

**THE PERCEPTION OF CALEB UNIVERSITY STUDENTS ON THE
SOCIAL MEDIA COVERAGE OF COVID – 19 PANDEMIC**

BY

ILUPEJU AKOREDE GABRIELLA

17/4198

**BEING A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, CALEB UNIVERSITY, IN PARTIAL
FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF
BACHELOR OF SCIENCE (B.Sc.) DEGREE IN MASS
COMMUNICATION CALEB UNIVERSITY**

JUNE, 2021

DECLARATION

I, ILUPEJU AKOREDE GABRIELLA declare that this research work was written by me for the purpose of acquiring a B.Sc. in Mass Communication and has not been submitted or accepted for any other degree anywhere. This research work is a product of my intellectual investigation and is not copied from any past research work. I also declare that both published and unpublished materials directly used in the research are appropriately attributed.

.....

Signature & Date

CERTIFICATION

This is to certify that this project titled, **“THE PERCEPTION OF CALEB UNIVERSITY STUDENTS ON THE SOCIAL MEDIA COVERAGE OF COVID-19 PANDEMIC”** was written and carried out by Ilupeju Akorede Gabriella with matriculation number 17/4198 of department of Mass Communication, College of Arts and Management Sciences, Caleb University, Imota, Lagos, for the award of Bachelors of Sciences (B.Sc.) degree in Mass Communication.

.....
Dr. Solomon A. Oyeleye

Date

Project Supervisor

.....
Dr. Solomon A .Oyeleye

Date

Head of Department

.....
Dr. Olumuyiwa O. Olamide

Date

Dean, CASMAS

ACKNOWLEDGEMENTS

All appreciation goes to the author and finisher of my faith, the Almighty God, my Alpha and Omega, for helping through this project, he has started good things in me and will finish it for His Glory; I give all praise to Him for His love and care, for he made it possible for me to complete this programme without any hindrance. I thank you Lord.

I express my profound gratitude to my parents Mr Sunday Ilupeju and Mrs Cynthia Ilupeju for their financial, moral, physical and spiritual support, and to my mom especially for her prayers and advices, I love you mommy. I express my profound gratitude to ever-loving amazing brothers Joseph Ilupeju and Gracious Ilupeju for their love and support throughout my study, I love you both. My deepest appreciation goes to my mentors Mr Femi Taiwo, Mr Jonathan Ezeh, Mrs Linda Akinsanya and The Ekata's for their financial support in my academic journey, big thank you for giving me the inspiration to write this project.

Big thanks to my project supervisor Dr Solomon. A. Oyeleye for his patience, always ready to listen to me and for supporting me, thank you so much Sir. To my extended family members : my Aunts, Uncles, Cousins in Nigeria and Ghana .Also, I express gratitude to all my 50shades of slay girls, best friends, close friends, friends, course mates, roommates(past and present) , and others who have contributed to my success in Caleb University, thank you all.

DEDICATION

This research work is dedicated to the Almighty GOD, my heavenly father the one who has made it possible to put this work together and for providing me with strength and mercy, for giving me the wisdom, knowledge and understanding to carry out this research work. To my Paternal and Maternal Grandparents, little brother and aunt in heaven, I miss you . And to my parents,my brothers , you are always been there for me and I love you. Also to my extended family members for their care and support.

TABLE OF CONTENT

COVER PAGE.....	1
DECLARATION.....	2
CERTIFICATION.....	3
ACKNOWLEDGEMENTS.....	4
DEDICATION.....	5
TABLE OF CONTENTS.....	6
LIST OF TABLES.....	9
ABSTRACT.....	10

CHAPTER	
ONE.....	11
1.1 BACKGROUND OF THE STORY.....	11
1.2 STATEMENT OF THE PROBLEM.....	14
1.3 OBJECTIVES OF THE STUDY.....	15
1.4 RESEARCH QUESTIONS.....	15
1.5 SCOPE OF THE STUDY.....	16
1.6 SIGNIFICANCE OF THE STUDY.....	16
1.7 DEFINATION OF TERMS.....	17
CHAPTER TWO	13
2.1 INTRODUCTION.....	19
2.2 THEORETICAL REVIEW.....	19
2.2.1 USES AND GRATIFICATION THEORY.....	19
2.2.2 CULTIVATION THEORY.....	20
2.3 CONCEPTUAL REVIEWS.....	21
2.3.1 CONCEPT OF PERCEPTION.....	21
2.3.2 CONCEPT OF SOCIAL MEDIA INFORMATION.....	22
2.3.3 SOCIAL MEDIA AND HEALTH DEVELOPMENT IN NIGERIA.....	23
2.3.4 PERCEPTION AND SOCIAL MEDIA ON HEALTH AWARENESS.....	25
2.3.5 SOCIAL MEDIA STRATEGIES FOR CREATING HEALTH AWARENESS ON COVID-19.....	28
2.3.6 IMPORTANCE OF PERCEPTION ON COVID-19.....	29
2.3.7 IMPORTANCE OF SOCIALMEDIA AWARENESS ON COVID-19.....	29

2.4 EMPIRICAL REVIEW.....	30
2.5 SUMMARY OF THE LITERATURE.....	33
CHAPTER THREE.....	36
3.1 INTRODUCTION.....	36
3.2 RESEARCH DESIGN.....	37
3.3 POPULATION OF THE STUDY.....	37
3.4 STUDY SAMPLE AND SAMPLING TECHNIQUE.....	38
3.5 SOURCE OF DATA.....	38
3.6 DATA COLLECTION INSTRUMENT.....	39
3.7 VALIDITY OF THE INSTRUMENT.....	39
3.8 RELIABILITY OF THE INSTRUMENT.....	40
3.9 METHOD OF DATA ANALYSIS.....	40
CHAPTER FOUR.....	42
4.1 INTRODUCTION.....	42
4.2 PRESENTATION OF DATA	42
4.3 DATA ANALYSIS.....	49
4.4 DISCUSSION OF FINDINGS.....	51
CHAPTER FIVE.....	54
5.1 INTRODUCTION.....	54
5.2 SUMMARY.....	54
5.3 CONCLUSION	55
5.4 RECOMMENDATIONS.....	56
5.5 AREAS FOR FURTHER RESEARCH.....	56
BIBLIOGRAPHY.....	57
APPENDIX.....	59

LIST OF TABLES

Table 1: Showing gender of the Respondents

Table 2: Showing age bracket of Respondents

Table 3: Showing different levels of Respondents

Table 4: Showing how did they get to know about Covid-19

Table 5: Showing from which Social Media Platform did they get their information about Covid-19 from

Table 6: Showing how often the Respondents check updates on Covid-19

Table 7: Showing how long the Respondents have receive information on Covid-19 from Social Media

Table 8: Showing how often do the Respondents come across information about Covid-19 from Social Media

Table 9: Showing whether the information on Social Media Enlighten the Respondents Regarding Covid-19 Pandemic

Table 10: Showing if the information from Social Media has changed the Respondents Opinion on Covid-19

Table 11: Showing to what extent how Credible the information on Social Media was about Covid-19 Pandemic

Table 12: Showing if the posts/information of Covid-19 pandemic on Social Media has changed the Respondents Perception

Table 13: Showing whether respondents can identify the Covid-19 Protocols they have come across on Social Media

Table 17: Showing whether Respondents knowledge on Covid-19 from Social Media has been expanded

ABSTRACT

The study examines the role of SOCIAL MEDIA COVERAGE in shaping PERCEPTION of COVID-19 PANDEMIC in Nigeria, using Caleb University students as a case study. Health Information and Adaptation are both two factors that must be looked at critically in any Pandemic Situation.

During the COVID-19 outbreak in Nigeria, Series of information were spread to students both positively and negatively through social media, Which lead to different views and thoughts on what COVID-19 was about, how its spread and prevented, some misinformation and disinformation were also created which gave students different beliefs on what the virus is.

Covid-19 arrived at a time no one expected and caused a change to the lifestyle of students Social Media remains one of the biggest of information source students rely on due to the convinency ,speed ,comfort, And how far it reaches a lot of people. Social Media is a means to exact behavioural change and this is critical to addressing among others.

