2023

NIGERIAN JOURNAL OF SOCIAL PSYCHOLOGY

Online ISSN: 2682-6151
Print ISSN: 2682-6143

Volume 6, Issue 1
2023

Published by
Nigerian Association of Social Psychologists
www.nigerianjsp.com

Editor-in-Chief
Prof. S.O. Adebayo
Managing Editor
Prof. B.E. Nwankwo

EVALUATING EFFECTIVENESS OF TELEVISION IN PROMOTING GOVERNMENT TRANSPARENCY IN NIGERIA

[1]Nweze Samuel, [1]Ewa-Ibe Blessing, [1]Patience Basil-Eze, [2]Chinwe Patience Anyachonkeya, [1]Ufonwenyim Chikaosolu Benedine, [3]Akpama Alice Mbang, [4]Daniel Christopher Obot

[1]Department of Mass Communication,
Ebonyi State University, Abakaliki, Ebonyi State.

[2]Department of Languages, Akanu Ibiam Federal Polytechnic,
Unwana, Afikpo, Ebonyi State.

[3]Department of Mass Communication,
Cross River Institute of Technology and Management (CR-ITM), Ugep.

[4]Department of Mass Communication,
Akwa Ibom State Polytechnic, Ikot Osurua, Ikot Ekpene, Akwa Ibom State.

Abstract

This study presents insights into Nigerian citizens' perceptions and engagement with television programs aimed at promoting government transparency initiatives. Through a comprehensive analysis of survey data, varying levels of awareness and viewership frequency concerning transparency-related content on television are revealed, indicating potential gaps in exposure and opportunities for improved promotion and engagement strategies. The data also illuminates diverse perspectives on the effectiveness of television programs in enhancing public understanding, fostering accountability, and building trust in government transparency issues. While some respondents acknowledge the influence of television in increasing awareness and accountability, others express skepticism or uncertainty regarding its impact. Furthermore, opinions on the depth, comprehensiveness, and biases in the portrayal of government transparency issues across television programs vary significantly among respondents. These findings underscore the intricate nature of television's influence on governance perception in Nigeria and underscore the need for further research and targeted interventions to enhance public awareness, engagement, and trust in government transparency initiatives through television media.

Keywords:

Introduction

Television, as a powerful medium of mass communication, plays a significant role in shaping public opinion and influencing political discourse in Nigeria. With its wide reach and ability to convey visual and auditory information, television has the potential to promote government transparency by providing citizens with access to information about government activities, policies, and decisions. However, the effectiveness of television in fulfilling this role needs to be critically evaluated in the context of Nigeria's socio-political landscape.

Nigeria, like many other developing countries, grapples with challenges related to government transparency and accountability. Despite efforts to promote transparency through legislative reforms and the establishment of anti-corruption agencies, transparency remains a major concern due to issues such as corruption, bureaucratic opacity, and limited access to information. In this context, the role of television in fostering greater transparency becomes increasingly important.

Several studies have examined the role of television in promoting government transparency in various contexts. For instance, research by Olalekan and Akinleye (2018) explored the impact of

televised political debates on public engagement and awareness of government policies in Nigeria. The study found that televised debates increased public awareness of political issues and encouraged citizen participation in governance processes.

Similarly, a study by Oluwadare (2019) investigated the influence of television news coverage on perceptions of government transparency among Nigerian citizens. The finding revealed that exposure to television news was associated with higher levels of skepticism toward government transparency efforts, suggesting that the media plays a critical role in shaping public perceptions of governance. However, despite these insights, there is a lack of comprehensive research specifically focusing on the effectiveness of television in promoting government transparency in Nigeria. Existing studies often examine the broader role of media in governance or focus on specific aspects such as political debates or news coverage. Therefore, there is a need for a systematic evaluation of television's effectiveness in promoting government transparency, taking into account its reach, content, impact on public awareness, and policy influence.

