

Influence of “*Find the Missing Millions*” Media Campaign on Undergraduate Students’ Attitude towards Pre-Marital Sex in North Eastern Nigeria

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Abstract

The study assessed the influence of “*Find the Missing Millions*” media campaign on undergraduate students’ attitude towards pre-marital sex in North-Eastern Nigerian. The aim of the study was to ascertain whether there was change in sexual behaviour of the undergraduate students after exposure to the campaign. The study adopted mixed research design which involved both quantitative and qualitative research methods. The study population comprised 65,708 undergraduate students in North-Eastern Nigeria. Three hundred and ninety three (393) was used as sample size of the study. Multi-stage sampling method was employed as sampling procedure while questionnaire and Focus Group Discussion Guide was adopted as instruments of data collection. One way ANOVA and descriptive statistics was adopted as methods of data analysis and result were presented in table. Findings from the study revealed that there was no significant change of attitude towards pre-marital sex among the undergraduate students in the study area based on the statistical evidence that calculated $p=0.136$ was greater than 0.05 critical value. The study concluded that the influence that “*Find the Missing Millions*” media campaign had on the undergraduate students’ attitude towards pre-marital sex was minimal. The researcher recommended that the campaign should be tailored along central route to persuasion and the level of elaboration should be enlarged in order to achieve the campaign objective which is change of attitude towards pre-marital sex.

Keywords: Influence, Pre-marital Sex, Find the Missing Millions, Attitudes, Media Campaign

Introduction

A Non-Governmental Organisation (NGO) named World Hepatitis Alliance (WHA) initiated the “*Find the Missing Millions*” media campaign to raise awareness of viral hepatitis, particularly Hepatitis B viral infection which is a sexually transmitted infection that can lead to life threatening illnesses like cirrhosis and liver cancer. Though the vaccine that offers 90 – 100% protection is available, many of the infected persons are not diagnosed and treated (WHO, 2019). This is one of the factors contributing to the prevalence rate of the infection, which increased geometrically from 360 million infected individuals in 2007 to well over

2 billion individuals in 2020. Out of this number, about 65 million individuals infected with the virus reside in Africa and this number keeps increasing WHA (2020).

Additionally, statistics shows that over 20 million Nigerians are infected with the virus, and thousands die annually (WHA, 2019). According to published research, Hepatitis B is more common in Nigeria's Northern regions than its southern regions and much higher among students in tertiary institutions of learning (Pennap, Oti, & Adoga (2019). According to Mohammed (2019), there is an increase rate of 6.0% hepatitis B infection among the students of Federal University Wukari in Taraba state, 4.5% among the students of University of Maiduguri, and 12.5% of infection rate among Ahmadu Bello University students.

Engaging in high-risk sexual behaviours, like unprotected sex and anal intercourse (men having sex with men), are more likely to contract hepatitis B. The virus may be acquired through a number of sources, such as needles and other piercing items, mother-to-child transmission, and sexual activity. Hepatitis B and HIV/AIDS share everything in common except the organ of attachment. That explains why having sex before marriage increases the risk of contracting the virus.

It is well known that university students live in a social environment that encourages social activities. Together with their age group, these social activities foster a network of contacts that often lead to sexual interactions that put them at risk for viral infections like hepatitis B. According to research, young people and adolescents nowadays are more susceptible to sexually transmitted illnesses brought on by risky sexual behaviours (Mcilhaney, 2000; Hou, Liu, & Gu, 2005; Bayode, 2018).

Previous study by Ufuophu-Biri (2008) has establish that casual sex and having multiple sex partners are prevalent practices among undergraduate students, who in this instance, make up the study's population. This brings to bear why "*Find the Missing Millions*" media campaign focus on the undergraduate students. However, reaching out to them is a daunting task, especially when behavior/attitude change is required. But thanks to media of communication that has the ability to reach a vast majority of audience and bring about positive change through constant and persuasive reportage. A case in point is media promotion against the epidemic of HIV/AIDS and the Corona virus in 2020 in Africa and Nigeria in particular where the media achieve great success in the past and in present recent past. There is a deluge of messages in many languages directed at different age groups that enlighten individuals about the illnesses' origins, symptoms, treatments, and preventative measures via the electronic, print, and social media channels. According to data, the incidence of HIV/AIDS is now gradually declining in Nigeria. These accomplishments are largely attributable to media initiatives that inform the public about the infectious diseases (WHO, 2020). Therefore, the goal of this research is to determine the influence that "*Find the Missing Millions*" media campaign would have on the undergraduate students' attitudes towards pre-marital sex in North - Eastern Nigeria.

