

Media Advocacy And The Effectiveness Of Social Welfare Programme Implementation In Cross River State, Nigeria.

Brian Obue Eyang¹, Brown Egbe Isokon^{2*}, Ede Victor Itita³, Agnes Ubana Enang⁴, Mary Lawrence Effiong⁵, Ogar Legbel Eleme⁶, Ettah Ettah Omini⁷, Mary Etaba Okpa⁸

^{1,2,3,6} Department of Social Work, Faculty of the Social Sciences, University of Calabar, Nigeria.

⁴ Department of Public Administration, Faculty of the Management Sciences, University of Calabar, Nigeria.

⁵ Department of Sociology and Social Work, Obong University, Akwa Ibom State, Nigeria.

⁷ Department of Educational Management, Faculty of Education, University of Calabar, Nigeria.

⁸ Department of Human Resources, University of Benin, Edo State, Nigeria.

Corresponding Author:

Brown Egbe Isokon

Department of Social Work, Faculty of the Social Sciences, University of Calabar, Nigeria.

Email: brownisokon76@gmail.com

Abstract

Social welfare programmes are designed to improve the living conditions of vulnerable populations by reducing poverty, narrowing social inequalities, and expanding access to essential services. Although governments and development agencies invest substantial resources in these initiatives, many programmes do not produce the expected results because of low public awareness, insufficient citizen involvement, weak accountability, and limited transparency during implementation. In recent years, media advocacy has become an important instrument for encouraging public dialogue, influencing policy decisions, and increasing citizens' participation in governance. Even so, previous studies have concentrated mainly on media reporting of government policies or on evaluating the outcomes of welfare programmes, while giving less attention to the contribution of media advocacy to the actual implementation process. This knowledge gap is more pronounced in developing countries, where institutional weaknesses, political influence, and unequal access to information often hinder effective programme delivery. This study adopted the mixed-method approach utilizing documentary data from various articles and reports, as well as Key Informant Interviews (KII) to investigate how media advocacy shapes the implementation of social welfare programmes; by examining its role in improving public awareness, strengthening accountability, encouraging community participation, and promoting greater transparency among implementing agencies. The findings are expected to broaden existing knowledge on the use of media advocacy as a governance tool for enhancing programme implementation and overall service delivery. In addition, the study will offer practical recommendations to policymakers, media practitioners, civil society organisations, and development partners on strategies for making social welfare programmes more effective, inclusive, and responsive to the needs of citizens. By fostering informed public participation and reinforcing institutional responsibility, effective media advocacy can support better service delivery, reduce the misuse of public resources, strengthen public confidence in government programmes, and contribute to sustainable socioeconomic development. (Word count: 291)

Keywords: media advocacy, programme implementation, social welfare, vulnerable populations..

Introduction

Social welfare programmes are designed to provide services to vulnerable populations, promoting justice and equity in society. These programmes facilitate societal development by ensuring the less advantaged receive assistance to become socially functional and contribute to the country's development (World Vision, 2019). They help the poor cope with vulnerabilities and enhance the well-being and quality of life of vulnerable groups (Eboh & Igbokwe, 2006). Social welfare programmes address various social issues, including poverty, healthcare, education, unemployment, housing, and disability. Their core aim is to ensure access to resources, foster social justice, reduce inequality, and promote the common good (Decker, 2010). These programmes also advocate for the rights of vulnerable populations (Akpediti, 2015). The Nigerian government has been actively involved in developing social welfare programmes to address the needs of its citizens, demonstrating a commitment to

alleviating poverty, promoting social inclusion, and enhancing the well-being of vulnerable populations (Antai & Anam, 2004).

Over the years, effective implementation of social welfare programmes in Nigeria has remained a concern for scholars. Many of these programmes exist in name only, without making any tangible impact. Government-owned social welfare agencies are often the most affected, since there is a general concern on whether they actually achieve their intended goals or not (Obeten, 2026). One of the recurrent problems of social welfare programmes in Nigeria has been poor planning and implementation, which leaves many people not able to access or benefit from them (Chimobi, 2010). Other challenges include limited coverage relative to the population of vulnerable persons in need of its services or support; and lack of honest personnel to facilitate these programmes (Aluko, 2003). Due to the poor coverage of these programmes, many individuals in the rural areas who need assistance could not be reached, culminating in a cycle of misery and lack of meaningful contribution to societal development (Isokon et al, 2021).

Many social welfare programmes are initiated by political office holders such as president, governors, assembly members, and other political appointees, with the aim of improving the fortunes of their supporters or electorates. And although these programmes are usually supported by national or state budgetary allocations, they are often short-lived (Dolgoft, 2012).

According to Etuk (2026) the sustainability of social welfare programmes initiated by politicians in third world countries barely survive beyond a political season, fading away at the end of a political tenure. Examples of such programmes in Nigeria that have ceased to exist include: Better Life for Rural Women (BLRW), Subsidy Reinvestment and Empowerment Programme (SURE-P), Women and Youth Employment (WYE) programme, Social Safety Net (SSN) programme, Technical Vocational Education and Training (TVET) programme, Mass Transit Programme, and YouWin, among many others.

Worst is the fact that many social welfare programmes are unable to achieve their set goals. This has been attributed to a number of factors such as poor funding or lack of resources, corrupt practices, and lack of institutional framework to support its sustainability as well as undue politicization of the programmes. Political pressures on the management of social welfare programmes often times frustrate the schemes (Olujide, 2019). Even now, the newly established social welfare programmes, such as 'conditional cash transfer', 'Money market', 'N-Power' and 'Hope Alive Initiative' are shrouded in controversies and political aggrandizements (Olujide, 2019). Up till now, there is nothing to show or justify their establishments.

Also, the impact of social welfare programmes on the target groups has remained a matter of conjecture. A greater number of supposed beneficiaries do not actually benefit; many persons do not or cannot access the programmes; a segment of the population are completely sidelined, discriminated against or neglected (Egusam & Henry, 2011). This is particularly the case with officials of some social welfare programmes that segregate against certain persons on account of political party, ethnic or religious affiliations or considerations. Because of the dissatisfactory and uncomfortable ways in which these social welfare programmes are managed in Nigeria, most vulnerable persons are alienated; thereby subjecting them to untold hardship and poverty (Egusam & Henry, 2011; Devereux & Sabates-Wheeler, 2014).

Indeed, the low performance level of social welfare programmes in Nigeria over the years has made media advocacy services expedient. In western countries such as US, Germany and France, social welfare programmes are sustained partly by media advocacy and surveillance measures (Drecharge & Murphy, 2010). Media advocacy is an effective tool required to drive social welfare programmes. Where media advocacy is not utilized in the implementation of social welfare programme, a lot of abuses occur such as corrupt practices, lack of vision and innovativeness required to achieve set goals. Usually, media advocacy is characterized by input and output control processes (Apata et al, 2010).

