Lagos Traffic Radio Broadcast and Travel Decisions among Residents of Ikorodu Community, Lagos State

[1]Oludare Ebenezer Ogunyombo, PhD, [2]Chidinma Henrietta Onwubere, PhD and [3]Esi-Ife Arogundade
[1]Caleb University, Lagos
[2]National Open University of Nigeria, Abuja
[3]International Press Centre, Lagos

Abstract

The main objective of this study is to examine how Lagos Traffic Radio broadcast influences travel decisions among residents of Ikorodu in Lagos State. The research questions probed the residents' assessment of Lagos Traffic Radio broadcast on traffic flow in Lagos State; the dependence of the residents on the information from the station in making their travel decisions and the possible challenges faced by the residents as they access and utilise information from Lagos Traffic Radio (LTR). The study used a survey method and employed a 12-item questionnaire set in Google Forms as its research instrument. The convenience sampling technique was used. The study population was drawn from the Awofusi Community in Ikorodu while the 130 active members on the community's WhatsApp group formed the sample size. Findings from the study revealed that the majority of Ikorodu residents believe that LTR broadcast has a positive influence on traffic flow in Lagos. Significantly, Ikorodu residents rely on information from Lagos Traffic radio in making their travel decisions as they plan their routes. However, the study concluded that a significant percentage (51.2%) of the respondents regularly or occasionally found calls from listeners misleading. Also, late calls from LASTMA officials to the studio and frequent advert interlude during broadcast present additional challenges to assessing and utilising information from LTR. Therefore, the study recommended that the station should work better at relaying information from LASTMA officials on time and minimise misinformation from listeners who call into the studio.
Keywords: *Lagos Traffic Radio; LASTMA, Media Dependency; Traffic Congestion; Traffic Management.*

Introduction

Lagos State, one of the fastest-growing urban cities in the world is not devoid of the challenge with traffic congestion. Lagos State is a signature state in terms of urban development in Nigeria where traffic congestion is mostly being noticed. Generally, the state remains the beehive of economic activities and is regularly referred to as Nigeria's financial, commercial and industrial nerve centre. The state has over 2,000 manufacturing firms and over 200 financial institutions. The state has been classified as one of the 39 megacities by 2030 in the 2017-2030 timeline

according to Euromonitor International (Adeoti & Osotimehin, 2011; Udodiong, 2018).

To address the issue of traffic congestion, former Governor of Lagos State, Governor Babatunde Raji Fashola, established the *Lagos Traffic Radio 96.1 FM* (LTR), which is the first traffic radio station in Africa. The station was commissioned on Tuesday, May 29, 2012. The Governor expressed concerns about the amount of money, in time and resources, that has been lost to long hours of traffic congestion in the state vis-à-vis its health implications on the residents of the state. Raising the optimism of the residents about the role of LTR as a station equipped to handle the challenges of the huge expectations of the 21st-century listeners of the station, the Governor explained that:

> The *Lagos Traffic Radio* will help you make an informed choice as to the route to follow when you set out to work or business in the morning. The radio will give you first-hand information on the traffic situation so that you can manage your time well and save cost (*Channels TV*, 2012).

Regarding this, Olagunju (2015) agrees that because over 80% of Nigerians have access to the mainstream and industrial media such as print and electronic media, the media should be actively engaged in providing traffic information to road users in Lagos and other major cities across the country. Earlier, Prud'Homme (1997) in his study on urban transport and economic development posits that when large cities in the developing world are properly managed, their contribution to the national economy will be very high. Prud'Homme states that:

> If the transport system fails to turn a large agglomeration of people and enterprise into an effective labour market, then the potential of megacities (like Lagos State), will not be realized and the enemies of large cities will be proven right. If on the other hand, thanks to sufficient infrastructure and efficient management, people and goods and ideas flow easily within the large cities of developing countries, then they will become the engines of growth that large cities and only large cities, can be (p. 13).

