
Naija Konnecti: Reconceptualising the Use of Radio for Social Change

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Abstract

One of the often-touted beautiful characteristics of Nigeria, the world's most populous Black Country, is its “unity in diversity”. At least 350 tribes make up the country, although there are four dominant ethnic groupings – Igbo, Hausa, Fulani, and Yoruba. Soon after the country secured independence from Britain on October 1, 1960, the famed "unity in diversity" began to witness tremors. The country survived a devastating civil war. Leadership became a big issue; internal-communal wars, banditry, corruption, political apathy, insecurity, and general intolerance have escalated in the past decade. It was with this background that Development Communication Research Centre, (DCRC), a not-for-profit organization, based in Lagos, conducted a baseline study on how the foregoing challenges could be resolved. the country had been spending billions of naira to acquire weapons and give palliatives to millions of people displaced because of these crises but largely ignored the need to re-

orientate Nigerian and that this was what motivated the organization to approach Ford Foundation for support - to use the entertainment-education model to address the problems. The entertainment-education (E-E) model has been used successfully by international organizations, especially United Nations agencies, to tackle various social, political, and economic problems. The target segments of the population are fed with entertainment laced with hidden educational content aimed at fostering awareness, attitude, and ultimately, behaviour change. The E-E model, despite its tremendous successes in the past (for example through the *Village Headmaster*, *Masquerades*, and *Tales By Moonlight* programmes on the Nigerian Television Authority, NTA) had not been applied to solve the problem. With financial and technical support from the Ford Foundation, the organization created a 30-minute radio drama (comedy) series tagged “*Naija Konnecti*”. The plot of the drama is an imaginary Naija Estate where various Nigerians live together. The intrigues of their survival in this Estate are used to mirror the real Nigeria. Challenges being addressed in the real country are set and resolved within the Estate and the episodes are aired on six radio stations strategically picked, one in each of the nation's six geo-political zones. Sixty-five artists, including eight Nollywood veterans such as Ngozi Nwosu, Jide Kosoko, Saeed Mohammed, Dele Odule, Mong Kalu, and Jeremiah Francis were cast in the 52 episodes which ran from May 2022 to June 2023. The issues addressed in the first season of the series included corruption, inter-ethnic relations, tolerance, patriotism, banditry, nepotism, civic engagement, and political apathy. The results were encouraging. The organization commissioned an impact-assessment study at the end of the first season (June 2023) and found a high level of awareness amongst the citizenry in the campaign locations. The listeners became more conscious of their relative contributions to the challenges of the country and that they also needed to be part of the solution. The programme was exposed to 1,974,400 listeners, which means there were about 99,479,200 listening times during the campaign.

Keywords: Naija Konnecti, Entertainment-Education, Communication, Social Change

Introduction

From 2015, the Nigerian nation began to take a plunge – worsening economy, alarming insecurity, political unrest, etc. – and the country was commonly described in the media as "a failed state". Inflation rates were 11.40 % in 2019, 13.25% in 2020 and 16.95 % in 2021. Fourteen Nigerians were killed by bandits every day in 2021. In Kaduna State, for example, 1,192 residents were murdered out of over 3,000 kidnapped by bandits in 2021. In the same year, over 10,400 Nigerians were killed nationwide, the worst in six years according to (Humanangle.com, 2022).

The British Colonialists amalgamated what it called the Northern and Southern Protectorates in 1914 to create 'Nigeria'. Hitherto, the territory known today as Nigeria was occupied by over 350 tribes. Since the amalgamation, through independence, and post-independence, the country has struggled to remain together. In this process, she went through a devastating civil war and has witnessed scores of civil unrests, and inter-communal wars forcing military occupations and even military rules. The level of strife has worsened in the past decade – so much that many experts have predicted a break-up of the country if urgent efforts were not made to mitigate the situation.

However, there have been efforts to address the foregoing challenges by local and international organizations as well as the government. These efforts included constitutional conferences, capacity-building programmes, and commissions of inquiries as well as constitutional confabs leading to amendments to the Constitution, administrative reforms, military offensives, and care for victims of the seemingly endless crises. These efforts have yielded various levels of successes (and failures). *Naija Konnecti* explored the potential of E-E to elicit positive social change, as a result. *Naija Konnecti* deployed radio drama as a

change stimulus. This was complemented by radio drama with social media campaigns to reach the target audience. To include youths (who constitute 60 percent of the population) in the dragnet, DCRC created ten-minute animated episodes and cartoons and broadcast them on *Facebook*, *Twitter*, *Instagram*, and *YouTUBE* on an experimental basis. At the end of the first season (52 weeks) the programmers measured the impact of the campaign.

Objectives of the Project:

The short/medium-term objectives of the project were:

- To create awareness and dialogues that would place the social, ethnic, political, and economic problems facing Nigeria on the public agenda;
- To make Nigerians predisposed to attitude and behaviour change regarding identified socio-political challenges;
- To measure the impact of the project in the short run.

The long-term objectives of the project are:

- To create more sense of nationalism, togetherness, and patriotism among Nigerians
- To contribute towards making Nigeria more peaceful
- To contribute towards creating quality leadership and governance in Nigeria.