The role of the media to advocate for appropriate social welfare programmes that would render effective service delivery to the people has not been well articulated in Nigeria. For instance, some social welfare programmes such as Renewed Hope, Conditional Cash Transfer, Market Money established by the federal government are inefficiently managed or abandoned as a result of poor media coverage and in some cases, reports or information that are contradictory (Nkpoyen et al, 2021).

More often than not, it is the advocacy roles of the media that shapes the modus operandi of most social welfare programmes. The media advocacy services alongside its primary functions of informing, educating and

entertaining has been able to shape and reshape societies' values, norms, ethos, lifestyles, attitudes and structures. Its impact pervades the physical, social, psychological, cultural and environmental space (Victoria, 2019). The media advocacy roles are pervasive, complex and multidimensional (Grosch et al, 2014). In modern times, media advocacy roles include promoting, defending the rights of the oppressed or the voiceless citizens, constantly supporting the causes, policies, programmes that are of benefit to the public. Through media advocacy, positive social change occurs in society.

Not only does the media promote public awareness through education, it campaigns on issues that serve public concerns such as public health, voter education, among others. Media advocacy services is apt in defending human rights, through exposing injustices, corrupt practices and protecting the oppressed groups in the society. Advocacy roles of the media also involves holding public office holders accountable and supporting transparency and good governance. The media is known to advocate free expression of views, opinions; and social change. It further encourages civic participation, promote peace and national unity (Simisaye & Adeyeye, 2014). The essence of utilizing media advocacy services for effective social welfare programme implementation in Nigeria is long overdue. It is against this background that this paper examines how media advocacy services influences social welfare programmes implementation in Cross River State, Nigeria.

Objectives

1. Identify social welfare programmes in Cross River State
2. Evaluate media advocacy services required for social welfare programme implementation in Cross River State
3. Assess media advocacy rights towards social welfare programme implementations in Cross River State
4. Ascertain factors hindering media advocacy services towards social welfare programme implementation in Cross River State

Literature Review

Evolution of Social Welfare Programmes

In Western countries, social welfare activities evolved from charitable works in the early 18th century. During this period, social reform movements emerged to support the less privileged and disadvantaged members of society. According to Akeredolu-Ale (2022), religious bodies also played a crucial role in spearheading social welfare activities, caring for their members and the poor. The activities of churches in Europe and the U.S. driven by compassion, ethical convictions, and a sense of justice and equity inspired reformers to institutionalize social welfare activities. These reformers won the support of aristocrats and government officials (Decker, 2010).

However, the formalization and institutionalization of social welfare programmes began with the Elizabethan Poor Law of 1601, enacted by the English Parliament (Hoddinott, 2008). This law mandated government to make provisions for the poor, especially those residing in local parishes, establishing an obligation to care for the poor outside the church welfare fund. The principles and policies from the English Poor Laws became the foundation for social welfare programmes that later emerged across Europe and America (Dolgoft, 2012). These American colonists benefited from these welfare packages and carried the welfare ideology to other countries.

Significant changes have occurred in the implementation of social welfare globally since the enactment of the Elizabethan Poor Law. Factors that influences these changes include evolving societal norms, socio-economic conditions, governance structures, religious and political ideologies, economic systems, and globalization (World Bank Group, 2019). Others are poverty, sickness, diseases, wars, disability, and insufficient income as catalysts for changes in social welfare systems (Kazeem, 2018).

The Great Depression of 1930s significantly reshaped social welfare, leading to the enactment of the Social Security Act, which propagated various domestic social welfare programmes worldwide (United Nations, 2006)). The New Deal policies by the American Congress addressed high unemployment rates and socio-economic consequences, catering to the unemployed and those in low-paid jobs (Hassan, 2017; Devereux & Sabates-Wheeler, 2014). In fact, in developed countries, social welfare has become a major government concern, providing social security to the poor, unemployed, ill, injured, and elderly (Eneji & Archibong, 2021).

The development of modern social welfare programmes began in 1800s, with many Western societies institutionalizing these programmes. From this period onward, non-governmental organizations, civil

organizations, religious organizations, and social workers became more involved in assisting the vulnerable in various ways. In the U.S., social welfare initially focused on combating social ills. However, in 1962, the School Lunch Program was introduced to provide food to children nationwide, ensuring equitable access to quality nutrition (Ahmad & Ganesan, 2016). In England, the focus was on assisting the poor and infirm, while Germany provided the first organized social welfare for vulnerable groups like the elderly (Hoddinott, 2008). In 1889, Germany introduced laws on old-age pensions, sickness insurance, workers' compensation for on-the-job injuries, and child protection, which were later adopted by many European nations (Bee et al, 2013).

In Africa, the extended family institution was traditionally responsible for providing for vulnerable members under a communal welfare system (Hassan, 2017). Before colonization, the family system of care was predominant, embodied by the Ubuntu spirit of solidarity. Colonial interference changed this tradition, as colonial masters did little to support traditional social welfare systems. However, the missionaries played major roles in social welfare services. The colonial masters only provided social welfare services as a means to maintain social order for stable economic activities (Obeten, 2026).

South Africa was the first African country with extensive social welfare programmes, covering health, education, and humanitarian services. During apartheid, the 1657 Poor Relief program by the Dutch East India Company and the Dutch Reformed Church was notable. In 1806, the colonial government institutionalized social welfare but restricted it to the British-occupied Cape Colony (DFID, 2010). The apartheid system favored poor whites, with provisions for African Indians and coloreds, but excluded black Africans. In 1994, the post-apartheid government established the Reconstruction and Development Programme (RDP) to address welfare needs of both blacks and whites. In 1997, a social welfare framework was introduced to address racial disparities, covering cash assistance, medical provisions, housing subsidies, and unemployment insurance and by 2019, provided social welfare grants to about 18 million people (Hassan, 2017). Generally, in third world countries, social welfare programmes are bereft of effective implementations due to poor funding and institutional support.

Concept of the Media

The media encompasses television, radio, print, and social media platforms such as Facebook, WhatsApp, Instagram, YouTube, and X (Twitter). The media serves as a conduit for receiving and conveying information, facilitating engagement, and driving rapid social change (Dabbagh et al, 2019). It is a powerful tool for persuasion and influence, reaching large audiences through various channels (Quadric, 2014). The primary functions of the media are to inform, entertain, and educate (Tang & Hew (2017). Technological advancements have broadened media usage, making it a vital component of modern life (Adetayo, 2021).

The media enables individuals to access information and services from around the world (Sutton et al, 2014). The unprecedented expansion of media usage and its capacity to shape public opinion and change thought patterns span economic, political, social, cultural, and environmental spheres (Dollahide, 2021; European Commission, 2018). It plays a crucial role in promoting democratic governance by providing political knowledge and nurturing informed citizenry and political accountability (Perrin, 2015). The social media is a major agent of political socialization and a tool for political knowledge and democratic consolidation (ABS-CBN News, 2018).