This study seeks to address this gap by conducting a rigorous evaluation of television's role in promoting government transparency in Nigeria. By examining viewership patterns, content analysis of television programs, public opinion surveys, and policy analysis, this research aims to provide insights into the strengths, limitations, and potential areas for improvement in leveraging television as a tool for enhancing government transparency in Nigeria.

Statement of the problem

The effectiveness of television in promoting government transparency in Nigeria remains a critical but understudied issue amidst persistent challenges of corruption, bureaucratic opacity, and limited access to information. While television serves as a prominent medium for mass communication with extensive reach across diverse socio-economic strata in Nigeria, its role in fostering transparency within the government warrants systematic investigation. Despite anecdotal evidence suggesting television's potential to raise public awareness and influence political discourse, there is a lack of comprehensive research specifically assessing its impact on enhancing transparency and accountability in governance. Consequently, the question arises: To what extent does television effectively fulfill its potential as a catalyst for promoting government transparency in Nigeria, and what factors contribute to its success or limitations in this regard?

This research aims to address this gap by critically evaluating the effectiveness of television in promoting government transparency in Nigeria. By examining viewership patterns, content analysis of television programs, public opinion surveys, and policy analysis, this study seeks to provide empirical insights into the role of television in shaping public perceptions, influencing policy discourse, and fostering accountability within the Nigerian government.

Objectives of the Study:

1. To determine the level of awareness among Nigerian citizens regarding government transparency initiatives through television broadcasts.
2. To investigate the perceived effectiveness of television programs in promoting government transparency among viewers in Nigeria.
3. To examine the quality and comprehensiveness of television content related to government transparency and accountability.

Research Questions:

1. What is the level of awareness among Nigerian citizens regarding government transparency initiatives promoted through television broadcasts?
2. How do Nigerian citizens perceive the impact of television programs in fostering government transparency and accountability?
3. What are the main themes and content quality of television programs focused on government transparency and accountability in Nigeria?

Significance of the study

The significance of evaluating the effectiveness of television in promoting government transparency in Nigeria lies in its potential to contribute to enhanced governance, accountability, and democratic participation in the country. Nigeria, like many other developing nations, faces significant challenges related to corruption, inefficiency, and lack of transparency within its government institutions. Television, as a primary source of information and a platform for public discourse, holds immense power to shape public perceptions, raise awareness about governance issues, and hold government officials accountable for their actions.

Understanding the role of television in promoting government transparency is crucial for several reasons. Firstly, it provides insights into the dynamics between media, governance, and public engagement in Nigeria's democratic processes. By examining the impact of television programs on public awareness, attitudes, and behaviors related to transparency and accountability, this study can inform strategies for improving media practices and fostering a culture of openness within the government. Secondly, the findings of this research can guide policymakers, media practitioners, and civil society organizations in designing targeted interventions to leverage television as a tool for promoting transparency and combating corruption. By identifying best practices and areas for improvement, stakeholders can work towards strengthening the role of television in advancing democratic governance and sustainable development in Nigeria. Ultimately, the significance of this study lies in its potential to contribute to the broader goal of building transparent, accountable, and participatory governance systems that serve the interests of all Nigerians.

Theoretical framework

One relevant theory for analyzing the effectiveness of television in promoting government transparency in Nigeria is the Agenda-Setting Theory. Developed by Maxwell McCombs and Donald Shaw in the 1960s, the Agenda-Setting Theory posits that the media, particularly news media, have the ability to influence the public's perception of the importance of issues by determining which topics receive extensive coverage and prominence.

In the context of evaluating television's role in promoting government transparency in Nigeria, the Agenda-Setting Theory offers valuable insights into how the media agenda influences public opinion and policy priorities. Television, as a primary source of news and information for many Nigerians, shapes the public agenda by selecting, framing, and emphasizing certain government transparency issues over others. For example, television news programs may focus extensively on corruption scandals or transparency initiatives, thereby influencing public perceptions of the prevalence and significance of transparency-related issues within the government.

Furthermore, the Agenda-Setting Theory helps to explain how television coverage of government transparency issues can influence the policy agenda and decision-making processes. When television programs consistently highlight transparency concerns or advocate for accountability measures, they may exert pressure on policymakers to address these issues and

prioritize transparency reforms. Conversely, the lack of television coverage on certain transparency issues may lead to their neglect or marginalization in policy discussions.

