

Perception and acceptance of media campaigns of COVID-19 vaccine among teachers in select Secondary Schools in Benin City

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ABSTRACT

The study was carried out to investigate the perception and acceptance of media campaigns of COVID-19 vaccine among teachers in select secondary schools in Benin City. The objectives of the study were to find out the extent of awareness of mass media COVID-19 vaccination campaigns among teachers in select secondary schools in Benin City; find out the medium through which teachers in select secondary schools in Benin City were exposed to mass media COVID-19 vaccination campaigns; examine the perception of teachers in select secondary schools in Benin City on mass media COVID-19 vaccination campaigns and to find out the influence of mass media COVID-19 vaccination campaigns on teachers in select secondary schools in Benin City. Social Judgment Theory served as the theoretical framework while survey was the research design and the entire population of teachers (170) in three select secondary schools from Oredo, Egor and Ikpoba-Okha Local Government Areas. Findings revealed that all respondents indicated they were aware of the COVID-19 pandemic just as many have heard jingles on COVID-19 vaccination and that the media message on COVID-19 was persuasive. In light of the research findings, the researchers recommended that COVID-19 vaccination stakeholders should re-examine the communication strategies adopted in promoting COVID-19 vaccination for teachers as such campaigns did not lead to high acceptance of COVID-19 vaccination among secondary school teachers.

Key Words: *COVID-19, Mass Media, Vaccination, Health Behaviour, Teachers.*

INTRODUCTION

The corona virus, which first appeared in 2019, has become a major public health worry and challenge. The ailment which began in a Wuhan laboratory in China, was first reported in December 2019 (Nwaoboli Chukwu, Arijeniwa & Asemah, 2021). The disease quickly spread to other nations, gaining the status of a pandemic. The media's coverage of the COVID-19 pandemic and vaccine development in Nigeria is a complex research topic because it influences how the general public perceives and accepts the disease.

According to Umor & Amangala (2021), strategic control of information is required in the occurrence of outbreak so as to counter fake news. In their view, the media and stakeholders should be able to provide the public with factual information through media coverage during the season of such outbreak. The onus lies on the media to up their game by not only providing factual information, but up to date coverage on the virus and stages of different vaccines developed to

combat the spread of virus. In all, one cannot erode the fact that communication and information dissemination is crucial for the survival of any society and cultural continuity. The mass media regarded as the watch dog of the society exist to function as an organ of information, mass mobilisation and public opinion builder.

Asemah, Nwaoboli & Nwoko (2022), Sambhav (2020) and Asemah-Ibrahim, Nwaoboli, & Asemah (2022) avow that the mass media work as the eyes and ears of society members, by making them aware of the situation or events happening around them and explaining to them the importance of knowing about the situation and events. The media also have the ability to encourage and calm their audience down, as well as incite them to anger and discourage them about matters, by making a public opinion popular (Asemah & Nwaoboli, 2022; Asemah, Nwaoboli & Beli, 2022; Nwaoboli, Ezeji & Osife-Kurex, 2022). Whenever the society is faced with a crises or state of instability, the media rises to the task of feeding them with adequate information about the challenge facing the society. The mass media can be sub divided into the old and the new, and they both work together in moving the society. The old media include television, radio, newspapers, magazine, and cinema (Daramola, 2012).

Nwaoboli & Asemah (2021) noted that the mass media are considered by society members as major sources of new ideas and information, and that the mass media reach a wider group of heterogeneous and diversified people more than any other form of communication. In addition, using the mass media to pass across information to the public is cost effective and not time consuming because messages are passed once or simultaneously to all the audience irrespective of the media channel, unlike interpersonal or group communication forms. More so, the media through text messages, Public Service Announcements (PSAs), talk shows, discussion programmes, articles, columns, cartoons and other methods have been able to sensitise the public on the need to take COVID-19 vaccine. To this end, this study examines the perception and acceptance of media campaigns of COVID-19 vaccination through televisions, radio, newspaper, magazines, social media and billboards among teachers in select secondary schools in Benin City.

