

INFLUENCE OF MASS MEDIA ON THE ATTITUDE TOWARDS HIV/AIDS PREVENTION AMONG STUDENTS IN TERTIARY INSTITUTIONS IN ONDO STATE

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Abstract

This study investigated the Influence of Mass Media on the Attitude towards HIV/AIDS Prevention among Students in Tertiary Institutions in Ondo State, Nigeria. Descriptive research design was employed. The population consists of all males and female students in tertiary Institutions in Ondo State. A multistage sampling technique was used for the study. Purposive sampling technique was used to select one hundred respondents for the study. Questionnaire developed by the researcher was validated by three experts from Department of Human Kinetics and Health Education and Department of Test and Measurement; Ekiti State University, Ado Ekiti and the instrument was used for data collection. A correlation co-efficient was obtained through test-retest method using Pearson Product Moment Correlation. The instrument was administered by the researcher with two trained research assistants. The two postulated null hypotheses were tested, the findings from this study showed that there is a significant influence of mass media use on knowledge and attitude towards HIV/AIDS prevention among students in tertiary institution.

Keywords: HIV/AIDS, Knowledge, Attitude. Mass Media, Tertiary Institution, Prospect & Challenges

Introduction

Nigeria communities are at risk of HIV epidemics. The country's population of more than 160 million people, representing extraordinary ethnic and cultural diversity, faces an HIV epidemic that could easily spin out of control (World Health Organizations, 2017). The national HIV prevalence rate was cited at 4.4%, which is translated into more than 36.7 million people living with the virus and in need of services, and support, (National AIDS and Reproductive Health Survey, 2005). Over the years, HIV researchers and interventions have focused more on the clinical aspects without much regards for the role that non clinical indices play in the spread of HIV.

Acquired Immune Deficiency Syndrome (AIDS) is caused by Human Immune Deficiency Virus (HIV) which

breaks down the body immune system, leaving the carrier vulnerable to a host of life-threatening opportunistic infections, neurological disorder and cancer of various types. The term AIDS refers to the last stage of HIV infection. HIV infections have been recognized as one of the most worrisome killer diseases in the world today. (Chiamaka, 2008).

There is no doubt that the students of tertiary institutions may be vulnerable to HIV and AIDS due to the high rate of immoral sexual risk behaviour (Adefuye, 2009). The infection cuts across both sexes and all age groups. However, youths, particularly students between the ages of 15-25 years are more vulnerable and constitute a high-risk group (Alvermann, 2010). Lewis (2011) asserted that, students are very active physically, socially and sexually. They are eager to establish

relationship with opposite sex with strong desire to exploring each other sexually and this is the stage where boys/girls develop secondary sex characteristics which usually excite them and they subsequently take advantage of it to engage in unprotected sexual intercourse.

(Adefuye, 2009, & Waithera, 2010) observed that tertiary institutions have been found to provide great opportunities for the spread of HIV and AIDS due to sexual risk behaviours of students which includes; high rate of premarital sex, drug addiction, and cultism among others which are common phenomenon among students and are potential channels of HIV and AIDS infections

It seems that the modern society cannot operate without mass media more so that the whole world has become a global village. The broadcast media such as radio and television are impressive by African standards. Radio and television have expanded tremendously in the last 15 years. The combined use of these resources holds a lot of promises for the kind of public health campaign demands presented by HIV and AIDS. Nigeria is such a large and diverse country; therefore, media campaigns is needed to raise awareness of HIV in a practical way of reaching many people in different regions (Alverman, 2010). Radio has great advantages as a medium of mass communication and it helps an individual not just to erase the literacy barrier but also to alleviate physical barriers (Noar, 2010). It is noted that in the new millennium, radio is still the most important medium for reaching mass audiences in many poor nations. Television as a medium is generally more attuned to the elite and urban dwellers. Technically, without networking or satellite or cable connections, its signals reach is limited. In addition, in Nigeria where power failure is a perennial problem, television sets are quite often mere living room furniture for the lower middle class. The high cost of a television sets may also militate against their mass usage.