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Statement of the Problem

Hepatitis B prevalence continues to increase among the undergraduate students in the North-Eastern Nigeria despite initiatives by *Find the Missing Millions* supporters who took the campaign across the nation, particularly in tertiary institutions throughout Northern Nigeria. Though there is a general vulnerability, majority of Hepatitis B viral infection affect teens and young adults because they engage in sexual behaviours that expose them to the virus. Unsafe sexual behaviours, such as unprotected sex and having multiple sexual partners, are connected to this susceptibility. The possibility of developing STIs like Hepatitis B is one of the consequences of risky sexual behaviour. Additionally, lack of knowledge is a role in risky sexual behaviours and where information is accessible. it is often wrong or lacking crucial details. Moreover, the *Find the Missing Millions* media campaign is not as shrill as the HIV/AIDS advertisements found at Nigerian tertiary campuses that reads "SEX IS WORTH WAITING FOR; ZIP UP" or "AIDS No Dey Show for Face" and "Abstinence." Similarly, cohabitation, a practice that is popular among undergraduate students, has been linked to acquiring sexually transmitted diseases like hepatitis B infection. Presently, there is no known current research among communication scholars that focus on “*Find the Missing Millions*” media campaign that is associated to pre-marital sex among undergraduate students in North-Eastern Nigeria. In light of this disparity, the researcher suggests looking into how the "*Find the Missing Millions*" media campaign has affect students' attitude towards premarital sex.

Objectives of the Study

The study sought to:

- i. find out specific messages of “*Find the Missing Millions*” media campaign that the undergraduate students in the North – Eastern Nigeria could recall most;
- ii. determine the attitude of the undergraduate students in the North – Eastern Nigeria to pre-marital sex;
- iii. find out whether the undergraduate students in the North – Eastern Nigeria have modified their sexual behaviour in response to the campaign.

Research Questions/Hypothesis

The study sought to find answers to the following research questions:

- i. How much of the “*Find the Missing Millions*” media campaign do the undergraduate students in the North – Eastern Nigeria recall?
- ii. What is the attitude of the undergraduate students in the North – Eastern Nigeria to pre-marital sex?
- iii. What change of sexual behaviour has occurred among the undergraduate students in the North – Eastern Nigeria in response to the campaign?

. The study tested this hypothesis:

H₀₁: There is a significant relationship between exposure to “*Find the Missing Millions*” media campaign and change of sexual behaviour among the undergraduate students in the North - Eastern Nigeria.

Conceptual Clarification/Review of Related Literature

Media campaigns are successful technique to tell individuals about where to get reproductive health care Batta (2013, p. 152). Additionally, the term "media" in this context refers to a variety of media platforms, including the internet, social media, print media, television and radio. Therefore, whether an advocate uses a single or different media, it is considered a media campaign. Media campaigns may stand alone or relates to other planned programme like outreaches, and they can be of any duration. When changing attitudes or behaviours is the campaign's objective, a multichannel strategy gives higher chances. Specific changes in attitude or behaviour are more likely to be reinforced when the media sets an agenda and enhances the frequency and depth of interpersonal debate about a particular subject of concern within a person's social network (Wakefield, Loken, &Homik, 2010).

