

**Influence of Broadcast Media Enlightenment Campaigns on
Knowledge of Budget Padding among Market Women in South
West, Nigeria**

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Abstract

Budget padding and abuses have brought issues of accountability, transparency, and the need for a fraud-free national budget into public discourse in Nigeria. The most viable means of conducting mass enlightenment campaigns about budget padding in South-Western Nigeria are through mass communication media such as radio and television. This study aims to investigate the impact of broadcast enlightenment campaigns on the knowledge of budget padding among market women in South-Western Nigeria. A mixed-method approach was adopted for this study, utilizing paired depth interviews and surveys to explore the sources of information most preferred by market women for budget padding messages, as well as the barriers to accessing information about budget padding. Findings indicate that radio is the most preferred source of information on budget padding among market women in South-Western Nigeria, and that radio broadcast enlightenment campaigns have been effective in raising awareness on this issue. Additionally, the study identified a lack of literacy skills and the absence of media literacy programs as significant barriers to information acquisition about budget padding among market women in the region. Consequently, it is recommended that relevant stakeholders, including non-governmental organizations (NGOs) and governments at all levels, should make concerted efforts to continue using radio as a platform to educate citizens about the evils and ripple effects of budget padding, particularly among poor and vulnerable market women in the South-Western geo-political zone of Nigeria.

Furthermore, adult education and market-based media literacy campaigns should be initiated and sustained by both government and non-governmental organizations to enhance media literacy skills among market women.

Key Words: *Broadcast Media, Enlightenment Campaigns, Knowledge, Budget Padding, Market Women*

1. Introduction

Budget padding, as a concept, has been defined as the over-bloating of the annual budget presented by the State and Federal Governments to state and National Assemblies for approval. It is a document that contains a well-laid out means of how funds are to be allocated to each sector of the society in a given fiscal year. Budgeting is designed to make government business more transparent, especially regarding government spending on numerous areas of national concerns. Budgeting is a yardstick to measure government performances and attention to national concerns (Felix and Emmanuel, 2022). In Nigeria's democratic experiment, the legislative arm of government has been accused of budget padding almost on a yearly basis (Das, 2018). Budget padding has been a recurrent issue in finance and budget process every year in Nigeria (Theophilus, 2016). Hardly can a year pass in Nigeria without media reportage of budget padding. However, the media, especially the broadcast have always been silent about actors of budget padding in Nigeria. Budget padding is negatively impactful on socio-economic and political development of a nation. Budget padding has complicated the issues of resource allocations in developing nations (Mittendorf, 2006). Nigeria's budget process is characterised by improprieties, stealing, padding and corruption, especially between the executive and the legislature (Gabriel et al., 2022). Media beaming their searchlights on budget padding in Nigeria's National Assembly has brought about a robust public discussion about budgetary reforms (Gabriel et al., 2022). Radio and television are the two most popular media of mass communication in Africa. Broadcast media message

reception is convenient, and the audience do not require spending and hence, the qualities endear the media to most members of the audience, especially the poor, vulnerable and the illiterate in Nigeria. For budget transparency and accountability, citizens must be informed of the budget planning and implementations as well as allocations of resources. While television has been identified to enlighten citizens in the urban sector of the society, radio is a medium for rural areas meant for the illiterate, vulnerable, uneducated and poor inhabitants of those places (James, 2019). Broadcast media are the means through which public-target information and other messages are made available to members of the public through radio and television (Michael, 2024). Radio and television are the most received media of wide communication among the educated and the illiterate in Nigeria (James, 2019).

In a study conducted by de Fatimah et al., (2024) 74% of the respondents maintained that they receive their information about health and economic news on radio and television. Radio, as a medium of education and enlightenment campaigns, leads other media when it comes to the dissemination of development messages, accessibility and breaking of illiteracy barriers. Although, television has audio-visual appeals, market women prefer listening to radio because they do not need to engage their visual attention to get enlightened about contemporary issues in the society (Papachristou, 2024). Besides, news reports and television broadcasts on budget padding has been scanty in Nigeria's media terrains. Radio and television influence attitudinal and behavioural change and persuade people to accept certain messages after enlightenment campaigns (Gillanders and McNamara, 2024). Broadcast media coverage of budget padding in Nigeria has been poor as a result of some factors among which are the media ownership factors, interests, media tangible and intangible profits and the influences of big advertisers (James, 2019).