STATEMENT OF THE PROBLEM

A major town that is contributing to the growing socio-economic demography of Lagos State is Ikorodu. Ikorodu is a growing residential, commercial, and industrial town located in the suburbs of Lagos State. Recently, the town has witnessed a massive surge in its population, largely caused by the mass movement of people from rural settlements and less developed areas. In recent times, Ikorodu has received significant attention from the Lagos State government. In an attempt to decongest central Lagos, the state government embarked on the development of various housing schemes in the area, thus moving more traffic there (Makinde, 2015). While the population growth may be seen as part of development, Johnson (2018) explicated the dilemma faced by residents of Ikorodu regarding vehicular traffic stating that:

> The farther you live from the Island, the earlier you programme yourself to leave your bed; and where a percentage of Lagosians leave for work to arrive early at 5 am, for some, hitting the road an hour earlier is a daily business which finds them sleeping in transit. Unarguably, you cannot be living in Abule Egba or Ikorodu and leave for work at 6 am. If you do, it merely means you're not ready for work. Such is the nature of this disorder that if 7 am finds you at home by chance on the mainland, you're in for it.

To survive the dilemma and enhance the standard of living, a well-managed transportation system, amplified by effective transport communication, such as that provided by the *Lagos Traffic Radio*, becomes essential. Although studies (Atakiti, Ogunwemimo, Alao, Chioma & Ofurum, 2015; Odunlami & Ogunyombo, 2017; Iroham et al., 2019) have examined the education and economic potential of information from LTR, studies that are specific to its influence on travel decisions among the commuters appear limited. Also, while other studies (Oni, 2010; Olayiwola, Olaseni & Fashina, 2014; Fadare, Somuyiwa & Ayantoyinbo, 2015; Somuyiwa, Fadare & Ayantoyinbo, 2015) focused on the influence of traffic gridlock on workers' productivity and road administration, the influence of communication in the process has not been fully explored. Therefore, this study aims to fill these gaps, using residents of Ikorodu as its population. Expectedly, findings from this study would provide insights on areas of commendation and improvement for owners of *Lagos Traffic Radio* and other traffic managers in

Lagos as well as provide empirical evidence on the essentials of specialised radio broadcast in project interventions.

RESEARCH QUESTIONS

The general objective of this study is to examine how *Lagos Traffic Radio* broadcast influences travel decisions among residents of Ikorodu. Specifically, the research questions are:

1. What is Ikorodu residents' assessment of *Lagos Traffic Radio* information in the management of traffic flow in Lagos?
2. How frequently do Ikorodu residents depend on information from *Lagos Traffic Radio* in making their travel decisions?
3. What are the challenges encountered by Ikorodu residents in making their travel decisions using information from *Lagos Traffic Radio***?**

TRAFFIC CONGESTION: SCOPE AND SOCIO-ECONOMIC IMPLICATIONS

Traffic congestion (known as 'go-slow' in local parlance in Nigeria) is believed to be one of the major problems of big cities in different parts of the world. A 2009 World Bank study on Lagos traffic showed that an estimated 8 million people travel to work via public transportation each day on the 9,100 roads and expressways available in Lagos. With more than 1 million registered vehicles in 2011, there are potentially more than one million trips made during the peak travel periods of the day which may be more during seasonal festivities (Economic Intelligence Unit of the Lagos State Ministry of Economic Planning and Budget, 2013)

Downs (cited in Somuyiwa et al., 2015) traced traffic congestion back to ancient Rome when it was claimed that the Caesars noted: "the passage of goods carts on narrow city streets so congested that they became impassable and unsafe for pedestrians". According to the Transport Demand Management Encyclopaedia (2008), traffic congestion refers to the incremental costs resulting from interference among road users. Weisbrod (2010) describes traffic congestion as a condition of traffic delay (that is; when traffic flow is abysmally below reasonable speed) because the number of vehicles trying to use a road exceeds the design capacity of the traffic network resulting in slower speeds, longer trip times and even a complete standstill of vehicular movement (Iroham et al., 2019). Therefore, both operational

and user perspectives are important in understanding congestion and its impacts because both have their use when seeking to develop congestion management strategies.

