



RESEARCH ARTICLE

Preferred Information Sources and Covid-19 Vaccine Acceptance: A Comparative Analysis of Television vs. Social Media

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Communication is a necessity in the world that we live in. Audience members depend on various media platforms to gain information concerning the on-goings in the context of a pandemic. This study examined the preferred information source of the audience, the level of trust and the influence of these channels on vaccine intent and acceptance. The quantitative method of survey was employed in gathering data from 384 respondents from selected wards of Ado-Odo Ota local government area of Ogun state, Nigeria. From the findings of this study, 52.6% of the respondents had television as their preferred information source. Result also shows that majority of the respondents were not influenced by their preferred information source as regards vaccine intent and acceptance. The study concludes that since there is a high-level of trust the audience have in these media channels, some form of gatekeeping should be put in place to prevent misinformation because the audience believe what is put out on their preferred information source. This study advocates that these media channels should spell out the importance of getting vaccinated and also educating their audience so as to have an influence on their vaccination intent and acceptance.

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1. INTRODUCTION

Due to the evolution of technology and communication, a lot of things have changed. The new media is seemingly in competition with the traditional media as the audience of the traditional media especially television viewers are now switching to social media. According to Ogidi and Anthony (2016), there are ways in which social media is in competition or rivalry with the traditional media as most audience focus is being diverted to social media.

Television broadcast choosing to remain relevant in the advent of the digital media is quite challenging and tasking to ensure visibility and prominence. Television broadcast compared to what it was before, is gradually evolving. Company (2023) is of the argument that as at 2019, the rate at which people view Television broadcast was on the declining side. However, the rate at which people viewed Television in 2020 during the COVID-19 pandemic grew by 8.3 million due to little or no choice the pandemic had on the audience as they were left with little or no choice to view TV broadcast

Company (2023) further opined that inasmuch as the pandemic helped in the shift upwards of TV broadcast, these changes did not take place in some homes. Some people during the pandemic were more inclined to their phones and were making use of social media apps such as Instagram, YouTube, Twitter and Facebook. It is said that by 2024, people will no longer pay for TV since it's of no use to them anymore (Loos & Ivan, 2024).

The audience are also of the opinion that anything television has to offer them, they can get the same quality information through their smartphones by accessing these social media platforms (Molyneux & Haskell, 2024). Young people who are technologically inclined are most likely to turn to the internet to access the information they need. Ipsos (2020) argues that audience wants, needs, desires and preferences change over time and part of the shift in these things is that people are very selective with the kind of content they digest and try their possible best to avoid contents that do not sit well with them. This line of thought is applicable to parents who would not want their children viewing harmful and offensive content. It was also argued that with digital media, there was more control concerning the audio-visual contents being circulated, compared to TV broadcast in which they had little or no control over as they may come across an offensive content, they would have avoided in the first place.

While Better Software Group (2021) and Sullivan (2024) observes that TV has been around for so many years and has dominated the homes of viewers in the past few decades, it is however gradually losing its grip and control of being a dominant broadcast platform. Better Software Group (2021) has further noted that it may seem as these new media platforms are gradually catching up with TV broadcast but they might not be able to dethrone television till some years later.

Although past studies in countries like United Kingdom revealed that the number of TV broadcast viewers are gradually declining. Paul Lee and Westcott (2021) predicts that 2022 will be the last year that traditional broadcast will make up to 50% viewing on all screens. The viewing hour which was 73% in 2017 will drop to 53% in 2022. For instance, the ardent viewers who are still consistent in keeping up with TV broadcast do not even sit down to watch TV as much as they used to before. It has engaged in sorts of rivalry over these past years with these social media platforms as the habits of its audience have really changed overtime Peker . There is therefore an increase in the arguments and counter arguments as to audience preference of traditional and social media information sources. Such preference question has been more established between the youths and the adult population, especially in a context of covid-19 pandemic.

This therefore leads to a thought-provoking question as to how people preferred one media channel over the other in getting information during the pandemic. This study seeks to examine audience preference of traditional and social media as information sources during Covid-19 era and the influence of such on their behavioral intention towards pharmaceutical interventions.

This enquiry is considered worthwhile as the World Health organization has established the importance of getting vaccinated. The importance of getting vaccinated can not be over emphasized as it is seen as one of the safest health interventions in building one's immune system to war against the covid-19 virus.

