

## WOMEN'S RADIO LISTENERSHIP FOR HOMEMAKING INFORMATION IN KATAGUM LOCAL GOVERNMENT AREA OF BAUCHI STATE, NIGERIA

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### ABSTRACT

This study explored women's radio listenership for homemaking information in Katagum Local Government Area of Bauchi State. A multi-stage random sampling procedure was adopted in selecting 120 respondents for the study. Questionnaire and interviews were administered to collect primary data on respondents' socioeconomic characteristics, listenership of homemaking broadcast, homemaking information contents listened to on radio and homemaking knowledge of women. Data were analysed using frequency counts, percentages, mean, standard deviation, Chi-square and correlation analyses at  $p=0.05$ . Results show that respondents were young with mean age of 33.8 years, most (65.0%) of them had secondary education and 44.2% were married. The listenership was 10.24 hours. The listenership of homemaking broadcast by the majority (60.8%) was low. The amount of information contents listened to by 50.8% of the respondents was high while homemaking knowledge of 52.5% respondents was low. There existed a significant positive correlation between information contents on radio ( $r=0.254$ ,  $p<0.05$ ) and listenership. There was however a significant negative correlation between homemaking knowledge ( $r=-0.248$ ,  $p<0.05$ ) and listenership. It was recommended that development agencies that sponsor women programmes on radio stations should continue to broadcast a variety of homemaking contents to women to enhance listenership.

**Keywords:** Radio, Listenership, Homemaking, Contents, Broadcast, Women

### INTRODUCTION

Poor educational attainment evidently worsens the problems of illiteracy, poor nutrition, poverty, diseases, poor child upbringing, maternal and child mortality among women in northern Nigeria (UNICEF, 2007, as cited in Soetan 2019; Abiodun *et al*, 2019; Nyqvist *et al*, 2019). However, radio is a unique medium to educate and inform people, particularly women because of the triple roles they perform in the society. Women's triple roles encompass reproductive, productive and community improvement. The reproductive roles comprise childbearing, childcare, fetching water and firewood, food processing and preparation and other domestic tasks that support and maintain all members of the household. The productive roles contribute to the household economy as rural based women are involved in crop and livestock production, processing and marketing of produce while women in urban areas are mainly involved in non-farm income generating activities. The third of the triple roles of women are tasks supporting community improvement and community's social events and services (Manandhar, 2008; Alliyu, 2016; Usman, 2018).

Women's reproductive roles, including homemaking, are pivotal to the survival of families, communities and the country. Aspiration of every household member depends largely on how effective women have performed their roles to guarantee good health, improved nutrition and enhanced safety status at home. Despite the enormous contributions of women, they are living in a patriarchal society constructed by men and for men where their reproductive and productive roles are undervalued and given little recognition (Alliyu,

2016). It is therefore paradoxical that women are socially expected to perform the reproductive roles of childbearing, childcare and child socialisation well (Aluko *et al*, 2011).

In northern Nigeria, cultural and religious factors have been used by men dominated society to control women's lives, deny them education and access to resources and take away their self-esteem (Usman, 2018). Absence of education and extension services can hinder women from developing their potentials to perform their roles effectively but radio as a medium can be deployed for constant dissemination of behaviour-modifying messages.

Radio is defined as a medium of communication which allows for the transmission of spoken words, music and other signal through waves to areas within its broadcasting radius (Chepngetich, 2017). Radio is a medium that can be used to reach housewives, secluded women in purdah, career women with paid jobs, divorced, vulnerable and marginalized women across many cultures with educative messages. It is an alternative and cost effective medium to educate and empower women for better performance of their roles. Ottah (2016) discovered that radio creates a form of intimacy between the listener and the presenter. Radio is more suitable for use in rural areas than in urban areas to disseminate information to people (Simiyu, 2010, as cited in Chepngetich, 2017; Ismaila 2013, as cited in Chepngetich, 2017). Somolu (2013) reported that women listened to radio programmes that have direct application to their lives on issues of marriage, children, family, sexual harassment and careers. The emergence of technology and social media platforms such as phone, face book, twitter has enabled radio to be a two-way communication

medium unlike in the past when it was one way (Odero & Kamweru, 2015, as cited in Chepngetich, 2017).