Information on policies of government that affect the standard of living of the citizens is hardly made available by the broadcast media for public scrutiny in Nigeria, except for the few ones. A study conducted by Ola (2024) showed that women who have unrestrained access to radio and television are more knowledgeable about socio-economic issues in developing nations. The study also revealed that effects of broadcast media on attitudinal and behavioural change on economic issues among women have not been positive (Ola, 2024). Busindeli (2024) conducted a study on gender-based factors influencing the choice of communication media for agricultural information and found that illiterate women and women with low-income level prefer to access their enlightenment messages on radio and interpersonal contacts. Low level literacy among market women have influenced the adoption of the radio medium for the socio-economic and political information and messages by market women in the South-West, Nigeria.

The presentation of national budget by the Executive Arm of government and its approval by the National Assembly brightens the hope of many Nigerians every year for a better and more vibrant economy. However, controversies abound about whether annual budget in Nigeria solves a myriad of socio-economic and political issues it is primarily meant to solve (Abiola and Mustapha, 2015). Budget padding has been under-researched in Nigeria as a result of political, ethnic and economic interests by various individuals and organisations. In Nigeria, there has been a broken connection between annual budgeting and its impact on the citizens due to many factors of which are corruption, wrong and misplaced allocations of resources and weak implementations (Richardson and Nelson, 2017). Budget padding and abuses have brought to the fore the issues of accountability, transparency and the need for fraud-free public budget in Nigeria every year (Egbide and Agbude, 2018). Budget padding issues pervaded the Nigerian public space in July 2016 when Jibrin

Abdulmumin accused Yakubu Dogara of appropriation of N40 Billion by way of padding (Dunu et al., 2019). Budget actors and initiators in Nigeria see annual budget as a means of enriching themselves and for personal advantage rather than for the poor and the vulnerable (Ndukwu, 2018). Issues of budget padding have negatively affected the employment generations, provision of social facilities, education and living standard of more 80 percent of the population of Nigeria (Dickson and Eminue, 2020). This study is designed to investigate the influence of broadcast media on knowledge of budget padding among market women in South-Western Nigeria. Objectives of the study are to: understand the sources of information most preferred by market women for budget padding messages; know the effectiveness of broadcast media reportage of budget padding among market women in South-Western Nigeria; and ascertain the barriers to information about budget padding among market women in the South-West, Nigeria.

The study is hinged on knowledge gap theory. The theory was propounded by Tichenor, Donohue and Olien in the 1970s. The theory explains that there are social classes in the society and that people have different means of accessing and acquiring information in the society (Okon and Ekpang, 2021). Knowledge gap theory postulates that as information pours into social system, certain segments of the society with higher socio-economic acquire information more speedily than people of lower socio-economic status, and therefore, gap in knowledge increases rather than decreasing (Rohs and Ganz, 2015). Basically, people of higher socio-economic status receive information faster and are more exposed to media of communication and possess better communication skills than those who are of poor and low educational and socio-economic backgrounds (Okon and Ekpang, 2021). Knowledge gap between two classes of people tends to expand rather than contract or shrink due to some individual and community characteristics (Zeng, 2011). While some people are better informed and

more exposed to the media of communication than others, some people are less informed and exposed to the media of communication. People of higher socioeconomic status enjoy good communication skills, better knowledge of media operations, social contacts and selective use of information (Rohr and Ganz, 2015). Unequal use and access to media of communication is the basic notion of knowledge gap theory (Rohs and Ganz, 2015). Knowledge gap theory is in line with this study because it deals with the knowledge of budget padding among a group of people considered to have a lower socioeconomic status than other people of other segments of the society who have better access and exposure to media of communication as a result of their educational exposure, high literacy level, quality social contacts, good communication skills and selective use of information.