Based on the frequency and level of predictability of traffic congestion occurring, Brownfield et al. (2003) identified three types of traffic congestion which are recurrent congestion, non-recurrent congestion and pre-congestion. In non-recurrent congestion, drivers may not be able to calculate the cost until they get information about such congestion vis-a-vis an opportunity to take alternative routes. Recurrent congestion occurs at regular times at a site and can be anticipated by road users that normally use the route during those times while pre-congestion (borderline congestion) occurs when free-flow conditions breakdown without leading to full congestion immediately.

From the foregoing, it is reasonable to develop urban transport policies that would address the physical and relative phenomenon of traffic congestion particularly when there is a difference between road users' expectations of the system's performance and the performance of the system. For instance, the 2019 TomTom Traffic Index (2020), which analysed traffic situation in 416 cities in 57 countries, revealed that 57% of countries included, saw an increase in traffic congestion while the global average congestion level is 29%. It further showed that only 63 cities are showing measurable decreases in their traffic congestion situations. The report concluded that although the global increase in congestion could be an indicator of a strong economy, it also cost the economies billions.

Interestingly, some experts have argued that traffic congestion in urban areas could be a reflection of successful urban economic development where people want to work and live closer to each other to grow their businesses. Also, urban dwellers appear to be prepared to cope with the crowded traffic so long as they can get the other benefits from living in such crowded cities. Such benefits may include having access to a wide range of activities, people, services, goods, markets, opportunities, ideas and networks which may be delivered either through speed or through greater proximity (TRC, 2007). However, the Economic Intelligence Unit of the Lagos State Ministry of Economic Planning and Budget (EIU/LMEPB) (2013) in their analysis notes that:

> …it would probably be impossible to expand transportation infrastructure to operate with zero congestion at all times of

> the day and year. Beyond a certain level of congestion, however, the attendant costs – costs that arise from delays, diminished productivity, wasted energy, environmental degradation and a diminished standard of living – surpass the benefits and could threaten the State's viability as a decent place to live, visit and conduct business (p.2)

Urenna (2019) agrees with the position EIU/LMEPB (2013) and identified stress, decreased productivity and decreased annual revenue as some socio-economic implications of traffic congestions. Other negative effects may include an increase in fuel consumption, increase in the cost of travel and freight movement, increase in the number of vehicle crashes, tailpipe pollutants that are harmful to human health and in some cases mental challenges that could lead to suicide (Falcocchio & Levinson, 2015; Akorede, 2019).

THEORETICAL CONTEXT

This study is contextualised within the assumptions of the agenda-setting theory and the media dependency theory. The agenda-setting theory was championed by Maxwell McCombs and Donald Shaw as a pragmatic approach to studying and measuring the effect of the mass media on how the populace perceives an issue (Baran, 2013). Agenda setting is all about how the news media create public awareness and attempt to influence the viewers and generally espouse the capabilities of the media to capture the importance of an issue in the mind of the public (Ogunyombo, 2015).

The significant consistency and repetition of a particular news across the media may signal to the audience the importance of the issue or event. Therefore, beyond just creating news trend, the agenda-setting theory assumes that the media also uncover relevant information. In uncovering this information, the agenda-setting theory establishes a correspondence between the information from the media and the influence of such information on the public. The point of convergence is between the public "thinking process" which inadvertently, turn out to be the "media's thoughts" (Baran, 2013).

Based on the foregoing, this theory becomes relevant to this study because *Lagos Traffic Radio* regularly provides information that sets the agenda for what may be the traffic routine for residents of the state. They emphasize traffic situations and areas of high traffic concentration, thereby creating conversations that could inform traffic decisions among the commuters. Regarding this role, Okunna (as cited in Chukwuma, 2010) agrees that the mass media can improve road information by giving larger headlines to road issues; featuring more lead stories on the road transport issues; giving prominent positions to articles and showcasing photographs on issues affecting road transportation, in addition to other strategic media activities aimed at improving transport situations. The *Lagos Traffic Radio* does this by presenting graphic details of the traffic situation that could help the listeners create a mental picture, discern possible outcomes to form an opinion and make their travel decisions.

