

KWARA STATE UNIVERSITY, MALETE.NIGERIA

SCHOOL OF POSTGRADUATE STUDIES (SPGS)

ROLE OF SOCIAL MEDIA CAMPAIGN IN PERCEPTION, ATTITUDE AND PREVENTIVE BEHAVIOUR TOWARDS HIV AMONG YOUTHS IN ILORIN TERTIARY INSTITUTIONS

PREVIEW

Kamal Idowu DAUDA

17/27/MMC003

SEPTEMBER, 2021

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An M.SC. THESIS SUBMITTED AND PRESENTED

BY

Kamal Idowu DAUDA

17/27/MMC003

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF MASTER'S OF SCIENCE (M.SC) IN MASS COMMUNICATION

DEPARTMENT OF MASS COMMUNICATION, FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY, KWARA STATE UNIVERSITY, MALETE.

NIGERIA

SEPTEMBER, 2021.

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DECLARATION

I hereby declare that this thesis **"Roles of Social Media Campaign in Perception, Attitude and perfective Behaviour towards HIV Aids and Youths in Ilorin Tertiary Institutions"** is my work and has not been submitted by any other person for any degree or qualification at any higher institution. I also declare that all pieces of information provided therein are my and therefore those are not mine are properly acknowledged**.**

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Name of Student **Signature and Date.**

APPROVAL

This is to certify that this thesis by Kamal Idowu DAUDA has been read and approved as meeting the requirements of the Department of Mass Communication for the award of the Degree of Master of Science (M.Sc.) in Mass Communication.

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DEDICATION

I dedicate this Thesis to my Brother Alhaji Folorunsho Quadri who has encourage me all the way, A Bother and my benefactor, and on his wing only have i soared, and to whose encouragement has made sure that I give it all it takes to finish this project which I have started. To God be the glory for this great feat. Am indebted to you my dear Brother and i pray that u shall reap the fruit of labour and may you never lack 'MonsaAllah'. I sincerely thank each and every components that makes me who i am today, family friends and well wisher am grateful. God Bless you.

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ABSTRACT

Social media had played significant role in the lives of adolescents and young adults in various ways. This study identified gap in literature as regards the role of social media in attitude, perception and preventive behaviour against HIV/AIDs, hence, this study unraveled the role of social media network sites in perception, attitude and preventive behaviour against HIV/AIDs among tertiary institution students in Ilorin metropolis.

Cross-sectional survey research design was adopted and data was gathered from selected two hundred and eighty nine (289). more of the respondents 154 (53.3%) were males, while the other 135 (46.7%) were females. Gathered data were analyzed using simple frequencies and Pearson Product Moment Correlation (PPMC).

Findings revealed that there exists significant relationship between perception of HIV and social media utilization ($r = .79$; $P<.01$). The relationship is positive, hence implies that the higher the utilization of social media platforms, the higher the perception of HIV. Also, there exists significant relationship between attitude towards HIV and social media utilization ($r = .67$; $P<.01$). In addition, there exists significant relationship between preventive behaviour towards HIV and social media utilization ($r = .67$; $P<.01$). The relationship is positive, hence implies that the higher the utilization of social media platforms, the the more preventive behaviour against HIV among tertiary institution students in Ilorin. Finally, it was discovered that number of social media subscribed to, hours spent on social media and frequency of login into social media jointly predicted perception of HIV [$R = .98$; $R^2 = .97$; $F (3, 285) = 2681.39$; $P<.01$], attitude towards HIV [$R = .98$; $R^2 = .97$; $F (3, 285) = 2743.40$; $P<.01$] and preventive behaviour against HIV among students of tertiary institution in Ilorin [$R = .98$; $R^2 = .96$; $F (3, 285) = 2293.87$; $P<.01$].

From the findings, it was concluded that social media platforms were significant correlates of perception, attitude and preventive behaviour towards HIV. From the findings, it was therefore recommended that future HIV/AIDS campaigns should adopt more of social media platforms such that there will be more positive results in preventing the spread of HIV/AIDS among tertiary institution students.

