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Effectiveness of Broadcast Media in Sporting News Awareness among Residents of Aba, Abia State

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Abstract

This study investigated the effectiveness of broadcast media in sporting news awareness among residents of Aba, Abia State. The Agenda Setting served as the theoretical framework for the study. Survey method was used for this study with a population of 1,230,410 and sample size of 385 which was derived from survey monkey online sample size calculator. Multistage sampling technique was employed. The instrument used was questionnaire. The data was analysed using percentages and mean analysis. Results showed that an average of 76% of the respondents studied confirmed that the awareness level of Aba residents on broadcast media sporting news report is high. Result also showed that, at a grand mean of 3.2 (N=381), respondents confirmed that the level of effectiveness of broadcast media sporting news reports in creating awareness about sporting activities is high. It was recommended that the broadcast media should not relent in creating awareness so that more people will have the opportunity to get even more exposed to their reports on sports. The fact that the level of effectiveness is high it is a welcome development, hence, broadcast media can leverage on it and make profit through advertisements because the channel is viable is creating awareness.

Keywords: Broadcast Media, Sporting News, Awareness, Residents, Aba, Abia State



Introduction

In today's world, sport holds a noteworthy place. For this reason, a variety of broadcast media regularly feature sports news. Even for those who receive the news, sport is seen as a significant contribution to a healthy lifestyle due to its immense significance (Ellis, 2012). Globally, sports have grown to be a significant aspect of national life. Typically, every nation strives to be acknowledged as a dominant force in a certain sport. Every nation's participation in sports highlights the undeniable reality that sports play a major role in international relations (Aondover et al., 2023).

Yta and Umukoro (2018) and Eime et al. (2022) define sports as human endeavours that mainly entail skill and physical effort, together with aspects of competition or social engagement. Formally, the activity is controlled by norms and behavioural patterns that are developed through organisational procedures. Sport is defined by Sport England (2016), Yta (2015), and Yta (2017) as any kind of physical activity that aims to improve social relationships, physical and mental health, and both through scheduled and informal involvement. As a result, sport can be seen as a social institution that permeates people's lives through experience sharing and has a variety of positive social impacts.

According to Pilar et al. (2019), broadcast media have an important role in raising awareness by disseminating information to the public and fostering intellectual exchange. By disseminating information about various sporting events, they perform an effective, educational, and leading role in increasing public awareness and waking public consciousness. This enables people to comprehend the patterns of events in their environment and base their decisions on social and personal matters on more accurate and up-to-date information (Kumari, 2018).

Broadcast media, such as radio and television, can be a useful tool for educating locals and the broader public about the value of sports news and the sports industry. Residents can learn the necessary knowledge about the advantages of a good sport news story through broadcast media. According to Nmere et al. (2020), exposure to sport news reports can both educate and amuse one about current events in the sports world.

People from all areas of life are drawn to sports, which is why they are interested in learning about current events in the sporting world through the media. Regardless of their advantages, sports activities may go unreported. For this reason, it is imperative that broadcast media give sports news top priority in order to inform the public on the most recent developments in sports. Based on initial observations, athletic news is reported by certain broadcast media in Aba. But how frequently do they do it, given that the majority of them don't seem to give sports news the same priority as other news and programs? Whatever the case, their actions demonstrate how successful they are in raising sports awareness among Aba's citizens. Furthermore, how well-informed are these locals and how do they feel about sports news reports from broadcast media that try to raise awareness? Based on this, this study aims to investigate how well broadcast media raises citizens of Aba, Abia State's awareness of sporting news.

The main aim of this study is to examine the effectiveness of broadcast media in sporting news awareness among residents of Aba, Abia State. Specifically, the objectives are to:

1. Ascertain Aba residents awareness level on broadcast media sporting news reports;
2. Determine Aba residents' level of knowledge on broadcast media sporting news reports;
3. Examine the attitude of Aba residents towards broadcast media sporting news reports based on their exposure to broadcast media reports on sport;



4. Find out the level of effectiveness of broadcast media sporting news reports in creating awareness about sporting activities.