Radio has emerged as the most accessible medium because of its low cost, locally relevant contents, portability, low level of infrastructure and ability to use alternative power sources (Somolu, 2013). Field and Lazarsfeld (1946 as cited by Chepngetich, 2017) found that most radio listeners were interested in being informed and educated and were concerned with practical agricultural and homemaking information. Since there is currently a number of mass media used to disseminate information, the uses and gratification theory emphasizes that people's active choice of any particular communication medium is determined by its usefulness to audience's goal and need satisfaction (Ottah, 2016). Against this background, there is dearth of research on women's listenership of homemaking broadcast vis-à-vis radio source (contents) and listener factor (knowledge) in the study area. Hence, this study sought to gain insight into women's listenership of homemaking broadcast. The specific objectives were to: 1) identify the socio-economic characteristics of women in the study area; 2) determine the women's listenership of homemaking broadcast; 3) ascertain the homemaking information contents that women listen to via radio; and 4) determine women's homemaking knowledge.

The following hypotheses stated in null form were tested in this study:

- H<sub>01</sub>: There is no significant relationship between socioeconomic characteristics of women and listenership of homemaking broadcast.
- H<sub>02</sub>: There is no significant relationship between homemaking information contents and listenership of homemaking broadcast.
- H<sub>03</sub>: There is no significant relationship between homemaking knowledge and listenership of homemaking broadcast.

## METHODOLOGY

This study was conducted in Katagum Local Government Area of Bauchi State. Its administrative headquarters is Azare. It shares boundaries with Zaki and Itas/Gadua LGAs. It has an area of 1,395 km<sup>2</sup> and its coordinates are latitude 12°17'N longitude 10°21'E and a population of 523,200 as 2022 projection at annual rate of 3.7% (City Population, 2022). Most of the inhabitants are Fulani, Kanuri, Hausa, Mangawa, Bede, Karekare, Ngizim, Shirawa, or Teshenawa tribes (Wikipedia, 2016 cited in Usman *et al.*, 2016). The major occupation is farming. The chief agricultural products include groundnuts, sorghum, millet, rice, cowpeas, cotton, indigo, and gum Arabic. Livestock include horses, cattle, goats, sheep, donkeys and a lot of poultry. Radio stations that broadcast

programmes to the Local Government Area were Azare FM 94.6, Misau FM 89.1, Jama're FM 89.5, Andaza Jigawa 93.5, Dutse Jigawa 102.6, Dala FM 88.5, Freedom Radio Kano 99.5, Radio Nigeria Abuja 92.9, Liberty Radio Kaduna 91.7 and Guarantee Radio Kano 94.7.

The sample size was taken from the population of women in Katagum Local Government Area of Bauchi State. A multi-stage sampling procedure was adopted in selecting the sample for the study. Katagum Local Government Area comprises 11 political wards from where five (50%) were selected in the first stage using simple random sampling. The wards selected were Tsakuwa Kofar Gabar/KafinKuka, Nasarawa BakinKasuwa, Madangala, Madara, Chinade. Second stage involved the selection of one neighbourhood each (distinct areas by names within a political ward) by simple random sampling technique from each selected ward. Thirdly, a list of houses was generated for the selected neighbourhood and ten percent (10%) of women were selected by simple random sampling technique as the respondents for this study. A total of 120 respondents were selected for the study from whom the primary data was elicited. Primary data were collected using questionnaire from literate respondents and face to face interview from illiterate respondents.