However, it is essential to recognize the limitations of the Agenda-Setting Theory in the Nigerian context. While television has considerable influence over public perceptions and policy agendas, other factors such as political interests, cultural norms, and economic considerations also shape government transparency initiatives and outcomes. Additionally, the theory does not account for the diverse media landscape in Nigeria, where television competes with other sources of information such as radio, social media, and print media, each with its own agenda-setting capabilities.

In conclusion, applying the Agenda-Setting Theory helps illuminate the role of television in shaping public perceptions, policy agendas, and government transparency in Nigeria. By understanding how television influences what issues are prioritized and discussed in the public sphere, policymakers, media practitioners, and civil society organizations can leverage this knowledge to enhance transparency efforts and strengthen democratic governance in the country.

Literature Review

Television plays a crucial role in shaping public perceptions and influencing political discourse in Nigeria, a country marked by persistent challenges related to corruption, bureaucratic opacity, and limited access to information. This literature review examines existing research on the effectiveness of television in promoting government transparency in Nigeria, highlighting key findings, gaps, and theoretical frameworks that inform our understanding of this complex issue.

Television as a Tool for Information Dissemination

Television serves as a primary source of news and information for many Nigerians, with a wide reach across diverse socio-economic strata. Studies such as those by Ekeanyanwu (2017) and Ogwo (2020) have emphasized the role of television in disseminating information about government activities, policies, and decisions to the public. Television news programs, talk shows, and documentaries provide platforms for discussing governance issues and holding government officials accountable.

Television serves as a powerful tool for information dissemination in Nigeria, playing a crucial role in shaping public discourse and informing citizens about government activities, policies, and decisions. With its extensive reach across diverse socio-economic strata and geographic regions, television serves as a primary source of news and information for millions of Nigerians.

Numerous studies have highlighted the significance of television in disseminating information about government transparency issues. Similarly, Ekeanyanwu (2017) emphasized the role of television news programs in providing timely coverage of political events, corruption scandals, and accountability measures. These programs not only report on government activities but also offer analysis, commentary, and investigative reporting to help citizens understand the implications of transparency-related issues.

Ogwo (2020) further underscored the importance of television as a platform for in-depth coverage and discussion of governance issues. Television talk shows, documentaries, and current affairs programs provide opportunities for in-depth analysis and debate on topics such as

corruption, transparency reforms, and citizen engagement. These programs feature expert interviews, panel discussions, and public forums, facilitating dialogue among policymakers, civil society actors, and the general public.

Moreover, television's visual and auditory capabilities enhance its effectiveness in conveying complex information and engaging diverse audiences. The use of visuals, graphics, and multimedia storytelling techniques helps to make government transparency issues more accessible and understandable to a wide range of viewers. Additionally, the immediacy of television news broadcasts enables timely reporting on breaking developments and emerging issues, keeping the public informed and engaged in real-time.

Television serves as a vital tool for information dissemination in Nigeria, particularly concerning government transparency issues. By providing comprehensive coverage, analysis, and debate, television plays a crucial role in shaping public perceptions, fostering civic engagement, and holding government officials accountable for their actions. As Nigeria continues to grapple with challenges related to corruption, bureaucratic opacity, and limited access to information, television remains a key ally in advancing transparency, accountability, and democratic governance in the country.

Agenda-Setting Theory and Media Influence

The Agenda-Setting Theory, pioneered by McCombs and Shaw (1972), offers a theoretical framework for understanding how television influences public perceptions and policy agendas. Research by Adegoke (2019) and Ojebode (2015) has applied this theory to analyze television's role in shaping public discourse on government transparency issues in Nigeria. Television programs have the power to highlight certain transparency-related topics, such as corruption scandals or accountability measures, thereby influencing public opinion and policy priorities.