Theoretical Framework

This study was anchored on the agenda-setting theory because it best suits the discourse in this study. The agenda-setting theory as earlier mentioned can be traced to the first chapter of Walter Lippmann's 1922 book, *Public Opinion*. Before Cohen in 1963 made the famous comment that the press "may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. However, the theory was formally developed by McCombs and Shaw. The Agenda Setting function of the media reveals that the media not only make the audience learn factual information about public affairs and what is happening in the world but also learn how much importance to attach to issues such as sport due to the emphasis placed on them by the media.

According to Gever and Nwabuzor (2014), agenda-setting theory implies that the media predetermine what issues to think about. The scholar adds that the media do this through factors like; frequency of reporting, prominence given to the reports through headline display, pictures and layout in newspapers, magazines, films, graphics or timing on radio and television. Also, the degree of conflict generated in the reports and cumulative media specific effects over time. This means, the media (broadcast) have the potential of, through its programming and reports, setting agenda for Nigerians particularly residents in Aba on several sporting activities in the state.

Through frequent, meaningful and responsible reports on sporting events in Aba in Abia state, the media can sensitise the public against such issue. Frequent discussions on issues of sport will not just draw attention to the sporting world but also awaken the consciousness on the need to appreciate sport activities (Nwabueze & Ebeze, 2013). This theory is relevance because it provides the basis for us to understand the usefulness of the broadcast media (radio and television) in drawing our attention to sporting news and shaping our knowledge on the issue so reported.

Method

Research Design

The researcher adopted survey method in carrying out this study. This method enabled the researcher to study samples and it also makes for easy identification of conditions and phenomena in their natural setting. This is because the study is focused on the residents of Aba in Abia State all of which cannot possibly be studied. Hence, the researcher uses the survey design to select a representative sample from the population and later generalizing on the said population. According to Nsude et al. (2023), the survey method is a method of data collection that involves asking people who are believed to hold the needed information questions using a questionnaire and an open-ended approach.

Population of the study

The population of the study is consisting of residents in Aba. According to World Population Review report (2024), Aba has a total figure of 1,230,410. This means that the population of this study is 1,230,410.



Sample(s) and Sampling Techniques

The survey monkey online sample size calculator was used at 95% confidence level and 5% error margin. See screenshot below.

Calculate your sample size

Population Size ⓘ	Confidence Level (%) ⓘ	Margin of Error (%) ⓘ
1230410	95	5

Sample size

385

In this study the multistage sampling technique was used. Aba is divided into Aba South, Aba North. From these LGAs three communities each was randomly selected. See the breakdown for easy understanding.

Stages in the Sampling Technique

Stage One:

The Under the LGAs as categorized into:

1. Aba North
2. Aba South

Stage Two:

The simple random sampling procedure was used to select three (3) communities from each of the LGA as follows:

3. From Aba North: Eziamma, Ogbor and Umuokoji;
4. From Aba South: Ariaria, Eziukwu and Abaukwu

Stage Three:

In these selected communities people who are likely to be exposed to broadcast media on sport news reside. The researcher selected these communities and because it is more like a town with access to broadcast media.

Stage Four:

At this stage the researcher used the non-proportionate sampling to distribute 64 copies of the questionnaire in the selected six communities to represent the sample size for the study.

Stage Five:

At this stage the researcher purposively administered the instrument based on respondents that have been exposed to broadcast media sport news reports. Before copies of questionnaire were distributed, they were asked if they have been exposed to broadcast media sport news reports.

Methods of Data Collection

The instrument for data collection for the quantitative aspect of the study was questionnaire. A questionnaire containing twenty (20) items was produced and administered to the respondents. The questions will be structured in a close-ended format with fixed alternatives or options. Furthermore, the instrument was structured both in binary format and 4 point likert scale such as 'Yes,' 'No' and 'Can't say,' 'Large extent, Moderate, Low extent' 'Not at all'; 'Strongly agree,' 'Agree,' 'Disagree' and 'Strongly disagree.' The respondents were requested to tick only one option or answer in their response.