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KEY WORDS: Attitude: within the context of this research, attitude is the opinion and feelings of youth who are students in Ilorin have regarding HIV, (*there exists significant relationship between attitude towards HIV and social media utilization (r = .67; P<.01)*

Preventive behaviours: within the context of this research, this is procedure to follow or measures taken to stop the infection of HIV through taking some conscious step. I.e. *there exists significant relationship between preventive behavior towards HIV and social media utilizatio**n (r = .67; P<.01).***

HIV: within the context of this research, this is a virus spread through certain body,it is a form of fluid that attacks the body's immune system, specifically the CD4 cells, often called T cells.

Youth: within the context of this research, these are male and female between the ages of 15 to 45 years.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Human Immunodeficiency Virus, known as HIV, is the virus that causes AIDS (Acquired Immune Deficiency Syndrome). This virus attacks the body's immune system and makes it difficult to fight off diseases, bacteria, virus and infections. (NACA), (National Agency for the Control of HIV/AIDS 2017)

The Human Immunodeficiency Virus (HIV) attacks the immune system and weakens people's defence systems against infections and some types of cancer. As the virus destroys and affects the function of immune cells, infected persons gradually become immune deficient. Immune function is usually measured by CD4 cell count in the blood. Immunodeficiency results in increased vulnerability to a wide range of infections, cancers and other diseases that people with healthy immune systems can fight off. The most advanced stage of HIV infection is Acquired Immunodeficiency Syndrome (AIDS), which can take from 2 to 15 years to mature depending on the individual. AIDS is defined by the development of certain cancers, infections, or other severe clinical exhibitions. (WHO, 2016)

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According to World Health Organisation (WHO), HIV has claimed more than 35 million lives so far. In 2016 only, and about 1.8% victim are recorded in Kwara, according to bureau of statistics, while 1.0 million people died from HIV-related causes worldwide. 36.7 million People are estimated to be living with HIV at the end of 2016 with 1.8 million people becoming newly infected in 2016 globally. According to WHO, Africa is the most affected region, with 25.6 million

people living with HIV in 2016. Africa accounts for almost two thirds of the global total of new HIV infections. HIV infection is often diagnosed through rapid diagnostic tests (RDTs), which detect the presence or absence of HIV antibodies. Most often these tests provide same-day test results, which are essential for same day diagnosis and early treatment and care. In mid-2017, 20.9 million people living with HIV were receiving antiretroviral therapy (ART) globally. Between 2000 and 2016, new HIV infections fell by 39%, and HIV-related deaths fell by one third with 13.1 million lives saved due to ART in the same period. This achievement was the result of great efforts by national HIV programmes supported by civil society and a number of development partners; United States Agency for International Development (USAID), inclusive, (WHO, 2017).

Nigeria has the second largest HIV epidemic in the world (Avert, 2017). HIV prevalence, however, among adults is remarkably small (2.9%) compared to other sub-Saharan African countries such as South Africa (18.9%) and Zambia (12.4%), the size of Nigeria's population means 3.2 million people were living with HIV in 2016 (Avert HIV, 2017). HIV prevalence is highest in Nigeria's southern states (known as the South-South Zone), and stands at 5.5%. It is lowest in the southeast (the South East Zone) where there is a prevalence of 1.8%. There are higher rates of HIV in rural areas (4%) than in urban ones (3%). Approximately 160,000 people died from AIDS-related illnesses in Nigeria in 2016. Since 2005, the reduction in the number of annual AIDS-related deaths has been minimal, indicative of the fact that only half (51%) of those living with HIV in Nigeria are accessing antiretroviral treatment. (Avert 2017).

Some of the prevention interventions as recorded by NACA are the National HIV/AIDS Prevention Plan (NPP) in 2007-2009 using the Abstinence, Be faithful and Condom use (ABC) approach; 2009 national HIV policy, National Strategic Plan 2010-2015 and NPP 2010-2012

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launched the "Minimum Prevention Package Intervention". Some social media campaign also, on HIV can be found on various internet mediums, some of which are, Act Against AIDS Campaign on Facebook, Whatsapp and on Instagram by Centers for Disease Control and Prevention (CDC) and #World AIDS day by United States Agency for International Development (USAID) (USAID, 2013; CDC, 2017)

Thus, this study is designed to evaluate the influence of social media campaign on the attitude and preventive behaviour of Ilorin youth about HIV with major emphasis to Facebook and Whatsapp.

