

**BENIN CITY RESIDENTS' PERCEPTION OF BROADCAST MEDIA
REPORTAGE OF GOVERNOR OBASEKI'S "EDOJOB POLICY"**

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BENIN CITY**

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OCTOBER, 2025.

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

OCTOBER, 2025.

DECLARATION

I declare that this project is based on the study undertaken by me in the Department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Dr. Ndubisi Umoru. All the ideas are products of my personal research and where the views of others have been used, it is duly acknowledged.

CELINE AMARACHI IGWEH
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CERTIFICATION

This is to certify that this research project titled: “Benin City Residents’ Perception of Broadcast Media Reportage of Governor Obaseki’s ‘Edojob Policy’ was carried out by CELINE AMARACHI IGWEH ART2100952 of the Department of Mass Communication, Faculty of Social Sciences, University of Benin, Benin City, in partial fulfilment of the requirements for the award of the degree of Bachelor of Science (B.Sc.) in Mass Communication.

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Date

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Date

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DEDICATION

This Research work with dedicated to God Almighty for His ever Increasing Love and help throughout my University Education and to my Amazing parents for their love and Support, For all they have to do to raise me up, Thank you.

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ABSTRACT

This study examines Benin City residents' perception of broadcast media reportage of Governor Obaseki's "Edojob Policy." The research sought to determine the level of awareness of Edojob Policy among residents, the media channels through which they accessed information, their attitudes towards the policy, and their overall perception of it. The study was anchored on Media Dependency Theory and Framing Theory. A survey research design was employed, with a sample size of 400 respondents drawn from Oredo, Ikpoba-Okha, and Egor Local Government Areas of Edo State. Data were collected using questionnaires and analyzed using frequency distribution and simple percentages. Findings revealed that the majority of respondents were aware of Edojob Policy, with social media emerging as the dominant channel of information. Residents generally perceived the policy positively, acknowledging its contribution to job creation and empowerment. The study concludes that broadcast media reportage has been effective in creating awareness and shaping public perception of the Edojob Policy. The study recommends that media organizations continue to provide extensive coverage of developmental policies and that government sustains and expands the Edojob Initiative for broader impact.

Keywords: Edojob Policy, Broadcast Media, Residents' Perception, Edo State, Obaseki.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

High rate of unemployment, especially among the youth in Edo State, have made the Governor of the state create EdoJobs, a strategic effort by the Edo State Government in Nigeria led by Governor Godwin Obaseki to address this challenge. The program is designed to combat Edo State's unemployment issues through skill training and empowerment efforts, working alongside diverse public and private organizations. Launched in 2016, the initiative aligns with Governor Obaseki's commitment to generating 200,000 job opportunities for the state's youth. In 2011, Edo State's unemployment rate stood at 35.2%, per available statistics. EdoJobs is designed to connect residents with various employment opportunities across the state. The initiative is managed by the Edo State Governor's Skills Development Programme (Nnamdi, 2021).

The program was led under the leadership of Mrs. Ukinbo Dare, serving as Senior Special Adviser for Skills Development and Job Creation. The initiative operated until 2019. At that point, the agency was established by law, and she was conferred the position of Managing Director. Officially rebranded as the Edo State Skills Development Agency, the entity remains affectionately known as EdoJobs among residents. A 2020 report from the National Bureau of Statistics highlighted that Edo State recorded the minimal unemployment figure in Nigeria's South-South geopolitical zone. In contrast to the nationwide surge in unemployment rates across Nigeria, Edo State experienced a

notable decline during the same period (“How Obaseki Creates Jobs and Tackles Youth Unemployment in Edo State,” 2020).

The World Bank (n.d.) highlight that Edojobs offers diverse programs on skills acquisition and empowerment programs such as:

- Edo Innovation Hub
- training/internship and job placement in Edo south
- Edo Production center: A cluster for small and medium enterprise in Edo state
- Edo Food and Agriculture Cluster (Ehor, Uhumwonde local government area)
- Soap making training in Edo central
- Entrepreneurship programs in Edo south
- Career kick start program in Edo south
- Edo Creative Hub

According to Agbongiaruoyi (2020), the job creation initiatives under Governor Godwin Obaseki’s administration prominently feature artisans and small-scale entrepreneurs as key beneficiaries. Through the Skills Development Agency initiative, the Edo Production Centre was established to offer tradespeople such as welders, shoemakers, fashion designers, and furniture makers reliable electricity, workspace facilities, and financial support from the Bank of Industry. Since the commencement of operation of the EdoJobs Centre from July 15 to September 2021, the establishment has supported jobless residents and those pursuing career changes or growth, preparing them for employer-required standards.

Till date, the Edo State government has successfully established two job centers: one located at Edo Innovates on ICE Road, off Wire Road, and another within the Edo Production Hub on Sapele Road. Each day, job counselors meet with applicants to refine their CVs, arrange practical training sessions, and provide intensive interview preparation. With over 1,300 people having benefitted from the job counseling activities, the center plans to open three additional facilities in rural regions and provide guidance to 10,000 job seekers before 2022 concludes. The center, having aided 1,300 individuals with job counseling, intends to launch three new centers in rural communities and extend counseling to 10,000 job seekers by the close of 2022. Approximately 161,271 individuals within Edo State's five-million population have benefited from these initiatives, covering regions such as the Bini, Esan, Owan, and Etsako tribal regions (Agbongiaruoyi, 2020).

1.2 Statement of the Problem

Edo State Skills Development Agency, which is prominently referred to as EdoJobs, has introduced an innovative, comprehensive strategy for job creation and skill enhancement, a novel approach in Nigeria, offered at no cost to Edo residents. The initiative supports a diverse range of job seekers, including those transitioning careers, by providing free CV reviews aligned with industry benchmarks, high-quality training to enhance job eligibility, matching candidates with vacancies that fit their skills and salary expectations, and offering interview preparation. EdoJobs has tackled the problems of unskilled graduates, unemployment, and underemployment since 2017, placing workers

in over 200 firms inside and outside Edo State, leading to extensive research on the EdoJobs policy.

A 2020 study by Uwuigiaren and Umemezia examined how perceived organizational support affects job involvement in selected Edo State universities. The objective of the study was to evaluate the extent to which perceived support from employers, supervisors, and colleagues influences the degree of job involvement among employees at selected Edo State universities. Also, Amune (2014) carried out a study titled “A Comparative Study of the Determinants of Job Satisfaction among Male and Female Librarians in Public University Libraries in Edo State of Nigeria” Given the study above it seems no researcher has worked on “Edojob Policy”. Thus, this study “Benin City Residents Perception of Broadcast Media Reportage of Governor Obaseki’s “Edojob Policy” will fill the gap identified in the previous studies.

1.3 Objectives of the Study

The objective of this study is to examine Benin City residents’ perception of broadcast media reportage of Governor Obaseki’s “Edojob” policy. The specific objectives are to:

1. Find out the extent to which Benin City residents are aware of broadcast media reportage of “Edojob” policy.
2. Find out the media channels Benin City residents are exposed to on the Governor Obaseki’s “Edojob” policy.

3. Ascertain Benin City residents' attitude towards the Governor Obaseki's "Edojob" policy.
4. Find out Benin City residents' perception on Governor Obaseki's "Edojob" policy.

1.4 Research Questions

Based on the research objectives, the following research questions guided the study:

1. What is the level of awareness of Benin City residents on broadcast media reportage of "Edojob" policy?
2. Which media channels are Benin City residents' exposed to on the Governor Obaseki's "Edojob" policy?
3. What is the Benin City residents' attitude towards Governor Obaseki's "Edojob" policy?
4. What is the Benin City residents' perception on the Governor Obaseki's "Edojob" policy?

1.5 Significance of the Study

This study will provide a foundational insight for researchers and students of Mass Communication who might be interested in "Edojob" policy or who may wish to conduct further studies on the phenomenon. The research will enable people to know and understand the impacts media reports have on providing job opportunities to citizens of Benin City especially the youths and how it is perceived by the society.

This study is also important to all Nigerian media organization. It will recommend aesthetic elements that can be applied to various programmes and other media department as it brings beauty and sustainability to its firm.

1.6 Scope of the Study

This study is to examine the audience perception of Benin City residents towards Governor Obaseki's "Edojob" policy. This study is restricted to Benin residents' perception of broadcast media reportage of Governor Obaseki's Edojob policy with a focus on all mass media channels (Radio, Television, Newspaper and Magazine). This study will therefore study Oredo, Ikpoba-Okha and Egor local government areas in Edo State.

1.7 Operational Definition of Terms

The key terms used here are operationally defined

- i. **Benin City:** The largest city and the capital of Edo State. Nigeria.
- ii. **Broadcast Media:** in this study, it means ways through which information are sent to the residents of Benin on Edojob policy and it contains using signals, print messages and audio or video content through television, radio, newspapers, magazines and digital media including the internet, emails and texts.
- iii. **Edojob:** refers to Edo State Skills Development Agency, a program initiated by the Edo State government under Governor Godwin Obaseki leadership .

- iv. **Governor Nogheghase Obaseki:** He is currently the Governor of Edo State and he was the brain behind the Edojob policy.
- v. **Media Reportage:** the way media report news on Edojob policy (providing employments) usually presented by reporters for newspaper, radio or television.
- vi. **Perception:** the way Benin City residents conceive media reports on Governor Obaseki “Edojob policy”.
- vii. **Policy:** a structured plan of action agreed upon by a political party.
- viii. **Residents:** in this study, it means individuals or group of persons who reside in Benin City.

CHAPTER TWO

LITERATURE REVIEW

2.1 Conceptual Review

2.1.1 Understanding the Edojob Policy

To achieve the aims of the National Strategy for Growth and Reduction of Poverty, which is connected to the National Development Vision 2025 and the Millennium Development Goals, the citizens of Edo State prioritize employment promotion and the strategic development and use of national human resources as key necessities (Salaam, 2008). Saleem (2008) further buttresses that the National Development Vision 2025 envisions a society with equitable wealth creation and distribution, which should be free, fair, and devoid of disparities and inequities; it also underscores the necessity of fostering comprehensive investments in human capital development strategies with the participation of various stakeholders. The 1997 National Employment Policy aimed to boost employment prospects to alleviate poverty by creating a conducive environment for stakeholders to fully participate in human capital development and job promotion initiatives, thereby driving significant economic progress (Salaam, 2008).

Under Governor Obaseki's leadership, the Edo State government acknowledges the interplay between economic development, poverty alleviation, and labor market dynamics, introducing various measures and policies to enhance labor market institutions and systems that foster and coordinate employment.

Since the 1997 National Employment Policy was enacted, the government, alongside stakeholders, has designed and implemented various programs and policies to enhance employment opportunities. Supportive policy and legal frameworks have been created and updated, encompassing projects like increased microcredit support for youth, women, entrepreneurs, and marginalized groups, vocational education, business training and counseling, and updates to labor-related laws (Salaam, 2008).

Despite these efforts, it is acknowledged that previous initiatives have not adequately curbed rising national unemployment and underemployment rates. Consequently, Salaam (2008) emphasizes the need for a new national employment policy to reverse these trends, aiming to reduce unemployment and underemployment while boosting labor productivity.

2.1.2 History of the Edojob Policy

According to EdoJobs (2022), the Edo State Skills Development Agency was initiated by the Edo State government to reduce youth unemployment by fostering skill acquisition and employment creation, thereby improving the standard of living to residents within Edo State. It was initially called the Skills Development Program and now Edojobs, after launching as a Governor's Office program in March 2017. Across the country, he started by enrolling more than 100,000 unemployed people. Since achieving its original goal of creating 200,000 jobs, the agency has had a positive impact on the skill levels and economic well-being of the residents and the States.