Validity/Reliability of Instrument



Face validity was used in this study. In a bid to ascertain the validity the instrument, the researcher will give a copy of the structure questionnaire to the supervisor for vetting. Corrections were effected which affirmed the validity of the instrument. Meanwhile for the reliability of instrument; this is the degree of consistency between two measures of the same thing. To guarantee the reliability of the research instrument in producing identical results when tried outside the original population of study, the pilot study was used to ascertain the reliability of the instrument. To achieve this, the researcher distributed 20 copies of the questionnaire to respondents outside the population. The retrieved, questionnaire responses were computed using Cronbach alpha with the aid of SPSS version 21 to check for the level of consistency of the instrument. Resulted showed .89 meaning there is internal consistency of the instrument.

Methods of Data Analysis

The study adopted frequency tables with simple percentage with the aid of chart to analyse results for the demographic section of the questionnaire as well as items that were structured in dichotomous format and then the mean analysis method was used to analyse questions framed in likert scale.

Findings

In this section, data presentation and analysis were done. The presentation and analysis were done in line with the research questions. Also, regarding the distribution of the questionnaire, 385 copies of the questionnaire were distributed. 381 (99.%) were returned and usable, meanwhile 4 (1%) were not usable. From the analysis, the return rate was high. Furthermore, the discussion of findings was done based on the analysed data. The presentation and analysis were arranged in line with the research questions as seen below:

RQ1: What is awareness level of Aba residents on broadcast media sporting news report?

Table 1: Respondents' response on whether they have radio or television sets or gadget that enables broadcast media

Items	Frequency	Percentage(%)
Yes	381	100
No	-	-
Cant' say	-	-
Total	381	100%

Source: Field Survey, 2025

Analysis of data from table 1 above revealed that 100% of respondents have radio or television or gadget that enables broadcast media. This means that all the respondents have radio or television or gadget that enables broadcast media contents.

Table 2: Respondents' response on whether they listen or watch broadcast media news reports

Items	Frequency	Percentage (%)
Yes	381	100
No	-	-
Cant' say	-	-
Total	381	100%

Source: Field Survey, 2025

Analysis of data from the above table 2 revealed that 100% of respondents indicated that they listen or watch broadcast media news reports. This means that respondents listen or watch broadcast media news reports.



Table 3: Respondents' response on how long they listen or watch broadcast media news reports

Items	Frequency	Percentage (%)
15 minutes	45	11.8
30 minutes	210	55.1
45minutes	89	23.3
1 hour	37	9.7
Total	381	100

Source: Field survey, 2025

Analysis of data from table 3 above revealed that 55.1% of respondents affirmed that they listen or watch broadcast media news reports for at least 30 minutes. This means that many of respondents said they listen or watch broadcast media news reports for about 30 minutes.

Table 4: Respondents' response on the level they listen or watch broadcast media news reports

Items	Frequency	Percentage (%)
Very high level	86	22.5
High level	187	49.0
Moderate level	78	20.4
Low	20	5.2
Very low	10	2.6
Total	381	100

Source: Field survey, 2025

Analysis of data from the above table 4 revealed that 49.0% of the respondents confirmed that the level in which they listen or watch broadcast media news reports is high. This implies that majority of the respondents confirmed that the level in which they listen or watch broadcast media news reports is high. From the analysis of data from the items presented on the tables, result showed that an average of 76% of the respondents studied confirmed that the awareness level of Aba residents on broadcast media sporting news report is high



RQ2: What is the level of knowledge of Aba residents' on broadcast media sporting news reports?

