

AFRICAN JOURNAL OF EDUCATION & INFORMATION MANAGEMENT



VOLUME 12 NUMBER 1 & 2 SEPTEMBER 2011

Influence of Radio Programmes on Information Utilization in Oil Producing Communities in the Niger Delta Zone of Nigeria

*Atata, A., *PhD*, *Abraham, E., *Akwanag, N. E., &
*Akai, I. S.

*Akwa Ibom State University
Oruk Anam
Nigeria

Abstract

Uplifting the living conditions of rural dwellers in oil producing communities of the oil rich Niger Delta is a major problem. Consequently, the Nigerian Government has at various times, set up agencies like Niger Delta Development Commission (NDDC) and recently the Ministry of Niger Delta's Affairs to handle information dissemination and environmental problems especially sustainability and development in oil producing rural communities. This study on the influence of radio programmes on information utilization in oil producing communities in Niger Delta zone of Nigeria (using Akwa Ibom and Rivers States) was designed to determine the influence of radio programmes on information utilization in those localities. To guide the study, one research question was raised and one null hypothesis was formulated for testing. The study was a survey research, and 1540 respondents selected from the eight-core oil producing of Akwa Ibom and Rivers State using cluster sampling technique served as the representative sample. Two researchers developed instruments, Information strategies and Utilization Questionnaire (ISUQ) and Information Strategies and Utilization Interview Schedule (ISUIS), with reliability coefficients, 0.86 and 0.82 respectively, were used in collecting data. The results of data analysis using percentages and, chi-square statistics showed that the influence of radio information strategy was statistically significant. It is concluded that broadcasting media – radio is the most effective strategy for dissemination information in oil producing communities. It was therefore recommended, among others that the government should make effective use of the broadcasting media in disseminating relevant information to the people in the oil producing areas; and that constant electricity supply should be provided in these communities to allow for effective used of this strategies.

Introduction

It is assumed, that oil producing communities in developing countries like Nigeria need information to enhance development. This school of thought sees the existence of two worlds. The developed urban and less developed rural oil producing communities characterized by abundant information on one hand and its absence or less on the other. The information rich urban centers have utilized its different advanced information dissemination strategies while its information poor oil producing communities are yet to find their feet. The often prescribed panacea for this advancement is through the process of "catching up" by the provision of development information, particularly at the grassroots of oil producing communities for rural level information utilization.

Information is seen by librarians and information scientist as the pivot which development revolves and different dissemination strategies as its vehicle. The development model employed is that if appropriate information is disseminated to the oil producing communities' technicians, artisans farmers, traders, fishermen etc of the oil producing areas will respond positively and the supposition is that development will take place in the areas.

Far before the discovery of oil, the Nigeria economy was primary agricultural, and despite its decreasing role as a component of the Gross National Product (GNP), the sector continues to employ about 75% of labour force (Idachaba 1982). It is not surprising, then, that 68% of the extremely poor are dependent on agriculture for their livelihood. Most

are self-employed or family workers and lived in areas with poor infrastructure, poor access to services, unfavourable, agro-climates and extraction activities (Ikporukpo 1998), Akpan-Atata, 2008.

Studies shows that there is certainly serious gap in the information exchange process and the information transfer chains linking oil producing communities of the Niger Delta with other knowledge information center both within and without Nigeria, (Chambers 1989 and Ugboma 2002). The provision of information to oil producing communities in Nigeria is a responsibility fragmented among several Government Ministries, Non-Governmental Organizations (NGOs) Government parasatals and Agencies and the multi - National companies. With the exception of the library service, most of the other agencies supply information to the communities as a small package within a large or services and inputs (Mchombel, 1992).

These conditions are not unique to Nigerian oil producing communities alone, but cut across different culture settings. However, the magnitude and the direction of the problem differ with environment. The oil producing communities have had their own share of this problem that needs urgent attention. This has in turn led scholars to focus on the information dissemination strategies in oil producing communities. Although the body of literature is still scanty in the field studies have focused on other rural areas. what is now needed urgently are studies that will aim at evaluating the success or effectiveness of different information dissemination strategies, why some succeed more than others, the environmental factors

that help to explain such differences in the success rate among others.

Statement of the problem

The growth of the profile of the petroleum industry over the years has been accompanied by a parallel growth in awareness of discontent in oil producing communities, which according to Roberts (1999) is fostered by manifest inequality in the distribution of petroleum generated wealth, social amenities and opportunities. In particular the juxtaposition of development, social neglect and environmental degradation in the oil producing communities with island of privileged few sustained by this wealth-creating industry has continue to sustain deepening community resentment and constitute veritable recipe for instability.