The research question for this work are; What perception does Caleb University students have on Covid-19 pandemic based on their exposure to social media (Twitter)?

To what extent has the information from Twitter influence the views and opinion of Caleb University students towards the Covid-19 pandemic? Have the use of Twitter as a platform for information dissemination been able to change and shape the perceptions of Caleb university students on the Covid-19 pandemic?

Survey research method was adopted using a well-structured questionnaire to source for responses from selected Caleb university students.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Through changing and influencing people's attitudes, behavior, and awareness, social media coverage has the potential to encourage and facilitate societal change and development. (Udejah, 2004) social media may help vulnerable and underprivileged people by examining their concerns, raising their voices, and sharing their new ideas and thinking for society's growth. Individuals, communities, and groups can use social media to become active listeners and readers, creators, and contributors to information dissemination. It is also widely believed that social media is an eminent persuasive medium that is ubiquitous in various homes, workplaces, and other settings. Every individual prefers to be updated on current events and happenings (Adedeji:2012).

For nearly two decades, social media has been recognized as an important tool for improving and disseminating health information (Nurmi,2013). Health data can be defined as information that has been recorded in any format, including oral, visual, written, or electronic. Its timely availability and accuracy are critical in the dissemination of health-care information. Health information, in all of its forms, whether it's in the form of a health information system, a health information management system, or a health information technology system, is geared toward the goal of delivering and ensuring high-quality health care. Social media coverage must pose social obligation to keep the people and society at large well informed, since knowledge is one of the very crucial elements for disease preventions and control. (Kickbusch&Buse, 2001)

Social media coverage has taken many forms, including audio and video mediums, which aid in delivering information to every corner of the globe. The evaluation of social media coverage has also been crucial in establishing a forum for creativity. The reach of social media coverage is not confined to urban regions; it has also reached out to some of the country's most distant areas. People who live in rural areas of the country gain the most from the Social media coverage medium of mass communication. Because social media coverage reaches a greater audience than any other information source, and is also accessible to those who are geographically isolated, illiterate, or in conflict, it is an effective instrument for influencing public opinion and perception. Social Media coverage, in terms of social media, also has the power to spread and to motivate people by disseminating health information through the building of oral traditions, in different language forms, ethnicity and religion, and in songs that help to reach the hearts of the people (Wateraid&Wsscc; 2003)

Corona virus disease 2019 (COVID-19) is a contagious respiratory ailment that can be passed from one person to another. The COVID-19 virus is a new corona virus that was first found in the Wuhan province of China in an outbreak study. COVID-19 is spreading from person to person in China, and it has been identified in other nations outside of China, including Nigeria, and has a significant influence on countries such as the United Kingdom, Spain, Italy, and the United States of America, among others. The Middle East Respiratory Syndrome (MERS-COV), Severe Acute Respiratory Syndrome (SARS), or SARS-CoV-2, and the new Corona virus cause severe respiratory infections. The 2019 new corona virus (SARS-CoV-2, which causes COVID-19) was initially detected in persons with pneumonia in Wuhan, China. The virus has been detected in infected people's feces and respiratory droplets, as well as in the oral cavity, respiratory mucosa, and conjunctiva. This means that the COVID-19 virus can be spread through sneezing, coughing, eating contaminated foods, and drinking contaminated water (Yong et al)

There have been several corona virus vaccines developed, including the AstraZeneca COVID-19 vaccine and the Novavax COVID-19 vaccine. However, there are some measures that can be taken to prevent the virus from spreading, such as increasing public awareness and education, maintaining environmental health, maintaining good personal hygiene, frequent hand washing, and avoiding raw food consumption, ; the avoidance of touch (especially eyes, ears and mouth); disinfecting object surfaces in homes, toilet facilities, public places and vehicles; distancing social conditions, excrement disinfection and the environment in medical preventive facilities for patients (PAHO;2020)

On the 27th of February, 2020, an Italian guy who entered Nigeria from Milan verified the first case of COVID-19 virus. He had been in the country for over two days before being detected and isolated. On February 24, 2020, an Italian man who was verified to be infected with the COVID-19 virus came in Nigeria. On February 27, 2020, the Virology Laboratory of the Lagos University Teaching Hospital, Yaba Lagos, part of the Nigeria Center for Disease Control's Laboratory Network, confirmed the illness. To slow the disease's spread, the World Health Organization suggests increasing community awareness of the risk factors for COVID-19 infection and the precautionary actions that may be taken individually (Momodu;2020)

COVID-19, its symptoms, repercussions, and prevention techniques were all part of the social media sensitization and awareness campaign. Radio, print, and television stations can now have and use their social media handles as an important tool for raising awareness of COVID-19 health education. To raise awareness of COVID-19 among rural settlements, the Nigerian government used various media institutions as well as other traditional mass mobilization methods. These organizations, particularly social media, radio, and television stations, used native vernacular or language to raise COVID-19 awareness. As part of the Nigerian government's commitment, the federal government, through the Federal Ministry of

Health, informed Nigerians about the virus's actuality. There is scientific evidence that a country's good health affects and improves its economic development, and vice versa.

As a result, the purpose of this study is to evaluate Caleb university students' perceptions of social media coverage of the COVID–19 pandemic in Lagos state, in order to assess the contribution of social media sensitization campaigns and their impact on their precautionary health behavior in the dissemination of Corona virus awareness information.

1.2 STATEMENT OF THE PROBLEM

Social media currently has a larger reach than broadcast/print media as a result of globalization. Because social media sites like Twitter disseminate information to a larger and faster audience, many undergraduates use them as their primary source of information. Undergraduates are frequent social media users, spending an average of 2-3 hours each day on the sites. They also spend more time using these networks for socializing and information than for academic objectives, according to research (Siapera.E:2014). These posts have the potential to affect undergraduates' attitudes regarding life and society in general.

The use of social media to inform, educate, and sensitize the public on issues that affect them is noteworthy. While there is a high likelihood of misinformation and disinformation surrounding the coverage of the Covid-19 virus on various social media platforms, it is also worth noting that the use of social media in the dissemination of information to the general public cannot be overstated. In light of this, the purpose of this study is to learn about Caleb University students' perception on social media coverage of the Covid-19 pandemic.

1.3 OBJECTIVES OF THE STUDY

The research is linked to the following objectives to:

1. To learn how Caleb University students felt about the Covid-19 pandemic's coverage on social media (Twitter).
2. Determine the extent to which Caleb University students' perspectives and perceptions of the Covid-19 outbreak have been affected by their exposure to Twitter coverage of the pandemic.
3. To see how the usage of social media tool has influenced Caleb University students' attitudes and viewpoints toward the Covid-19 pandemic.

1.4 RESEARCH QUESTIONS

The research is linked to the following questions:

1. Based on their exposure to social media (Twitter), what is Caleb University students' perspective of the Covid-19 pandemic?
2. To what extent has Twitter information influenced Caleb University students' ideas and opinions on the Covid-19 pandemic?
3. Has the use of Social Media as a tool for disseminating information helped to modify and shape Caleb university students' views on the Covid-19 pandemic?

1.5 SCOPE OF THE STUDY

The population for this study will be Caleb University students, and the study will be conducted on school grounds. However, due to social distance rules, online questionnaires will be constructed and administered to students based on the project topic and the respondent's views and opinions about information dissemination via social media.

1.6 SIGNIFICANCE OF THE STUDY

This study will provide policymakers with findings to develop strategies and working policies to assist individuals in rural and remote areas of Lagos state by creating various channels of

awareness on emergency information such as the corona virus epidemic, which should be disseminated through as many channels as possible to ensure that individuals in various locations such as their homes, schools, malls, workplaces, and traffic may receive it, which could be useful in other African countries.

The study would also benefit various stakeholders in Lagos state's and Nigeria's health sectors, including the Lagos state Health Service and the Ministry of Health, by improving their understanding of the various, effective, and efficient ways of promoting and disseminating health information to young people because they still do not believe the virus is still active, especially given their access to social media and the spread of fake news. The research also adds to existing understanding in the domain of global pandemic health information transmission because the corona virus outbreak wasn't the first in the social media age: at least three more global pandemics have happened in the last ten years. The pandemic of H1N1 (swine flu), the Ebola epidemic, and the Zika virus outbreak.

