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Assessing the Media for Effective Education towards Attitudinal Change during COVID-19 Outbreak in Lagos, Nigeria

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KEYWORDS Attitudinal Change COVID-19. Development Communication. Effective Education Health Communication. Nigeria

ABSTRACT This study examined the media for effective education towards attitudinal change during COVID-19 outbreak in Lagos, Nigeria. This study was anchored on agenda setting and social marketing theories to understand the potential role of the media for health communication interventions. The survey research method was used, while the online questionnaire served as the data instrument. The results showed that almost half of the study sample indicated that they had read sufficient number of newspaper reports on COVID-19 in Nigeria, while more than 30 percent of the respondents had occasionally read newspaper reports on COVID-19 in Nigeria. It was recommended that television and social media platforms should be used to tailor messages that can demonstrate the nature and dangers of viral disease such as COVID-19 so as to influence positive priority behaviours.