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EXPOSURE TO WHATSAPP VIDEOS OF GOVERNOR SOLUDO'S ARTMA ACTIVITIES AND AUDIENCE PERCEPTION OF THE ACTIVITIES OF THE GROUP

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ABSTRACT

The thrust of this study is to assess the level of exposure to Whatsapp videos of Gov. Soludo's ARTMA activities and audience perception of the activities of the Group. The group was empowered by the Governor of Anambra State to clamp down the defaulters of traffic rules in the State. Whether exposure to video-clips on the activities of the group leads to attitude change demands an empirical study of this nature. The specific objectives of the study are to find out respondents' level of exposure to WhatsApp video-clips on the activities of ARTMA, to evaluate respondents' perception of videos showing the activities of the group, and to ascertain the respondents' attitude towards WhatsApp videos showing the activities of ARTMA. Anchored on uses and gratifications as well as perception theories, the population of this survey research comprised 805,100 residents of Awka. The study has a sample size of 384 determined using the Cozby's table while the questionnaire was used in gathering the necessary data for the study. Findings revealed a rare exposure to the activities of the group by the respondents. It was also discovered that respondents have a negative perception of the activities of ARTMA in Anambra State perhaps as a result of the group's show of force. The paper concludes that proper operation leads to positive attitude change as it becomes necessary for the group to be gentler in their operations rather than being rascally. It was then recommended that WhatsApp and other social media platforms be utilized in the portrayal of government policies such as public education and information campaigns on road use to ensure that road users in different parts of the country have general knowledge of road safety, traffic signs and rules.

INTRODUCTION

Social media started out as a way for people to interact with friends and family but soon expanded to serve many different purposes. Studies have shown that people tend to spend an average of five hours behind the screen (smart phone, TV) as this is one of their most beloved activities (Liaukaonyte, Teixeira & Wilbur, 2015; Kuyucu, 2020). MySpace was the first network to reach 1 million monthly active users. At the same time, social media became an ever-changing field, with relatively recent apps such as TikTok, Signal, and Clubhouse joining the ranks of established social networks like Facebook, YouTube, X platform, Instagram, and WhatsApp. Social media platforms are often divided into six categories: social networking, social bookmarking, social news, media sharing, microblogging, and online forums. These diverse platforms serve a vast range of purposes and user interests. Some appeal to hobbyists, others to people in their work lives. People use them to find others across the globe who share their political or other social views. Entertainers use social media to engage with fans, politicians with voters, charities with donors etc. Governments often turn to social media to convey vital information during emergencies.

Anambra State Road Traffic Management Agency (ARTMA) is an agency of Anambra State government saddled with traffic control and management within the State. The group's mission statement includes enforcing traffic engineering/alternative traffic measures to reduce heavy traffic conditions and enhance compliance with traffic rules. The group's vision includes a traffic free Anambra State, in a bid to promote specific, measurable, achievable, realistic and time bound traffic conditions in the State. Social media are significant tools for the development of certain aspects of life such as building relationships, improving communications and reaching a wide audience now more than ever in history (Ukomadu, 2018). Generally, the media have the power and the tools to bring up issues into the public domain through its agenda setting function. This has made researchers view the media as the fourth estate of the realm and have taken a seat of eminence in the world today. This explains why the media are perceived as the nexus which controls the overall socio-economic and political development of the society. Toyosi *et al* (2014) explains that there exists a special relationship between the media and the society which has led to the interconnectivity of the political, social and economic developments of the society. The argument is that the economic development and socio-political

