SOCIAL MEDIA AND OPINION MOULDING ON COVID 19 VACCINES: A STUDY OF RESIDENTS OF IKORODU, LAGOS STATE

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CERTIFICATION

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DEDICATION

This research work is dedicated to God Almighty for his love, mercy and grace upon my life and it is due to his Great help I finished this Research.

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ABSTRACT

Social media platforms have not only arisen as a tool for connecting with friends and family, but posts and trends on social media can assist the transmission of Covid-19 news to the audience, serving as a means of informing the public or providing accurate reports to them. The purpose of this study was to determine the extent to which Ikorodu residents used social media as a source of information on Covid-19 vaccines. The study made use of Online Questionnaire for the collection of data from 400 respondents who were conveniently

sampled. The collected data was analysed and the results were presented through tables, frequencies, percentages, and narratives. The Research findings of this study revealed that despite the fact that the majority of the residents were influenced by social media, it did not help the residents to know about Covid-19 Vaccines. The study further revealed that Covid-19 death rate were extremely massive due to too much of false news and information on this medical issue. The study recommends that the government should adopt sponsored posts and trends mechanism, Encouragement for citizen journalism training is also recommended.

CHAPTER ONE

INTRODUCTION

1.1 Background of The Study

Covid-19 vaccinations were developed solely for the purpose of treating or eliminating the Covid-19 virus. It came in the form of a drug that may be given to those who are sick in order to treat them, as well as to those who are not affected in order to prevent them from infection and keep them safe. Over the course of the epidemic, Covid-19 has become a hot topic at the crux of misinformation. According to Fara et al, (2022) social media has spread

misinformation about Covid-19 and this poses a serious problem to the health of the public. Many people think that they have their choices either to take the vaccine or not, especially with regards to the issue of violent reactions from the vaccine. Enforcing Covid-19 vaccines is said to be beneficial to the public. In order to tackle the pandemic, strict measures were put in place all around the world, measures such as restriction on travelling and among people restriction began to come into force alongside hand washing techniques. Effective information is needed to ensure that people have the understanding of how to protect themselves from the virus (Fara et al, 2022).

However, contemporary anti-vaccination opinion tends to concentrate on the high class, the learned political association systems. Though the Social media platform has created a means for global communications, the while providing an unprecedented capacity for the public to communicate, Reconciling principles of free speech with the policing of social media for circulating falsehood remains a conundrum for democracies. These measures were put in order to slow down the spread of information on the virus. It was clear that initial restrictions were not enough to stop the Covid-19 transmission. A good number of the public especially the youths believe the conspiracy theory about the Covid-19 vaccine from the social media (Fidelia et al, 2022).

Quickly, restrictions in most regions became harsher with the UK enforcing a stay at home rule on the 26th of March, 2020. Many European countries implemented their own national lockdown which other continents imitated. By the 2nd of April, 2020, the total global Covid-19 cases had risen up to 1 million. The first official case of Covid-19 is dated back to 31st December 2020. Vaccinating the general public against Covid-19 is crucial, yet many people are still unwilling to get vaccinated.

Aside from known reasons such as perceived vaccine safety or Covid-19 vaccine risk, an unnoticed element leading to vaccine hesitation may be moral cognition. The number of discouraging groups on social media is disturbing. Studies from the early 2000s to the present show that a considerable proportion of vaccine-related contents on prominent social media sites is anti-vaccination propaganda. By drastically reducing the transaction costs associated with communication, social media has a 'long tail' effect, in which the lack of any barrier to entry allows fringe groups to broadcast their message. In the instance of anti-vaccination messaging, an effect similar to that of ethnic outbidding can emerge in which a fringe groups misinformation gains traction not because it is considered credible but because, on the unlikely chance it is correct, the consequences would be terrible. More aggressive marketing of negative repercussions is rewarded, resulting in a spiral of threat met by the public. However, the impact of social media is exacerbated by another factor: the transnational transmission of deception as well as misinformation.

1.2 Statement of problem

Over The Years, the world has advanced in terms of the use of internet-based technologies for the flow of information, and as a result of the advancement of digital technology, it has become very easy to disseminate information through the use of social media sites such as Facebook, Twitter, and WhatsApp, among others. Despite the fact that technology has greatly aided in alerting the public about Covid-19 vaccinations via various social media platforms, much incorrect information has been disseminated. A number of social media platforms were used massively during two historical events which did not affect only Nigeria but other neighbouring countries as well. The first was Ebola of 2014 and Lassa-Fever of 2017 during these two historic events, every social media platform was actively seen as source for informing, which was not at all perfect in its reportage. For instance, the Covid-19 vaccine which came about in 2019 was not well reported on social media as at 2019 but was later

reported by the social media from the early 2020. Therefore, the kernel of this study is to ascertain the influence of social media messages on Covid-19 vaccination opinion moulding amongst the residents of Ikorodu, Lagos State.

1.3 Objective of study

The general objective of this study is to determine the influence of social media messages on Covid-19 vaccination and opinion moulding amongst the residents of Ikorodu, Lagos State, while the specific objectives are to:

1. to find out the level of awareness creation on social media about Covid-19 vaccination.
2. to assess the contribution of social media in building the social consciousness concerning Covid-19 vaccines.
3. to ascertain the extent to which social media encourage people to take Covid-9 vaccine
4. to verify what people share on social media about Covid-19 vaccination

1.4 Research questions

1. What is the level of awareness creation about Covid-19 vaccination on social media?
2. To what extent do social media contribute in building social consciousness about Covid-19 vaccines?
3. To what extent do social media encourage people to take Covid-9 vaccine?
4. What nature of news do people share on social media about Covid-19 vaccination?