1.7 DEFINITION OF TERMS

The study contains the following definitions

PANDEMIC: A Pandemic is a disease outbreak that spreads wide across countries or continents. It affects more individual and takes more lives than an epidemic.

PERCEPTION: Perception is the process whereby students tend to understand and accept the changes on ground. Especially if it's something new to them.

SOCIAL MEDIA: This are online platforms that enable users[students] to create and share content or to participate in social networking.

COVID-19: This is a disease caused by a new strain of corona virus. 'CO' stands for corona, 'VI' for virus, and 'D' for disease.

COVERAGE: This are highlights of a particular news story and the certain areas reached by broadcasting station or advertising company.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter covers the theoretical framework, concepts, and empirical review of this study by exhibiting a grasp of theories and concepts related to this work and that serve to explain how social media coverage of the Covid-19 outbreak can influence students' perceptions.

2.2 THEORETICAL FRAMEWORK

A theory is a collection of ideas meant to explain something, particularly one based on a general principle that is linked to but not the same as the subject or notion to be described. A theory, according to Giola (2011), is an attempt by researchers and scientists to explain trends and patterns in their society and the world. They make an attempt to explain why a thing occurs. The researcher obtains a guidance that determines the direction of how to analyze the study purpose and questions by applying theories to describe a work. Cultivation theory and Uses and Gratification theory are used to explain this study.

2.2.1 USES AND GRATIFICATION THEORY

Elihu Katz and his associates Michael Gurevitch and Jay Blumer proposed the Uses and Gratification theory. The relationship between the medium and the audience is the emphasis of the theory (Herzog 1944; Katz 1959; Clapper, 1963; Lin 1999; Stafford, Stafford, & Shade, 2004). The Uses and gratification theory (UGT) is an audience-centered approach that emphasizes what people do with media rather than what media does to them. It's a way of looking at why and how people actively seek out specific media to meet their requirements.

The uses and gratification theory is an audience-centered approach to studying mass communication that examines how people interact with the media. The theory's main

characteristic is "what do people do with the media." It explores the benefits and drawbacks of an individual's media consumption by focusing on their underlying motivation (Anaeto, Onabajo & Osifeso 2012).

The theory of uses and gratifications is based on two principles concerning media users. For starters, it portrays media consumers as active participants in the choices of the material they consume. People do not use media in a passive manner, according to this viewpoint. In their media choices, they are engaged and motivated. Second, people are aware of their motivations for using various forms of media. They make media selections based on their understanding of their motivations in order to suit their individual objectives and needs. According to the uses and gratification hypothesis, audiences participate actively in the process of understanding symbols and pictures employed by the media.

It implies that media consumers choose certain media to meet their requirements, so becoming goal-oriented users and active participants in the communication process (Blumer & Katz, 1974). Audiences are continually deciphering and attributing meaning to media content based on their personal experiences.

The assumption at the basis of this theory is that students use the media (social media) to meet personal demands such as research for their research, assignments, social networking, and entrepreneurship. Students use social media [Twitter] that they can comprehend and relate to meet their desire for knowledge and pleasure in the framework of this project work.

2.2.2 CULTIVATION THEORY

Cultivation Theory, also known as cultivation hypothesis or cultivation analysis, was a theory developed by G. Gerbner and later expanded upon by Gerbner & Gross. They began their research in the mid-1960s with the goal of studying media effects, specifically how they

influence audiences' ideas and perceptions of everyday life, and if so, how. According to the notion, regular exposure to media over time affects people's perceptions of social reality.

According to the notion, this cultivation of attitudes and perceptions is founded on attitudes that already exist in our society, and that the media takes those attitudes and repackages them for its audiences. One of the theory's primary points is that the media maintains the status quo rather than challenging it. Many times, the viewer or reader is ignorant of how much media they are absorbing, mistaking themselves for moderate viewers when they are actually heavy viewers.

According to this hypothesis, the media has a minor but considerable impact on students' attitudes, beliefs, and views of society. Those who consume more media are more likely to be affected. Students who now have different ways of viewing messages passed across social media platforms such as Twitter have been influenced and now have a high tendency of having different perceptions and opinions about the Covid-19 pandemic, particularly in regards to its history, news updates, transmission methods, and preventions.

2.3 CONCEPTUAL REVIEWS

2.3.1 CONCEPT OF PERCEPTION

The set of mechanisms we utilize to make sense of the many inputs we are faced with is referred to as perception. Our perceptions are formed by our interpretations of various sensations.

The perceptual process is a series of events that starts with environmental stimuli and finishes with our perception of those stimuli. The procedure is usually unconscious and occurs on a daily basis, affecting thousands of people.

It's just a procedure that happens without anyone's knowledge or consent. When people consciously or unconsciously choose to pay attention to a stimulus in the environment, their

decision triggers a cascade of reactions in their brain. This psychological concept describes how sensory receptors convert input energy into neural activity, which is then transported to the brain and converted into a mental representation of the stimulus known as a Percept.

When students see updates, history, causes, and precautionary information about covid-19 on social media sites like Twitter, it starts to influence their thinking and news about it, and they interpret it in a way that makes sense to them. This is where interpretation comes in, which means kids take the information they've sensed and arranged and transform it into something called Perception.

2.3.2 CONCEPT OF SOCIAL MEDIA INFORMATION

People all over the world use social media as a digital forum. It raises people's awareness of the importance of participating in online discussions and sharing information. Because of globalization and the expansion of digital technology, this is the case. Social media technology is causing social changes in most countries. People's behaviors, beliefs, and attitudes are changing as a result of the rise of social media, and the rise of online social technology is causing audiences to become more digitally friendly, shifting user behavior from passive to active.

Never before in human history has it been able to communicate so quickly during a pandemic, and social media platforms have been a critical component in information distribution; yet, there are numerous benefits and drawbacks to consider. For the first time in history, the responsible use of these tools may help quickly distribute significant new information, relevant new scientific results, share diagnosis, treatment, and follow-up protocols, and evaluate different techniques globally, reducing geographic borders. When exchanging information on social networks in the COVID-19 era, it is recommended to follow certain

fundamental standards in order to use these platforms responsibly and effectively. (2020, Daniel & Leonardo)

It will have a favorable impact on performance if social media technology provides features that are beneficial. Many people's preferred means of communication has morphed into social media; much has been published to trumpet its virtues, including its utility as a tool to help pupils achieve success in the classroom. Is it, however, seen as a tool to assist pupils in their education or as a distraction to the learning process by students? (Richard & Mary: 2014)

As a result, social media has an impact on practically everyone in the universe, including individuals, businesses, and society, as well as providing an equal opportunity to exchange ideas, opinions, and information. It aids in the empowerment of people in society to promote a point of view on social issues and change, engagement in digital activism, and crisis support and information exchange.

2.3.3 SOCIAL MEDIA AND HEALTH DEVELOPMENT IN NIGERIA

Health-related topics are now a common occurrence on Nigeria's social media platforms. Almost no day goes by without at least one sort of health message being broadcast on social media, whether on radio, television, or the print media's newspaper online platform (magazines, newspapers, bulletins, etc.). Positively, (Anyanti;2008) describes social media as a critical component of a global strategy for achieving sustainable health development by providing appropriate knowledge and education on a variety of health issues. It would be extremely difficult for stakeholders and health advocates to spread information, monitor, and coordinate the efforts of many countries on health concerns without the use of social media. Many social media initiatives raise public awareness through a combination of media outlets and interpersonal techniques. Because of its unique ability to communicate audio and visuals, the television online platform looks to be a conveniently accessible medium to the public.