Through development communication, the media informs the public about development projects and initiatives, teaching, sensitizing, and mobilizing people for societal development (Nwaolikpe, 2018). During colonialism, the media functioned as a tool for national liberation and later became a government-controlled instrument for maintaining order.

Theoretical Perspective

The social support theory is a theoretical framework propounded by Cohen and Wills (1985) to explain how social support can help individuals cope with stress and improve their well-being. The theory suggests that social support can act as a buffer against the negative effects of stress by providing emotional, informational, and tangible support. The social support theory has been widely used and researched in various fields, including psychology, sociology, social work, and public health. The theory has been recognized as a valuable tool for understanding how social support can impact individual well-being. The social support theory proposes that social support can help individuals cope with stress and improve their well-being. The theory is based on the following tenets: (i) Social support can be emotional, informational, and tangible. (ii) Social support can act as a buffer against the

negative effects of stress. and (iii) The availability and quality of social support can impact an individual's well-being.

In applying this theory to the study, the public and or the vulnerable populations upon which social welfare programmes are meant to serve are expected to be well informed about its operational processes i.e. rules, policies and programs, to be able to access and benefit from them. For example, the media is there to inform and educate the public on the type of social welfare programmes available and how they can access them. More so, the media can advocate for the rights and perceived needs of vulnerable populations through social welfare programmes such as educational programmes, skill acquisition programmes, peer support programmes, and mentorship programmes. The media can also provide support to vulnerable populations and by extension the public by playing diverse roles as enabler, comforter, educator, awareness creator, organizer, mobilizer and advocate. This will go a long way in assuring vulnerable population and helping them to improve on themselves.

This theory is equally relevant to the study by highlighting the role of media advocacy to include helping social welfare agencies to develop interventions that promote social change, through counseling, awareness creation, sensitization, case management and provision of material resources. Media advocates can adopt this approach towards effective implementation of social welfare programmes.

Materials and Methods

This research employs a case study approach, and its focus is on social welfare programmes in Cross River State, Nigeria. Out of the 36 states that constitute the Nigeria nation, Cross River State was selected because of the high number of social welfare programmes as well as vulnerable populations that is increasing at alarming rate. This state is urbanized with influx of migrants and estimated population of 5.1 million as at 2026 (Cross River State bulletin, 2026). The state has 8 urban areas including Calabar Metropolis, Akamkpa, Ugep, Ikom, Ogoja and Obudu, all of which harbors tourists' sites, thus making the state a tourist's destination. The rural dwellers in the state are predominantly subsistence farmers whose main occupations are farming, local crafts and agri-businesses. The state is experiencing significant number of vulnerable populations as a result of economic hardships, communal conflicts, and disasters such as fire and flooding.

This study adopts a mixed research design, utilizing both quantitative and qualitative data collection and analysis. Secondary data were sourced from official reports, newspapers, journals, and online materials, while primary data were collected through Key Informant Interviews (KII) from selected media practitioners and officials of social welfare programmes in Cross River State, Nigeria.

The primary data used for this study was obtained from social welfare agencies and their officials as well as from media practitioners of some selected media platforms. The study area was stratified into 6, in accordance with the six urban centers in the state. viz: Calabar Metropolis, Akamkpa, Ugep, Ikom, Ogoja and Obudu. Indeed, the study was carried out in stages as follows: The first stratum was Calabar Metropolis; second stratum was Akamkpa; third stratum was Ugep; fourth stratum was Ikom; fifth stratum was Ogoja; and sixth stratum was Obudu. Each of the stratum has not less than six (6) social welfare agencies.

In each social welfare agency, eligible participants were recruited based on the fact that they met the inclusion criteria for selection, which include they must be employees of a registered social welfare agencies or that of media organizations. Secondly, participants must have been involved in social welfare programme implementation.

The purposive, snowballing and convenience sampling techniques were used to identify social welfare programmes in these urban centers and to select participants for the study.

The media platforms and media practitioners that constitute the second component of the sample were equally selected, using purposive, snowballing and convenience sampling method. Media platforms used in the study consists of both public and private radio stations, newspaper corporations, television stations, and social media organizations located in the study area.

The modified Cochran formula was used to determine the sample size (Bartlett et al., 2001). The sample size for social welfare agencies was 160 while that of media platforms was 120, which gives us a total sample size of 280. This study was conducted between March and August 2025.

For all the study participants, information about their socio-demographic characteristics were first obtained. These include: sex, age, marital status, income level per annum and educational qualification. Thereafter, information on the substantive issues were derived and focused specifically on the following:

- Social welfare programmes in Cross River State
- media advocacy services required for social welfare programme implementation in Cross River State, Nigeria.
- media advocacy rights towards social welfare programme implementations
- factors hindering media advocacy services towards social welfare programme implementation in Cross River State

Data Presentation and Analysis

Table 1 shows the mean scores and standard deviation of items in regard to social welfare programmes in Cross River State, Nigeria. The result shows that the items having critical mean scores above 2.5, which implies that Home Grown School Feeding Programme (HGSFP), National Cash Transfer Programme (N-CTP), N-power, National Social Safety Net Programme (NASSCO), Government Enterprise and Empowerment Programme (GEEP) were mostly found in Cross River State, Nigeria.

Table 1: Responses to some social welfare programmes in Cross River State (n = 280)

S/ n	Items	Agree	Disagree	Don't know	Mean	Standard deviation
1	HGSFP	238	28	14	3.8	0.76
2	N-CTP	247	27	6	3.7	0.23
3	N-power	252	21	7	3.6	0.90
4	NASSCO	252	17	11	3.3	0.78
5	GEEP	254	16	10	3.5	0.77

Source: Field survey, 2024.

Mean > 2.5 implies social welfare programmes currently in Cross River State.

Table 2 shows the mean scores and standard deviations of items in regard to roles of media in social welfare implementation. It indicates that 6 items namely: investigation, probing, reporting, disapproving, interviewing and informing had critical mean scores of 2.5 and above 2.5 while only 1 item namely “do nothing” had mean score below 2.5. The scores indicate that the media played critical advocacy roles in social welfare programme implementations.

Table 2: Responses to media advocacy services and social welfare programme implementation (n = 280)

S/ n	Items	Agree	Disagree	Don't know	Mean	Standard deviation
1	Investigation	210	58	12	3.8	0.60
2	Probing	206	65	9	3.7	0.71
3	Reporting	225	48	7	3.6	0.29
4	Disapproving	239	31	10	3.3	0.16
5	Do nothing	82	182	16	2.3	0.07
7	Interviewing	176	92	12	3.4	0.28
8	Informing	195	71	14	3.5	0.26

Source: Field survey, 2024.