2. Materials and Methods

2.1 Study Design and Participants

A mixed-method was adopted for this study. Paired depth interview and survey methods were used for the study. Paired depth interview is defined as interviewing two subjects or respondents together for the purpose of gathering qualitative data about how the duo perceives the same issue under investigations (Wilson et al., 2016). Survey method was used to extract knowledge, views, information and opinions from a large number of respondents, so large as it is involved in this study. Survey method could be used to conduct national studies or to examine small query (Keough and Tanabe, 2011). A survey method was adopted for this study because a large number of respondents are involved in the study. A paired depth was used to sample the opinions and view of the leaders of market women about the influence of broadcast media on budget padding in South-Western Nigeria.

A purposive sampling technique is used. A purposive sample is used in a study on the basis of certain characteristics, qualities or features that the subjects or respondents of the study possess. Both qualitative and quantitative methods of research may be used when the samples

are chosen purposively (Tongco, 2007). Using a purposive sampling, researchers set out to locate subjects or respondents who are prepared and willing to provide information on the basis of their knowledge and experience about budget padding and broadcast media enlightenment campaigns (Tongco, 2007). Thus, two leaders of market women associations or unions were selected in one most popular market in each of the six states of the South-West for paired depth interview. The two leaders of the associations were selected because it is assumed that they have better communication skills, and also possess knowledge about budget padding in Nigeria. As Crossman (2024) maintains, purposive sampling is selected on the basis of certain characteristics or qualities of the population and the objectives of the study. Therefore, the six most popular selected markets in the South-Western Nigeria are: Gbagi Market in Ibadan, Oyo State, Oshodi Market in Lagos, Oja-Oba in Ado-Ekiti, Ekiti State, Kuto market in Abeokuta, Ogun State, Oja-Oba market in Akure, Ondo State and Oluode market in Osogbo, Osun State.

Using simple random sample, two leaders of market women associations and unions were selected in the most popular Market in each of the selected states of the South-West for paired depth interview session. The leaders of market women are assumed to possess knowledge their information sources with regard to budget padding, understand the effectiveness of broadcast media enlightenment campaigns on budget padding and the barriers to information about budget padding in the South-Western Nigeria. Other market women were given questionnaire to fill. Those who were given copies of questionnaire were those willing and ready to help the researchers fill in the questionnaire. A simple random sample is a subset of a group of individuals. Every member of the population is selected by chance and randomly in such a way that all members of the group have an equal chance of being selected (Kirk, 2011).

Adopting convenience sampling, leaders of the market associations and unions were selected on the basis of availability, easy access, convenient proximity, and expressed willingness to participate in the study under investigation. In convenience sampling, data could be collected from the subjects of the study faster and more speedily. Since it is basically not realistic to have access to all respondents or subjects of this study, those available and willing to participate in the study were conveniently sampled and included in the study. Convenience sampling, according to Obilor (2023), is used to select subjects or respondents for the study on the basis of convenience, proximity and convenient geographical locations to the researchers. We adopted paired interview because it enables the research to have access to the opinions, views, attitude and perceptions of market women about broadcast media reportage of budget padding among market women in South-Western Nigeria. Thus, Two leaders of market women association were selected in Gbagi Market in Ibadan, Oyo State, two leaders of market women association were selected at Oshodi Market in Lagos, two leaders of market women association were selected at Oja-Oba in Ado-Ekiti, Ekiti State, two leaders of market women association were selected at Kuto market in Abeokuta, Ogun State, two leaders of market women association were selected at Oja-Oba market in Akure, Ondo State and two leaders of market women association were selected at Oluode market in Osogbo, Osun State. In all, twelve leaders of market women association were interviewed using a paired depth interview method. Three hundred and ninety-six copies of questionnaire were administered on other market women apart from the leaders of market women associations. Sixty-six copies of questionnaire were given to market women in each of the most popular markets in the six states of the South-West, making 396 copies of questionnaire in all. However, of the 396 copies of questionnaire administered on the respondents in six most popular markets in the

state capitals of the six states in the South-West, only 380 copies of those questionnaires were returned and found useful for this study.