Most public health awareness messages are now disseminated through the media. In Nigeria, for example, public health campaigns are broadcast on a regular basis on radio and television and are sponsored by a variety of organizations including the National Agency for Food and Drug Administration and Control (NAFDAC), the Federal/State Ministries of Health, the National Agency for the Control of AIDS (NACA), States Action Committees on AIDS, the National Orientation Agency, and other non-governmental organizations. Jingles, public service announcements, advertising, and educational entertainment (edutainment) such as dramas or soap operas are examples of such initiatives. It's worth noting, however, that many of these social media awareness efforts also incorporate other forms of communication, such as folktales, dance, music, theater performances, and storytelling. (2009; Omoloso)

Some Nigerian public health awareness efforts utilizing social media (although in conjunction with other communication channels) were found to be beneficial, while others were not. For NAFDAC, (Laaro;2002) conducted a study on rural-urban exposure to public health awareness campaigns (in the local governments of Ilorin and Oyun in Kwara State) and discovered that the studied population acknowledged compliance with the awareness campaign messages. In addition, according to the findings of a VISION project review in Enugu, Bauchi, and Oyo States, a social media awareness campaign focusing on reproductive health and HIV/AIDS confirmed that the media is effective in boosting awareness about HIV and AIDS (Keating et al 2006).

Raj (2008) showed that the communication effectiveness of HIV/AIDS public awareness/sensitization texts in the Keffi local government of Nassarawa state lacked potency and communicative efficiency to some extent. According to Raj (2008), language should be used for more than only exchanging information. Rather, an attempt should be made to anticipate the recipient of the message's attitude, background, and psyche. Nigeria has clearly grasped the necessity of using indigenous, national, and minority languages in

social media, radio, and television announcements, as well as special programs, particularly on health and political problems. Messages are communicated to all in Nigeria's multilingual context of around 450 languages (Amuseghan; 2008). Although health message translations into these enormous languages can be time-consuming and costly.

2.3.4 PRECEPTION AND SOCIAL MEDIA ON HEALTH AWARENESS

The social media (media, online platforms, television and radio online platforms, blogs, and email) are critical in sharing information and raising awareness about the global pandemic of Covid-19. Social media has the ability to influence and affect public opinion and behavior on a topic, which leads to perception. What people read influences how they perceive the infection and the preventive measures. In the sense that social media impacts our perception on the Covid-19 outbreak, each component works in tandem.

With the growth of social media on a daily basis, it has gained the capacity to affect students due to the fact that they rely more on information and communication to carry out their daily activities. They make decisions depending on the data they have collected.

Students' various lifestyles have gained a lot of trust in social media, as they rely on it for daily updates, news, gists, current information, entertainment, and so on. This can result in public pressure on local policymakers, therefore social media can have an indirect influence on decision-makers. Furthermore, social media is an important instrument for activism. It's critical to concentrate on why and how to create a compelling social media awareness campaign about the corona virus, which reaches a larger worldwide audience than any other medium (Burke; 2019).

He identified three key sources of health-related information, according to (Johnson & Meischke; 2011), including social media, mass media, and interpersonal channels. Nurses, doctors, family and friends, volunteer organizations, health groups, and other professions

connected to medicine are examples of interpersonal sources of health information. These face-to-face information channels are the ideal method of disseminating information and teaching complicated skills that require two-way communication (Parrott; 2004).TV, magazines, radio, posters, books and newspapers, movies, and the internet are all sources for social media online platforms. According to (Mills and Sullivan;2000) and (Parrott;2004), social media-related sources provide extensive coverage, allowing transmitted messages to reach a global audience.

Most health information studies have looked at how people seek and get information about health and sickness, in addition to the many sources of health information. For example, (Spadaro ;2003) studied the primary source of health information for European residents in Europe and discovered that the majority of Europeans rely on interpersonal sources, such as health professionals (doctors, pharmacists, and so on).Similar studies took done in the United States indicated that doctors, nurses, and other health professionals were identified as the primary source of health information by a bigger percentage of the population. age and gender influenced their attainment of health information noted that the youngest and oldest age groups got and chose online newspaper as their sources on health information whereas the middle age groups preferred online television. For women in the United Kingdom, online newspapers were likewise named as the most frequently mentioned sources of health information, however no particular health information source was mentioned frequently for men (Connell & Crawford, 2018).

In a 2008 research of pregnant women in the United States, it was discovered that a greater proportion of women saw health care practitioners and books as key sources of health information, with the information coming from the internet. In comparison to women of lower socioeconomic position, their research looked at the relationship between socioeconomic status and information sources used by pregnant women. They discovered that

women of higher socioeconomic status (SES) relied more on books and relied less on relatives.

According to Gavvani (2010), passive health information searchers outweigh active seekers in Iran. Television and group chats, as well as the search engines Google and Yahoo, were used in some way to find health information. In addition, a sizable segment of the population seeks health-related knowledge through visiting public libraries and utilizing information sources like as medical publications and books. In Spain, the mass media are heavily used in public health, with significant financial investment in the production and distribution of various media through which health information is transmitted, such as articles, pamphlets, newspapers, and radio and television public service announcements.

According to (Catalán-Matamoros;2011), online media are used in all public health information dissemination strategies with the goal of having three perceptual effects: first, promoting accurate health information and knowledge; second, changing people's attitudes and values; and third, organizing new health behavior. (2011, Catalán-Matamoros)

2.3.5 SOCIAL MEDIA STRATEGIES FOR CREATING HEALTH AWARENESS ON COVID-19

It is apparent that the mass media may be utilized to raise awareness of the Covid-19 worldwide pandemics in Nigerian culture, given the numerous theories and models that emphasize the role of social media in raising awareness. Global pandemics such as Covid-19 are a major public health concern in the country. It has become critical to use social media to raise awareness about the global pandemic of Covid-19. Social media can be utilized in the following ways, according to (Hostetler, 2019):

The use of electronic media to raise awareness: Online radio and television might be at the forefront of a global pandemic awareness campaign for Covid-19. In order for broadcast

media to be effective, both the sort of show and the time it airs must be taken into account. In other words, the Covid-19 worldwide pandemics awareness campaign on internet radio and television must be targeted during peak periods, or "primetime," when the majority of audience members are online. For example, by generating awareness of Covid-19 global pandemics by scrolling messages on primetime news bulletins when online viewers visit the site, the online television, radio, and print media can be utilized to set an agenda. Furthermore, documentaries that focus on the nature, origins, and consequences of Covid-19 global pandemics can be shown on online television, print media, the internet, and radio to provide cues to action. In addition, a show might include an episode in which a character suffers from Covid-19 global pandemics, which could assist to educate and enlighten viewers about the nature and causes of Covid-19 global pandemics.

The usage of online community platforms: online community platform media are those that are established and maintained by those who have common values and aspirations in a small geographically area and encourage participation in development. Students need online community platforms because of the significant variations in learning in rural and urban environments. Alternative outlets for people's needs and interests are provided by online community platforms.

2.3.6 IMPORTANCE OF PERCEPTION ON COVID-19

Perception influences one's understanding of virus propagation and adaptation of safety measures. Students' perceptions of the origins and cause of Covid-19 have been impacted by superstitious beliefs, social media trends, and updates. On Covid-19, social media platforms such as Twitter were used to propagate false news, resulting in panic disorder and anxiety among certain pupils, as well as a rejection of safety precautions.

Perception is important in understanding one's response to the Covid-19 epidemic. By studying their current beliefs or views of the surroundings, such as social distancing, wearing nose masks, and so on, it is possible to forecast their behaviour in the new circumstances.

One student's perspective on the events may differ from the perspective of the other.

Because perception is more of a physiological word under human behavior and how each student perceives the world and approaches to Covid-19 prevention measures, we can investigate how our reactions and actions have altered as a result of the pandemic.

2.3.7 IMPORTANCE OF SOCIAL MEDIA AWARENESS ON COVID-19

Because social media reaches a larger and faster audience than any other medium, and is also available to those who are otherwise isolated by distance, illiteracy, conflict, or poverty, it is an effective tool for influencing public opinion and views. The media's participation of the public will heighten decision-makers' attention to the covid-19 and will directly alter social norms. As a result, media awareness initiatives can have a direct impact on public opinion and behavior (Wateraid 2020).

Social media also has the power and ability to urge people by relying on oral traditions such as songs, which can aid to reach people's hearts and compel them to submit. Furthermore, online media listeners and watchers can participate in a group activity that stimulates post-broadcast debate of educational issues. Online community platforms can help to increase participation and opinion sharing, improve and diversify knowledge and skills, and meet health and cultural needs. To learn more about different media and social media efforts, go to the internet and email, watch a movie, or look at posters and brochures.

