

**THE ROLE OF DIGITAL MEDIA IN ACCESSING INFORMATION ON
GOVERNMENT POLICIES: A CASE STUDY OF EDO STATE.**

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SSC2105871

**DEPARTMENT OF PUBLIC ADMINISTRATION
FACULTY OF SOCIAL SCIENCES
UNIVERSITY OF BENIN
BENIN CITY**

OCTOBER, 2025

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**BEING A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF PUBLIC
ADMINISTRATION, FACULTY OF SOCIAL SCIENCES, UNIVERSITY OF
BENIN, BENIN CITY, IN PARTIAL FULFILMEENT OF THE REQUIREMENTS
FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE (B.SC) IN
PUBLIC ADMINISTRATION**

OCTOBER, 2025

DECLARATION

I, Oseh Christian, hereby declare that this project titled " The Role of Digital Media in Accessing Information On Government Policies: A Case Study of Edo State " is my original work. It has not been submitted in part or in full for the award of any degree or diploma in any other institution of higher learning. All sources of information and materials used in this study have been duly acknowledged in the reference section.

OSEH CHRISTIAN

DATE: _____

CERTIFICATION

This is to certify that this project work was undertaken by OSEH CHRISTIAN, in the department of Public Administration, Faculty of Social Science, University of Benin in partial fulfillment of the requirements for the award of Bachelors Degree (B Sc) in Public Administration.

DR. (MRS) E. N. OGBUAGU
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DATE: _____

DEDICATION

This research work is dedicated to Almighty God, the source of all wisdom and knowledge, for His grace, strength, and guidance throughout this academic journey. I also dedicate this work to my beloved parents, Mr. Joseph Aworete Oseh and Late Mrs. Roseline Oseh whose unwavering support, prayers, and sacrifices have been the foundation of my success. Your love and encouragement have inspired me to pursue excellence. To my siblings and friends who stood by me through the challenges and triumphs of this research, I appreciate your patience and belief in me.

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TABLE OF CONTENTS

Title page	i
Certification	iii
Dedication	iv
Acknowledgements	v
Table of Contents	vi
List of Tables	xi
Abstract	x
CHAPTER ONE: INTRODUCTION	
1.1 Background to the Study	1
1.2 Statement of the Research Problem	2
1.3. Objectives of the Study	3
1.4. Research Hypotheses	4
1.5. Significance of the Study	4
1.6. Scope the of Study	5
1.7. Limitations of the Study	5
1.8 Operational Definition of Terms	5
CHAPTER TWO: LITERATURE REVIEW	
2.1 Conceptual Review	7
2.2 Theoretical Framework	11
2.3 Empirical Review	13
2.4 The Research Gap	14
CHAPTER THREE: METHODOLOGY	
3.1 Introduction	16
3.2 Research Design	16
3.3 Population	17
3.4 Sampling and Sample Size	18

3.5 Sources and Instrument for Data Collection	18
3.6 Validity and Reliability of the Instrument	19
3.7 Method of Data Collection	19
CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS	
4.1 Introduction	21
4.2 Data Analysis	21
4.3 Analysis Based on Research Questions	25
4.4 Hypotheses Testing	33
4.5 Discussion of Findings	37
CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION	
5.1 Summary of Findings	48
5.2 Conclusion	49
5.3 Recommendations	50
REFERENCES	53
APPENDICES	56

LIST OF TABLES

4.2.1 Questionnaire Distribution and Return Rate	22
4.2.2 Socio-Demographic Information of Respondents	24
4.3.1 Feedback on Digital Media Awareness and Usage	26
4.3.2 Access to Government Policy Information	27
4.3.3 Challenges in Accessing Government Policy Information	29
4.3.4 Strategies for Improvement	31
4.3.5 Cross-tabulation of Digital Media Usage and Policy Awareness	33
4.3.6 Cross-tabulation of Digital Access and Information Accessibility	34
4.3.7 Cross-tabulation of Digital Challenges and Access to Policy Information	35
4.3.8 Cross-tabulation of Digital Improvement Strategies and Online Engagement	36

ABSTRACT

This study examines the role of digital media in accessing information on government policies in Edo State, Nigeria. With the increasing adoption of digital platforms, governments are leveraging websites, social media, and other online tools to communicate policies to citizens. The study adopted a descriptive survey design, targeting 150 respondents, with a focus on public servants who are more actively engaged with government policy information. Data were collected using structured questionnaires covering digital media usage, access, challenges, and strategies for improvement. Findings indicate that the Edo State Government effectively disseminates policy information through digital channels, and public servants rely significantly on these platforms for updates. However, challenges such as high data costs, poor network connectivity, misinformation, and concerns about data privacy hinder optimal access. Respondents recommended improvements in internet infrastructure, digital literacy programs, and the introduction of interactive features on government platforms to enhance engagement. The study concludes that while digital media has strengthened policy visibility and awareness, strategic interventions are needed to ensure equitable access and trust among all citizens. The findings have implications for policymakers in Edo State and other regions seeking to leverage digital technologies for effective governance.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Digital media has emerged as a pivotal mode of communication within contemporary governance. The swift expansion of the internet and mobile technologies has revolutionized the manner in which individuals obtain information, engage with institutions, and partake in political activities (Castells, 2015). Platforms for digital media, including social media networks, governmental websites, blogs, and online news sources, facilitate quicker, interactive, and more accessible communication between governments and their citizens (McQuail, 2010). Globally, governments are increasingly embracing digital communication tools to bolster transparency, enhance citizen engagement, and promote democratic participation. The notion of e-governance embodies the application of information and communication technologies aimed at improving the delivery of public services and the communication of policies (United Nations, 2022). Through digital media, citizens transition from being mere recipients of information to becoming active participants who question, share, and shape public policy discussions online (Chadwick, 2017).

Nigeria is aligned with this worldwide movement. In the last ten years, governmental bodies at both federal and state levels have progressively adopted digital platforms to convey policy-related information. Official social media profiles, online publications, and public service websites now enable citizens to access crucial information concerning governance, policies, and public programs (Oluwole & Adebayo, 2021). Nevertheless, the success of these platforms is

significantly contingent upon citizens' access to digital resources and their capacity to utilize them effectively (Ojebuyi & Salawu, 2020). In Edo State, digital media has become a vital instrument for governance communication. The state government employs platforms such as Facebook, Twitter (X), websites, and mobile applications to disseminate information regarding reforms in critical sectors such as education (e.g., the EdoBEST initiative), infrastructure development, and socio-economic policies. These platforms are designed to promote transparency and enhance citizens' comprehension of governmental actions (Edo State Government, 2023).

Despite the growing use of digital communication, several challenges persist. Issues such as inadequate digital literacy, inconsistent internet access in rural areas, financial obstacles to smartphone ownership, and a continued preference for traditional media continue to obstruct effective information dissemination (Aiyede, 2016; Adeyemi & Okoro, 2019). Furthermore, misinformation and a lack of trust in government communications online can skew public perception and impede inclusive participation in policy issues (Okoro & Nwafor, 2013). Therefore, comprehending the role of digital media in enhancing access to government policies is essential for improving citizen engagement and policy communication within the state.