Mean > 2.5 implies the advocacy roles played by the media in social welfare implementations while $M < 2.5$ is not considered as such.

Table 3 shows that the mean scores and standard deviation of items on media advocacy rights for social welfare programme implementation. The result shows items having critical mean scores above 2.5, which implies that the media advocacy rights for social welfare programme implementation should contain items such as: media right to criticize social welfare programmes, media right to monitor social welfare programmes, media right to investigate, seek and report information, media right to access government documents pertaining to social welfare programmes, and law to guarantee the obligations of social welfare programmes.

Table 3: Responses to media advocacy rights towards social welfare programme implementations (n = 280)

S/n	Items	Agree	Disagree	Don't know	Mean	Standard deviation
1	Media right to criticize social welfare programmes	224	25	31	3.92	0.81
2	Media right to monitor social welfare programmes	225	26	29	3.88	0.75
3	Media right to investigate, seek and report information	247	16	17	3.52	0.39
4	Media right to access government documents pertaining to social welfare programmes	230	30	20	3.74	0.69
5	Law to guarantee the obligations of social welfare programmes	234	28	18	3.81	0.73

Source: Field survey, 2024.

Mean > 2.5 implies media advocacy rights for social welfare programme implementation while $M < 2.5$ is considered not.

Table 4 shows mean scores and standard deviations of items on factors hindering media advocacy services for social welfare programme implementations in Cross River State, Nigeria. The result shows that all the items had critical mean scores above 2.5 which implies that lack of media freedom, absence of a unified media framework, lack of media infrastructure to work with, risk of legal dispute and risk of violating the confidentiality of social welfare agencies, poor decision support systems, inadequate funding, lack of protection, challenge of confidentiality and trust, government policies and programmes, inadequate work tools, poor funds, political instability and corrupt practices were the factors that hinder media advocacy in its services to social welfare programmes in Cross River State, Nigeria.

Table 4: Responses to factors hindering media advocacy towards social welfare programme implementation in Cross River State (n = 280)

S/n	Items	Agree	Disagree	Don't know	Mean	Standard deviation
1	Lack of media freedom	245	28	7	3.83	0.26
2	Poor decision support system	250	25	5	3.71	0.39
3	Inadequate resources	254	18	8	3.65	0.55
4	Risk of legal dispute	245	31	4	3.38	0.58
5	Violating confidentiality and trust	252	22	6	3.32	0.43
6	Lack of protection	245	23	12	3.12	0.91

Source: Field survey, 2024.

Mean > 2.5 implies factors hindering media advocacy for social welfare programme implementation in Nigeria.

Table 4 shows mean scores and standard deviations of items on factors hindering media advocacy services for social welfare programme implementations in Cross River State, Nigeria. The result shows that all the items had critical mean scores above 2.5 which implies that lack of media freedom, absence of a unified media framework, lack of media infrastructure to work with, risk of legal dispute and risk of violating the confidentiality of social welfare agencies, poor decision support systems, inadequate funding, lack of protection, challenge of confidentiality and trust, government policies and programmes, inadequate work tools, poor funds, political instability and corrupt practices were the factors that hinder media advocacy in its services to social welfare programmes in Cross River State, Nigeria.

Table 4: Responses to factors hindering media advocacy towards social welfare programme implementation in Cross River State (n = 280)

S/n	Items	Agree	Disagree	Don't know	Mean	Standard deviation
1	Lack of media freedom	245	28	7	3.83	0.26
2	Poor decision support system	250	25	5	3.71	0.39
3	Inadequate resources	254	18	8	3.65	0.55
4	Risk of legal dispute	245	31	4	3.38	0.58
5	Violating confidentiality and trust	252	22	6	3.32	0.43
6	Lack of protection	245	23	12	3.12	0.91

Source: Field survey, 2024.

Mean > 2.5 implies factors hindering media advocacy for social welfare programme implementation in Nigeria.

The analysis on Table 5 shows responses of 280 respondents on the relationship between media advocacy and improved outcomes. Item 1 shows that, 181 respondents representing 64.6 per cent agreed that media advocacy changes public behaviors towards social welfare programmes for their own good, but 76 representing 27.1 per cent disagreed while 23 representing 8.2 per cent were undecided. Item 2 shows that, out of 280 respondents, 196 respondents representing 70 per cent agreed that media advocacy promotes entertainment-education interventions about social welfare services, but 66 representing 23.6 per cent disagreed while 18 representing 6.4 per cent were undecided. Item 3 indicates that, out of 280 respondents, 204 respondents representing 72.9 per cent agreed that media advocacy has enhance public awareness concerning social welfare programmes, but 56 representing 20 per cent disagreed while 20 representing 7.1 per cent were undecided. Item 4 reveal that, out of 280 respondents, 181 respondents representing 64.6 per cent agreed that media advocacy reduces prejudicial attitudes toward social welfare services, but 68 representing 24.3 disagreed while 31 representing 11.1 per cent were undecided. Item 5 shows that, out of 280 respondents, 197 respondents representing 70.4 per cent agreed that media advocacy causes policy change in social welfare programmes, but 55 representing 19.6 disagreed while 28 representing 10 per cent were undecided.

Table 5: Analysis of respondents' responses on the relationship between media advocacy and improved outcomes (n = 280).

S/n	Items	Agreed (%)	Disagreed (%)	Undecided (%)
1	Media advocacy changes public behaviors towards social welfare programmes for their own good	181 (64.6)	76 (27.1)	23 (8.2)
2	Media advocacy promotes entertainment-education interventions about social welfare services	196 (70.0)	66 (23.6)	18 (6.4)

3	Media advocacy has enhance public awareness concerning social welfare programmes	204 (72.9)	56 (20.0)	20 (7.1)
4	Media advocacy reduces prejudicial attitudes toward social welfare services	181 (64.6)	68 (24.3)	31 (11.1)
5	Media advocacy causes policy change in social welfare programmes	197 (70.4)	55 (19.6)	28 (10.0)

Discussion

Social welfare programmes in Cross River State:

This paper agrees with CEPAL (2010) that the scope of social welfare programmes in Nigeria covers a wide range of areas such as child welfare, mental health, substance abuse, elderly care, community development and social policy analysis. The social welfare programmes in Cross River State, Nigeria include the National Social Investment programme (NSIP) which has been introduced to provide essential social safety nets aimed at tackling poverty and hunger in the country. These programme encompass initiatives such as cash transfer, school feeding programme, microcredit loans which aim to alleviate poverty and improve social conditions. The care of inmates in correctional centers, child adoption, care for the elderly and the vulnerables form part of the social welfare programmes in the state.