Over the years, the government, in cognizance of this reality, has predictable acted against such threats. Such actions recently included the mobilization of the citizen, through information empowerment using different information dissemination strategies and setting up or reorganizing governmental and non-governmental agencies like National Orientation Agency, Federal Ministry of Information, Federal Radio Corporation and Nigerian Television Authority. Not satisfied, agencies like OMPADEC and recently NDDC have been established with powers to bring immediate and sustainable development to the oil producing communities.

Even then, some media experts are skeptical about accessibility, effectiveness or the impact of different dissemination strategies as it concerns those in the oil producing communities.

There are those who believe that, irrespective of the massive presence of radio and other sources of information dissemination, in more fundamental sense, information utilization does not exist in Nigeria (Hachen, 1971; Adesamoye, 1990. Etim 1999b).

Generally, researches (Soola, 1988; Mboho 1994) tell us that effective utilization will usually conform to the existence needs and value system of its target audience, therefore the different dissemination strategies could only be utilized if they were able to conform to the existing needs and value system of the oil producing communities. Information that contradicts existing attitudes, opinions, beliefs, prejudice are likely to be evaded, ignored and unutilized.

The questions that readily come to mind are: Is the information derived from the different strategies by the people of oil producing communities at variance with what the disseminators have in mind: does the package differences among the disseminators pose a problem in the utilization of information? It may be the package of information is not suitable for the target audience. While some members of the target audience may be civil servants, others may be professionals, such as traders, farmers, businessmen, and technicians who may not be able to afford or have access to the different dissemination strategies. Some may select the sources and programmes they listen to depending on their level of education, nature of work, motivation and conviction. All these question and observations and perhaps may many more have necessitated the umbrella question how do radio programme influence utilization of information in the oil communities? This question

constitutes the reason for this study, as this research is aimed at plausible answer to these questions.

Objective of the Study

To determine the influence of radio programmes on information utilization in oil producing areas of Akwa Ibom and Rivers State.

Research Question

How do Radio programmes influence information utilization in oil producing communities?

Research Hypothesis

There is no significant influence of radio programmes on information utilization in oil producing communities.

Significance of the Study

The study provides empirical evidence necessary for appropriate policy improvement on information dissemination strategies at the state, national and international levels.

Review of Related Literature

This review of literature will focus on the following subdivisions of Dissemination and utilization Model; information dissemination strategies; Radio and potency for utilization and Information utilization in Oil Producing communities

Information Dissemination and utilization Models

Havelock (1997) indicates that knowledge dissemination and utilization research was an emerging discipline in the 1960s. That emergence was predicated on the assumption that knowledge

dissemination and utilization analysis must include all systems involved in the knowledge industry. Havelock identified three broad representations of the dissemination and utilization models as:

- The problem-Solver Model;
- The Research, Development and Diffusion (RD & D) Model;
- The Social Interaction Model

Okwilagwe (1993) indentified six other models that are relevant to this study.

These are:

- Generalized Information System Model
- The Uncertainly in Decision-making Model
- Environment Imaging and Strategies Theory
- Information Reception Constraints Theory
- Information Capacity Theory
- Two Communities Theory

The Problem Solver Model

Essentially client-centered, this model evolves from the psychological theory of need reduction. Supports of the model implied or assumed that this is the only place to start the analysis of knowledge utilization. The emphasis is that collaboration with the client system and the diagnoses of the client system's needs are the two vital elements of the change process.

The Research Development and Dissemination Process Model

Here, knowledge or information generation in not basically done with the client being central consideration but rather in an attempt to extent the frontiers of science and technology. The popular view here is that users will

always be found for knowledge generated through well delineated diffusion process.

The Social Interaction Model the Social Interaction model emphasizes diffusion aspect in dissemination and utilization and measures the movement of messages from person to person and system to system. This model has made immense contribution to the theory of a two-step flow in addition to studies in opinion leadership, personal contact and social integration.

The Generalized Information System Model

Whitemore and Yovit (1974) were the proponents of the utilization model called the generalized formation system model. The model is base on the three hypotheses. The first hypothesis states that there is a close interrelation between information and decision-making. The second argues that information can be measured or quantified and it is possible to know its existence. The third hypothesis postulated that the decision makers have some way of comparing predicted observed observable with the actual observable that result from any decision for which they are responsible. The critical feature of the model is the strong presence of a feedback mechanism.