2. MATERIALS AND METHODS

This study employed descriptive research designs. This study is descriptive because it shows how the variables are related to each other. The findings of this research were assessed using the descriptive research design with the aid of quantitative research method of survey, in order to examine the preference of the audience of traditional media and the social media during the covid-19 era and also if the information gotten from their preferred information source influenced their vaccination intent and acceptance. This study accessed the predominant media channel of the audience as information sources during the covid-19 pandemic.

The population of the study consisted of residents of Ado Odo Ota local government area of Ogun state. The population of Ado Odo Ota local government is 526,565. The justification for this is premised on the fact that the local government was the first to experience an index case of covid-19 in Nigeria. Adesina et al. (2021).

A sample of 384 was randomly selected from the population of study. The choice of 384 was premised on Taro Yamane sample size calculation determination. This study employed the use of purposive sampling in selecting Ado Odo Ota local government area due to the fact that the first Covid-19 was discovered in this local government area. This study also employed the multi-stage sampling technique. First off, Simple random sampling technique was used in selecting four wards out of the Ado Odo Ota local government which are Ijoko, Atan, Iju and Agbara. At the second stage, simple random sampling technique was employed in selecting 2 streets each from the 4 wards

which are Olabisi Oshoko street and Mabayomije Salami street from Ijoko, Murphy Street and Lateef Hassan Street from Atan. Fabiyi street and Faleke street from Iju and Oyedeji and Adigbogbo street from Agbara. These selected streets from the four wards makes a total number of 8 streets. Systematic sampling technique was employed in selecting respondents from the residential houses from the selected 8 streets.

The researchers employed the use of one research instrument which is the questionnaire. The questionnaire consisted of questions in which the respondents answered from which served as a means of gathering information and the opinion of the respondents. The questionnaire was divided into three sections A, B, C. Section A consists of questions that is based on the demographics of the respondents such as age, sex, occupation. Section B includes a Likert scale that was used to access what information source they trusted the most and the trust they have in the source that put out the information on these platforms. Section C included a fixed question that was used to access the intent and acceptance of the vaccine due to their preferred information source.

Descriptive data derived from the responses were presented in tables, frequency and percentages when expressing the characteristics of the respondents and their preference of one channel over the other. The quantitative data derived from the responses were presented with the aid of the statistical product and service solution (SPSS). Data gotten from this study were analyzed univariately, bivariately, multivariately.

3. RESULTS

Table 1: Demographic Profiles

	Frequency	Per cent
Gender		
Male	192	50
Female	192	50
N=	384	100
Age		
15-20	209	54.4
21-25	46	12
26-30	39	10.2
31-35	28	7.3
36 and above	62	16.1
N=	384	100
Occupation		
student	219	57
employed	123	32
self-employed	42	10.9
N=	384	100

The outcomes from the demographic statistics, as depicted in Table 4.1, are the primary demographic profile of the study's students. The gender distribution of the respondents shows that 192(50%) were male while 129(50%) were female. This suggests that both genders are adequately represented. The implication of this is that there is adequate gender inclusiveness based on the gender diversity in the Ado-Odo Local Government Area of Ogun State. The age group of the respondents shows that most of the respondents, which represents 54.4%, were within the age bracket of 15-20, followed by the age group of 36-38, which represents 16.1%. Followed by

respondents within the age group of 20-25, 12%, and 26-30 years, 10.2%. However, most of the respondents were within the age bracket of 15-20 years. This was expected as most of the respondents were university undergraduates. The occupation of the respondents also shows that 219, which represents 57% were undergraduate students, 123(32%) were employed, while 42(11%) of the respondents from Ado-Odo Local Government Area of Ogun State were self-employed.

Researcher Question 1: What is the predominant information source between television and social media among the audience during the covid-19 pandemic?

The study is intended to find out the predominant information source between television and social media among the audience during the covid-19 pandemic, particularly in the Ado-Odo Local Government Area of Ogun State. The following items include "I got most of the information on covid-19 vaccination from television, Facebook, Instagram, Twitter, TikTok and WhatsApp). The breakdown of the respondents' opinions regarding television, Facebook, Instagram, Twitter, TikTok and WhatsApp as information sources, the frequency of use and how the information from your preferred information source is shared with other people are presented in Figures 1-3.

