ORIGINAL ARTICLE

Jos Residents' Perception of Selected Newspapers Coverage of "Change Begins with Me" Policy of President Muhammadu Buhari Administration

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Abstract

The study was on Jos residents' perception of selected newspapers coverage of "Change Begins With Me" policy of the President Muhammadu Buhari administration, with a focus on the residents of Tudun Wada, Jos North Local Government Area. The estimated population was 61, 046.This is according to a report by the National Bureau of Statistics, 2018. A sample of 122 was drawn through the purposive sampling method. The survey research method was adopted for the study while the research made use of questionnaire as data collection instrument. Agenda Setting and Individual Differences Theories supported the study. Based on the analysis of data, it was found that *The Guardian* and *Daily Trust* newspapers do not carry many reports on the "Change Begins With Me" campaign of the Federal Government. On the basis of the findings, it was recommended that the print media should properly perform their information, education and enlightenment functions by adequately educating the audience on the "Change Begins With Me" campaign policy as this will bring about the needed social change that Nigeria craves for.

Keywords: Perception, newspapers, coverage, change

Introduction

The media plays a central role in social transformation of a society. This is usually carried out through its communication process which centres on enormous amounts of information that shapes new values, costumes and ideas of an emerging society. The media is also considered a powerful instrument that influences and often promotes new standards in society. As a vehicle for development communication, the media has the potential to create awareness and motivation for social development and change by promoting both individual and communal interests in a society (Forsberg, 2006). The various functions of the media make it an indispensable source of social change. For example, the media functions as a source of power that influences, controls and promotes new orientation in society (Gisprud, 2002). It also functions as a moderator of public behaviours (Meyrowitz, 1985). Furthermore, the media has its place in the interplay between the individual construction of identity and the general functions of society. The media also creates a sense of togetherness and belonging as well as feelings of exclusion and isolation.

Records abound that man's hypocrisy has taken and occupied a prominent position as a significant disincentive to government. Such anti-development traits of man have been attributed to the major reason why the vices of graft, greed, embezzlement, fraud, bribery, falsification of account/records, public accounts diversion, dishonesty, abuse of office among others are increasing instead of abating in Nigeria despite the emergence, operations and efforts of the anti-corruption agencies put in place to ameliorate these ugly situations. Necessitated by this prevailing sabotage, a long-time advocate of national reorientation and discipline, President Muhammadu Buhari and officials of his government while affirming the role of individual citizens in the efforts to achieve a better Nigeria launched the "Change Begins With Me Campaign" on Thursday, 8th September, 2016.

The essence is to emphasize the place of citizens in the fight against this developmental obstacle – corruption – and to enthrone the positive change

that the country desires as well as to instil discipline, a sense of patriotism, honesty, good neighbourliness, equity and justice in the minds of Nigerians. A throwback to the War Against Indiscipline of the then Buhari Military regime in 1984, the new campaign seeks to persuade (social marketing) rather than coercive means to achieve attitudinal change in all facets of society (Obia, 2016). The key priorities (elements) of the campaign explicitly expressed in President Buhari' speech include: change of mindset in private and public life, shunning behaviour capable of promoting corrupt practices and awareness of the dangers of corruption.

'Change' was the All Progressive Congress (APC) and Buhari's watchword to Nigerians during the 2015 electioneering campaign in which they emerged victorious. Unfortunately, in the fifth year of his administration, Nigerians are still complaining of not witnessing the anticipated change in the attitudes and circumstances that had lured them into rejecting the People Democratic Party (PDP) of former President Goodluck Jonathan. Regardless of this paradigm shift that encourages civil society participation in fighting corruption, much focus is still placed on strengthening anti-corruption agencies like Independent Corrupt Practices and Other Related Offences Commission (ICPC), Economic Financial Crimes Commission (EFCC), and Code of Conduct Bureau to help curb corruption; and also on the political, economic and administrative reform that can reduce corruption.

The question is: have the newspapers in Nigeria been championing the "Change Begins With Me" campaign? Therefore, this paper seeks public opinions on newspapers reportage of the "Change Begins With Me" campaign of the President Muhammadu Buhari administration.