Literature Review

The profession of communication is multi-disciplinary. Most of its theories are drawn from diverse fields – psychology, media and journalism, public relations, advertising, political science, sociology, social psychology, history, philosophy, etc. But within specific fields within the communication profession, perhaps the area that has witnessed extensive cross-pollination of disciplines is 'development communication'. (Waisbord, 2005) This sub-field itself is also

theoretically nuanced. The terms 'development communication, communication for development and development support communication have been used in this sub-field interchangeably but over the past two decades, three distinct meanings have emerged from the literature about the subject:

- a) **Development Communication:** is more particularly used to describe the use of communication to educate people on how to improve their well-being through interpersonal, group, or mass media. Examples of such in Nigeria include the very popular TV series *Tales by Moonlight* and road shows, extension services, and village theatres.
- b) **Communication for Development:** describes the use of media content to promote development initiatives. The contents are primarily designed to entertain, but the producers of the content creatively deploy the content for developmental purposes. Examples include *Village Headmaster*, *Sesame Street*, (TV series), *This Life sitcom*, (Nigeria), and *Soul City* reality TV show (South Africa).
- c) **Development Support Communication:** is involved in providing I-E-C (Information, Education, and Communication) specifically to support development programmes. Traffic Radio, The Farmer Newspaper, and Immunisation TV Documentary series are examples of development support communication

The three shades of communication and development concepts just highlighted features usually under the umbrella of "communication for social change" According to Waisborad (2005:p85-86). "social change serves as an umbrella term for communication initiatives and actions that set social transformations in motion..."

In terms of methodology for using communication to bring about social change, three dominant paradigms have emerged.

These are:

- (a) **Advocacy:** canvassing public support for a recommended cause or policy, often using public organizations and structures.
- (b) **Social Mobilization:** (also Communication for Social Change) – encouraging and empowering more people to think about the common challenges facing society and organising the people to initiate and execute actions to resolve the challenges with their creativity and efforts.
- (c) **Behaviour Change Communication:** An interactive process by a change agent with targeted individuals, group(s), or community to develop communication strategies aimed at sustaining or changing existing attitudes and behaviours to solve particular problems and challenges around them.

(United Nations, 2002, Comm Theory, 2002; Morris, 2005).

Specific communication techniques vary in deploying communication for advocacy, social mobilisation, and behaviour change communication. Folayan (2009) identified eight such techniques: I-E.C, participatory communication, peer group/group think, entertainment-education, extension services, diffusion of innovation, and social construction,

Entertainment education is a communication strategy that aims to alleviate a social issue or educate the public through a custom-tailored piece of entertainment. (Moyer-Guse, 2018). It is defined by a set of techniques and methodologies which all aim to use various levels of mass media to communicate social and behaviour change. Entertainment-Education (also known as Edutainment) has been used successfully for social change in developing countries to address issues such as HIV/AIDS, immunization, family planning, rape, and community/workers mobilization. (Kelly, 1931; Kamlongera, 2005; Gumucio-Diagon, 2005). The impressive results from such interventions

have made scholars advocate more studies using the E-E for social change. Moyer-Guse (2018:2) captures the suggestion accurately:

Some have speculated that E-E may offer a more effective way to influence attitude and behaviour than traditional persuasive messages arousing less resistance to the persuasive messages contained within the narrative.

In Nigeria, Esan (2019) has noted the impact of edutainment programmes in social change campaigns. She stressed that both traditional communication or oramedia methods and modern mass media have been successfully used in such campaigns, although she also noted that the different strategies which produced these results have not been sufficiently studied.

Methodology

This study investigates the attitudinal behaviour of Nigerians on major social and development issues in the country within behavioural change theoretical framework. The empirical examination is conducted based on a Baseline study on *Naija Konekti*, a drama programme on selected radio stations in Nigeria. The Research Design was a mix of the qualitative and the quantitative designs. A *pre-test* was done to generate baseline data upon which a *post-test* was conducted.

The Pre-test

In studying the perception of people Creswell (2014) has recommended the use of survey research design to obtain the necessary data about an interest of the study through the perspectives of the affected or concerned units of analysis. Consequently, this study adopted a survey research strategy to collect the required data. The population of the study consisted of all radio listeners in the six geo-political zones in Nigeria as the study focuses on the entire country. However, the total number of radio

listeners or subscribers in Nigeria was not obtainable. Intuitively, this study filled this void by following certain scientific procedures to arrive at a very dependable population size of radio subscribers in Nigeria which can be applied in similar future research. The procedures started by first identifying the actual population figure of Nigerian citizens as of the 1st of January, 2022 since the study was planned to be conducted between the 1st of April, 2022, and the 30th of July, 2022. According to Country Meters, an online-based organisation for live updates of the country's population, the total population of Nigeria as of 1st of January, 2022 was 214,568,727 people (Country Meters, 2022). Out of this figure, 120,034,037 people were aged between 15 and 64 years representing 55.9% of the total population.