1.5 Scope of the study

The study would be conducted in the Ikorodu LGA, Lagos State. This study would also focus on those who were affected by the pandemic so as to understand their thought about Covid-19 vaccination. The research will make advantage of Questionnaire for effective information gathering.

1.6 Operational Definition of Terms

1. Vaccination: This is the act or method of vaccination by delivering a vaccine therapy to produce immunity against a disease.

2. Social Distancing: The practice of limiting physical contact with other individuals, particularly to avoid contracting or transferring an infectious disease.

3.Cognition: the mental action or process of gaining information and comprehension through reasoning, experience, and the senses

4. Vaccine Mandate: A substance that is frequently injected into a human or an animal in order to protect against a certain disease as a result of a legal order or decree.

5. Social Media: These are forms of electronic communication that are used for social networking and microblogging, in which users form online groups to share information.

6. Lockdown: This is the temporary isolation of a certain group of people for security, health, and national security reasons.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The aim of this chapter is to review the conceptual, theoretical and empirical literature of other researchers that concern Social Media and opinion moulding on Covid-19 vaccines.

2.2 Conceptual review

1. The concept of Social media platform

(A) Twitter

(B) Facebook

(C) Instagram

(D) YouTube

(E) TikTok

(F) Telegram

(G) WhatsApp

2.The idea of Covid-19 vaccines

2.2.1. Social media concept

Media is an instrument used for communication, Social media is the term often used to refer to new forms of media that involve interactive participation. There are many Social networking sites such as twitter, Facebook, Instagram, YouTube, TikTok, Telegram, WhatsApp which can be used through mobile phones, Personal Computer P C and other internet abled devices. The evolution of media is frequently separated into two distinct eras: the broadcast era and the interactive era. During the broadcast era, media was nearly entirely centralized, with one institution such as a radio or television station, newspaper corporation, or film production studio disseminating messages to a large number of people. Feedback to the media was frequently indirect, delayed, and impersonal. Individuals communicated with one another on a much smaller scale, usually through personal letters, phone calls, or on a somewhat wider scale through means such as photocopied family newsletters. With the emergence of digital and mobile technologies, large-scale interaction became easier for individuals than ever before. As a result, a new media age was formed, with interactivity at the centre of new media functions. According to Manning (2014), with the aid of social

media, one person can now speak to many and instant feedback was a possibility, citizens and customers used to have restricted and rather muffled voices, but now they can communicate their thoughts with a large number of people. Due to minimal price and accessibility of new technology, individuals now have more alternatives for media consumption than ever before, and instead of only a few news channels, they may seek information from multiple sources and converse with others about the material provided about Covid-19 vaccine. At the core of this ongoing revolution is social media. The characteristics, common forms, and common functions of social media are explored here. Most social media platforms use some kind of digital platform, whether mobile or stationary to share messages about Covid-19 vaccine.

Two common characteristics contribute to the definition of social media. For starters, social media allow for some kind of participation. Even if social networking platforms like Facebook offer passive observation of what others are sharing, social media is never fully passive. Typically, a profile must be built at the very least to allow for the beginning of the potential for engagement. That characteristic alone distinguishes social media from traditional media, where personal accounts are not the norm. Second, and in line with their participatory nature, social media involve interaction. This interaction can be with established friends, family, or acquaintances or with new people who share common interests or even a common acquaintance circle. Although many social media were or are initially treated or referred to as novel, as they continue to be integrated into personal and professional lives they become less noticed and

more expected. New media can be used for different reasons and they are: social blogs, wikis, videos, micro blogging, social book, podcasts, web blogs, internet forums, pictures. E t c. All these channels could be used for messages on Covid-19 pandemic and were used.

2.2.2.1. Twitter

Twitter is a widely used free social networking tool that allows people to share information, in a real-time news feed (Mistry, 2011) through posting brief comments about their experiences and thoughts (Bristol et al, 2010). Public messages sent and received via Twitter — or ‘tweets’ — are limited to no more than 140 characters and can include links to blogs, web pages, images, videos and all other material online. Despite the brevity imposed by this media tool, Twitter use is extensively used in a wide variety of 'Thousands of academics and researchers at various levels of expertise and across all disciplines. Currently people use Twitter every day,' according to Mollett et al (2011). Therefore, it is a good avenue for Covid-19 vaccination.

2.2.2.2 Facebook

FaceMash was founded in 2003 by Mark Zuckerberg and his friends Eduardo Saverin, Dustin Moskovitz, and Chris Hughes; Mark Zuckerberg wrote the software for the Facemash website while in his second year of college. The website was created as a type of "hot or not" game for Harvard undergraduates. Visitors may compare two students' photos side by side and vote on who they thought was more appealing. In January 2004, Zuckerberg began writing code for a new website called "TheFacebook," inspired by an editorial in the Harvard Crimson about Facemash that stated, "It is evident that the technology required to establish a centralized Website is readily available... the benefits are numerous." After meeting with Harvard student Eduardo Saverin, both agreed to contribute $1,000 in the site. On February 4, 2004, Zuckerberg debuted it as Facebook, which was originally located at thefacebook.com. Boyd, Danah, Ellison and Nicole (2007). Facebook now is the centre of every information including on Covid-19 vaccination.