Statement of the Problem

Value re-orientation in Nigeria, through campaigns like "Change Begins With Me", has the tendency to influence people's attitude towards specific social goals by canvassing for values that lead to appreciably stronger awareness and responses to the social well-being proposed by government. In Nigeria, currently, the image of the country has worsened with negative indicators such as corruption, insincerity, lack of patriotism and indiscipline, injustice, dishonesty to mention but a few.

In September 2018, President Buhari launched an attitudinal change policy tagged "Change Begins With Me", aimed at correcting the negative tendencies stated above.

At a time that the image of the country has been very soiled, the media have a cardinal duty of properly educating the audience and consequently contributing to ending this scourge by, among other things, writing intensively as well as bringing experts on air who would find solutions to the aforementioned issues. It is therefore the thrust of this research to survey audience perception of *The Guardian*'s and *Daily Trust*'s coverage of the "Change Begins With Me" policy of the President Muhammadu Buhari administration.

Objectives of the Study

The objectives of the study are to

i) ascertain the extent of coverage of "Change Begins With Me" campaign of the President Muhammadu Buhari government.
ii) find out the perceptions Jos residents towards newspaper coverage ofthe "Change Begins With Me" campaign of the President Muhammadu Buhari government.
iii) examine the influence of newspaper coverage of the "Change Begins With Me" campaign of the President Muhammadu Buhari government on Jos residents.

Review of Literature

Mass Media as Communication Channels for Social Change

The mass media is an important part of community life. The role of the mass media includes expanding the horizons of thought of the citizens. The significance of communication for human life cannot be overestimated. This is true because beyond the physical requirement of food and shelter, man needs to communicate with his/her

fellow human beings. The urge for communication is a primal one and in our contemporary civilization a necessity for survival. Without communication no society can exist, much less develop and survive. For the existence as well as the organization of every society, communication is a fundamental and vital process (Muhammed, 2013).

In line with the current realities in Nigeria, media can improve governance by monitoring the actions of those in power and alerting the public to corruption and abuse of trust. A strong, free, and independent media sector leads to lower corruption levels.

Corruption acts as a tax on productive activities in an economy, leading to the flow of resources to unproductive ones. An independent media that monitors those in power and delivers accurate information to citizens has been shown to be an effective check on corruption across multiple studies (Chowdhury &Shyamal, 2004). A 2004 study of 97 countries and covering thetime period from 1995 to 2002 found press freedom to have a significant impact on corruption. The study found that reducing free press restrictions by 1% leads to a 5.1% improvement in the Corruption Perception Index (CPI). "The presence of free press brings public corruption cases to the voters while voters in a democracy in turn punish corrupt politicians by ousting them from public offices. Hence elected politicians react to the voters by reducing corruption."

The mass media can be a bridge between transitions from traditional society to a modern society. Second, the mass media should be able to decide exactly what information or rubric will be delivered because the media can influence public mindset and raise people's aspirations. The mass media as a supporter of social changes serve as a giver of information (Tharpe, 1992).

Furthermore, the mass media plays a supporting role which requires decision taking on the attitudes, beliefs and social norms of the masses. Third, the media serve as educators. In this case, the media can increase the level of public knowledge on contemporary issues that can transform social orientation. Through this process, the mass media gradually brings in a community into new cultural patterns and begins to determine the cultural mindset and people's behaviour. Existence of mass media in presenting these pieces of information tends to trigger the desired change in a developing nation (Trimarsanto, 1993).

Access to information helps citizens hold their governments accountable. By providing easy access to information to users of public services, the media empowers citizens to demand quality and accountability from their governments. A 2004 study by the World Bank examined a Ugandan newspaper's campaign to inform teachers about education grant funds and the impact the campaign had on improving the education system by reducing regulatory capture. The hypothesis was that more informed teachers would hold officials accountable for the proper use of the funds. The study used distance to then earnest newspaper outlet as an instrument for wider exposure to the campaign (via parents, for example) and found a strong relationship between proximity to a newspaper outlet and lower captures(Reinikka & Svensson, 2004).