The Conditional Cash Transfer (CCT) is another social welfare programme in the state that supports the poor with money. The CCT is mostly targeted at those within the lowest poverty bracket. The aim of giving money to poor households is to enable them send their children to school. During periods of vaccinations, the CCT also give money to poor household to help their children receive vaccinations. By attaching conditions to the cash transfers, the programme helped to provide immediate financial relief to beneficiaries.

The Home-Grown School Feeding Programme (HGSF) is another social welfare programme. It is a nutrition focused initiative, aim at enhancing the nutritional status of primary school pupils by providing them with nutritious meals sourced from locally produced food items. It is also aimed at encouraging school enrolment of children, reduce incidence of malnutrition, and stimulate economic growth by supporting small farmers.

The Care for Senior Citizenship Programme is another social welfare programme that has attracted attention. For example, the establishment of the National Senior Citizens Center in Calabar is a clear demonstration of government's commitment to protecting the wellbeing of older persons in the state.

Child adoption is another social welfare programme that provides a clear path to follow in adopting a child for those who cannot naturally conceive. Adoption is the act of taking and bringing up another's child as one's own. In line with the Child Right Act (CRA) of 2003 which set out guidelines and requirements to follow in making an application for child adoption in Nigeria, the programme ensures a child is adopted according to laid down laws. The federal government also established N-Power programme to assist the young people, between age 18 and 35 acquire skills. Beneficiaries were paid 30 naira monthly.

Media advocacy services required for social welfare programme implementation in Cross River State, Nigeria.

The scope and sustainability of a social welfare programme can be determined by the advocacy roles of the media. One of the fastest means to create awareness on social welfare programmes is through the media. The media serves as the 'eye and ear' of the people. The media is fundamentally saddled with the responsibility to help the populace to be aware of the various welfare programmes and how they can be accessed. The media is inseparable with the needs of the vulnerable persons in the society because of the numerous roles they play in the society such as awareness creation, informing, educating and entertaining them. This work is supported by Browne (2015) who reported that the media represent a powerful tool of socialization; sensitization and advocacy services that are beneficial to government programmes. The activities of newspapers, magazines, radio, television borders largely on assessing the activities of social welfare programmes. The media assessment involves investigating, probing and reporting what has been found concerning social welfare programmes. The television, radio, print and social media have made incredible information about social welfare programmes available to the general public. Sometimes, the media disapproves certain actions or decisions made by social welfare agencies.

This study equally corroborates Isokon, Obeten and Tangban (2017) who pointed out that the performance of social welfare programmes is dependent on result-oriented and focused driven media advocacy. Through media information, the public comes to know where these programmes are available and how they can be accessed. The media for example, have been a major agent of announcing social welfare activities, especially now that people depend more than ever on social media platforms for information. This current study is in agreement with Adekoya and Ajilore (2012) who posited that media potentials can entice people to access social welfare programmes and can as well be used to monitor their operations. The media do investigate how social welfare packages are distributed to beneficiaries and reported same to the public. They have overtly or remotely monitored the plans, programmes and policies of social welfare agencies and made their observations to the public.

This paper also supported Ford and Ravansar (2017) who reported that the media is at the public space to scrutinize and appraise government programmes, including that of social welfare to ensure optimal performances. The media has been the watchdog of social welfare programme implementation. Furthermore, the media activates social welfare programme by educating and informing the public about it. The media advocacy services on social welfare programmes is geared towards promoting efficiency, honesty, integrity and accountability.

This paper also supports Okoro et al (2019) who opined that social media has helped to streamline and strengthen the operations of social welfare programmes and to enable them live up to expectation. Under section 16(2) of the 1999 constitution (as amended) media houses are mandated to ensure credible news are reported after thorough investigations and verifications were made. This aspect according to Walter (2015) has been neglected by the media as most media aids compromise standards.

However, the media has been limited in its advocacy role by many contextual factors. First it has been politically influenced and censored to the extent that it affected the effectiveness of the media. For example, the government had in so many occasions detained or arrested some journalists for criticizing her policies and programmes; and wanting to direct how the media should function or regulate media content (Grosch et al., 2014). The government also limit advocacy messages, preferring the media to operate by her rules, even it is at the expense of public opinion. Political pressure had also compelled journalists and media organizations to be bias in its reporting of events and to keep sensitive issues away from the public knowledge.

Some media organizations tend to commercialise the media by prioritizing their own interest and corrupting the system. Most media outfit use the media as a profit making enterprise, paying little or no attention to advocacy issues that are of benefit to the public. Cultural or religious beliefs had in so many context restricted media advocacy through the rejection of advocacy messages that tend to be at variance with their beliefs (Dollahide, 2021). An illiterate society may misinterpret advocacy messages borne out of misinformation, ignorance and propaganda. Media advocacy may also be limited by unavailability or lack of access to media equipments such as television, newspapers, radio, internet and phones. Other limiting factors to media advocacy includes: insufficient funding, poverty, information overload, public distrust of media, social and political polarization, technological barriers (Adetayo, 2021).

Media advocacy rights and social welfare programme implementations

The study revealed that media advocacy rights in regards to social welfare implementation has not been effectively harnessed in Nigeria due to the absence of protective media advocacy framework. This is quite unlike what is trending in the US as reported by Inemesit (2019) that the media has been protected by law to play its roles with oversight functions such as investigating, information dissemination, awareness creation and reporting. Equally, Kietzmann et al (2011) reported that in Europe, media is known for its independence and vibrant nature due to the legal protection it enjoys.

In Nigeria, the story is different as media freedom is not allowed to flourish, such that media practitioners might find it difficult to publish information that might be incriminating to government for fear of being arrested. Interviewees have affirmed that media practitioners will be passionate to investigate and report on the activities of social welfare programmes if they are well protected by the law against those that might be tempted to hurt them for discharging their duties.

With a protective media advocacy framework that creates an enabling environment for media advocacy to strive, is possible for social welfare programmes to flourish. This is because, the media would help to regulate the operations of social welfare programmes and persuade social welfare agencies to do the needful. This paper agrees

with Bond et al (2018) who stated that there is low level compliance of government to media laws in third world countries, even when these laws were ratified by them. Bond et al (2018) reiterated further by saying that: "If the government had implemented these laws, especially the international laws, the media would have had the leverage to operate without harassments". For instance, a number of organizations, both local and international had established legal frameworks, encompassing rights and responsibilities of media practitioners including freedom of expression and press freedom. Some of these organizations include: Universal Declaration of Human Rights (UDHR), International Covenant on Civil and Political Rights (ICCPR) and the International Covenant on Civil and Political Rights (ICCPR). According to Iyobosa et al (2020) most states and government flout these legal provisions despite that they all ratified them.