The involvement of a media outlet in an advocacy campaign does not, however, imply that the message of the campaign will be automatically understood and accepted. Consequently, the message must be persuasive and presented in a way that the target audience can see, hear, read, and comprehend. The messages should also provide the audience a list of advantages that would transform their lives and also modify their behaviours (Mefamapolus, 2008, p. 196),

For the purpose of simplicity, "mass media" refers to the printed media, the broadcast media and the new media. The media is considered "mass," when it employed technical instruments or technology to connect with their audience members who are dispersed, remote, and of different demographics (Anyanwu, 2015). The speed of digital media has also reduced the delay response of mass media, and with the rise of the internet and the popularity of social media among users, the main distinction between mass media and interpersonal communication appears to be what Anyanwu (2015, p. 31) called the absence of "being in the flesh." Therefore, any health promotion that uses the aforementioned communication channels to disseminate information is referred to as a "mass media health campaign" (Batta, 2013).

Anibueze (2008, p. 189) describes the mass media's role in population health campaigns as "information providers, educators, and guides, directing and redirecting thought, behaviour, or activity, and as agents of change." Furthermore, mass media messages are more likely to be accepted than an idea from an individual (Anibueze, 2008). Health campaign organisers often combine education with the chance to take part in disseminating health messages via public awareness. Such a campaign aims to raise awareness, alter attitudes, promote healthy habits, and persuade people to engage in advised activity. Consequently, a health campaign may be viewed as global in nature when it has global significance.

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In the same vein, attitudes, according to Jonah (2015: 90), are "the way individuals perceive situations that they find themselves in at a given time and place." Zimbard (1980), cited in Nwodu (2008:7) describes attitude as an individual's predisposition or state of mind caused by a response expression toward themselves, another person, a location, an event, or a problem. This responsive expression then impacts the individual's cognition and behaviour. Combining the aforementioned meanings, "attitude" now refers to a favourable evaluation that could affect someone's response to a certain person, group of people, or pressing situation. An individual's inclination and/or attitude toward a certain topic or concern are influenced by persuasion and social norms. Jonah (2015) argues that through persuasion, a person may be persuaded by information and ideas presented to him/her and when this happens, attitudes are altered. He further submits that a person might readily alter their attitude toward something or acquire an opinion about it when they see or evaluate a scenario or an occurrence.

On the other hand, pre-marital sex, means sexual behaviour with a partner of the same or opposite sex before being married. According to Abdissa, Addissie, & Selfu (2017), the phrase is most often used in reference to sex outside marriage. The Bible employs the term "fornication" to describe various extramarital sex acts (1 Thessalonians 4:3). People who engage in sexual activity before marriage are said to be having pre-marital sex. Pre-marital sex was seen as a moral concern in several cultural and religious contexts. Premarital sex is, nevertheless, increasingly tolerated in several contemporary societies, notably in the Western world, including the United Kingdom and the United States. Premarital sex is seen as unwelcome in Muslim countries including Indonesia, Egypt, Jordan, Pakistan, and Malaysia, with each country having 90% disapproval compared to the western world's 10% condemnation. Some societies in Africa, particularly Nigeria, accept sexual activity between consenting unmarried adults (JW.ORG, 2020).

Several studies exist suggesting that there is a connection between premarital sex and exposure to STIs. For instance, Batta (2013) asserts that among other things, sexually transmitted diseases (STDs), complications from abortions, unintended pregnancies, and even mortality are some of the reproductive and sexual health hazards that young people face. This finding supports Kiragu's (2001) finding that young people in underdeveloped African nations seldom use condoms when having sexual intercourse (cited in Agbanu et al., 2008). These therefore, made the young adult exposed to sexually transmitted diseases like HIV/AIDS and hepatitis B virus.

Additionally, Ghebre, Michael & Finkelman (2013) asserts that there is a connection between pre-marital sex exposures to female sexually transmitted illnesses in their investigation of the impact of pre-marital sex on STIs and high-risk behaviours. The research also found that those who started having relationships at a young age had a higher chance of contracting STIs. They also assert that there is a link between exposure to sexual activities and the risk of contracting STIs

On the influence of media health campaign on target population, Nwodu (2008) argues that HIV/AIDS "Zip - Up" campaign on billboards in Nigerian tertiary institutions changed the students' attitude toward pre-marital sex and decreased the likelihood of students contracting STIs or STDs. He also argued that the number of students engaged in illicit sex has greatly decreased after exposure to the campaign, which means that the campaign had significance positive influence on the students.