The Edo National Skills Development Agency consists of several departments. The Entrepreneurial and Skills Development Unit is dedicated to uplifting Edo citizens through skill-building programs and entrepreneurial initiatives. It aids in securing employment, provides essential startup tools, facilitates access to capital and markets, and promotes the visibility of their products and services. The Recruitment and Job Placement Division facilitates career progression for Edolites by partnering with businesses to align eligible candidates with available employment positions, internships, and vocational training programs. Edo Innovate operates a cluster of Innovation Centers and an ICT Academy dedicated to supporting inventors, entrepreneurs, and innovators. Through ICT-driven initiatives, it promotes job opportunities, skill acquisition, and bolster startup ecosystems in Irua, Ekpoma, Auchi, and Benin City.

The Edo Food and Agri-Cluster (Edo-FAC) focuses on improving the economic prospects of rural Edo farmers by offering targeted training, financial resources, processing capabilities, and market-driven growth. The Edo Production Hub is committed to fostering industrial growth in Edo State by nurturing the capacity and sustainability of small and medium enterprises. While, The Edo Creative Hub aspires to position Edo State as a premier hub for skilled professionals in the film, television, and entertainment sectors by fostering talent development. The Edo Helpline functions as an emergency response line that addresses state crises, delivering up-to-date and pertinent information to citizens about the Covid-19 pandemic. Though functioning independently, these

departments share a common objective of partnering with public and private sectors, both locally and globally, to enhance job prospects in Edo State.

2.1.3 Mass Media and Incidence of Unemployment in Nigeria

As documented by Doreo Partners (2013) and cited in Samphina Academy (2022), Nigeria faces a 16% annual increase in unemployment, with young individuals bearing the brunt, constituting triple the general unemployment rate. The surge in youth unemployment in Nigeria has significantly driven increases in social disorder and criminal activities, such as the Niger Delta militancy, Boko Haram insurgency, and Jos conflicts. Consequently, many current young individuals will become middle-aged parents in one to two decades, lacking essential skills for a fast-paced, competitive global market, which jeopardizes the foundations needed for progress. This prompts serious questions about the future of development. Unemployment and poverty constitute critical social issues that hinders Nigeria's developmental aspirations.

Obadan and Odusola (2001) opined that Nigeria's unemployment crisis was particularly more severe in the 1980s and has worsened over time. By 2008, 15% of the labor force was jobless, a figure that escalated to 20% by 2011 (Lamido, 2013, as cited in Samphina Academy, 2022). Youth particularly in Nigeria have consistently borne the brunt of unemployment, experiencing the highest rates of unemployment levels. Akanda and Okuwa (2009), as cited in Samphina Academy (2022), estimate that 40–60% of Nigeria's unemployed population are aged 15–25, whereas Rotimi (2011), cited in

Samphina Academy (2022), suggests an age range of 18–45. The unemployed are typically impoverished, with age being a significant factor.

2.1.4 Reason for Edojob Policy

The core objective behind, the establishment of EdoJobs policy is to leverage on established frameworks to combat unemployment, underemployment, low productivity, and reduce poverty by 50%, in line with the Millennium Development Goals. The creation of more and better-quality jobs, advancement of gender equality, improved access to employment opportunities, and promotion of decent work are key to overcoming poverty, fostering economic growth, and enhancing social development and integration (The World Bank, n.d.).

The policy seeks greater involvement from private sector, civil society, communities, and development partners in human capital development and job creation initiatives. Public works projects in Edo State, aimed at job creation, are aiding the government's goal of achieving 200,000 jobs in four years (Okonji, 2020).

2.1.5 Impact of Edojob Policy

Under the previous regime in Edo State, The scale of unemployment rate was overwhelming, with throngs of youth involved in undocumented migration, skirmishes, and assorted philanthropic and societal deviations. Upon taking office, Governor Godwin Obaseki's government established a precise mandate centered on producing 200,000 diverse-sector jobs, an ambition that has been predominantly fulfilled in the past three years.

Okonji (2020) noted that Governor Godwin Obaseki declared, “Our priority is to create a post-COVID-19 agricultural economy.” Apart from the Agricultural University, Edo State advances its job creation agenda through the Edo Food and Agriculture Cluster, which facilitates connections between farmers and produce aggregators while supplying training, inputs, and processing facilities. Furthermore, the state’s agripreneur program and independent farmer initiative, managed by the Ministry of Agriculture, contribute to job growth in the sector.

The Edo Skills Development Organization targets four primary sectors: information technology, manufacturing, construction, and creative industries, enabling Edo residents to learn and advance their skills. Cultural facilities, such as archaeological sites, museums, libraries, and exhibitions, fine arts including paintings, sculptures, photographs, and antiques, and media such as books and other printed publications, promote national development and job creation, constituting another significant area of advancement in Nigeria (Okonji, 2020).

Edo Innovates is an agency-driven program aimed at creating jobs within the tech industry, offering comprehensive initiatives such as CovenLabs’ training in artificial intelligence and data science, Google Tekly Code, Girls Can Code, a robotics program for kids, Siemens Power4Edo Hackathon, HP Life Entrepreneurship Training Program, and Amazon Web Services Training. Edo Innovates has advanced innovations that support the Fourth Industrial Revolution. As Nigeria’s third state, Edo has forged an Uber partnership, generating thousands of jobs for its youth. Since Vice President Yemi

Osinbajo commissioned it in June 2018, over 27,000 young people have gained from Edo Innovates' efforts.

As reported by Okonji (2020), Mrs. Dare Ukinbo, Executive Director of the Edo National Skills Development Agency, noted that since its establishment, programs in capacity building and career advancements in diverse areas such as manufacturing of paint, installation of POP, soap making, fashion and beauty, have trained 23,874 people. Edo Innovates, which promotes skill development, job placement, and entrepreneurship in technology, has trained 27,673 individuals. The Edo Production Center, targeting artisans and small producers, has skilled 161 people, while the Ministry of Wealth and Creation's initiative has produced 10,100 jobs. The NSIP Edo Office has further created 12,413 jobs and supported employment for over 32,420 individuals. An initiative for artisans and small manufacturers, the Edo Production Center, has trained 161 people, and an initiative by the Ministry of Wealth and Creation has created 10,100 jobs, and an initiative by the NSIP Edo Office has created 12,413 jobs and provided more than 32,420 persons' jobs.

In Akoko Edo, various job opportunities have emerged, such as FirstMonie mobile money agents, solar panel installations, and solar kiosks. In Owan East, youth receive training in paint production and application, FirstMonie agent roles, bead making, and other apprenticeship and entrepreneurial programs. Etsako East and West have introduced opportunities in animal husbandry, web design, mobile money services, solar installation, and maintenance, among other entrepreneurial initiatives. The Edo Young

Engineer Program in Ovia, Southwest, and Northeast Edo State provides AUTOCAD certifications in fields like electrical work, interior design, construction, botanical gardening, solar panel installation, tile and POP work, and many more areas.

Okonji (2020) highlights that Edo State is consistently vibrant with job opportunities in both private and public sectors. Every Local Government Area in the state has experienced the impact of this employment revolution, with a thriving tech sector offering boundless possibilities. Through the Edo Innovation Hub, the agency and its partners have secured over N21 million for startups. The successes of the Edo National Skills Development Agency reflect Governor Obaseki's skill in selecting talented leaders and aligning them with his vision for Edo State's future.

2.2 Empirical Review

Odalonu and Obani (2019) assessed the impact of government policies and programs on poverty mitigation in Nigeria, with specific reference to Edo State. The research adopted systems theory as its framework and used a survey approach, distributing questionnaires in six of Edo State's three senatorial districts. Data analysis relied on simple percentages and means. From 300 questionnaires, 278 were returned completed, yielding a 92.7% response rate, and these responses were analyzed. The findings revealed that only 35% of Edo State residents access poverty alleviation programs, with lack of funding being a key obstacle in Edo State and Nigeria at large. Despite government efforts, poverty remains prevalent. Recommendations included establishing more centers for entrepreneurial skills and youth empowerment, creating and

revitalizing industries to foster job creation, and ensuring sufficient funding for anti-poverty programs to maintain their impact (Odalonu & Obani, 2019).

Similarly, Uwuigiaren and Umemezia (2020) studied the effect of perceived institutional support on professional participation at selected universities in Edo State. The objective was to assess how support from employers, supervisors, and peers influences professional engagement among 384 staff members at four universities in Edo State. Data were analyzed using multiple regression methods. The study found that perceived organizational support, including from employers, supervisors, and peers, has a notable impact on professional commitment. It recommended that Edo State university management continue or expand support for staff, including those abroad, to enhance performance (Uwuigiaren & Umemezia, 2020).

In their 2016 study, “Influence of Affective Events on Job Satisfaction: A Study of Selected Service Enterprises in Edo State,” Okeke, Onuorah, and Evbota explored the impact of affective events on job satisfaction across ten selected service firms in Edo State. The empirical study sought to determine whether workplace conditions provoke affective reactions and if employees’ emotional states affect their job satisfaction. Employing a descriptive survey design, the study used primary and secondary data sources and tested three hypotheses with chi-square (X^2) tests and Pearson correlation analysis. A sample of 400 employees was selected from a 2,370-strong workforce using the Taro Yamane method. Results showed that workplace events elicit affective reactions impacting job satisfaction, emotional exhaustion reduces job satisfaction, performance

depends on emotional well-being, and personal characteristics shape affective behavior. The study suggested implementing emotional intelligence training to help managers, supervisors, and staff manage workplace emotions, thereby boosting job satisfaction and service efficiency (Okeke et al., 2016).

Nwosu, Dialoke, and Tafamel (2019) explored employee job satisfaction in their study “A Survey of Employees’ Job Satisfaction in Selected Public Organizations in Edo State, Nigeria.” The research aimed to experimentally assess satisfaction levels among employees in Edo State’s public sector using a descriptive survey design. A questionnaire was administered to 505 employees from three institutions. Findings indicated that 54.1% of respondents were dissatisfied with their jobs, workplace environment, performance reviews, and salaries, though supervision and growth opportunities were acceptable. The study suggested that compliance with Nigerian Labor Law could enhance employee satisfaction (Nwosu et al., 2019).

Amune (2014) explored job satisfaction determinants in the study “Comparative Study of Determinants of Job Satisfaction for Male and Female Librarians in Public University Libraries in Edo State, Nigeria.” The research, using a descriptive design, focused on male and female librarians in Edo State’s public university libraries. A sample of 20 male and 20 female librarians was selected via simple random sampling. Data were collected through questionnaires and analyzed using SPSS with descriptive and inferential statistics, including percentages, t-tests, and F-ratios. Results revealed that female librarians reported higher job satisfaction than males, with a significant difference,

but both were satisfied with motivational packages. The study suggested that library management sustain policies improving satisfaction in areas like growth, interpersonal relations, and salary to enhance productivity and institutional goals. It further recommended ensuring equitable academic support to address male librarians' satisfaction levels (Amune, 2014).

2.3 Theoretical Framework

This research is anchored on Media Dependency theory and Framing theory.

2.3.1 Media Dependency Theory

The media dependency theory was developed in 1976 by Sandra Ball-Rokeach and Melvin DeFleur. It is alternatively also referred to as Media System Dependency Theory. This theory has its root in the classical sociological works, the theory suggests that the study of media and their audiences should occur within the broader context of social systems (Syallow, 2015, as cited in Okwudiri & Odo, 2011). It concentrate on the dynamics between media, different audience groups, and societal frameworks.