This current paper also supports Banji (2019) who stated that the Nigeria constitution with all the statutes and regulations bordering on press freedom and freedom of expression are in most cases flouted by government. Interviewees have mentioned cases where the federal government disapproves the media for making inquiries on government parastatals. The study also agrees with James (2019); Ade (2020) who reported that the government usually use every available means including force and intimidations to frustrate the media from reporting its findings. For example, some journalists were arrested, tortured, imprisoned, and even killed in the course of doing their job.

Thus, a legal framework of the media that customizes the peculiar circumstances of the media in Nigeria is advocated by interviewees. This is to give media practitioners the right to monitor social welfare programmes with little or no encumbrances. With the establishment of a legal framework of media, media practitioners can then have the right to investigate, seek, and report information about social welfare programmes. The interviewees suggested that the legal framework should stipulate guiding principles of media practitioners, media houses and that of social welfare agencies. It should also define the obligations of social welfare programmes in a plural society like Nigeria.

Interviewees also said: "The freedom of the press should be defined in such a way that it protects both the media and social welfare agencies".

A state with a pluralistic media requires a protective media advocacy rights to be able to function appropriately towards effective implementations of social welfare programmes. A protective media advocacy rights will determine precisely the rights of media practitioners when discharging their duties.

The legal framework would guarantee the media practitioners the right to access government documents and information with minimal restrictions. The interviewees also pointed out that media protection, immunity of the press, social welfare programme obligations, respect for media freedom, and structure of media ownership and the professionalism of media as well as the ethics and principles of media practitioners should form part of the legal framework, as this will help to energize and make social welfare programme implementation effective. Finally, the legal framework of the media should be binding upon all media houses, practitioners and social welfare agencies as well as government ministries that have a stake in social welfare programmes. They further suggest that the legal framework should make provision to track media houses where anything goes wrong.

Factors hindering media advocacy services towards social welfare programme implementation in Cross River State

It is evident from the findings of this study, that some media channels lack the needed infrastructure and resources to advocate for and monitor social welfare programmes. For this reason, they fail to perform at the level expected of them. This paper supports Brunori and O'Reilly (2010) who argued that discrepancies usually exist between set targets and performance levels, where persons who are in charge are not conscious of their role to promote social welfare programmes and to make them function effectively. This paper also supports Victoria (2019) who argued that the media being the machinery to disseminate information seem not to be providing sufficient information for the government and citizens to act upon. As argued by Victoria (2019), most media houses cannot be said to be watchdogs since they compromise standards and failure to harness effective engagements.

Some factors that hinder social welfare programme implementation by the media include: poor decision support systems, inadequate funding and lack of management foresight. This paper also agrees with Hallfahrt (2018) that the media is constrained by the challenge of confidentiality and trust for which many times they are denied access to classified information. The fundamental role of the media to monitor social welfare programmes is in most

cases hindered by government policies and programmes, inadequate work tools, political instability and corrupt practices. Another constraint is the negative and ambiguous relationship between the media and social welfare agencies, especially as most of them do not want their activities publicized.

Moreover, most media houses had often been divided in their reportage about certain issues. They are seen to be working at polar ends. Many times, media houses have made conflicting and contradictory reports of events. Also, media practitioners have experienced cases of molestations, harassments, arrest and detentions which many times hinder their performances.

The relationship between media advocacy and improved outcomes

The findings of this study also shows that media advocacy has been a strategic tool used in attaining social media goals. It has helped in influencing social welfare policies, public opinion, as well as changing behaviors that support and improves social welfare outcomes. Through media advocacy campaigns, it was easy for so many behaviors concerning programme service utilization were changed for good. For instance, some officials of these programmes were corrupt, greedy and nonchallant in the way items were distributed to beneficiaries. The media in most cases monitor the distribution process and uncover corrupt practices. The study also found that media advocacy influenced the way welfare services or items are shared and which area needed them the most. The media through its advocacy services had carried out media campaigns that caused measurable changes in the behavior of beneficiaries of these programmes. Some beneficiaries have learnt to maintain ethical standards in the way they utilize the services rendered to them, due to media advocacy when combined with supportive policies and access to services.

The study equally found that media advocacy produced remarkable improvements in the type of services rendered and who gets what at any given period. The media advocacy had also contributed to the proactive posture of some social welfare agencies, through both direct and indirect pathways.

In summary, media advocacy in the study area has caused policy change and had succeeded in increasing policymakers' awareness about the needs of vulnerable populations and had to attend to them appropriately. Through media advocacy, policy discussions on social welfare policies were stimulated and the improvement of social welfare agencies ready to comply with enacted laws.

Conclusion

There is no doubt that media advocacy can influence effective social welfare programme implementations and will engender both media advocates and social welfare officials to become more visible in their responsibilities. The media advocacy services include among others: to check, probe and report social welfare matters to the public. It has to address the principles, ethics of media practice in relation to social welfare implementations. This will enable social welfare agencies live up to their responsibilities so that the vulnerable poor in the society will benefit from these social welfare programmes. With media advocacy services, the effective implementation of social welfare programmes in Cross River State, Nigeria will be robust enough to achieve results.

Other ways media advocacy has promoted effective implementation of social welfare programmes has been the promotion of transparent social welfare programmes such that they are accountable to the public they are meant to serve. Through investigative reporting by the media, most social welfare practitioners learnt to plan, fund, and implement social welfare programs with sense of responsibility. The media in many instances, have educated the public on available social services, their rights, and the possibilities open to access social welfare programmes. Also, in its advocacy role, the media organised dialogues through which community members were mobilized to participate in designing, implementing, and evaluating social welfare initiatives.

Through media campaigns, positive social and behavioral change have been achieved in the lives of social welfare practitioners. The media advocates have in no small measure amplified the voices of marginalized and vulnerable populations in the state, bringing to limelight their challenges and calls for social welfare interventions. More often than not, media platforms work in synergy with government agencies, Nongovernmental organizations (NGOs), development partners and civil society organizations (CSOs), to implement effective social welfare programs in the state.

Recommendations

The Cross-River State government should provide basis infrastructure that support the utilization of media advocacy services for social welfare implementations. The government should also develop a legal framework of the media that will help protect media practitioners, as this will help facilitate effective social welfare programme implementation in Cross River State. The framework should also spell ways of enforcing the rules as contain therein and should automatically be made part of the Nigeria legal systems. Only trained professionals in media advocacy and social welfare programmes should be permitted to practice. It is only these professionals that can monitor and evaluate social welfare programmes through unbiased reporting. More critical is the need to involve community members and utilize volunteerism in all aspects of social welfare initiatives.

Limitations of the Study

The study was limited by the researchers' inability to determine the psychological state of interviewees since most were made via online interview and phone calls. Notwithstanding the limitations, the findings remain reliable having applied adequate methodology in carrying out the study. The research was also hampered by the attitude of some interviewees who were not willing to cooperate with the researchers, even when they were assured of confidentiality in order to encourage them to share their opinion. This affected the time frame of the study.

