16%) respondents of the sample strongly disagree.

Item II on the table sought whether Edo State Residents had a Negative attitude/response to the Social Media Campaigns on Coronavirus Vaccination. 65(16%) respondents out of the population strongly Agree, 22(5%) respondents out of the sample Agree, 213(54%) respondents out of the sample strongly Disagree, while 100(25%) respondents out of the sample Disagree.

Item III inquired whether Edo State Residents had a Neutral attitude/response to the Social Media Campaigns on Coronavirus Vaccination. 198(49%) respondents of the population strongly Agree, 184(47%) respondents of the population Agree, 6(1%) respondents of the population strongly Disagree, while 12(3%) of the population Disagree.

Table 8: Respondents' Rating of the Extent to which Social Media Campaigns on Coronavirus Vaccination Influence them in Benin City

Rating with 5 as the highest	Frequency	Percentage
1	16	5%
2	34	8%
3	53	13%
4	193	48%
5	104	26%
Total	400	100%

Table 8 above shows the extent to which Social Media Campaigns on Coronavirus Vaccination Influenced Edo State Residents to take the Vaccine. On this table, respondents were asked to tick the extent to which social media Campaigns on Coronavirus Vaccination Influenced their decision to take the vaccine with 1 being the lowest and 5 being the highest.

16 respondents representing 5% of the population ticked 1, 34 respondents representing 8% of the population ticked 2, 53 respondents representing 13% of the population ticked 3, 193 respondents representing 48% of the population ticked 4, while 104 respondents representing 26% of the population ticked 5.

4.3 Discussion of Findings (Answers to Research Questions)

Research Question one: What is the level of awareness of social media campaigns on the COVID-19 Vaccination on Edo state residents?

Data drawn from table 6 shows that a total of 325 people representing 81% of the respondents strongly agree or agree that Edo state residents had an extremely high level of awareness on the social media campaigns on the

Coronavirus Vaccination. It can further be said that the social media campaigns on COVID-19, created a high level of awareness amongst Edo state residents.

Research Question two: What is the attitude of Edo state residents towards social media campaigns on the Coronavirus Vaccination?

The answer to this research question was gotten from table 7 above. A total of 309 respondents representing 77% of the population strongly agree or agree that Edo state residents had a positive attitude/response towards the social media campaigns on the Coronavirus Vaccination. This is to say that, the messages passed as it regards the Vaccination were well received by Edo state residents as majority of them reacted positively to the social media campaigns.

Research Question three: To what extent have social media campaigns influenced Edo state residents towards taking the vaccine?

Information gotten from table 8 was used to answer this research question. A total of 297 people representing 74% of the respondents ticked numbers 4 and 5. This implies that majority of the respondents picked the numbers with the highest tendencies and that the social media Campaigns on the Coronavirus

Vaccination influenced Edo state residents decision to a great extent in taking the Covid- 19 Vaccination.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECCOMENDATIONS

Preamble:

The summary, conclusion, and suggestions of this study are the main topics of this chapter

5.1 Summary

This study looked into how users rated the impact of social media campaigns on the use of the coronavirus vaccine. The study was done to comprehend how social media campaigns affected the residents of Edo state. Social media was chosen as a research technique because it has impacted practically every element of a man's life, with the exception of information and education. The relevance of traditional media (social media) cannot be overstated because the globe has become a global village and technology is now indispensable.

This study looked at how well-informed inhabitants of Edo state were about social media campaigns. We wanted to see how well-informed the people of Edo state were about the social media efforts. Additionally, the study looked at how Edo state citizens felt about social media efforts, and it also looked at how much of an impact such ads had on residents' choices.

Because both theories are pertinent to the investigation, the Agenda Setting theory and the Persuasion and Attitude Change theories were both utilised in this research. The Agenda

Setting Theory was applied since it discusses how people often consider issues brought up by the media. Another method used to examine how the media can influence people for good was the Persuasion and Attitude Change Theory.

For this investigation, a survey research design with a questionnaire as the primary data gathering tool was employed. Strongly Agree (SA), Agree (A), Strongly Disagree (SD), Disagree (D), 1, 2, 3, 4, 5, Positive, Negative, and Neutral responses were included in the questionnaire's design. The research supervisor in the Department of Mass Communication checked the questionnaire as it was based on the study's goals and gave it his approval.

Taro Yamane's method was used to determine the study's sample size, and four hundred (400) residents of Edo state were chosen using a simple random selection procedure in accordance with the study's objectives.

5.2 Summary of Findings

The research's conclusions demonstrated that while some Edo state citizens did not take the social media efforts for the Coronavirus Vaccination seriously, majority of them did and welcomed the campaigns.

Therefore, the findings of this study are as follows;

1. A large amount of Edo state residents had a high level of awareness on the Social media campaigns on the COVID-19 Vaccination.

2. The Campaigns Influenced Influenced their decision to take the COVID-19 Vaccination to a large extent.

3. Edo state residents demonstrated a positive and welcoming attitude/response to the social media Campaigns.

5.3 Conclusion

We live in a society that is more reliant on technology and data, thus information is essential and its value cannot be overstated. The world moves because of information, and individuals may react to it and make decisions based on it when it is communicated..

The results showed that even while social media campaigns greatly aided in persuading people to get the vaccine, some of the audience hardly thought these initiatives were worthwhile. This is so because every person is unique. As a result, they have different perspectives on how to interpret events. The respondents' responses varied as a result of this. a mix of the good, the bad, and the indifferent.