Public Awareness and Civic Engagement

Several studies like Banda, F., &Ankomah, K. (2019), Omotayo, A. M. (2018), Ugwah, D. (2017, and Yusuf, O. (2020), have all examined the impact of television on public awareness and civic engagement regarding government transparency issues. Okunola (2018) and Akinfenwa et al. (2021) found that exposure to television programs discussing transparency and accountability correlated with increased public awareness and engagement in governance processes. Television serves as a platform for educating citizens about their rights, fostering civic participation, and mobilizing public support for transparency reforms.

Studies by lyanda (2016) and Adetula (2020) have highlighted issues such as media censorship, biased reporting, and limited access to information, which hinder television's effectiveness as a tool for transparency. Additionally, the proliferation of fake news and misinformation on television platforms poses risks to the integrity of public discourse and undermines efforts to promote transparency. While television holds significant potential as a catalyst for promoting government transparency in Nigeria, realizing this potential requires addressing systemic challenges and harnessing the power of media in fostering an informed and engaged citizenry. By building on existing research and theoretical frameworks, scholars and practitioners can contribute to advancing transparency, accountability, and democratic governance in Nigeria.

Research Methodology

Research Design

The research design selected for evaluating the effectiveness of television in promoting government transparency in Nigeria is a survey method. This approach facilitates the collection of quantitative data, which can be subjected to statistical analysis, enabling the identification of patterns, trends, and correlations within the audience's responses. By utilizing a survey methodology, the study aims to systematically gather quantitative insights into how television influences public perceptions of government transparency, thereby offering valuable data-driven insights into this critical aspect of media impact.

Sampling Technique

Utilize a stratified random sampling technique to ensure representation from diverse demographic segments within the audience. Stratify the sample based on relevant characteristics such as age, gender, educational level, and media consumption habits. Randomly select participants from each stratum to achieve a well-rounded and representative sample.

Sample Size

The research will determine the sample size based on considerations such as the desired level of precision, heterogeneity of the population, and available resources. Data Collection: The Questionnaire will be adopted as the instrument of data collection. The researcher will develop a structured questionnaire with a mix of closed-ended and a few open-ended questions including items related to media laws, ethical considerations, and the audience's perceptions of journalist adherence.

Scope of study

This study focuses on Ebonyi state with particular interest on Abakaliki urban territory.

Data Analysis

The result of the findings will be subjected to a simple percentage and frequency table.

DATA ANALYSIS

From the 50-questionnaire distributed to the respondents of Abakaliki Urban territory in Edonyi state, 47 respondents successfully answered the questions posed at them which formed a percentage of 94% while 3 respondents where unresponsive at the questions which formed 6%. The table below shows the analysis derived from the field work.

Table 1

Age	**Category**	**Frequency**	**Percentage**
	18-24	15	40%
	25-34	9	19%
	35-44	14	29%
	45-above	9	19%
	Total	**47**	**100**

The provided data appears to represent the distribution of respondents across different age

groups. Among the respondents, 15 individuals fall within the age range of 18 to 24, while 9 individuals are aged between 25 to 34. Additionally, 14 respondents belong to the age group of 35 to 44, and 9 individuals are aged 45 and above. This distribution indicates a varied representation of age groups among the respondents, with relatively higher participation from individuals in the 18 to 24 and 35 to 44 age brackets.

Table 2

Gender	**Category**	**Frequency**	**Percentage**
	Male	19	40%
	Female	28	60%
	Total	**47**	**100**

The data provided represents the distribution of respondents based on gender. Among the respondents, 19 individuals identify as male, while 28 individuals identify as female. This indicates a higher participation from female respondents in the surveyed population compared to male respondents.

Table 3

Education Level	**Category**	**Frequency**	**Percentage**
	High School or Less	3	6%
	Some College/Associate Degree	18	38%
	Bachelor's Degree	22	46%
	Postgraduate/ Advanced Degree	4	8%
	Total	**47**	**100**

The data provided illustrates the educational attainment of the surveyed population. Among respondents, 3 individuals have a high school education or less, while 18 individuals have completed some college or hold an associate degree. Additionally, 22 respondents hold a bachelor's degree, and 4 individuals have completed postgraduate or advanced degrees. This distribution reflects varying levels of educational achievement within the surveyed group, with a notable number having completed at least a bachelor's degree.