Meanwhile, the Broadcasting Board of Governors (BBG, 2019) has observed that the majority of radio listeners in Nigeria are active population whereas they are mostly between the age bracket of 15 and 64 years. However, only 83.4% of Nigerian households out of this active population have a working radio (BBG, 2019). Consequently, this study calculated 83.4% of Nigeria's active population as of the 1st of January, 2022, and arrived at 100,108,387 people as the population of active radio listeners in the country. This figure, 100,108,387 radio listeners in Nigeria then formed the final population of the current study. Implicitly, this idea is scientifically novel and unprecedented in radio programme research studies. Further, to determine the appropriate sample size, the study employed Krejcie and Morgan (1970) sample size determination formula as earlier adopted in recent research studies by Saka and Fatogun (2021) and Saka (2021). For pedagogical reasons, the formula is given as:

$$S = \frac{X^2 NP(1-P)}{d^2 (N-1) + X^2 P(1-P)} \text{ (Krejcie \& Morgan, 1970)}$$

Where s = sample size; X^2 = table value of chi-square at 1 degree of freedom for desired confidence level (0.95) = 3.84; N = population size (100,108,387 radio listeners); P = population proportion (0.5); and d =

level of precision expressed as a proportion (0.05). The result yields a sample size of 384 radio listeners.

In addition, the study made use of geo-political zone classifications for the scientific selection of 384 radio listeners across Nigeria. The use of geo-political zone classifications was embraced to ensure fair representation of radio listeners across the country. In Nigeria, States are classified according to 6 geo-political zones namely, North-West, North-East, North-Central, South-West, South-South, and South-East. From each of the 6 geo-political zones, 2 States were randomly selected each using a lottery design in which numbers were assigned to all States in the same geo-political zone and lucky two numbers were randomly drawn from a pool of numbers. This effort is necessary to avoid biases in the selection process. The 12 sampled States along with their geo-political zones are contained in Table 1:

Table 1: Sampled States in Nigeria based on Geo-Political Zones

S/N	State	Geo-Political Zone	Zone Code
1.	Sokoto	North-West	NW
2.	Kaduna	North-West	NW
3.	Bauchi	North-East	NE
4.	Borno	North-East	NE
5.	FCT	North-Central	NC
6.	Kogi	North-Central	NC
7.	Lagos	South-West	SW
8.	Oyo	South-West	SW
9.	Rivers	South-South	SS
10.	Edo	South-South	SS
11.	Enugu	South-East	SE
12.	Imo	South-East	SE

Source: Field Survey (2022)

Moreover, the study purposely focused on the Capitals of the sampled States and the most subscribed radio stations in these cities. The focus on the Capitals / Cities of the States is informed by the evidence provided by Radio Africa (2022) that these cities are the most campaign-receptive areas in their respective states. In addition, radio waves and networks are more efficient and better than any other areas in these States. Again, the selected radio stations in these Capital/cities have an online presence. However, Okene being a city with the most active radio listeners was selected in place of Kogi State Capital, Lokoja. The list of most subscribed radio stations in these cities as provided in this study is constituent with current ratings by Radio Africa (2022), Finelib (2022) Mytuner (2022), and YNaija (2022). These online dating organisations are widely recognised as platforms for the provision of radio station information in Nigeria. The list of selected radio stations in each State Capital/ City is shown in Table 2.

Table 2: Selected Radio Stations in the States

S/N	State	Zone Code	Capital /City	Radio Station	Online Presence Yes (v) ; No (x)
1.	Sokoto	NW	Sokoto	Garkuwa 95.5 FM	v
2.	Kebbi	NW	Zutu	Brinkle FM	v
3.	Bauchi	NE	Bauchi	Globe FM	v
4.	Borno	NE	Maiduguri	FRCN Peace FM	v
5.	FCT	NC	Abuja	Ray Power 100.5 FM	v
6.	Kogi	NC	Okene	Jatto 102.7 FM	v
7.	Lagos	SW	Ikeja	Lagos Talks FM	v
8.	Oyo	SW	Ibadan	Splash 105.5 FM	v
9.	Rivers	SS	Port-Harcourt	Naija FM102.7 FM	v
10.	Edo	SS	Benin	Bronze 101.5 FM	v
11.	Enugu	SE	Enugu	Dream 92.5 FM	v
12.	Imo	SE	Owerri	Darling 107.3 FM	v

Source: Field Survey (2022)

From Table 2, a total number of twelve (12) FM radio stations were selected across the 6 geo-political zones in Nigeria ensuring fair and equal representation. Subsequently, the study used a simple arithmetic method to divide the sample size of 384 radio listeners/subscribers among these 12 selected radio stations and obtained a sample of 32 listeners per radio station. As noted earlier, the radio listeners or subscribers in Nigeria constitute the units of analysis of the current study. For the selection of respondents, the researcher and four Research Assistants travelled across the 6 geo-political zones during the study period to visit each of the selected FM radio stations to seek the management's support to obtain data from their listeners. During the research visitations, the researcher observed that the majority of radio programmes across the 6 geo-political zones were mostly centered on cultural programmes, national social issues, national economic issues, and political issues. The frequent discussion of political issues on these radio stations almost daily is unsurprising given the forthcoming national and state elections scheduled to take place in early 2023. Having observed this situation, the researcher divided a sample of 32 subscribers per radio station by 4 (the number of observed common radio programmes across the selected 12 FM radio stations) yielding a result of 8 listeners/subscribers per radio programme.