Media also improves government responsiveness by giving a voice to the vulnerable. There is a robust link between media development and government responsiveness, especially to the poor, who have numerical strength in a democracy but are often ignored by politicians. A media sector that reaches and gives voice to the vulnerable can create informed citizens that can better monitor the actions of incumbent politicians and use this information in their voting decisions (Jary &Jary, 1995).

Evidence also exists that media improves the efficiency of the economy by providing better information to economic actors with which to make decisions and improving stability. Media enhances political coordination in the development of sound economic policy. Christopher and Leeson (2002) provide clarity on the role of the media in economic development by analysing the role of media as a coordination-enhancing mechanism in policy development (Coyne, Christopher,&Leeson, 2004). In addition, the development of mass media can be

enjoyed easily and cause people to think practically (Amini, 1993).The above review highlights the role of mass media sector as a modern institution with means to deliver information from a source of information (communicator) to the recipient information (communicants). The information received from the media affects the social and cultural life of a society both in the perception of their attitude and behaviour. The influence of the media on society has been growing mostly due to the increasing need for new orientation in the community. Media influence is related to other aspects such as the nature of a communicator, the content/ information from the media itself, as well as responses from the society. Consciously or unconsciously, people are often influenced by mass media, such as the media persuading the masses to use a particular product or indirectly persuading them to support a particular political ideology or political party (Jafarcahjawa, 2011).

It could be seen from the foregoing functions that the mass media provide information and education, personal identity, entertainment and most importantly integration and social interaction by giving insights into the circumstances of others as well as by helping with the development of social empathy.

As noted by Medubi (n.d.), the media can help to supplement the educational system available in the country. This can be done through designing programmes around the curricula of schools to enhance understanding. Such efforts are known to complement the classroom teacher's efforts. Mass literacy and adult education efforts of the government are also known to benefit from the advantages offered by media segments such as television, radio and the cinema. Other aspects of the media like billboards, campaign units, gazettes and pamphlets are rather useful in social and political campaigns. Another important function of mass media is service function. This is an essential function of the media, which embraces the employment of the media to sensitize the public to internal and external dangers. Such dangers can come in form of diseases and wars, government policies that would not favour the people, and civic duties of the citizens. In addition, goods and services available to all are advertised through the media. However, these services can only reach a limited number of people since they are often packaged in English. The targeted consumer can neither avail himself of these goods nor react appropriately to the perceived danger both from within and without. This accounts for why most governments getaway with just about anything as the bloc of people who should have constituted the opposition lives in blissful ignorance (Medubi, n.d).

Change Orientation Initiatives in Nigeria: A Look at Past Moves

The need for attitudinal re-orientation had long been recognized as one of the best ways to address the social problems confronting Nigeria as a society. Thus, successive governments since military rule have articulated and pursued some forms of reorientation programmes. Bolarin cited in Omilusi (2018, p. 5), identifies some dominant values which formed the core values upheld by a larger section of the Nigerian society to include the following: detesting laziness, dignity of labour, respect for parent/elders, hospitality, public spiritedness, respect for authority, hard work, respect for sanctity of life, honesty and truthfulness. Where these values are totally jettisoned and expunged, citizens become very avaricious, corrupt, dishonest, violent, etc. and take to crimes, political killings, kidnapping and so many other antisocial behaviours. This has been the case in Nigeria. Nigeria's value system has waned increasingly, precipitating social vices that pose a serious challenge for her development.

Witnessed recently, however, were various drives for image transformation or value reorientation in Nigeria, which sprang from the different efforts by Nigerians to address the image/value crisis in the Nigerian society. Otherwise called re-branding, the projects contain the routine of jingles, rallies, mobilisation and articles in national and international media. In spite of these many efforts to transform the Nigeria image for the international community, reports in Nigerian dailies and broadcast stations show a drastic increase in the height of criminal activities.

Adinlewa and Benson (2020, p. 3) traced the history of Nigerian ethical revolution from January 15, 1966 when major Kaduna Nzeogwu seized power with the agenda to tackle the ills of tribalism, nepotism, corruption and favouritism. Yakubu Gowon from 1966 to 1975 also accused AguiyiIronsi of tribalism, favouritism and nepotism. He had as agenda: reconstruction, rehabilitation and reconciliation to maintain the unity of Nigeria after the thirty months of civil war. Yet, even in Gowon's regime, there was still a high level of corruption.