2.2.2.3 YouTube

Chad Hurley, Steve Chen, and Jawed Karim launched YouTube while working for PayPal. Hurley studied design at Indiana University of Pennsylvania before joining PayPal, and Chen

and Karim studied computer science together at the University of Illinois in Urbana Champaign. YouTube's first headquarters were located above a pizzeria and a Japanese restaurant in San Mateo, California. The domain name "YouTube.com" was registered on February 14, 2005, and video upload capabilities were added on April 23, 2005, after Chad Hurley, Steve Chen, and Jawed Karim nicknamed it "Tune in, Hook Up." The concept was an internet dating business that ultimately failed but had an excellent video and posting platform. YouTube has been rebuked for several areas of its business. YouTube is now utilized for many types of information transmission, including Covid-19 immunization.

2.2.2 The Idea of Covid-19 Vaccines

Almost one billion people in low-income countries are unvaccinated. Only 57 countries, almost all of which are wealthy, have inoculated 70% of their people. In numerous nations, we see insufficient political commitment to vaccination rollout. This was affected by the early lack of governmental commitment to equal vaccine availability, as well as vaccine apprehension caused by misinformation and deception from the media. WHO's primary focus is now on assisting countries in converting vaccines into vaccinations as quickly as feasible.

What the needs for Covid-19 vaccination?

• Vaccines can protect against infectious diseases. Vaccines prevent diseases such as measles, polio, hepatitis B, influenza, and many more.

• When the majority of people in a community are immunized, the pathogen's capacity to spread is constrained. This is referred to as 'herd', 'indirect', or 'population' immunity.

• When a large number of people have immunity, it indirectly protects those who cannot be vaccinated, such as those with compromised immune systems.

2.2.3 Fake news and Covid-19

With the appearance of Covid-19 vaccines, it is worth considering whether their administration should be kept voluntary, which raises the question of how far individual

freedom may and should override the common societal benefit. On the one hand, this is a question rooted in community values (for example, in the United States, the value of individual sovereignty and total autonomy is deeply entrenched), and on the other, the concept of public health and the measures and institutions required to care for it, necessitating an examination of how to make the corresponding regulations compatible with the individual values described.

The situation that arose following the outbreak of Covid-19, with lockdown measures and extra time for the generation, circulation, and reading of all types of news, has been the ideal breeding ground for the development of conspiracy theorist positions, conspiracy theories, and fake news (FN), which have sown turmoil in a segment of the population that is facing a change in the social paradigm established after World War II and that appeared immutable. The issue gets worse when professional experts publicize misinformation or opinions that contradict the flow of evidence-based information, because the opinions of scientists, doctors, and other health experts are generally regarded as very trustworthy (Julio Emilio Marco-Franco, Pedro Pita-Barros, David Vivas-Orts, Silvia González-de-Julián, and David Vivas-Consuelo 2021). (International Journal of Public Health and Research), However, political action must be based on effective global governance, and good governance necessitates public legitimacy, which becomes difficult when negative opinions without a scientific basis develop and are even advocated by some health experts.

This study examines the topic on mandatory vaccination in the face of misinformation about Covid-19, fake news, and vaccine myths, with a focus on those promoted by healthcare professionals or experts, as well as the legal foundations for future regulatory control and population approval. Vaccinating the general public against Covid-19 is crucial for pandemic recovery, yet many people are still unwilling to get vaccinated. Aside from known concerns

such as perceived vaccine safety or Covid-19 risk, an unnoticed element leading to vaccine hesitation may be moral cognition it is a prediction that one element fuelling reluctance is perceived moral reproach: the perception among unvaccinated persons that vaccinated people see them as immoral. It was discovered that greater perceived moral reproach independently predicted increased refusal to get vaccinated against Covid-19, over and above other relevant variables, in a highly powered, preregistered sample of unvaccinated U.S. adults (total N = 846). Perceived moral reproach was the fifth strongest predictor among the 22 examined, stronger than perceived risk of Covid-19, underlying health condition status, and faith in science. These findings imply that taking into account the intersections of morality and upward social comparison may aid in explaining vaccine hesitation. Covid-19, which became a pandemic on March 11, 2020, has devastated social and economic systems around the world, killing and upheaving far too many people. After more than a year of hurdles and signals of despair, the distribution and adoption of Covid-19 vaccines provides tremendous hope. Vaccinating as many people as possible is essential for nullifying this pandemic, lowering the dangers of new variations and future outbreaks, and increasing everyone's health and safety. However, resistance to vaccination remains prevalent. For example, while roughly two-thirds of adults in the United States have gotten at least one Covid-19 vaccine dose (CDC, 2021), the Center for Disease Control estimates that the remaining 21-34% will never be vaccinated (Murray, 2021; Neergaard and Fingerhut, 2021).