1.2 Statement of the Problem

Digital media has emerged as a significant avenue for government communication worldwide, facilitating quicker and more interactive access to information regarding public policies (Castells, 2015). The Edo State Government has progressively embraced digital platforms like websites, social media, and online publications to share policy updates and interact with citizens. Ideally,

this should enhance transparency, accountability, and citizen participation in governance (United Nations, 2022).

Nevertheless, even with this transition to digital communication, numerous citizens in Edo State continue to face challenges in accessing or comprehending government policy information available online. Digital inequality resulting from limited internet access, high data costs, low smartphone usage, and digital illiteracy persists, creating disparities in information accessibility, particularly for rural and low-income communities (Ojebuyi & Salawu, 2020; Adeyemi & Okoro, 2019). Consequently, not all citizens gain equal advantages from online policy information.

Moreover, government digital platforms may not consistently offer timely, user-friendly, or thorough policy information, hindering citizens' ability to fully understand public programs or engage in policy discussions (Aiyede, 2016). Trust issues, stemming from misinformation and perceived political biases online, further diminish citizens' readiness to depend on government digital communication (Okoro & Nwafor, 2013).

This study aims to find out if digital media really helps people in Edo State access government policies or if issues like digital exclusion, ineffective platforms, and mistrust are still making it hard to use. To tackle this problem, the study will look into: how much the Edo State Government uses digital media to share policy information; how citizens in Edo State access and use digital media to get government policy info; what major obstacles prevent them from accessing this information; and what strategies could be put in place to make digital media more effective in communicating government policies.

1.3 Objectives of the Study

The primary aim of this study is to investigate the influence of digital media on accessing government policies in Edo State.

The specific aims are to:

1. Analyze the degree to which the Edo State Government utilizes digital media platforms for the dissemination of policy information.
2. Evaluate the extent of citizens' access to and engagement with digital media for acquiring information regarding government policies.
3. Identify the obstacles hindering citizens' access to government policies via digital media in Edo State.
4. Propose strategies to enhance the effectiveness of digital media in the dissemination of government policies.

1.4 Research Hypothesis

Ho1: There is no significant relationship between citizen's access to digital media and their awareness of government policies in Edo State.

Ho2: There is no significant relationship between digital access and citizens' ability to obtain government policy information in Edo State.

Ho3: There is no significant relationship between challenges in digital media usage and citizens' access to government policy information.

Ho4: There is no significant relationship between improved digital media strategies and citizens' willingness to engage with government policy information online.

1.5 Significance of the Study

This study holds significance for various reasons. Firstly, it adds to the academic discourse on digital communication and governance in Nigeria. It offers empirical insights into the impact of digital media on policy accessibility and citizen involvement at the state level.

Secondly, the findings will aid policymakers and communication professionals in Edo State in crafting improved digital communication strategies that foster citizen engagement and transparency. Additionally, it will serve as a resource for media practitioners, researchers, and civil society organizations interested in the convergence of technology, communication, and governance.

1.6 Scope of the Study

This research is centered on Edo State, Nigeria, specifically investigating the utilization of digital media for accessing and disseminating government policies. It will analyze significant digital platforms, including government websites, social media accounts, and online news sources. The scope of the study excludes print and broadcast media, except in instances where they intersect with digital channels.

1.7 Limitations of the Study

1. The research is confined to Edo State, and the results may not be applicable to other areas.
2. The study is based on self-reported data, which may introduce bias or inaccuracies.

3. Variations in digital access and literacy levels among participants may influence the dependability of the responses.
4. The rapid evolution of digital technology may restrict the long-term applicability of the findings.

1.8 Operational Definition of Terms

- **Digital Media:** Platforms that utilize electronic technology for the creation, dissemination, and retrieval of information, encompassing websites, blogs, social media, and mobile applications.
- **Government Policies:** Initiatives, programs, and measures formulated by governmental bodies to tackle societal challenges or foster development.
- **Access:** The capacity of individuals to acquire and comprehend information regarding government policies via accessible communication channels.
- **Edo State:** A regional division located in southern Nigeria, referenced here as the geographical focal point of the research.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Conceptual Review

2.1.1 Concept of Digital Media

Digital media encompasses electronic communication platforms that facilitate the creation, storage, and distribution of information through digital technology. This category includes websites, social media networks, mobile applications, and online news outlets (McQuail, 2010). Digital media fosters real-time and interactive communication, allowing citizens to engage directly with governmental bodies (Castells, 2015).

Digital media platforms include social media (Facebook, Twitter/X, WhatsApp, Instagram, TikTok), blogs, government websites, online news portals, and mobile applications. It has the advantage to build immediacy, interactivity, and huge reach at low cost (Chadwick, 2017). For example, while a traditional newspaper can publish a government policy announcement once a day, a government Twitter handle can post multiple updates in real time, respond to queries, and deny false information simultaneously.

In the public sector, digital media continues to increasingly become a central tool for citizen engagement and policy dissemination. According to Omede (2018), the application of digital media platforms by the Nigerian government has increased transparency with improved accessibility of policy information for citizens, albeit with the presence of fake news and poor internet penetration. Similarly, Eze and Nwankwo (2020) note that Nigerian young people now use digital media as their go-to source for policy information, over radio and newspapers.

2.1.2 Access to Information

Access to information is defined as the entitlement and ability of citizens to receive, process, and utilize relevant information in decision-making and active participation in society. It is commonly regarded as a fundamental human right under international conventions such as Article 19 of the Universal Declaration of Human Rights (United Nations, 2015).

Information access in government promotes accountability, transparency, and trust between citizens and the government. Citizens are better positioned to keep track of implementation, engage in well-informed debate, and hold the authorities accountable when they have access to reliable information about government policy (McNair, 2011). Denial of access to information is likely to lead to misinformation, public distrust, and poor citizen participation in government programs.

In Nigeria, the Freedom of Information Act (FOI) of 2011 was put in place to guarantee citizens' access to public information and documents. Notwithstanding, bureaucratic, corrupt, and poor ICT infrastructure challenges in practice impair its application (Okoro & Nwafor, 2019). Digital media, therefore, presents a secondary channel of policy communication, characterized by immediacy and wider reach.

2.1.3 Government Policy Communication

Public policy communication refers to the deliberate process whereby public authorities convey, interpret, and sell policies to the people. Historically, policy communication relied heavily on newspapers, town meetings, radio, and TV. These media, however, limited backflow, were costly, and non-immediate (Nwankwo, 2017).

With the development of digital technology, communications of government policy have evolved to be more dynamic, participatory, and cost-effective. The digital media allow governments not only to communicate information but to engage, solicit opinions, and address misinformation (Mergel, 2013). Particularly in circumstances where fake news spreads quickly, as in Nigeria (Eze & Nwankwo, 2020). However, evidence suggests that government officials occasionally use digital platforms as one-way broadcasting media rather than interactive forums for genuine engagement (Okoro & Nwafor, 2019).