1.2 Problem Statement

Social media campaign is one of the ways in shaping the perception, attitude and preventive behaviour towards HIV among youth, as it is perceived as the fastest medium in reaching youth in the 21st century, Ugwu, Ugwu, Onoka, Iyare, Una (2015). However, the use of social media has negatively influenced the attitude, perception and preventive behaviour of students in tertiary institutions in contracting HIV. This is so because youth's involvement in the use of social media leads to the exposure of illicit contents which stimulates their interest in various acts that leads to contracting HIV Adegboyega (2019).

Several studies (Noar and Willoughby, 2012; Guse, Levine, Martins, Lira, Gaarde, Westmorland, and Gilliam, 2012; Muessig, Nekkanti, Bauermeister, Bull, Hightow-Weiddman, 2015) have been conducted to further stop the spread of HIV among youth. This is done through social media campaign, via mobile technologies and social networking sites which are being used increasingly as part of human immunodeficiency virus (HIV) prevention Taggart, Grewe and Isler (2019).

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Despite this several studies contribution to the role of social media campaign in perception, attitude and behaviour of towards HIV among youth, more than 70 percent of the global burden of HIV infection is found in the sub-Saharan region. Nigeria inclusive, accounting for about 80% of all people living with HIV globally (Avert, 2016). More so, Nigeria's National data suggests that 4.2% of young people (ages 15-24) are living with HIV (NACA, 2015). Awareness of HIV prevention is higher among young men than women. According to National Agency for the Control of HIV/AIDS NACA (2015), Young women have a higher HIV prevalence and are infected earlier in life than men of the same age group. In 2016, more than 46,000 young women were infected with HIV compared to 33,900 young men (Avert, 2017).

The persistence of this deadly disease with zero sensitization via social media and other media available would not only affect the health of individuals, it also extends its impacts on households, communities, and the development and economic growth of nations UNAIDS (2018).

Although there are several studies that have looked at the role of social media campaign in perception, attitude, preventive behaviour towards youth, such as (Onyechi and Obono, 2018; Banda, 2020.), but none of this studies have looked at the role of social media campaign in perception, attitude, preventive behaviour towards youth in Ilorin tertiary institutions.

One platform that adolescents and young adults has become glued to recently is the social media. Social media had played significant role in the lives of adolescents and young adults in various ways. This study identified gap in literature as regards the role of social media in attitude, perception and preventive behaviour against HIV/AIDs, hence, this study unraveled the role of social media network sites in perception, attitude and preventive behaviour against HIV/AIDs among tertiary institution students in Ilorin metropolis.It is on this note that this study intends to

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investigate the role of social media campaign in perception, attitude, and preventive behaviour towards youth in Ilorin tertiary institutions.

1.3 Objectives of the Study

The aim of this study is to investigate the influence of social media campaign on attitudes and preventive behaviours of HIV among Ilorin youths in tertiary institutions within Ilorin metropolis. The specific objectives therefore, are to:

1. To find out the prevalence of social media network utilization among tertiary institution students in Ilorin metropolis.
2. Investigate the perception of social media against against HIV among tertiary institution students in Ilorin.
3. Examine the attitude of tertiary institution students towards HIV campaign in Ilorin metropolis.
4. To find out the role of social media in preventive behaviour against HIV among tertiary institution students in Ilorin metropolis.

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1.4 Research Questions

1. What is the prevalence of social media network utilization among tertiary institution students in Ilorin metropolis?
2. What is the perception of social media against HIV among tertiary institution students in Ilorin?
3. What is the attitude of tertiary institution students towards HIV campaign in Ilorin metropolis?

4. What is the role of social media in preventive behaviour against HIV among tertiary institution students in Ilorin metropolis?