Condemning people for refusing immunizations may appear to be an effective technique for establishing prescriptive moral norms that induce behavioural change. However, it is believed that this method may be not only ineffectual, but also ironically harmful in terms of increasing Covid-19 vaccine coverage. We propose, based on viewpoints that combine moral psychology and social comparison theory, that when people feel morally convicted for refusing a Covid-19 vaccination, they become less likely to get vaccinated. Humans benefit

from the ability to set moral norms and reject those who violate those norms as social animals; these moral cognitions are critical to suppressing selfishness and boosting cooperation in group life (Ellemers and van Den Bos, 2012; Tomasello & Vaish, 2013). People are compelled to reject moral transgressors, just as they are motivated to reject self-righteous do-gooders who appear to hold the moral high ground (Cramwinckel et al., 2013; Minson and Monin, 2012; Monin et al., 2008). Yet just as people have a basic motivation to reject moral transgressors, people are also motivated to reject self-righteous do-gooders who appear to take a moral high ground

(Cramwinckel et al., 2013; Minson and Monin, 2012; Monin et al., 2008). According to Monin's (2007) theory of upward moral comparison, upward social comparisons in the moral domain are particularly psychologically threatening, and individuals may react defensively when they feel as though others are looking down upon their morality. (Minson & Monin, 2012). A way to defend oneself against such perceived moral reproach is to distance oneself from the source of threat (Monin, 2007), which has been shown relevant to healthcare settings. For example, the more strongly people believe a doctor will disapprove of their potentially dangerous practices, the less likely they are to want that person to be their doctor (Howe and Monin, 2017). Furthermore, when smokers face stigma, they may be less likely to quit smoking (Helweg-Larsen et al., 2019). These findings offer evidence for the theory that moral self-image insecurity makes people sensitive to moral failure, which might encourage transfer, distance, and avoidance in reaction to perceived moral criticism (Gausel & Leach, 2011; Monin, 2007). Moreover, when smokers experience stigma, they may actually become less likely to quit smoking (Helweg-Larsen et al., 2019). These findings lend support for theorizing that the precarity of moral self-image makes people sensitive to experiencing moral failure, which in turn can motivate externalization, distancing, and avoidance in response to perceived

moral reproach (Gausel and Leach, 2011; Monin, 2007). In light of these perspectives, we see upward moral comparison as a Covid-19 vaccination reluctance is a plausible cause. We advance that rather than instilling a motivation to get vaccinated, feeling moral reproach from the vaccinated majority may make unvaccinated people less open to receiving a vaccine. We posit that unvaccinated individuals perceiving moral reproach from vaccinated others may defuse this threat and affirm their moral self-image by distancing themselves from vaccinated others and from their message—that is, by resisting getting vaccinated. Marco-Franco, J.E.; Environment Research and Global Health International Journal

2.3 Theoretical Framework

Theories are of great importance when it comes to research works and projects; theories help in the proper explanation of an idea or concept. As a result, the following theories were used to beautify this study.

2.3.1 Framing Theory

The Idea of framing was first proposed by Gregory Bateson in 1972, And according to him, Psychological frames, he said, are a "spatial and temporary bounding of a series of interactive signals" (Bateson, 1972) that function as a sort of meta-communication (Hallahan, 2008). The activity of thinking about news items and story material within familiar context is referred to as framing.

Framing is related to agenda-setting, but it broadens the research by focusing on the substance of the issues at hand rather than a specific topic. The media focuses attention on specific occurrences and then frames them within a context of meaning, according to framing theory Dr Mia Moody-Ramirez 2017. According to framing theory, how something is presented to an audience (referred to as "the frame") influences the decisions people make about how to interpret that information. Frames are abstractions that help to arrange or shape the meaning of a message.

Framing theory suggests how something is presented to the audience (called “the frame”) influences the choices people make about how to process that information. Frames are abstractions that work to organize or structure message meaning. Framing theory states that the media build this frame by providing news items with specified and narrow context. Frames can be used to improve understanding or as cognitive shortcuts to connect stories to the wider picture. While there is a clear conceptual connection between the concept of framing and the concept of agenda setting (Weaver, 2007), the concept of framing is similar to the 'second level' of agenda setting, which "examines the relative salience of attributes of issues according to McCombs (2005) and Ghanem (1997) have described in detail.

These agenda of attribute are called “the second level” which varies from “the first level that has traditionally focused on issues (objects), although the term “level” implies that attributes are more specific than objects” (Weaver, ibid). (Goffman, 1974), under the title of Frame Analysis put forth that people interpret what is going on around their world through their primary framework. This framework is regarded as primary as it is taken for granted by the user. Its usefulness as a framework does not depend on other frameworks. According Goffman (1974) there are two distinctions within primary frameworks: natural + social. Both play the role of helping individuals interpret data. So that their experiences might be understood in the light of a larger social framework. The difference between the two is purely functional. Natural frameworks describe events as physical happenings, taking natural principles literally and not attributing the causation of events to any social influences. Thus, framing refers to "drawing attention to particular features of the subjects of news coverage, as well as the items themselves."

2.3.2 Agenda Setting Theory

The Agenda Setting Theory was first introduced in 1972 in Public Opinion Quarterly by Dr Maxwell McCombs and Dr Donald Shaw This theory came about as a result of research into

the 1968 presidential election, in which Democratic candidate Lyndon B. Johnson was defeated by Republican candidate Richard Nixon. McCombs and Shaw conducted the "Chapel Hill Study." Editors, journalistic workers, and broadcasters all play an essential role in constructing political reality by selecting and displaying news. It is also in this way that the media has impacted people's minds and ideas regarding Covid-19 Vaccines. Since that time, McCombs

and Shaw have expanded on this theory, producing many research articles and even extending the theory to include what they now call Second Level Agenda Setting (Davie, 2011). During the 1968 election, McCombs and Shaw explored Lippmann's idea of imagery by examining the media's agenda and comparing it to the key issues of the undecided voters. What they found was that the voter's agenda highly correlated to that of the news media (McCombs & Shaw, 1972). There are three basic types of agenda setting according to Everett Rogers and J.W. Dearing (1988): public, media and policy agenda setting. Public Agenda setting is concerned with the agenda of the audience, whereas media agenda setting is concerned with the effect of the mass media on the audience. Policy agenda creation, which has occurred mostly ignored by Rogers and Dearing (1988), deals with how media and public agendas might influence the decisions of elite policy makers. This part of the theory has since been explored by other scholars who want to further examine the factors that influence elite policy makers' agendas (Walgrave & Val Aelst, 2006).