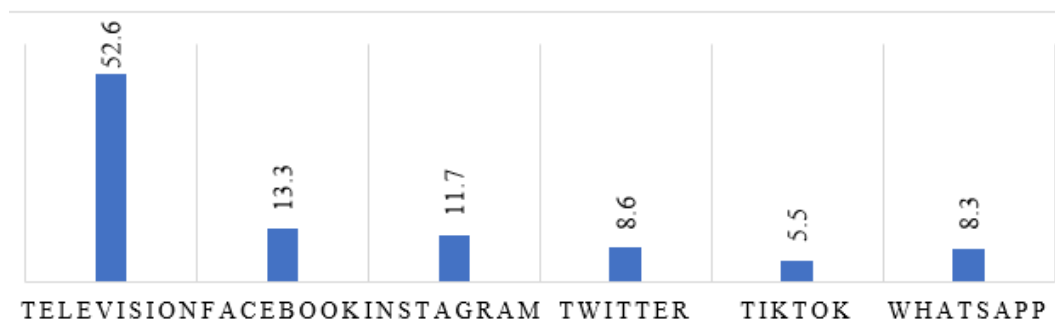


Figure1: Predominant Sources of Information on COVID-19 Vaccination

Figure1 shows that most of the respondents, which accounted for 52.6%, got Information on COVID-19 vaccination from television, followed by Facebook, which accounted for 13.2% of the respondents that participated in the study. In addition, 11.7% of the respondents noted that they got Information on COVID-19 vaccination from Instagram, 8.6% got it from Twitter, 5.5% got the Information from TikTok, and 8.3% of the respondents noted that they got Information on COVID-19 vaccination from WhatsApp. The above statistics revealed that television was the most predominant information source for COVID-19 vaccination, followed by Facebook, Instagram and WhatsApp.

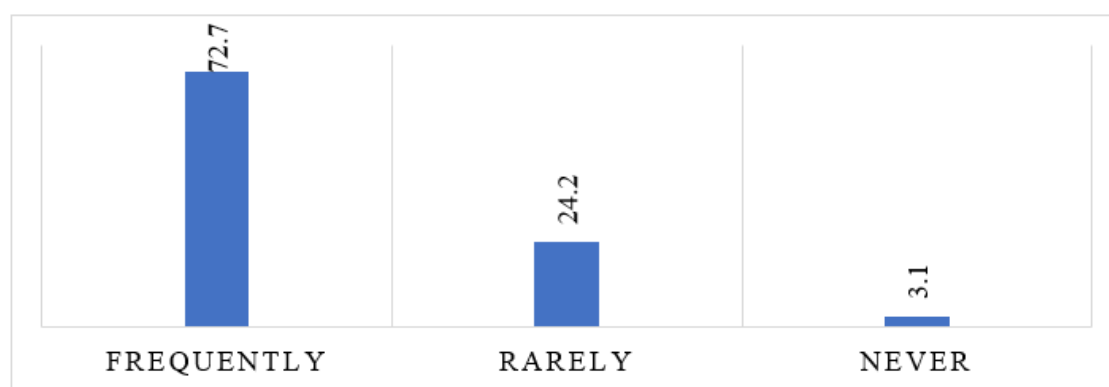


Figure 2: How often do respondents use the preferred information source?

Figure 2 depicts how often respondents use the preferred information source. This was arranged on a three Likert scale of frequency, rarely and never. The finding revealed that 72.7% of the respondents frequently make use of their preferred information sources, 24.2% of the respondents noted that they rarely used it, while 3.1% posited that they never use it. However, it can be deduced from the statistical data presented in Figure 4.2 that most respondents frequently use their preferred information sources, particularly television, Facebook, Instagram and WhatsApp.