1.5 Significance of the Study

This study will be relevant in so many ways and to different stakeholders. Firstly, the findings of the study will be relevant to Non-Governmental Organizations (NGOs) regarding how best to prevent the spread of HIV. The findings of the study will point to directions on how best social media can be utilized to affect the attitude and perception of youths about HIV/AIDs.

Also, the findings of the study will encourage tertiary institutions put up various campaigns on their social media platforms, where students will need to visit to get school related information. A section can be created on the page that talks about preventive measures against contracting HIV/AIDs. By so doing, students will consciously or unconsciously get the message that is being passed. This will subsequently help in the prevention of spread of HIV/AIDs.

In addition, the findings of the study will be relevant to the society at large. Been able to control the spread of HIV through social media campaign will assist in ameliorating the spread of HIV in the society, hence making the society to be HIV free and safe for everyone.

Further, the findings of the study will be relevant to body of research on perception, attitude and behaviour towards HIV/AIDs. This will help to further make robust recommendations in order to prevent the spread of HIV/AIDs among aolescents and young adults in Nigeria as a country.

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Conceptually, the findings of this study will give an insight into the role social media has played in shaping the perception, attitude and preventive behaviour taken by students against contracting HIV.

Theoretically, the findings of this study will be theory driven, thus the researcher of this study to take cognisance of the theory of reasoned action which is the theory used in this study. On this basis, the findings of this study on theoretical grounds will give future researcher in related study on how a person's behaviour is determined by his/her intention to perform the behaviour and that this intention is, in turn, a function of his/her attitude toward the behaviour and his/her subjective norm.

The findings of this research study will also give prospective researcher of this in similar study an insight into the best research design, research method i.e. quantitative or qualitative, sampling technique and at the same time serve as the methodological gap to fill for other researchers' study.

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1.6 Scope of the Study

This work is limited to issues of HIV, such as attitude, preventive behaviours and health development. The study is further limited to young youths aged 15- 45 years using three major higher institutions within Ilorin Metropolis.

Also, study concerns itself mainly with examining the degree of perception, attitude, behaviour and preventive strategies of HIV from social media campaigns (on Facebook, WhatsApp and on twitter and also Instagram). What this study intends to include as the scope of

this study are students in tertiary institutions in Ilorin metropolis, these students were selected from three higher institutions within Ilorin metropolis.

The support of study conducted in covenant university revealed that there was significant effect of gender on sexual behavioural change of respondent while there was no significant effect on age.

1.8 Operational Definition of Terms

1. Attitude: within the context of this research, attitude is the opinion and feelings of youth who are students in Ilorin have regarding HIV, on the basis of their behaviour towards measures taken against or for HIV.
2. Behaviour: within the context of this research, behaviour refers to the actions taken in the campaign against HIV among youth who are students in selected tertiary institutions in Kwara State.
3. Preventive behaviours: within the context of this research, this is procedure to follow or measures taken to stop the infection of HIV through taking some conscious step.
4. HIV: within the context of this research, this is a virus spread through certain body, it is a form of fluid that attacks the body's immune system, specifically the CD4 cells, often called T cells.
5. Youth: within the context of this research, these are male and female between the ages of 15 to 45 years.
6. Ilorin: within the context of this research, Ilorin is the capital of Kwara in North central Nigeria with a population of 777,667 making it 6th largest city in Nigeria with LGA(s) of Ilorin East, Ilorin South, and Ilorin West. The protectorate of SheuAlimi an itinerary

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Islamic preachers and teacher who control the city through the spread of Islamic caliphate, known as ceremonial function called the Emirate.

7. Social media: within the context of this research, social media is a coordinated marketing effort to reinforce or assist with a business goal using one or more social platform because of their increased focus targeting and measurability.
8. Facebook: within the context of this research, this is a popular free social networking website that allows registered users to create profiles, upload photos and video and response or link to the information posted by others.
9. WhatsApp: within the context of this research, this is an ad-free instant messaging service for all major Smartphone's, WhatsApp uses the internet as an alternative to the SMS text messaging system.

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