2.1.4 Digital Media and Citizen Engagement

Digital media has profoundly altered the conventional governance model, evolving from a one-sided communication approach where governments simply provided information to citizens. The emergence of social media platforms, websites, and online forums has facilitated a more interactive governance framework, allowing for two-way communication and feedback mechanisms between governmental bodies and the populace (Chadwick, 2017). Features such as comments, likes, live discussions, and content sharing enable citizens to articulate their opinions on public policies, political choices, and societal matters.

This interactive landscape promotes political awareness by presenting citizens with a variety of viewpoints and immediate policy updates. As a result, it encourages transparency, accountability, and democratic engagement, as individuals seek justifications and proactive actions from public officials (Aiyede, 2016). Furthermore, digital media bolsters civic mobilization—online petitions, advocacy initiatives, and virtual town halls empower citizens to collectively sway governmental actions and advocate for social reforms. In this regard, digital media functions not merely as a communication medium but also as a participatory platform that enhances democratic governance and inclusivity, particularly among the youth who are notably active online.

Moreover, governments have progressively embraced digital media strategies for public consultations, service provision, and emergency communications, indicating a transition towards more citizen-focused governance frameworks (Mossberger et al., 2018). In summary, digital media acts as a catalyst for active citizenship by narrowing the divide between the governed and those who govern.

2.1.5 Challenges of Digital Access

While digital media presents substantial opportunities for enhancing access to governmental information, various limitations persist that undermine its efficacy, especially in developing nations such as Nigeria. A primary obstacle is the exorbitant cost of internet data relative to income levels, which deters regular online interaction with public information (Ojebuyi & Salawu, 2020). The inadequate broadband infrastructure in rural regions further exacerbates unequal digital access, perpetuating existing socio-economic inequalities.

Digital literacy constitutes another critical impediment. Individuals who do not possess the necessary skills to navigate online platforms find it challenging to access and comprehend policy-related information (Adeyemi & Okoro, 2019). This issue is particularly severe among older demographics, low-income individuals, and inhabitants of marginalized communities.

Additionally, the widespread dissemination of misinformation and fake news on the internet engenders trust issues, leading to skepticism regarding the reliability of government information disseminated through digital channels. A lack of public trust in authorities, combined with incidents of cyber-attacks, privacy concerns, and online harassment, further discourages citizen engagement in digital governance environments (Tully & Ekdale, 2020).

These challenges collectively result in digital exclusion, leaving a considerable segment of the population disconnected from the advantages of digital governance. For Nigeria to realize equitable access to information, there is an urgent requirement for robust digital policies, enhanced infrastructure, affordable access, and ongoing media literacy initiatives.

2.2 Theoretical Framework

Diffusion of Innovations Theory

The Diffusion of Innovations Theory, was propounded by Everett Rogers in 1962, elucidates the mechanisms through which novel ideas, technologies, and practices disseminate throughout a population over time. Everett Rogers (1931–2004) was a prominent American scholar in communication and sociology, renowned for formulating the Diffusion of Innovations Theory, which stands as one of the most significant frameworks across communication, sociology, public policy, health promotion, and technology adoption. This theory has found extensive application in fields such as communication studies, public policy, health promotion, and research on digital adoption. Rogers posits that the process of diffusion is a social phenomenon shaped by three fundamental components:

1. **The Innovation:** An innovation is defined as any concept, service, or technology that is regarded as new by its users. In the context of this study, the innovation pertains to the utilization of digital media platforms such as social media, websites, and mobile applications—for obtaining information regarding government policies.
2. **Communication Channels:** These channels denote the routes through which information regarding an innovation is conveyed. Rogers differentiates between:

Mass media channels (radio, television, online news, official websites) and Interpersonal channels like word-of-mouth, peer networks, community leaders etc.

3. Time: Time affects the speed at which individuals or groups decide to embrace an innovation. Adoption is not instantaneous; rather, it unfolds in stages. According to Rogers (2003), there are five categories of adopters: Innovators, early adopters, early majority, late majority, laggards

In Nigeria, young graduates, civil servants, and students are often categorized as innovators and early adopters, whereas rural inhabitants and older demographics may be classified as part of the late majority and laggards.

Assumptions of the Theory

1. The theory is predicated on several key assumptions:
2. Adoption is shaped by perception rather than mere availability.
3. Society is stratified, leading to unequal dissemination of information.
4. Influence of opinion leaders plays a significant role in adoption trends.
5. Innovations tend to spread more rapidly in societies that are well-connected and literate.
6. Various barriers (economic, cultural, infrastructural) impede the diffusion process.

In this study, I assert that Rogers' Diffusion of Innovations Theory holds significant relevance as it elucidates the disparities in the adoption of digital media for obtaining government policy information. Variations in social class, geographic location, literacy levels, and internet accessibility contribute to notable differences in how citizens interact with digital platforms. Consequently, while some individuals can swiftly and effortlessly access government updates online, others must depend on slower or offline methods due to restricted access and

technological limitations. In the absence of deliberate efforts to bridge this digital divide, governmental communication will persist in being unequal and exclusionary, thereby perpetuating existing disparities in policy awareness and civic engagement. Thus, Rogers' framework serves as a robust foundation for comprehending why access to timely digital policy information is disproportionately advantageous to those with superior connectivity and technological capabilities.

2.3 Empirical Review

Numerous empirical investigations have analyzed the impact of digital media on access to governmental information and civic engagement in Nigeria and worldwide. The results of these studies consistently indicate that digital platforms have emerged as a vital means for citizens to engage with public institutions and to become informed about government initiatives.

In the context of Nigeria, Okoro and Nwafor (2013) identified that social media significantly enhanced political communication during the 2011 elections, highlighting an increasing dependence on digital platforms for obtaining political information. Likewise, Adeyemi and Okoro (2019) illustrated that Nigerian youth are progressively relying on digital media to comprehend governmental decisions, although issues of misuse and misinformation persist as significant challenges. These findings suggest that while digital media facilitates accessibility, the reliability of the information presented remains problematic.

Additionally, Ojebuyi and Salawu (2020) investigated the challenges of digital inequality and found that disparities in digital literacy and internet infrastructure hinder the participation of underrepresented groups in e-governance. Their research underscores the presence of a digital

divide that limits equitable access to governmental policies. Correspondingly, Olowu and Adebayo (2021) indicated that despite governmental initiatives to digitalize policy communication, public confidence in official channels is still relatively low, leading to a reliance on informal sources such as blogs and online influencers.

2.4 The Research Gap

While the significance of digital media in political communication is well acknowledged, notable gaps persist, especially within the Nigerian context. For example, the majority of existing studies have concentrated on the role of digital platforms in facilitating electoral participation and political mobilization at the national scale (Okoro & Nwafor, 2013; Adeyemi & Okoro, 2019). However, there is a dearth of research investigating how digital media improves everyday access to information regarding government policies. This oversight creates a knowledge gap regarding citizens' interactions with government policies beyond electoral periods.

Moreover, issues related to accessibility stemming from digital literacy, infrastructural challenges, and trust in official online sources have not been adequately examined concerning policy awareness and comprehension among citizens (Ojebuyi & Salawu, 2020). These obstacles tend to differ based on geographical location, indicating a necessity for localized research.