The theory describes a intricate system of links between mass media and audiences, with society made up of multiple interconnected segments, each a separate entity. Together, these form the comprehensive mass media, consisting of radio, print, television, and digital platforms. As individuals seek more information to fulfill their diverse aspirations, they depend on mass media, which reliably addresses their varied goals and needs (Syallow, 2015, as cited in Okwudiri & Odo, 2011). The central notion of this theory is that individuals turn to media to satisfy their needs and aspirations, as media

systems and societal institutions collaborate with audiences to generate their interests and drives. The strength of media dependence hinges on the audience's belief in how well the media they select align with and fulfilling their objectives.

The theory, however, is challenging to test empirically. Although it clarifies how audiences develop a strong dependence on media for information, measuring the extent of this reliance proves complex. In the context of this study, individuals rely on media to provide accurate and trustworthy information regarding the EdoJobs policy.

2.3.2 Framing Theory

Asemah, Nwammuo, and Nkwam-Uwaoma (2017) postulate that framing is connected to agenda-setting traditions yet advances research by concentrating on the substantive meaning of issues, not just specific topics. The theory hinges on media directing focus to certain events and embedding them in a meaningful context. The theory originated with Goffman in 1974, who argued that individuals interpret their environment using a primary framework (Goffman, 1974, as cited in Asemah et al., 2017). As the pioneer to explore framing as a form of communication, he described it as a “schemata of interpretation” enabling individuals to recognize, interpret, and categorize life events. Robert Entman refined the concept by stating that framing a message or text involves highlighting specific aspects of perceived reality to place priority on, thereby endorsing a particular problem definition, causal explanation, moral judgment, or recommended solution (Entman, 1993, as cited in Cissel, n.d.). McQuail (2005, p. 555, as cited in

Asemah et al., 2017) describes framing theory as a philosophical framework that elucidates how journalists typically shape and contextualize news content.

In communication research, framing theory is approached through two lenses: individual and media frames. Individual frames reflect a person's cognitive perception of a situation, while media frames consist of the words, imagery, phrases, and presentation techniques used by media outlets to cover an issue. Such choices are shaped by content producers, their media organizations, and their perspectives on the matter (Baran & Davis, 2012, as cited in Asemah et al., 2017). Framing shares a strong connection with agenda-setting theory, as both focus on how media highlight certain issues in order to influence public agenda. Framing, however, extends this by crafting the presentation of news to provide a particular perspective. This is often a purposeful decision by journalists, where a frame describes how media, as gatekeepers, organize and deliver ideas, events, and subjects. Thus, framing refers to the way a communication source shapes and presents information (Asemah et al., 2017).

Asemah et al. (2017) elaborate that framing is an inherent aspect of human communication, as individuals naturally apply their own perspectives to their interactions. Framing theory posits that the way information is presented to an audience—termed “the frame”—shapes their decisions on how to interpret it. The most prevalent application of frames is seen in how news or media outlets contextualize the information they deliver, influencing audience perceptions.

The relevance of this theory to the study lies in its explanation of how media portray the EdoJobs policy, which subsequently shapes the views of Benin residents.

2.4 Summary of Literature Review

The review shows that media have been able to report about Edojob Policy, and still it becomes so pervasive that it has permeated every facet of human lives. Therefore, there was need for people to air their opinions. The relationship between the mass media and Edojob Policy is inclusively mutual and symbiotic in nature. Report like provision of job opportunities need to be aired by the media for the consumption of the publics. The mass media helps to report issues on Edojob in other for people to be informed and educated about such happening around the world.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

This study employed a descriptive survey research design for scientific investigation. This approach was found suitable as to aided the researcher to solicit public perception on the broadcast media's reporting on Governor Obaseki's "Edojob policy." The Surveys was found highly effective for gathering opinions as it gave room for equal opportunity and adequate representation thereby enhancing the reliability and credibility on this topic in fulfilling the study's objectives. Brown, Cozby, Kee, and Worden (2009) postulate that survey research design utilises thorough sampling technique to provide a precise representation of a whole population.

Alozie (2010) defines survey as a search technique by which oral or written responses or information are often elicited from objects usually sampled on statistical principles, either through focused questions or imparted stimuli. Asemah et al. (2017) describe a survey as an empirical investigation that utilises interviews or questionnaires or to explore descriptive attributes of a subject. Wimmer and Dominick (2006, p.179), as cited in Asemah et al. (2017), buttresses that survey research demands thorough planning and implementation, as researchers employing this method must address numerous decisions and challenges.

This design is considered relevant because of the nature of the study which requires administration of questionnaires to generate quantitative result (Ekwe, 2017).

3.2 Population of the Study

The term population refers to a group of individuals who exhibit similar attributes and qualities. The study population constitutes a subset of the target population from which samples are chosen, extending beyond the scope of the sample frame. The sample frame can be aptly viewed as the operationalized embodiment of the study population.

Therefore, the population of this study refers to individuals living in Oredo, Ikpoba-Okha and Egor local government. Edo State. According to city population as at 2022, the population of Oredo is 553,300; Ikpoba-Okha population is 549,700; Egor population is 502,700.

Hence, the total population of the study is the summation of three local governments which is shown in the formula below:

$$\begin{aligned}\text{Total Population} &= \text{Oredo} + \text{Ikpoba-Okha} + \text{Egor} \\ &= 553,300 + 549,700 + 502,700 \\ &= 1,605,700\end{aligned}$$

The total population for this study is 1,605,700

3.3 Sample Size Determination

Asemah, Gujbawu, Ekharefor, and Okpanachi (2017) emphasize that empirical studies aiming to draw conclusions about a population based on a sample must prioritize determining an appropriate sample size. The sample size in a study is typically established based on the data collection approach and the necessity for adequate statistical power. Wimmer and Dominick (2011) define a sample as a subset of a

population that accurately represents the entire group, consisting of individuals chosen from a larger population for survey purposes.

To determine the sample size for this study, the researcher applies the statistical formula developed by Taro Yamane (1973).

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

Where

n= Desired Sample

N= population of the study=1,605,700

e= Margin of error (0.05)

I= Unity (always constant in value calculation)

$$n = \frac{1,605,700}{1+1,605,700 (0.05^2)}$$

$$n = \frac{1,605,700}{1+1,605,700 (0.0025)}$$

$$n = \frac{1,605,700}{1+4,014.25}$$

$$n = \frac{1,605,700}{4,015.25}$$

$$n = 399.9$$

n= Approximately 400

Therefore, with the population of 1,605,700, the sample size is 400

3.4 Sampling Technique

In statistical analysis, sampling involves a procedure of extracting a fixed set of observations from a broader population via systematic or random mechanisms. Alternatively, it can be viewed as a method for choosing a subset that reflects the entire group to assess its overall attributes or metrics. The aim of sampling is to form conclusions via inferential statistics based on observations of just a fraction (samples) of the population. Multi-stage sampling is the method applied in this investigation. Creswell (2012) asserts that the multi-stage sampling approach requires investigators managing large or non-uniform populations to perform sample extraction in two or more tiers, notably when the population is elusive or massively scaled. Kothari (2012, p. 66) maintains that it is generally implemented in major explorations across extensive geographic zones, for example, encompassing a full country, municipality, or province (Babbie, 2007, p. 208: Cited by Ekwe, 2017).

At the initial phase, cluster sampling was employed to segment Edo State into strata based on local government areas, including Akoko-Edo, Egor, Esan Central, Esan North-East, Esan South-East, Esan West, Etsako Central, Etsako East, Etsako West, Igueben, Ikpoba-Okha, Oredo, Orhionmwon, Ovia North-East, Ovia South-West, Owan East, Owan West, and Uhunmwode. This stratification method enabled the researcher to partition the population into uniform subgroups.

$$\text{Sample for each local government} = \frac{\text{population of each local government} * \text{sample size}}{\text{Total population}}$$

$$\begin{aligned} \text{Oredo local government} &= \frac{553,300 * 400}{1,605,700} \\ &= 137.8 \text{ (approximately 138)} \end{aligned}$$

$$\begin{aligned} \text{Ikpoba-Okha local government} &= \frac{549,700 * 400}{1,605,700} \\ &= 136.9 \text{ (approximately 137)} \end{aligned}$$

$$\begin{aligned} \text{Egor local government} &= \frac{502,700 * 400}{1,605,700} \\ &= 125.2 \end{aligned}$$

At stage two, the researcher used purposive sampling technique to select three out of the eighteen LGAs that is: Oredo, Ikpoba-Okha and Egor Local government areas.

In the third stage, the researcher used systematic sampling technique to pick household with the interval of five in the selected areas. In the final stage, the researcher used the balloting method of simple random sampling to select each of the household. This enabled the researcher to select four hundred (400) residents in the three local governments for the study.

3.5 Instrument for Data Collection

Research instruments are tools designed to gather information from the selected sample size. For every research work, there are various instruments used for collecting

data in research, and this research instrument is selected depending on the nature of the research and type of data to be collected. Therefore, the main data collection instrument for this research work is questionnaire.

Both open and close ended questions was used in designing this questionnaire. The questionnaire was structured in a way that the respondents were able to answer the questions appropriately.

3.6 Reliability and Validity of Measuring Instrument

Reliability of measuring instrument refers to the ability of a measuring instrument to constantly measure what it sets to measure. The reliability test refers to the ability of the questionnaire to generate a consistent result. To do this, the study will adopt the test-retest method. The test-retest method according to Nachmias and Nachmias (2009, pg.170), “involves the administration of the measuring instrument to the same group of persons at two different times, and the computation of the correlation between the two sets of observations”. This indicates that for the reliability of an instrument to be effectively reputable, a researcher has to administer his instrument on the respondents at two intervals to check their ability to be consistent in responses.

Usually in research, a researcher is obligated to discuss and test the reliability of the data collection instrument or instruments, as the case maybe as per instrumentation (Chukwuemeka, 2002, p.103). After designing the questionnaire, it was given to my supervisor to make necessary corrections. This was done in order to ensure the validity of

the copies of questionnaire item as well as appropriate to the language and expressions that elicit the necessary and valid data.

3.7 Method of Data Collection

The questionnaire was administered on a face basis; this enable the researcher to assist the respondents in clarifying issues in the questionnaire that the respondent finds difficult to understand.

Questionnaire was used to collect quantitative and qualitative data for the study. For questionnaire administration, the researcher worked with 400 copies of questionnaires and administered it until the copies was usefully exhausted.

3.8 Method of Data Analysis

The data derived from the respondents was presented in tables, charts, frequency distribution and simple percentages with the aid of Statistical Packages for Social Sciences (SPSS). The responses were analyzed by answering each research question in relation to the corresponding item on the questionnaire.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND RESULTS

4.1 Data Presentation and Analysis

In this chapter, qualitative and quantitative data were generated through questionnaire. The questionnaire is analyzed using SPSS. The surveys were therefore presented in tables, and charts using frequency distribution and simple percentages to present the analysis of this study. All data are presented in line with the research questions raised in chapter one. More so, quantitative data were interpreted to avoid mere data reading.

The sample size for this work is 400, a total of 400 copies of questionnaire were administered to residents of Benin above in Oredo, Ikpoba-Okha and Egor respectively. 384 copies of the questionnaire were retrieved and analyzed, while 16 copies of the questionnaire were missing. This chapter analysed the demographic and thematic data of the respondent's responses, presented in charts and tables.