The Uncertainty in Decision-Making (UDM) Model

Several authors, (Bonotowicz 1987, Gronnang and Haukedai 1988) have written on the UDM model. Opeke (1984) states that the UMD presents a formwork for formal and comprehensive representation of uncertainty in a decision-making which

also provides a suitable framework for examining the role of information decision-making by looking separately at the impact on the various types of uncertainty. Okwilagwe (1993), pointed out that this model raises two questions which are: (a) what does it mean to say that information is data of value in decision-making? (b) What value does a decision-maker derive from information?

Okwilagwe (1993) argues that if information resolves or reduces uncertainty then uncertainty is the critical link between information and decision-making. The two main purposes of uncertainty can be either structural or relational.

Information Capacity Theory

The essential feature of this theory is the argument that contact with source of information does not guarantee automatic utilization of such information source. (Aiyepuku, (1978); White (1986), and Okwilagwe, (1993) all indicate that certain antecedent within the decision-maker, variables within the decision-making environment and the characteristics of the information sources enhances the nature and scope to utilization.

Environmental Imagery and Strategy Action Theory (EISA)

Gronhang and Haukedia (1988) are among the major proponents of EISA. Their critical position is that:

- The system based on the value of social relations or subsystem-economic, legal, political and on formal organization and social groups.
- The system mainly based on social values and norms.

Information perception Constraint Theory (IPCT)

Like the EISA, IPCT tries to establish a linkage between the right perceptual exposing to information and such antecedent as education, nature of experience, dogmatism and cosmopolitanism, **Two Communities Theory (TCT)** the TCT delineated the information environment into two communities. In any organization, for instance the information managers and decision makers constitute two distinct communities.

Information Dissemination Strategies

Interest on how information is disseminated and meanings conveyed has occupied man since time immemorial.

In less developed countries information dissemination is seen as a path towards future prosperity through an acceleration economic growth. This growth according to Moore (1997) is however also seen as key to solving long term socio-economic problems: the problems of rural stagnation, disparities in incomes, poor education and dwindling public services.

Isotitides (1997) observed that when it comes to information dissemination however, the concern is not only over the impact of concentration on economic aspect but there is also the question social same as they were, everything moves on yet there are some changes which whether or not they are recognized in the time, radically changed or alter out experiences. (Alfield, 1994)

Radio and potency for utilization

Radio is an effective medium of mass communication for Africa.

According to Danatob (1988), its immediacy and simplicity, its ability to reach large Africa audience, its relative low costs of transmission and operation all make radio an important medium; with advances in technology, radio receivers and transmitters are getting smaller, cheaper and more reliable. Despite the growth of television, radio remains primarily a companion medium for example, 96% of the world population over twelve years of age listen to radio daily. This compares favorably to television viewing, 90%, and newspaper, 76% (DE fleur/Dennis 1998:). Among the reason given by them is that "radio is the most portable of the broadcast media". Because listening is so widespread, radio has prospered as an advertising and campaign medium.

In the Niger delta zone the state radios reaches local rather than national audiences and are thus attractive to advertisers and disseminators who wish to advertise their wares and services or mobilize people for development purposes. Furthermore radio serves small, highly targeted audiences and a majority of listeners tune time to FM stations. Radio programmes ranges from various kinds of music, talk shows, newspaper reviews and sports. Radio programmes are persuasive means of influencing the people to drop or accept an idea such influence would have some impact on the thinking of the receiver, which in turn, would result in overt Akpan Atata (2011) The medium for the transmission of ideas is a powerful force man has ever unleashed upon himself (Johnson 1987). The above lends a great support to the power of radio.

The questions are, how effective are radio messages in Nigeria? How

many Nigerians are literate enough to understand radio message? In the Niger zone of Nigeria where over 80% of the populace in the rural areas are illiterates, mass mobilization campaigns, using radio are bound to fail if the messages are not well produced and packaged in the dialect or language of the target audience. Writing for radio which reaches, as vast and heterogeneous audience requires the writer to put their messages in words that can be immediately understood by the target audience, especially for advertising and campaign purposes. It is therefore very necessary the government agencies whose responsibility it is to mobilize the people should endeavor to reappraise their strategies and techniques so that a round peg is in a square hole in the current campaign for rural oil producing communities development, Akpan 2004.