At the same time, in those governments before the tide of change in 2015, sloganeering was not new to Nigerians. Yet, it has not solved any problem. In the agriculture sector, for instance, the country had Operation Feed the Nation, Green Revolution, Back to Land, Directorate of Food, Roads and Rural Infrastructure (DFRRI), etc., but hunger, according to Mahmood (cited in Omilusi, 2018), is still at the top of the challenges holding the nation from realizing its potential. During the government of President Shehu Shagari, ethical revolution held sway. Also, the military regime of Major-General Muhammadu Buhari staged a War Against Indiscipline (WAI), while the administration of President Ibrahim Babangida launched Mass Mobilisation for Self Reliance, Social Justice, and Economic Recovery (MAMSER). All these were done to recast the Nigerian economic and socio-political problems. There was also the less remarkable "Not in Our Character" campaign of the regime of the maximum ruler, General Sani Abacha (Falaye, 2016). These measures were meant to curb corrupt tendencies in Nigerians, to appeal to conscience and correct the negative perception of Nigeria as a corrupt and unreliable nation by the global Community, a stigma that has led to a cynic disposition by the international business community to Nigeria's suitability for business (Ohuabunwa, 2016). At the beginning of the return to civilian rule in 1999, Olusegun Obasanjo, the then President, launched "Heart of Africa" and also formed an elite team tasked with supervising the project implementation, promoting virtues and urging Nigerians to better behaviour (Adinlewa& Benson, 2020). They took the project to the United Kingdom and the United States but neither launch went too well. According to Omilusi (2018, p. 6), Obasanjo massively pumped money into the international media to advertise HOA, positioning himself as the Face of Nigeria– just what the world needs to see to come and invest in Nigeria. The campaign was finally dumped after his tenure expired with no visible outcome. Despite the glaring lessons, Nigeria soon embarked on a similar drive with Rebranding Nigeria launched by the late Minister of Information and Culture, Prof. Dora Akunyili. Despite the good slogan of 'Good people, Great nation', the campaign never really took off. Ohuabunwa (2016) claimed that those who conceived it with Akunyili said it was because it never received adequate support by the government but in reality it could not have taken off if Nigerians did not invest in it emotionally.

As part of his contribution, the administration of the immediate past President, Goodluck Jonathan, launched "Transformation Agenda" which sought to transform the Nigerian people into a catalyst for growth and national development. Under the transformation drive, government was expected to guide Nigerians to build an industrialized modern state expected to launch the nation into the first 20 economies of the world by the year 2020. As later witnessed, in the view of Omilusi (2018, p. 6), "the transformation agenda brought about a situation in which the government defended and protected corruption to no ends. Arguably, under the administration of President Goodluck Jonathan, in the history of Nigeria, corruption was endemic and more or less the official policy of the state."

With the victory of President Muhammadu Buhari, Nigerians are faced with the latest in the sequences of transformation and reorientation campaigns. Officially launchedin September 2016, the current initiative seeks to educate, conscientize and enlighten Nigerians to appreciate the values of accountability, honesty, hard work, good neighbourliness and integrity. President Muhammadu Buhari affirms that the long-cherished and time honoured, time-tested virtues of

honesty, integrity, hard work, punctuality, good neighbourliness, abhorrence of corruption and patriotism have given way in the main to dishonesty, indolence, unbridled corruption and widespread impunity. He submits further:

> The resultant effect of this derailment in our value system is being felt in the social, political and economic sphere. It is the reason that some youths will take to cultism and brigandage instead of studying hard or engaging in decent living; it is the reason that some elements will break pipelines and other oil facilities, thus robbing the nation of much-needed resources; it is the reason that money belonging to our common-wealth will be brazenly stolen by the same public officials to whom they were entrusted; it is the reason why motorist drive through red traffic lights; it is the reason that many will engage in thuggery and vote-stealing during elections; it is part of what has driven our economy into deep problem out of which we are now working hard to extricate ourselves. Every one of us must have a change from our old ways of doing things; we cannot fold our arms and allow things to continue the old way. (thenewsnigeria.com.ng/2016/09/buharic hange-begins-with-me-campaign-is-for-a-better-nigeria/).