Table 5: Respondents responses the level of knowledge of Aba residents' on broadcast media sporting news reports

Items	SA	A	D	SD	Mean	Decision
The sport news report is about sporting activities	152	167	33	29	3.1	Accepted
The sport news is usually aired daily	144	179	37	21	3.1	Accepted
The reports are usually entertaining and informative	166	151	30	34	3.1	Accepted
The reports talks about sport personalities	154	152	49	26	3.1	Accepted
The sports reports are not usually long in terms of time allocation	153	162	42	24	3.1	Accepted
Grand Mean					3.1	Accepted

Source: Field Survey (2025)

Decision rule: Given that the benchmark of a 4-point Likert scale for decision is 2.5, it means that if the calculated mean is 2.5-4.0, then the item in question is accepted. However, if the calculated mean is 1-2.4, then the item in question is rejected. Let 1.0-1.5(Very Low), 1.6-2.2 (Low), 2.3-2.9 (Moderate), 3.0-3.5 (High) and 3.6-4.0 (Very High).

Analysis of mean indicated that, at a grand mean of 3.1 (N=381), the knowledge level of Aba residents' on broadcast media sporting news reports is moderate. This means that the respondents studied have moderate knowledge about broadcast media sporting news reports.

RQ3: What is the attitude of Aba residents towards broadcast media sporting news reports based on their exposure to broadcast media reports on sport?

Table 5: Respondents responses on the attitude of Aba residents towards broadcast media sporting news reports based on their exposure to broadcast media reports on sport.

Items	SA	A	D	SD	Mean	Decision
I usually look forward to sporting news reports	209	147	15	10	3.4	Accepted
I enjoy the reports because they are entertaining	215	152	8	6	3.5	Accepted
I feel less distracted whenever I listen or watch sport news reports	183	189	7	2	3.4	Accepted
I am usually high-spirited when I tuned	185	151	25	20	3.3	Accepted
Grand Mean					3.4	Accepted

Source: Field Survey (2025)



Analysis of mean indicated that, at a grand mean of 3.4 (N=381), respondents confirmed that some of their the attitude towards broadcast media sporting news reports based on their exposure to broadcast media reports on sport is that they usually look forward to sporting news reports, they equally enjoy the reports because they are entertaining. They also feel less distracted whenever they listen or watch sport news reports and that they are usually high-spirited when they tuned to broadcast media reports on sport. This means that the respondents studied have positive attitude towards broadcast media sporting news reports based on their exposure to broadcast media reports on sport.

RQ4: What is the level of effectiveness of broadcast media sporting news reports in creating awareness about sporting activities?

Table 6: Respondents responses on the level of effectiveness of broadcast media sporting news reports in creating awareness about sporting activities.

Items	SA	A	D	SD	Mean	Decision
I now know names of players because of my exposure to broadcast sport news	155	143	45	38	3.0	Accepted
I am aware of sporting calendar because of my exposure to broadcast media sport reports	172	151	33	25	3.2	Accepted
I know some rules guiding some sports because of my exposure to sport news reports	189	155	21	16	3.3	Accepted
I follow sporting activities especially football due to my exposure to broadcast media sport news	190	173	10	8	3.4	Accepted
Generally, I have become much aware of most sports around the globe due to my exposure to sports news reports.	192	181	4	4	3.4	
Grand Mean					3.2	Accepted

Source: Field Survey (2025)

Analysis of mean indicated that, at a grand mean of 3.2 (N=381), respondents confirmed that on the level of effectiveness of broadcast media sporting news reports in creating awareness about sporting activities is high as seen in the weighting scale. This means that respondents' agreed that the level of effectiveness of broadcast media sporting news reports in creating awareness about sporting activities is high.

Discussion

Findings from the analysis of data showed that an average of 76% of the respondents studied confirmed that the awareness level of Aba residents on broadcast media sporting news report is high. This could be because most of the time the reports are usually apt and catchy which have the propensity to draw attention. This finding is in tandem with that of Nwabuwe et al. (2022) who in their study found that the mass media covers sports events in Delta State to a high extent and that the mass media has contributed to sports development in Delta State to a high extent. Similarly, the study of Obiakor (2023) revealed that sports listeners in Onitsha were exposed to sports programmes on radio; sports listeners in Onitsha see sports programmes on radio as viable tools for sports development.