2.4 .EMPIRICAL REVIEW

Daniel and Leonardo (2020) investigated the impact of social media on the COVID-19 pandemic. The study also stated that never before in human history has it been possible to

communicate so quickly during a pandemic, but social media platforms have been critical in the dissemination of information on COVID-19; the study also stated that there are a number of disadvantages and benefits to consider. Responsible use of social media may help quickly distribute essential new information, procedures, share diagnostic more relevant new scientific findings, treatment, and follow-up, and evaluate alternative ways internationally, for the first time in history, reducing geographic restrictions, study recommended to follow some basic guidelines when sharing information on social media in the COVID-19 era.

Bhuvanesh, Manish, and Deepak (2015) conducted a survey on students' attitudes toward social media, as well as the efficiency of social media sites for people's social growth. The study is purely descriptive. The study shows that gender has no bearing on the frequency with which people use social media platforms. The study also found that social media improves people's social stability, however some people are concerned about revealing personal information on social media platforms.

Anatsui (2014) conducted research on "Communicating Health Information at the Grassroots in Nigeria." His research focuses on the importance of communication in disseminating health information, particularly medicines and other health-related materials in Africa and Nigeria. His research acknowledges the popularity and significance of television and the Internet, but finds social media to be the most effective channel for grassroots mobilization in developing countries. The quantitative and qualitative data analysis method of survey research was applied. The tool used in the (Anatsui;2014) study was a purposive random sample technique and a structured interview guide. The study suggested that preventive rather than curative efforts should be prioritized, and that suitable language and communication styles should be used to match the recipients' cultural background.

Anwar, Malik, Raees, and Anwar (2020) investigated the role of the media and public health communications in the covid-19 pandemic. COVID-19, they claim, is a global crisis that is

spreading at an alarming rate over the world. The media has a significant impact on the dissemination of information, public behavior, and the spread of illness. They evaluated the positive and negative effects of media and recommended strategies for efficiently using media in outbreaks. They also suggested developing a model for assessing media response at the end of each epidemic or pandemic. This assessment can be used by the media to assist develop better and more successful measures for controlling and preventing future outbreaks.

Dhanani and Franz (2020) conducted a study titled "The Role of News Consumption and Trust in Public Health Leadership in Shaping COVID-19 Knowledge and Prejudice," and their findings suggest that different news formats and informational sources influence how much people know about the virus and whether they stigmatize Asian Americans who have become associated with it. Their findings revealed the critical role of the media and public institutions in influencing the accumulation of knowledge required to keep the public safe during an infectious disease outbreak, as well as beliefs that endanger the health and well-being of a segment of the population. They concluded that public health professionals must develop effective COVID-19 messaging that is accessible to all Americans and politically neutral, as well as challenge mistrust in key public health institutions tasked with disseminating essential public health information to the public.

Risk Perception and Media in Shaping Protective Behaviors: Insights from the Early Phase of the COVID-19 Italian Outbreak was investigated by Vai, Cazzetta, and colleagues (2020). They claim that in the absence of targeted therapies or vaccinations, the SARS-CoV-2 pandemic can be slowed down by establishing effective containment methods and behaviors. Individuals' adoption of protective actions, their perception of risk, and their usage and trust of information sources are all factors. Receiving early and correct information during a health emergency allows people to take appropriate precautions to protect themselves, thereby altering their risk perception.

2.5 SUMMARY OF THE LITERATURE

Health communicators can use social media and perception to broaden their audience reach, which is important given that face-to-face methods of communication typically take too many human resources and only reach a small number of individuals. Social media acts as a critical link between students and significant national information. The largest platform for news updates, social media, has an excellent technique of persuading target audiences [Caleb university students] to adopt new behaviors or reminding them of essential information whenever there is breaking news. And the way these messages are presented begins to shape students' mindsets and lifestyles; the more they see it, the more it impacts how they see it, and it eventually becomes a part of them. They can also keep the students informed by publishing true and factual evidences that can back it up, in addition to alerting them about health-related difficulties and where to seek help with health-related issues. As an effective visual medium, social media reaches a great number of people. It is also an important means of communicating health-care messages through commercials, other health-related initiatives, and sponsorship.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter analyzes the study population, study samples, and sampling methods, as well as the sources of data, data collection procedures, data validity, and data dependability.

3.2 RESEARCH DESIGN

For this study, the survey method was used as the design method. According to Burton (2007), surveys are used to collect samples from a broad population and are used to describe, explore, and explain phenomena. Surveys are conducted with representative samples of the population being investigated, with the assumption that the results are valid for the entire population.

This method is regarded appropriate since it may provide descriptive information about the population as well as explanatory information about the relationships between the variables in this study.

3.3 POPULATION OF THE STUDY

The features that determine the participants that should be included in the population are referred to as the study population. Students from Caleb University Imota in Lagos would be the responders for this study. Caleb University has a total of 5, 807 students (Students Representative Council). Because SOCIAL MEDIA focuses on young people, this population was chosen.

3.4 STUDY SAMPLE AND SAMPLING TECHNIQUE

A sample, according to Aivi(2016), is a component or subset of the population of interest. As a result, sampling can simply mean selecting a subset of a population that is representative of the full population. A basic random procedure was used to distribute the questionnaire to Caleb University students. The institution's links to the online questionnaire were posted on purposefully selected channels to ensure that everyone had an equal opportunity to experience the form. Due to the epidemic and social distance rules that are currently affecting the country, this strategy was adopted. The questionnaire comprised of two sections. Section A comprised of respondents' biodata to acquire respondents' demographic details while Section B was concerned with questions relating to the researcher questions.

3.5 SAMPLE SIZE

A small number of items selected from a big population to represent the complete population is referred to as sample size. However, because the sample size includes all of the features of the broader population, it can accurately represent the full population. Caleb University is made up of three colleges: CASMAS, COPAS, and COLENSMA, with a total student enrollment of 5,807 students.

The sample size respondents would be selected from the population of these colleges for the study. Using the formula

n: signifies the sample size

N: signifies the population of the study

E: signifies the margin error of 0.05

$$n = 5,807 / (1 + 5,807(0.05)^2)$$

$$n = 5,807 / (1 + 5,807(0.0025))$$

$$n = 5,807 / (1 + 14.5)$$

$n = 5,807/15.5$

$n = 374.645$ (approximately)

$n = 375$ (desired sample size)

Therefore, the sample size of this study is 375 Caleb University Students.

3.6 DATA COLLECTION INSTRUMENT

For data collection, this study used a questionnaire, with respondents expected to tick the answers supplied in the alternatives. The responses from the respondents will be examined, tabulated, and organized in tables, with the results being summarized at the end. The first component of the questionnaire is used to collect biographical information from respondents, while the remaining sections are used to collect responses from them.

3.7 VALIDITY OF THE INSTRUMENT

Instruments used for data gathering are analyzed in research to see if they are the suitable instruments to measure particular occurrences or not. My project supervisor will evaluate the questionnaire and make any required modifications to ensure the validity of the data collection instrument.

3.8 RELIABILITY OF THE INSTRUMENT

“Reliability of an instrument or test is the degree to which an instrument is consistent in measuring whatever it purports to measure,” according to Ogbazi and Okpala (1994, p.25).

The pre-test technique would be used to determine the instrument's reliability. The pre-test technique is a procedure in which a researcher gives a created questionnaire to the same group multiple times in order to determine how consistent each group member is in rating the instrument at various periods.

To test the instrument's reliability, the researcher would provide the questionnaires to a group of ten people.

3.9 METHOD OF DATA ANALYSIS

The statistical analysis technique will be used to analyze the responses obtained with the help of the questionnaire. Percentages, tables, and frequencies are all used in this exercise. The figure collected from the respondents, as well as the total number of questionnaires distributed, will be put to the table's columns in a readable format. The data will be analyzed using the SPSS version 22 statistical program for social sciences.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSES

4.1. INTRODUCTION

This chapter presents responses to the online survey, the analysis and interpretation of this data. All the data collected is analyzed with the use of tables, charts and percentages. This chapter will also include a section for discussing the findings derived from the research work.