Indicated by many public affairs analysts, critics and supporters of Change Begins With Me campaign (CBWM), the present government will not be the first to embark on a campaign to change public attitude to life, governance and public service. Therefore, whatever name it may be called, whether ethical revolution or value re-orientation, it is worthy to note that Nigerian governments are expert in producing mantras whose conceptual foundations, according to Akinlotan (2016, p. 64), are sometimes amateurish and often war against facts and reality. Hence, from Babangida's Structural Adjustment Programme (SAP) through Abacha's Vision 2010 to Jonathan's Transformation Agenda, the nation has only moved one step forward and two steps backward. The CBWM campaign would not be an exception except if the government is not willing to subject it to critical review with the aim of arriving at better and sustainable ways of value reorientation anchored in inclusive communication (made possible now with digital media), serious advocacy and government readiness to deal with resistance in any form, while corruption is tackled headlong from the corridor of power.

Change Begins With Me Campaign: A Development Communication Strategy

It is essential to note that the values system crisis in Nigeria has been identified as the bane of the nation's woes. Consequently, it has been recognised as a developmental matter given the fact that no country develops without the right value system. In view of this, some communication scholars have advocated for "cultural re-orientation" considered to be capable of creating a process of re-engineering a national value system as a panacea for national development. In support of this, some scholars have argued that no amount of monies injected into the economy can make meaningful impact in people's life if attitude to the nation, public properties, public fund, etc. is not positive and devoid of corruption. On the contrary, others have opined that improvement in people's life through an improved economy will automatically cumulate into change of negative attitude. They argued that cynicism towards one's nation is the cause of negative attitudes. Whatever the side of the argument one may align, it is certain that Nigeria value system has been badly eroded. However, it is not within the purview of this paper to argue on what might be responsible for the total collapse of Nigeria value system but this paper sets out to discuss how the effort at value reorientation can be approached meaningfully.

Generally, one expectation from change in any human society is that it brings development, advancement and improvement in all ramifications of human life. Hence, before any genuine change of attitude can take place, there must be an inner drive

to want to change by the concerned people; this ensures their willingness to fully engage with matters that affect them. It is difficult or nearly impossible to manipulate or coerce people into attitudinal change for any reason, especially when such reason is directly the opposite of the underlining values. Also, change cannot be legislated; consequently, the drive, desire and zeal for change must come from within people themselves so as to amass their popular support. Since change involves development— new ways of doing things, the question is: will people have the confidence and the trust in change initiative? Will they want to change their old ways? Will they acquire the values required for overall change? How can barriers of illiteracy on why the change be overcome? Communication media and techniques can be effective tools for advising people about new ideas and values, encouraging adoption of those ideas and improving on them (Lagerwey, 1990, cited in Adinlewa & Benson, 2020). Communication approaches are also invaluable for improved coordination and teamwork to manage change of attitude, and to gain people's support.

Inclusive communication is central to this task in many ways. For instance, it enables change initiators, when identifying and formulating campaign programmes, to consult with a wide range of people, taking into account their needs, disposition and traditional knowledge. Communication will make the beneficiaries become the principal players to make campaign programmes successful. So, helping people at all levels to communicate empowers them to recognise important issues and find common grounds for action, and builds a sense of identity and participation in order to implement their decisions. In other words, the people themselves must be the driving force of their own change. This stimulates the sense of inclusion.

However, communication activities for development purposes can be looked at from two perspectives, in terms of the channels used. The narrower use of the concept of mass communication (the mass media) in promoting development is referred to as development journalism. It is adopting a top-down approach to development to development planning and execution. Communication for development or development communication, on the other hand, which is broader in scope, integrates communication channels in development planning and execution processes. In other words, it employs not only the mass media, but also interpersonal channels, group or public means of communication and the traditional channels of communication as a matter of necessity. It hinges on the notion of inclusiveness—leaving no media behind in the communication process. Change begins with me is better appreciated from the latter than the former.