STATEMENT OF THE PROBLEM

COVID-19, since its discovery in late 2019, has moved the world greatly and affected several spheres of human life. The pandemic, as well as the things surrounding it which includes COVID-19 vaccination have receive a lot of coverage by the old and new media alike, and as well, received attention from various scholars, and academic researchers. One of the researchers include Madad & Jetelin (2021) who researched on Message framing in vaccine communication: A systematic review of published literature. Another notable academic researcher, Anwumablem & Asemah in 2021 also carried out a research work titled *Coverage of COVID-19 pandemic in select Nigerian mainstream media* by focusing on how newspapers reported COVID-19. Although all these researches were on COVID-19 pandemic, none of these them was based on perception and acceptance of media campaigns of COVID-19 vaccine among teachers in select secondary schools in Benin City and this s the gap this study aims to fill.

OBJECTIVES OF THE STUDY

The objectives of this study are:

1. Find out the extent of awareness of mass media COVID-19 vaccination campaigns by teachers in select secondary schools in Benin City
2. Find out the medium through which teachers in select secondary schools in Benin City were exposed to mass media COVID-19 vaccination campaigns
3. Find out the perception of teachers in select secondary schools in Benin City on mass media COVID-19 vaccination campaigns
4. Find out the influence of mass media COVID-19 vaccination campaigns on teachers in select secondary schools in Benin City

CONCEPTUAL REVIEW

Conceptualisation of Corona virus

According to Nwaoboli (2021), a virus is a small, obligate intracellular parasite that contains a Ribonucleic Acid (RNA) or a Deoxyribonucleic Acid (DNA) genome and it is usually surrounded by a virus-coded protein coat that protects. It is also defined as an infectious intracellular parasite with a DNA or RNA protein coat surrounded by a membrane that has a negative impact on the human or animal body. Viruses can take many forms, and examples include the Human immune Virus, also known as HIV, the Hanta virus, and the Corona virus (Racanieollo, 2017) cited in Odiaka (2020).

The corona virus spreads from person to person by respiratory droplets shed by an infected person when he or she sneezes, speaks, coughs, or breathes near another infected person, according to Cleveland Clinic (2020). The virus may also be disseminated by respiratory droplets that stay in the air after being discharged into the environment by an infected individual. Furthermore, corona virus may be disseminated by coming into contact with an infected individual or by touching the virus-infested surfaces with one's hand.

Corona virus is a zoonotic virus that may be found in bats, cats, and camels, among other species. They infest an animal's body and mutate or alter when they move to another species' body. It may even infect humans after leaving the bodies of other animals. The incubation period of corona virus is 2 to 14 days, and infected persons acquire symptoms of the virus during this time. People who reside or visit in locations where the illness is spreading rapidly are at a high risk of contracting it. Unvaccinated persons, as well as those aged 60 and more, and those who come into touch with sick people, have a greater risk of developing the illness (WHO, 2021).

According to Gennaro, Pizzol, Marrotta, Antnes, Racabuto, Veronesse & Smith (2020), the following preventative actions should be adopted to decrease coronavirus spread:

- a) Keeping a social distance from others.
- b) Wearing a face mask and wearing hand gloves.
- c) Washing and sanitizing hands on a frequent basis.
- d) To avoid using one's hands to touch one's nose, mouth, or eyes.
- e) To isolate oneself if they are experiencing sickness symptoms.

f) To exercise respiratory hygiene by coughing with one's mouth covered and sneezing with one's nose covered.

COVID-19 Vaccination

The Corona virus vaccine is defined by Mayo Clinic (2021) as a medication that is given to people in the form of injections in order to provide the body immunity to combat the sickness. The viral vaccination protects individuals against contracting corona virus, becoming extremely sick from it, and dying from it. The corona virus vaccination also inhibits the virus from spreading to other members of society, as well as the virus that causes COVID-19 (SARS COVID) from spreading, regenerating, or reproducing. The vaccination also boosts the body's immunity, making it more resistant to illness. The vaccine provides protection against the virus reinfecting the human body, and the FDA has authorised the approval of multiple COVID-19 vaccines across the globe. The Pfiser-Biontech COVID-19 vaccine, the moderna COVID-19 vaccine, the Janssen/Johnson & Johnson vaccine, and many more are among these vaccinations. The COVID-19 vaccination is now available for free in a number of places throughout the globe. Fever, lethargy, chills, joint discomfort, fever, headache, muscle soreness, disorientation, enlarged lymph nodes, and swelling of the arm have all been reported as adverse effects of the COVID-19 vaccination (MayoClinic, 2021).