Moreover, the study employed a systematic random sampling technique to select the respondents by selecting every 5th participant on each radio programme after identifying 1st participant. The participant in this context refers to a radio listener or subscriber. At each selected radio station, 8 participants in each of the 4 radio programmes discussing certain issues about cultural issues, social issues, economic and political issues were systematically sampled yielding an outcome of 32 radio participants per radio station. Consequently, a total sum of 384 radio programmes (approximately, 90.6%) participants from 12 selected FM radio stations were sampled across 6 geo-political zones in Nigeria. These participants were reached having obtained their phone numbers and addresses during

phone-ins on radio programmes. Thereafter, a well-structured questionnaire on major social and developmental issues bordering on cultural, social issues, economic, and political issues in Nigeria was administered among each of the 384 randomly sampled radio participants.

Subsequently, the study developed an econometric-based Dominance Analysis Model (DAM), to explain certain factors about Nigerian knowledge, attitudes, and practices on major social and developmental issues in Nigeria particularly those issues that are discussed on radio stations. The choice of DAM is informed by the statistical model plausibility to determine the relative importance of variables employed in this study. According to Luchman (2021), DAM is efficient and reliable in determining the relative importance of predictors (or independent variables) in a statistical model. Determining the relative importance of variables or factors in this baseline study is essential for the identification of factors that should be considered for the main future radio drama planned to be staged purposely to re-orientate Nigerians on social cohesion and patriotism for the love of the country. Consequently, the study adopted Luchman (2021) DA model and adjusted the model to suit the objective of the study. From Luchman (2021) DA model was specified in equation 1 as:

$$C_{X_V} = \sum_{i=1}^P \frac{C^n_{X_V}}{P} \dots \dots \dots (Equation 1)(Luchman, 2021)$$

Where:

C_{X_V} = Complete Dominance

X_V = independent variable

P = Number of Independent Variables

$C^n_{X_V}$ = Conditional dominance statistics

The adjustment to equation 1 results in equation 2:

$$C_{X_V} = \sum_{i=1}^2 \frac{C^n_{KNL,ATT}}{2} \dots \dots \dots (Equation 2)$$

Where;

KNL = Knowledge of Nigerians on social and developmental issues in the country; ATT = Attitude on social and developmental issues towards social and developmental issues. The dependent variable takes the order of multinomial with four categories cultural issues (1); social issues (2); economic issues (3); and political issues (4). On the other hand, all the independent variables are measured on 5-likert scales which include Strongly Disagree (1); Disagree (2); Undecided (3); Agree (4); and Strongly Agree (5).

In line with the parsimonious principle of model specification, Equation 2 is further decomposed into Equation 3 to accommodate two indicators of three main latent factors of the study (Knowledge and Attitude).

$$C_{X_V} = \sum_{i=1}^5 \frac{C^n_{INT.BLF.DPC.IDR.AFE}}{5} \dots \dots \dots (\text{Equation 3}) (\text{Model 1})$$

Where;

INT = Intellect (Knowledge indicator); BLF = Correct Belief (Knowledge indicator); DPC = Discussion Participant Certainty (Knowledge indicator); IDR = Ideal Reasoning or Cognitive (Attitude indicator); AFE = Affectiveness (Attitude indicator)

The third latent factor, *PRACTICE*, is reflected in equation 4 and its derivation method is consistent with equation 3.

$$C_{X_V} = \sum_{i=1}^5 \frac{C^n_{RET.HAS.HAC.PUD.PAT}}{5} \dots \dots \dots (\text{Equation 4}) (\text{Model 2})$$

Where;

RET = Religion Intolerance (Practice indicator); HAS = Hate Speech (Practice indicator); HAC = Hate Campaign (Practice indicator); PUD = Public Disbelief (Practice indicator); PAT = Patriotism (Practice indicator).

Further, to achieve the fourth objective of the study, a DAM-based solution model was developed in equation 4:

$$C_{xy} = \sum_{i=1}^5 \frac{C^n_{RGT,IER,NAL,EEQ,GOG}}{5} \dots \dots \dots (\text{Equation 5}) (\text{Model 3})$$

Where:

RGT = Religion Tolerance; IER = Inter-Ethnic Relation; NAL = National / Country Love; EEQ = Equity and Equality; GOG = Good Governance

The derived Models 1, 2, and 3 were analysed with Dominance Analysis via multinomial logit regression techniques in the STATA 12.1 version at 5% level of significance.

The estimation results from descriptive and inferential analyses conducted via the STATA 12.1 version. Table 3 contains the results outcome of the descriptive analysis while Table 4 illuminates the estimation results of the study inferential analysis.