Table 4

Occupation	**Category**	**Frequency**	**Percentage**
	Students	21	45%
	Professional/employed	12	26%
	Unemployed/entrepreneur	14	29%
	Total	**47**	**100**

The data provided indicates the occupational status of the surveyed population. Among respondents, 21 individuals identify as students, 12 individuals are categorized as professionals or employed, and 14 individuals fall under the category of unemployed or entrepreneurs. This distribution reflects a diverse range of occupational statuses within the surveyed group, including students pursuing education, employed professionals, and

individuals who are currently unemployed or involved in entrepreneurial pursuits.

Table 5: **Media Consumption Habits**

	Category	**Frequency**	**Percentage**
	Heavy Consumer of television contents	28	57%
	Moderate Consumer	11	26%
	Light Consumer	7	17%
	Total	47	100

The provided data outlines the television consumption habits of the surveyed population. Among respondents, 28 individuals are classified as heavy consumers of television content, 11 individuals are categorized as moderate consumers, and 7 individuals are considered light consumers. This distribution reflects varying levels of engagement with television content, with a notable portion being heavy consumers, followed by moderate and light consumers.

Table 6

Religion	**Category**	**Frequency**	**Percentage**
	Christian	45	95%
	Muslim	2	5%
	Total	**47**	**100**

The provided data illustrates the religious affiliation of the surveyed population. Among respondents, 45 individuals identify as Christian, while 2 individuals identify as Muslim. This suggests a predominantly Christian representation within the surveyed group, with a small minority identifying as Muslim.

Research question one: What is the level of awareness among Nigerian citizens regarding government transparency initiatives promoted through television broadcasts?

Table 7: To what extent are you aware of television programs specifically addressing government transparency initiatives in Nigeria?

Category	**Frequency**	**Percentage**
Not aware at all	19	40.4%
Slightly aware	12	25.5%
Moderately aware	3	6.4%
Very aware	13	27.7%
Total	**47**	**100**

The provided data indicates varying levels of awareness among respondents regarding a particular topic. A significant portion, comprising 19 individuals, expressed no awareness at all, while 12 respondents reported only slight awareness. A smaller group of 3 individuals claimed to be moderately aware, suggesting a more substantial understanding, albeit not comprehensive. However, 13 individuals indicated being very aware, showcasing a notable depth of knowledge on the subject. Overall, the data suggests a spectrum of awareness levels,

with a majority having limited to moderate awareness and a notable minority demonstrating high levels of understanding.

Table 8: How frequently do you watch television programs that discuss issues related to government transparency and accountability?

Category	Frequency	Percentage
Never	22	46.8%
Rarely	4	8.5%
Occasionally	12	25.5%
Frequently	9	19.1%
Total	**47**	**100**

The provided data outlines the frequency of occurrence for a certain activity or behavior among respondents. The majority, consisting of 22 individuals, stated that they never engage in the activity. A small number, specifically 4 individuals, reported rare involvement, while 12 individuals mentioned occasional participation. A slightly larger group of 9 individuals claimed to frequently engage in the activity. This data suggests a range of engagement levels, with the majority abstaining, but notable portions participating occasionally or frequently.

Table 9: Have you ever encountered advertisements or public service announcements on television promoting government transparency initiatives?

Category	Frequency	Percentage
Yes	18	38.3%
No	29	61.7%
Total	**47**	**100**

The data provided indicates responses to a binary question, where respondents were asked to answer either "Yes" or "No." Among the respondents, 18 individuals answered "Yes" while 29 individuals answered "No." This suggests that a larger proportion of respondents answered negatively, indicating disagreement or a lack of affiliation with the statement or question posed.

Research questions two: How do Nigerian citizens perceive the impact of television programs in fostering government transparency and accountability?

Table 10: How do you believe television programs influence public understanding of government transparency issues in Nigeria?