Ufuophu-Biri (2008) praises the broadcast media for its significant contribution to raising public knowledge of HIV/AIDS and changing the attitudes and behaviours of the respondents. He further submits that following exposure to the campaign on television and radio, which emphasize the risks of contracting and transmitting HIV/AIDS, the respondents' views about illegal sexual behaviour improved.

Empirical Studies

Franklyn (2021) examined the sexual transmission of hepatitis B virus, an epidemiological considerations and implications for control with vaccine. The aim of the study was to establish the extent to which hepatitis B can be transmitted through sexual intercourse in both developed and developing countries. The study population comprises the American, Canadian and Asian homosexual men. The study adopted qualitative research design. The paper recommended that the use of condoms, diagnoses and treatment would further reduce the sexually transmitted hepatitis B among men and women. The study also recommended hepatitis B virus vaccination program for all countries which should include prevention of perinatal infection. The current study is similar to this study in area of subject of inquiry while the point of divergent is in the area of methodology.

Adekunle, Ndububa, Ayodeji, Paul-Ado & Folorunsho (2010) investigated the sexual transmission of hepatitis B virus among blood donors in a Tertiary hospital in Nigeria. The study aimed at determining the prevalence of sexual transmission of the virus among the Nigerian population. A cross-sectional method was adopted for the study. The study population consisted of 234 blood donors in tertiary institutions in Nigeria. Questionnaire was employed as research instruction through which data for the study was obtained. Data for the study was analyzed and frequencies and percentages and mean and standard deviations were obtained. The Chi-square test was also used to test and compare the variables. Findings from the study revealed that 40 participants tested positive to HBV. Result from the study further revealed that the prevalence of HBV among those with multiple sex partners was 20%. This study shares similarity with the current study in aspects of subject of inquiry and instrument of data gathering. However, the current Study was a complete department from this study with respect to the population, research design, and objective of the study and method of data analysis.

Marcus, et al. (2017) evaluated the viral hepatitis in female sex workers using the Respondent-Driven Sampling. The aim of the study was to estimate the

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prevalence of hepatitis B and C virus infection in genotypes and analyze the risk factors for the markers of exposure to hepatitis B virus in sex workers in a region of intense sex trade. The study adopted a cross-sectional design. The study population comprises 402 female sex workers. Respondent-Driven Sampling was used as instrument for data collection. Interviewed was also employed in the study for generating more data. Respondent-Driven Sampling Tools version 5.3 and Stata 11.0 were used for analyzing the

data for the study. Findings from the study revealed that sexually transmitted infections were associated with positivity for hepatitis B virus. The study concluded that the more investment in prevention programs for sexual and drug-related behaviours, as well as effort to vaccinate this population against hepatitis B, the more the decline in prevalence of hepatitis among female sex workers. This study was a complete departure with the current study particularly in the area of population of the study, research design, sampling method, research instrument and method of data analysis. The only point of convergence is hepatitis B and pre-marital sex.

Oluwapelumi, Akinseye & Adewumi, (2018) assessed the prevalence of hepatitis B and C virus antibodies among students involved in risky sexual behavior in Nigerian tertiary institutions. The aim of the study was to determine the incidence of hepatitis B and C antibodies in the study population. The study employed survey as research design while structured questionnaire was used to obtain data on sexual behaviour of the target population. The sample size for the study was 91 students. Multistage sampling procedure was adopted. Findings from the study revealed that the incidence of hepatitis B and C virus antibodies among the students involved in risky sexual behaviour was 23.1%. The study also revealed a higher prevalence rate of hepatitis B virus among students that were between ages 16-20. Results also showed that students involved in risky sexual behaviour were at high risk of hepatitis B virus infection particular among students with multiple sex partners. The study recommended enlightenment campaign across the tertiary institutions against risky sexual behaviour that exposed the students to hepatitis B viral infection. The study is very relevant to this study because they share similar case study and methodology. However, the aim of this study was not to determine the prevalence of hepatitis B and C Virus antibodies but rather to measure the influence of hepatitis B media campaign on the students attitudes towards pre-marital sex.