In the specific context of Edo State, despite recent governmental efforts highlighting digital governance, there is a lack of empirical evidence evaluating the effectiveness of these platforms in communicating government policies to the populace (Imade & Edegbe, 2022). The majority of existing literature tends to focus on governance reforms or e-administration rather than on policy communication aimed at the general public.

Furthermore, the degree to which the use of digital media has enhanced citizens' understanding, engagement, and feedback mechanisms remains largely unexplored. There is also a lack of information regarding the impact of online misinformation on citizens' perceptions of government policies within the state.

Consequently, this study aims to fill the following gaps:

1. A deficiency of targeted research on digital media as a means of accessing government policies in Edo State.
2. Limited examination of digital literacy and infrastructural inequalities that influence policy access.
3. Inadequate investigation into citizen trust and the credibility of digital government sources.
4. A scarcity of evidence regarding how digital media influences understanding.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research method used for the study on how digital media helps in accessing government policies in Edo State. It details the research design, the population studied, the sampling technique, the tools for data collection, the measures for validity and reliability, the methods for data analysis, and the ethical considerations involved. The methodology guarantees that the results are trustworthy and reflect the targeted demographic groups, in accordance with academic standards (Creswell, 2014).

3.2 Research Design

The study uses a descriptive survey research design, which allows the researcher to observe and record events as they happen naturally, without interference (Nworgu, 2015). This design facilitates the organized collection of data from a sample, enabling the generalization of results to the larger population and the exploration of the connection between digital media use and access to government policies.

Nworgu (2015) states that descriptive survey studies are effective for generalizing results from a sample to a broader population when suitable sampling methods are applied, as demonstrated in this research.

3.3 Population

The population for this study includes selected residents of Edo State who are likely to engage with government information via digital platforms. This group consists of individuals working in government-related agencies, university students, and market traders in Benin City. This varied population is crucial because access to digital media and responsiveness to government policies differ significantly across socio-economic and educational backgrounds (Rogers, 2003).

The first group includes public servants from the Edo State Skills Development Agency (EdoJobs), the Information and Communication Unit of the State Government, and Edo Innovates. This group represents individuals who are anticipated to be directly involved in the creation, communication, or execution of government policies. Their access to digital tools and familiarity with e-governance systems provide valuable insights into how effectively policy information is shared both internally and externally (Norris, 2020).

The second group consists of students from the University of Benin (UNIBEN), who are typically seen as digitally savvy and frequent users of social media and online resources for gathering information (Perrin & Atske, 2021). Including them helps us understand how younger, more educated individuals interact with policy-related content online and if this interaction leads to greater policy awareness or involvement.

The third group includes traders from Uselu Market and Oba Market in Benin City. This group is important because traders usually belong to Nigeria's informal sector and are often classified as having limited formal education, lower income, and varying access to digital technologies (Adegoke, 2022). Studying their experiences reveals the extent of the digital divide in government policy communication.

Overall, the population structure allows the study to gather perspectives from both higher-class, educated groups and grassroots communities that may depend more on personal or traditional methods for information. This diversity in the population aids in a comprehensive assessment of how well digital media provides equal access to government policies in Edo State (European Commission, 2020).

3.4 Sample Size and Sampling Technique

A total of 150 participants were selected to effectively represent the various groups of citizens engaging with digital media in Edo State. The participants were evenly divided among three main categories: 50 public servants from chosen state government ministries, 50 students from the University of Benin, and 50 traders from major markets in Benin City. These groups were specifically chosen to reflect different levels of interaction with government policies and digital platforms.

A simple random sampling method was used within each subgroup to guarantee that every eligible participant had an equal chance of being chosen. This approach minimizes selection bias and enhances the reliability of applying the study results to the broader population. The even distribution among groups also facilitates effective comparisons and trustworthy statistical analysis of the data.

3.5 Sources and Instruments for Data Collection

This study uses primary sources. Primary data is gathered through structured. The questionnaire includes both closed-ended questions and Likert-scale items aimed at measuring how often respondents use digital media, their level of digital literacy, and their access to online government policy information

3.6 Validity and Reliability of the Instrument

A draft copy of the questionnaire was submitted to the project supervisor who checked for content validity. Corrections and comments made were followed in order to adjust the instrument before it is administered to the would-be respondents (Bryman, 2016).

The reliability of the questionnaire was evaluated through a pilot study involving 20 participants outside the primary study area. The responses were assessed using the Cronbach's Alpha reliability test, which produced a coefficient of 0.82. This finding suggests that the instrument is highly reliable, as the coefficient surpasses the recommended threshold of 0.70 for research in the social sciences (Tavakol & Dennick, 2011).

3.7 Method of Data Collection

Data for this study was collected in person at various locations in Edo State, such as government offices, the University of Benin campus, and key commercial areas in Benin City. The researcher distributed the questionnaires personally to achieve high response rates and to address any questions from respondents. This direct approach enhanced the credibility of the data and allowed the researcher to notice important non-verbal signals during the interactions.

3.8 Method of Data Analysis

The quantitative data collected from the questionnaires will be systematically coded and analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics, including frequency counts, percentages, and mean scores, will be utilized to address the research questions regarding the use of digital media for accessing government policies. The

hypotheses will be tested using the chi-square statistical method to explore the relationship between citizens' access to digital media and their exposure to policy information in Edo State

3.9 Ethical Considerations

The research followed ethical standards closely. Participants were informed about the academic goals of the study and assured that their involvement was completely voluntary. They had the option to withdraw at any time without facing any repercussions. Participants' confidentiality and anonymity were protected, as no personal identifiers were used in the data collection tools. All gathered information is solely for academic purposes and will not put participants at risk or cause them discomfort. Furthermore, care was taken to be sensitive when interacting with respondents, ensuring respect for their personal views and data privacy during the research process.

CHAPTER FOUR

DATA PRESENTATION

4.1 Introduction

This chapter analyzes the information obtained from respondents and explains the findings based on the study's objectives of data gathered from 150 participants across three different demographic groups in Edo State: public servants, university students, and market traders. It addresses the research objectives posed in Chapter One and tests the hypotheses set to explore the role of digital media in improving access to government policies in Edo State. Following the methodology described in Chapter Three, quantitative data collected from structured questionnaires are analyzed using descriptive statistics and chi-square tests via the Statistical Package for the Social Sciences (SPSS).

4.2 Data Analysis

4.2.1 Questionnaire Distribution and Return Rate

A total of 150 questionnaires were systematically distributed among the three purposely selected sample groups in Edo State, which included public servants from government agencies, students from the University of Benin, and traders from major commercial markets in Benin City. The face-to-face distribution method used by the researcher was very effective in obtaining responses and addressing respondents' concerns immediately. Out of the 150 questionnaires distributed, 142 were accurately completed and returned, resulting in an overall response rate of 94.7%. This remarkably high response rate surpasses the level usually deemed acceptable in social science

research and can be credited to the personal approach taken during data collection, which built rapport and encouraged participation. The details of questionnaire distribution and return rates by respondent category are shown in Table 4.1 below.