The COVID-19 virus vaccine, according to HS (2021), requires one vaccination dosage for children aged twelve to fifteen, two vaccine doses for persons aged sixteen to sixty, and one dose for people aged 65 and more. Corona virus vaccination may be given to everyone, regardless of race, tribe, or color.

The COVID-19 vaccination concept was created to put a stop to the coronavirus pandemic by making people immune to the virus, and health research teams reacted to the challenge by developing vaccinations that protect people against the virus. The next hurdle is figuring out how to make the vaccination accessible to everyone on the planet. According to an analysis of COVID-19 vaccination statistics, approximately 6.3 billion doses of coronavirus immunisation have been provided to individuals worldwide, with 48 percent of the world's population receiving at least one dose, but just 2.3 percent of people in poor countries receiving at least one dose (Mu'azu & Moses, 2021).

LITERATURE REVIEW

COVID-19 Vaccination's Positive and Negative Effects

COVID-19 vaccination is the use of vaccinations to treat people, and this kind of therapy has both advantages and disadvantages. According to MU Healthcare (2021), the beneficial impacts include:

- a) It lowers the chance of COVID-19 infection in humans because the vaccination creates antibodies that aid the immune system in fighting the virus when it is exposed to it.
- b) The vaccination protects unborn infants and newborns because pregnant women and new mothers who have received vaccine injections transmit antibodies to their babies via the placenta or breast milk, giving the baby some protection against the virus.
- c) The COVID-19 vaccine protects the human body against a variety of diseases caused by corona virus, as well as disease variations.

- d) Vaccination allows people to forego the usage of masks, particularly when everyone in the society receives the vaccine and achieves herd immunity.
- e) Corona virus vaccination therapy enables people to reconnect with friends and relatives who have been vaccinated without having to wear a mask.

Madad & Jetelina (2021) also point out that the COVID-19 vaccine decreases the chance of infection by 70-90 percent in completely vaccinated persons, and that the vaccination reduces serious infections by 90 percent. Furthermore, it lowers the risk of mortality from COVID-19 complications by almost 100 percent, lowers the negative outcomes of ICU and non-ICU hospitalisation, and lowers the viral transmission rate by 70-95 percent. COVID-19 vaccination makes individuals more resistant to corona virus by preventing the virus that causes it from spreading and multiplying. It also reduces the number of people who die as a consequence of the virus' complications (MayoClinic, 2021).

On the other side, according to UniteAgainstCOVID-19 (2021), the harmful consequences of obtaining a COVID-19 vaccination include:

- a) it produces transient discomfort and edema at the injection site of the vaccination.
- c) it makes you feel sleepy and exhausted.
- c) it produces a headache, muscular discomfort, chills, joint pain, fever, redness around the injection site, and nausea.

Media Campaigns on COVID-19 Vaccination

Media campaigns on COVID-19 vaccination came in different forms. However, whether on the traditional, new or outdoor media, the campaign messages can be summarised in the table below:

	Messages	Meanings/Sub-themes of messages
1.	Wash your hands frequently with soap and water or with an alcohol-based hand rub.	Wash your hands with soap and water particularly: <ul style="list-style-type: none"> ▪ After coughing or sneezing ▪ When caring for the sick ▪ Before, during and after you prepare food ▪ After toilet use ▪ When hands are visibly dirty ▪ After handling animals or animal waste
2.	Maintain social distancing to protect yourself and others from getting sick.	Maintain at least 1-meter distance between yourself and anyone who is coughing or sneezing. <ul style="list-style-type: none"> ▪ Avoid close contact with anyone when you are experiencing cough and fever. ▪ Avoid handshaking or any other touching.
3.	Avoid touching your eyes, nose, and mouth with your hands.	
4.	Practice respiratory hygiene	Make sure you, and the people around you,

