

Demographic Characteristics as Predictors of Market Women's Participation in Radio Educational Programmes in Ibadan South East Local Government Area of Oyo State, Nigeria

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Abstract:

Radio educational programmes do contribute to making the populace of a country be well informed. If this is not the case, it could be connected to demographic characteristics as predictors of market women having a negative influence on participation in radio educational programmes. It is in this regard that this study investigated demographic factors as predictors of market women participation in radio educational programmes aired on Fresh FM 105.9, Lagelu FM 96.7 and Splash FM 105.5 radio stations in Ibadan. The descriptive survey research design was used. The population consisted of 4500 market women in Bode, Oja- Oba and Scout Camp Markets in Ibadan South East Local Government Area of Oyo State. With the application of purposive sampling technique, a total number of 870 market women served as respondents for this study. A reliability test Cronbach alpha coefficient score of 0.90 was recorded for participation in radio educational programmes respectively. Data were analyzed using inferential statistics out of age, educational qualification and marital status, only marital status was found not to influence participation ($\beta = -0.033$, $P > 0.05$). The study recommends that market women should devote more time and give priority to participation and be more actively involved in radio educational programmes aired on Fresh FM 105.9, Lagelu FM 96.7 and Splash Fm105.5 in Oyo State.

Keywords:

Demographic Characteristics, Participation, Radio Educational Programmes

1. Introduction

The radio remains a critical medium through which information is disseminated in every human society, being a third force after political and economic forces, in

shaping the course of nature. It is through these forces that every ideal is nursed, implemented and propagated. Information is a *sin qua non* resource required in any society for development; thus acquiring and using information are critical activities in order for individuals, groups and business managers to take the right decisions to enhance and improve job productivity [5]. Information means different things to different people. Information is accepted as crucial to a sustained development of any society because it reduces uncertainty and enhances awareness of possible actions required to unravel problems. Lack of information is argued to act as a barrier to development because of its importance in capacity building and community empowerment [12].

Information needs, accessibility and utilisation could be dictated by circumstances the user finds himself. The environment in which individuals interact from the cradle of civilisation portends serious challenges to man within the tactic of achieving his daily goals and objectives in the areas of economic, social, cultural, and spiritual wellbeing. Information itself is not mobile but needs a vehicle of dissemination from one man to another or from one location to another. This is because information has to be widely disseminated regardless of whether one is an urban or rural inhabitant. The medium of this dissemination might be called a channel, which could be radio, television, newspaper, magazine, billboard, pamphlet and town criers. Information is a critical economic resource and when utilized it is capable of increasing the knowledge state of an individual in decision making [7].

There are diverse ways through which information is sourced as well as multifaceted rationale behind propagation, sourcing and consumption of information. Radio is one of the conventional means through which information is accessed and spread, as such it remains an indispensable medium of information and has continued to erode any reason for its displacement in society. In spite of the new era of technology and mobile device radio has continued to be a force to reckon with as most information-sourcing devices that have the element of sound which comes with radio frequency.

Radio is the wireless transmission of signals through free space by electromagnetic radiation of a frequency significantly below that of visible light, in the frequency ranging from about 30 kHz to 300GHz. Radio has distance capabilities by offering educational programmes in such a connecting cord binding audience with the producers of the programmes with passionate experience. Radio is a virile tool for communicating with the target audience. Radio has universal value because it can break the barrier of information disconnect. It is an important medium that virtually every member of the society benefits from. It has continuously radicalised the face of human communication and ultimately subsists as a hard and fast point within the daily lives of humans whereby people are informed, taught, nurtured, and reformed by way of relaxation, reinvigoration, and resuscitation. This makes radio as a compelling medium of mass communication, a mobilizer and a formidable factor in the new world order. It also remains the cheapest, easily accessible, and most effective medium of communication available to man [4].