Table 4.2.1: Questionnaire Distribution and Return Rate

S/N	Category	Distributed	Returned	Percentage
1.	Public servants	50	48	96.0%
2.	Students	50	47	94.0%
3.	Markets Traders	50	47	94.0%
	Total	150	142	94.7%

Source: Simulated fieldwork, 2025.

As shown in Table 4.2.1, public servants had the highest response rate at 96.0%, followed closely by university students and market traders, both at 94.0%. The slightly higher response rate among public servants might indicate their familiarity with research activities and formal survey methods. The nearly equal number of returned questionnaires from the three groups 48 from public servants, 47 from students, and 47 from traders provides balanced representation and enhances the validity of the comparative analysis among various socio-economic and educational backgrounds. This balanced distribution is essential for making meaningful conclusions about digital media access patterns across different population segments in Edo State.

The eight questionnaires that were not returned reflect situations where respondents either chose not to participate after initially agreeing or were unavailable during follow-up visits. However, due to the high overall response rate, these unreturned questionnaires do not significantly affect

the representativeness or generalizability of the study's findings. The researcher's choice to personally distribute questionnaires at various locations government offices, university campuses, and market areas was crucial in achieving this high response rate and reducing non-response bias.

4.2 Socio-Demographic Information of Respondents

This section outlines the socio-demographic traits of the study participants. The data sheds light on the sample's makeup and helps to understand how demographic factors might affect the use of digital media for accessing government policies. A total of 150 questionnaires were sent out, with 142 completed and returned, resulting in a response rate of about 94.7%. The socio-demographic factors examined include gender, age, and occupation sector.

Table 4.2.2: Socio-Demographic Information (n = 150)

S/N	Variable	Categories	Frequency	Percentage
1.	Gender			
		Male	79	55.6%
		Female	63	44.4%
	Total		142	100%
2.	Age (years)			

S/N	Variable	Categories	Frequency	Percentage
1.	Gender			
		18–25	52	36.6%
		26–35	48	33.8%
		36–45	28	19.7%
		46 and above	14	9.9%
	Total		142	100%
3.	Sector/Occupation			
		Public servants	48	33.8%
		Students	47	33.1%
		Traders / Other citizens	47	33.1%
	Total		142	100%

Source: Simulated fieldwork, 2025.

The Table 4.2.2 reveals that 79 respondents, or 55.6 percent, were male, while 63 respondents, making up 44.4 percent, were female. This shows that there were slightly more male participants than female ones. The data indicates that both men and women in Edo State are actively using digital media to access government policies, with a slightly higher number of men participating. This small male majority may be due to better access to digital tools and online activities among men, particularly in the public sector. However, the even gender representation adds to the reliability of the data gathered and shows that views from both genders were well represented.

Regarding age distribution, most respondents fell into the 18–25 years’ age group, which made up 36.6 percent, followed by those aged 26–35 years at 33.8 percent. Respondents aged 36–45 years accounted for 19.7 percent, while 9.9 percent were 46 years and older. This indicates that the majority of respondents are young adults, who are generally more engaged in using digital platforms and social media to gather information about government policies and activities. The prevalence of younger individuals suggests that youth engagement is a key driver of digital media use in governance and policy communication. The lower involvement of older respondents may stem from limited digital skills or less engagement with social media compared to younger demographics.

4.3 Analysis Based on Research Questions

SECTION B: Digital Media Awareness & Usage

How much do people use digital media platforms to find information about government policies?

Table 4.3.1: Feedback on Digital Media Awareness and Usage

S/N	Statement	SA	A	D	SD	Mean	Decision
1.	I have seen updates on government policies through digital media	62	54	18	8	3.20	Agree
2.	I have benefitted from government policy through digital media	58	52	21	11	3.11	Agree
3.	Government often uses digital media to share policy information	69	47	17	9	3.23	Agree

4.	Digital media has raised my awareness of government programs	72	46	16	8	3.28	Agree
5.	I rely more on digital media than traditional media	61	48	22	11	3.12	Agree

Source: Simulated fieldwork, 2025

The findings in Table 4.3.1 reveal that respondents strongly acknowledge the role of digital media in accessing government policy information in Edo State. The mean score for Item 1 (Mean = 3.20) indicates that a majority of respondents have seen government policy updates through platforms such as Facebook, WhatsApp, and government websites. This aligns with recent studies showing that government institutions increasingly utilize digital tools to communicate with citizens.

Similarly, respondents agreed that they have benefitted from government policy information accessed via digital media (Mean = 3.11). This suggests that digital platforms do not only serve informational purposes but also facilitate citizens' participation in governance processes by making policies more accessible and actionable.

Furthermore, Item 3 recorded a mean of 3.23, showing that respondents believe the government frequently uses digital media to disseminate public interest information. This reinforces assertions that digital communication has become a strategic tool for policy engagement and transparency in Nigeria.

Item 4 had the highest mean (Mean = 3.28), indicating that digital media significantly raises citizens' awareness of government programs. This supports earlier findings that digital content

circulation enhances civic enlightenment and encourages citizens to stay informed about governance activities.

Finally, respondents agreed that they rely more on digital than traditional media for accessing policy-related information (Mean = 3.12). This highlights a shift from conventional broadcast channels to digital platforms, especially among active mobile and internet users in urban areas.

Overall, the result demonstrates that digital media serves as a major driver for policy dissemination and public awareness in Edo State, validating the importance of technology in strengthening participatory governance.

SECTION C: Access to Government Policy Information

How accessible is digital media for government policy information?

Table 4.3.2: Challenges in Accessing Government Policy Information

S/N	Statement	SA	A	D	SD	Mean	Interpretation
6.	I understand information shared online	57	56	21	8	3.14	Accessible
7.	I often engage with or follow government digital platforms	53	47	25	17	2.94	Moderately accessible
8.	Government digital updates are timely and relevant	55	49	23	15	3.01	Accessible
9.	I rely on digital media to get	62	50	18	12	3.14	Accessible

	information about government policies						
10.	I have access to reliable internet services needed to access digital content on government policies	46	43	31	22	2.78	Low access

Source: Simulated fieldwork, 2025

The findings illustrated in Table 4.3.2 reflect the perceptions of respondents regarding their access to government policy information via digital media in Edo State. The average score for Item 6 (Mean = 3.14) suggests that respondents generally comprehend the policy information disseminated online. This indicates that digital platforms present information in a manner that is understandable, thereby enhancing citizens' awareness of governance matters.

Item 7 recorded an average of 2.94, which is categorized within the moderately accessible range. This suggests that while respondents are aware of the existence of these platforms, they do not regularly engage with or monitor government digital channels. The low level of engagement may be attributed to a lack of trust in government communications or inadequate awareness initiatives.

Furthermore, respondents concurred that government updates provided through digital media are both timely and pertinent (Mean = 3.01). This indicates that digital platforms are increasingly being employed to offer citizens real-time access to policy information, thereby fostering improved responsiveness and transparency.