The media dependency theory was introduced by Sandra Ball-Rokeach and Melvin DeFleur in 1976 after an initial proposition by Hans Singer and Raul Prebisch in 1949. The theory provides a systematic approach to studying the effects of the mass media on the audience vis-à-vis the interactions between the media, the audience and the social systems (Anaeto, Onabanjo & Osifeso, 2012; Lin, 2015; Odunlami et al., 2017). The media dependency theory posits that since what the audience learn from real life is limited, the mass media can be used to access more information which they may need to fulfil their desires. Therefore, extensive use of media information may lead to a dependent relationship between the media and the audience while the media can also create a dependent relationship with target audiences to achieve their goals by using their media power (Odunlami et al., 2017). However, the degree of dependence is directly proportional to the individual, social stability and the active audience. Hence, an audience of the mass media would depend on media information to meet a particular need or goal at a particular time (Anaeto et al., 2012).

According to Lin (2015), three major effects may occur when media dependency takes place. The effects are the: cognitive effect, affective effect and behavioural effect. The cognitive effects include changes in the attitudes, beliefs, and values of the dependent audience. The affective effects deal with how the audience develop feelings of fear and anxiety while the behavioural effects involve a kind of audience "deactivation" mood. By the deactivation, the audience would naturally restrain from taking an action that would have normally been taken if they were not exposed

to the information from the media about such intended action. Anaeto et al. (2012) agree that people in all societies need the information to make decisions about such matters as food, shelter, employment, transportation, political issues, entertainment and other aspects of life.

This theory becomes relatable because residents of Ikorodu may have to make decisions about when they want to leave their homes or navigate a popular route to avoid traffic gridlock. It may also be about making decisions on matters of safety and security when there are civil disturbances, major accidents or reported criminal activity going in a particular area. Residents of Ikorodu may have to depend on information from *Lagos Traffic Radio* before making their travel decisions in these circumstances.

EMPIRICAL REVIEW

Scholars have studied traffic congestions across Nigeria. Iroham et al. (2019) investigated the impact of traffic gridlock on values of residential properties in Apapa, Lagos, Nigeria. Using a cross-sectional survey, questionnaires were distributed to practising estate surveying and valuation firms in Lagos Island and Apapa. The study which was conducted between February 2019 to May 2019 gathered data based on the rental values of all types of residential properties in Apapa within a space of 18 years (between the year 2000 and year 2018). Findings from the study showed that despite the challenges of traffic gridlock in Apapa and the negative connotations, values on properties in the area keep increasing. The study, therefore, concluded that investors in residential properties can continue investing in the area because such investment will remain profitable in Apapa despite the traffic gridlock.

Fadare et al. (2015) studied the connection between road traffic congestion and the performance and productivity of workers in Lagos State. The study adopted a survey method in gathering its data using a multistage sampling system. Eight quoted companies on the floor of the Nigeria Stock Exchange (NSE) were purposively selected for the study and a total of 534 sampled. Findings from the study showed that traffic congestion negatively affects the effectiveness of most (98%) of the respondents. 57% of the respondents said traffic congestion affects their level of job satisfaction while 77% agreed that traffic congestion negatively

affects their level of innovation and creativity at work. However, a major finding from the study is that older workers appear to manage better the challenges of traffic congestion in their work than younger workers.

Oni (2010) examined how road traffic congestion can be tackled in a developing country using a contemporary approach. The approach used in the paper is to sequentially outline a series of individual plans that form a flowchart of the proposed roadmap for tackling and reducing congestion to an internationally acceptable level. The study found high volumes of car usage as a major challenge. It also revealed that whereas the developed countries, which have several multiples of car ownership, have been utilising innovative techniques to reduce road congestion, the developing countries like Nigeria, are still using traditional methods that are limited in addressing the prevailing traffic problems. The study proposed that innovative and cost-effective plans which were articulated but not fully adopted and activated should be revisited and implemented to mitigate and address the issue of traffic congestion in developing countries.

