

Access and Utilisation of Internet-Mediated HIV/AIDS Messages among Students of the University of Maiduguri, Nigeria

JIBRIL Abubakar

Department of Mass Communication
Taraba State University, Jalingo, Taraba State
&

SULEIMAN Garba

Department of Mass Communication
Nasarawa State University, Keffi, Nasarawa State
&

ABDULLAHI Adamu

Department of Mass Communication
Nasarawa State University, Keffi, Nasarawa State
&

MOHAMMED Adamu

Department of Mass Communication
Taraba State University, Jalingo, Taraba State

Abstract

This paper examines how students of the University of Maiduguri access and utilise Internet-mediated HIV/AIDS messages and what impact the messages have on them. The study used survey, with questionnaire as the major instrument for data collection. Findings from the study show that Internet-mediated HIV/AIDS messages could be useful in mitigating the spread of the disease but that such messages alone cannot create adequate advocacy against the scourge. This explains why HIV/AIDS has continued to increase in the study area despite the plethora of media campaign messages against it. Based on this, we conclude that the mere presentation of HIV/AIDS advocacy campaign messages through the Internet or ICT would not be enough to stop the spread of HIV/AIDS in the study area. It is therefore recommended that other familiar interpersonal communication strategies should be applied to further convince people to adopt the desired attitudinal change necessary for preventing the spread of the disease.

Keywords: Access, Utilisation, Internet, Mediated Message, Students, HIV/AIDS.