Now, based on the literature reviewed so far, there is no known reliable study on hepatitis B media campaign among undergraduate students in the North East Nigeria that is linked to pre-marital sex among health communication scholars or scholars from other related field of study. Giving this gap, therefore, the study sought to bridge the gap in knowledge by investigating the influence that *Find the Missing Millions* media campaign would have had on students’ attitude towards pre-marital sex in North-Eastern Nigeria.

Theoretical Framework

The study adopted Agenda Setting Theory, Social Judgment Theory and Elaboration Likelihood Model (ELM) as its theoretical framework. Agenda Setting Theory was propounded by Max McCombs and Donald Shaw in 1972. The basic tenet of the theory is that the media set agenda for the public to follow. The theory has it that most of the picture we store in our heads, most of the things we think or worry about, most of the issues we discuss are centred around what we heard, read, or listened or watched on different mass media (Asemah, Nwammuo & Nkwam-Uwaoma, 2016, p. 73). The theory argues that the media may not tell us what to think, but may tell us what to think about. In relating agenda setting theory to this study, the media has the power to draw the undergraduate students' attention to *Find the Missing Millions* media campaign to the extent that the student will think about the consequences of indulging in pre-marital sex which is contracting STIs like hepatitis B infections and consequently have a positive change of attitude towards pre-marital sex.

Meanwhile, Social Judgment theory was propounded by Muzafer Sherif, Carolyn Sherif and Carl Hovland in 1961. The theory hinged on the internal processes of an individual judgment informed by communicated messages and the primary objective of persuasive messages or communication is attitude change which the theory sought to identify the conditions that could facilitate when this change takes place and predict the direction and the extent of the attitude change (Asemah, et al. 2016, p.133). The following are basic assumptions of Social Judgment Theory:

1. Attitude is a continuum with gradations ranging from "most acceptable" to "most unacceptable";
2. People tend to distort incoming information to fit their categories of judgement;
3. The areas encompassing these gradations are known as "latitudes": a latitude of acceptance, latitude of non-commitment and latitude of rejection;
4. A person's personality on a given topic depends on where that topic falls on his/her attitude continuum;

Social Judgment Theory was promising because it revealed that for *Find the Missing Millions* media campaign to have influence on the students' attitudes towards premarital sex, the campaign to have a change in attitudes towards premarital sex, the campaign message should be tailored towards latitudes of acceptance and ensure that the students' opinion regarding the campaign message does not fall within latitudes of rejection or non-contentment.

Also, Elaboration Likelihood Model (ELM) was propounded by Richard E. Petty and John Cacioppo in 1979/1986. According to Asemah et al (2016, p. 137), the main tenets of Elaboration Likelihood Model are expressed thus:

- i. Attitude affect behaviour by guiding decisions and that attitude result majorly from persuasion;

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- ii. Central and peripheral route and the two routes to persuasion and an individual level of elaboration determines the degree to which an individual can be influenced by the message presented;
- iii. When people are motivated and are capable of elaborating upon a message, they may possibly choose the central route or better still utilize the peripheral route;
- iv. Changes in attitudes can take place with both the central and peripheral route.

In linking Elaborative Likelihood Model to the study, the influence that *Find the Missing Millions* media campaign would have on the potential millions depends on which processing route the campaign follows.

Methodology

The study employed survey as research design. The population of the study comprises 65,708 undergraduate students across the north Eastern Nigeria. Sample size of the study was determined by Taro Yamane formula for sample size determination. The study adopted multistage sampling technique. At the end of the sampling procedures, the following universities were picked for the study: University of Maiduguri, Federal University Wukari, Gombe State University, Yobe State University, and American University Yola. Questionnaire was used as instrument of data gathering while data derived from the field were analyzed using the Statistical Package for Social Sciences (SPSS) version 2.3 and the results were presented in tables showing frequency and percentage of variables. Also, descriptive statistics were used to show the relationship between variables. Explanation Building Model was employed in analyzing data generated from FGDG.