Out of these three types, the media agenda setting model has probably taken the most criticism. In the book Approaches to Audiences (2012), David Gauntlett suggests that there a few things wrong with the idea of media effects research First, he claims that the model approaches social problems like violence backwards by blaming the media rather than examining the perpetrator. The argument is also limited in that the blame is solely addressed towards fictitious violence rather than genuine violence depicted in news other serious factual

programming... According to Gauntlett (2012), the concept of media agenda setting is the consequence of conservative

ideology and paranoia. Anyone who listens to or watches conservative news can attest to the incessant barrage of criticism directed at the "liberal media." Model of Audience Effects: When considering agenda formation and the media's influence on an audience, it is necessary to evaluate the audience's tendency for specific beliefs.

According to the audience effects model, the media's coverage of events and issues interact with the audience's pre-existing sensitivities to produce changes in issues concerns. This suggests that an issue will have the greatest impact on an audience that is already highly sensitive to it, although the same issue may have a limited impact on other groups. This explains why, during Covid-19, the news stations were all loaded up with COVID 19 reporting from both legitimate and fraudulent news regarding Covid-19. Another issue that causes variations in the audience effect is the correlation between the public agenda and the media agenda and whether the issue is obtrusive or unobtrusive according to (Walgrave and Van Aelst, 2006). Obtrusive issues are those that affect nearly everyone, such as high gas prices or an increased cost of food at the grocery store. Unobtrusive issues are those that are more distant to the public, like a political scandal or the genocide in Darfur. Research suggests that the obtrusiveness of a problem is determined by the audience's personal experience with the subject. (Walgrave andVan Aelst, 2006).

2.3.2 Empirical Review

Empirical research is research that is based on empirical evidence. It is also a method of acquiring knowledge through direct and indirect observation or experience. Some types of inquiry are more valued by empirical research than others. The record of one's actual observations or experiences, known as empirical evidence, can be analysed numerically or qualitatively. A researcher can answer empirical questions that are clearly defined and

answerable with the evidence obtained by quantifying the information of making meaning of it in qualitative form (usually called data). The research design differs depending on the field and the subject being examined, many researchers combine qualitative and quantitative forms of analysis to better answer questions that cannot be studied in laboratory settings, particularly in the social sciences and in education. in early December 2019, an outbreak of coronavirus disease 2019 (Covid-19) was announced, it was caused by a novel severe acute respiratory sickness coronavirus 2 (SARS-CoV-2) in Wuhan City, Hubei Province, China, The World Health Organization labelled the outbreak a Public Health Emergency of International Concern on January 30, 2020. Globally, 49,053 laboratory-confirmed cases and 1,381 deaths had been reported as of February 14, 2020. Many countries have implemented a range of control measures in response to the perceived risk of disease transmission. A review of information was done to summarize understanding regarding the disease and the present pandemic. in this review of the literature, the causal agent, pathophysiology and immunological responses, epidemiology, disease prediction, treatment and management, control preventions strategies are all reviewed.

2.4 Summary of the literature review

This chapter looked at other academics' and researchers' work in relation to the research investigation. It also investigated theories of mass communication profession that the researcher wanted to apply as a method of addressing the audience on social media moulding of Covid-19 Vaccines.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This Chapter includes information on the research design, study population, sampling method, sample size, data analysis method, and data gathering method used to reach the conclusion.

3.1 Research Design

The overall strategy used to carry out research is referred to as the research design; it defines a succinct and logical plan to tackle established research questions through the collection, interpretation, analysis, and discussion of data. The methodologies and methods incorporated in the design of a study will depend on the standpoint of the researcher over their beliefs in the nature of knowledge and reality often shaped by the disciplinary areas the researcher belongs to. Survey according to Tejumaye (2003) is described as the scientific method of sampling and interviewing people in order to analyse and report what they say on a certain issue. Survey also according to Kothari and Gaurav (2014) is a methodology which is used in cases of descriptive research. One of the common types of research is survey research, it is an effective way of studying behavioural patterns amongst communication audiences and so the research design adopted for this study is survey

3.2 Population of study

Population by definition is the combination of both finite or infinite collection of items under consideration in a study. Therefore, the population of this study are residents of Ikorodu

LGA, Lagos State. The total population of the residents of Ikorodu is 989,000. www.macrotrends.net.

3.4 Sample Size

In calculating the sample size, the Taro Yamane's 95% confidence degree formula was used in this study.

Taro Yamane's formula: n = N/(1+N 〖(e)〗^2)

Where n=sample size

N= total population size

1 is constant

e = the assume error margin or tolerable error which is taken as 5%(0.05)

n= N

1+N(e)2

Where N=989,000

e= (0.05)2 0.0025

n= 989,000

1+(989,000 x 0.0025)

= 989,000

2,473.5

N= 399.8 approximately 400

Since the total population of focus is 989,000 then the sample size is 400. Therefore, 400 copies questionnaire were deemed appropriate for the study.