What difference does the use of radio make? According to Defleur and Dennis (1998), introducing a medium into communication between two people clearly alters the process. The major consequences are the loss of direct feedback and the second is serve limitation on effective role taking because of that loss. They summarize the differences between interpersonal (ora-media) and mediated (radio) communication as follows-

- The use of a medium (radio) reduces the richness of a feedback and limits the process of role taking.
- This limitation increase the possibility of incongruence between meanings of senders and those of receivers

- When meanings of sender and receiver are incongruent, accuracy is reduced.

Interactive programmes and the development of radio listening groups can become important communication channels, especially for rural people. The advantage of radio talk and call-in shows is that they have the capacity to reach large audiences while still allowing for some dialogue (parker, 1998). This may bring a personal dimension into communication experience and help break down barriers and dispel myth.

Perhaps the features that make radio different from all other media, and of special interest to the broadcast campaign is that it can often be an immediate medium immediate announcements can be made on the radio as observed by Jefkins (1982) on the immediacy of radio's effect of coup in Nigeria.

Radio has the intimacy of human voice, and therefore requires voices which please the ear. Radio can be portable, thanks to the transistor. Many sets may exist in one household or a set can be carried from room to room. Motor cars may be fitted with radios. They are often installed in public places, and the headphone still exist for those who wish to listen without disturbing others or who are in hospital beds or on farmland.

Radio has long been an effective way of reaching people of different ethnic groups and language in development countries it is easier and more practical to produce a radio programme in several dialects.

Chukwumenje (1987) submits that the mass media cannot on its own achieve lofty goals but it can facilitate the supply of relevant information

which will be the basis for decision-making and a change of attitude.

Charles (2002) affirms that Radio communication and the interpersonal are the two most cited sources of information in the rural areas of Akwa Ibom State. He adds "Charles, funerals, schools as well as peer groups also play significant roles in information dissemination.

Information utilization

In all, three approaches have been employed on recent researches linking information dissemination strategies with utilization of information. (Mathur 1980, Wellard and Corperstake 1993, Chete and Adenikinju 1996).

The first approach task the impact discipline analysis. This is accomplished though regressive analysis relating measures of market forces, such as level of market forces such as concentration, profitability and price cost margins with facets such as openers to and receptivity and intensity of a particular information strategy. The second analysis concentrate on how efficient gains are influenced by the level in production while the third set of studies adopt computable general equilibrium models, that is measuring the meaning confers and the dynamic efficiency gains from information of the particular strategy. According to Chete and Adenikinju (1996) this is one conclusion influencing information dissemination thought in the 1990s. The only difference is in the semantics, for while the exponents link dissemination strategies as concomitant with the shift of labour, capital and other resources from less to more productive areas, the traditional contend that socio-economic growth

and other positive development activities are perpetuated through long term efforts of information liberalization, labour force expansion and total productivity growth. Thus at the bottom both ideas perceive informativeness of a strategy and impact as ultimately connected.

Information and Oil Producing Communities

The oil industry is generally taken to include an upstream sector exploration, exploitation and extraction of crude oil and a downstream sector (processing, refining, and transportation of both crude and finished products blending, distribution, storage and marketing). The issues concerning oil in Nigeria are at times sensitive, but it is essential that the issue as it affects Nigerians production of oil, its environmental consequence and the host communities be deconstructed information wise to enhance a proper understanding of the issues at stake and seek appropriate policy responses to them (Roberts 1999).

Locally, and especially in the international community, there is enduring perception, rightly or wrongly, that the Government in Nigeria and the major oil producing companies are at best. Indifferent their host communities' socio economic development, the environment and at worst anti-environmental (Robert, 1999, Ugboma, 2002, Ulaayi, 2004);

In fact, the exploration and production of oil has direct often negative consequences on the people of the host communities and the environment. Industry sources acknowledge that, by nature of the process this is inevitable. (Anderson,

1996). Often the negative impact is such that, when not appropriately and timely attended to, it result in lethal result for both human, terrestrial and aquatic eco-system – with the resultant effect of destroying the very meaning if human existence. Until recently little official recognition was given to the problem encountered by the oil producing communities' inspite of frequent outcry by the people. As a result neither the government nor the oil companies did much to contain the adverse consequences of oil exploration and exploitation; thus uncanny description of Nigeria as the oil mean's dream (Hutchful, 1985)

Oil Producing Communities and their Information Needs

Locally and internationally, the issue of information, and the environment and the oil producing communities is growing in profile. There have been calculated searches for the solutions to the problems that is at the forefront of government, industry and host communities concern (Onosode, 1996). By analysis the possible misperceptions of opinions or actions amongst the contending parties, information dissemination can contribute to the breaking the cycle of toleration among the conflicting parties (Olokusi, 1996).