		<p>follow good respiratory hygiene. This means covering your mouth and nose with your bent elbow or tissue when you cough or sneeze. Then dispose of the used tissue immediately.</p> <ul style="list-style-type: none"> ▪ Clean hands with alcohol-based hand rub or soap and water after coughing or sneezing and when caring for the sick.
5.	Clean and disinfect frequently touched objects and surfaces regularly	
6.	Stay home if you have fever, cough and difficulty breathing, and seek medical care early.	<p>Stay home if you feel unwell, if you have a fever, cough and difficulty breathing, or have been in close contact with a person known to have COVID-19 or if you live in or have recently been in an area with ongoing spread of COVID-19. Follow the directions of your local health authority in seeking medical care.</p>
7.	Stay informed and follow advice given by your healthcare provider.	<ul style="list-style-type: none"> ▪ Stay informed on the latest developments about COVID-19. ▪ Follow advice given by your national and local public health authority.

REVIEW OF EMPIRICAL STUDIES

Several researchers have carried out studies on COVID-19 vaccination. Gennaro, Pizzol, Marrotta, Antnes, Racabuto, Veronesse and Smith (2020) carried out a study titled “Coronavirus diseases (COVID-19) current status and future perspectives”. A narrative review was conducted to present the available literature on the epidemiology, diagnosis, and treatment of coronavirus illness, as well as future perspectives. The researchers used the descriptive research approach to conduct a pilot study. They also used COVID-19 data from the EMBASE and Scopus article databases in their study, and came to the conclusion that with Coronavirus vaccinations in place, COVID-19 would be better handled by humanity. The researchers suggested that health issues should constantly be in the forefront of people's minds, and that COVID-19 immunisation therapy should be embraced to control the disease's spread. However, the study used the descriptive research approach, and the researchers simply defined what a coronavirus is, how it affects society now, and how it could affect society in the future. However, the emphasis of this study is on COVID-19 vaccination.

In a study titled “Fear of Contracting COVID-19: influence of information Sources and Message Content on Fear-Arousal among BodaBoda Riders in Nairobi Country, Kenya”, Kigatiira (2020) investigated the impact of sources and message content on COVID-19 in fear-arousal among a sample of Kenyans. The research was based on agenda setting and framing theories and the researcher used a case study research approach to analyze BodaBoda riders. The study discovered that messages about COVID-19 instilled anxiety in the public's psyche, particularly among riders, and advised that journalists employ caution while reporting on COVID-19-related concerns to prevent instilling panic in their viewers. He also advised against using fear as a media framing for reporting about Corona virus. The study and the current one are comparable in that they both

concentrate on COVID-19; however, this research went a step further by concentrating on coronavirus vaccine. Kigatiira used a case study research design as well and the survey research strategy was also used in this study too.

In their study, “Coverage of COVID-19 Pandemic in Select Nigerian Mainstream Media”, Anwumblem and Asemah (2021) looked at how newspapers reported COVID-19 by determining the media genres and tones used in reporting the deadly virus, as well as the extent to which newspapers were used to report the virus. The study was based on the agenda shaping hypothesis of the press and used content analysis as the research technique. The researchers discovered that the mainstream media under-reported the viral spread, with the bulk of COVID-19 pieces hidden on the inner pages. They suggested that vital concerns such as the Coronavirus epidemic be given greater attention in the mainstream media. Because both studies focus on COVID-19 and apply the agenda setting theory, the reviewed research study is connected to the current work. However, in addition to the agenda setting theory, this study employs framing and media equation theory. In terms of focus, the studies above are similar to the present study, but they vary significantly in terms of research population, sample size, and sampling procedure.

THEORETICAL FRAMEWORK

Social Judgement Theory

Carolyn Sherif, Muzafer Sherif and Carl Hovland proposed the social judgment theory (SJT) as a self-persuasion theory. It is defined as the evaluation and perception of an idea based on current attitudes (Asemah, Nwanmmuo and Nkwam-Uwaoma, 2017). According to this theory, an individual weighs each new idea and compares it to his or her current point of view to determine where it should be placed on the mental attitude scale. The subconscious sorting out of ideas that occur at the moment of perception is known as SJT. Human judgment is studied using the framework of social judgment theory. It's a meta-theory that guides research into cognitive perspective, or how you see the world.

