

Influence of Three Communication Intervention Programmes on Attitude and Perception of 'Baby Factory' Phenomenon among In-School Adolescents in Abia State, Nigeria

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Abstract

The study evaluated the influence of audio-recorded and print media communication intervention messages on attitudes and perceptions of 'baby factory' phenomenon among in-school adolescents in Abia State, Nigeria. The study adopted quasi-experimental design with three intervention groups and a control group. The population comprised 80,695 Senior Secondary School students drawn from 246 public Senior Secondary Schools in Abia State, South-east Nigeria. A sample size of four hundred was selected from four Local Government Areas by a combination of simple random and multi-stage sampling techniques. Results show that the communication intervention messages designed and used to educate the respondents through audio recorded messages, stickers, posters and leaflets had greater influence on the attitude and perception of in-school students on 'baby factory' phenomenon, which indicated that there were changes in their attitude and perception towards 'baby factory' phenomenon and concluded that theory-grounded Media-Communication intervention programmes have the potential of changing the attitudes and perceptions required to equip teenagers to make informed decisions on dangers of involvement in 'baby-factory' activities. It is recommended that media houses, NGO's and the government should come up with intervention programmes on 'baby factory' activities in order to curb this phenomenon.

Keywords: Adolescents, Attitude, 'Baby-factory', Media, Communication, Intervention programme, Perception.