In another study, Olayiwola, Olaseni and Fashina (2014) examined traffic congestion problems in the Central Business District (CBD) of Ikeja in Lagos State Nigeria. The study used both experimental and survey methods. Traffic situation around Ikeja CBD was observed while questionnaires were administered to officials of Lagos State Transport Management Authority (LASTMA), officials of Lagos State Ministry of Transport and other organisations within the Ikeja axis. Findings from the study showed that a disorganised pattern of land use in the CBD is responsible for traffic gridlock, longer travel time and reduced productivity among workers in the area. Therefore, it was recommended that a review of the Ikeja CBD development plan should be done to effectively manage traffic and enforce compliance with traffic regulations including vehicular parking rules in the area.

Somuyiwa et al. (2015) analysed the cost of traffic congestion on workers' productivity in a megacity of developing economy. Using purposive sampling, the Ketu/Ojota axis (through the Western Avenue corridor) and the Alapere axis (through the Third Mainland Bridge corridor) were chosen for the study due to the peculiarities of traffic congestion on the two corridors during peak hours. Using a random sampling method, 510 questionnaires were administered to workers in companies along the two corridors. Results from the study showed a significant

relationship between traffic congestion, lateness to work, cost of commuting and workers' productivity. The result also indicates that younger workers experienced a more reduced level of effectiveness than the older ones.

METHOD

This study adopted a quantitative design using the survey method to elicit responses from the respondents. The population for this study were residents of Ikorodu in Lagos State. However, residents of the Awofusi Community were conveniently selected. The convenience sampling method involves getting participants wherever they can be found and typically wherever is convenient. Convenience sampling requires no inclusion criteria identification before the selection of subjects. All subjects are invited to participate (Research Methodology, 2019). About 1,000 residents live in Awofusi Community; however, the 130 residents of the community who are active on the community's WhatsApp group formed the sample size for this study. A twelve item questionnaire designed in Google Forms was the instrument used for this study. The questionnaire was shared on the WhatsApp platform of residents of the Awofusi Community in Ikorodu. After one week of posting the form (questionnaire) on the community's WhatsApp platform, 115, representing 88.5% of the residents, fully completed it. The data were then automatically collated as provided by the Google form systems and analysed using the Google forms analytics and presented in simple percentages in line with the research questions.

RESULTS AND DISCUSSION

The demographic analysis of the respondents showed that 58% of them were males while 42% were females. 48.9% of them were 46 years and above, 28.4% were between 36-45 years, 14.8% were between the age of 26-35 while 8% were between 16-25% years of age. Most of the respondents, 62.5%, were employed by an institution while 30.7% were self-employed. 5.7% were students and 1.1% were unemployed.

Research Question 1: What is Ikorodu residents' assessment of Lagos Traffic Radio information in the management of traffic flow in Lagos?

Two items that centred on the influence and timing of LTR broadcast were posed to address this question. The residents were requested to assess the influence of

LTR broadcast in creating awareness about traffic within the metropolis. 46.6% of the respondents stated that the awareness creation is excellent; 46.6% said it is good while 6.8% said it is fair. Regarding the timeliness of the information that comes from LTR, most of the residents, 56.8%, simply believe that the timing is adequate. 25% stated that the timing of the information is very adequate while 15.9% said it is fairly adequate. Those that believe that the timing is inadequate represents a small fraction at 2.3%. Cumulatively, 81.8% significantly found the timing to be adequate. Thus, it can be concluded that the majority of the residents believe that LTR broadcast has a positive influence on traffic flow in Lagos. It can also be concluded that the majority of the respondents found information from Lagos Traffic Radio to be timely.

Research Question 2: How frequently do Ikorodu residents depend on information from Lagos traffic radio in making their travel decisions?