Social media interventions like Facebooks, Instagram, Twitter and WhatsApp have been used widely in Ghana to prevent HIV by increasing knowledge, improving risk perception, changing sexual behaviours, and questioning potentially harmful social norms (Noar, 2010). The social media have specifically targeted students and other youths because of their reported high patronage of these media of communication. While studies have shown high coverage rate of students and youth accessing HIV prevention messages through the social media, the impact of such messages in increasing the knowledge and changing behaviour of the students has been modest (Lewis, 2011). Most of the studies did not report differences in coverage and impact of social media among demographic variables such as age, sex, and school type.

The use of news media to raise knowledge has been boosted by mobile phones across Africa, which is said to have the world's fastest growth, with coverage soaring from just one in five people at the turn of the century to 28%. Nigeria, with 75 million subscribers (NARHS, 2015). As far back as 2005, United Nations International Children's Emergency Fund (UNICEF) tapped into the mobile phone revolution to send short message service text to 9 million Nigerian youth in the campaign to enhance their awareness about HIV/AIDS (Agha, 2003). With internet access also reaching 43.9 million, the prospects and paraphernalia for spreading health issue messages continue to expand.

The concept of knowledge implies the depth of awareness one has about an issue or subject matter. Knowledge is the level of understanding an individual gain as a result of learning and exposure to educational activities. In order to have adequate knowledge on HIV prevention the role of mass media cannot be under estimated. (Avert, 2016)

Allen, [2007] noted that HIV/AIDS has become a tropical issue that requires adequate knowledge especially for youths

in general and those in tertiary institutions in particular. According to him, messages about HIV and AIDS need to be carried to the door steps of all and sundry through radio, television, posters, billboards and leaflets. This will make all to have adequate knowledge on HIV and AIDS causes, treatment and prevention available for people tested positive. It is against this background that this study is designed to investigate the influence of mass media, on knowledge, attitude and prevention of HIV and AIDS among the students of tertiary institutions in Ondo State.

Despite the improvement of technology in renewed awareness and knowledge of prevention of HIV/AIDS, little have been achieved on the impact of media campaign on knowledge of prevention of HIV/AIDS among the students in tertiary institutions (Palmgreen 2008). Moreover, with the improvement in awareness of mode of transmissions, the severity and problems associated with HIV infection through mass media, yet, many students seem to engage in unprotected sex with multiple sexual partners, with the most vulnerable groups appear to be especially students of tertiary institutions who may not be listening to mass media messages on HIV/ AIDS. The use of appropriate mass media messages on HIV is desired to target youths especially students in tertiary institutions (UNAIDS, 2000). This is to help them increase their knowledge about HIV and AIDS and contribute to HIV prevention.

The priority of the National Agency for the Control of AIDS (ODSACA, 2012) was that 80% of sexually active adult and 80% of most-at-risk populations will have access to HIV mass media. However, most studies did not examine the influence of mass media especially news broadcasting and social media such as Facebook, WhatsApp and Instagram on the knowledge of HIV/AIDS and its prevention in Nigeria.

The need to educate people about HIV/AIDS through media campaign in

order to stem its tide has become a priority in all countries of the world. The conventional approach of using medical treatment alone has not been able to reduce the spread of HIV/AIDS in the developing countries, particularly in Africa (Wakefield, 2010). It is for this reason that a multiple approach is needed to tackle the pandemic. Before now, governments have been making efforts to get people aware about HIV/AIDS through the use of media campaign but little have been reported on the influence of such campaigns on knowledge and prevention of HIV/AIDS among the students in tertiary institutions in Ondo State.

It is against this background that this study investigated the Influence of Mass Media on the Attitude towards HIV/AIDS Prevention among Students in Tertiary Institutions in Ondo State,

Research Questions

1. What are the various types of mass media utilised to acquire knowledge on HIV/ AIDS prevention by students in tertiary institutions in Ondo State?
2. What is the attitude of students towards prevention of HIV/AIDS in tertiary institutions in Ondo State?