stability of any society are predicated upon the policies and programmes put in place by the political class. The business groups on the other hand are responsible for translating these economic policies into actual product and services that impact on the Gross Domestic Product (GDP) of the country. The media on their part report on the comments and views of the people about the activities of the government, its agencies and non-governmental institutions. It is these reports that form the major ingredients in the formulation of public policies by the government. In the present world, apart from the four traditional functions of mass media (information, education, entertainment, and surveillance), the media have taken up a set of new roles that borders on the development of the society. According to Nwoye and Okafor (2014), the concept of the new media stands as one of the most vital forms of communication infrastructure that digital technological innovation brought about in an ever increasingly globalized world. The advent of the new media gave rise to the crystallization of social networking sites such as Facebook, Twitter, YouTube, WhatsApp, BBM, LinkedIn, Bebo, MySpace, Instagram, Skype etc. In recent times, technological advances are increasingly being adopted and used in improving public transport systems in most big cities in the United States, China and Germany (Chen *et al.* 2020). Research has shown that the population is accepting these systems based on their perceived benefits (Alonso *et al.*, 2021). This is not the case in most developing countries including Nigeria. Most service operations such as ticketing, and fare payment are yet to be digitized as no form of technology has been integrated into these operations. The private taxis such as *uber, taxify* and *bolt* which use technology in operation are better planned and organized but may not be affordable for low-income earners. Road users share the same road space. Some pedestrian facilities such as bridges can be seen in some parts of the country but most of them are under-utilized because they were poorly designed and not cited in the appropriate places. Most of the roads are constructed to ease traffic rather than to improve safety of road users especially the pedestrians and cyclists who are to be considered in most road construction projects in Nigeria. However, participants were also of the opinion that, when provided, pedestrians do not make appropriate use of these facilities. People avoid using the pedestrian bridges and have even turned them to market sites. There are also security concerns on the use of the bridges at night as there have been reports and complaints about rape and robbery. This corroborates research by Alonso *et al.* (2021) and Uzondu *et al.* (2020) which shows that roads in most developing countries lack necessary infrastructures, and the existing ones are substandard as they lack current technological advances. In Nigeria, for example, this includes adequate road signs and markings and pedestrian infrastructures which impacts directly on road safety. This lack of infrastructure may lead to behaviours that are not appropriate for the traffic situation. Traffic control in Nigeria is the responsibility of the traffic warders who work an average of 10hrs per day. As a result of the challenges associated with security and visibility at night, traffic warders do not work late nights in Anambra State. The installation of traffic signals on some roads have taken care of these traffic offences but drivers still find it difficult to obey traffic signals, the same way they disobey traffic warders' directives sometimes. Hence, Governor Soludo of Anambra State empowered this group to help enforce road discipline. How the people in Anambra State perceive this group is yet to be ascertained and the influence of their activities has to be determined using an empirical study of this nature. It is against this backdrop that this study geared towards ascertaining the attitude of the people of Anambra State about Soludo's ARTMA group and their activities.

Statement of the Problem

Various arguments have been put forward in support of the view that social media play a significant role in the process of development. Toyosi (2014) explains that there exists a special relationship between the media and the society which has led to the interconnectivity of the political, social and economic developments of the society. However, the challenges facing the use of media as tools for best practice by the government have not been fully substantiated.

This is why this work is aimed at discovering the utility of the social media especially the WhatsApp in either creating awareness of any new or improved development on Gov. Soludo's ARTMA activities; the essence is to enforce traffic, engineering alternative traffic measures to reduce heavy traffic condition and enhance compliance with traffic rules to a traffic-free Anambra State in a bid to promote specific measurable, achievable, realistic and time bound traffic conditions in the State. The ARTMA group in Anambra has carried out some traffic measures on defaulters and some of these activities have been filmed and circulated through the social media specifically, WhatsApp. Whether these activities drove the desired impact which is to provide for maximum compliance as far as road traffic rules are concerned is the major thrust of this study. Hence, the study geared towards evaluating how these activities are perceived by the respondents in Awka with special focus on the attitudes of these respondents.