4.1 Data Presentation

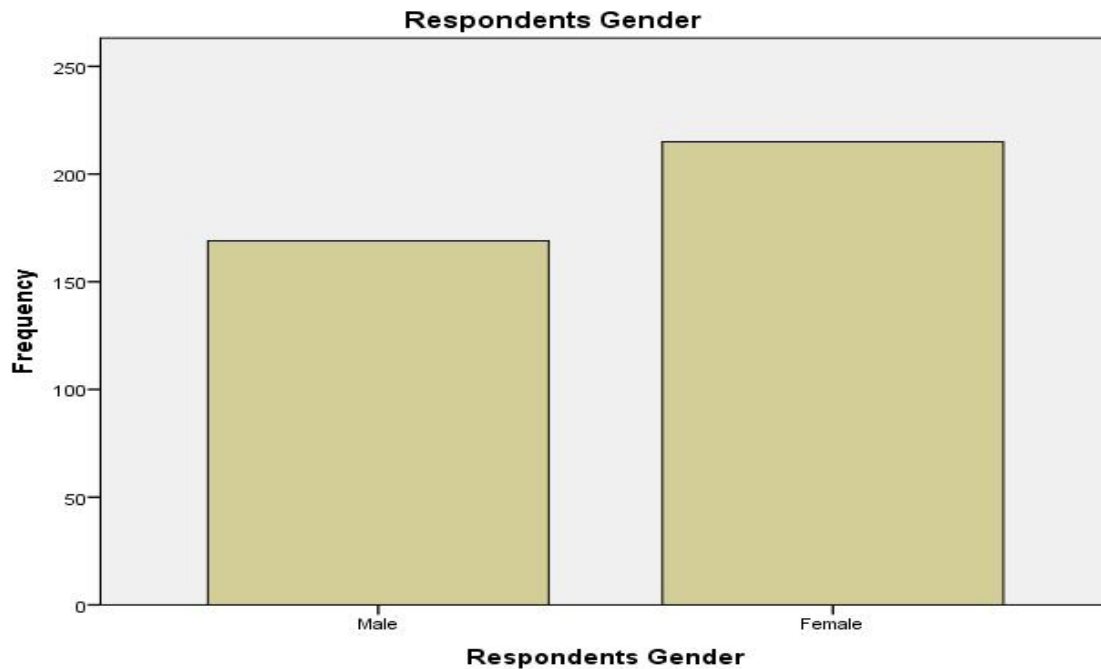
Respondents' Demographic Data

Items 1, 2, 3, 4 and 5 of the questionnaires were presented to analyse the biographic data of respondents.

Table 4.1.1: Respondents Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	169	44.0	44.0	44.0
Valid Female	215	56.0	56.0	100.0
Total	384	100.0	100.0	

Figure 4.1.1



From table 4.1.1 and figure 4.1.1 above, the data showed the gender of the respondents. Data from the above showed that majority of the respondents representing

56.0% were from females. This implies that the female respondents participated more in the survey than the males.

Table 4.1.2: Respondents Age

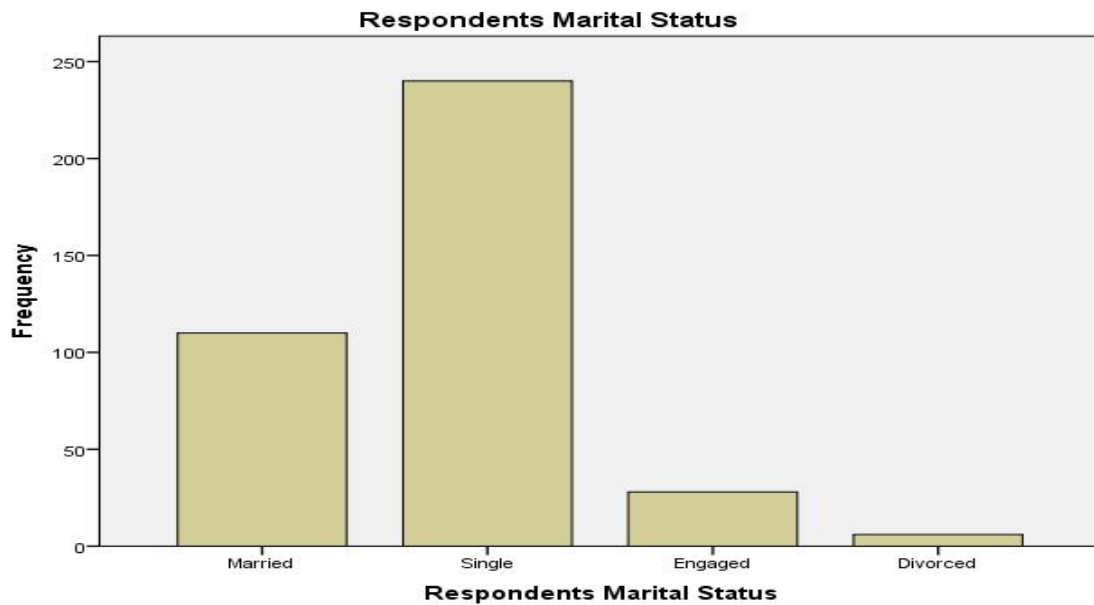
	Frequency	Percent	Valid Percent	Cumulative Percent
18-28	168	43.8	43.8	43.8
29-39	130	33.9	33.9	77.6
Valid 40-49	66	17.2	17.2	94.8
50 and above	20	5.2	5.2	100.0
Total	384	100.0	100.0	

Table above indicate the age brackets of respondents used in the study. The data showed that there were 168 respondents representing (43.8%) who were between the ages of 18-28, 130 (33.9%) respondents between the ages of 29-39, 66 (17.2%) respondents who were 40-49 and 20 (5.2) who were 50 and above. This means that majority of the respondents happen to be between the age bracket of 18-28.

Table 4.1.3: Respondents Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Married	110	28.6	28.6	28.6
Single	240	62.5	62.5	91.1
Valid Engaged	28	7.3	7.3	98.4
Divorced	6	1.6	1.6	100.0
Total	384	100.0	100.0	

Figure 4.1.3

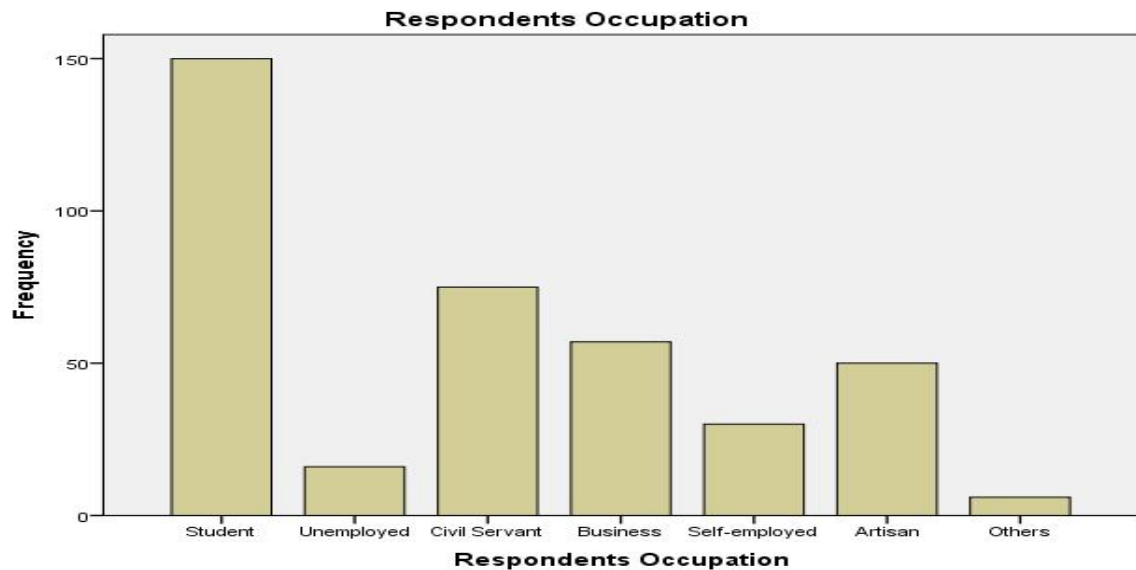


The table above showed the marital status of respondents. 110 respondents representing (28.6%) of the whole respondents were married, 240 respondents representing (62.5%) were single, 28 respondents representing (7.3%) were engaged while 6 respondents representing (1.6) were divorced. The percentage of singles and the married could be explained considering the fact that majority of the respondents were below the age of 28.

Table 4.1.4: Respondents Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	150	39.1	39.1	39.1
Unemployed	16	4.2	4.2	43.2
Civil Servant	75	19.5	19.5	62.8
Business	57	14.8	14.8	77.6
Self-employed	30	7.8	7.8	85.4
Artisan	50	13.0	13.0	98.4
Others	6	1.6	1.6	100.0
Total	384	100.0	100.0	

Figure 4.1.4

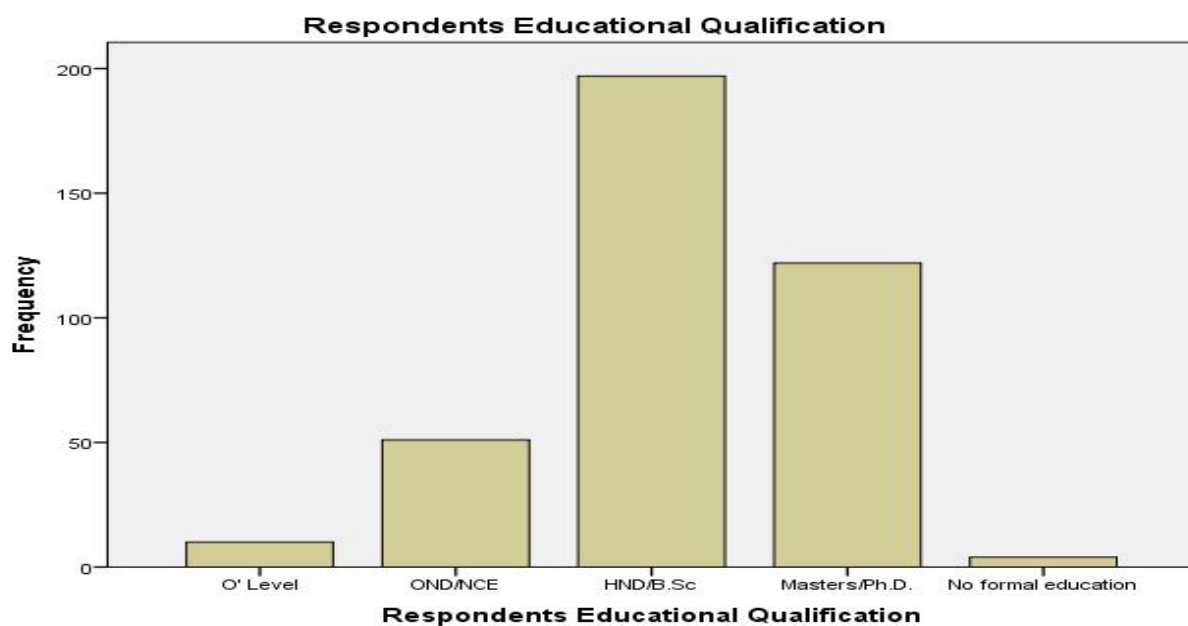


The quantitative data in the table and chart above revealed the occupation of the 384 respondents used in the study. While 150 (39.1%) respondents are Students, 16 (4.2%) respondents are Unemployed, 75 respondents representing (19.5%) of the respondents are Civil servants, 57 respondents representing (14.8%) are business owners, 30 respondents representing (7.8%) are Self-employed, 50 respondents representing (13.0%) are Artisans, and 6 respondents representing (1.6%) belonged to the 'others' category which could be other occupation category. In essence, there were more Students compared to other occupations.