It is widely recognized that the environment is becoming a crucial factor in cultural, economic and industrial developments. And several authors are pointing out that advanced western economics are making transition from industrial to environmental modernization (Mol 1996, Weale 1992, Janike and Weidener 1995). This aims at harnessing the power of human

ingenuity for the purposes of harmonizing economic advancement with environmental improvement (Cohen 1997). Major thesis is that economic growth and resolution of environmental problems can, in principle be reconciled with adequate knowledge sharing (Hager 1998, Arabome 2003). So that instead of seeing environmental management in the oil producing communities and other as a burden on the economy and the government, information practitioners see it as a potential sources of stability and future growth. Hence having the capability to produce and operate on a low-degrading or pollution free environment with less disputes is seen as giving conducive advantage to other national economy (Midtum and Kanford 1999, Kersen 2003).

This implies taking all practicable and reasonable measures to minimize generation of conflicts and then managing and disposing of waste in a statutory and environmentally responsible manner. By a carefully thought out and manageable process a scenario can be created where government and organization do not only operate in an environmentally friendly manner but also makers money and fulfill other statutory demands.

Following the long-standing dominance of economic rationality under industrial catapulations, environmental modernization implies that ecological rationally should catch up and gains an equal status as a driving perspective on societal and industrial development in the oil producing communities. One of the issues in focus under the environmental modernization debate is the functioning and organization of the development.

Even if often critical to traditional bureaucratic intervention, and advocating development away from dirigisme towards contextual steering, Janike (1993), has for instance emphasized that environmental modernization must imply strengthening the State capacity for reforms. State capacity and modernization include such tasks as better information policy co-ordination mechanisms, institution for anticipatory (Andrews 1993), and long term strategic orientation (Janike and Wener 1995). Information dissemination is therefore seen as an indispensable precondition for environmental reforms in the oil producing communities.

Methodology

Area of the study

The study was conducted in the core oil producing communities of Akwa Ibom State and River State of Nigeria. These include Eket, Onna, Eastern Obolo and Ibeno Local Government Area of Akwa Ibom State, and Obio Akpor, Eleme, Emuoha and Khana Local Government Areas of Rivers State.

The choice of the oil producing communities of these two states was informed by the negative impact of oil exploration and production activities on the total environment of these communities since 1938 when Shell-d' Aray petroleum Company Nigeria a subsidiary of Shell Petroleum Company and British petroleum Company obtained the first mineral oil concession from the British colonial government commence oil exploration in Nigeria (Nwankwo, 1982). According to Anijah-Obi (2001), oil production activities remain one of the major pollutants and leading degraders

of our environment today, inflicting severe and catastrophic damages on the ecosystem, and threatening the very existence of human, flora and fauna including the aquatic inhabitants of the oil producing communities. These communities spillage, air pollution resulting from gas flaring and acids rains. Adequate environmental education therefore, remains a very significant variable towards protection and ensuring a healthy environment in these communities.

Population of the Study

The population of the study comprised all the inhabitants of the eight core oil producing communities of Akwa Ibom and Rivers States numbering about 6 million. The communities are Eket, Onna, Ibeno and Eastern Obolo Local Government areas of Akwa Ibom State, and Obio Akpor, Eleme, Emuoha and Khana Local Government Areas of Rivers State.

Sample and Sampling Technique

The study sample consisted of 1540 inhabitants of the eight oil producing communities of the two states drawn using cluster sampling technique. This sampling technique was considered most appropriate since the researchers was interested in obtaining information from members of the following cluster units – literate, non-literate, youths, older population, male, female, civil servants and the self-employed – in the oil producing communities. The technique involved indentifying the cluster units and sampling of respondents in the cluster using simple random sampling technique.

Instrumentation

Two researcher-developed instruments;

- Information strategies and utilization Questionnaire (ISUQ)
- Information strategies and utilization Interview Schedule (ISUIS) were used in collecting data for the study

1540 were return with valid response, 300 were not returned at all and 160 returned were invalid. The distribution of the respondents with valid responses is as shown in **Table 1**.