Objectives of the Study: The broad objective of this study is to evaluate exposure to Whatsapp videos of Gov. Soludo's ARTMA activities and audience perception of the activities of the group. The specific objectives are:

- To find out respondents' level of exposure to WhatsApp video-clips on Governor Soludo's ARTMA activites.
- To evaluate the respondents' perception of WhatsApp videos showing the activities of Governor Soludo's ARTMA.
- To ascertain the respondents' attitude towards the WhatsApp videos showing Governor Soludo's ARTMA activities.
- To determine whether exposure to video-clips on Governor Soludo's ARTMA activities leads to attitude change by the respondents.

Significance of the Study: The findings of this work are important to the people living in Anambra State and other parts of Nigeria, as these people will learn the effectiveness of the use of WhatsApp media platform to reaching out to their people who are also far way to contribute, be aware and be involved in the development and the safety of road users. This study provides knowledge on how to use whatsApp social media for an immense development in the urban areas of Awka and Onitsha. The findings of this work will help the government in implementing certain policies that are formulated to guide the people within the system. This will also contribute to knowledge and literature in the areas of traffic management and road use within the country.

Theoretical Framework

Uses and Gratifications Theory: UGT is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. Blumler and Katz originated the theory in the 70s as a response to traditional mass communication theories which emphasize the sender and the message. It focuses not on the question, "what media do to people" but rather "what people do with the media". It discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interaction, diversion or escape as the case may be. Uses and gratifications theory is also a functionalist theory which is concerned with the social and psychological origin of needs, which generates expectations of the mass media thereby leading to different patterns of media exposure, necessitating gratifications and other consequences (Blumer & Katz, 1974, in Asemah, 2011). According to West and Turner (2004), uses and gratifications theory explains that the audience is active and the media, goal oriented; since people are known to have various uses or needs, they are expected to get satisfaction through the media; audience members take initiative to link need gratification to specific media; the media compete with other sources for the required satisfaction; people have enough self-awareness of their own media use, interest, and motivation which enable them provide researchers with an accurate picture of that use; and value judgments of the media contents that can only be assessed by the audience. The uses (exposure to the media) and gratifications (benefits) are determined by the needs of members of the audience.

Such needs may comprise of information, entertainment, recreation, escape, relaxation, diversion, self-esteem and prestige as the case may be. Through uses and gratifications research, communication scholars have shown that everywhere, people selectively expose themselves to mass media contents, choosing only those media messages that would serve the function of satisfying or gratifying their needs (Palmgreen *et al*, 1985). Therefore, uses and gratifications approach emphasizes audience member's motive for making specific consumption choices and the consequences of that intentional media use. That is to say, they choose the content, make meaning of it and act on the meaning. It embraces the interactive nature of media and its audience. Therefore, people's needs are generated by their individual differences. It could be based on sex, ethnic group, and/or educational qualification. Because the needs are determined by who or what they are, and people use the mass media for the purpose of gratifying these needs (Okunna, 1999). The relevance of this theory in this research is that audience in Awka and Onitsha who got exposed to the WhatsApp videos about the activities of ARTMA will use the videos to satisfy their curiosity depending on their perspective and their thoughts. Their use as well as the gratifications derived will result in their perception of and their attitude towards the videos.

Gibson's Theory of Direct Perception: Gestalt psychologists referred to this problem as the Hoffding function (Köhler, 1940). It was named after 19th century Danish psychologist Harald Hoffding. He questioned whether perception is such a simple process that all it takes is to associate what is seen with what is remembered (associationism). An influential and controversial theorist who questioned associationism is James J. Gibson (1904–1980). According to Gibson's theory of direct perception, the information in our sensory receptors, including the sensory context, is all we need to perceive anything. As the environment supplies us with all the information we need for perception, this view is sometimes also called ecological perception. In other words, we do not need higher cognitive processes or anything else to mediate between our sensory experiences and our perceptions. Existing beliefs or higher-level inferential thought processes are not necessary for perception. Gibson believed that, in the real world, sufficient contextual information usually exists to make perceptual judgments. He claimed that we need not appeal to higher level intelligent processes to explain perception. Gibson (1979) believed that we use this contextual information directly. In essence, we are biologically tuned to respond to it. Therefore, as noted above, Gibson's model sometimes is referred to as an ecological model (Turvey, 2003). This reference is a result of Gibson's concern with perception as it occurs in the everyday world (the ecological environment) rather than in laboratory situations, where less contextual information is available. Direct perception may also play a role in interpersonal situations when we try to make sense of others' emotions and intentions (Gallagher, 2008). After all, we can recognize emotion in faces; as such, we do not see facial expressions that we then try to piece together to result in the perception of an emotion (Wittgenstein, 1980). The essence of this theory in this research is that people have the right to perceive the videos on the activities of ARTMA in their own way depending on their dispositions and thoughts.