Table 4.1.5: Respondents Educational Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
O' Level	10	2.6	2.6	2.6
OND/NCE	51	13.3	13.3	15.9
HND/B.Sc	197	51.3	51.3	67.2
Masters/Ph.D.	122	31.8	31.8	99.0
No formal education	4	1.0	1.0	100.0
Total	384	100.0	100.0	

Figure 4.1.5

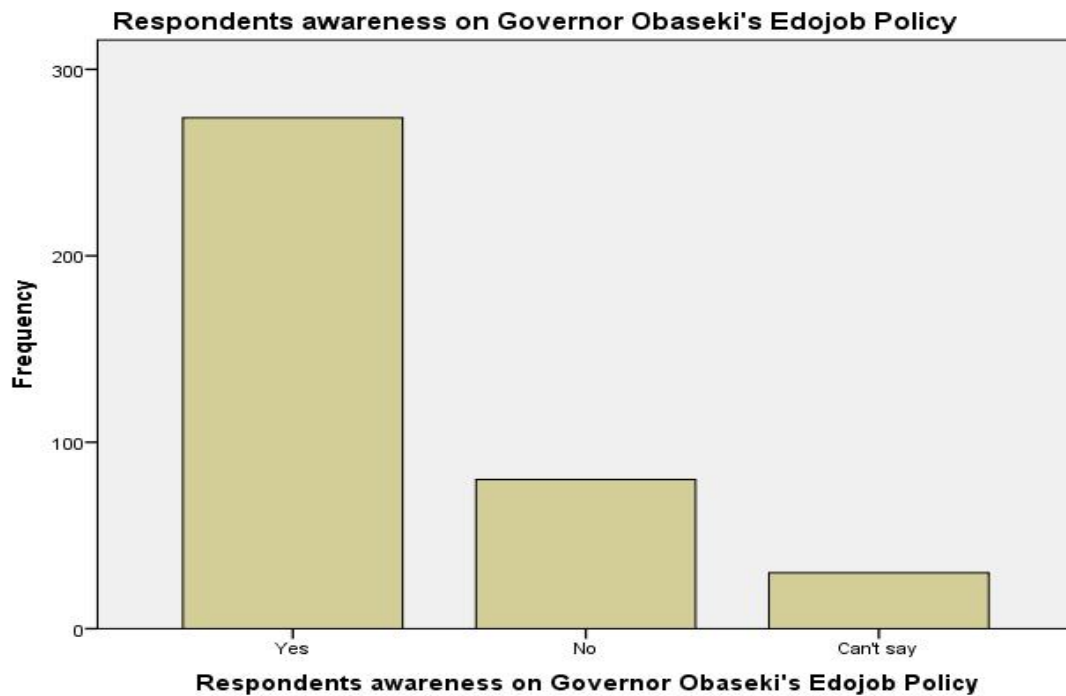


The table and figure above reveal the respondent's educational qualification used in the study. 10 respondents representing (2.6%) of the whole respondents have O' Level, 51 (13.3%) respondents have OND/NCE qualification, 197 (51.3%) respondents have HND/B.Sc. qualification, 122 (31.8%) respondents have Masters/Ph.D. qualification while 4 (1.0) respondents have no formal education.

Table 4.1.6: Respondents awareness on Governor Obaseki's Edojob Policy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	274	71.4	71.4	71.4
No	80	20.8	20.8	92.2
Can't say	30	7.8	7.8	100.0
Total	384	100.0	100.0	

Figure 4.1.6

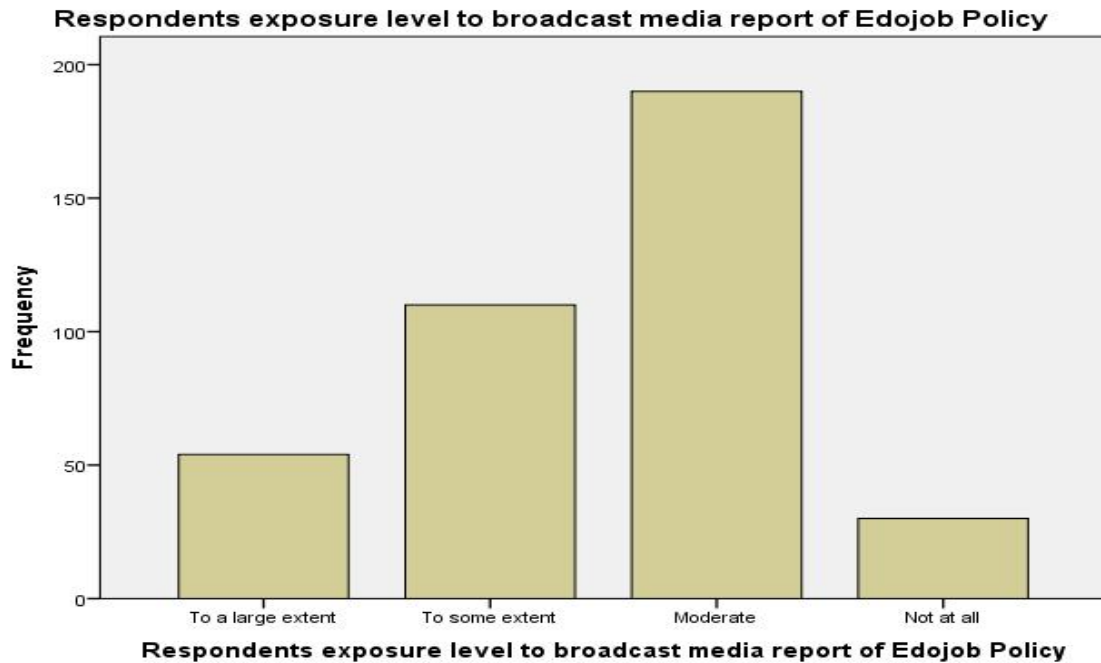


The above quantitative data showed the respondents awareness of Edojob Policy. The majority of the respondents with number 274 (71.4%) claims they are aware. The implication of this on the study is that it aids in getting quality information from the respondents about the policy since they are aware of it.

Table 4.1.7: Respondents exposure level to broadcast media report of Edojob Policy

	Frequency	Percent	Valid Percent	Cumulative Percent
To a large extent	54	14.1	14.1	14.1
To some extent	110	28.6	28.6	42.7
Valid Moderate	190	49.5	49.5	92.2
Not at all	30	7.8	7.8	100.0
Total	384	100.0	100.0	

Figure 4.1.7



From this table, it can be deduced that 54 (14.1%) respondents are to a large extent expose to broadcast media report of Edojob Policy, 110 (28.6%) respondents are to some extent expose to media report, 190 (49.5%) respondents are moderately exposed while 30 (7.8%) are not exposed to broadcast media report on the policy.

Table 4.1.8: Respondents frequency of following media report of Edojob Policy

	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	70	18.2	18.2	18.2
Often	102	26.6	26.6	44.8
Valid Not often	115	29.9	29.9	74.7
Not at all	97	25.3	25.3	100.0
Total	384	100.0	100.0	

Figure 4.1.8

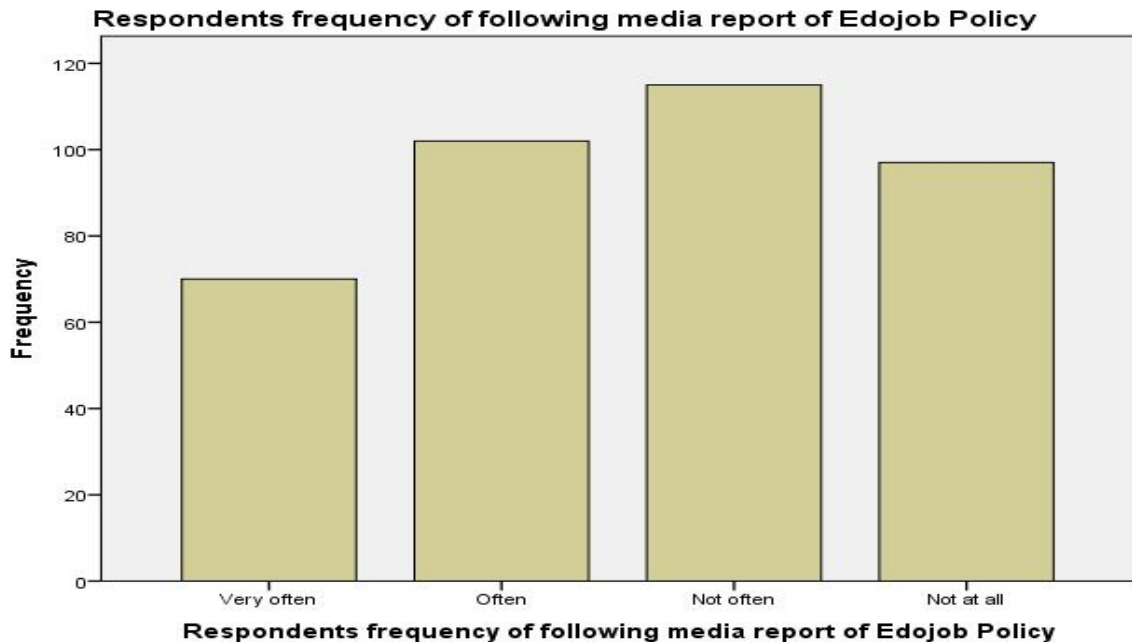


Table and chart 4.1.8 present data about respondents' response on how they follow media reportage of Edojob Policy. The information revealed that 70 respondents representing (18.2%) follow it very often, 102 respondents representing (26.6%) often follow the media on the policy, 115 respondents representing (29.9%) don't follow it often while, 97 respondents which is (25.3%) don't follow it at all.