The concept comprises two words: development and communication. To better appreciate this concept, it is pertinent to briefly conceptualise development in view of this discussion. As defined by Rabiu (2019):

> Development is not purely an economic phenomenon. Ultimately, it must encompass more than the material and financial sides of people's lives. Development is seen as a multi-dimensional process involving the reorganisation and re-orientation of entire economic and social systems. It goes beyond improvements in incomes and outputs. It typically involves radical changes in institutional, social and administrative structures, as well as in popular attitudes and sometimes even customs and beliefs.

In the same vein, Moemeka (2012, p. 7), says development "is a positive change (for the better) from conditions (social, economic, political, culture and human) that are no longer considered good enough for the goals and aspirations of a society to those that are most likely to meet those goals and aspirations." Roger (as cited in Moemeka, 2012) sees development as: A widely participatory process of social change in a society intended to bring about both social and material advancement including greater equality, freedom, and other valued qualities

for the majority of the people through gaining greater control over their environment.

From this foregoing, to define development as an improvement in people's well-being does not adequately capture the term. Development also carries a connotation of lasting change. In this respect, it deals with culture, norms and values. A sustainable development must take this into consideration. This suggests that development consists of more than improvements in the wellbeing of citizens, even broadly defined; it also conveys something about the capacity of economic, political and social systems to provide the circumstances for that well-being on a sustainable, long-term basis. Also, these definitions stress the need to involve individuals being targeted. In other words, any social change requires that the people be deeply involved – as a change of the people, by the people and for the people. For the purpose of this discourse therefore, development is seen as adoption of virtues (honesty, integrity, hard-work, punctuality, good neighbourliness, abhorrence of corruption, patriotic spirit, respect and honour for parents, elders, men and women of honour, love, etc.) that are considered good enough for the goals and aspirations of a society from those that are not likely to meet those goals and aspirations (frivolity, dishonesty, idleness, unrestrained corruption, inhumanity, impunity, etc.).

Given the above therefore, it is apparent that development is all about change; that change usually precedes development. Hence, the analysis of "Change Begins With Me" gives a clue that it should be approached from the angle of communication for development. The science which uses communication to educate, change and motivate people's attitudes and values leading to developmental goals is development communication; it should be viewed from its broader sense for any meaningful attitudinal change to occur. It should deploy dialogue to include participatory, explorative, analytical and cross-cutting features. The media, particularly the print media, can champion this course by way of their reportson the "Change Begins With Me" campaign.

Theoretical Framework

The theoretical perspectives used to explain this study are: Agenda Setting Theory and Individual Differences Theory. The agenda setting theory was propounded by McCombs and Shaw in 1972 (cited in Anaeto, Onabajo,& Osifeso, 2008).It provides a theoretical insight into how the media report news. According to McCombs and Shaw (1972), agenda setting is the idea that there is a strong correlation between the emphasis that the mass media place on certain issues - based on relative placement or amount of coverage - and the importance attributed to these issues by mass audiences. Price and Tewksbury (1997, p. 184) cited in Wilson and Roy (2012) summarises it as: Agenda setting looks on story selection as a determinant of public perceptions of issue importance and, indirectly through framing, evaluations of political leaders. Framing focuses not on which topics or issues are selected for coverage by the news media, but instead on the particular ways those issues are presented.

Price and Tewksbury (1997) cited in Akarika, Ikon and Kierian (2019) argue that agenda setting is based on memory-based models of information processing. The temporal sequences of agenda setting assume that media can make certain issues or aspects of issues more accessible and thus easily recalled for people and thereby influence the standards they use when forming attitudes about issues. Wilson and Roy (2012) emphasise that mass communication plays an important role in the society, its purpose being to inform the public about current and past events. Thus, within the process of news making, gatekeepers take control of the information the audience see or hear. On the other hand, Littlejohn (2014) notes that communication takes place in levels where first level enacts the common subjects that are most important and the second level decides what parts of the subject are important.