Information strategies and utilization Questionnaire (ISUQ)

ISUQ was a 3-part questionnaire designed for use in collecting information from the literate population. Part A solicited for the respondents' demographic data-sex, age place of origin, literacy status, and work status, Part B consisted of ten items, out of which seven were Likert – scale. These items were designed to elicit responses from the respondents on information dissemination strategies and issues related to oil exploration and sustainability of the oil communities. Part C required for free suggestions on how information utilization could be improved in oil producing communities.

Information strategies and utilization Interview Schedule (ISUIS)

ISUIS was an interview scheduled designed for collecting information from the illiterate population. It was an adapted form of ISUQ. Part C. requested for suggestions on how information disseminations and utilization could be enhanced in oil producing communities

Results and Discussion

The Distribution of Subject

A total of 2000 questionnaire were distributed, out of which only

Table 1: the frequency and percentage responses of respondents classified by state, sex, age, literacy status, educational and work status.

Variable/Category	Frequency	Percentage (%)
State: Akwa Ibom	772	50.1
River	768	49.9
Sex: Male	797	51.8
Female	743	48.2
Age: Youths	776	50.4
Older people	764	49.6
Literacy Status: Literate	1276	82.9
Illiterate	264	17.1
Education Status: High	842	54.7
Low	698	45.3
Work Status: Salary/Wage	660	42.9
Self Employed	555	36.0
Unemployed/Students	325	21.1

Table 1 shows that 50.1 % (772) of the respondents were from Akwa Ibom State oil producing communities while 49.9 % were from Rivers State. Out of these, 51.8% (797) were male and 48.2% (743) were female; 50.4% (776) were youths and 49.6% (764) were older people; 82.9% (1276) were literate and 17.1% (264) were illiterate; 54.7% (842) were of high educational

status and 45.3% (698) were of low educational status; and 42.8% (660) were salary or wage workers, 36.0% (555) were self-employed and 21.1% (325) were unemployed or students. The summary, as presented, indicates a fair representation of the selected cluster units.

Research Question One

How do radio programmes influence information utilization in oil producing communities?

The question was answered using the result in Table 2 and Figure 1.

Table 2: the frequency and percentage responses of the subjects on the influence of radio programmes or information utilization in oil producing communities

Opinion Category	Frequency	Percentage	Cumulative Percentage
Strongly Disagree	27	1.8	1.8
Disagree	123	8.0	9.7
Undecided	100	6.5	16.2
Agree	686	44.5	60.8
Strongly Agree	604	39.2	100.0
Total	1540	100.0	

The result in Table 2 shows that out of the 1540 respondents 1.8% 8.0%. 6.5%. 44.5% and 39.2% of the respondents indicated that they strongly disagree, disagree, were undecided, agree and strongly agree respectively that radio programmes influence information utilization in their communities.

A contribution of the agree and strongly agree responses indicate that 83.7% of the respondents were of the opinion that radio programmes influence information utilization in the oil producing communities. This observation answers research question one. A bar chart summary of the result is presented in **Figure 1**.

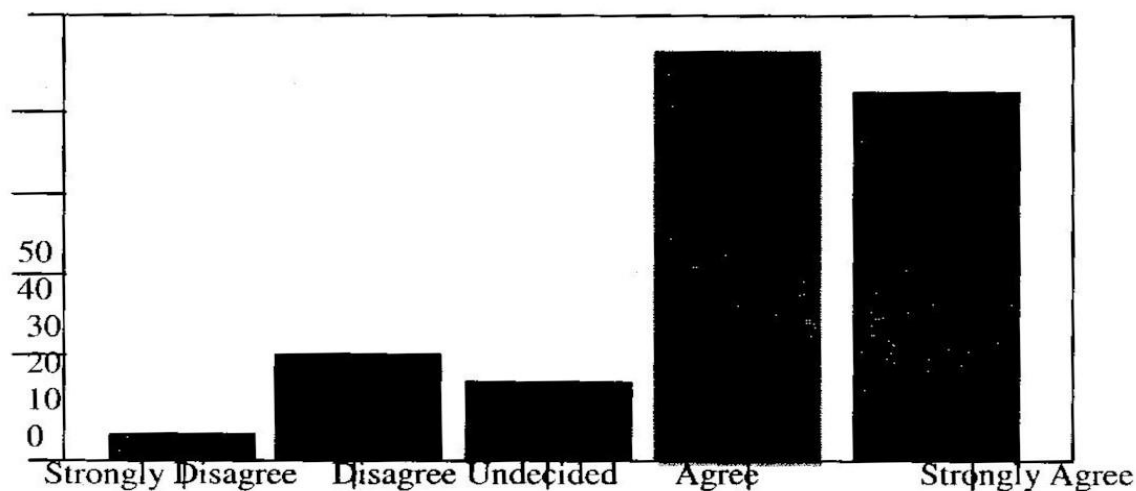


Figure 1: responses on Radio Programmes and information Utilization

Hypotheses One

There is no significance of radio programmes on information utilization in oil producing communities.