Online questionnaires were administered through the use of Google forms; a total of 375 responses were gotten from the respondents.

4.2 PRESENTATION OF DATA

SECTION A: DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Table 4.1: FREQUENCY DISTRIBUTION OF RESPONDENTS BY GENDER.

Gender	Frequency	Percentage
Male	154	41.1%
Female	221	58.9%
Total	375	100%

Table 4.1 shows that 154 [41.1%] of respondents were males, and 221 [58.9%] were females.

This indicates that the majority of Caleb students who filled the questionnaire were females

Table 4.2: FREQUENCY DISTRIBUTION OF RESPONDENTS BY AGE BRACKET.

Age	Frequency	Percentage
16-18	55	14.6%
19-21	149	39.7%

22-24	121	33.3%
25 and above	50	13.3%
Total	375	100%

Table 4.2 above shows that 55 [14.6%] respondents were between the ages 16-18 years, 149 [39.7%] respondents were between the ages of 19-21 years, 121 [33.3%] respondents were between the ages 22-24, It also shows that 50 [13.3%] of the respondents were between the ages of 25 and above. The above table shows that majority of respondents are between the ages of 19-21 with 149 [39.7%].

TABLE 4.3: FREQUENCY DISTRIBUTION OF RESPONDENTS BY LEVEL.

Level	Frequency	Percentage
100	61	16.3%
200	64	17.1%
300	83	22.1%
400	117	31.2%
M. SC	50	13.3%
Total	375	100%

Table 4.3 shows the level of the respondents, and from here we can see that the highest being 31.2% of the respondents are in 400 level students, 22.1% are in 300 level, 17.1% are in 200 level, 16.3% are in 100 level while 13.3% are in M.sc.

SECTION B: ANALYSIS OF RESEARCH QUESTIONS

TABLE 4.4: HOW DID YOU GET TO KNOW ABOUT COVID 19

Response	Frequency	Percentage
Online news	96	25.6%

Newspapers	18	4.8%
Family and friends	60	16.0%
Social media	201	53.6%
Total	375	100%

Table 4.4 shows that 53.6% of respondents got to know about Covid -19 through social media, 25.6% through online news, 16.0% through family and friends, and lastly 4.8% through newspapers.

TABLE 4.5: FROM WHICH SOCIAL MEDIA PLATFORM DO YOU GET YOUR INFORMATION ABOUT COVID 19 FROM?

Response	Frequency	Percentage
Twitter	199	53.1%
Instagram	100	26.7%
Facebook	15	4.0%
Whatsapp	61	16.3%
Total	375	100%

Table 4.5 indicates that Twitter 53.1% was the highest social media platform the respondents got their information about Covid-19 from, followed by Instagram 26.7%, Whatsapp 16.3%, Facebook 4.0%.

TABLE 4.6: HOW OFTEN DO YOU CHECK UPDATES ON COVID 19?

Response	Frequency	Percentage
Very often	185	49.3%
Often	84	22.4%
Sometimes	77	20.5%
Rarely	29	7.7%

Total	375	100%
--------------	------------	-------------

Table 4.6 shows that 49.3% of the respondents very often check updates on Covid-19, 22.4% often check updates on Covid-19, 20.5% sometimes check updates on Covid-19, 7.7% rarely check for updates on Covid-19.

TABLE 4.7: HOW LONG HAVE YOU RECEIVED INFORMATION ON COVID 19 FROM SOCIAL MEDIA?

Response	Frequency	Percentage
6 months	90	24%
One year	130	34.7%
Above one year	155	41.3%
Total	375	100%

Table 4.7 states that 24% of the respondents has received information on Covid-19 for 6 months, 34.7% for One year, and 41.3% has received information on Covid-19 for above one year.

TABLE 4.8: HOW OFTEN DO YOU COME ACROSS COVID 19 INFORMATION FROM SOCIAL MEDIA?

Response	Frequency	Percentage
Daily	187	49.9%
Weekly	125	33.3%
Every two weeks	45	12.0%
Monthly	18	4.8%
Total	100	100%

Table 4.8 shows that 49.9% of the respondents come across Covid-19 information from social media daily, 33.3% come across Covid-19 information from social media weekly, 12.0% every two weeks, while 4.8% come across it monthly.

TABLE 4.9: DID THE INFORMATION FROM SOCIAL MEDIA ENLIGHTEN YOU REGARDING COVID 19 PANDEMIC?

Response	Frequency	Percentage
Yes	320	85.3%
No	14	3.7%
Not Sure	41	10.9%
Total	375	100%

Table 4.9 indicates 85.3% of the respondents confirms that the information from social media enlightened them regarding Covid-19 pandemic, 3.7% response was no, 10.9% were not sure the information enlightened them. This implies that the majority of respondents were enlightened by the information from social media concerning Covid-19.

TABLE 4.10: HAS THE INFORMATION FROM SOCIAL MEDIA CHANGED YOUR OPINION ON COVID 19?

Response	Frequency	Percentage
Yes	270	72.0%
No	46	12.3%
Not sure	59	15.7%
Total	375	100%

Table 4.10 indicates 72.0% of the respondents confirms that the information from social media changed their opinion on Covid-19 pandemic, 12.3% response was no, 15.7% were not sure the information changed their opinion. This implies that the majority of respondents opinions were changed by the information from social media concerning Covid-19.

TABLE 4.11: TO AN EXTENT HOW CREDIBLE WAS THE INFORMATION ON SOCIAL MEDIA ABOUT COVID 19 PANDEMIC?

Response	Frequency	Percentage
Credible	125	33.3%
Very credible	200	53.3%
Partially credible	50	13.3%
Not at all	0	0%
Total	375	100

Table 4.11 indicates 53.35% of the respondents agrees that the information from social media was very credible on Covid-19 pandemic, 33.3% says it was credible 13.3% partially credible, 0% not at all. This concludes that the majority of respondents agrees that the information on social media about Covid-19 was very credible with a high percentage of 53.3%.

TABLE 4.12: HAS THE POST/INFORMATION OF COVID 19 PANDEMIC ON SOCIAL MEDIA CHANGED YOUR PERCEPTION?

Response	Frequency	Percentage
Yes	283	75.5%
No	51	13.6%
Not sure	41	10.9%
Total	375	100%

Table 4.12 shows that 75.5% of the respondents agrees that the post/information on social media changed their perception on Covid-19 pandemic, 13.6% response was no, 10.9% were not sure

the post/information changed their perception. This implies that the majority of respondents perception were changed by the post/information on social media concerning Covid-19.

TABLE 4.13: IDENTIFY THE COVID 19 PROTOCOLS YOU HAVE COME ACROSS ON SOCIAL MEDIA?

Response	Frequency	Percentage
Use of hand sanitizers	74	19.7%
Sneezing into the arm	12	3.2%
Regular washing of hands	20	5.3%
Use of face mask	104	27.3%
Social distancing	165	44.0%
Total	375	100%

Table 4.13 identified that social distancing 44.0% was the highest Covid-19 protocol respondents came across on social media followed by Use of face mask 27.3%, Use of hand sanitizers 19.7%, Regular washing of hands 5.3%, Sneezing into the arm 3.2%.

TABLE 4.14: HAS THE INFORMATION FROM SOCIAL MEDIA EXPANDED YOUR KNOWLEDGE ON COVID 19?

Response	Frequency	Percentage
Yes	323	86.1%
No	47	12.5%
Not sure	5	1.3%
Totals	375	100%

Table 4.14 explains that 86.1% of the respondents agrees that the information from social media expanded their knowledge on Covid-19 pandemic, 12.5% response was no, 1.3% were not sure the information expanded their knowledge. This implies that the majority of respondents knowledge were expanded by the information on social media concerning Covid-19.

4.3 DATA ANALYSIS

Covid-19 is a huge public health concern around the world. Importantly, Covid-19 has afflicted a number of people in the African continent. Corona virus has been increasingly common among young people in Nigeria, particularly students, in recent years. This section examines the above data in tables and attempts to answer the research questions posed in the first chapter. The analysis would evaluate whether the findings were able to achieve the study's goal.