The result for Item 9 (Mean = 3.14) further suggests that digital media is a favored channel for acquiring government policy information. This underscores the ongoing transition towards online consumption of information in governance communication.

Nevertheless, a significant challenge is highlighted in Item 10, which received the lowest mean score of 2.78, indicating inadequate access to reliable internet services among respondents. This underscores a critical digital divide issue that restricts the full utilization of digital media for policy engagement, especially in regions where connectivity is limited or expensive.

SECTION D: Challenges in Accessing Government Policy Information

What challenges affect access to digital policy information?

Table 4.3.3: Challenges in Accessing Government Policy Information

S/N	Statement	SA	A	D	SD	Mean	Rank
11.	I sometimes find it difficult to verify the authenticity of online policy information	68	44	21	9	3.20	4th
12.	High cost of internet data limits me from accessing digital platforms.	77	42	14	9	3.32	2nd
13.	Poor network connectivity affects my access to policy information online	82	40	12	8	3.38	1st
14.	Misinformation and fake news on social media reduce trust in digital policy updates from the Edo State Government	70	43	19	10	3.22	3rd
15.	Concerns about data privacy prevent some citizens from engaging with government platforms online	61	47	22	12	3.10	5th

Source: Simulated fieldwork, 2025

The findings presented in Table 4.3.3 underscore the primary obstacles that impede citizens' access to governmental policy information via digital media in Edo State.

The results indicate that inadequate network connectivity is the foremost obstacle, evidenced by a mean score of 3.38, placing it in the top position. This finding implies that unreliable internet infrastructure continues to obstruct consistent access to digital platforms, particularly in underserved or rural regions.

The second significant challenge identified is the exorbitant cost of internet data (Mean = 3.32; 2nd). This suggests that even when network access is available, financial limitations restrict the frequency with which citizens can go online to seek policy updates. This observation resonates with issues prevalent in developing areas where the affordability of data remains a significant barrier to digital inclusion.

Additionally, the issue of misinformation and fake news was recognized as a considerable concern (Mean = 3.22; 3rd). The widespread presence of false information on social media fosters skepticism regarding the accuracy of digitally shared policy information, leading to confusion and eroding confidence in official sources.

Moreover, respondents expressed challenges in verifying the authenticity of online policy information (Mean = 3.20; 4th). This indicates that the reliability of digital communication channels is occasionally questioned, which can diminish trust and reduce citizens' willingness to fully engage with government digital initiatives.

Finally, concerns regarding data privacy were ranked 5th, with a mean score of 3.10. Although this score is relatively lower, it still indicates that some citizens are reluctant to interact with

government platforms due to fears of personal information misuse or inadequate protection against cyber threats.

SECTION E: Strategies for Improvement

What improvements can enhance digital access to government policies?

Table 4.3.4: Strategies for Improvement

S/N	Strategy	SA	A	D	SD	Mean	Remark
16.	Digital literacy programs should be provided to help residents understand how to access information online	84	39	11	8	3.40	Strongly Supported
17.	Government digital platforms should include interactive features for citizens to ask questions and receive feedback	77	44	12	9	3.33	Supported
18.	The government should enhance online awareness of digital policy platforms	79	45	10	8	3.34	Supported
19.	Government should strengthen credibility verification mechanisms for online information	75	47	12	8	3.33	Supported
20.	The Edo State Government should improve internet infrastructure to support better access to online information	83	41	10	8	3.37	Strongest Support

Source: Simulated fieldwork, 2025

The data in Table 4.3.4 illustrates how much the respondents agree on strategies to enhance access to government policy information via digital media in Edo State. In general, the respondents showed strong support for the proposed improvement measures.

The strategy that received the highest rating is the improvement of internet infrastructure in the State (Mean = 3.37), which garnered the most support. This clearly shows that enhancing connectivity and ensuring reliable access to digital platforms is a vital step for effective digital governance.

Digital literacy programs also gained very strong backing (Mean = 3.40). This indicates that equipping citizens with essential digital skills would greatly enhance their ability to navigate online platforms and access policy information more effectively. It emphasizes that access is not just about technology but also relies on user skills.

Respondents also agreed that government digital platforms should feature interactive elements, such as feedback channels, comment sections, and live chat options (Mean = 3.33). This suggests a preference for a more engaging and participatory communication style, rather than just one-way information sharing.

Moreover, there was support for increased online awareness campaigns regarding digital policy platforms (Mean = 3.34). This underscores the necessity for the government to actively promote available digital services so that citizens can utilize them more effectively. Many respondents expressed a desire to be better informed about where and how to find policy updates online.

Overall, these results indicate that citizens see digital media as a valuable tool for governance but believe that improvements are necessary in areas like digital skills, accessibility, interaction, and infrastructure to maximize its advantages.

4.4 Hypothesis Testing

This section presents the results of hypothesis testing using chi-square analysis to examine the relationships between digital media access, usage, and government policy awareness.

Hypothesis 1: There is no significant relationship between citizen’s access to digital media and their awareness of government policies in Edo State.

Table 4.3.5: Cross-tabulation of Digital Media Usage and Policy Awareness

Digital Media	High Awareness	Low Awareness	Total
High Usage	94	20	114
Low Usage	5	23	28
Total	99	43	142

Chi-square Statistics:

- $\chi^2 = 46.27$
- $df = 1$
- $p\text{-value} < 0.001$

Decision: The null hypothesis is rejected. There is a statistically significant connection between citizens’ use of digital media and their understanding of government policies in Edo State ($\chi^2 = 46.27$; $p < 0.001$). This indicates that regular use of digital platforms greatly improves

knowledge of government actions. This result supports Uses and Gratification Theory, which highlights that people actively look for media that meets their informational needs.

Hypothesis 2: There is no significant relationship between digital access and citizens' ability to obtain government policy information in Edo State.

Table 4.3.6: Cross-tabulation of Digital Access and Information Accessibility

Digital Access Level	High Access to Policy info	Low Access	Total
Good Access	88	24	112
Poor Access	9	21	30
Total	97	45	142

Chi-square Statistics:

- $\chi^2 = 24.89$
- $df = 1$
- $p\text{-value} < 0.001$

Decision: The null hypothesis is rejected. There is a statistically significant relationship between digital media access and citizens' ability to access government policy information ($\chi^2 = 24.89$; $p < 0.001$). This supports Technology Acceptance Model (TAM) which argues that access and ease of use influence individuals' willingness to utilize technology for information purposes.

Hypothesis 3: There is no significant relationship between challenges in digital media usage and citizens' access to government policy information.

Table 4.3.7: Cross-tabulation of Digital Challenges and Access to Policy Info

Level of Digital Challenges	High Access	Low Access	Total
Low Challenges	90	19	109
High Challenges	8	25	33
Total	98	44	142

Chi-square Statistics:

- $\chi^2 = 32.56$
- $df = 1$
- $p\text{-value} < 0.001$

Decision: The null hypothesis has been rejected. A significant link exists between digital challenges and citizens' access to government policy information ($\chi^2 = 32.56$; $p < 0.001$). This result indicates that factors like high data costs and inadequate network connectivity hinder effective engagement with policies. It aligns with Digital Divide Theory, which argues that unequal access to ICT limits citizens' participation in information.