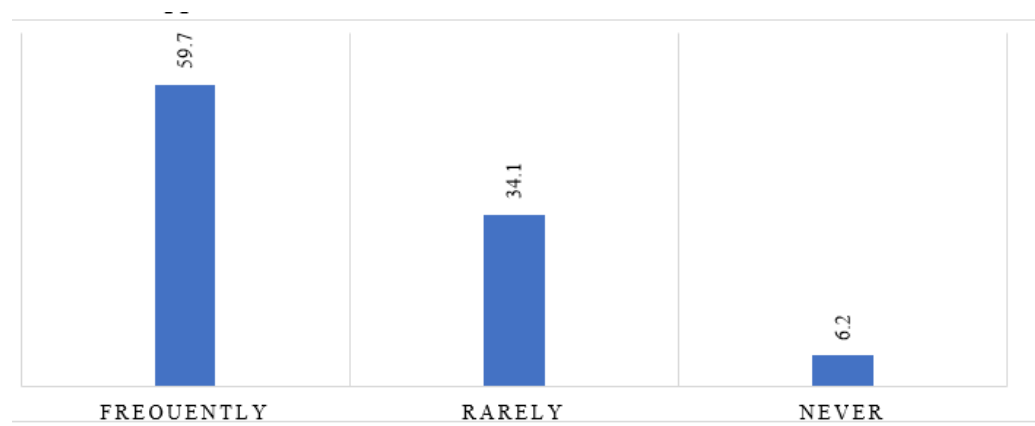


Figure 3: How Respondents shared information gotten from the preferred information source with other people

It was in the researcher's interest to find out how respondents shared information from the preferred information source with other people. Figure 4.3 shows that 59.7% of the respondents noted that they frequently shared information from the preferred information source with others. However, 34.1% posited that they rarely shared information from the preferred information source with others, while 6.2% never shared information from the preferred source.

Research Question Two: What is the audience's level of trust in vaccine information from television and social media?

Table 2: Audience trust on vaccine information from television and social media

ITEMS	SA	A	U	D	SD
I trusted television most on covid-19 vaccine information.	121 (31.5)	175 (45.6)	52 (13.5)	16 (4.2)	20 (5.3)
I trusted the source that put out the information on television on the covid-19 vaccine.	99 (25.8)	170 (44.3)	64 (16.7)	23 (6.0)	28 (7.3)
I trusted facebook most on covid-19 vaccine information.	37 (9.6)	87 (22.7)	107 (27.9)	67 (17.4)	86 (22.4)
I trusted the source that put out the Information on Facebook on the covid-19 vaccine.	37 (9.6)	97 (25.3)	107 (27.9)	52 (13.5)	91 (23.7)
I trusted Twitter most on covid-19 vaccine information.	42 (10.9)	119 (31.0)	99 (25.8)	44 (11.5)	80 (20.8)
I trusted the source that put out the Information on Twitter on the covid-19 vaccine.	39 (10.2)	118 (30.7)	119 (31.0)	35 (9.1)	73 (19.0)
I trusted WhatsApp most on covid-19 vaccine information.	50 (13.0)	125 (32.6)	87 (22.7)	58 (15.1)	64 (16.7)

I trusted the source that put out the Information on WhatsApp on the covid-19 vaccine.	61 (15.9)	109 (28.4)	97 (25.3)	52 (13.5)	65 (16.9)
I trusted Instagram most on covid-19 vaccine information.	60 (15.6)	123 (32.0)	100 (26.0)	47 (12.2)	54 (14.1)
I trusted the source that put out the Information on Instagram on the covid-19 vaccine.	49 (12.8)	121 (31.5)	114 (29.7)	46 (12.0)	54 (14.1)
I trusted TikTok most on the covid-19 vaccine.	44 (11.5)	80 (20.8)	102 (26.6)	77 (20.1)	81 (21.1)
I trusted the source that put out the Information on TikTok on covid-19 vaccine	46 (12.0)	83 (21.6)	106 (27.6)	71 (18.5)	78 (20.3)

Table 2 depicts twelve measurement items used to analyse the audience's level of trust in vaccine information from television and social media. One of the items was to determine if the audience trusted television most on covid-19 vaccine information. The findings revealed that most of the respondents representing 45.6%, agreed that they trusted television most on covid-19 vaccine information, 31.5% strongly agreed, 13.5% were indifferent, while 9.5% had an opposing opinion. Meanwhile, the study intends to determine if respondents trusted the source that put out the information on television on the covid-19 vaccine. It was discovered that 25.8% strongly agreed, 44.3% agreed that they trusted the source that put out the information on television on the covid-19 vaccine, 16.7% were undecided, while 13.3% had a contrary opinion.