ANALYSIS OF RESEARCH QUESTIONS

1. Based on their exposure to social media (Twitter), what is Caleb University students' perspective of the Covid-19 pandemic?

According to Table 4.9, 85.3 percent of respondents agree that information from social media enlightened them about the Covid-19 pandemic, 3.7 percent disagree, and 10.9 percent are unsure whether the information enlightened them. This means that the majority of respondents were informed about Covid-19 as a result of information shared on social media.

According to Table 4.10, 72.0 percent of respondents admit that information from social media altered their opinion about the Covid-19 epidemic, 12.3 percent say no, and 15.7 percent say they aren't sure. This means that social media information on Covid-19 swayed the majority of respondents' attitudes. According to Table 4.14, 86.1 percent of respondents agree that material from social media enhanced their understanding about the Covid-19 pandemic, 12.5 percent disagree, and 1.3 percent are unsure whether the information

expanded their knowledge. This means that the majority of respondents' knowledge of Covid-19 was extended as a result of material shared on social media.

2. To what extent has Twitter information influenced Caleb University students' ideas and opinions on the Covid-19 pandemic?

Table 4.10 shows that 72.0 percent of respondents agree that information from social media altered their thoughts about the Covid-19 pandemic, 12.3 percent disagree, and 15.7 percent are unsure if the information impacted their minds. This means that the majority of respondents' thoughts about Covid-19 were swayed by social media information. Table 4.11 shows the amount to which information on the Covid-19 Pandemic on social media was reliable, with 33.3 percent credible, 53.3 percent highly believable, 13.3 percent moderately credible, and 0 percent not at all. With a significant percentage of respondents agreeing that the information on social media about Covid-19 was highly trustworthy, this suggests that the majority of respondents think that the information on social media about Covid-19 was extremely credible.

3. Has the use of Social Media as a tool for disseminating information helped to modify and shape Caleb university students' views on the Covid-19 pandemic?

According to Table 4.9, 85.3 percent of respondents agree that information from social media enlightened them about the Covid-19 pandemic, 3.7 percent disagree, and 10.9 percent are unsure whether the information enlightened them. This indicates that the majority of respondents were informed about Covid-19 as a result of social media information. According to Table 4.14, 86.1 percent of respondents agree that material from social media enhanced their understanding about the Covid-19 pandemic, 12.5 percent disagree, and 1.3 percent are unsure whether the information expanded their knowledge. This means that the majority of respondents' knowledge of Covid-19 was extended as a result of material shared on social

media. Table 4.12 demonstrates that 75.5 percent of respondents agree that a social media post or piece of information impacted their opinion of the Covid-19 pandemic, 13.6 percent disagree, and 10.9 percent are unsure if the post or piece of information changed their perception. This indicates that the majority of respondents' perceptions of Covid-19 were influenced by the post/information on social media.

4.4 DISCUSSION OF FINDINGS

The results of the survey "The Perception Of Caleb University Students On The Social Media Coverage Of Covid-19." will be examined in depth in this part. According to the findings of this study, the importance of social media cannot be overstated. The purpose of social media platforms is to reach a large number of people as rapidly as possible and gain perceptions from undergraduate students, especially when it comes to pandemics. Daniel and Leonardo(2020) conducted a study on the impact of social media on the COVID-19 pandemic.. The study also suggests that never before in history has it been feasible to communicate so quickly during a pandemic, but social media platforms have been critical in the distribution of COVID-19 information. Table 4.4 reveals that 53.6 percent of respondents learned about Covid -19 through social media, and Table 4.5 shows that Twitter was the most popular social media channel where respondents learned about Covid -19 (53.1 percent). Table 4.8 demonstrates that 49.9% of respondents get Covid-19 information from social media on a daily basis. According to Table 4.9, 85.3 percent of respondents agree that information from social media informed them about the Covid-19 pandemic. Table 4.10 shows that 72.0 percent of respondents agree that social media information changed their opinion about the Covid-19 pandemic, Table 4.11 shows that 53.35 percent of respondents agree that social media information was very credible on the Covid-19 pandemic, and Table 4.14 shows that 86.1

percent of respondents agree that social media information expanded their knowledge about the pandemic.

Risk Perception and Media in Shaping Protective Behaviors: Insights from the Early Phase of the COVID-19 Italian Outbreak was investigated by Vai Cazzetta et al(2020). They claim that in the absence of targeted therapies or vaccinations, the SARS-CoV-2 pandemic can be slowed down by establishing effective containment methods and behaviors. Individuals' adoption of protective actions, their perception of risk, and their usage and trust of information sources are all factors. Receiving timely and accurate information during a health emergency allows individuals to take appropriate precautions to protect themselves, as shown in Table 4.12. 75.5 percent of respondents agree that the post/information on social media changed their perception of the Covid-19 pandemic, 13.6 percent disagree, and 10.9 percent are unsure. This explains why the majority of respondents' perceptions of Covid-19 were influenced by the post/information on social media. Social distancing (44.0%), use of a face mask (27.3%), use of hand sanitizers (19.7%), regular hand washing (5.3%), and sneezing into the arm (3.2%) are social protocols that were often identified and followed to protect themselves from Covid-19, according to Table 4.13.

In conclusion, the SOCIAL MEDIA postings and information regulations on COVID-19 have been influenced by the debates pushed up by CALEB UNIVERSITY STUDENTS as it modified, enlarged, and enlightened their perception and also encouraged social conventions so as to minimize the spread.

CHAPTER FIVE

SUMMARY AND CONCLUSION

5.1 INTRODUCTION

This chapter intends to provide an overview of this research project, from which the Summary and Conclusion are derived. In addition, based on the outcomes of this investigation, recommendations were made.

5.2 SUMMARY

The main goal of this study was to figure out how social media posts/information influenced Caleb University's perspective on Covid-19 for Caleb University undergraduates. This study wanted to know how they felt about social media coverage, what they thought about the content, how reliable the material was, how they felt about the COVID-19 messaging, and how well they knew about social protocol practices.

According to the available literature, health messages were communicated through social media, primarily because it is a modern learning process that has an impact on students' lives, serves as an easy and faster medium for obtaining information, and tends to shape their minds as they are exposed to more information. The survey approach was used to acquire important data, and 375 questionnaires were delivered to 375 Caleb University respondents. The three research questions in Chapter 1 of this study inspired the questions.

The backdrop of the study, the statement of the problem, the objectives of the study, the research questions, the scope of the investigation, the significance of the study, and the operational definition of terms were all covered in Chapter One of this study. The theoretical review, which is the application of theories related to the role of SOCIAL MEDIA platforms in creating a PERCEPTION of COVID-19 in the lives of Caleb University Students, is discussed in Chapter Two, and two theories were used in this study: Uses and Gratification Theory and Cultivation Theory. The empirical review, which discusses the concepts that are the focus of this study. The study's literature review is also included in this chapter, which includes previous efforts by various researchers that are relevant to this study.

The research methodology is discussed in Chapter 3 of this study, which covers the research design, study population, sampling process, study sample, data collection instrument, data validation, data reliability, and data analysis method.

The data analysis and discussion of findings from the questionnaires given and retrieved from respondents on THE PERCEPTION OF CALEB UNIVERSITY STUDENTS ON THE SOCIAL MEDIA COVERAGE OF COVID-19 are included in Chapter 4 of this study.

This chapter deals with the summary, the recommendation for more research, and the conclusion.

5.3 CONCLUSION

This study was conducted to learn more about Caleb University students' perspectives on the Covid-19 pandemic, including the number of times messages were passed across social media platforms, students' improved knowledge of the virus, their opinions of the content, the degree to which the information was credible, and their attitude toward the COVID-19 message.

The degree of response from the respondents indicates that social media has a significant impact on students' perceptions, implying that social media is good, broad, and well-liked by the target population.

5.4 RECOMMENDATIONS

1. Social media platforms should investigate and remove accounts, posts, and websites that provide incorrect material on Covid-19.
2. Twitter should have a comprehensive cross-checker that checks all postings and information before they are published.