Listenership was measured by asking the respondents to provide number of days in a week when they listened to radio (a) and estimated average number of hours they spent per day listening to radio (b), hence listenership was calculated as a product of (a and b). Homemaking information contents received via radio was measured by asking the respondents to indicate different homemaking information contents they received while listening to radio from the listed categories. Each information/education content received via radio represented a flow of information and was given a score of '1'. The total homemaking information contents received via radio was calculated by summing the scores. Homemaking knowledge was measured by asking the respondents to respond to knowledge items by ticking either 'TRUE' or 'FALSE'. Each correct response attracted a score of '1' while incorrect responses attracted a score of '0'. For each respondent, homemaking knowledge was calculated by summing all the scores. Minimum obtainable score was '0' while the maximum obtainable score was '10'.

Descriptive (frequency counts, percentages, mean and standard deviation) and inferential statistical (Chi-square and Pearson Product Moment Correlation (PPMC) tools were used to analyse the data.

**RESULTS AND DISCUSSION**

**Socioeconomic characteristics**

Table 1 reveals that 33.3 % of the respondents were within the age range of 15 -25 years while 34.2% were within the age bracket of 26-36 years. The mean age of the respondents was 33.8 years. This shows that most of the respondents were young. The youth have interest in listening to radio for entertainment, information and education. The finding agrees with the finding of Jira (2020) who reported that the majority of women were between 26 and 35 years. The table further reveals that 44.2% of the respondents were married while 34.2% were single. The married play reproductive and productive roles while the unmarried learn from the married and provide needed help. Also, most (65.0%) of the respondents had secondary school education while 20.0% had tertiary education. It implies that most women had formal education

which gives them a frame of mind to appreciate and understand radio messages. This finding is similar to the finding of Ibrahim *et al.* (2022) that most women studied had formal education. Furthermore, 96.7% of the respondents had a household size within the range of 0-10. The mean household size was 4.00. Since the practice of polygamy was common in the area and most wives often live separately from one another, household size as given by a woman is the number of family members within a woman’s residence. The results also reveal that 25.8% of the respondents were involved in trading, 24.2% were civil servants while 18.3% were involved in farming. However, 31.7% of the respondents were unemployed. The finding agrees with the finding of Chepngetich (2017) that most women had occupations they were involved in. The results further underscore women’s need to listen to radio.

**Table 1: Socioeconomic characteristics of the respondents (n=120)**

Variable	Percentage	Mean	SD
<b>Age</b>			
15-25	33.3		
26-36	34.2		
37-47	18.3		
48-58	5.9		
59-69	3.3		
70 and above	5.0	33.8	14.4
<b>Marital Status</b>			
Single	34.2		
Married	44.2		
Divorced	13.3		
Widowed	8.3		
<b>Educational Level</b>			
Primary	13.4		
Secondary	65		
Tertiary	20		
No formal education	1.6		
<b>Household size</b>			
0-10	96.7		
11 and above	3.3	4.00	3.95
<b>Occupation</b>			
Civil service	24.2		
Trading	25.8		
Farming	18.3		
Unemployed	31.7		

Source: Field Survey, 2021

**Women listenership of radio broadcast**

Table 2 shows that 50.8% of the respondents listened to radio in the morning time, 31.7% indicated that they listened to radio in the evening and 17.5% listened in the afternoon. The results of the study show that the respondents listened to radio during morning and evening hours more than in the afternoon. The finding contrasts with the finding of Jira (2020) who reported that 45% of women listened to radio in the evening while 35% listened

in the morning. It is likely that they felt relaxed and free during these periods and, or their favourite programmes were broadcast during those periods. Korzenny (2011) affirmed that most people listen to radio when they are free. Furthermore, most (60.8%) of the respondents’ listenership ranged from 1 to 10 hours while 31.7% of the respondents’ listenership was between 11- 20 hours per week. The mean listenership was 10.24 hours. This implies that homemaking broadcast enjoyed low listenership,

which could call for the need to devise means of enhancing it.