Furthermore, the study intended to find out if respondents trusted Facebook most on covid-19 vaccine information. The findings revealed that 9.6% strongly agreed, 22.7% agreed, 27.9% were indifferent, 17.4 disagreed, while 22.4% strongly disagreed. On whether respondents trusted the source that put out the Information on Facebook on the covid-19 vaccine, it was also discovered that 9.6% strongly agreed that they trusted the source that put out the Information on Facebook on the covid-19 vaccine, 25.3% agreed, 27.9% were undecided, 27.9% disagreed while 23.7% strongly disagreed with the statement.

Further, the study wanted to find out if respondents trusted Twitter most on covid-19 vaccine information. The findings revealed that 10.9% strongly agreed that they trusted twitter most on covid-19 vaccine information, 31.0% agreed that they trusted twitter most on covid-19 vaccine information, 25.8% were indifferent, and 11.5% disagreed, and 20.8% strongly disagreed. On whether respondents trusted the source that put out the Information on Twitter on the covid-19 vaccine, it was also revealed that 10.2% strongly agreed with the statement, 30.7% agreed, 31.0% were undecided, while 28.1% had a contrary opinion.

The researcher wanted to determine if respondents trusted WhatsApp most on covid-19 vaccine information. The findings revealed that 13% strongly agreed that they trusted WhatsApp most on covid-19 vaccine information, and 32.6% agreed. However, 22.7% were undecided, while 31.8% had opposing. On whether the respondents trusted the source that put out the Information on WhatsApp on the covid-19 vaccine. The finding revealed that 15.9% strongly agreed, 28.4% agreed that they trusted the source that put out the Information on WhatsApp on the covid-19 vaccine, 25.3% were undecided, 13.5% disagreed, while 16.9% strongly disagreed that they trusted the source that put out the Information on WhatsApp on covid-19 vaccine

The study also intended to find out if respondents trusted Instagram most on covid-19 vaccine information. It was revealed from the analysis that 15.6% strongly agreed that they trusted

Instagram most on covid-19 vaccine information, 32% agreed, 26% were indifferent, 26.3% had a conflicting opinion. The researcher equally wants to validate if the respondents trusted the source that put out the Information on Instagram on the covid-19 vaccine; it was discovered that 12.8% strongly agreed that they trusted the source that put out the Information on Instagram on the covid-19 vaccine, 31.5% agreed that they trusted the source that put out the Information on Instagram on the covid-19 vaccine. However, 29.7% were undecided, while 26.1% had a conflicting opinion.

The study sought find out if the audience trusted TikTok most on the covid-19 vaccine. The finding revealed that 11.5% strongly agreed that they trusted TikTok most on the covid-19 vaccine, 20.8% also agreed with the statement, while 26.6% were undecided. Meanwhile, 20.1% disagreed that they trusted TikTok most on the covid-19 vaccine, while 21.1% strongly disagreed. On whether the audience trusted the source that put out the Information on TikTok on the covid-19 vaccine, it was discovered from the findings that 12.0% strongly agreed that they trusted the source that put out the Information on TikTok on the covid-19 vaccine, 21.6% equally agreed while 27.6% were indifferent. Although, 18.5% disagreed that they trusted the source that put out the Information on TikTok on the covid-19 vaccine, while 20.3% strongly disagreed.

Research Question 3: What is the influence of covid-19 information from television and social media on vaccine intent and acceptance?

Table 3 Influence of Covid-19 television and social media information on vaccine intent and acceptance

ITEMS	Yes	No	Not Sure
information on covid-19 received made me accept the covid-19 vaccine	147 (38.3)	169 (44.0)	58 (17.7)
I intend to accept the covid-19 vaccine due to information from television.	152 (40.1)	169 (44.0)	61 (15.9)
information on covid-19 received from Instagram made me accept the covid-19 vaccine	80 (20.8)	245 (63.8)	59 (15.4)
I intend to accept the covid-19 vaccine due to information on Instagram.	81 (21.1)	236 (61.5)	67 (17.4)
Information on covid-19 received from Facebook made me accept the covid-19 vaccine.	73 (19.0)	265 (69.0)	46 (12.0)
I intend to accept the covid-19 vaccine due to information from Facebook.	67 (17.4)	270 (70.3)	47 (12.2)
Information on covid-19 received from WhatsApp made me accept the covid-19 vaccine.	77 (20.1)	250 (65.1)	57 (14.8)
I intend to accept the covid-19 vaccine due to information from WhatsApp.	78 (20.3)	224 (63.5)	62 (16.1)
information on covid-19 received from Twitter made me accept the covid-19 vaccine.	99 (25.8)	228 (59.4)	57 (14.8)
I intend to accept the covid-19 vaccine due to information from Twitter.	95 (20.3)	235 (63.5)	54 (14.1)
Information on covid-19 received from TikTok made me accept the covid-19 vaccine.	54 (14.1)	274 (71.4)	56 (14.6)
I intend to accept the covid-19 vaccine due to information from TikTok.	54 (14.1)	266 (69.3)	64 (16.7)