5.5 AREAS FOR FURTHER RESEARCH

1. This study can be reproduced in other Nigerian states to compare the results and see if social media information about Covid-19 influenced other students' perceptions in different universities.
2. A research of print and radio edutainment programs can be conducted to determine whether Caleb University students are aware of the message being conveyed, which would be more effective.
3. Finally, this study can be duplicated using persons over the age of 40 as respondents to determine if their understanding of Covid-19 has improved as a result of their use of social media.

REFERENCES

- Adedeji.O, (2012). Mass Communication Research, Blue sign Publications Limited, Lagos.
- Burke, A. (1999): Communications & Development. A practical guide. London: Social Development Division. Department for International Development. [Accessed: 14.07.2010].
- Coronavirus disease 2019 - World Health Organization. Available online <https://www.who.int> › ... › Diseases.
- Gesser-E (2019) Risk communication and infectious diseases in an age of digital media. International Journal of Infectious Diseases. 2019;79(Suppl1):130-1.
- Khan N, Naushad M. Effects of corona virus on the world community [online]. Rochester, NY: Social Science Research Network; 2020 February 04<https://doi.org/10.2139/ssrn.3532001>
- Kickbusch&Buse, (2001) Enhancing patient education about medicines: factors influencing reading and seeking of written medicine information. Health Expectations, 9(2), 174-187.
- Nurmi, (2013). Women health information needs and information sources:a study of a rural oil palm business community in South-Western Nigeria Ann Library Info Stud. 2011;58:270–81.Google Scholar
- MCQUAIL, O. (2000). Mass Communication Theory an Introduction. Beverly Hills: California Sage Publishers.
- Nigeria Centre for Disease Control (NCDC). COVID-19 case update. Available online at <https://ncdc.gov.ng/>.
- PAHO (2020) Pan American Health Organization (PAHO 2020). Coronavirus disease (COVID-19). COVID-19 situation in the region of the Americas; 2020. Available at: [en/topics/coronavirus-infections/coronavirusdisease-covid-19](https://www.paho.org/en/topics/coronavirus-infections/coronavirusdisease-covid-19) (Accessed 10 April 2020)
- UDEAJAH R, A. (2004). Broadcasting and Politics in Nigeria. Snap Press.
- WATERAID & WSSCC (2020): Advocacy Sourcebook. A Guide to Advocacy for WSSCC coordinators working on the WASH campaign. WATERAID & WSSCC URL

[Accessed: 21.04.2019]Wright T, Saxon B, Bass SB, Panick J. (2019) Ebola and the rhetoric of US newspapers: assessing quality risk communication in public health emergencies. *J Risk Res.* 2019;22(10):1309-22.

Andesiah, G. G. (2013) Vernacular radio and health promotion: Examining programmes, the use and impact of vernacular radio in malaria Control in Emuhaya district, kenya.

(Unpublished) work

Anwar, Malik, Raees, Anwar(2020) ‘Role of Mass Media and Public Health Communications in the COVID-19 Pandemic’ <https://www.cureus.com/articles/38293-role-of-mass-media-and-public-health-communications-in-the-covid-19-pandemic>

Ayenigbara, G. O. &Olorunmaye V. B. (2012) Investigating the Causes of Infant Mortality in Akoko South West Local Government Area of Ondo State, Nigeria, *Public Health Research* 2(6): 180-184

Beaudoin, (2008) C.E. Assessment of a media campaign and related crisis help line following Hurricane Katrina. *Public Health Rep.* 2008, 123, 646–651.

.Bhuvanesh, K, Manish, J, &Deepak, T, (2015) *International Journal of Engineering and Applied Sciences (IJEAS)* ISSN: 2394-3661, Volume-2, Issue-1, January 2015

Center for disease control and prevention (2017). Infant Mortality. Retrieved from <https://www.cdc.gov/reproductivehealth/maternalinfanthealth/infantmortality.htm>

Cassels&Lexchin, (2019). Social media release increases dissemination of original articles in the clinical pain sciences. *PLoS One.* 2019;

Catalán-Matamoros, (2011). *Foundations in radio programming for health promotion.* Perth, WA: Health Communication Resources and School of Public Health Curtin University

Connell & Crawford, (2018). Entertainment-Education and Participation Assessing the Communication Strategy of Soul City. *Journal of International Communication.* Vol 7: 2, pp. 25-50.

Daniel, K.L. (2016,) *Lessons of risk communication and health promotion—West Africa and United States.* Center for Disease Control and Prevention (CDC).

Danie, Al & Leonardo, T. (2020) *Social media influence in the COVID-19 Pandemic.* Vol. 46 (Suppl 1): 120-124, July, 2020

Dhanani and Franz (2020) ‘The Role of News Consumption and Trust in Public Health Leadership in Shaping COVID-19 Knowledge and Prejudice’<https://www.frontiersin.org/articles/10.3389/fpsyg.2020.560828/full#h6>

Global Health Initiative (2008). *Women’s role and family health.* Retrieved February 17, 2008 from http://bixbyprogram.ph.ucla.edu/course_CHS246.pdf

- Gavgani (2010) Breast surgery international: breast cancer in developing countries. Scandinavian Journal of Surgery, 91, 222-226.
- . Hugelius, Adams & Romo-Murphy (2019) The Power of Radio to Promote Health and Resilience in Natural Disasters: A Review. International Journal of Environmental Research and Public Health Review
- INFO Project Center for Communication Programs (2008) Entertainment-Education for better health. January 2008 Issue No. 17
- Khan, J. (2020). Infodemic” and Emerging Issues through a Data Lens: The Case of China. Int J Environ Res Public Health. 2020;
- Moemeka, (1994) Inequality of income, illiteracy and medical care as determinants of infant mortality in underdeveloped countries. Population studies; vol36, No3.
- Mthembu, (2019). The unique effects of environmental strategies in health promotion campaigns: a review. Eval. Program Plann., 35, 344-353.
- Perry, (2020). Top Concerns of Tweeters During the COVID-19 Pandemic: Inveillance Study. J Med Internet Res. 2020;
- PAHO, (2020). The Fear of COVID-19 Scale: Development and Initial Validation. Int J Ment Health Addict. 2020:
- Richard V & Mary M (2014) Student Perception of Social Media as a Course Tool. Information Systems Education Journal (ISEDJ) 12 (2) ISSN: 1545-679X March 2014
- Spadaro (2003) What do we mean by development communication? International Development Review, 15(2), 23-38.
- .Schroeder (2016) Radio as a Tool of Health Education: What Makes for an Effective HIV/AIDS Radio Campaign in Sub-Saharan Africa?
- Unite for sight, (2019) media and HIV/AIDS: Making a Difference. A Guide for media Practitioners, Health Workers and Donors. UNAIDS Publications, Geneva, Switzerland
- UNICEF (N.d) Mother, newborn and child health and mortality in Nigeria - General facts Retrieved from https://www.unicef.org/nigeria/ng_publications_advocacybrochure.pdf
- Vai, Cazzetta et al(2020), ‘Risk Perception and Media in Shaping Protective Behaviors: Insights From the Early Phase of COVID-19 Italian Outbreak’ <https://www.frontiersin.org/articles/10.3389/fpsyg.2020.563426/full#h1>
- Wateraid (2020). Fissures in the Mediascape: An International Study of Citizens’ Media. Hampton Press, New Jersey, USA.
- World Health Organization (2020). The pandemic of social media panic travels faster than the COVID-19 outbreak. J Travel Med. 2020; 27:taaa031.

- Agbe, N. (1999). *Fundamentals of research exporting in education: A practical approach*. Lagos: Hawits Press.
- Bryman, A. (2008). *Social research methods (3rd ed.)*, Oxford New York: Oxford University Press.
- Mugenda, O. M., & Mugenda, A. G (1999). *Research methods quantitative and qualitative approaches*. Nairobi: African Centre of Technology Studies Press.
- Robson, C. (2002). *Real world research: A resource for social scientists and practitioner-researchers*. 2, Blackwell Oxford.
- Kothari, C. R. (2011). *Research methodology: Methods and techniques*. New Delhi: New Age international publications.