References

1. ABS-CBN News (2018). Philippines are world's top social media users: study.
2. <https://news.abs-cbn.com/focus/02/01/18/philippines-is-worlds-top-social-media-user-study>
3. Ade, A. (2020). Court orders remand of journalist who criticised Lai Mohammed.
4. Punch, June 12, 2020. <https://punchng.com/court-orders-remand-of-journalist-who-criticised-lai-mohammed/?amp-1>.
5. Adekoya, H. O. & Ajilore, K. (2012). Empowering national development in Nigeria through appropriate national communication policy. *Arabian Journal of Business and Management Review (Kuwait Chapter)*. 2(3). <http://www.arabianjbmr.com/pdfs/KDVol23/7.pdf>.
7. Adetayo, A. J. (2021). The nexus of social media use and research productivity of lecturers in private universities in Ogun State, Nigeria. *Library Philosophy and Practice (e-journal)*. 4964. <https://digitalcommons.unl.edu/libphilprac/4964>.
8. Ahmad, L.M. & Ganesan, P. (2016). Health and nutritional status of orphan children's living in orphanages with special reference to the district of Anantnag of Jammu and Kashmir. *Int J Indian Psychol*. 3:163–9. doi: 10.25215/0302.191
10. Akeredolu-Ale, E.O. (2022). Social welfare administration. In. *Social development in Nigeria*, edited by E. O. Akeredolu-Ale, 47-66. Ibadan: Nigerian Institute for Social and Economic Research, NISER.
12. Akpedji, G. (2015). YouWin programme awardees protest nonpayment of second third trenches, *Guardian newspaper*. <http://www.ngrguardiannews.com>.
14. Aluko, M. A. O. (2003). Strategies for poverty reduction in Nigeria. *Journal of Social Sciences*, 7(4), 255-266. <https://www.tandfonline.com/doi/abs/10.1080/09718923.2003.11892388>
16. Antai, A. S. & Anam, B. E. (2004). National poverty eradication programme and poverty reduction in Nigeria: empirical investigation of the programme impact in Cross River State. *International Journal of Human Resource Studies*, 4,3, 269-279 <http://www.macrothink.org/journal/index.php/ijhrs/article/view/5629>
18. Apata, T. G., Apata, I, O, Igbalajobi, O. A. & Awoniyi, S. M. O. (2010). Determinants of rural poverty in Nigeria: Evidence from small holder farmers in South-western, Nigeria. *Journal of Science and Technology Education Research*, 1(4),85-91 <http://www.academicjournals.org/JSTER>
20. Banji O. (2019). Mothering a murderous bill. *Vanguard*, November 12, 2019. <https://www.vanguardngr.com/2019/11/mothering-a-murderous-bill/amp>.
21. Bee, B., Biermann, M., & Tschakert, P. (2013). Gender, development, and rights-based approaches: Lessons for climate change adaptation and adaptive social protection. *Research, action, and policy: Addressing the gendered impacts of climate change*. Springer, D o r d r e c h t . d o i : link.springer.com/chapter/10.1007/978-94-007-5518-5_7.

23. Bond, M., Marin, V., Dolch, C., Bedenlier, S., & Zawacki-Richter, O. (2018). Digital
24. transformation in German higher education: Student and teacher perceptions and usage of digital media. *International Journal of Educational Technology in Higher Education*, 15:48. <https://doi.org/10.1186/s41239-018-0130-1>
25. Browne, E. (2015). Social media and governance.
26. <https://gsdrc.org/publications/socialmedia-and-governance/>
27. Brunori, P. & O'Reilly, M. (2010). Social protection for development: a review of
28. definitions. Paper prepared in the framework of the European Report on Development. <http://erd.eui.eu/media/BackgroundPapers/Brunori.pdf>.
29. Carlson, T. (2018). What to believe? Social media commentary and belief in
30. Misinformation. *Polit. Behav.*, 42, 697-718. <http://doi-org/10.1007/511109-018-9515-2>.
31. CEPAL (2010). Social protection: to target or not to target. *IDS Bulletin* 38(3), 90-94.
32. Chimobi, U. (2010). Poverty in Nigeria: Some dimensions and contributing factors
33. global majority. *E-Journal*, 1 (1), 46-56.
34. http://www.bangladeshstudies.org/files/Global_Majority_e_Journal_1-1_Ucha.pdf
35. Cross River State bulletin (2026). Flagship publication of the Cross River State Ministry of Information. *Giant Strides Magazine*.
36. Dabbagh, N., Fake, H., & Zhang, Z. (2019). Student perspectives of technology use for
37. learning in higher education. *RIED. Revista Iberoamericana de Educación a*
38. *Distancia*, 22(1), 127–152. <https://doi.org/10.5944/ried.22.1.22102>
39. Davis, F. (1986). Technology Acceptance Model (TAM). *Decision Sciences*, 39(2), 273- 315.
40. Decker, T. (2010). Social welfare strategies in colonial Lagos, Osun State University
41. Osogbo, Nigeria. http://nobleworld.biz/images/AF_Decker.pdf.
42. Devereux, S. & Sabates-Wheeler, R. (2014). Transformative social protection. *IDS Working Paper* 232.
43. DFID (2010). Social protection in international development: Editor's introduction to
44. special issue. Department for International Development. *International Development (DFID) Special Bulletin*, 32(4): 351-356.
45. Dolgoft, R. (2012). Understanding social welfare: A search for social justice (9th
46. edition). Maryland: Pearson Publishers.
47. Dollarhide, M. (2021). Social media: Definition, effects, and list of top apps. <https://tinyurl.com/vr9szch>
48. Drecharge, J. & Murphy, D. (2010). Sustainable development from Brundtland to Rio
49. International Institute for Sustainable Development (11-20). <http://www.un.org/en/webby/site/pdf>.
50. Eboh, E. & Igbokwe, E. (2006). Economic competitiveness across Nigerian states: The
51. challenge of infrastructure and utilities, BECANS Working Papers 2, African Institute of Applied Economics, Enugu, Nigeria. *Journal of Law, Policy and Globalization* www.iiste.org ISSN 2224-3240 (Paper) ISSN 2224-3259
52. Egusam, H. & Henry, G. (2011). Social protection in Nigeria: an overview of programmes and their effectiveness. London, UK: Overseas Development Institute Project Briefing No. 59.
53. Eneji, R. & Archibong, E. (2021). Social challenges to the education of orphaned and
54. vulnerable children in Eleme, Nigeria. *Mediterr J Soc Sci.* 12:183. doi: 10.36941/mjss-2021-0038
55. Etuk, G.R. (2026). Indigenous entrepreneurship: The indentureship system of the Igbo people of South Eastern Nigeria. In *welfare services and development perspective in Africa*, edited by Obeten, UB., Abonor, LB. & Okorie, C. (2026). University of Calabar Press, Calabar – Nigeria. ISBN: 978 -978- 63296-3-5
56. European Commission (2018). Digital education action plan. <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM:2018:22:FIN>
57. Ford, R. & Ravansar, H. (2017). CPD 12 Impact skills 3 –Social media for academics: Research dissemination.
58. <http://www.staffnet.manchester.ac.uk/employment/training/personal-development/academic-staff/>
59. Grosch, M., Berger, R., Gidion, G., & Romeo, M. (2014). Which media services do
60. students use in fact? Results of an international empirical survey. *Proceedings - Social and Behavioral Sciences*, 141, 795–806. <https://doi.org/10.1016/j.sbspro.2014.05.139>