Table 4.1.9: Respondents medium of accessing media report of Edojob Policy

	Frequency	Percent	Valid Percent	Cumulative Percent
Radio	86	22.4	22.4	22.4
Television	37	9.6	9.6	32.0
Newspaper/Magazine	46	12.0	12.0	44.0
Valid Internet/Social media	190	49.5	49.5	93.5
Others	15	3.9	3.9	97.4
None of the above	10	2.6	2.6	100.0
Total	384	100.0	100.0	

Figure 4.1.9

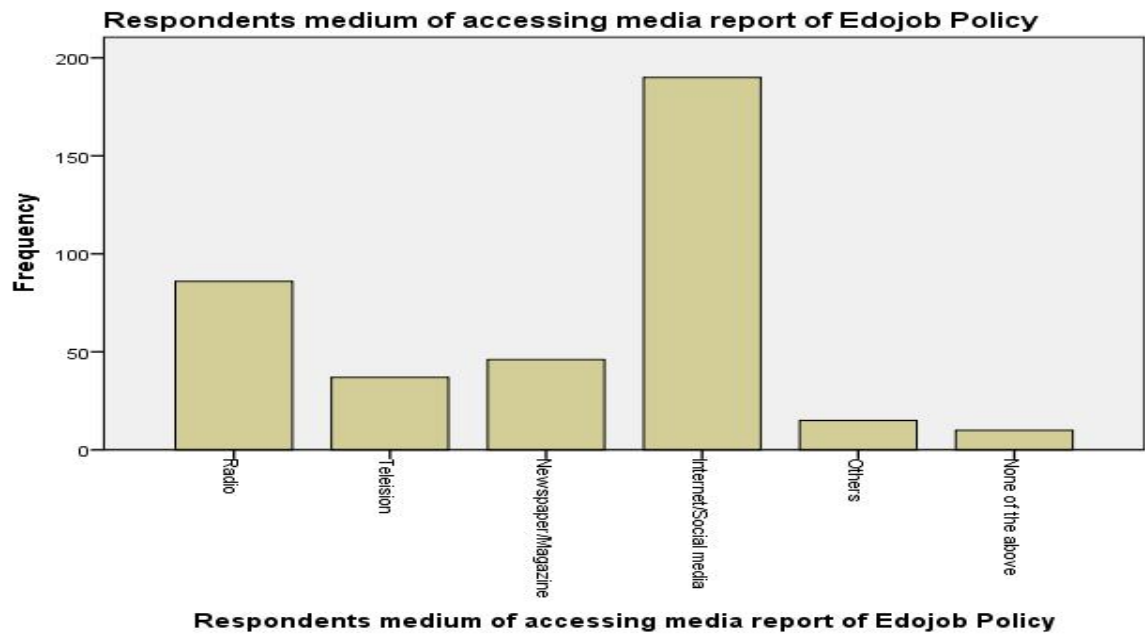


Table 4.1.9 and figure 4.1.9, shows the medium through which the respondents' access media reports of Edojob Policy. 86 (22.4%) respondents said through radio, 37 (9.6%) respondents said through television, 46 (12.0%) respondents said through newspaper/magazine, 190 (49.5%) respondents said through internet/social media, 15 (3.9%) respondents said through other medium, while 10 (2.6) respondents said none of the above. However, majority of the respondents acknowledged that the medium through which they access media reports of Edojob Policy was mostly through internet/social media.

Table 4.1.10: Respondents thought on media effectiveness in reportage of Edojob Policy

	Frequency	Percent	Valid Percent	Cumulative Percent
Very effective	208	54.2	54.2	54.2
Effective	116	30.2	30.2	84.4
Can't tell	20	5.2	5.2	89.6
Less effective	28	7.3	7.3	96.9
Not effective	12	3.1	3.1	100.0
Total	384	100.0	100.0	

Figure 4.1.10

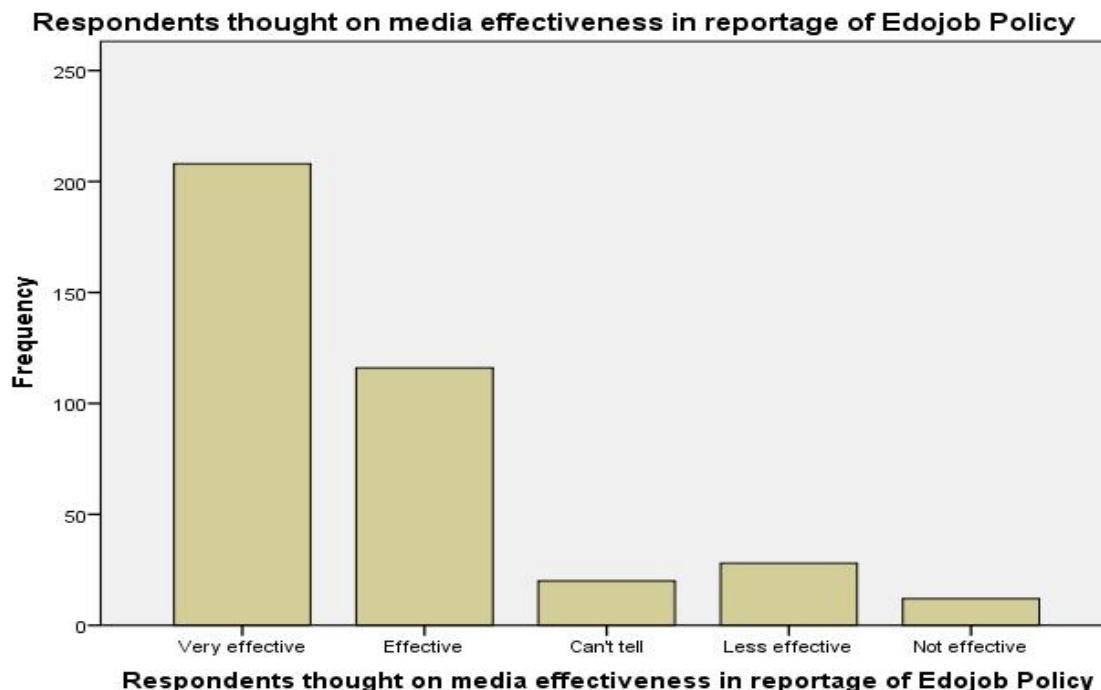
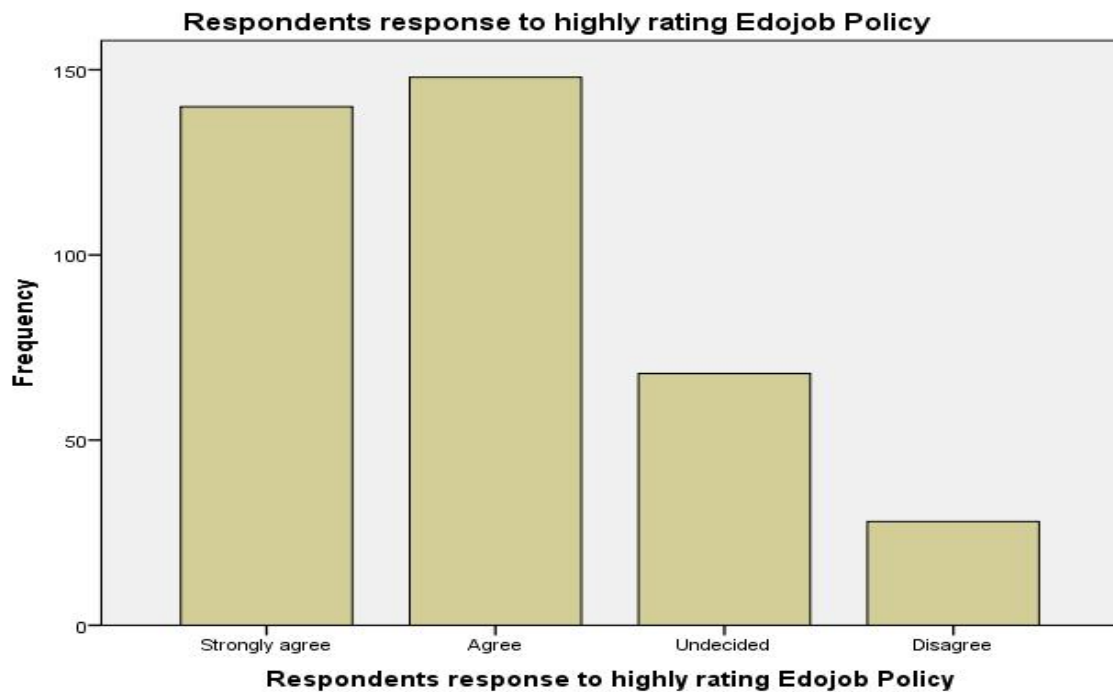


Table 4.1.10 and figure 4.1.10, aimed to find out respondents thought on the effectiveness of media reports on Edojob Policy. From the data and bar chart above, 208 (54.2%) respondents believed that media reports on the policy is very effective, 116 (30.2%) respondents thought that media reports on Edojob is effective, 20 (5.2%) respondents can't tell, 28 (7.3%) respondents supposed that media report on Edojob policy is less effective while 12 (3.1%) respondents thought that media reports on Edojob policy is not effective. This means that the media have been very effective in reporting on the policy in Edo State.

4.1.11: Respondents response to highly rating Edojob Policy

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	140	36.5	36.5	36.5
Agree	148	38.5	38.5	75.0
Valid Undecided	68	17.7	17.7	92.7
Disagree	28	7.3	7.3	100.0
Total	384	100.0	100.0	

Figure 4.1.11

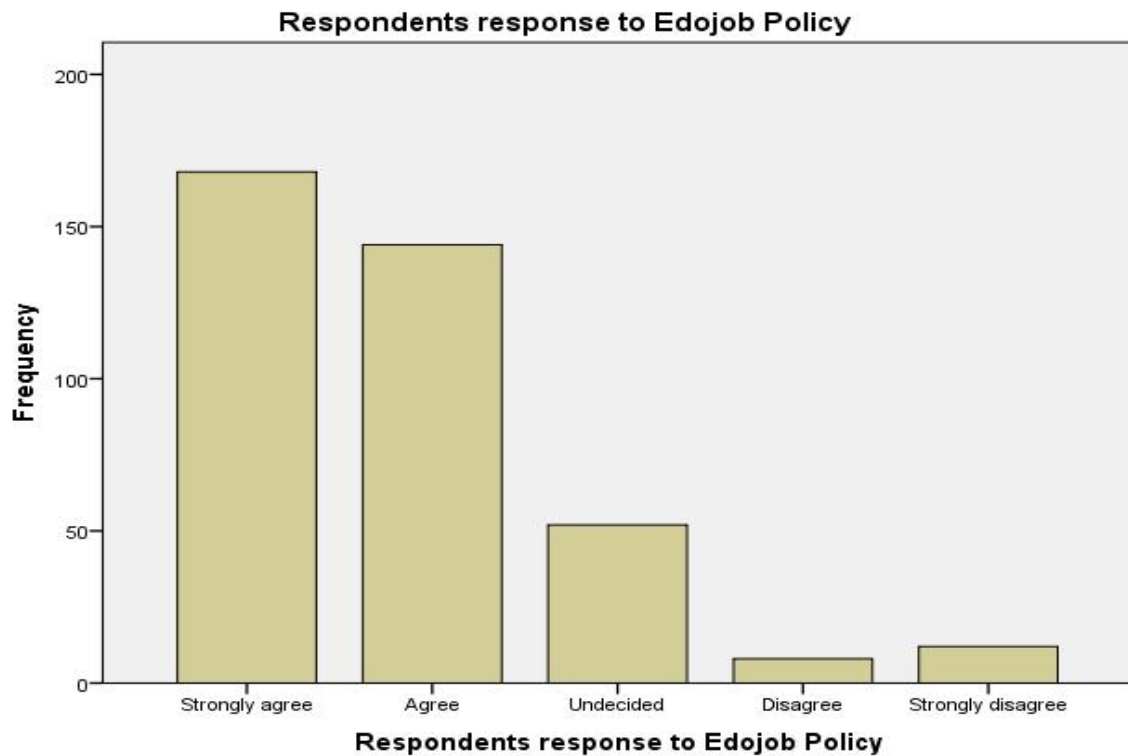


Data collected and presented in the above table and chart reveals that 140 (36.5%) respondents strongly agree to high rating Edojob Policy, 148 (38.5%) of the respondents agree, 68 (17.7%) of the respondents were undecided, 28 (7.3%) of the respondents disagree, 68 (17.7%) of the respondents strongly disagree. The data therefore revealed that majority of the respondents representing (38.5%) agree to the high rate of Edojob Policy.