In line with the agenda setting theory, as the media broadcast this sport news by way of giving prominence to it the chances of high exposure will be there hence making the audience to think about sporting activities.

Result of mean indicated that, at a grand mean of 3.1 (N=381), the knowledge level of Aba residents' on broadcast media sporting news reports is moderate. In as much as the awareness level is high the knowledge level is not commiserate. However, residents still have something they know about the broadcast media sporting news reports. The finding of Elo (2015) the study revealed that, sports are very important areas of national life which the country should explore and develop for its benefit. It also found out that there has been serious neglect of sporting activities and that part of the neglect, was as a result of television inadequate focus on sports.

Findings indicated that, at a grand mean of 3.4 (N=381), respondents confirmed that some of their the attitude towards broadcast media sporting news reports based on their exposure to broadcast media reports on sport is that they usually look forward to sporting news reports, they equally enjoy the reports because they are entertaining. They also feel less distracted whenever they listen or watch sport news reports and that they are usually high-spirited when they tuned to broadcast media reports on sport. Based on the responses, it is glaring that the respondents have positive attitude towards broadcast media sporting news reports based on their exposure to broadcast media reports on sport. The study of Kumar (2018) revealed that while the media have proven to have a substantial capability to influence the character and 226 development of sport, there are evidences of resistance to commodification from sportspersons and sports bodies. Also the study of Marani, et al. (2021) found that the media not only change or strengthen opinions, attitudes and behavior, but have become one of the agents of socialization in creating and shaping attitudes, values, behaviors and perceptions of social reality. This finding is in consistent with the agenda setting theory because consistent reports will increase the propensity of affecting the attitude of listeners.

Findings indicated that, at a grand mean of 3.2 (N=381), respondents confirmed that on the level of effectiveness of broadcast media sporting news reports in creating awareness about sporting activities is high as seen in table 6. This shows that respondents' agreed that the level of effectiveness of broadcast media sporting news reports in creating awareness about sporting activities is high. This finding is consistent with Alao (2018) who revealed that commercial considerations influenced the agenda setting credential of sports media practitioners. Also, Kumar (2018) noted that the study conceptually found that the media and sports both universal and local scope of operation and are bound together in a multifaceted network of relationships. Acholonu and Amama (2018) the study found out among others that the coverage of sporting events by NTA and FRCN Enugu broadcast stations played roles in the development of sporting activities in Enugu Metropolis. Also, The broadcast media play crucial role in creating awareness through transferring information to the audience and exchanging thoughts (Pilar et al., 2019). They play an effective, instructive and leading role in awakening public consciousness and raising public awareness by spreading reports about several sporting activities through information dissemination.

Conclusion and Recommendation

Based on the findings, it is therefore concluded that respondents are highly exposed to broadcast media reports on sport. However, this high level of awareness does not directly translate to high knowledge. Though, respondents confirmed positive attitudinal disposition towards broadcast media sporting news reports. As well as high level of effectiveness of broadcast media sporting news reports in creating awareness about sporting activities. In summary, the broadcast media radio and television are effective in



creating awareness on sporting news reports. In line with the findings the following recommendations are put forward:

1. The broadcast media should not relent in creating awareness so that more people will have the opportunity to get even more exposed to their reports on sports.
2. The broadcast media should be encouraged by stakeholders in sport to engage their audience more often with the intention of improving their knowledge about their sport reports.
3. The broadcast media should as matter of fact continue making their sport contents more appealing to make audience to maintain their positive attitude towards the reports
4. The fact that the level of effectiveness is high it is a welcome development, hence, broadcast media can leverage on it and make profit through advertisements because the channel is viable is creating awareness.

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