The Review

Transportation, Road Safety and traffic in Nigeria: Considering that inadequate funding is a challenge in most part of the country, it is therefore very important to ensure that programmes aimed at reducing deaths and injuries are developed within the budget available. This requires knowledge of the effectiveness of road safety measures and a process to help prioritize them. Participants rated eight road safety measures based on their perceived effectiveness and ease of implementation in Nigeria. Results suggest that measures which were highly rated by different stakeholder groups represent mainly their primary areas of responsibility. These are mostly measures with ratings between fairly effective and very effective combined with measures with ratings between very difficult and fairly easy. For example, for the Federal Road Service Corps (FRSC), it was public education and information campaigns, driver education etc.; for the

VIO, it was vehicle inspection, legislation and enforcement of traffic regulations, road maintenance, road design etc; for FMWT, measures with ratings between fairly effective and very effective combined with measures with ratings between very easy and fairly easy dealt with mainly driver education, training and public education and information campaigns. Measures with ratings between fairly effective and very ineffective combined with ratings between very difficult and fairly easy represented mainly measures associated with infrastructure and vehicle inspection. None of the ratings was between fairly effective and very ineffective combined with ratings between very easy and fairly easy. Additionally, different stakeholders were broadly in agreement for policy measures such as post-crash care, public education and information campaigns, legislation and enforcement of traffic regulations etc. There were disagreements in ease of implementation for driver education and road design and disagreement on effectiveness for road design, vehicle inspection, traffic control and road maintenance. These are discussed in more details in subsequent sections. There were disagreements on effectiveness and ease of implementation between different stakeholder groups with regards to road design. While the VIO and FMWT shared slightly similar opinions, this contrasted with that of the FRSC. This could be because the FRSC believes that a lot of effort is needed to include safety features in road design and maintenance and even though this is an effective means of improving road safety, lack of finance has been an impediment to achieving it. It's difficult to get roads currently under construction to comply with safety measures, how then would one evaluate the effectiveness of road design to road safety if they are not properly designed. Safety features in road design would usually cost more money but they are important, we save a lot by preventing crashes. Improvement of road infrastructure is mostly limited to minor black spot treatments which depend solely on the availability of funds. This was rated similarly to road design as participants stated that the challenges are similar. Traffic control in Nigeria is the responsibility of the traffic wardens who work an average of 10hrs a day. As a result of the challenges associated with security and visibility at night, traffic wardens do not work late nights in Nigeria. The installation of traffic signals on some roads has taken care of this anomaly but drivers still find it difficult to obey traffic signals, the same way they disobey traffic wardens' directives. Participants agreed that it is difficult to implement but there were differences in perception regarding its effectiveness. Vehicle inspection even though all participants rated this measure between very difficult and fairly easy to implement, FMWT and FRSC rated its effectiveness between fairly effective and very ineffective while the VIO rated it between very effective and fairly effective. According to participants, computerized vehicle inspection centers have been introduced in some states to check the roadworthiness of vehicles, but there is also the issue of inadequate skilled human resources required to expedite and adequately carry out these functions.