Results and Findings

Table 3: Descriptive Statistics Estimation Results

S/N	Demographic Factor	Categories	Frequency	Percent (%)	Cum. Percent (%)
1.	Sex Status	Male	201	65.05	65.05
		Female	102	33.01	98.06
		Missing	6	1.94	100.00
		Total	309	100	
		Owerri	28	9.06	9.06
		Bauchi	23	7.44	15.50
		Uyo	22	7.12	23.62
		Abuja	21	6.80	30.42
		Lagos	29	9.39	39.81
		Port-Harcourt	26	8.41	48.22
		Enugu	21	6.80	55.02
Maiduguri	14	4.53	59.55		

		Sokoto	28	9.06	68.61
		Okenne	21	6.80	75.40
		Ibadan	27	8.74	84.14
		Benin	22	7.12	91.26
		Kaduna	27	8.74	100
		Total	309	100	
3.	Respondent Religion	Christianity	153	49.51	49.51
		Islam	143	46.28	95.79
		Others	11	3.56	99.35
		Missing	2	0.65	100.00
4.	Respondents' Age	Between 15 and 25 years	28	9.06	9.06
		Between 26 and 35 years	115	37.22	46.28
		Between 36 and 50 years	98	31.72	77.99
		Between 51 and 60 years	41	13.27	91.26
		Above 60 years	24	7.77	99.03
		Missing	3	0.97	100
		Total	309	100	
5.	Respondents' Education	Uneducated	4	1.29	1.29
		Prim. Sch.	13	4.21	5.50
		Sec. Sch.	33	10.68	16.18
		Diploma / NCE	76	24.60	40.78
		HND / BSc.	124	40.13	80.91
		Post Graduate	56	18.12	99.03
		Missing	3	0.97	100.00
		Total	309	100.00	
6.	<i>Naija Konnecti</i> Information	Yes	2	0.65	0.65
		No	269	87.06	87.70
		Missing	38	12.30	100.00
		Total	309	100.00	
7.	Social Media - staged <i>Naija Konnecti</i>	Yes	1	0.32	0.32
		No	265	85.76	86.08
		Missing	43	13.92	100.00
		Total	309	100.00	

Source: Author's Computation from STATA 12.1 Outputs (2022)

The preliminary *Naija Konnecti* study had earlier examined through behavioural change theory the attitudinal behaviour of citizens on major social and development issues in Nigeria (see Folayan, 2022). Expectedly, the focus of the current empirical inquiry is to conduct an impact analysis of the radio programme to determine if there is an attitude change effect on citizens' perception of major social and development issues in the country. The methodology adopted in this current paper is similar to the earlier work but differentiated in a few aspects. For instance, the baseline *Naija Konnecti* study employed survey design in its approach whereas the current study adopts pre-test and post-test design approaches. Pre-test and post-test design as a quasi-experimental design allows the evaluation of research participants' perceptions and attitudes relative to an intervention, event, or phenomenon (Creswell, 2014). Again, pre-test and post-test design provide clear direction for a quantitative research study as it is convenient to test an outcome variable (e.g. attitude) before and after intervention (such as the *Naija Konnecti* radio programme) with a predictor variable.

According to Harris *et al.* (2006), the quasi-experimental design used in this study permits the use of a non-randomly selected control group for ethical reasons. Thus, the use of such design in this current study permits the researcher to reliably obtain empirical evidence on the change effect of attitudes and behaviours of Nigerians towards peculiar issues in Nigeria courtesy of Ford Foundation-sponsored radio programme intervention. In other words, the baseline study is considered pre-test research while the current study is a post-test study. By population, the current work still considers all radio listeners in the entire six geo-political zones in Nigeria to cover the entire country again. According to the preliminary baseline study by Folayan (2022), there are 100,108,387 active radio listeners in Nigeria across six geo-political zones. From the total population of active radio listeners, Folayan obtained a sample size of 384 radio listeners having followed the scientific procedure

recommended by Krejcie and Morgan (1970) as duly observed in Saka and Fatogun (2021) and Saka (2021). Therefore, the current study uses the same 384 radio listeners obtained in Folayan (2022) as its final sample for better comparison and informed evaluation process. As previously construed, this final sample was fairly selected from all the six geo-political zones in Nigeria represented by North-West, North-East, North-Central, South-West, South-South, and South-East. To ensure randomness in the respondent selection as a way to mitigate the non-random sampling limitation of pre-test and post-test design, 2 States were systematically selected in each of the 6 geo-political zones. This procedure produced a similar outcome to Folayan (2022) as 12 States were randomly selected. The list of the 12 States can be obtained in Folayan (2022).