In Ibadan metropolis alone radio stations are increasing in number compared to thirty years ago when only three (3) were operational. As at the time of this study, there is the presence of both government and privately-owned radio stations. These include Premier 93.5 FM and Amuludun 99.1FM (owned by the Federal Government of Nigeria); Oluyole 98.5FM (owned by Oyo State government); and several

privately-owned station, which include Beat 97.9FM, Star 95.1FM, Diamond 101.1FM, Impact Business Radio IBR 92.5 FM, Splash 105.5FM, Inspiration 100.5 FM, Space 90.10FM, Naija 102.7FM, Royal Roots (R2) 92.9FM, Petals 102.3FM, Lagelu 96.7FM, Fresh 105.9FM, Star 91.5FM, Jamz 101.1FM, Thirty-Two 94.9FM, Noble 107.1FM, Lead Radio 106.3FM, Pensioners' 106.7FM, and Agidigbo 88.7FM. However, the three radio stations, Fresh 105.9FM, Lagelu 96.7FM and Splash 105.5FM out of the which have their stations located within Ibadan South East Local Government Area were considered for this study. These stations are owned by private individuals with the aim of education, entertainment and knowledge dissemination [6]. The three radio stations seem to be popular among the market women within the study area. Equally, the three stations have documented presenters of Yoruba programmes with listenership base [6].

The radio stations broadcast various programmes ranging from entertainment, political, economic and academic. An entertaining programme is a kind of action that holds the attention and interest of its listeners or gives preference and delight. An entertaining programme regularly creates a funny impression in the heart of the listeners but may be based on the happenings or events that have evolved specifically for the aim of keeping the listener's attention. Even though the public's attention is held by various things, although people have different preferences in information, most forms are recognisable and familiar. Storytelling, music, drama, dance, and differing types of performance exist altogether cultures and have developed into sophisticated forms and over time became available to all or any or any citizens through the media generally and radio in specific. The knowledge of being informed has come to be intensely related to enjoyment which has a common understanding of the thought which is fun and happiness.

Hence, there is the likelihood also that what appears as entertainment, like Ilera Etomi (Lagelu 96.7FM); Bosenlo and Oro-Sunukun (both aired on Fresh 105.9FM); and Lagbo-Osere, Ajaabale, Oyato, Se Aje Nwo Gba, Oyin Ado, Aroba, Tifuntedo (all aired on Splash 105.5 FM) could also be a way of achieving insight or intellectual growth. This is because entertainment can cross over different media and have demonstrated a seemingly unlimited potential for creative remix. There are various means through which radio contents are disseminated like sport, music, weather outlook, fashion and lifestyle, news, health talk and agriculture show among which educational programmes is one.

Radio educational programme has been defined as the process of teaching, training or learning through the media to improve knowledge or develop skills of the audience. Radio educational programmes are designed to meet the expectations, listenership or consumption of certain age brackets, classes of people or institutions [9]. Many of such programmes are meant for some targeted audience ranging from religious groups, organizations, institutions, romance, entertainment, informative, marketing, health, politics, economics, culture, environment, leisure, as the case may be. In essence, there is random audience participation on radio educational programmes especially in a society with multifarious radio stations.

Furthermore, radio educational programmes are also considered as the essential content of a radio station. Radio educational programmes which are primarily concerned with educating a set of people or audience be it in the formal or non-formal setting are known as educational broadcasting. The purpose of educational broadcasting is to inspire greater understanding or an amendment of attitude among

sections of the total listeners through informative, enlightenment and entertainment programmes. Educational broadcasting plays a vital role in the education process which includes encouraging a greater understanding of the subject matter because its presentation is done in clear, straight forward and simple language. Promoting individualised learning because the listener can learn on her own by listening to and or viewing the lesson personally without having to come in contact with the real teacher, disseminating large volumes of educational and informative messages to the audience, promoting access to informative opportunity for all and assisting in population enlightenment programmes due to its coverage of a really wide area at a time moreso that the beneficiaries could easily be reached at their various locations without being assembled at a point for such an exercise [9].

Radio educational programmes that are intended to serve the audience are expected to get feedbacks. These feedbacks may come in the form of the audience participating on such programme, either through phoning-in to a live broadcast or sending messages through text on social media platform(s) like Facebook, Twitter, WhatsApp, etcetera associated with the programme. Feedback is necessary because a programme is created to meet certain specific needs or attain some sets of objectives and transmit to some predetermined target audience. Participation in this context means market women taking part in discussions and sharing of their views through phone-in and sending of text messages while an educational programme is being broadcast.

Participation includes in some measure the notions of contributing, influencing, sharing, or redistributing power and of control, resources, benefits, knowledge, and skills to be gained through beneficiary involvement in the radio educational programmes. Participation is a voluntary process by which people influence or control the decisions that affect them. The essence of participation is exercising voice and selection. Participation is viewed as a means to defined ends, not as an end in itself; the goal, therefore, is to optimize participation to achieve desired goals, which is enlightenment attained through listening to educational programmes. It can also stand as a means through which audience feedback is collected which in this case could be through phone-in talk shows or messages. The segment under study, being market women is presumed to participate through phone in which is deemed a more convenient approach to radio educational programmes [2].