Vehicle inspection is under the VIO. For now, only Lagos and Abuja have electronic vehicle inspection centers, other states are beginning to sign. Most vehicle inspection offices in the country do not have the adequate capacity and resources to do their (FRSC) duties. Driver education and training: This was rated between very effective and fairly effective by all participants and corroborated Kosola *et al*. (2016), who highlighted the importance of driver education in improving driver behaviour. However, there was a slight difference in the rating for ease of implementation. While the VIO and FMWT rated it between fairly easy and very easy, the FRSC rated it between very difficult and fairly easy. The latter said it was because of the behavioural problems stated earlier. We enlighten drivers by highlighting the importance of driving safely through various trainings but most of them do not practice what they learn (FRSC). Public education and information campaigns that all the participants rated, the measure is between very effective and fairly effective combined with fairly easy and very easy to implement, similar to findings from Phillips *et al*. (2011) and Adamos *et al*. (2013). According to them, it is cost-effective because some members of staff are already delegated to do this, and it does not involve additional cost or personnel. Bener *et al*. (2007) argue that educating people

about the benefits of complying with traffic laws might help improve compliance rates but that if used alone, would not be enough to reduce crash rates. Education programmes should occur within an evidence-based holistic system designed alongside other risk-reducing measures (afWåhlberg, 2018). Bartl *et al.* (2002) suggest that in preparing education programmes, particular attention should be given to the messages being delivered in terms of legislation and enforcement of traffic regulations. Studies have shown that participants expressed concern with the non-adherence of traffic rules by all road users and maintained that better enforcement of the rules would lead to more positive outcomes. This is similar to findings from Vasudevan *et al.* (2009) and van Schagen *et al.* (2016), that it is not easy to enforce traffic rules using traffic wardens. Hence, automated enforcement should be introduced in the country; this will take care of most of the challenges we encounter with traffic offenders. The FRSC has a toll-free emergency phone line (122) for incident reporting which is open on a 24/7 basis. On receipt of a call, the centre locates and deploys the patrol vehicle nearest to the crash scene. This is usually monitored and tracked at the call centre, which has nationwide coverage.

History of ARTMA: ARTMA was one of three (3) landmark initiatives launched by Chief Willie Obiano (ex-Governor of Anambra State) on the 5th of December, 2014, to expand the frontiers of excellence in the State. The three initiatives were: Operation Clean & Healthy Anambra (OCHA Brigade), Anambra State Road Traffic Management Agency (ARTMA) and Anambra State City Cab Scheme. The purpose for launching ARTMA was to reduce the high rate of road accidents and damage to valuable properties. The agency (ARTMA) was charged with the administration, control, management of road traffic matters, and to ensure compliance with road traffic regulations. Anambra State Road Traffic Management Agency (ARTMA) is an agency of Anambra State saddled with traffic control and management within the State. The mission statement of the agency is enforcing traffic engineering/alternative traffic measures to reduce heavy traffic condition and enhance compliance with traffic rules. The vision of the agency is maintaining a traffic-free Anambra State in a bid to promote specific, measurable, achievable, realistic and time-bound traffic conditions in the State.

RESEARCH METHODOLOGY

Survey method was adopted for this study. Wimmer and Dominick (2012) assert that the survey research method gives a researcher the opportunity to go into the field where the phenomenon to be investigated exist. Again since it was not technically feasible to study all people exposed to WhatsApp videos on ARTMA activities in Anambra State, Awka and Onitsha were chosen as representative sample of the population for this study and this is a key feature of survey research method (Owuamalam, 2012; Nwodu, 2017). The population of this study was made up of the total number of dwellers in Awka and Onitsha that were exposed to Whatsapp Videos of Gov. Soludo's ARTMA Activities. Since there is no record of dwellers that make use of WhatsApp, total number of Awka (430,200) and Onitsha (374,900) dwellers was used for the study. Hence, 805,100 served as the population in this study. For this study, a sample size of 384 respondents was used. This number was determined using Cozby's (2004) table of sample size determination which states that at +/-4.4 error margin; population of over 100,000 will have a sample of 384. The sampling technique used in this study was the random sampling technique. This sampling technique is based on the researcher's discretion and convenience. While the questionnaire was used to get responses from Awka and Onitsha dwellers that were sampled based on exposure to Whatsapp videos of Gov. Soludo's ARTMA activities.