Data Presentation and Analysis

The researcher distributed three hundred and ninety-three (393) copies of the questionnaire to the respondents. However, three hundred and eighty-seven (387) copies of the questionnaire were returned, analyzed, and presented as follows:

Table 1: Respondents’ Understanding of “Find the Missing Millions” Media Campaign

| Variable | Frequency | Percentage |
|---|------------------|-------------------|
| Hepatitis B mode of transmission | 96 | 24.8 |
| Dangers of having unprotected sex | 19 | 4.9 |
| Effect of having multiple sex partners | 21 | 5.4 |
| Pre-marital sex leads to hepatitis B infection | 76 | 19.6 |
| Dangers of pre-marital sex | 175 | 45.2 |
| Total | 387 | 100 |

From the above table, the respondents indicate that *Find the Missing Millions* media campaign is primarily about pre-marital sex and its attendant effects.

Table 2: Respondents' Sexual Engagement with Partner (s)

| Variable | Frequency | Percentage |
|--------------|------------|------------|
| Yes | 265 | 74.4 |
| No | 86 | 24.2 |
| Neutral | 5 | 1.4 |
| Total | 356 | 100 |

Result from this table indicates that majority of the respondents acknowledge having sexual affairs with the opposite sex

Table 3: Respondents Engagement in Pre-marital Sex after Exposure to "*Find the Missing Millions*" Media Campaign

| Variable | Frequency | Percentage |
|--------------|------------|------------|
| Yes | 204 | 77 |
| No | 62 | 23 |
| Total | 266 | 100 |

This table indicates that an overwhelming majority of the respondents (77%) engage in sexual activities even after exposure to "Find the Missing Millions" media campaign.

Test of Hypothesis

Ho₁: There is no significant relationship between exposure to *Find the Missing Millions* media campaign and change of sexual behaviour among undergraduate students in the North Eastern universities

Table 4: Exposure to "*Find the Missing Millions*" Media Campaign and Change of Sexual Behaviour among Undergraduate Students in the North Eastern Nigeria

| ANOVA | | Sum of Squares | Df | Mean Square | F | Sig. |
|--|----------------|----------------|-----|-------------|------|------|
| Did you engage in pre-marital sex after exposure to <i>Find the Missing Millions</i> campaign? | Between Groups | .220 | 1 | .220 | .835 | .361 |
| | Within Groups | 101.444 | 385 | .263 | | |
| | Total | 101.664 | 386 | | | |
| If yes, Why? | Between Groups | 2.622 | 1 | 2.622 | .849 | .358 |

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| | | | | | | |
|-------------|----------------|---------|-----|-------|--------------|------|
| | Within Groups | 848.887 | 275 | 3.087 | | |
| | Total | 851.509 | 276 | | | |
| If no, Why? | Between Groups | .537 | 1 | .537 | 1.148 | .285 |
| | Within Groups | 180.104 | 385 | .468 | | |
| | Total | 180.641 | 386 | | | |
| | Total | | | | 2.852 | |

Source: Author’s Computation using SPSS Version, 23, 2022.

Table 4.24 shows that pre-marital sex after exposure to *Find the Missing Millions* campaign still prevailed among undergraduate students in North-Eastern Universities because the analysis indicated that F-value of 0.835 was less than 2-critical value. It also shows that P-value of 0.361 was greater than 0.05 as decision rule stated. Therefore, the study accepts the null hypothesis and rejected the alternate hypothesis that there was significant relationship between exposure to “Find the Missing Millions” media campaign and change of sexual behaviour among undergraduate students in the North Eastern universities in Nigeria