To examine the frequency of dependence, three items in the questionnaire were used to elicit responses. The frequency of reliability on LTR information by the residents showed that 48.9% of respondents do so regularly while 43.2% occasionally rely on information from the radio station. Those who do not represent 1.1% while those who rarely do constitute 6.8%. On the significance of the LTR broadcast to making travel decision, most of the respondents, 47.7%, believe that the information is significant while 42% also stated that the LTR traffic information is very significant to their travelling decisions. Therefore, it can be concluded that the respondents significantly rely on information from Lagos Traffic radio in making their travel decisions. It can also be concluded that the majority of the respondents in a way or the other found information from Lagos Traffic radio to be significant in planning/scheduling their movement or making a decision on traffic routes. These dependencies as established are consistent with some of the propositions of the media dependency theory which regards the audience as an active part of a communication process. According to the theory, an individual will become more dependent on media if the medium satisfies his/her needs and also based on other factors such as economic conditions, society and culture. (Anaeto et al., 2012; Media-dependency theory, n.d.).

In making their travel decisions, 42% of the respondents would listen to LTR broadcast before setting out of their homes while 30.7% would do so any time of the day either they are in traffic or not thereby making the radio station their regular station. About 12.5% of the respondents chose to listen to LTR only during peak

traffic periods which could be early mornings or late afternoon till evening. 14.8% would, however, listen whenever they are in traffic. Thus, it can be concluded that most of the respondents get more gratification from listening to information on Lagos Traffic Radio before leaving their homes. These findings align with Baran's (2013) assertion that beyond just creating news trend, the agenda-setting theory assumes that the media also uncover relevant information. In uncovering this information, the agenda-setting theory establishes a correspondence between the information from the media and the influence of such information on the public. In this instance information from LTR sets the agenda for how the residents travel around the metropolis.

Research Question 3: What are the challenges encountered by Ikorodu residents in making their travel decisions using information from Lagos Traffic Radio?

The broadcast structure of the Lagos Traffic Radio allows listeners/commuters to call into the studio to give traffic information from their locations. Regarding this, the respondents were asked if such calls pose any challenge to how they access and utilise traffic information from the station. Most of the respondents (43.2%) rarely found information provided by the listeners misleading or inaccurate. However, a significant 36.4%, representing over a quarter of the respondents, occasionally found the callers' information inaccurate while 14.8% of them regularly do. Cumulatively, those who occasionally or regularly found the information from listeners who call into the station misleading or inaccurate account for 51.2%.

Aside from calls from the listeners, the respondents were asked to identify one major challenge that they face while listening to LTR broadcast to make their travel decisions. Although 47.7% said that they have no major challenge, a significant 28.4% said late calls from LASTMA officials covering their intended route is a major challenge. 13.6% of the respondents are not happy with the frequent adverts interlude during LTR broadcast; 3.4% of the respondents are challenged by the unclear description of traffic situation by the presenters while another 3.4% found the unclear description of traffic situation by some LASTMA officials to be challenging. However, on the general rating of the influence of Lagos Traffic Radio broadcast on traffic management in Lagos, 58% of the respondents said it is high; 33% said it is very high while 8% of them are not sure. It may therefore

be concluded that LTR broadcast has a significant influence on travel management in Lagos.

CONCLUSION

In assessing Lagos Traffic Radio, the study concludes that the majority of Ikorodu residents believe that LTR broadcast has a positive influence on traffic flow in Lagos. Also, the majority of the respondents found information from Lagos Traffic Radio in managing and responding to traffic situation timely. Significantly, Ikorodu residents rely on information from Lagos Traffic radio in making their travel decisions. Thus, they found information from Lagos Traffic radio to be relevant in planning and scheduling their movement or making a decision on their traffic routes. However, the study also concludes that a significant percentage (over half of the respondents at 51.2%) regularly or occasionally found calls from listeners misleading in making their travel decisions, even as late calls from LASTMA officials to the studio and frequent advert interlude during broadcast present additional challenges to assessing and utilising information from LTR in planning their travels.

RECOMMENDATIONS

Based on the conclusions, it is hereby recommended that:

1. Lagos Traffic Radio should sustain its tenacity and commitment to reporting traffic situation to help residents make informed travel decisions.
2. Presenters in the Lagos Traffic Radio studio should work better with LASTMA officials across different locations to ensure that regular updates from the LASTMA officials are not delayed.
3. Presenters in the Lagos Traffic Radio studio should devise a means for verifying information from listeners who call in to the studio to ensure that other listeners are not misled by the information they provide.

