

**INFLUENCE OF SOCIAL MEDIA MESSAGES ON THE KNOWLEDGE,
PERCEPTION AND ATTITUDE TO COVID-19 GUIDELINES AND PROTOCOLS BY
MOUNTAIN TOP UNIVERSITY STUDENTS**

BY

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DECLARATION

I hereby declare that this project has been written by me, under the supervision of and is a record of my own research work. It has not been presented in any previous application for a higher degree of this or any other university, all citations and sources of information are clearly acknowledged by means of reference provided.

CERTIFICATION

I certify that this work was carried out by Etta, Grace Ekong at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

Dr. Chinyere Mbaka

(Project supervisor)

Date

Prof. Babatunde Oni

(Head of Department)

Date

DEDICATION

This work is humbly dedicated to God Almighty God for his divine guidance and strength to produce this work and to my loving parents for their support and encouragement.

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My most profound gratitude goes to God Almighty for guiding and sustaining me throughout this programme. I would not have gone this far but for him. I am immensely grateful for his provision, good health and the will power to embark on the degree program and much more.

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ABSTRACT

Social media is a convenient way to keep up with the large amount of information available on coronavirus and this information has the capability to affect people's emotions and as a result impact their behaviour. Individuals may change their unhealthy behaviours if they are aware of the messages that are harmful to their health. This research work examined the influence of social media messages and their influence on the knowledge, perception and attitude of MTU students towards the COVID-19 pandemic. The study adopted the survey method and questionnaire was used to collect data from 310 respondents who were randomly sampled. The collected data were analysed and results presented using Tables, frequency and percentage. Findings from the study revealed that; Social media messages influence student's attitude positively towards adopting COVID-19 guidelines and protocols, WhatsApp and Facebook are the social media platforms mostly used to receive COVID-19 messages, Subjective Norms has a substantial influence on student's attitude towards Social media messages on COVID-19 and Students showed a high knowledge level about COVID-19. The study concludes that social media is a vital tool for disseminating health messages and shaping public attitude. The study recommended that COVID-19 messages should be sustained on various social media platforms to prevent students from neglecting the COVID-19 preventive measures they have acquired overtime.

KEYWORDS: *COVID-19, Preventive Measures, Influence, Knowledge, Perception, Attitude*