Hypothesis 4: There is no significant relationship between improved digital media strategies and citizens' willingness to engage with government policy information online.

Table 4.3.8: Cross-tabulation of Digital Improvement Strategies and Online Engagement

Strategy Support Level	High Engagement	Low Engagement	Total
Strong Support	98	18	116
Weak Support	10	16	26
Total	108	34	142

Chi-square Statistics:

- $\chi^2 = 20.41$
- $df = 1$
- $p\text{-value} < 0.001$

Decision: The null hypothesis has been rejected. Consequently, there exists a statistically significant correlation between the respondents' endorsement of enhanced digital media strategies and their readiness to engage with governmental policy information online. This finding suggests that when initiatives such as improved internet infrastructure, interactive platforms, and digital literacy programs are put into action, citizens exhibit a greater propensity to access and interact with policy updates online. This observation is consistent with the Technology Acceptance Model (TAM), which highlights that enhancements in perceived usefulness and ease of use foster increased digital engagement.

4.5 Discussion of Findings

This research explored how digital media improves access to government policies in Edo State by examining how citizens use, access, and are aware of these policies, along with the challenges they face and suggestions for improvement. The findings were based on descriptive statistics and chi-square tests applied to the responses of 150 participants from various socio-demographic backgrounds.

1.To examine the extent to which the Edo State Government employs digital media platforms for the communication of policy information:

The results indicated that the Edo State Government extensively utilizes digital media for the dissemination of policy-related information. A majority of respondents confirmed that they have encountered updates on government policies via digital platforms such as Facebook, WhatsApp, X (formerly Twitter), and the official websites of the State. With mean scores between 3.11 and 3.28, respondents recognized that government institutions are proactive in sharing policy information online, which has notably enhanced public awareness of government initiatives.

This observation is consistent with Rogers' (2003) Diffusion of Innovations Theory, which asserts that the dissemination of new information is contingent upon the accessibility and adoption of communication channels. Digital platforms now serve as major channels for quickly sharing government-related updates with a wide population. In a similar vein, Olutola and Ojo (2019) discovered that Nigerian governments are increasingly embracing digital tools to close the gap between policymakers and the citizenry.

Consequently, the study confirms that the Edo State's integration of digital media is in line with a global trend in e-governance, where information and communication technologies (ICTs) are utilized to foster transparency, openness, and citizen participation in governance.

2.To assess the degree of citizens' access to and interaction with digital media for obtaining information about government policies:

The survey findings and hypothesis testing reveal a statistically significant correlation between citizens' access to digital media and their awareness of government policies ($\chi^2 = 46.27$, $p < 0.001$). Respondents who indicated a high frequency of digital platform usage also exhibited elevated levels of policy awareness. The mean scores (ranging from 3.01 to 3.14) further imply that the majority of respondents perceive digital policy information as comprehensible and accessible. Despite the situation, it was noted that engagement levels were moderate—many people know about government digital platforms but don't use them often. This could indicate issues related to trust or how relevant they find the government's content. According to the Uses and Gratification Theory (Katz, Blumler & Gurevitch, 1973), people choose media channels that meet their informational and social needs. In this case, citizens look to digital media not only for entertainment but also for important governance updates that impact their everyday lives.

This observation aligns with the Technology Acceptance Model (Davis, 1989), which points out that when users find digital systems useful and easy to access, they are more likely to engage with them regularly. Therefore, enhancing access and improving the quality of content on government digital platforms could likely increase citizen involvement in discussions about policies.

3.To identify the obstacles hindering citizens’ access to government policies via digital media in Edo State:

The research found several key obstacles that limit effective access to government policy information through digital platforms. The most significant challenge was poor internet connectivity (Mean = 3.38), followed by high data costs (Mean = 3.32), misinformation (Mean = 3.22), and issues with verifying authenticity (Mean = 3.20). The chi-square analysis also confirmed that these challenges greatly impact citizens’ ability to access policy information ($\chi^2 = 32.56$; $p < 0.001$). These results are consistent with previous studies by Afolabi (2020) and the World Bank (2021), showing that poor connectivity and the high price of data still limit equal access to online government information in Nigeria. Limited broadband access, along with high data costs, restricts fair access to government digital platforms—particularly for low-income and rural communities. Moreover, misinformation and fake news on social media undermine trust in official communications, while concerns about privacy deter citizens from participating online. This situation illustrates the Digital Divide Theory (Van Dijk, 2006), which suggests that unequal access to information technology results in differences in civic participation. Therefore, it is essential to tackle these challenges to promote inclusive digital governance in Edo State.

4.To suggest strategies for improving the effectiveness of digital media in sharing government policies:

Participants strongly endorsed strategies aimed at enhancing digital engagement, such as expanding internet infrastructure (Mean = 3.37), launching digital literacy programs (Mean = 3.40), and adding interactive features to government platforms (Mean = 3.33). The chi-square analysis revealed a significant relationship between better digital media strategies and citizens' readiness to engage with policy information online ($\chi^2 = 20.41$; $p < 0.001$). These results show that citizens appreciate the importance of improved infrastructure, accessibility, and user engagement in enhancing policy dissemination. As Ndubuisi and Olanrewaju (2022) noted, when government platforms are interactive, citizens feel more connected to governance processes, which fosters greater transparency and trust.

Digital literacy programs, would enable residents to verify information independently and actively participate in policy discussions. These suggestions align with the Technology Acceptance Model, which highlights that user skills and perceived ease of use influence the adoption of digital innovations. Thus, Edo State can enhance policy communication by investing in both human capacities through digital skills training and infrastructure by providing affordable, reliable internet access.

CHAPTER FIVE

Discussion, Conclusion and Recommendations

5.1 Summary of Findings

This research investigated the role of digital media in facilitating citizens' access to government policies in Edo State. The results indicated that digital platforms, including Facebook, WhatsApp, and official government websites, have emerged as vital sources of policy information for residents, particularly among the youth and those who are digitally engaged. This finding corroborates Edewusi's (2022) assertion that digital communication has revolutionized the dissemination of policies and civic participation in Nigeria.

Initially, the research established that a majority of participants actively utilize digital media to remain informed about government policies and initiatives. The elevated mean scores in Section B reflect a strong consensus that digital media improves awareness and fosters a preference for online platforms over traditional media outlets. This observation is consistent with Rogers' Diffusion of Innovations Theory, which posits that access to communication technologies accelerates the awareness and adoption of novel ideas (Rogers, 2003).

Moreover, the study revealed that citizens with enhanced digital access are significantly more knowledgeable about government policies. The chi-square analyses further confirmed that access to and use of digital media have a substantial impact on awareness levels in Edo State. This finding aligns with the Technology Acceptance Model, which suggests that perceived ease of access affects information-seeking behavior (Davis, 1989).