Depending on the parameters used, there are different ways that women in Nigeria, or elsewhere can be classified. While some could belong to the working class, others could belong to the processing and service sectors; a substantial population could belong to the business group. In any of these, there could be a way that they contribute to the development of society. In this study, the focus was on market women who carry out their daily business activities within a bounded area, referred to as a market. The market could be the semi-formal or formal setting where buying and selling activities take place and different types of commodities are bought and sold. Markets play an important role in society and the economic life of the people.

Traditionally in specific areas known as markets names are given as a form of identification while some of these markets have historical names which serve as a point of reference. Over time, some of these markets in Ibadan have grown to become popular and large than others. These markets include Bodija, Shasha, Oje, Orita Merin, Agbeni, Old Gbagi, New Gbagi, Oj-Oba, Bode, Scout Camp, Aleshiloye, Dugbe, Bashorun amongst several markets. In these markets, some of the items sold include clothing, foodstuff, herbs, electronic materials and stationeries, hairdressing products,

meat, fish while foodstuff constitutes the bulk of what is sold at these markets. This could be the reason for the larger population of women than men in that market.

Market women are taught how to cast their votes through radio educational enlightenment programmes that avail them of their rights and responsibilities as good citizens to participate in the election of the state. Political participation is a feature of political behaviour and it emphasises the approach in which market people take part in politics. It is an intentional action that one may decide to participate directly or indirectly. The essence of political participation in any society, either civilized or primitive is to seek control of power, acquisition of power and influence decision making and this can be achieved via awareness on radio educational programmes. Political participation is a means of contributing one's quota to the political system and the nation's overall development. Political participation is one of the fundamental requirements of democratic governance [10].

Political programme is also a quintessential content of most radio stations. In an emerging democratic society like Nigeria, when compared to nations with a long history of democratic tenants, political awareness is still at a low ebb as political apathy still exists among the majority most especially citizens with educational exposure. As such, political contents created in local dialect tend to gain more popularity and this is peculiar to the market women. These programmes like Tifuntedo and Ajaabale (Fresh 105.9FM), Bosenlo a very popular political programme and Oro-tonlo (a political/current affairs programme) (Splash 105.5FM) have become a medium through which audience acquit themselves with current happenings. Furthermore, this may also increase political participation through sensitization, awareness and campaigns [11]. Aside political-oriented radio educational programmes, from preliminary observation market women do participate in other educational programmes aired on the stations selected for this study. Hence, it becomes imperative to investigate the extent to which the age, educational qualification and marital status of these market women predict their level of participation on the programmes.

2. Objective

The study attempted to identify the extent to which age, educational qualification and marital status predict the participation of market women in Ibadan South East Local Government in radio educational programmes aired on Splash 105.5FM, Lagelu 96.7FM and Fresh 105.5FM.

2.1. Statement of the Problem

Radio educational programmes are broadcast by radio stations for several reasons. Accessing these programmes by listeners is due to various information needs and where the programmes have been found to satisfy such needs listeners may be persuaded to participate in them, either to improve on the quality of the programmes or for other reasons as may be desired by the listeners. Studies have been conducted on different aspects of radio educational programmes but a careful perusal of some extant literature did not reveal the extent to which demographic characteristics such as age, educational qualification and marital status of market women in Ibadan South East Local Government Area predict their participation in radio educational programmes aired on Lagelu 96.7FM, Splash 105.5FM and Fresh 105.9FM

2.2. Theoretical Framework and Methodology

Scholars on media have described Media Dependency Theory as a correlating relationship between media content, the nature of society, and the behaviour of audiences. This is because different listener to a particular radio educational programme have various needs for listening to the programmes; and when these needs have been met over time, it becomes easy for them to rely on such programmes for their information needs. The theory Ball-Rokeach and De Fleur (1976) canvassed that meeting listeners' goals leads to dependency as the listeners' active use of radio educational programmes to achieve personal goals will result in dependence on the specific programmes. This theory suggests that both macro and micro factors influence information-seeking behaviour, leading to being hooked on the radio and listening attentively to meet their information needs, goals, motives, and strategies [3]. The import of the theory is that people will become more dependent on radio educational programmes that meet a number of their needs than on those that provide only a few ones. The intensity of radio educational programmes dependency depends on how much people perceive that the radio programmes they choose are meeting their needs and goals. These goals were categorized into three dimensions. These dimensions covered a wide range of individual objectives. The first aspect was social and self-understanding. This was learning about oneself, to know about the world. The second aspect was collaboration and action orientation. This was deciding what to buy, and getting hints on how to handle news or difficult situation. The third aspect was social and lonely and solitary performance. More than one goal can be satisfied by the same medium. Dependency on a specific medium is influenced by the number of sources available to an individual. Individuals become dependent on the available radio educational programme if their access to other media alternatives is limited. The more alternatives there are for an individual, the lesser is the dependency and influence of a specific medium [8].