Category	Frequency	Percentage
Significantly increase awareness and understanding	12	25.5%
Somewhat increase awareness and understanding	11	23.4%
Have little to/no impact on awareness and understanding	3	6.3%
Contribute to misinformation or misunderstanding	6	12.7%

No idea	15	31.9%
Total	**47**	**100**

The provided data outlines responses reflecting the perceived impact of a certain factor on awareness and understanding. Among respondents, 12 individuals believed that the factor significantly increases awareness and understanding, while 11 individuals felt it somewhat increases awareness and understanding. Conversely, 3 respondents thought the factor has little to no impact on awareness and understanding. Additionally, 6 individuals expressed concern that the factor contributes to misinformation or misunderstanding. A significant portion, comprising 15 respondents, admitted to having no idea about the factor's impact on awareness and understanding. This data illustrates varied perspectives on how the factor influences perception and knowledge, ranging from positive impacts to potential misinformation, with a notable number unsure of its effects.

Table 11: Do you think television programs effectively hold government officials accountable for their actions and decisions?

Category	**Frequency**	**Percentage**
Yes, consistently	11	23.4%
Yes, sometimes	9	19.1%
No, rarely	6	122.7%
No, never	21	44.6%
Total	**47**	**100**

The provided data reflects responses to inquiries regarding the frequency of a certain behavior or occurrence. Among respondents, 11 individuals reported engaging in the behavior consistently, while 9 individuals stated they sometimes do. On the contrary, 6 respondents indicated rarely engaging in the behavior, while a larger group of 21 individuals asserted they never do. This suggests a range of engagement levels, with a majority abstaining from the behavior entirely, while others engage in it to varying degrees of frequency.

Table 12: In your opinion, to what extent do television programs contribute to increasing public trust in government transparency initiatives?

Category	**Frequency**	**Percentage**
Greatly contribute	11	23.4%
Somewhat contribute	10	21.3%
Have minimal impact	7	14.9%
Do not contribute at all	19	40.4%
Total	**47**	**100**

The data provided indicates varying perceptions of the extent to which a certain factor contributes to a particular outcome or situation. Among respondents, 11 individuals believe the factor greatly contributes to the outcome, while 10 individuals think it somewhat contributes. Additionally, 7 respondents perceive the factor to have minimal impact, while a larger group of

19 individuals believes it does not contribute at all. This suggests a spectrum of opinions regarding the significance of the factor, ranging from substantial contribution to negligible or nonexistent influence.

Have you observed any changes in government behavior or policies as a result of television programs promoting transparency and accountability?

Category	**Frequency**	**Percentage**
Yes, significant changes	7	14.9%
Yes, some changes	6	12.8%
No noticeable changes	23	48.9%
Unsure / I don't know	11	23.4%
Total	**47**	**100**

The data provided reflects respondents' perceptions regarding the extent of changes in a certain context. Among respondents, 7 individuals observed significant changes, while 6 individuals noted some changes. In contrast, 23 respondents reported no noticeable changes, while 11 individuals expressed uncertainty or lack of knowledge regarding the changes. This indicates a variety of perspectives, with some acknowledging observable changes, others perceiving no discernible differences, and a subset uncertain about the situation altogether.

Research question three: What are the main themes and content quality of television programs focused on government transparency and accountability in Nigeria?

Table 14: How would you rate the depth and comprehensiveness of the coverage of government transparency issues in television programs?

Category	Frequency	Percentage
Excellent	9	19.1%
Good	11	23.4%
Fair	17	36.2%
Poor	10	21.3%
Total	47	100

The data provided presents ratings reflecting the quality or level of satisfaction with a certain subject or aspect. Among respondents, 9 individuals rated it as excellent, while 11 individuals considered it good. Furthermore, 17 respondents judged it as fair, while 10 individuals regarded it as poor. This suggests a range of opinions, with some respondents expressing high satisfaction, others being moderately satisfied, and some indicating dissatisfaction with the subject or aspect in question.

Table 15: Have you noticed any patterns or biases in the portrayal of government transparency issues across different television programs?