Discussion of Findings

On how much of the campaign the students recalled, findings from Table 1 indicated that 175 (45.2%) of the undergraduate students in the North-Eastern Nigeria recalled that the campaign was about the dangers of pre-marital sex, 76(19.6%) remembered that pre-marital sex leads to hepatitis B infection, 95(24.8%) recalled that the campaign was about hepatitis B mode of transmission while 19(4.9%) said the campaign was on dangers of unprotected sex and 76(19.6) indicated that the campaign hinged on the risks of having multiple sexual partners. The results from FGDC revealed similar findings because the participants said they remembered that the campaign educated on ways to be infected by the virus which was through sexual intercourse especially with multiple partners and through the use of sharp objects like needles. One of the male participants said “I was surprised to realize that hepatitis B virus could be contracted through ordinary kissing with an infected partner(s)”. The import of this is that the majority of the undergraduate students understood the campaign message which explained why they could easily recall the content of the campaign. These findings buttress Anibueze’s (2008, p. 196) argument that “no matter the channel of communication employed in an advocacy, the message must be effective and delivered in a way that the target audience can see, hear, read and understand the communicated message.” Batta (2013) also affirmed this submission when he argued that health communication is understandable if the language used and the format adopted is easily understood.

In the same vein, the study revealed that the undergraduate students in the North- Eastern Nigeria were favourably disposed to pre-marital sex. Table 2 indicated that out of the total number of the respondents, 74.4% engaged in pre-

marital sex against 24.2% indicated that they did not engage in pre-marital sex before. Similarly, majority of those who participated in the FGD acknowledged having sex with partner(s). Some of the participants said “Most of our friends are having sex with their partners.” However, few of the participants said they had never had sex in their lives. The above finding supported Agbanu et al.’s (2008) earlier stance that pre-marital sex, casual sex and unsolicited sex are common practice among undergraduate students in Nigeria, regardless of the fact that they are aware of associated risks.

Findings from the study also showed that there was no significant change of attitude towards pre-marital sex among the undergraduate students in the North-Eastern Nigeria. Table 3 confirmed that majority of the undergraduate students in the North-Eastern Nigeria 204 (76.6%) still engaged in pre-marital sex after being exposed to the campaign. This outcome is in tandem with findings from the FGD which revealed that the participants that were co-habiting still engaged in pre-marital sex even after exposure to the campaign. The FGD further showed that some of the participants affirmed that they were not using any form of protection when having sexual intercourse with partner(s). This outcome confirmed that there was no significant change in sexual behaviour of majority of the undergraduate students in the study area.

From these findings, it was obvious that “*Find the Missing Millions*” campaign message fell mainly within the students’ latitude of rejection because the majority of them did not receive and act on the communicated message (dangers of pre-marital sex) as intended by the campaign. This explained one of the tenets of ELM that people compare the information they receive with their pre-existing beliefs or views and decide whether to accept or reject the campaign message. By extension, it would appear that “*Find the Missing Millions*” campaign message was not persuasive enough in convincing the students to adopt the advocated message. One of the advantages of having the campaign pass through the central route as posited by ELM was for the advocated message(s) to be enduring, sustaining and resistant to counter argument thereby predicting behaviour.

Conclusion/Recommendation

Based on the foregoing, it can be deduced that “*Find the Missing Millions*” media campaign among the undergraduate students in the North-Eastern Nigeria does not have significant influence on the students’ attitudes towards pre-marital sex. Though the undergraduates’ students recalled virtually all aspects of the campaign, they are still favourably disposed to pre-marital sex because findings from the study shows that the students engaged in pre-marital sex even after exposure to the campaign. It is therefore, concluded that “*Find the Missing Millions*” media campaign had a minimal influence on the undergraduate students’ attitude towards pre-marital sex because the campaign did not utilised the central route to persuasion but rather, relied on the peripheral route to persuasion which did not yield enduring change of attitude.

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- i. Aspects of the campaign that focus on the dangers of pre-marital sex should be emphasized in the campaign
- ii. The campaign planners/supporters should discourage the students from being favourably disposed to pre-marital sex particularly among the undergraduate students in the North-Eastern Nigerian.
- iii. *Find the Missing Millions* media campaign Should be tailor towards central route to persuasion thereby achieving a significance change of attitude towards pre-marital sex among the undergraduate students in the North Eastern Nigeria

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