Research Hypotheses

The following hypotheses are formulated to guide the study:

1. There will not be any significant influence of print media (newspaper and magazine, handbills) on knowledge of HIV and AIDS prevention among students in tertiary institutions.
2. Attitude of students will not significantly prevent HIV and AIDS in tertiary institutions in Ondo State

Methodology

The study was a descriptive research design of survey type. The population of the study consisted of all the

students in all the tertiary institutions in Ondo State. The sample for the study consisted of 800 students which were randomly selected from two (2) Tertiary Institutions in Ondo State, Nigeria. Multistage sampling procedure was adopted to select the participants for the study. The first stage involved using random sampling technique of the fish bowl type for the selection of two (2) faculties from each of the institutions. The second stage involved the selection of two Tertiary Institutions in Ondo State through purposive sampling technique. The third stage involved using simple random sampling technique to select four (4) Departments from each Faculty. The fourth stage involved using simple random sampling technique to select two hundred (200) students from each of the four Departments of the selected Faculties, making 800 participants that constituted the sample for the study.

The instrument used for the study was a well-structured questionnaire to access the prospects and challenges of mass media use to HIV/AIDS prevention among students in tertiary institutions in ONDO State.

To ascertain the validity of the instrument, the researcher gave three copies to three experts in the relevant fields, the comments and suggestions were used to improve the quality of the instrument. To determine the reliability of the instrument, the researcher adopted a test re-test method to twenty (20 respondents outside the study area at two weeks interval. Both results were compared using Pearson product moment correlation (PPMC) Statistical analysis. A reliability coefficient 0.75 was obtained which was considered high enough for the study. The data for this study was collected, sorted, coded and subjected to appropriate descriptive statistical analysis and inferential statically method. Chi-square were used to analyse the data.

Data Analysis

The data collected from the field survey were analysed. Relevant statistical tools were used in the presentation and analysis of data derived from the questionnaire (frequency distribution table, mean scores and percentages were used to analyse the data

Research question 1: what are the various types of mass media utilized by students of tertiary institution to acquire knowledge of HIV/AIDS prevention?

Table I: Types f mass media utilized by students to acquire knowledge of HIV/AIDS prevention.

Types of mass media	Never (o/o)	Occasionally (o/o)	Regularly (0/0)	Mean±SD
Television	78 (9.8)	386(48.2)	336(42.0)	2.323±0.64
Radio	99(12.4)	425(53.1)	276(34.5)	2.221±0.65
Internet	100(12.5)	305(38.1)	395(49.4)	2.369±0.70
Newspaper	122(15.2)	350(43.8)	328(41.0)	2.258±0.70
Leaflets	156(19.5)	300(32.5)	344(43.0)	2.235±0.76
Bill board	148	339 (42.4)	313(39.1)	2.206±0.73
News letter	170 (21.3)	279 (34.9)	357 (43.9)	2.219±0.79

Table I presents the extent to which various Mass media were utilized by students to acquire knowledge of HIV/AIDS prevention in tertiary institutions. The result shows that 336 (42.0) regularly utilized television. 386

(48.2) occasionally utilized it, while 78 (9.8) never utilized television by students of tertiary institutions to acquire knowledge of HIV/AIDS prevention. 276 (34.5) regularly utilized Radio, 425 (53.1) occasionally utilized it, while 99 (12.4) never utilized

radio by students of tertiary institution to acquire knowledge of HIV/AIDS prevention. 395 (49.4) regularly utilized internet, 305 (38.1) occasionally utilized it, while 100(12.5) never utilized internet by the students in tertiary institution to acquire knowledge of HIV/AIDS prevention. 3328 (41.0) regularly utilized Newspaper, 350 (43.8) occasionally utilized it, while 122 (15.2) never utilized newspaper by students of tertiary institution to acquire knowledge of HIV/AIDS prevention. 344 (43.0) regularly utilized leaflets, 300 (32.5) occasionally utilized it, while 156 (19.5) never utilized leaflets by students of tertiary institution to acquire knowledge of HIV/AIDS prevention. 313 (39.1) regularly utilized bill board, 339 (42.4) occasionally utilized it, while 148 (18.5) never used bill board by students of tertiary institution to acquire knowledge of HIV/AIDS prevention. 351 (43.9) regularly utilized newsletter, 279 (34.9) occasionally utilized it, while 170 (21.3) never utilized newsletter by students of tertiary institution to acquire knowledge of HIV/AIDS prevention. From the analysis above, out of the seven mass media utilised by the students in tertiary institution to acquire knowledge of HIV/ADS prevention, internet was the most regularly utilized with