Table 4.1.12: Respondents response to Edojob Policy

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	168	43.8	43.8	43.8
Agree	144	37.5	37.5	81.3
Undecided	52	13.5	13.5	94.8
Disagree	8	2.1	2.1	96.9
Strongly disagree	12	3.1	3.1	100.0
Total	384	100.0	100.0	

Figure 4.1.12

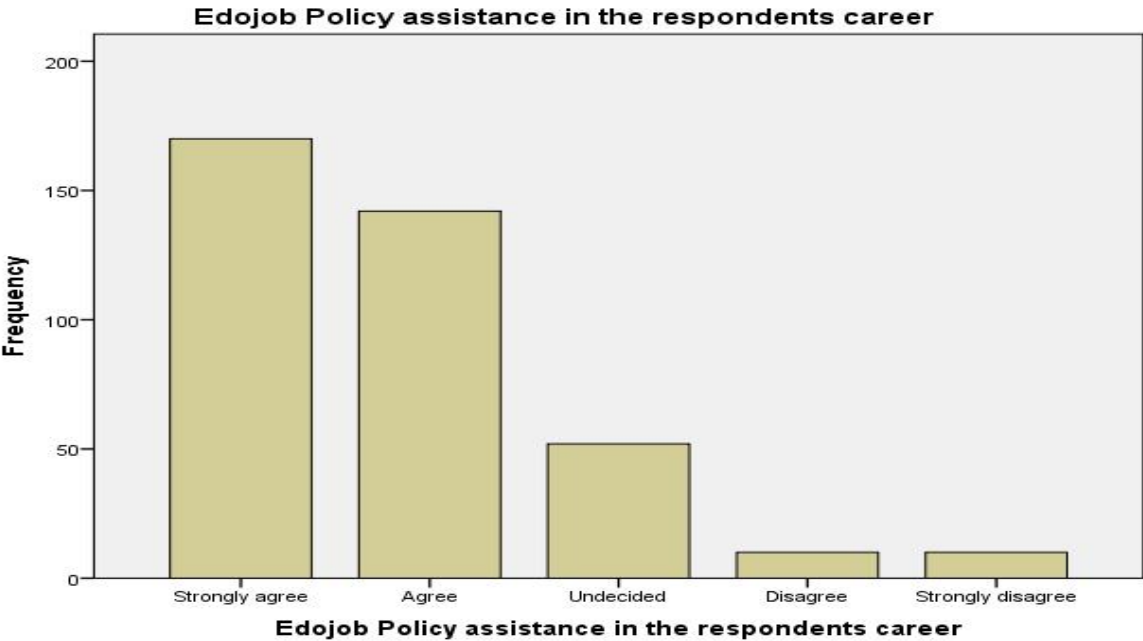


Data collected and presented in the above table and chart reveal the respondents responsiveness to Edojob Policy. 168 (43.8%) respondents strongly agree to respond to Edojob Policy, 144 (37.5%) of the respondents agree, 52 (13.5%) of the respondents undecided, 8 (2.1%) of the respondents disagree, 12 (3.1%) of the respondents strongly disagree. The data therefore revealed that majority of the respondents representing (43.8%) strongly agree that they respond positively to Edojob Policy.

Table 4.1.13: Edojob Policy assistance in the respondents career

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	170	44.3	44.3	44.3
Agree	142	37.0	37.0	81.3
Undecided	52	13.5	13.5	94.8
Disagree	10	2.6	2.6	97.4
Strongly disagree	10	2.6	2.6	100.0
Total	384	100.0	100.0	

Figure 4.1.13

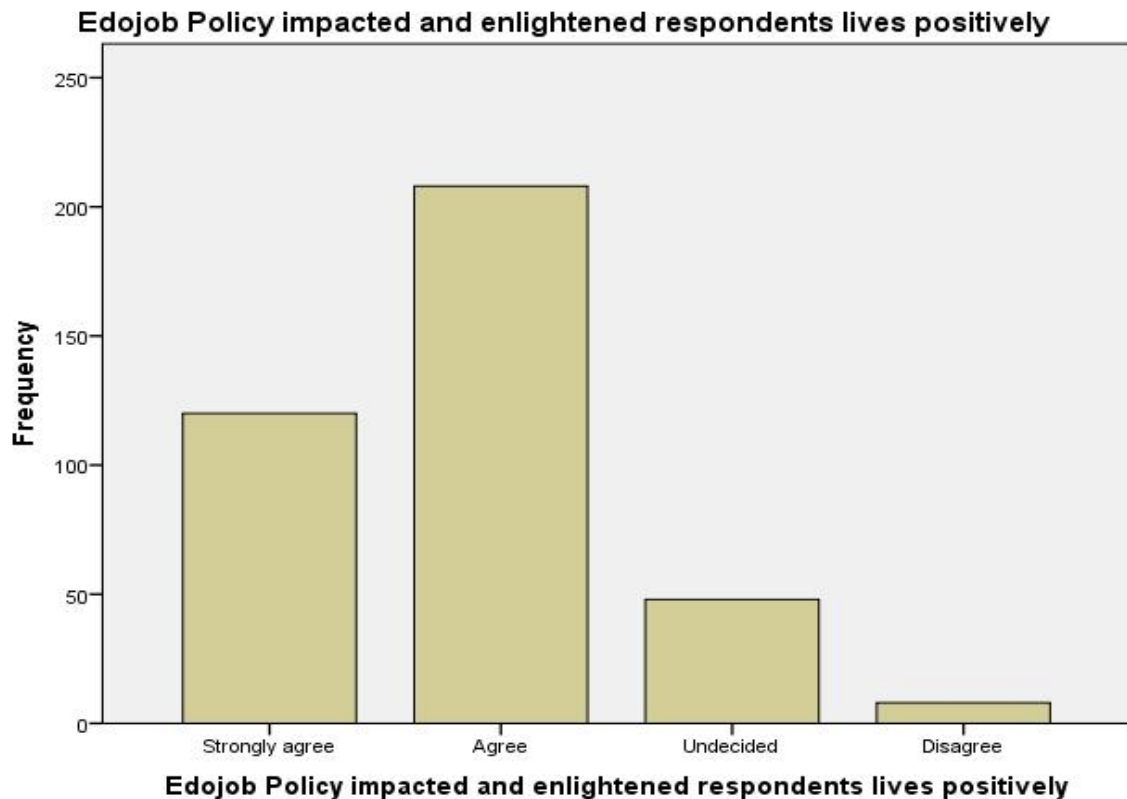


Data collected and presented in the above table and chart disclose the respondents that Edojob Policy has aided their career positively. While 170 (44.3%) respondents strongly agree that the policy has aided their career, 142 (37.0%) of the respondents agree, 52 (13.5%) of the respondents undecided, 10 (2.6%) of the respondents disagree, and 10 (2.6%) of the respondents strongly disagree. The information obtained therefore showed that majority of the respondents representing (44.3%) strongly agrees that Edojob Policy aided their career definitely.

Table 4.1.14: Edojob Policy impacted and enlightened respondents lives positively

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	120	31.3	31.3	31.3
Agree	208	54.2	54.2	85.4
Valid Undecided	48	12.5	12.5	97.9
Disagree	8	2.1	2.1	100.0
Total	384	100.0	100.0	

Figure 4.1.14



The result obtained from the table and chart indicates high level of acceptance among respondents' on the impact of Edojob Policy in enlightening and enhancing standard of living among respondents. Data from the above showed that most of the participants representing 54.2% agreed to the fact that that it impacted their lives.

Table 4.1.15: Governor Obaseki created the Policy in Edo State to create job opportunity and also to enhance entrepreneurship and career building

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	222	57.8	57.8	57.8
Agree	117	30.5	30.5	88.3
Valid Undecided	40	10.4	10.4	98.7
Disagree	5	1.3	1.3	100.0
Total	384	100.0	100.0	

Figure 4.1.15

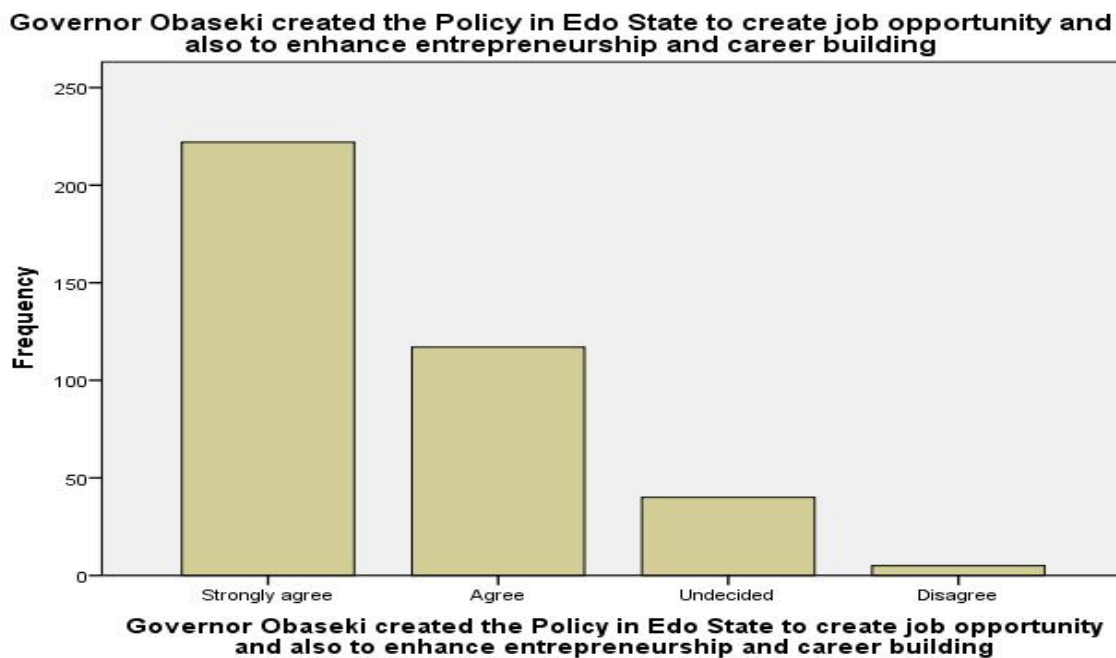
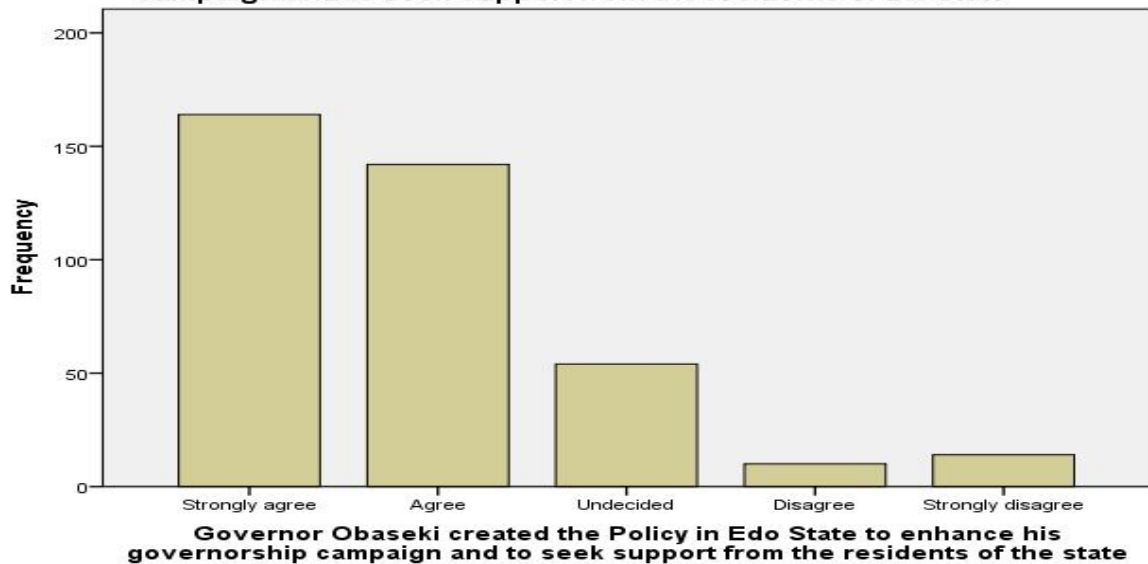


Table 4.1.16: Governor Obaseki created the Policy in Edo State to enhance his governorship campaign and to seek support from the residents of the state

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	164	42.7	42.7	42.7
Agree	142	37.0	37.0	79.7
Undecided	54	14.1	14.1	93.8
Disagree	10	2.6	2.6	96.4
Strongly disagree	14	3.6	3.6	100.0
Total	384	100.0	100.0	

Figure 4.1.17

Governor Obaseki created the Policy in Edo State to enhance his governorship campaign and to seek support from the residents of the state



4.2 Discussion of Findings

This section provides an in-depth analysis and interpretation of both qualitative and quantitative data compiled, presented, and assessed, with the goal of providing a meaningful interpretation. The discussion aims to elucidate the significance of the findings. To ensure a clear and logical flow, it is systematically structured in accordance with the research questions established for the study.