Data Presentation and Analysis: A total of 384 copies of the questionnaire were administered but only 321 copies were returned and found usable.

Demographic Data: This section contains relevant demographic details of the 321 respondents that participated in the study. The demographic factors considered relevant for this study are age, gender, marital status and educational level of respondents. These data which are presented here provided detailed description of the respondents.

Table 1. Demographic Distribution of Respondents

Age (yrs.)	Frequency	Percentage
18 – 25	102	32
26 – 35	88	27
36 – 45	51	16
46 – 55	41	13
56 and above	39	12
Total	**321**	**100**
Gender		
Female	153	48
Male	168	52
Total	**321**	**100**
Educational Attainment		
No formal education	41	13
Primary	103	32
Secondary	87	27
Tertiary	90	28
Total	**321**	**100**
Marital Status		
Single	198	62
Married	123	38
Total	**321**	**100%**

Source: *Researcher's field survey 2024*

Table 1 shows that 102 respondents (32%) were aged between 18 – 25 and this group dominated the age distribution of the respondents; the male respondents also dominated the gender representation in this research with 52%; those with maximum of primary education with 32% dominated the educational qualification in the study while in terms of marital status, 198 (62%) of respondents were single while 123 (38%) were married.

Answers to Research Questions

Research Question One: What is the respondents' level of exposure to WhatsApp video-clips on Governor Soludo's ARTMA activities?

Table 2. Level of Exposure

S/N To what level did you get Exposed to WhatsApp video – clips on Governor Soludo's ARTMA activities?	VO	O	S	R	VR	Total	Mean	
1.Very Often	23	41	65	91	101	321		
	(115)	(164)	(195)	(182)	(101)	(757)	2.4	Rejected
2.Often	31	23	46	67	154	321		
	(155)	(92)	(138)	(134)	(154)	(673)	2.1	Rejected
3.Sometimes	52	36	23	31	179	321		
	(260)	(144)	(69)	(62)	(179)	(714)	2.2	Rejected
4.Rarely	103	82	91	24	21	321		
	(515)	(328)	(273)	(48)	(21)	(1185)	3.7	Accepted
5.Very Rarely	89	73	96	34	29	321		
	(445)	(292)	(288)	(68)	(29)	(1122)	3.5	Accepted

Source: *Researcher's field survey 2024*

Table 2 shows that the dominant responses from the respondents are rarely and very rarely with mean variations of 3.7 and 3.5, respectively. The implication is that the frequency of exposure to the video-clips under study is low.

Research question 2: What is the respondents' perception of WhatsApp videos showing the activities of Governor Soludo's ARTMA?

This table shows that response categories of *"negative"* and *"highly negative"* dominated respondents' perception of the activities of the ARTMA group. This implies that the respondents perceive their activities in bad light.

Responses	Frequency	Percentage
Highly positive	51	16
Positive	39	12
Moderate	22	7
Negative	112	35
Highly negative	97	30
Total	321	100

Source: *Researcher's field survey 2024*

Research Question Three: What is the respondents' attitude towards the WhatsApp videos showing Governor Soludo's ARTMA activities?

Table 4. Respondents' attitude

Variable	Frequency	Percentage
Positive (informative, Persuasive, educational)	79	25
Negative (deceptive, Exploitative, senseless)	33	10
Can't say	209	65
Total	**321**	**100**

Source: *Researcher's field survey 2024.*

In this table 4, it could be seen that 25 percent (79) had positive attitude towards the WhatsApp videos showing Governor Soludo's ARTMA activities, 10 percent (33) had negative attitude, while 65 percent (209) couldn't say if their attitude was positive or negative. This shows that greater majority of the respondents are quite indifferent towards the videos under study.