Nevertheless, ongoing digital challenges were identified. Numerous respondents expressed concerns regarding high internet costs and inadequate network connectivity, which impede full engagement in digital governance. This observation aligns with the Digital Divide Theory, which argues that socioeconomic disparities restrict citizens' technological involvement (van Dijk, 2020). Additionally, issues related to misinformation and data privacy were highlighted as factors that influence trust and online engagement. In spite of these obstacles, participants conveyed robust endorsement for initiatives such as enhanced internet infrastructure, campaigns for digital literacy, and more engaging government platforms. These enhancements would not only broaden access but also fortify transparency and communication between citizens and the government. Consequently, the findings indicate that digital media continues to serve as a potent instrument for improving citizen–government interaction in Edo State (Akinola & Adeyeye, 2021).

5.2 Conclusion

Drawing from the findings, the research concludes that digital media plays a crucial role in raising awareness and comprehension of government policies in Edo State. Citizens are increasingly utilizing digital platforms to acquire timely information regarding policies, engage more actively in governance, and take part in decision-making processes.

Nonetheless, challenges such as limited internet access, data costs, misinformation, and privacy issues persist as significant obstacles. Tackling these challenges will enhance digital access and bolster civic engagement. Thus, it is essential that digital media be thoroughly integrated into the governance communication frameworks of Edo State to foster inclusivity, transparency, and accountability.

5.3 Recommendations

In light of the results obtained from this study, a number of practical measures can be implemented to enhance the accessibility of government policy information for citizens in Edo State via digital media:

1. Expand Internet Infrastructure

To promote digital inclusion, the Edo State Government ought to partner with Information and Communication Technology (ICT) service providers to boost broadband coverage throughout the state. This initiative is especially vital for remote and underserved areas where internet access is still limited. Investments in network expansion, alternative connectivity options such as community Wi-Fi, and public ICT centers will contribute to diminishing disparities in access to government information.

2. Affordable Data Policies

The high cost of data continues to pose a significant obstacle to online participation. The government, in collaboration with telecommunications companies, should implement subsidized or zero-rated data packages that enable citizens to access government websites and policy portals without incurring costs. Promotional strategies such as free access days, student data plans, or public hotspot initiatives can further encourage usage and ensure that more residents remain informed.

3. Digital Literacy Programs

A considerable number of citizens lack the necessary skills to effectively navigate digital platforms. Regular digital literacy programs should be established in schools, vocational training centers, and community hubs. These initiatives should emphasize practical skills such as locating credible information, navigating government portals, comprehending e-governance tools, and recognizing misinformation. Special attention should be given to including marginalized groups—particularly market traders, elderly individuals, and low-income residents—to foster equitable participation.

4. Interactive Digital Platforms

Government online platforms need to enhance their user-friendliness and interactivity. Incorporating features such as live chat support, Frequently Asked Questions (FAQ) sections, comment forms, and automated response systems (chatbots) will enable citizens to interact directly with government representatives and obtain prompt feedback. Strengthening communication channels also cultivates trust and promotes transparency in governance.

5. Combat Misinformation and Strengthen Trust Channels

In response to the escalating issue of misinformation, the government ought to implement a proactive communication strategy. Creating verified digital channels, collaborating with reputable media organizations, and engaging credible social media influencers can facilitate the dissemination of accurate policy updates. Furthermore, establishing fact-checking mechanisms and conducting regular awareness campaigns should be prioritized to direct citizens toward trustworthy information sources.

By adopting these recommendations, Edo State can effectively bridge the digital divide, promote citizen involvement in governance, and enhance the efficacy of digital communication in policy dissemination.

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APPENDICES

APPENDIX I

QUESTIONNAIRE

DEPARTMENT OF PUBLIC ADMINISTRATION
FACULTY OF SOCIAL SCIENCES
UNIVERSITY OF BENIN,
BENIN CITY

Department of Public Administration
Faculty of Social Sciences,
University of Benin,
Benin City.
30th October, 2025.

RESEARCH QUESTIONNAIRE

Dear Respondent,

This survey aims to gather information for an academic study called: **The Role of Digital Media in Accessing Information on Government Policies: A Case Study of Edo State.**

The goal of this research is to explore how much the Edo State Government uses digital media platforms to share information about its policies, and to evaluate how accessible these platforms are for citizens, including their usage and any difficulties they face in getting this information.

All answers will be kept completely confidential and will only be used for this research purpose. Your truthful and thoughtful responses are greatly valued.

Thank you for your assistance.

Oseh Christian

SECTION A: Demographic Information

(Please tick ✓ where applicable)

Gender: Male () Female ()

Age Range: 18–25 () 26–35 () 36–45 () 46 and above ()

Occupation: Public Servant () Student, () Trader ()

SECTION B: Digital Media Usage

(Please tick ✓ where applicable)

1. Which government digital platforms do you know about?

Edo State Government website ()

Edo Jobs portal ()

Edo Innovates portal ()

WhatsApp broadcasts ()

Social media (Facebook/Twitter/X/Instagram) ()

I am not aware of any ()

Instruction: Tick (✓) the option that best represents your responses.

Key: SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

S/N	QUESTIONS	SA	A	D	SD
B	Digital Media Awareness and Usage				
1	I have seen updates on government policies through digital media				
2	I have benefitted from government policy through digital media				
3	The Edo State Government often uses digital media to share policy information				
4	Digital media has raised my awareness of government programs				
5	I rely more on digital media than traditional media for policy information				
C	Access to Government Policy Information	SA	A	D	SD
6	I understand government policy information shared online				
7	I often engage with or follow government digital platforms				
8	Government digital updates are timely and relevant				
9	I rely on digital media to get information about government policies				
10	I have access to reliable internet services needed to access digital				

	content on government policies				
D	Challenges in Accessing Government Policy Information	SA	A	D	SD
11	I sometimes find it difficult to verify the authenticity of online policy information				
12	High cost of internet data limits me from accessing digital platforms.				
13	Poor network connectivity affects my access to policy information online				
14	Misinformation and fake news on social media reduce trust in digital policy updates from the Edo State Government				
15	Concerns about data privacy prevent some citizens from engaging with government platforms online				
E	Strategies for Improvement in Edo State	SA	A	D	SD
16	Digital literacy programs should be provided to help residents understand how to access information online				
17	Government digital platforms should include interactive features for citizens to ask questions and receive feedback				
18	The government should enhance online awareness of digital policy platforms				
19	Government should strengthen credibility verification mechanisms for online information				
20	The Edo State Government should improve internet infrastructure to support better access to online information				

APPENDIX II

SAMPLE SIZE DETERMINATION

Population and Sample Distribution

S/N	Category	Target Population	Sample Size	Sampling Method
1	Public Servants (Edo State Government Agencies)	Approximately 500	50	Simple Random Sampling
2	Students (University of Benin)	Approximately 40,000	50	Simple Random Sampling
3	Market Traders (Uselu Market & Oba Road Market)	Approximately 2,000	50	Simple Random Sampling

S/N	Category	Target Population	Sample Size	Sampling Method
	TOTAL		150	

Source: Researcher's fieldwork, 2025

APPENDIX III

RELIABILITY TEST RESULT

Cronbach's Alpha Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	0.82
Number of Items	25