The results in Table 3 were used in testing this hypothesis.

Table 3: Chi-square test result of the subjects responses on radio programmes and information utilization.

Opinion category	Frequency Observed	Chi-square Expected	Calculated sig. ($x^2 - cal$)	df	Decision at $p < .05$ Level
Strongly Disagree	27	308.0			
Disagree	123	308.0			
Undecided	100	308.0	1256.33	4	.00
Agree	686	308.0			Significant
Strongly Agree	604	308.0			
Total	1542	1450			

The result in Table 3 shows that the calculated chi-square, $x^2 - cal$, is 256.33, while the degree of freedom,

The calculated level of significance (.00) is less than .05, hence, the decision at $p < .05$ alpha significant. This observation implies that there is a significant influence of radio programmes on information utilization in oil producing communities. The result in Table 2 indicates that the significance is in the positive direction; 83.7% of the respondents affirmed the positive influence of radio programmes on information utilization in these areas with this observation. Null hypotheses one was rejected.

Discussion of Findings

Radio Programmes and Information Utilization

The result in Table 2 and 3 showed that radio exert significant influence on information utilization in oil producing communities of Akwa Ibom and Rivers State, with 83.7% of the 1540 respondents affirming their positive influence. This observation is explained in terms of accessibility and affordability of radio as well as its programmes packaging and widest reach. The available of low cost

off and calculated level of significance are 4 and .00 respectively.

portable radios and radiophones in Nigeria market makes radio affordable and radio programmes accessible to all in any community, irrespective of age, educational, social or economic status. Besides, radio programmes on government polices and programmes for oil producing communities are usually packaged in form of jingles, which are interesting and captivating. Hence the high influence of radio programmes on information utilization in oil producing communities (Shodeinde, 2001).

Conclusion

Consequent upon the findings of this study, it is hereby concluded that the radio as broadcasting media is most effective in disseminating information to Nigeria citizens, especially those in rural communities.

Recommendations

Based on the findings of this study, the following recommendations are made for adoption. In view of the relatively high influence of broadcasting media – radio its recommended that:

- This media should effectively be employed in disseminating information to the people of oil producing communities.
- Radio programme should be effectively repackaged, having the target audience in mind. This will help in creating the desired impact.
- The government and oil prospecting companies should provide constant electricity supply in these communities to ensure effective utilization of the broadcasting media.

References

- Abioye, A. (2004). Back to the Drawing Board the Role of information service manager. **Redefined Nigerian Libraries** vol 38, 1:6.
- Adesanoye, F. (1990). On mass communication and communication. **Nigerian African Media Review** (41)60-74.
- Aiyepoku, W. O. (1978). Information components in decision making: A framework for analysis. **Quarterly Journal of Administration** 2 (1) 127.
- Akpan Atata E. A (2007). Information Dissemination Strategies and Information Utilization in Oil Producing Communities of Akwa Ibom and Rivers State. Ph.D Dissertation Post Graduate School, University of Uyo, Uyo.
- Akpan C. S. (2004). Rural people perception of radio campaigns on HIV/AIDS in Akwa Ibom State: Ph.D. Dissertation in Department of communication Arts University of Uyo.
- Anderson B. (1996). The petroleum industry and the Nigerian environment: Environmental issues and management strategies keynote Address at the international seminar on the petroleum industry and the Nigerian environment. Hotel presidential, Port Harcourt. Nov. 18-21.
- Anija-obi, F. N. (2001). **Fundamental of Environment Education and Management**. Calabar: University of Calabar press.
- Arfield, J. (1994). Changing information technologies research challenges in the economics of information. **British Library Research: London: Bonke Sani**.
- Benotowicz, K. (1987). The relationship between the category of the need and the category of the demand for information. International co. publishers Ltd.
- Chambers, R. (1995). Poverty and Livelihoods whose reality counts. IDS Discussion paper No. 347, Brighton Institute of Development studies.
- Chukudi, A, Anyaobi G, & Olise F (2010). Information Needs of Rural communities in Ika North East LGA of Delta State Nigeria. **International journal of Research in Education** 7- (2) 21- 28.