Research Question Four: Does exposure to video-clips on Governor Soludo's ARTMA activities lead to attitude change by the respondents?.

Table 5. Exposure versus Attitude Change

Variables	Frequency	Percentage
Yes	97	30
No	61	19
Can't say	163	51
Total	321	100

Source: Researcher's Field survey 2024

In table 5 above, it is evident that 30% (97) of the respondents agreed that exposure to video-clips on Governor Soludo's ARTMA activities leads to attitude change, 19% (61) disagreed and 51% (163) couldn't say if exposure to the said video-clips leads to attitude change.

DISCUSSION OF FINDINGS

The first research objective was designed to ascertain respondents' level of exposure to WhatsApp video-clips on Governor Soludo's ARTMA activities. The result shows that the level of exposure to the video-clips under study was considerably low. This result negates the finding of a study by Ukomadu, (2018) on the use of social media as a significant tool in development for things such as building relationships, improving communications and reaching a wide audience now more than ever in history. Inversely, social media are the tools, platforms, channels and strategies that people and communities use to get, produce and share knowledge. According to Lindgren (2017), today's digital capabilities stretch far beyond, and are now in smart devices and platforms where large-scale networked connections, coordination and communications are automated and human-driven. The data show a sharp difference from the findings of earlier studies, that social media platforms provide direct access to

contents to an unprecedented number of people (Ikegbunam & Obiakor, 2021, in Obiakor, Ikegbunam & Ezeumenwa, 2024), that social media is one of the most vibrant means of disseminating information to the masses ((Obiakor, & Ikegbunam, 2021; Obiakor, Ikegbunam & Ezeja, 2024), that social media are one of the major sources of information on politics for users (Duru, 2019, in Obiakor & Adikuru, 2024), about a demonstration of the universality of the internet and its permeation ability (Obiakor, Adikuru & Agbakaj, 2022), that WhatsApp is one of the social networking sites where political issues are being discussed everyday by users (Obiakor, Ikegbunam & Ezeaso, 2023) and that the role of the social media in projecting public information to the people is hereby acknowledged (Ikegbunam & Obiakor, 2023). The second research objective sought to ascertain the respondents' perception of WhatsApp videos showing the activities of Governor Soludo's ARTMA in Anambra State. Result shows that respondents perceive the activities of the group as portrayed in the videos in a bad light. The essence is that the activities of the group as showcased in the video-clips under study are done with a maximum show of force and this is the major reason for this negative perception. This finding on perception corroborates the result from the study of Obiakor, Ikegbunam and Ezeumenwa (2024), who after a study on Governor Soludo's "There will be consequence" threat, found that the people of Anambra State had a negative perception of the comment; this is because the respondents in that study felt that the Governor should have used conviction rather than threat to get the votes of the people during the election in the State. It is also similar to the finding of Obiakor and Adikuru (2024) who found in their study, that Tinubu's "Let the poor breathe" comment was meant to mock the people of Nigeria. Again, this finding on audience perception is similar to the finding of Obiakor, Okelue and Okeke (2024) in a study about Tinubu's petition letter to NBC against Datti's 'End of democracy' comment. The respondents in that study feel that NBC takes position with the ruling party in the country which should not be so. The third research objective was formulated to examine the attitude of the respondents towards the WhatsApp videos showing Governor Soludo's ARTMA activities. The result shows that majority of the respondents could not say if they had any kind of attitude towards the videos under study. In developing countries like Nigeria, most service operations such as ticketing and fare payment are yet to be digitized as no form of technology has been integrated into these operations. The private taxis such as uber, taxify and bolt which use technology in operation are better planned and organized but may not be affordable for low-income earners.