Category	Frequency	Percentage
Yes, consistently biased	11	23.4%
Yes, occasionally biased	8	17.0%
No, generally unbiased	12	25.5%
Unsure / 1 don't know	16	34.1%
Total	**47**	**100**

The provided data indicates respondents' perceptions regarding the presence of bias in a certain context. Among respondents, 11 individuals believe that bias is consistently present, while 8 individuals think it is occasionally present. In contrast, 12 respondents believe that the context is generally unbiased. Additionally, 16 individuals express uncertainty or lack of knowledge about the presence of bias. This suggests a range of opinions regarding the prevalence of bias, with some perceiving it as a consistent issue, others viewing it as occasional, some considering the context generally unbiased, and a portion unsure about the situation.

Summary

Research question one: What is the level of awareness among Nigerian citizens regarding government transparency initiatives promoted through television broadcasts?

Table 7 reveals respondents' awareness levels regarding television programs addressing government transparency initiatives in Nigeria. A significant proportion (40.4%) reported no awareness of such programs, indicating a substantial lack of knowledge or exposure to this content. Slight awareness was noted by 25.5% of respondents, while 6.4% claimed moderate awareness. Conversely, 27.7% stated they were very aware of these programs, suggesting some familiarity among a notable segment of respondents. Overall, the data underscores varied awareness levels, highlighting potential gaps in exposure or dissemination of information regarding government transparency initiatives through television programs in Nigeria.

In Table 8, insights into respondents' viewership frequency of television programs discussing government transparency and accountability issues are provided. A considerable majority (46.8%) reported never watching such programs, indicating widespread disengagement with this

content. Rare viewership was reported by 8.5% of respondents, while 25.5% mentioned occasional viewing. Additionally, 19.1% claimed frequent viewership of these programs. The data reveals diverse levels of engagement, with a notable portion either rarely or never tuning in, signaling potential gaps in interest or exposure to discussions surrounding government transparency and accountability on television platforms. These findings collectively underscore the need for enhanced awareness and promotion of television programs addressing government transparency initiatives in Nigeria, alongside efforts to encourage greater viewership and engagement with content related to transparency and accountability issues. From *the data above, it therefore infers that Nigerian citizens are aware of television broadcast gear towards promoting government transparency initiatives*

Research question two: How do Nigerian citizens perceive the impact of television programs in fostering government transparency and accountability?

The data reveals a range of perspectives on the influence of television programs on public understanding of government transparency issues, accountability of government officials, and the contribution to public trust in transparency initiatives. Regarding awareness, a significant portion believes that television programs significantly (25.5%) or somewhat (23.4%) increase understanding, while a minority perceives little to no impact (6.3%) or potential for misinformation (12.7%). Similarly, opinions on the effectiveness of television in holding officials accountable vary, with some believing in consistent (23.4%) or occasional (19.1%) accountability, but a sizable segment doubts its efficacy (44.6%). Regarding trust, while some see a significant (23.4%)) or moderate (21.3%) contribution, a substantial proportion expresses skepticism (40.4%) about television's role in enhancing public trust. This data highlights divergent views, underscoring the complexity of television's influence on these critical aspects of governance perception.

Research question three: What are the main themes and content quality of television programs focused on government transparency and accountability in Nigeria?

The data provided highlights varied perceptions regarding both the depth and comprehensiveness of television coverage on government transparency issues, as well as patterns or biases in their portrayal across different television programs. While a notable portion of respondents rated the coverage positively, with 19.1% considering it excellent and 23.4% rating it as good, a significant proportion expressed more moderate views, with 36.2% rating it as fair and 21.3% as poor. Similarly, opinions on biases in portrayal varied, with 23.4% perceiving consistent bias, 17.0% identifying occasional bias, and 25.5% considering the portrayal generally unbiased. However, a significant segment (34.1%) expressed uncertainty or lack of knowledge regarding biases in portrayal. Overall, the data reveals diverse perspectives on the quality of coverage and biases in portrayal, highlighting the complexity and variability of perceptions among respondents.

