

Investigation into Nigerian Undergraduates' Preferred Expressions for HIV/AIDS Eradication Campaigns

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ABSTRACT The simple survey was conducted to find out what types of expressions are most effective in the campaign against the spread of HIV/AIDS among Nigerian undergraduates. This is against the backdrop of the legitimate alarm being raised in different quarters about the prevalence of the virus and the disease it causes which calls to question the appropriateness of the languages and expressions being used in the eradication campaigns. A total of five hundred undergraduates (250 males and 250 females) were selected through purposive random sampling from five universities in five western states of Nigeria. Four research questions and one null hypothesis were raised. A self-constructed nineteen-item questionnaire was validated and used to gather data. The analysis of data revealed that both harsh and mild expressions are effective with the undergraduates in making them desist from acts that could expose them to HIV but the former are more effective. It was also revealed that gender plays a significant role in the undergraduates' preference for either scary expressions or mild ones. Appropriate recommendations were then made accordingly.