Since the current study adopted pre-test and post-test designs to select its final sample the same set of respondents in Folayan (2022) were revisited in addition to newly interested entrants to obtain information on their perceptions or attitudes towards socio-economic and political issues in the country with *Naija Konnecti* as an intervention initiative (see Folayan, 2022). However, it is important to re-emphasize that the sampled radio listeners were those that patronize radio stations operating in the capital city of selected States with an online presence (see Folayan 2022 for details of the 12 selected radio stations). Thus, the sought information from 32 radio listeners per radio station forms the basis of data required for the current study. Meanwhile, for a reliable conclusion about the impact of the intervention programme (*Naija Konnecti*), 1 radio station was randomly picked from each of the geo-political zones to form a treatment group thereby producing 6 radio stations while the other 6 radio stations serve as a control group for comparison purpose. The treatment group comprises the radio stations where the radio campaign on *Naija Konnecti* was aired while the control group consists of radio stations with no campaign. Folayan (2022) which is the baseline study serves as a pre-

test measurement of the treatment group and control thereby enabling the researcher to assess the initial comparability of the groups. The information in Table 4 and Table 5 depict sampled elements of the Treatment Group and Control Group of the study.

Table 4: Treatment Group

S/N	State	Zone Code	Capital /City	Radio Station	Online Presence Yes (v) ; No (x)
1.	Kaduna	NW	Kaduna	Brinkle FM	√
2.	Bauchi	NE	Bauchi	Globe FM	√
3.	FCT	NC	Abuja	Ray Power 100.5 FM	√
4.	Lagos	SW	Ikeja	Lagos Talks FM	√
5.	Rivers	SS	Port-Harcourt	Naija FM	√
6.	Imo	SE	Owerri	Darling 107.3 FM	√

Source: Author’s Compilation (2023)

Table 5: Control Group

S/N	State	Zone Code	Capital /City	Radio Station	Online Presence Yes (v) ; No (x)
1.	Sokoto	NW	Sokoto	Garkuwa 95.5 FM	√
2.	Borno	NE	Maiduguri	FRCN Peace FM	√
3.	Kogi	NC	Okene	Jatto 102.7 FM	√
4.	Oyo	SW	Ibadan	Splash 105.5 FM	√
5.	Edo	SS	Benin	Bronze 101.5 FM	√
6.	Enugu	SE	Enugu	Dream 92.5 FM	√

Source: Author’s Compilation (2023)

Further, the researcher employed an additional two Research Assistants (RAs) to 4 previously engaged RAs to travel across the 6 geo-political zones in the country by visiting each of the selected FM radio stations and their users (that is, radio listeners). Before visitation to radio stations, the General Managers and Administration Departments were notified through telephones about the second phase of the initial study and the need to re-visit the previously sampled radio listeners. Similarly, all the 384 randomly sampled radio listeners were also contacted again via

phone for the need to re-interview them. Surprisingly, the numbers of responses obtained were higher than the initial baseline study with 369 radio users now ready to participate in the current study. This response outcome shows an additional 6% increase in the response rate compared to the previous baseline study (recall, 348 responses). Meanwhile, some 59 out of 348 radio listeners who participated in the baseline study were unavailable or refused to participate in the current study. This might be due to certain factors such as death, sickness, or travelled abroad. However, such incidence of attrition was mitigated with the incorporation of 80 newly interested study participants. It was methodologically easy and plausible to include the new participants because the *Naija Konnect* as a radio programme intervention is aired live on radio stations for the general public and not for selected listeners. Thus, substitution or replacement of study participants conserves response reliability.

Unlike the baseline study, a single research instrument was employed (that is, an open-ended and closed-ended questionnaire) containing information on cultural programmes, national social issues, national economic issues, and political issues along with study participants' demographic data. Moreover, the study employed a systematic random sampling technique to select the respondents by randomly selecting every 5th participant on 4 popular radio programmes by each radio station after identifying 1st participant. Therefore, 8 radio listeners are selected for each programme yielding 32 selected participants per radio station. Thereafter, a questionnaire was then administered among each of the 32 subscribers per radio station across the randomly sampled 12 FM radio stations in Nigeria (that is, for both the study treatment group and control group). It is important to state that these participants with their permission obtained were reached through visitation to their houses and for ethical reasons they were (re)briefed on the intent of the research.

In terms of statistical estimation, the main study used a similar Dominance Analysis Model (DAM) earlier developed in the baseline

study. However, a few mathematical computational adjustments were made to the model to reflect the robustness of the statistical evaluations of the *Naija Konnecti* intervention programme about Nigerians' knowledge, attitude, and practices towards social and developmental issues in the country. The choice of DAM is informed by the statistical model plausibility to determine the relative importance of variables employed in this study. Dominance Analysis (DA), the basis of the DAM approach, has been considered the most reliable statistical estimate in the determination of the relative importance of predictors (or sets of independent variables) in a regression model (Luchman, 2021) and again more efficient than traditional (standardized) multiple regression in a case of correlated predictors. Thus, the use of DAM in the current study allows the possibility to determine the most important factors (knowledge, attitude, and practice) that explain how Nigerians could contribute positively to socioeconomic and political issues in Nigeria. This statistical effort is essential to finding appropriate measures for attitudinal and behavioural change toward national issues in Nigeria. Determining the relative importance of variables or most important knowledge, attitude, and social practice factors in this second study is essential for the identification of factors that should be worked on by appropriate government authorities, international organisations, or international donors (e.g. Ford Foundation) for sustainable social cohesion and patriotism for development of the country.