Meant \pm SD of 2.369 \pm 0.70 that utilized it. Television ranked 2nd with mean \pm SD of 2.323 \pm 0.64, Newspaper ranked 3rd with mean \pm SD of 2.258 \pm 0.70, leaflets ranked 4th with mean \pm SD of 2.235 \pm 0.76, radio ranked 5th with mean \pm SD of 2.221 \pm 0.65, Newsletter ranked 6th with mean \pm SD of 2.219 \pm 0.79 while bill board ranked 7th and was the least media utilized with means \pm SD of 2.206 \pm 0.73 mass media utilized by the student of tertiary institution to acquire knowledge of HIV/AIDS prevention.

From the analysis above, it shows that all items had mean scores above 0.05 alpha level. This shows a positive influence of combined mass media used among the students of tertiary institution to acquire knowledge of HIV/ADS prevention.

1. **Research question 2:** What is the attitude of students towards prevention of HIV/AIDS in tertiary institutions in Ondo State

In answering the question, responses from fifteen grouped items 51-65 section B of Questionnaire were collated and computed using mean and standard deviation. The result is presented below in Table 2.

Table 2: Mean and Standard Deviation on attitude of respondents towards HIV/AIDS prevention.

Items	Yes	No	Mean \pm SD
Do you know your HIV status	557 (69.7%)	243 (30.3%)	1.696 \pm 0.466
Do you think it is better for people to know their HIV status	661 (82.7%)	139 (17.3%)	1.825 \pm 0.385
Will you share meal with PLWHA	459 (57.4%)	341 (42.6%)	1.573 \pm 0.500
Will you be comfortable in taking care of PLWHA?	469 (58.7%)	331 (41.3%)	1.585 \pm 0.496
Will you buy food from PLWHA?	377 (47.1%)	423 (52.9%)	1.470 \pm 0.503
Do you wish to be counselled and tested for HIV after this training?	647 (80.9%)	153 (19.1%)	1.808 \pm 0.398
Do you recommend HCT to other training students?	669 (83.1%)	131 (16.4%)	1.826 \pm 0.405
Can you voluntarily to go for HCT?	551 (68.9%)	249 (31.1%)	1.685 \pm 0.478
Do you know where to go for HCT?	621 (77.7%)	179 (22.3%)	1.779 \pm 0.430
Do you know any existing programme on AIDS in your LGA/State?	565 (70.7%)	235 (29.3%)	1.706 \pm 0.461
Is HCT available for students in your institution?	611 (76.2%)	190 (23.8%)	1.764 \pm 0.428
Do health agencies visit your institution to educate students on HIV/AIDS?	611 (76.4%)	189 (23.6%)	1.764 \pm 0.425

Is the adequate facilities and equipment for HCT in your institution?	568 (71.0%)	232 (29.0%)	1.715±0.468
Do you have access to HIV related services in your institution or state?	608 (76.6%)	192 (24.0%)	1.761±0.430
Do you feel that HCT services is necessary?	672 (84.0%)	128 (16.0%)	1.840±0.367