The individual difference theory is an important theory based on psychological approach to understanding mass media effects. According to this theory, different personality variables result in different reactions to the same stimuli. In other words, the psychological make-up of a person is

very much responsible for how he or she will consume media. Therefore, different people will react differently to the same information or message. In other words, reaction of media message or content will differ according to the motivation of audience members, their predisposition to accept or reject a given message, their prior beliefs, values, bias, intelligence level, moods, etc.

Methodology

The survey research method was used for the study, while the questionnaire was used as data collection instrument. The rationale for the use of survey method is to elicit responses from the sampled respondents. The use of a survey for data collection is justified by the fact that it is the most appropriate method of gathering data related to demographics, attitudes, opinions and perceptions (Asemah &Kierian, 2018).The population of this research work comprises Jos residents, with a focus on the residents of Tudun Wada, Jos North Local Government Area. The estimated population according to information obtained from the National Bureau of Statistics, 2018 is 61, 046. A sample size of 122 was systematically drawn from the population, while purposive sampling method was also adopted to select individuals who read newspapers frequently. The collected data was presented and analysed using tables and simple percentages.

Data Presentation and Analysis

Table 1: Gender Distribution of Respondents

Sex	Frequency	Percentage%
Male	79	65%
Female	43	35%
Total	122	100%

Source: Field work, 2020

Table 1 indicates the sex distribution of the 122 respondents which formed the sample population for the study. The breakdown of the sampled population in terms of the sex distribution indicates that 79respondents which represent 65% are males and 43 of the respondents representing 35% are females. Thus, this study could be said to have involved more males than females.

Table 2: Readership of Newspaper

Options	Frequency	Percentage%
Yes	106	87%
No	16	13%
Total	122	100%

Source: Field work, 2020

Table 2 shows that 106 (87%) of the entire respondents read newspapers while 16 (13%) do not. This implies that there is a higher percentage of readership of newspaper by respondents.

Table 3: Respondents' Newspaper Choice

Newspaper choice	Frequency	Percentage%
The Guardian	82	67.2%
Daily Trust	40	32.7%
Total	122	100%

Source: Field work, 2020

Table 3 shows respondents' newspaper choice. The majority of Jos residents (82 representing 76.2%) read *The Guardian*; only 40 respondents representing 32.7% read *Daily Trust.*

Table 4: Frequency of newspaper readership

Frequency of readership	Frequency	Percentage%
Occasionally	10	8.1%
Very occasionally	53	43.4%
Often	22	18.0%
Very often	37	30.3%
Total	122	100%

Source: Field work, 2020

Table 4 shows how frequently Jos residents read newspapers. 10 representing 8.1% said they read

newspapers occasionally; 53 representing 43.4% said they read newspapers very occasionally; 22 representing 18.0% often read newspapers while 37 (30.3%) read newspapers very often.

Table 5: Frequency of Coverage of "Change Begins With Me" policy by *The Guardian* and *Daily Trust* newspapers

Frequency of coverage	Frequency	Percentage%
Occasionally	15	12.2%
Very occasionally	14	11.4%
Often	2	1.6%
Very often	3	2.4%
Not very often	88	72.1%
Total	122	100%

Source: Field work, 2020

Results in Table 5 shows 88 (72.1%) of the total respondents said *Daily Trust* and *The Guardian* newspapers do not very often report the "Change Begins With Me" campaign of the Federal Government. 15 (12.2%) said occasionally and 14 (11.4%) said very occasionally. However, the least percentage (1.6%) went for those who said "Change Begins With Me" campaign is frequently covered by the papers. This implies that a majority of the respondents are of the opinion that the *Daily Trust* and *The Guardian* newspapers do not frequently cover the "Change Begins With Me" campaign of the Federal Government.

Table 6: Respondents' Perception of *Daily Trust* and *The Guardian* newspaper Coverage of the "Change Begins With Me" campaign

Extent of satisfaction	Frequency	Percentage%
Very satisfied	7	5.7%
Satisfied	10	8.1%
Undecided	5	4.0%
Unsatisfactory	23	18.8%
Very unsatisfactory	77	63.1%
Total	122	100%

Source: Field work, 2020

Table 6 reveals the level of satisfaction with *Daily Trust* and *The Guardian* newspapers' coverage of "Change Begins With Me" campaign. From the result, a greater percentage (63.1%) of the respondents were very unsatisfied; (18.8%) were unsatisfied;(8.1%) and (5.7% were satisfied and very satisfied respectively, while 4.0% were undecided. This implies that a majority of the respondents were not satisfied with the newspaper coverage of "Change Begins With Me" campaign.