The computational adjustments to the DA Model in Folayan (2022), the baseline *Naija Konnecti* study, started with the introduction of the basic equation and subsequent re-identification of the model in equation 2. The model re-identification follows the approach by Budescu (1993).

Reach assessment of the radio based on the rating of the partner stations.

The study used the Megalectrics/Media reach rating of radio stations' Reports as of December 2021 to select our radio partners. The ratings

were as follows: Ray Power FM Abuja (345,622); Lagos Talks FM (635,285); Globe FM (221,459); Brinkle FM (193,555); Naija FM PH (199,214); Darling FM/BCA FM Umuahia (279,128/211, 605)

Total listeners per week :1,874,600 ; Total exposure per year; 97,479,200

Impact assessment

The three means of assessing the impact (measurement indicators) of the project were:

- a) Reach assessment based on the rating of the partner stations.
- b) Our independent study by commissioned research experts
- c) Verifiable social media analytics.

Table 1: Descriptive Statistics Estimation Results of Naija Konnecti Respondents

S/N	Demographic Factor	Categories	Frequency	Percent (%)	Cum. Percent (%)
1.	Sex Status	Male	219	64.04	64.04
		Female	121	35.38	99.42
		Missing	2	0.58	100.00
		Total	342	100	
2.	Respondent Geopolitical Zone				
		Owerri	29	8.48	8.48
		Bauchi	29	8.48	16.96
		Kaduna	28	8.19	25.15
		Abuja	30	8.77	33.92
		Lagos	31	9.06	42.98
		Port-Harcourt	29	8.48	51.46
		Enugu	27	7.89	59.36
		Maiduguri	25	7.31	66.67
		Sokoto	28	8.19	74.85
		Okenne	28	8.19	83.04
		Ibadan	29	8.48	91.52
		Benin	29	8.48	100.00
Total	342	100			
3.	Respondent Religion	Christianity	150	43.86	43.86
		Islam	177	51.75	95.61
		Others	12	3.51	99.12
		Missing	3	0.88	100.00
	Total	342			

4.	Respondent Age	Between 15 and 25 years	33	9.65	9.65
		Between 26 and 35 years	137	40.06	49.71
		Between 36 and 50 years	106	30.99	80.70
		Between 51 and 60 years	46	13.45	94.15
		Above 60 years	17	4.97	99.12
		Missing	3	0.88	100.00
		Total	342		
5.	Respondent Education	Prim. Sch.	16	4.68	4.68
		Sec. Sch.	58	16.96	21.64
		Diploma / NCE	73	21.35	42.99
		HND / BSc.	130	38.01	81.00
		Post Graduate	62	18.12	99.12
		Missing	3	0.88	100.00
		Total	342		
6.	Naija Konnecti Awareness	Yes	173	50.58	50.58
		No	162	47.37	97.95
		Missing	7	2.05	100.00
		Total	342		

7.	Social Media - staged Naija Konnecti	Yes	98	28.65	28.65
		No	236	69.01	97.66
		Missing	8	2.34	100.00
		Total	342	100.00	
8.	Drama Interest	Fun	39	22.84	22.54
		Positive Messages	77	44.51	67.05
		The Characters	42	24.28	91.33
		Others	9	5.20	96.53
		Can't say	5	2.89	99.42
		Missing	1	0.58	100.00
		Total	173	100.00	
9.	Understanding of Nigerians	Yes	137	79.19	79.19
		No	36	20.81	100.00
		Total	173	100.00	
10.	Major Sponsor	Ford Foundation	151	44.15	44.15
		Nigeria Government	65	19.00	63.15
		Can't say	77	22.52	85.67
		Missing	49	14.33	100.00
		Total	342	100.00	

Source: by DCRC Research Team (2023)

Unlike the baseline study, the inferential analysis conducted in the current study covers both the treatment group and the control group. This is required for the comparison of results and to infer the possible impact of the radio drama. From Table 4, the information displayed is Models (M) variables (V) coefficients (*coeff.*), standard errors (*std. err.*), p-values at a 5% level of significance ($p > |z|$) for both Treatment Group (TG) and Control Group (CG). Dominance Statistics is represented by (DS), “ SDS ” means Standardized Dominance Statistics while Ranking of relative importance of variables is denoted as “ R ”. All the values computed from STATA 12.1 outputs except for DS and SDS are rounded up to 2 decimal places.

- o Those who were exposed to the radio stations on which *Naija Konnecti* aired had higher knowledge of various socio-economic and political issues depicted in the radio programme than those of the control group;
- o Participants in the treatment group recorded high knowledge of political awareness and the likelihood of adopting the recommended political attitudes in the programme.
- o The radio programme had the highest impact on participants' certainty, as variables constituted the highest variable in the 31 sub-regression model.
- o The result implies that those Nigerians who are not exposed to *Naija Konnecti* radio drama are significantly less likely to show religious intolerance, hate speech, and campaign and public disbelief toward social issues in Nigeria

Verifiable Social Media Analytics.