3.4 Sampling Technique

In statistics, the sampling technique is the process of studying the population by selecting some members of the population to study and make generalization. Cluster sampling was

adopted for this study and it separates the population into groups, multiple clusters for research.

3.5 Research instrument

A research instrument is a tool used to collect data related to your subject. In this study questionnaire was used which contained a series of questions designed by the researcher to obtain adequate information from respondents in order to fulfil the objectives of the study.

3.6 Validity and Reliability of Research Instrument

The word "valid" is derived from the Latin validus, meaning strong. The degree to which a measurement tool (for example, a test in education) measures what it claims to measure is referred to as its validity. The strength of a collection of several sorts of evidence is used to determine validity. (e.g. face validity, construct validity, etc.). The supervisor and several experienced experts in the Department of Mass Communication validated the research instrument (questionnaire) for this study. Validity aids in determining whether the research instrument utilized is appropriate for the study's aims. Reliability is the extent to which research method produces stable and consistent results. Reliability also describes the amount to which a research instrument yields the same results over multiple trials. The reliability was based on the test retest method.

3.6 Method of Data Collection

The method of data collection for this study was through administration of questionnaires. According to Ogunbameru (2003), a questionnaire could be administered online as a mail or handed to the respondent physically. It consists of questions answered by the respondent to help get data for the study.

CHAPTER FOUR

DATA ANALYSES AND INTERPRETATIONS

4.1 Preamble

This chapter concentrated on the presentation, analysis, and interpretation of data gathered through the use of a questionnaire filled out by Ikorodu residents. Data analysis is required to demonstrate the findings of the research conducted, as well as to provide comments on the data collected and reach a conclusion based on the data obtained. Two hundred eighty six (286) respondents responded to the four hundred (400) questionnaires distributed, for a return rate of 71.25

4.2. Socio-Demographic Characteristics of the Respondents

Table 4:2:1 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	132	46.1	46.1	46.1
	Female	154	53.9	53.9	100.0
	Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that 46.1 % of the respondents are male while 53.9% are female.

Table 4:2:2: Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	118	41.2	41.2	41.2
	Married	84	29.4	29.4	70.6
	Separated	43	15.1	15.1	85.7
	Widowed	41	14.3	14.3	100.0
	Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that 41.2% of the respondents are single, 29.4% are married, 15.1% are widowed and 14.3% are widow.

Table 4:2:3: Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Christianity	171	59.79	59.79	59.8
	Islam	84	29.4	29.4	89.2
	Traditional	31	10.8	10.8	100.0

Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that 59.79% of the respondents practice Christianity, 29.4% practice Islam and 10.8% practice Traditional religion.

Table 4:2:4: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20 years	63	22.02	22.02	22.05
	21-26 years	85	29.72	29.72	51.77
	27-30 years	55	19.3	19.3	71
	31-35 years	43	15.03	15.03	86.02
	35 years and above	40	13.98	13.98	100.0
	Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that 22.02% of the respondents are aged between 16-20 years,29.72 % are between 21-26 years, 19.3% are between 27-30 years, 15.03 are between 31-35 years and 13.98% are 35 years and above.

Table 4:2:5: Respondents Use Of Social Media Platform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	196	68.53	68.53	68.54
	No	90	31.46	31.46	100.0

Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that 68.53% of the respondents uses social media platform and 31.46% does not.

4.3 Respondents View on the social media in relation to COVID 19 Vaccine

Table 4:3:1: which is your preferred social media platform

	Frequency	Percent	Valid Percent	Cumulative Percent
Facebook	37	12.93	12.93	17.51
Twitter	50	17.48	17.48	30.44
Instagram	65	22.72	22.72	53.16
WhatsApp	90	31.46	31.46	84.62
TikTok	17	5.94	5.94	90.56
Other	27	9.44	9.44	100.0
Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that 12.93% of the respondents prefer Facebook, 17.48% prefers Twitter, 22.72% prefers Instagram, 31.46% prefers WhatsApp and 5.94% prefers Tiktok while other is 9.44

Table 4:3:2: Respondents Frequency of Use of social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very often	156	54.54	54.54	54.56
	Sometimes	40	31.46	31.46	86.0
	Rarely	90	13.98	13.98	100.0
	Total	161	100.0	100.0	

Source: Field Survey 2022.

Table 4:3:3: Respondents information on COVID 19 Vaccines on social media platform or social media group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	173	60.48	60.48	65.49
	No	113	39.51	39.51	100.0
	Total	161	100.0	100.0	

The table shows that 54.54% of the respondents use social media very often, 31.46% sometimes and 13.98% rarely use social media.

Source: Field Survey 2022.

The table shows that 60.48% of the respondents receive Covid-19 vaccines information through social media while 39.51% did not.

Table 4:3:4. Respondents Receipt of Information on Covid-19 Vaccine update on social media

	Frequency	Percent	Valid Percent	Cumulative Percent
Facebook	79	27.62	27.62	27.65
Twitter	43	15.03	15.03	42.68
Instagram	77	26.92	26.92	69.6
WhatsApp	40	13.98	13.98	83.58
TikTok	10	3.49	3.49	87.07
Other	37	12.93	12.93	100.0
Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that 27.62% of the respondents get updates on COVID 19 vaccine on Facebook, 15.03% on Twitter, 26.92% on Instagram, 13.98% on WhatsApp and 3.49%% on TikTok and Other 12.93%..