Table 3 depicts twelve measurement items used to analyse the level of acceptance of COVID-19 vaccination as a result of information from television and social media. Three Likert scales ranging from yes, no, and not sure were used for the analysis. One of the items used was to find out if the information on covid-19 received made respondents accept the covid-19 vaccine. The findings revealed that 38.3% noted that information on covid-19 received made them accept the covid-19 vaccine, 44.0% noted that the information on covid-19 received has not made them accept covid-19 vaccine said no, while 17.7% were not sure if the information on covid-19 received will make them accept the covid-19 vaccine. It was also discovered that most of the respondents, which accounted for 44%, noted that they do not have an intention of accepting covid-19 vaccine due to information gotten from television; 40.1% noted that they have any intention of accepting covid-19 vaccine due to information gotten from television while 15.4% were not sure.

Furthermore, it was in the interest of the researcher to find out if the information on covid-19 received from Instagram made me accept the covid-19 vaccine. The findings showed that 20.8% noted that information on covid-19 received from Instagram made me accept the covid-19 vaccine; 63.8% had conflicting opinions, while 15.4% were not sure. The study also wanted to find out if respondents have an intention of accepting the covid-19 vaccine due to information gotten from Instagram. Only 21.1% noted that they had any intention of accepting the covid-19 vaccine due to information gotten from Instagram; 61.5% had no intention, while 17.4% were not sure. In a related development, the study also wanted to find out if the information on covid-19 received from Facebook made respondents accept covid-19 vaccine; 19.0% posited that information on covid-19 received from Facebook made them accept the covid-19 vaccine, and 69% had opposing views, and 12% were not sure.

Furthermore, it was in the interest of the researcher to find out if respondents have an intention of accepting the covid-19 vaccine due to information gotten from Facebook. It was revealed that 17.4% had an intention of accepting the covid-19 vaccine due to information gotten from Facebook, 70.3% had no intention, and 12.2% were not sure. On if the information on covid-19 received from WhatsApp made respondents accept the covid-19 vaccine, it was discovered that 20.1% noted that information on covid-19 received from WhatsApp made them accept the covid-19 vaccine 65.1% had no intention, while 14.8% were not sure.

Moreover, the study also wants to establish if respondents have an intention of accepting the covid-19 vaccine due to information gotten from WhatsApp. The findings revealed that 20.3% noted that they had any intention of accepting the covid-19 vaccine due to information gotten from WhatsApp; 63.5% had no intention, while 16.1% were not sure. On whether information on covid-19 received from Twitter made respondents accept the covid-19 vaccine, it was discovered that 25.8% posited that information on covid-19 received from twitter made them accept the covid-19 vaccine, 59.4% said no, while 14.8% were not sure. Similarly, it was also discovered that only 20.3% noted that they have any intention of accepting covid-19 vaccine due to information gotten from Twitter, while others have conflicting opinions.

The study wanted to find out the opinion of respondents on if the information on covid-19 received from TikTok made them accept the covid-19 vaccine. It was discovered that only 14.1% opined that the information on covid-19 received from TikTok made them accept the covid-19 vaccine. On whether respondents have an intention of accepting the covid-19 vaccine due to information gotten from TikTok, the findings revealed that only 14.1% noted that they have any intention of accepting covid-19 vaccine due to information gotten from TikTok, 69.3% had no intention, while 16.7% were not sure.