- Cohen, M. J. (1997). Risk society and ecological modernization: alternative visions for post-industrial nation. **The Journal of Forecasting and Planning** 2 (3) 105-119.
- Etim, F. E. (1999). Information Dissemination strategies and source of income generation among Rural women in Akwa Ibom State. **African Journal of Education And Information Management** 2 (2) 1-2.
- Fisk, J. (1994). **Media Matters: Everybody Culture and Politics**. Chaney Minneapolis: University, Minnesota press.
- Griffiths, J. (1982). The value of information and related system products and services. **Annual Review of Information Science and Technology** 17 (259).
- Gronhang, K., & Willy, H. (1988). Environmental imagery and strategic actions. **Scandinavian Journal of Management** (4) (12)5 7-16.
- Hachten, W.A. (1971). **Muffled drums: The Nes Media in Africa**. Ames: The Iowa state university press.
- Hajer, M. (1996). Ecological modernization as cultural politics, in lash et al (eds), **Risk Environment and Modernity: Toward a New Ecology**. London: Sage.
- Havelock, R. (1982). (revised 2002) Highway safety communication is there a system? In Jose Griffith (ed) the value of information research systems products and services. **Annual Review of Information Science and Technology** 17(267-282)
- Hutchfull, E. (1985). Texaco's Funiwa – 5 oil well Blowout, Rivers state, **Nigeria Journal of African Marxists** 7, (51-62).
- Idachaba, F. (1982). Determinations of Agricultural productivity among non-liberated farmers. A case study of Nigeria as quated in Aboyade, B. O. (1983) Towards A rural development information systems. **Quarterly Bulletin of International Association of Agricultural Libraries and Document (AALD)** xxvii (2) 63-70.
- Ikporukpo, C. (1998). Environment, Petroleum and Development in Nigeria- Delta which type of policy, for what kind of development? A paper presented at the development policy Centre, Ibadan, August 13.
- Isotiddes, P. (1997). Method of measuring media concentration. **Media Culture and Society** 19 (3) 643-663.
- Janieke, M. & Weldner, P. (1995). **Successful Environmental Policy: a Critical Evaluation of 24 Cases**. Berlin: Edtion sigma Rrainer John Verlay.

- Knott, J. (1980). If Dissemination is the solution what is the problem? **Knowledge Creation Diffusion and Utilization** 1(4) 557-578.
- Lowery, S. & Defleur M. L. (1983). **Milestones in Mass Communication Research: Media Effects** New York: Longman 398 pages.
- Mboho, M. A. (1994). Impact of mass communication on the residents of Etinan Local Government Area: Implications for rural development programs. PhD Thesis, university of Ibadan, Ibadan.
- Moore, N. (1996). Creators, communications and consolidation: The News information professionals' managing information. **Journal of Association for Information Management** 3(6) 219.
- Morbambel, K. J. (1992). Information needs for Rural Development, the case study of Malawi. **African Journal of Library, Archives and information** 2 (1) 17-32.
- Nwankwo, A. A. (1982). **After oil, what next? Oil and multinationals in Nigeria.** Enugu: Fourth Dimension Publishing Co. Ltd.
- Okwilagwe, O. A. (1993). Information input as a factor in organizational Effectiveness of Publishing Industry in Nigeria Ph.D Thesis. University of Ibadan. Ibadan.
- Olokesusi, F. (1996). Resolving Environmental Disputes in Nigeria's Petroleum Industry. The Role and strategies of mediation.
- Onosode, G. (1996). Community Expectation Versus Health, safety and Environmental and Economic stewardship of Joint Venture partners: Finding the Right Balance. Keynote address international seminar on Petroleum Industry and the Nigerian Environmental. Port Harcourt Nov. 18-21 1996.
- Opeke, O. R (1984). Information Consciousness as a Factor in organizational Decision making. The case of Ogun State Ministry of Education. Ph.D Thesis University of Ibadan, Ibadan.
- Roberts, N. (1999). The state Accumulation and Violence: the Politics of Environmental security in Nigeria Oil Producing Areas **NISER Monograph Series** (17).
- Soola, E. O. (1988). An Evaluation Study of the Dissemination of Family planning Information in Ogun State. Ph.D Thesis, University of Ibadan, Ibadan.
- Ugboma M. U. (2002). Environmental Information Provision in Nigeria: The case Study of oil producing Communities. **African Journal of Library, Archives and Information Science** 12, (2) 189-199