2.2 Data Collection

Two methods were used in data collection procedure in this study: the questionnaire and the interview guide. Six research assistants were recruited and trained on the objectives of the study. They assisted the researchers to collect data from the subjects of this study in six different most popular markets in the South-West. The paired depth comprised twelve market women leaders in all. Two leaders of market women were selected in each of the most popular markets in the South-West for paired depth interview, while copies of questionnaire were given to other market women to help fill. The interview guide and questionnaire items were in tandem with the objectives of the study. In all, twelve leaders of market women association were interviewed using a paired depth interview method. Three hundred and ninety-six copies of questionnaire were administered on other market women apart from the leaders of market women associations. Sixty-six copies of questionnaire were given to market women in each of the most popular markets in the six states of the South-West.

2.3 Statistical Analyses

The interview session ensured a high level of confidentiality because the identities of paired depth interviews were never made known for ethical reasons. Data obtained through the paired depth interview were analysed thematically, interpreted and presented with the use of explanation building in tandem with the research objectives. Inferences were made about the knowledge of sources of information most preferred by market women for budget padding messages; the effectiveness of broadcast media reportage of budget padding among market women in South-Western Nigeria; and the barriers to information about budget padding among market women in the South-West, Nigeria. Data gathered from the questionnaire administration on market women were analysed using frequency and percentage.

3. Results

Qualitative Data Analysis, Interpretations and Presentation for Paired Depth Interview

3.1 Theme 1: Sources of Information Preferred by Market Women for Budget Padding Messages

The data gathered from the paired depth interview revealed the sources of information preferred by market women for budget padding messages. The discussion demonstrated that radio enlightenment campaigns are the source most preferred by market women for budget padding in the South-Western Nigeria. The interviewees are the leaders of market women association in the most popular market in each of the state capitals of six different states in the South-West, Nigeria. Providing more information, an interviewee at Gbagi Market in Ibadan, Oyo State, said that:

We do not have time to watch television or meeting people because we are always busy doing our business here in the market. However, of all the means of information reception such as television, radio and internet, radio is the major sources of our information on socio-economic and political issues. In fact, the first time I heard about budget padding was on radio in 2016 when some members of the National Assembly were reported to have padded the budget of that year. Thus, we listen to different radio programmes when attending to our customers because we do not need to focus our full attention on it unlike television. Besides, most of radio programmes in Ibadan here are done in Yoruba Language, making comprehension very much easy for us. Most television programmes we watch in the evening when we get home are beamed to us in English. We are more comfortable with Yoruba radio programmes that

the ones done in English. I hear radio discussion and interview programmes regularly about budget padding.

Another interviewee, who is a leader of market women association at Oja-Oba Market in Ado-Ekiti, Ekiti State Capital, said:

No media of mass communication can be compared to radio. As far as I am concerned, my radio set is my best friend even when no one is around at home, I am not bored, going by various programmes that are done on economic, social and political matters. Regarding budget padding, radio programmes exist here in Ekiti that enlighten people about budget padding. Until recently, I did not understand the meaning of budget padding until one radio interview programme explained to us in Yoruba Language. Budget padding is about adding unofficial extra fund to the budget which will eventually end up in the pockets of some members of National Assembly. It is the same as adding and pilfering of money that has not officially been allocated.