4.2.1: Research Question One

What is the level of awareness of Benin City residents on broadcast media reportage of Edojob Policy?

In this research question, the researcher aimed to find out the level of awareness of Benin City residents on broadcast media reportage of Edojob Policy. The quantitative data was generated using structured questionnaire. Item 6, 7 and 8 of the questionnaire was used to answer research question one.

The result indicated that 274 (71.4%) respondents said Yes that they are aware of Edojob Policy, 80 (20.8%) respondents said No, while 30 (7.8%) respondents could not say anything. For the extent of exposure to broadcast media report of Edojob Policy, 54 (14.1%) respondents are exposed to media report of the policy in Edo State to a significant extent, 110 (28.6%) respondents are exposed to media report of Edojob policy to an extent, 190 (49.5%) respondents are moderately exposed of broadcast media report of Edojob Policy and 30 (7.8%) respondents are not exposed to media report of Edojob Policy. Item 8 shows that 70 (18.2%) respondents follow media report of Edojob Policy

very often, 102 (26.6%) respondents follow media report of Edojob Policy often, 115 (29.9%) respondents did not often follow media report of Edojob Policy while 97 (25.3%) respondents did not follow media report of the Policy in Edo State.

The implication of the findings is that Benin City residents were aware of Edojob Policy, due to media reportage. The finding of this study aligns with the study of Akpan, Anorue & Ukaonu (2012) that state that when an event with great significance to the environment occurs within the society, the media expose such events and sensitize the citizens about them.

4.2.2: Research Question Two

Which media channel is Benin City residents' exposed to on the Governor Obaseki's Edojob Policy?

The researcher sought to know the media channel that Benin City residents' mostly use to access media reportage on Governor Obaseki's Edojob Policy. Quantitative data was generated using structured questionnaire. Table 9 and 10 of the questionnaire was used to answer research question two. Quantitative data generated showed that the medium through which the respondents access media reports of Edojob Policy, 86 (22.4%) respondents said they accessed media report of the policy through radio, 37 (9.6%) respondents said they accessed media report of Edojob Policy through television, 46 (12.0%) respondents said they accessed media report of Edojob Policy through newspaper/magazine, 190 (49.5%) respondents said they accessed media report

internet/social media, 15 (3.9%) respondents said through other medium while 10 (2.6%) respondents said none of the above channel mentioned.

The implication of the findings is that most of the respondents' access news on Governor Obaseki's Edojob Policy through internet/social media medium. This corroborate with Adefaye (2011) finding that maintains that Nigerians have fully incorporated the culture of social media utilisation, the findings also align with media dependency theory that explicates the audience growing reliance on media for their information needs . Table 10 shows that, 208 (54.2%) respondents perceive that media reports on Edojob Policy is very effective, 116 (30.2%) respondents identify that media reports on Edojob Policy is effective, 20 (5.2%) respondents can't tell, 28 (7.3%) respondents perceive that media reports on Edojob Policy is less effective while 12 (3.1%) respondents perceive that media reports on Edojob Policy is not effective.

People react to information differently, therefore, for communication to be effective there has to be a good understanding between both the sender and the receiver. It was further affirmed that mass media were very effective in delivering reports about Edojob Policy in Edo State.

4.2.3: Research Question Three

What is the Benin City residents' attitude towards Governor Obaseki's Edojob Policy?

In this research question, the researcher looked at the attitude of Benin City residents towards Governor Obaseki's Edojob Policy. To establish this, quantitative data

was generated using structured questionnaire. Item 11, 12 and 13 of the questionnaire was used to answer research question three. The quantitative data generated was to know respondents rated Edojob Policy, showed that, 148 (38.5%) respondents agreed, 140 (36.5%) respondents strongly agreed, 68 (17.7%) respondents were undecided, while 28 (7.3%) respondents disagreed. Item 12 showed that, 168 (43.8%) respondents response to Edojob Policy is strongly agree, 144 (37.5%) respondents response to Edojob Policy is agree, 52 (13.5%) respondents were undecided, 8 (2.1%) respondents disagreed while 12 (3.1%) respondents strongly disagree to whatever it is Edojob Policy has to offer. The implication of this is that the respondents highly rated Edojob Policy.

Item 13 provided answer to how Edojob Policy assisted in the respondent's career. 170 (44.3%) respondents strongly agree, 142 (37.0%) respondents agreed, 52 (13.5%) respondents were undecided, 10 (2.6%) respondents disagreed while 10 (2.6%) respondents strongly disagree.

4.2.4: Research Question Four

What is the Benin City residents' perception on the Governor Obaseki's "Edojob" policy?

The essence of this research work was to ascertain how Benin City residents perceive Edojob Policy. Quantitative data under table 14, 15 and 16 showed the majority of the respondents perceived Edojob Policy as positive.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The study was carried to examine the perception of Benin City residents' on broadcast media reportage of Governor Obaseki's Edojob Policy. The objectives of the study were to: Find out the extent to which Benin City residents' are aware of broadcast media reportage of Edojob Policy, find out the media channel through which Benin residents' access media reportage on Edojob Policy, ascertain Benin City residents' attitude towards Governor Obaseki's Edojob Policy, and find out Benin City residents' perception on Edojob Policy. Framing theory and Media Dependency theory served as the theoretical framework in which the study was intricately built upon. The study was conducted through the Survey research method, while a structured questionnaire was used as the data collection instrument. The following were findings from the study:

1. The outcome from the findings showed that majority of the respondents representing 169 (44.0%) are male gender, while 215 (56.0%) female gender.
2. 274 respondents, which make up 71.4%, were aware of broadcast media report of Edojob Policy, the result shows that respondents were aware of media report of Edojob Policy to an extent.
3. Findings disclose that most participants were informed about Governor Obaseki's Edojob Policy through media reports.

4. Most of the respondents accessed news media reports on Edojob Policy through internet/social media medium.
5. The respondents did not follow broadcast media reportage of Edojob Policy often.
6. It was discovered that respondents are satisfied with media reportage of the Policy and that media is very effective in reporting Edojob Policy.
7. Majority of the respondents highly rate Edojob Policy and responded to it positively.

5.2 Conclusion

It is a concluding fact that Nigerian youth are struggling with the issue of unemployment and this has become a great problem in Edo State. The findings obtained from the study, conclude that Benin City residents were aware of media reportage of Edojob Policy to an extent. The result obtained also indicates that Benin City residents are of the opinion that awareness to media report of Edojob Policy in the State was able to perceive media report of Edojob Policy as well as knowing how they responded to the Policy. Most of the respondents follow and access media reports of Edojob Policy through internet/social media. Also, the respondents' perceived media very effective in reporting of Edojob Policy.

5.3 Recommendations

Based on the findings from the study, the following recommendations were made:

1. The media should continue to report and create awareness to the public on great impact Edojob Policy has on Benin residents using the adequate medium.

2. Nigeria government has to raise to the task of employing more citizens especially the graduate in order to significantly reduce the extent of employment gap in Nigeria.
3. The governmental authority of Edo state should make sure the policy circulates so all the members of the state can benefit from it and by this the media will be more effective in reporting Edojob Policy

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APPENDIX

Department of Mass Communication,
University of Benin,
Benin City.

Dear Respondents,

I am a final year student of the above mentioned institution and department. I am conducting a research on **Benin city resident's perception of broadcast media reportage of Governor Obaseki's "Edojob Policy"** as part of the requirements for the award of B.Sc. in Mass Communication.

I wish to solicit your support and cooperation in carrying out this research by completing the attached questionnaire. Be assured that your responses will be highly appreciated and treated with utmost confidentiality.

Thanks.

Yours faithfully,

Celine Amarachi Igweh
Researcher

QUESTIONNAIRE

SECTION A: RESPONDENT'S BIO-DATA

INSTRUCTION: Please endeavor to tick (✓) and complete the questionnaire correctly from the options and supply the information where necessary.

1. Sex: Male () Female ()
2. Age bracket: 18-28 () 29-39 () 40-49 () 50 and above ()
3. Marital Status: Married () Single () Engaged () Divorced () Widowed ()
4. Occupation: Student () Unemployed () Civil Servant () Business () Self-employed () Artisan () Others ()
5. Educational qualification: O' Level () OND/NCE () HND/B.Sc () Masters/Ph.D. () No formal education ()

SECTION B: Questions to find out the awareness level of Benin City residents on broadcast media reportage of Edojob Policy.

6. Have you heard about Governor Obaseki's Edojob Policy? Yes () No () Can't say ()
7. To what extent are you exposed to broadcast media report of Edojob Policy? To a large extent () To some extent () Moderate () Not at all ()
8. How often do you follow media report of Edojob Policy? Very often () Often () Not often () Not at all ()

SECTION C: Questions to find out the media channel Benin City residents are exposed to on Governor Obaseki's Edojob Policy.

9. Through what medium do you have access to media reports of Edojob Policy?

Radio () Television () Newspaper/Magazine () Internet/Social media ()

Others () None of the above ()

10. How effective do you think the media has been in reporting of Edojob Policy?

Very effective () Effective () Can't tell () Less effective () Not effective ()

SECTION D: Questions to ascertain Benin City residents' attitude towards the Governor Obaseki's Edojob Policy.

11. I highly rate Edojob Policy. Strongly agree () Agree () Undecided () Disagree ()

Strongly disagree ()

12. I respond positively to the Edojob Policy. Strongly agree () Agree () Undecided

() Disagree () Strongly disagree ()

13. Edojob Policy aided my career positively. Strongly agree () Agree () Undecided

() Disagree () Strongly disagree ()

SECTION E: Questions to find out the perception of Benin residents on Governor Obaseki's Edojob Policy.

14. Edojob Policy impacted and enlightened many lives and mine positively?

Strongly agree () Agree () Undecided () Disagree () Strongly disagree ()

15. Governor Obaseki created the Policy in Edo State to create job opportunity and also to enhance entrepreneurship and career building. Strongly agree () Agree () Undecided () Disagree () Strongly disagree ()
16. Governor Obaseki created the Policy in Edo State to enhance his governorship campaign and to seek support from the residents of the state. Strongly agree () Agree () Undecided () Disagree () Strongly disagree ()