The psychophysical principle involved for example, is when a stimulus is farther away from one's judgmental anchor, a contrast effect is highly possible; when the stimulus is close to the anchor, an assimilation effect can happen. Social judgment theory represents an attempt to generalise psychophysical judgmental principles and the findings to the social judgment. With the person's preferred position serving as the judgmental anchor, SJT is a theory that mainly focuses on the internal processes of a person's own judgment in regards to the relation within a communicated message. The concept was intended to be an explanatory method designed to detail when persuasive messages are most likely to succeed (Asemah, Nwanmmuo and Nkwam-Uwaoma, 2017). Attitude change is the fundamental objective of persuasive communication. SJT seeks to specify the conditions under which this change takes place and predict the direction and extent of the attitude change, while attempting to explain how likely a person might be to change their opinion, the probable direction of that change, their tolerance toward the opinion of others, and their level of commitment to their position.

Persuasion, according to SJT, may take place over time and with many messages. The hypothesis is pertinent to our research because it explains how teachers' social judgments of COVID-19 vaccination may be influenced by viral mass media campaigns and messaging. It also shows the

subconscious sorting out of ideas that occur at the moment of perception of COVID-19 vaccination campaigns and how teachers' perceptions could be dependent on it.

METHODOLOGY

The population of this study was the entire population of teachers in three select public secondary schools from Oredo, Egor and Ikpoba-oha Local Government Areas. The schools were respectively Ogbe Mixed Secondary School, Ogbe, Benin City; Egor Secondary School, Oni Street, Benin City and Ute Secondary School, Ute, Ikpoba-Okha, Benin City. The population of teachers (including Npower teachers, youth corps members and teaching practice teachers) as at January 2022 in the secondary schools according to their administrative departments are respectively 64, 49 and 57. Thus, the total population of the study was 170. The researcher chose the select schools as a result of their long existence and population. Due to the small population of the study, the researcher adopted the census method in determining the sample size. Thus the sample size of this study comprised the total population of the study. The population of this study is therefore 170. The purposive sampling technique was used in adopting samples for this study. The researcher purposively selected the schools in the research population with the conviction that they are the best samples to adopt for the study and would thus provide the requisite data needed in this study.

Data Presentation

Table 1: Responses on awareness of Covid19 vaccination campaigns by teachers in select secondary schools in Benin City

extent of awareness of mass media COVID-19 vaccination campaigns	Yes	No	Total
Are you aware of COVID-19 pandemic in Benin City?	141(100%)	0(0%)	141(100%)
Are you aware of COVID-19 vaccination in Benin City?	139(98.6%)	2(1.4%)	141(100%)
Have you heard of jingles, campaigns on COVID19 Vaccination?	121(85.8%)	20(14.2%)	141(100%)
Are you aware that there are various types of vaccines?	112(79.4%)	29(20.6%)	141(100%)
Did you get the information on COVID 19 vaccination from the radio?	87(61.7%)	54(38.3%)	141(100%)
Did you get the information on COVID 19 vaccination from Social media?	120(85.1%)	21(14.9%)	141(100%)
Did you get the information on COVID 19 vaccination from the television broadcast?	108(76.6%)	33(23.4%)	141(100%)
Did you get the information on COVID 19 vaccination from interpersonal communication?	139(98.6%)	2(1.4%)	141(100%)

Source; Field Survey, 2022

All respondents indicated that they are aware of the COVID19 pandemic as they all indicated yes (100%). On vaccination in Benin city, majority of respondents indicated yes (98.6%) as only 2 respondents indicated no. as many as 85.8% indicated that they have heard jingles on cCOVID19

vaccination which also suggests that the mass media has been effectively deployed in the promotion of the vaccination in the area of study. Just about 79.4% indicated that they are aware of various types of vaccines. This is the case as 20.6% indicated that they are not aware of the various types of vaccines. The most popular source of information on COVID19 is interpersonal communication (98.6%) followed by Social media (85.1%) and television broadcast (76.6%) the radio is the least popular medium with the value of 61.7%.