Table 4:3:5: Did you go for the COVID 19 Vaccines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	140	48.95	48.95	48.96
	No	146	51.05	51.05	100.0
	Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that 48.95% of the respondents went for COVID 19 vaccine while 51.05% did not.

Table 4:3:6: Did People Around You go for The Covid 19 Vaccines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	165	57.69	57.69	57.7
	No	121	42.30	42.30	100.0
	Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that 57.69% of the people around the respondents went for COVID 19 Vaccine while 42.30% did not.

Table 4:3:7: You were compelled to take the vaccine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	86	30.06	30.06	30.07
	No	200	69.93	69.93	100.0
	Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that 30.06% of the respondents were forced to take the vaccine while and 69.93% were not.

Table 4:3:8: Do you See Covid-19 Vaccines as the solution to Covid-19 Virus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	123	43.00	43.00	43
	No	163	57	57	100.0
	Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that 43.00% of the respondents see the vaccine as a solution to the virus while 57% do not.

Table 4:3:9: To what extent did you research on all Covid-19 Vaccines information you got?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some extent	84	29.02	29.02	29.03
	Little extent	83	22.02	22.02	51.05
	Great extent	63	19.58	19.58	70.63
	No extent	56	29.37	29.37	100.0
	Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that 29.02% of the respondents did research to some extent, 22.02 did little research, 19.58 did research to a great extent while 29.37% did research to no extent.

Table 4:3:10: What social media platform influenced your decision on Taking the Covid-19 Vaccine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	72	25.17	25.17	25.26
	Twitter	42	14.68	14.68	39.94
	Instagram	61	21.32	21.32	61.26
	WhatsApp	30	10.48	10.48	71.74
	TikTok	14	4.89	4.89	76.58
	Other	67	23.42	23.42	100.0
	Total	286	100.0	100.0	

Source: Field Survey 2022.

The table shows that Facebook influenced 25.17% of the respondent's decision to take the Covid 19 vaccine, Twitter influenced 14.68%, Instagram influenced 21.32%, WhatsApp influenced 10.48% and TikTok influenced 4.89%., and the last is 23.42% for Other.

Table 4:3:11: Has Social media influenced your decisions in regards to Covid-19 Vaccines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	142	49.65	49.65	49.66
	No	144	50.34	50.34	100.0

Total	286	100.0	100.0	

Source: Field Survey 2022. The table shows that 49.65% of the respondents were influenced by social media as regards the vaccines while 50.34% were not.

4.4 Discussion of Findings

The discussion in this part was purely based on the fieldwork findings and the conclusions of the four research questions addressed in this study. This section explained each research topic based on the quantitative and qualitative data analysis findings. The following are the findings and interpretations of the analysis:

RESEARCH QUESTION 1: What role is social media playing in raising awareness of Covid 19 in the society?

Table 4.2.1 reveals to us that 46.1% are male while 53.9 are female meaning more of females responded to the questionnaire.

Table 4.2.5: reveals that 196 (68.53%) respondents make use of social media while 90 (31.46%) respondents do not this explains that majority of the residents of Ikorodu make use of Social Networking.

Table 4.2.4: Tells us 63 (22.02%) are from the range of 16-20, 85(29.72%) are from the age range of 21-26, 55 (19.23%) are from the age of 27-30, 43 (15.03%) are from the age range of 31-35 while 40 (13.98%) are from the age range of 35 and above.

Table 4.3.1: shows that 37 (12.93%) respondents indicated that they prefer Facebook, 50 (17.48 %) prefer by indication the use of twitter,65 (22.72%) prefer Instagram, 90 (31.46%)

prefer WhatsApp, 17 (5.94%) prefer TikTok, while other is 27 (9.44%). This means that a higher percentage of the residents of ikorodu make use of WhatsApp

Table 4.3.2: reveals to us that 156 (54.54%) respondents very often make use of social media networking, 40 (31.46%) respondents sometimes use social media, while 30 (13.98%) rarely use Social media.

Table 4.3.3: shows that 173 (60.48%) received messages and information on Covid-19 from different social media platform while 113 did not receive any information on Covid-19 Vaccines from any social media platform.

RESEARCH QUESTION 2: **What function or contribution does social media play in raising public awareness of Covid-19 vaccines?**

Table 4.3.4: reveals to us that 79 (27.62%) of respondents make use of Facebook, 43 (15.03%) respondents use twitter, 77 (26.92%) make use of Instagram, 40 (13.98%) respondents make use of WhatsApp, 10 (3.49%) make use of TikTok while 37 (12.93%) is other and for this the highest is Facebook

Table 4.3.5: shows that 140 (48.95%) went for the Covid-19 Vaccine while 146 (51.04%) did not go for the Covid-19 Vaccine

Table 4.3.6: shows that 165 (57.69%) of people around the respondents of Ikorodu went for the Covid-19 Vaccine while 121(42.30%) of them did not go

RESEARCH QUESTION 3: To what extent did Social media serve as a good platform for informing People on Covid-19 virus and Covid-19 Vaccine?

Table 4.3.7: shows that 86 (30.06%) of respondents were forced to take the vaccine while 200 (69.93%) were not forced to take the Vaccine

Table 4.3.8: reveals that 123 (43.00%) of respondents saw Covid-19 vaccine as the solution to the Virus while 163 (56.99%) did not see it as the solution

RESEARCH QUESTION 4: To what extent did social media influence people's desire to be vaccinated?