Table 7: Stories of "Change Begins With Me" campaign in *Daily Trust* and *The Guardian* Newspaper has Changed Respondents' Behaviour Positively

Response	Frequency	Percentage
Agree	5	4.0%
Strongly Agree	12	9.8%
Disagree	33	27.0%
Strongly Disagree	66	54.0%
Undecided	6	4.9%
Total	122	100%

Source: Field work, 2020

Results in Table 7 shows that 5 (4.0%) of the respondents agree that the few 'Change Begins With Me' stories they have read in *Daily Trust* and *The Guardian* newspapers have changed their behaviours positively. This is closely followed by 12 (9.8%) who strongly agree to this. 33 (27.0%) of the respondents disagreed; 66 (54.0%) strongly disagreed while 6 (4.9%) were undecided. With these results, newspapers have to intensify their efforts to positively influence the behaviour of the public towards social change in all ramifications. This the newspapers can do by frequently reporting the move as well as giving the "Change Begins With Me" campaign prominence in their reportage.

Discussion of Findings

This is done according to the research objectives.

1. **The extent of coverage of "Change Begins With Me" campaign of the President Muhammadu Buhari**

government

Table 5 shows 88 (72.1%) of the total respondents said *Daily Trust* and *The Guardian* newspapers do not very often report the "Change Begins With Me" campaign of the Federal Government. 15 (12.2%) said occasionally and 14 (11.4%) said very occasionally. However, the least percentage (1.6%) went to those who said "Change Begins With Me" campaign is frequently covered by the papers. This implies that the majority of the respondents are of the opinion that *Daily Trust* and *The Guardian* newspapers do not frequently cover the "Change Begins With Me" campaign of the Federal Government. This may imply that newspapers, majority of which are owned by private individuals, tend to focus more on their profit making than on issues that will bring about social change such as the "Change Begins With Me" initiative.

2. The perceptions of Jos residents towards newspaper coverage of "Change Begins With Me" campaign of the President Muhammadu Buhari government

Tables 6 and 7 show respondents' level of satisfaction with *Daily Trust* and *The Guardian* newspapers' coverage of "Change Begins With Me" campaign of the President Muhammadu Buhari government. 231 (191.2%) of respondents were not satisfied at all. 29 (23.5%) of the respondents said they were satisfied while 11 (8.9%) were undecided regarding *Daily Trust* and *The Guardian* newspapers' reportage of "Change Begins With Me" campaign. This means that a majority of the respondents were not satisfied with the coverage.

Generally, the findings of this study allow for better understanding of the two theories (Agenda setting and individual differences theories) as used in this work. According to Anaeto, Onabajo and Osifeso (2008), Agenda setting theory gives insight on how the media report news. It brings to the understanding of the public how mass media play the role of shaping attitudes, perceptions and knowledge of their audience. On the other hand, Individual differences theory as stated by Woju cited in Okechukwu (2012, p. 41) holds that "each member of the audience possesses unique qualities which accounts for the differences in behaviour." Therefore, since individuals have their own unique qualities, it accounted for the different reactions or feelings they had towards *Daily Trust* and *The Guardian* newspapers coverage of "Change Begins With Me" campaign.

Conclusion

Based on the findings of this study, the researcher concludes that Nigerian national newspapers have not maximally discharged their education, information and enlightenment functions in reporting the "Change Begins With Me" policy of the PMB administration. In view of this, the researcher is of the opinion that if such pattern of poor reportage of sensitive issues like the one studied (social change) continues, there is likely to be a continuation of such habits by the people.

Recommendations

1. The print media should properly perform their information, education and enlightenment functions by adequately educating the audience on the "Change Begins With Me" campaign policy.
2. It is also recommended that the government both the present and those to come should sustain their efforts in changing the negative psyche of Nigerians about the country.

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