Table 2: The medium through which teachers in select secondary schools in Benin City were exposed to mass media COVID-19 vaccination campaigns

Medium	Very often	often	Few times	Not at all	Mean	Total
Word of mouth	104(73.7%)	32(22.7%)	2(1.4%)	3(2.1%)	3.6808	141(100%)
Newspapers	36 (25.5%)	65(46.1%)	0(0%)	40(28.4%)	2.688	141(100%)
Public gatherings	139(98.6%)	1(0.7%)	1(0.7%)	0(0%)	3.9787	141(100%)
Friends and family;	122(86.5%)	19(13.5%)	0(0%)	0(0%)	3.865	141(100%)
On the radio	71(50.4%)	52(36.9%)	11(7.8%)	7(5%)	3.3262	141(100%)
On the television programmes;	129(91.5%)	12(8.5%)	0(0%)	0(0%)	3.915	141(100%)
On social media	127(90.1%)	11(7.8%)	1(.7%)	2(1.4%)	3.8652	141(100%)

Source; Field Survey, 2022

The responses indicate that the most important source of frequent dissemination of the vaccine is public gatherings (3.9787). This is the case as 98.6% of respondents indicated that they got the information very often in public gatherings. The other very frequent sources are television programmes (3.915), social media (3.8652) and word of mouth (3.6808). From the four responses with the highest value, public gatherings are the most important avenues for the spread of the message on COVID19 vaccination in the area of research.

Table 3: Perception of teachers in select secondary schools in benin city on mass media covid-19 vaccination campaigns

Perception Variables	Mean	Standard deviation	Decision
The media messages on COVID19 is persuasive	3.6383	1.22052	Significant
The media is promoting vaccination as the only viable prevention strategy against COVID19	3.4752	1.37623	Not significant
I trust the messages I hear on the covid19 vaccination on Radio	3.4184	1.39466	Not significant
The media is concealing necessary information about the risks in vaccination from the public	3.5319	1.17445	Significant
I get reliable information on covid19 vaccination only from the social media	3.4255	1.33756	Not significant
The media provides necessary information about the safety of vaccination	3.2979	1.31879	Not significant

The media has not been able to counter fake news on covid19 vaccination	3.3121	1.17190	Not significant
The media message on COVID 19 is not convincing	3.0213	1.37565	Not Significant

Source; Field Survey, 2022

Responses indicate that the media message on COVID19 is persuasive (3.6383±1.22052) as the mean score is significant. Respondents indicated that the media messages on vaccination are persuasive and are able to counter fake news on COVID19 vaccination but on the average, respondents are of the view that the media is not disclosing all there is to know about COVID19 vaccination. There is low level of trust on the media messages and respondents on the average are of the opinion that the media is not forthcoming about the risks involved in vaccination

Table 4: The influence of mass media COVID-19 vaccination campaigns on teachers in select secondary schools in Benin City

	Mean	Std. Deviation	Decision
I have been vaccinated against COVID-19 as a result of the COVID-19 jingles/ campaigns I listened to	2.3050	1.62104	Not Significant
I have been avoiding Vaccination because of the messages I hear in the media about COVID19	1.7305	78266	Not significant
Mass media campaigns on COVID-19 vaccination have raised my awareness of where to get the vaccines	3.9574	.86083	Significant
Mass media campaigns on COVID-19 vaccination have increased my perception of the effectiveness of the vaccination	3.5532	1.34390	Significant
The media campaigns allayed my fear of vaccination	3.0780	1.36314	Not Significant
Media campaigns refuted fake news about vaccination making the rounds	4.1773	.87247	Significant
Mass media campaigns on COVID-19 vaccination have helped mitigate the spread of the virus in Benin City	4.1064	.86769	Significant