Generally, road traffic crashes cost most countries 3% of their gross domestic product (WHO, 2018) and, according to the World Bank, reducing road traffic injuries by half could translate into an additional 15% to 22% of GDP per capita income growth over 24 years (World Bank, 2017). Nigeria's road traffic fatality rate remains among the highest in the world at an estimated 21.4% crashes per 100,000 population compared to the world average of 18.2% (WHO, 2018). Meanwhile, studies have shown that Whatsapp is one of the platforms mostly used to pass out information given the growth of social media across the country, yet people in Anambra State were not well exposed to the activities of ARTMA in the State. More so, the traffic signs which make use of technology are not functioning properly. For example, in Onitsha, the traffic lights at Boromeo Roundabout are not properly working and the ARTMA Agents there are more focused on stopping people just to collect money from them.

Hence, the respondents could only develop cold attitude towards the WhatsApp videos under study. The forth research objective was structured to ascertain whether exposure to video-clips on Governor Soludo's ARTMA activities leads to attitude change by the respondents. Greater percentage of the respondents could not say whether exposure to videos under study leads to attitude change. This is because there is no much videos under circulation about ARTMA activities on social media (WhatsApp) and the ones posted were seen by a few who even described the videos as having excessive show of force with lack of human conscience. Spurgeon (2008) agrees that the social media environment provides possibilities for conversational interaction and participation as well, generates new possibilities.

Hence, those who saw the videos were quite indifferent about the contents maybe because of less concerned attitude. These possibilities consist of "direct involvement in the selection and distribution of media contents, the appropriation and transformation of media contents to create new contents, as well as the generation and circulation of the original contents.

Summary

This research dwelt on exposure to Whatsapp videos of Gov. Soludo's ARTMA activities and audience perception of the activities of the Group. The study focused on exposure to the Whatsapp videos under study and attitude change. The survey research method was used to source and analyze data obtained from the audience in the areas of the study which are Awka and Onitsha in Anambra State. The obtained data from the randomly selected samples were reported in tables and simple percentages, and analysis done based on objectives of study. Four objectives of the study were formulated for this research. It was a survey of 384 copies of the questionnaire, although 321 copies of the distributed copies were retrieved and found usable.

CONCLUSION

At the end of this study, the following conclusions were drawn: Dwellers in Awka and Onitsha are not well exposed to the WhatsApp videos of Gov. Soludo's ARTMA activities. The use of social media in ARTMA project in Anambra State has rapidly increased in the past number of years, but the contents on ARTMA is not widely spreading which leaves a lot of people unaware of its true function and importance of their existence; perhaps, the audience are not even interested in knowing. The respondents had a negative perception of the activities of the group under study as portrayed in the Whatsapp videos maybe as a result of the unnecessary show of force by the group. Again, the respondents had cold attitude towards the videos showing Gov Soludo's ARTMA activities as circulated on the WhatsApp platforms. Finally, exposure to the videos of the activities of ARTMA in Anambra State does not lead to attitude change by the road users in the State.

Recommendations: The following recommendations have been put forward based on the findings of the study:

Findings from this study show that not enough media contents of ARTMA are displayed on WhatsApp since this is one of the most common media used daily, some policies such as public education and information campaigns, and post-crash care were viewed as easy to implement across all organizations. Such videos targeted at expectation of attitude change should be promoted using WhatsApp and other social media platforms so that exposure will be high. Road traffic signs should be put at each point on the Nigerian road so as to help in maintaining sanity on the roads and avert road accidents. Automated machines should be introduced just like in the western world. This will reduce the show of force by the group and improve respect for road traffic rules so as to improve law and order on the Nigerian roads. Citizens should understand that the road signs are for their benefit and should try as much as possible to adhere to them so as not to be causing injuries and accidents on innocent Nigerians; further campaigns and public enlightenment should be carried out on the need for the observation of traffic rules in Nigeria.

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