The research team, harnessed data on our social media analytics - impact such as “likes”, “views”, “shares” and “views” to measure the impact of the program in the social media. Below are the highlights. Please note that by design we intend to step up our social media presence in the last three months of the campaign; hence we are sure to greatly surpass the data presented below:

We used the following social media platforms to promote *Naija Konnecti* in the year in review (2022-2023): *Facebook*, *Twitter (X)*, *Instagram*, and *YouTube*

The show's *Facebook* page witnessed an upsurge in live-streaming engagement in the fourth quarter. The team has been hosting live Questions & Answers sessions with the cast and crew of the show, as well as live-streaming episodes for fans to watch and interact with in real time. On *YouTube*, the show gained an additional 200 subscribers and has seen a 20% increase in views on their videos, despite hitting the platform late in the campaign.

Conclusion

The estimation results of descriptive analysis and inferential analysis of the study over obtained data from all the study participants across the 6 geopolitical zones in Nigeria are provided. The analyses include both analysis of data from the treatment group and control group using STATA 12.1 version as the statistical software similar to the one used in the baseline study. The descriptive analysis the multinomial logistic regression analysis and Dominance analysis were calculated.

The baseline study surveyed listeners of popular radio stations in the cities where the stations we engaged were located on the main issues being addressed by the campaign. The outcome of the study reflected the outcome of our implementation. The highlights of the study were as follows:

- The population of the study consisted of radio listeners in the entire six geo-political zones in Nigeria as the study focuses on the entire country.
- A very high proportion of the sampled respondents amounting to 87.06% declared that they had not heard about the concept “*Naija*

Konnecti” before the period of current research with 0.65% signalling a positive response. This result shows that almost all of the respondents had not heard about the concept *inter alia* with a large number of missing data (38 responses representing 12.30%) justifying such non-existence.

- From the result, the sampled radio listeners have very poor ideal reasoning (*IDR coeff.* = $-.410$) and positive affection (*AFE coeff.* = $.288$) for social issues compared to cultural issues. This result explains the reason why most youth in Nigeria often concentrate on irrelevant social issues particularly those that are aired on radio stations/TV and social media.
- Most Nigerians represented by FM radio programmes subscribers have a negative and insignificant intellectual capacity (*INT: coeff.* = $-.244$; *p-value* = 0.452) to contribute positively to political issues compared with cultural issues in the country.
- Promoting inter-ethnic relations (*IER: coeff.* = $.640$; *p-value* = 0.036) was found as the only significant solution that could help reshape the attitudes, knowledge, and practices of most Nigerians on political issues in the country.
- Participants in the treatment group recorded high knowledge of political awareness and the likelihood of adopting the recommended political attitudes in the programme.
- The radio programme had the highest impact on participants' certainty, as variables constituted the highest variable in the 31 sub-regression model.
- The result implies that those Nigerians who are not exposed to *Naija Konnecti* radio drama are significantly less likely to show religious intolerance, hate speech, and campaign and public disbelief toward social issues in Nigeria

Other Findings:

This research has addressed some emerging conceptual and empirical gaps in the efficacy of E-E for social change campaigns in that:

- *Naija Konnecti* has been able to create a significantly high level of awareness of Nigeria's socio-political challenges.
- The (combined) average listenership per week on the six stations was 1,974,400; meaning that we had 99,479,200 listening times in the entire year
- *Naija Konnecti* has been able to re-orientate the target audience in terms of their preparedness to support Nigeria's development agenda.
- On social media metrics, despite starting a social media campaign late, results show that E-E is potent in foresting social change when the issues are volatile. The comedy hidden in the message of the entertainment creates a façade around the educational content and an impact is made.
- Social media E-E offers huge potential for social change in Nigeria. For *Naija Konnecti*, reach was: *Twitter* 21,123; *Facebook* 33, 121; *Tittok*, 15,102; Followers/Visits: *DCRC/Naija Konnecti Website*: 15,111; *Instagram* 213; *Tittok* Like 2,311, *Facebook* shares; 645. Future advancements are expected in this area.

Recommendations

Taken together, this study points to some directions as follows:

- More edutainment programs should be deployed by the government and social change campaigners on a wider scale to further explore the potency of the paradigm in social change campaigns
- The widespread use of social media in Nigeria offers further opportunities use of E-E, especially because studies have confirmed that social media is chiefly deployed for entertainment in Nigeria. Non-governmental organizations into attitude change

and behaviour change campaigns should explore this opportunity.

- In the entertainment world, comedy drama appears to be more effective than other types (such as epic, sit-come, thriller, etc.); more studies need to be conducted to confirm this assumption.
- The most obvious shortcoming of the work described here is the level of impact. The use of six radio stations to cover the entire country would limit the wide application of the impact of the study. It is therefore recommended that (the) researchers should escalate the study using many more radio stations spread out across the country to give a reasonably accurate impact of this kind of campaign.



Fig.1: Lead actors involved in the experiment



Fig.2: Dr. Bolu John Folayan, CEO/Executive Producer



Fig.3: Rehearsals, Naija Konnecti.



Fig.4: Studio recording session, Naija Konnecti.

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Further information/resources on Naija Konnecti can be obtained from:
www.dcrc.ng/naijakonnecti.

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