Table 4.3.9: shows us that 83 (29.02%) respondents researched at a little amount on COVID 19, 63 (22.02%) researched well enough on COVID 19, 56 (19.58%) did not research at all while 84 (29.37%) just did a small fraction of research on COVID 19 with the majority on Some Extent

Table 4.3.10: shows that 72 (25.17%) respondents use Facebook, 42 (14.68%) respondents use twitter, 61 (21.32%) respondents use Instagram, 30 (10.48%) respondents use WhatsApp, 14 (4.89%) use TikTok, while 67 (23.42%) are other

Table 4.3.11: 142 (49.65%) respondents were influenced by Social media in regards COVID 19 while 144 (50.34%) respondents were not influenced

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter is broken into three sections: the summary, the conclusion, and the recommendation. The summary is a synopsis of the complete effort, whereas the conclusion is a reference drawn from the findings. The recommendations section summarizes the study's recommended lines of action.

5.2 Summary

This research examined into social media and opinion moulding on Covid-19 vaccines. The purpose of this research was to examine the impact of social media on the audience's perceptions on health-related topics, notably Covid-19 vaccines. This study was conducted to determine whether or not residents of Ikorodu were properly informed about Covid-19 vaccinations.

The study aims to respond to the following research questions:

1. What is the level of awareness creation about Covid-19 vaccination on social media?

2. To what extent do social media contribute in building social consciousness about Covid-19 vaccines?

3. To what extent do social media encourage people to take Covid-9 vaccine?

4. What nature of news did people share on social platforms about Covid-19 vaccination?

The theory used to further aid the understanding of the research was Framing Theory and Agenda Setting Theory. The study adopted the survey research design to and an online questionnaire was used as the instrument to collect data from the study's population. A sum of 400 online questionnaires were shared to the sample, and 286 were returned. Based on the analyses and data, the researcher finds that residents of Ikorodu were informed via various social media platforms like as Facebook, Twitter, WhatsApp, TikTok and Instagram.

5.3 CONCLUSIONS

From the analysis and findings, the researcher concludes that Residents of ikorodu were informed through several social media platforms such as Facebook, Twitter, Instagram, YouTube, WhatsApp These platforms helped in the reporting of news on COVID 19.

5.4 RECOMMENDATIONS

The researcher recommends that similar studies would have been done in other higher institution of learning in the country so as to ensure a more embracing result. The researcher recommends that other studies be carried in the area, particularly in the area of helping Health Sectors and researchers with useful information in the study of opinion moulding on COVID 19 Vaccines. This research considers that this study will also be useful to All Health sectors all around Nigeria and to other countries.

5.5 LIMITATION OF THE STUDY

This study's limits result from the shortage of time and clinical classified resources in relation to Covid-19 vaccines. The study is basically concentrating on those who are friendly with or use social media, – social media users; thus, this research is based on respondent thoughts and social networking experiences throughout the Covid-19 virus as well as during the development of the Covid-19 vaccines.

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APPENDIX

QUESTIONNAIRE

SOCIAL MEDIA AND OPINION MOULDING ON COVID 19 VACCINES A STUDY OF RESIDENTS OF IKORODU

Dear respondents,

My name is ASHIBOGWU CHUKS. I am a final year student from MOUNTAIN TOP UNIVERSITY, Carrying out a research on "SOCIAL MEDIA AND OPINION MOULDING ON COVID 19 VACCINES A STUDY OF RESIDENTS OF IKORODU" in partial requirement in honour of a Bachelor of Science (B.Sc.) degree in Mass Communication.

Your genuine answer to this questionnaire is extremely sought after and essential to this research initiative Thank you.

INSTRUCTION: Kindly Tick (√) where appropriate

Gender

Male ( )

Female ( )

Marital Status

Single { }

Married{ }

Separated { }

Widowed{ }

Religion

Christianity { }

Islam { }

Traditional { }

AGE

16- 20

21-26

27-30

31-35

35 and above

Do you use any social media platform ?

Yes { }

No { }

Which of these is your preferred social media platform

Facebook { }

Twitter { }

Instagram { }

WhatsAp { }

TikTok { }

Other: { }

How frequently do you use social media?

very often { }

sometimes{ }

Rarely { }

Did you receive any information on COVID 19 Vaccines on any social media platform or social media group?

Yes { }

No { }

What social media platform did you get more of COVID 19 Vaccine update on?

Facebook { }

Twitter { }

Instagram { }

WhatsApp { }

TikTok { }

Other: { }

Did you go for the COVID 19 Vaccines?

Yes { }

No { }

Did People Around You go for The COVID 19 Vaccines?

Yes { }

No { }

Were You Forced to go Take the Vaccines

Yes { }

No { }

Do you See COVID 19 Vaccines as the solution to COVID 19 Virus?

Yes { }

No { }

To what extent did you research on all COVID 19 Vaccines information you got?

Some extent { }

Little extent { }

Great extent { }

No extent { }

What social media platform influenced your decision on Taking the COVID 19 Vaccine?

Facebook { }

Twitter { }

Instagram { }

WhatsApp { }

TikTok { }

Other: { }

Has Social media influenced your decisions in regards to COVID 19 Vaccines?

Yes { }

No { }