Source; Field Survey, 2022

The mean score of responses to the statement “I have been vaccinated against COVID-19 as a result of the COVID-19 jingles/ campaigns I listened to” is not significant (2.3050 ± 1.62104). so is the mean score for the statement “I have been avoiding Vaccination because of the messages I hear in the media about COVID19” which is not significant ($1.7305 \pm .78266$) this suggests that on the average, the media has not been very effective I either convincing the respondents to adopt or reject vaccination. The mean score to the response “Mass media campaigns on COVID-19 vaccination have raised my awareness of where to get the vaccines” is significant ($3.9574 \pm .86083$) just as the mean score to the statement “Mass media campaigns on COVID-19 vaccination have increased my perception of the effectiveness of the vaccination” is also significant (3.5532 ± 1.34390). The mean score of responses for the statement “The media campaigns allayed my fear of vaccination” is not significant (3.0780 ± 1.36314). This shows that on the average, respondents fears about the vaccination where not dismissed by the media. The mean score for responses to the statement “Media campaigns refuted fake news about vaccination making the rounds” is significant ($4.1773 \pm .87247$). Lastly, the mean score for responses to the statement “Mass media campaigns on COVID-19 vaccination have helped mitigate the spread of the virus in Benin City” is significant ($4.1064 \pm .86769$). The responses therefore show that the media has played a constructive role in raising awareness, refuting fake news and helped in reducing the spread of COVID19 but have not been able to totally ally fears about vaccination or convincing people to get vaccinated.

DISCUSSION OF FINDINGS

The study’s findings showed that awareness of mass media COVID-19 vaccination campaigns is high among secondary school teachers in Benin City. In the table 1, all respondents indicated that they were aware of the COVID-19 pandemic as they all indicated yes (100%). On vaccination in Benin city, majority of respondents indicated yes (98.6%) as only 2 respondents indicated no. as many as 85.8% indicated that they have heard jingles on Covid19 vaccination which also suggests that the mass media has been effectively deployed in the promotion of the vaccination in the area of study. Just about 79.4% indicated that they are aware of various types of vaccines. This is the case as 20.6% indicated that they are not aware of the various types of vaccines. The most popular source of information on COVID19 is interpersonal communication (98.6%) followed by Social media (85.1%) and television broadcast (76.6%) the radio is the least popular medium with the value of 61.7

The study also showed that the most important source of frequent dissemination of the vaccine for secondary school teachers is public gatherings (3.9787). This is the case as 98.6% of respondents indicated that they got the information very often in public gatherings. The other very frequent sources are television programmes (3.915), social media (3.8652) and word of mouth (3.6808). From the four responses with the highest value, public gatherings are the most important avenues for the spread of the message on COVID19 vaccination in the area of research. In table 3, responses indicate that the media message on COVID19 is persuasive (3.6383 ± 1.22052) and that the media is concealing necessary information about the risks in vaccination from the public as the mean score is significant (3.5319 ± 1.17445) which suggests that on average respondents agree that the information they are getting about the risks of vaccination is insufficient from the media. Although Madad & Jetelina (2021) point out that the COVID-19 vaccine decreases the chance of infection by 70-90 percent in completely vaccinated persons, and that the vaccination reduces serious infections by 90

percent, the findings of this study shows that the research population do not agree with the assertion.

CONCLUSION AND RECOMMENDATIONS

This study concludes that secondary school teachers in Benin City are highly aware of COVID-19 pandemic just as many have heard jingles on COVID19 vaccination; interpersonal instruments and the electronic media are very important sources of information on COVID19 vaccination, perception of vaccination campaigns indicates that the media message on COVID19 is persuasive. However, there is low level of trust on the media messages. There are also beliefs about vaccination that affects how the media campaign is received. In the light of the research findings, the following recommendations were made;

1. COVID19 vaccination stakeholders should re-examine the communication strategies adopted in promoting COVID-19 vaccination for secondary school teachers in Benin City. This has become imperative to ensure that there is a higher level of compliance with acceptance of the vaccines
2. The messaging of COVID19 vaccination campaign should be sensitive to the social and psychological realities of secondary school teachers. Messages promoting COVID-19 must account for the various fears and distrust that have trailed the vaccination exercise in such a manner that the teachers believe that the fears about vaccination are well addressed.
3. COVID19 vaccination campaigns have to be tailored to address the health beliefs of the secondary school teachers in Benin City about COVID19 vaccination in such a way that it refutes the held beliefs that do not promote the acceptance of the vaccines.
4. There is also the need for health experts to carry out an extensive research on the side effects of vaccination and make their findings public through the media to forestall the spread of disinformation on the COVID19 vaccination especially on social media

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