The study adopted a descriptive methodology while a self-designed 6-item questionnaire was used to source for data among 900 market women who were purposively selected in Scout Camp, Oja Oba and Bode Markets within Ibadan South East Local Government Area of Oyo State. Responses were solicited with the adoption of a 5-point Likert Scale of strongly agreed, agreed, disagree, strongly disagreed and undecided. The researchers employed the services of four (4) research assistants, who were trained in the manner of questionnaire administration to administer the research instrument on the respondents over a period of four (4) months spread on every Saturday in the months. A total of 870 copies of the questionnaire were retrieved and found valid for analysis. The data collected were analysed using the inferential statistics. The result obtained is presented in Table 1a, Table 1b, Table 1c below.

Table 1a. Age, Educational Qualification and Marital Status of Market Women.

	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.429 ^a	.184	.181	.64281

a. Predictors: (Constant), Education of Market Women, Marital Status of Market Women, Age of Market Women.

Table 1b. Age, Educational Qualification and Marital Status of Market Women.

	Sum of Squares	Df	Mean Square	F	Sig
Regression	80.661	3	26.887	65.070	.000 ^b
Residual	357.832	866	.413		
Total	438.493	869			

a. *Dependent Variable: Participation*

b. *Predictors: (Constant), Age of Market Women, Educational Qualification of Market Women, Marital Status of Market Women.*

Table 1c. *Age, Educational Qualification and Marital Status of Market Women.*

	Unstandardized Coefficients		Standard Coefficients	T	Sig
	B	Std. Error	Beta		
Constant	1.261	.146		8.663	.000
Age of Market Women	.041	.021	.059	1.921	.055
Marital Status of Market Women	-.033	.018	-.056	-1.820	.069
Education of market Women	.608	.045	.420	13.600	.000

Dependent Variable: Participation (Source: Field Survey, 2021)

3. Discussion of Finding

The null hypothesis says “age, educational qualification and marital status of market women in Ibadan South East Local Government Area of Oyo State would not jointly significantly influence participation on radio educational programmes aired in Ibadan, Oyo State, Nigeria”. This null hypothesis which was tested in a multiple regression way has four properties that buttressed the result of the hypothesis. The linear relationship which is the r value in the model summary of all the three independent variables against the dependent variable is at .429 which is 42.9%. What this means is that age, educational qualification and marital status only has a 42.9% relationship with the participation of market women on radio educational programmes. The adjusted r square is at .181. This implies that 18.1% of the variance in participation can be explained by age, educational qualification and marital status. The statistical significant influence of age, educational qualification and marital status on participation have the following result inclusive in this result is also the beta value. Age - ($\beta = .059$, $P > .05$), marital status ($\beta = -.056$, $P < .05$) and educational qualification ($\beta = .420$, $P > .05$). Out of these three independent variables, the ages of market women, as well as the educational qualification of market women were the only independent variables that influenced participation. Marital status did not influence participation. Earlier on when marital status was tested if it will have any significant influence on participation, the result showed that marital status will not have any significant influence on participation. This result and that of the multiple regressions tested here shows that to a very large extent marital status does not influence the participation of market women on radio educational programmes aired in Ibadan. The relationship level of all the demographic characteristics as against the dependent variable being at .42% shows that there is a strong positive relationship between the demographic characteristics and the dependent variable.

4. Conclusions and Recommendation

This study investigated the influence of demographic characteristics on participation in radio educational programmes among market women in Ibadan South East Local Government Area. Remarkably, age and educational qualification of the market women in this local government area were found to have predicted their participation in radio educational programmes. The implication of this is that radio

educational programmes producers in the radio stations under study may need to take cognizance of these factors in designing subsequent educational programmes in order to factor in the variables to improve on the content and quality of their programmes.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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