Despite this, the social media campaigns were successful in getting the majority of citizens of Edo state to get the vaccine in order to protect themselves from the contagious disease, hence they were successful in accomplishing their goals.

Therefore, it is safe to claim that the social media campaigns for the coronavirus vaccine were successful in persuading inhabitants of Edo state to get the shot.

5.4 Recommendations

Based on this research and the findings made so far, the following recommendations are made;

1. The government ought to adopt regulations that make it possible to block the spread of incorrect information on social media. The majority of the content should be restricted, if not all, to make social media sites better providers of news. Additionally, because not all of the material that is posted online is factual, users of social media should be cautious when consuming it. They should also follow the Covid-19 safety precautions. i.e., getting the vaccine, which makes them resistant to the illness.

2. Despite the fact that social media is here to stay, it is clear that there is still a significant gap in Edo State because the population has not yet caught up. In order to spread the word about the Coronavirus Vaccination to as many people as possible in the state, the government and the media should increase their use of traditional media.

3. Government agencies in charge of the Covid-19 Vaccination should raise awareness of the benefits of the vaccination more widely. Additionally, the failures and triumphs of the social media campaigns should be documented and noted so that they can be used as a guide in situations where similar things happen in the future.

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APPENDIX I

Department of Mass Communication-

Faculty of Arts,

University of Benin,

Benin city,
Nigeria.

Dear Respondent,

**REQUEST FOR COMPLETION OF
QUESTIONNAIRE**

My name is Franca Ekhaton. I am a Final year student of the Department of Mass communication, University of Benin. I am conducting a research on “**Users assessment of the effectiveness of social media campaigns on the coronavirus vaccination**”. Your assistance in providing answers to the items specified in the questionnaire will be highly appreciated.

I hereby appeal to you to fill this questionnaire with all honesty as your candid response will be required to enable me gather data for completing this study.

Any information obtained will be treated with utmost confidentiality as it is purely for academic purpose. Thank You.

Yours sincerely,

Ekhaton Franca

Researcher

SECTION A: DEMOGRAPHIC DATA

INSTRUCTION: Please tick () in the box that corresponds with your answer to each question.

Gender: Male () Female ()

Age: 16 -20 () 21-25 () 26-30 () 31 and above ()

Marital status: Married () single () divorced () separated () in a relationship

4. Religious status: Christian () Muslim () Traditional religion () Others, please specify

5. Occupation: Student () worker () entrepreneur () retiree ()

SECTION B: LEVEL OF AWARENESS OF SOCIAL MEDIA CAMPAIGNS ON CORONA VIRUS VACCINATION AMONG EDO STATE RESIDENTS

Below are statements on “users assessment of the effectiveness of social media campaigns on coronavirus vaccination in Edo state” please kindly tick as appropriate to your opinion.

6. Your level of awareness of social media campaigns on coronavirus vaccination

S/N	Level Of Awareness	STRONGLY AGREE (SA)	AGREEE	STONGLY DISAGREE (SD)	DISAGREE
1	Extremely high				
2	High				
3	Low				
4	Extremely low				

7. What was your attitude/response towards the social media campaigns on the coronavirus vaccination

S/N	Attitude				
		SA	A	SD	D
i	Positive				
ii	Negative				
iii	Neutral				

8. Rate and tick the extent at which social media campaigns influenced your decision to take the vaccine with 5 being the highest and 1 being the lowest.

Rating With 5 As The Highest		
1		
2		
3		

4		
5		

APPENDIX II

Gender	Frequency	Percentage
Male	224	56 %
Female	176	44 %
Total	400	100%

Age	Frequency	Percentage

16 - 20	112	28%
21 - 25	171	42%
26 - 30	79	20%
31 and above	38	10%
Total	400	100

Marital status	Frequency	Percentage
Married	99	24%
Single	186	46%
In a relationship	109	27%
Divorced	0	0%
Separated	6	3%
Total	400	100%

Religious status	Frequency	Percentage
Christian	309	77%
Muslim	91	23%
Traditional religion	0	0%
Others	0	0%
Total	400	100%

Occupation	Frequency	Percentage
Student	225	56%
Worker	92	24%
Entrepreneur	83	20%
Retiree	0	0%
Total	400	100%

S/N	Level of Awareness of Social Media Campaigns	SA	A	SD	D	Total
i	Extremely High	220 (55%)	105 (26%)	27 (7%)	48(12%)	400 (100%)
ii	High	184	156	19	41	400 (100%)
iii	Low	28 (7%)	56 (14%)	209(52%)	107 (28%)	400 (100%)
iv	Extremely Low	18 (5%)	69 (17%)	181 (45%)	132 (33%)	400 (100%)

S/N	Attitude of Edo State Residents on Social Media Campaigns on Coronavirus	SA	A	SD	D	Total

	Vaccination					
i	Positive	217 (55%)	109 (28%)	5 (1%)	67 (16%)	400 (100%)
ii	Negative	65 (16%)	22 (5%)	213 (54%)	100 (25%)	400 (100%)
iii	Neutral	198 (49%)	184 (47%)	6 (1%)	12 (3%)	400 (100%)

Extent to which Social Media Campaigns on Coronavirus Influenced Edo state Residents to take the vaccine	Frequency	Percentage
1	16	5%
2	34	8%
3	53	13%
4	193	48%

5	104	26%
Total	400	100%