**Table 2: Women listenership of radio broadcast (n=120)**

Variable	Percentage	Mean	Standard deviation
<b>Period during the day when you listened to radio</b>			
Morning	50.8		
Afternoon	17.5		
Evening	31.7		
<b>Number of days in a week you listened to radio (a)</b>			
1 day	11.7		
2 days	18.3		
3 days	20.0		
4 days	21.7		
5 days	28.3	3.37	1.37
<b>Average number of hours spent listening to radio per day (b)</b>			
1-5 hours	91.7		
6 and above	8.3	2.9	1.56
<b>Time (hours) spent listening to radio in a week (a×b)</b>			
1-10 hours	60.8		
11-20 hours	31.7		
21-30 hours	6.7		
31 and above	0.8	10.24	7.38
<b>Overall listenership</b>		<b>Min.</b>	<b>Max</b>
Low (<10.24)	60.8		
High (>10.24)	39.2	01	40

Source: Field Survey, 2021

**Homemaking information contents respondents listened to on radio**

Table 3 reveals that the respondents listened to a number of programmes. Most respondents listened to programmes on personal hygiene (85.8%), religious education (76.7%), preparation of food (68.3%) and environmental sanitation (68.3%) which ranked 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> respectively as the most listened to programmes while programmes on education of children (46.7%), prices of foodstuffs (32.5%), money and management of household

resources (30.8%) and moral upbringing of children (22.5%) ranked 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> respectively as the least listened to programmes. This finding agrees partially with the finding reported by Edegoh *et al.* (2013) that a good number of rural women listened to agricultural, health and religious programmes. The mean of the information content listened to was 8.58. The information content listened to by about 50.8% of the respondents was high.

**Table 3: Homemaking Information contents the respondents listened to on radio**

Information contents	Percentage (120)	Rank
Personal hygiene	85.8	1 <sup>st</sup>
Preparation of food	68.3	3 <sup>rd</sup>
Moral upbringing of children	22.5	16 <sup>th</sup>
Education of the children	46.7	13 <sup>th</sup>
Environmental sanitation	68.3	4 <sup>th</sup>
Prices of foodstuffs	32.5	14 <sup>th</sup>
Money and management of household resources	30.8	15 <sup>th</sup>
Social relationship	59.2	5 <sup>th</sup>
Relationship between male and female	56.7	6 <sup>th</sup>
Food crop production	49.2	11 <sup>th</sup>
Food crop processing	51.7	10 <sup>th</sup>
Food crop storage	54.2	7 <sup>th</sup>

Information contents	Percentage (120)	Rank
Family planning	49.2	12 <sup>th</sup>
Maternal health	53.3	8 <sup>th</sup>
Religious education	76.7	2 <sup>nd</sup>
Political education	52.5	9 <sup>th</sup>
<b>Overall level of information listened to</b>		
Low (<8.58)	49.2	
High (>8.58)	50.8	

Source: Field Survey, 2021. Mean = 8.58, SD = 2.08, Min = 4, Max = 13

#### Homemaking knowledge of the respondents

Table 4 shows that 97.5% of the respondents gave correct answer to the item which says that poor sanitation can lead to the spread of cholera; 100% responded correctly that malaria fever is caused by mosquitoes. Furthermore, 65.0% of the respondents were correct to respond on the contrary that personal hygiene is not necessary during the harmattan season; only 35.0% were right to respond on the contrary that food consumption should be based on what you like and not varieties; 86.7% were correct to respond that children should be given combination of food for proper development; 55.8% were right to respond in the opposite to the statement

that children can start schooling at any time the parents choose while 66.7% responded correctly that children who are not properly brought up are more likely to become criminals. Also, the Table reveal that 70.0% of the respondents were correct to respond that communication between husband and wife can help in proper management of funds; 46.7% were right to respond on the contrary to the statement that family planning is not healthy for human body while 98.3% responded correctly that the belief in Allah/God encourages peaceful living among neighbours. The mean of homemaking knowledge was 7.22. The homemaking knowledge of the most respondents (52.5%) was low.