Conclusion

In conclusion, the data provides valuable insights into Nigerian citizens' perceptions and engagement with television programs addressing government transparency initiatives. It highlights varying levels of awareness and viewership frequency, indicating both potential gaps in exposure to relevant content and opportunities for enhanced promotion and engagement strategies. Moreover, the data showcases diverse perspectives on the effectiveness of television programs in fostering public understanding, accountability, and trust in government transparency issues. While some respondents perceive television programs as influential in increasing awareness and accountability, others express skepticism or uncertainty about their impact. Additionally, opinions on the depth, comprehensiveness, and biases in portrayal of government transparency issues across television programs vary significantly among respondents. Overall, these findings underscore the complex landscape of television's influence on governance perception in Nigeria and emphasize the importance of further research and targeted interventions to enhance public awareness, engagement, and trust in government transparency initiatives through television media.

Recommendations

Based on the insights from the data, several recommendations can be made to enhance the effectiveness of television programs in promoting government transparency initiatives in Nigeria:

Increase Awareness and Promotion: There is a need for enhanced promotion and awareness campaigns to inform citizens about television programs addressing government transparency issues. This could involve targeted advertising, public service announcements, and collaborations with media outlets to reach a wider audience.

Diversify Content and Improve Quality: Television programs should strive to provide comprehensive and high-quality coverage of government transparency issues. Content should be diverse, covering a range of topics related to transparency, accountability, and governance. Additionally, efforts should be made to improve the quality of programming to engage viewers and increase their understanding of these complex issues.

Enhance Engagement and Interaction: Television programs should actively engage viewers through interactive features, such as live discussions, call-in segments, and online forums. This would provide an opportunity for viewers to voice their opinions, ask questions, and participate in meaningful discussions about government transparency initiatives.

Address Biases and Ensure Balanced Reporting: Media organizations should be mindful of biases in the portrayal of government transparency issues and strive to ensure balanced reporting. Journalists and program producers should adhere to ethical standards of journalism, present multiple perspectives, and avoid sensationalism or partisan narratives that may undermine trust in the media.

Collaborate with Civil Society and Government Agencies: Collaboration between media organizations, civil society groups, and government agencies can strengthen efforts to promote government transparency. By working together, these stakeholders can leverage their respective expertise and resources to create impactful television programs, campaigns, and initiatives that raise awareness and foster accountability.

Evaluate and Adapt Strategies: Continuous evaluation and monitoring of television programs' effectiveness in promoting government transparency initiatives are essential. Feedback from viewers, audience ratings, and other metrics should be used to assess the impact of programs and inform future strategies and content development. By implementing these recommendations, television programs can play a more significant role in promoting government transparency, fostering public engagement, and building trust in governance processes in Nigeria.

References

Banda, F.. &Ankomah, K. (2019). Media, Governance, and Democracy in Nigeria: A Critical *Analysis. Journal of African Media Studies, 11(1), 91-106.*

Olalekan, T. A., &Akinleye, G. A. (2018). Television political debate and citizens' political participation in Nigeria: A study of Osun State 2014 gubernatorial election. *International Journal of Media, Journalism and Mass Communications, 4(2), 10-22.*

Oluwadare, O. O. (2019). Television news coverage and perception of government transparency in Nigeria. *Journal of Media and Communication Studies, 11(1), 1-10.*

Olorunnisola, A. A. (2016). Nigerian Television: A Historical Perspective. *In The Palgrave Handbook of Media and Communication Research in Africa (pp. 75-87).* Palgrave Macmillan, London.

Omotayo, A. M. (2018). *The Influence of Television on Political Behavior in Nigeria. Global*

Media Journal, 16(31), 1-14.

Ugwah, D. (2017). Television, Politics and Governance in Nigeria. *International Journal of Communication and Media Studies, 2(2), 1-11,*

Yusuf, O. (2020). Media and Good Governance in Nigeria: An Assessment of Television Coverage of Political Activities. *Journal of Humanities and Social Sciences Studies, 2(2), 114-126.*