3.2 Theme 2: Effectiveness of Broadcast Media Reportage of Budget Padding among Market Women

The data gathered from the paired depth interview revealed the effectiveness of broadcast media reportage of budget padding among market women. The discussion revealed that radio broadcast enlightenment campaign has been effective about budget padding among market women in the South-Western Nigeria. The interviewees are the leaders of market women association in the most popular markets in each of the state capital of six different states in the South-West, Nigeria. Giving more details, an interviewee in Lagos State, said that:

Radio has been effective in the enlightenment campaigns of budget padding among market women. When you look at the population of the illiterate among us, you will be shocked because about 85% of us here are illiterate. Therefore, we rely on radio most time for latest information on economy, politics and political issues. Whenever we listen to amount of money that is being pilfered every day in the National Assembly some of us become pessimistic about the greatness of this country. I think the government should do something about budget padding if truly what we hear annually on radio about budget padding is true. There is no way citizens will not suffer with the amount of money that is padded and stolen every year. In the absence of radio, we would have been in the darkness with regard to the issues of budget padding in Nigeria. Our knowledge of budget padding has been through the medium of radio news, discussion programmes and interview programmes.

Giving more information, another participant who is a leader of market women association at Ojo-Oba Market at Akure, Ondo State, said:

Radio effectiveness when it comes to enlightening us on budget padding is second to none. Radio speaks our language. At times, radio presenters give room for phone-in session by listeners. This opportunity affords the citizens to ask question about contemporary issues, including budget padding. Budget padding news and discussion programmes hit the radio airwaves when the budget is about to be passed or has been passed by the National Assembly every year. Unlike television set that we watch when we get back home in the evening, news and radio programmes are aired almost on an hour basis. We do not need to get home to get relevant information

about padding. Radio reports budget padding issues whenever the budget is to be passed every year.

3.3 Theme 3: Barriers to Information Acquisition about Budget Padding among Market Women

The data gathered from the paired depth interview showed the barriers to information acquisition about budget padding among market women. The discussion showed that lack of literacy skills and absence of media literacy programmes are the barriers to information acquisition about budget padding among market women in the South-Western Nigeria. The interviewees are the leaders of market women association in the most popular market in each of the state capital of six different states in the South-West, Nigeria. Giving more details, an interviewee in Abeokuta, Ogun State, said that:

There are many barriers to information acquisition about budget padding among women in the South-Western Nigeria. Most of the market women here lack literacy skills. They cannot read and write, or speak English Language. This is the reason most of the market women resort to radio medium for the information and enlightenment campaigns on socio-political and economic matters. Besides, media literacy is also an issue among market women because they believe hook, line and sinker any message they get about budget padding in Nigeria. Government owned media organisations have not been fair and objective in the reportage of budget padding in Nigeria. Although, private-owned media organisations attempt to be objective, but they are also part of the government.

Providing more information, an interviewee who is a leader of market women association at Oluode Market in Osogbo Osun State, said that:

Barriers to budget padding are manifold. However, lack of literacy skills has been a major challenge in acquisition of information about budget padding in South-Western Nigeria. Most market women have no capability to sieve the truth from the falsehood when listening to messages about budget padding in South-Western Nigeria. All pieces of information disseminated to illiterate market women are treated as the truth whereas some government-owned media twist the budget padding messages to suit the purposes of their government-financiers and founders.

Quantitative Data Analysis, Interpretations and Presentation for Survey Method

Table 1: Sources of Information Preferred by Market Women for Budget Padding Messages

Items	Frequency
Percentage	
Radio	169
44.5%	
Television	121
31.8%	
Social Contacts	51
13.4%	
Market Leaders	39
10.3%	
Total	380
100	

Source: Researchers' Fieldwork, 2024

Table 1 shows that radio 169 respondents representing 44.5% maintained that radio is the major source of information preferred by market women for budget padding messages in the South-West, 121

respondents representing 31.8% stated that television is the source of information preferred by market women for budget padding messages in South-West, 51 respondents representing 13.4% averred that social contact is the source of information preferred by market women for budget padding messages in South-West, while 39 respondents representing 10.3% stated that market leader is the source of information preferred by market women for budget padding messages in South-West, Nigeria.