61. Hallfahrt, P. (2018). The media that young people use. Deutschland.De.
62. <https://www.deutschland.de/en/topic/culture/which-media-are-young-people-in-germany-using>
63. Hassan, J. E. (2017). What is social welfare history? Social welfare history reject.
64. <http://socialwelfare.library.vcu.edu/reollections/social-welfare-history>.
65. Hoddinott, M. (2008). From social assistance to social development: targeted education
66. subsidies in developing countries. Washington, DC: Center for Global Development - International Food Policy Research Institute.
67. Inemesit U. (2019). Here's why the NBC suspended AIT and Raypower indefinitely.
68. Pulse, June 7, 2019. <https://www.pulse.ng/bi/lifestyle/heres-why-the-nbc-suspended-ait-and-raypower-indefinitely/exfydwe.amp>.
69. Isokon, B.E, Obeten, U. B. & Tangban, E.E. (2017). Empowering traditional rulers and grassroots mobilization for rural development in Cross River State, Nigeria. *Journal of African Studies and Development*. 9(8), 102-111. DOI:10.5897/JASD2017.0468. <http://www.academicjournals.org/JASD>
70. Isokon, B., Onyema, A., Tangban, E. (2021). Community based organizations and community driven development in rural communities in Cross River State, Nigeria. *International Journal of Social Sciences and Humanities Reviews*, 12(2), 312-323.
71. Iyobosa Uwugiaren, Chuks Okocha, Olawale Ajimotokan & Udora Orizu. 2020. Outrage as NBC fines radio station N5m for hate speech." *This Day*, August 14, 2020. <https://www.thisdaylive.com/index.php/2020/08/14/outrage-as-nbc-fines-radio-station-n5m-for-hate-speech/amp/>.
72. James Kwen. (2019). AIT back on air as court ordered NBC to restore license. *Business*
73. *Day*, June 8, 2019. <https://businessday.ng/lead-story/article/ait-back-on-air-as-court-ordered-nbc-to-restore-license/amp/>.
74. Kazeem, Y. (2018). Nigeria has become the poverty capital of the world. *Quartz Africa*. <https://qz.com/africa/1313380/nigerias-has-the-highest-rate-of-extreme-poverty-globally/>
75. Kietzmann, J., Hermkens, K., McCarthy, I. & Silvestre, B. (2011). Social media? Understanding the functional building blocks of social media. *Business Horizons*, 54, 241-251. <https://doi.org/10.1016/j.bushor.2011.01.005>
76. Nkpoyen, F., Archibong, E.P., Undelikwo, V., Obeten, U.B., & Ofem, N.O. (2021). Social welfare program and poverty eradication in sub-Saharan region of Eket Senatorial district, Akwa Ibom State, Nigeria. *Amazonia Investiga*, 10(42), 163-175. <https://doi.org/10.34069/AI/2021.42.06.15>
77. Nwaolikpe, O. N. (2018). The mass media and national development: The case of 'baby
78. factory' activities in Nigeria. *International Journal of Arts and Humanities* 7(1), 71-84. DOI: <http://dx.doi.org/10.4314/ijah.v7i1.8>.
79. Obeten, U.B (2026). Indigenous social welfare, development and Afrocentric ideology. In *Welfare services and development perspective in Africa*, edited by Obeten, UB., Abonor, LB. & Okorie, C. (2026). University of Calabar Press, Calabar – Nigeria. ISBN: 978 -978- 63296-3-5
80. Obeten, U. B. & Isokon, B. E. (2018). Assessment of conditional cash transfer scheme
81. and poverty alleviation among rural poor in Cross River State, Nigeria. *Advances in Social Sciences Research Journal*, 5 (8), 209-222. doi:10.14738/assrj.58.4642.
82. Okoro, N.L., Etumnu, E.W & Okoro, U C. (2019). Social media as a modern platform for political discourse in Imo State. *IMSU Journal of Communication Studies*, 3(1), 27-39. <http://umarpatel.blogspot.com/2012/01/media-and-processof-democratization-in.html>
83. <https://doi.org/10.1037/1093-4510.3.4.371>.
84. Olujide, J. O. (2019). Community development associations as agents of rural transformation in Nigeria. *International Journal of Development Studies*, 14(2), 87–101.
85. Perrin, A. (2015) Social media usage: 2005-2015. <https://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015>
86. Sutton, J., Spiro, E.S., Johnson, B., Fitzhugh, S., Gibson, B., & Butts, C.T. (2014). Warning tweets: Serial transmission of messages during the warning phase of a disaster event. *Information, Communication & Society*, 17(6), 765-787. <http://dx.doi.org/10.1080/1369118X.2013.862561>
86. Quadric, T. (2014). Social media, the news room in Nigeria. <https://theunion.com.ng/social-media-the-news-room-in-nigeria>.

87. Simisaye, A. O. & Adeyeoye, A. I. (2014). Awareness and utilization of social media for research among faculty staff of Tai Solarin University of Education, Ogun State, Nigeria. http://www.academia.edu/16333313/awareness_and_utilisation_of_socialmedia_for_research_among_faculty_staff_of_tai_solarin_university_of_education_Ogun_State_Nigeria
88. Tang, Y., & Hew, K. F. (2017). Is mobile instant messaging (MIM) useful in education? Examining its technological, pedagogical, and social affordances. *Educational Research Review*, 21, 85–104. <https://doi.org/10.1016/j.edurev.2017.05.001>
89. United Nations (2006). Patterns of social welfare organization and administration in Africa, Social welfare service in Africa 2. Dakar: United Nations. Victoria, B. (2019). How social media shaping our political future? <https://www.youtube.com/watch?v=9ka9911juw&list=WL&index=5>.
90. Walter, P. (2015). Media technology in Sub-Saharan Africa: A Comparative analysis of basic e-readiness in school. <http://www.uis.unesco.org>. World Bank Group (2019). Poverty. IBRD IDA IFC MIGA ICSID. <https://www.worldbank.org/en/topic/poverty> World Vision. (2019). Global poverty: facts, FAQs and how to help. <http://www.worldvision.org/sponsorship-news-stories/global-poverty-facts...>