4. DISCUSSION

The preferred information source the audience make use of, the frequency and how well they share the information gotten go hand in hand as this study further revealed that majority of these people make use of their preferred information source frequently to keep them aware about the on-goings in the context of the pandemic and majority of them will be willing to share the information that they have gotten from these sources

This question focuses on the predominant information source the audience engaged the most during the pandemic between television and social media platforms. Audience members have

different media channels that appeal to them the most when it comes to getting information and also making use of these media channels for various purposes.

According to the survey carried out, Majority of the respondents got their information concerning covid-19 vaccine and other related information concerning the pandemic from Television. The findings of this study actually shows that television was the most predominant information source that the audience engaged during the covid-19 pandemic amongst other platforms such as Instagram, Facebook, WhatsApp, TikTok and Twitter. Television can be seen as the predominant information source due to the fact that the audience are semi-urban and majority of them might not be technologically inclined or internet savvy. The findings of this study is in relation to Piltch-Loeb et al. (2021) and Osuagwu et al. (2023) attested to the fact that most people got their information as regards covid-19 vaccine from television.

Casero-Ripollés and información (2020); Wilkins, Miller, Tilak, and Schuster (2018) are of the opinion that people obtain information from their preferred media channel or information source to form their opinion and also the number of people that are accessing information from social media platforms and all other forms of information source and this has changed the way in which people inform themselves about a particular situation.

From findings, it was revealed that most people actually trusted their preferred information source. Not only do they make use of the information source frequently, they make use of the source due to the fact that they have some level of trust in their preferred information source and would believe whatever is put out there and the source that puts it out there so far as the information is coming from their preferred information source.

According to Piltch-Loeb et al. (2021) there has been an abundance of information on various media channels as various information sources keep updating the general public concerning the latest developments as regards the covid-19 vaccine and other related information. This abundance of information could lead to misinformation and also spreading of false information to the general public which could in the process affect the level of trust these audience members have in their preferred information source. It was also discovered that the low-quality information about covid-19 seemed to be making more rounds than the actual verifiable information.

From the findings obtained, it can be deduced that of a fact, people trust the media channels that they use. Some form of trust has to be built in other for them to actually run to these media channels for information and even trust the source that put out the messages on these media channels. There is a correlation between their preferred source and the level of trust that they have in these media channels.

Due to the findings gotten from this study, it can be deduced that these media channels did not have an influence on majority of the audience members as regards their vaccination intent and acceptance. This can be accredited to the fact that they made use of their preferred information source frequently and even went further in sharing the information gotten with other people, they were not still influenced to accept the vaccine or to be willing to accept the vaccine. A study carried out by Charron, Gautier, and Jestin (2020) corroborates with the findings revealed from this study which alludes that information gotten from these sources concerning vaccine intent and acceptance seemed to have no influence on the intention and acceptance of the audience.

A further study also done by Zimand-Sheiner, Kol, Frydman, Levy, and Health (2021) opine that using incentives or vaccine accessibility in safe and convenient places can reduce the level of mistrust the audience have in the vaccine and actually enhance their attitude towards vaccination intent and acceptance. This can help to overcome vaccination hesitancy and the refusal to get vaccinated even though they come across this vaccination information frequently from their preferred information sources (Singh et al., 2022).

These various media channels can serve as a form of motivation for individuals that have not gotten vaccinated to make them have an intent to get vaccinated and to also make them accept the vaccine due to the information they have gotten concerning the vaccine form their preferred information source. The importance of getting vaccinated should be spelt out by various media channels and should be able to have a large impact or influence in convincing their audience to be willing to get

vaccinated or to get vaccinated since they have been able to build a high level of trust with their audience.

5. Conclusions

Communication is a very important aspect in our human lives. The role the media channels such as television and various social media platforms play cannot be overemphasized. Audience members make use of these media channels for various reasons, but in the context of a pandemic regard these media channels as vital information sources to keep themselves abreast with the on-goings and also to educate themselves more about the pandemic. Majority of audience members made use of their preferred source of information and also trusted the source that put out such information on their preferred media channel. This study further revealed the rate at which people turn to their preferred information source to gather information and some of them even go as far as sharing this information with various people. Due to the level of trust in these channels, they believe what is put out there even though it is a form of misinformation from the source that put it out there. Information put out on these various channels should be vetted. There should be some of form of gatekeeping as to which information goes through these channels to avoid spreading misinformation.

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