Table 2: Effectiveness of Broadcast Media Reportage of Budget Padding among Market Women

Items	Frequency
Percentage	
Radio enlightenment campaign on budget padding is effective	122
32.1%	
Television enlightenment campaign on budget padding is effective	101
26.6%	
Market leaders are effective sources of enlightenment campaign on budget padding in South-Western Nigeria	79
20.8%	
Social contacts are effective sources of enlightenment campaigns on budget padding in South-Western Nigeria	78
20.5%	
Total	380
100%	

Source: Researchers' Fieldwork, 2024

Table 2 shows that 122 respondents representing 32.1% averred that radio enlightenment campaign on budget padding is effective, 101

respondents representing 26.6% maintained that television enlightenment campaign on budget padding is effective, 79 respondents representing 20.8% affirmed that market leaders are effective source of enlightenment campaign on budget padding in South-Western Nigeria, and 78 respondents representing 20.5% stated that social contact is an effective source of enlightenment campaign on budget padding in South-West, Nigeria.

Table 3: Barriers to Information Acquisition about Budget Padding among Market Women

Items	Frequency	Percentage
Lack of Literacy Skills	149	39.2%
Poor Educational Backgrounds	57	15%
Unequal Access to Media of Communication	51	13.4%
Lack of Media Literacy	123	32.4%
Total	380	100%

Source: Researchers' Fieldwork, 2024

Table 3 shows that 149 respondents representing 39.2% maintained that lack of literacy skill is the major barrier to information acquisition about budget padding among market women in the South-West, 57 respondents representing 15% affirmed that poor educational background is the barrier to information acquisition about budget padding among market women in the South-West, 51 respondents representing 13.4% stated that unequal access to media of communication is the barrier to information acquisition about budget padding among market women in the South-West, while 123 respondents representing 32.4% averred that lack of media literacy is the barrier to information acquisition about budget padding among market women in the South-Western Nigeria.

4. Discussions

Findings showed that radio enlightenment campaign is the source most preferred by market women for budget padding in the South-Western Nigeria. The findings agree with the position of James (2019) who found that radio is the most pervasive and the most popular of the media of communication due to its certain features it has over all other of mass communication. Besides, the level of illiteracy, poverty and overwhelming numbers of rural areas has endeared radio medium to illiterate and the vulnerable in Nigerian societies. He also found that radio has the tongues of many ethnic groups and can mobilise, enlighten and educate the citizenry on an issue that border on socio-economic and political matters that affect the well-being of the masses.

Findings showed that radio broadcast enlightenment campaign has been effective about budget padding among market women in the South-Western Nigeria. The findings corroborate the findings of James (2019) who found that when it comes to educating the illiterate about economic and political matters, radio is the most suitable for the message.

Lack of literacy skills and absence of media literacy programmes are the barriers to information acquisition about budget padding among market women in the South-Western Nigeria. The findings align with the postulations of gap knowledge theory which assume that people of higher educational and socio-economic status receive information faster and are more exposed to media of communication and possess better communication skills than those who lack literacy skills, media literacy and those who are of poor socio-economic backgrounds (Okon and Ekpang, 2021).

5. Conclusions and Recommendations

Radio is the most preferred source of information about budget padding among market women in the South-West. Its effectiveness has proved beyond reasonable doubt that its effectiveness in disseminating

messages to both illiterate and educated women is well established. Therefore, radio programs centered on market women must be initiated and sustained. These programs should focus on topics relevant to market activities, ensuring that messages about budget padding and other important issues reach this audience. Given the effectiveness of radio campaigns in raising awareness about budget padding among market women in South-Western Nigeria, stakeholders—including non-governmental organizations (NGOs), government entities, and various ministries—should continue to utilize radio as a platform for educating citizens about the harmful effects of budget padding, particularly on the poor and vulnerable market women in the region. Barriers to information acquisition about budget padding among market women in South-West Nigeria include a lack of literacy skills and the absence of media literacy programs. To address this, adult education and market-based media literacy campaigns should be initiated and sustained by both government and non-governmental organizations to enhance media literacy skills among market women.

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