**Table 4: Homemaking knowledge of the respondents (n=120)**

Statements	True %	False %
Poor sanitation can lead to spread of cholera	97.5*	2.5
Malaria fever is caused by mosquito	100.0*	0.0
Personal hygiene is not necessary during the harmattan season	35.0	65.0*
Food consumption should be based on what you like and not varieties	65.0	35.0*
Children should be given combination of food for proper development	86.7*	13.3
Children can start schooling at any time the parents choose	44.2	55.8*
Children who are not properly brought up are more likely to become criminals	66.7*	33.3
Communication between husband and wife can help in proper management of funds	70.0*	30.0
Family planning is not healthy for human body	53.3	46.7*
The belief in Allah/God encourages peaceful living among neighbours	98.3*	1.7
<b>Overall homemaking knowledge</b>		
Low (<7.22)		
High (>7.22)		

Source: Field Survey, 2021. Mean = 7.22, SD = 1.79, Min = 3, Max = 10 \*Correct responses

#### Relationship between independent variables and listenership (dependent variable)

Chi-square analysis in Table 5 shows that there was no significant relationship between marital status ( $\chi^2=0.480$ ,  $p>0.05$ ), education level ( $\chi^2=6.667$ ,  $p>0.05$ ) and listenership. This shows that marital status and educational level did not affect listenership. However, there was a significant relationship between occupation ( $\chi^2=13.101$ ,

$p<0.01$ ) and listenership. This implies that occupation of the people affects listenership. This is likely because different occupational groups may have different information needs. Also, correlation analysis in Table 5 reveals that there was no significant correlation between age ( $r=0.020$ ,  $p>0.05$ ), household size ( $r=0.023$ ,  $p>0.05$ ) and listenership. The result implies that age and household size did not influence listenership.

**Table 5: Relationship between socioeconomic characteristics and listenership**

Variable	$\chi^2$	r-value	p-value
Marital status	0.48		0.923
Education level	6.667		0.155
Occupation	13.101		0.004*
Age		0.02	0.827
Household size		0.023	0.803

Source: Field survey 2021

\*Relationship is significant at 0.01 and 0.05 level.

**Correlation analysis between homemaking information contents listened to on radio, homemaking knowledge and listenership**

Correlation analysis in Table 6 reveals that there was a significant positive correlation between homemaking contents listened to via radio ( $r=0.254$ ,  $p<0.01$ ) and listenership. The result implies that the more the variety of homemaking contents broadcast on radio, the more the listenership. Therefore, the implication is that when different radio contents on

homemaking are broadcast, women will spend more time listening to radio. Furthermore, a significant negative correlation existed between homemaking knowledge ( $r= -0.248$ ,  $p<0.01$ ) and listenership. This implies, the less the homemaking knowledge possessed by women, the more the hours spent listening to radio and vice versa. Women with low homemaking knowledge will spend more time listening to radio on homemaking issues.

**Table 6: Relationship between homemaking contents, homemaking knowledge and listenership**

Variables	r-value	p-value
Homemaking information contents	0.254	0.005*
Homemaking knowledge	-0.248	0.006*

Source: Field survey. 2021

\*Relationship is significant at 0.01 and 0.05 level.

**CONCLUSION AND RECOMMENDATIONS**

The majority of women were young, married, educated and employed. Radio programmes on personal hygiene, religion education, preparation of food and environmental sanitation topped the list of a variety of contents women listened to. Women’s listenership of homemaking broadcast was low. Homemaking contents broadcast on radio influenced women’s listenership positively. However, homemaking knowledge influenced the time women spent listening to radio negatively. Based on the findings of the study, it was recommended that governments, non-governmental organisations, philanthropists and development agencies that sponsor women programmes on radio stations should continue to broadcast a variety of homemaking contents to women to enhance listenership.

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