Table 2 reveals that 557 (69.7%) of the respondent showed positive attitude for prevention of HIV, while 243 (30%) of the respondent did not show positive attitude for prevention of HIV. 661 (82.7%) of the total respondent agree that it is better for people to know their HIV status, while 139 (17.3%) say it is not necessary for people to know HIV status. 439 (57.4%) can share meal with PLWHA, while 341 (42.6%) did not agree to share meal with PLWHA. 469 (58.7%) respondents are comfortable to take care of PLWHA, while 331 (41.3%) are not comfortable to take care PLWHA. 377 (47.1) agree to buy food from PLWHA, while 423 (52.9) did not agree to buy food from PLWHA. 647 (80.9) wish to be counselled and tested after the training while 153 (19.1) did not agree to be counselled, tested for HIV after the training. 669 (83.1) recommend HCT for other student, while 131 (16.4) did not recommend HCT for other students. 557 (68.9) agree to voluntary go for HCT while 249 (31.1%) cannot voluntarily go for testing. 621 (77.7%) know the screening centres for HIV, while 179 (22.3) did not know where to go for testing. 565 (70.7%) know and are aware of existing HIV programme in the LGA and state, while 235 (29.3%) are not aware and not know any existing HIV programme in the LGA and state. 611 (76.2%) agree that HCT services are available in their tertiary institution, while 190 (23.3%) did not aware of HCT service in the tertiary institution. 611 (76.4%) agreed that health agencies visit their institution to educate the students, while 189 (23.6) said No Health agencies visit their institution to educate students 568 (71.0%) agree that their institutions have adequate facilities and equipment for HCT, while 232 (29.0%) said there are no adequate HCT facilities and equipment in

their institution. 608 (76.0%) said they have free access to HIV services in their institution while 192 (24.0%) said they don't have free access to any HIV related service in their various tertiary institution. 672 (84.0%) respondents feel that HCT service is quite necessary in their tertiary institution while 128 (16.0) said that they did not feel HCT service is necessary in their institution. In the analysis above, majority of the respondents have positive attitude towards HIV/AIDS prevention because all the items had mean scores above 0.05 Alpha level, this implies that students of tertiary institution in Abuja had positive attitude towards HIV/AIDS prevention OR it can be deduced from the above results that students in tertiary institution have better knowledge and positive attitude towards HIV/AIDS prevention, knowledge, access and available screening services in the tertiary institutions.

From the analysis above, it shows that all the items had mean scores above 0.05 alpha level, thus shows positive attitude towards prevention of HIV/AIDS among students of tertiary institution in Ondo State.

Discussion

The findings of this study on influence of mass media on HIV/AIDS knowledge and prevention revealed that all items had mean score above 0.05 alpha levels. This shows a positive influence of combined mass media use among the students of tertiary institution to acquire knowledge of HIV/AIDS preventions.

This study was supported by Alvermann, (2010) who asserted that one of the methods of acquiring knowledge about HIV/AIDS is the use of mass media. This notion was equally supported by Palgreen,

(2008) who opined that mass media are communication devices, which can be used to communicate and interact with a large number of audiences in different languages.

The findings of this study also showed positive attitude for prevention of HIV/AIDS among students of tertiary institution, the combined use of these resources, hold a lot of promises for the kind of public health campaign demand. Presented by HIV/AIDS. This is corroborated by the observation in Ghana newspaper who reported that mass media intervention like television, radio, internet, newspaper leaflet, billboard and newsletter have been used widely to prevent HIV by increasing knowledge improving risks perception, changing sexual behaviours, and questioning potentially harmful social norms (Agha, 2003).

Conclusion

Based on the findings of this study mass media use contributed significantly to the knowledge of HIV/AIDS prevention among students in tertiary institution, it is also concluded that there is a significant influence of mass media use on student attitude and knowledge towards HIV/AIDS prevention.

Recommendations

Based on the findings of this study, the following recommendations are made:

- The use of appropriate mass media messages on HIV/AIDS could be designed to target youths especially students in tertiary institution that will increase their knowledge about HIV/AIDS and contribute to behavioural change.
- Adaptation of information delivery to the needs of the students by lifting bureaucratic obstacles on mass media production and utilization is encouraged.
- Designing press conference and other media events to bring up the standard of reporting in a way that maximized understanding the

quality of information and students needs for HIV/AIDS prevention in tertiary institution is encouraged

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