References

Adeoti, O., & Oshotimehin, K. (2011). Factors influencing consumers' adoption of point of sale terminals in Nigeria. *Journal of Emerging Trends in Economics and Management Sciences*, 2 (5), 388-392

Akorede, S. (2019, August 2) Employees in Lagos are stressed, burned out and exhausted because of 'hellish traffic. *CNN- Marketplace Africa*.

Anaeto, S., Onabajo, O., and Osifeso, J. (2012). *Models and theories of communication*. U.S.A: African Renaissance.

Atakiti I., Ogunwemimo, T., Alao, O., Chioma, P., & Ofurum, I. (2016). The role of *Lagos traffic radio* in educating road users on traffic management in Lagos State, Nigeria. *International Journal of Current Research,* 8, (01), 25119-25125.

Baran, S. (2013) *Introduction to mass communication: Media literacy and culture* (8th African Edition). USA: McGraw Hill Education.

Brownfield, J., Graham, A., Eveleigh, H., Ward, H., Robertson, S., & Allsop, R. (2003). *Congestion and accident risk. Department for Transport, Road Safety Research Report No. 44*. Retrieved from http://www.dft.gov.uk

Channels Television (2012, May 29). *Lagos launches traffic radio station 96.1 FM* [News Release] Retrieved from: http://www.channelstv.com/2012/05/29/lagos-launches-traffic-radio-station-96-1fm/

Chukwuma, C. E. (2010). *Nigerian Press coverage of 2007 presidential election campaigns*. Doctoral thesis, Department of Mass Communication, Nnamdi Azikwe University, Akwa.

Economic Intelligence Unit (EIU) Lagos Ministry of Economic Planning & Budget (LMEPB) (2013, July) *The Socio-economic Costs of Traffic Congestion in Lagos. Working Paper Series.* Retrieved from: http://www.sparc-nigeria.com/RC/files/1.1.16_Socioeconomic_Traffic_Lagos.pdf

Fadare, O. Somuyiwa, A., & Ayantoyinbo, B. (2015) Correlates of Road Traffic Congestion and Workers' Performance in Lagos Metropolis. *European Journal of Business and Management*, 7(17) 229-235. Retrieved from https://www.iiste.org/Journals/index.php/EJBM/article/view/23666

Falcocchio J., & Levinson H. (2015). *Road traffic congestion: A concise guide*. U.S.A: Springer

Iroham, C., Okubanjo, T., Joshua, O., Okagbue, H., Emetere, M., Akinjare, O., Peter, J., & Akinwale, O. (2019). The impact of traffic gridlock on values of residential properties in Apapa, Lagos Nigeria. International Conference on Energy and Sustainable Environment. *IOP Conference Series: Earth Environ. Sci.* 331 012030. DOI:10.1088/1755-1315/331/1/012030

Johnson, A. (2018, June 29) Here's why you should think twice before getting a job in Lagos. *Pulse. ng*. Retrieved from https://www.pulse.ng/gist/pulse-opinion-heres-whyyou-should-think-twice-before-getting-a-job-in-lagos/yf05m80

Lagos State Ministry of Budget and Planning (2013). *The socio-economic cost of traffic congestion in Lagos-Working Paper Series 2*. Retrieved from www.sparc-nigeria.com/RC/files/1.1.16_Socioeconomic_Traffic_Lagos.pdf

Lin, Y. (2015). Media dependency theory. *Encyclopaedia Britannica.* Retrieved from https://www.britannica.com/topic/media-dependency-theory

Makinde, O. (2015). Influences of socio-cultural experiences on residents' satisfaction in Ikorodu low-cost housing estate, Lagos State. *Environ Dev Sustain.,* 17, 173–198. https://doi.org/10.1007/s10668-014-9545-6

Media dependency theory (n.d). Retrieved from http://communicationtheory.org/media-dependency-theory/

Odunlami, D., & Ogunyombo, O. (2017). Level of awareness and perception of taxi drivers of Lagos Traffic Radio 96.1 FM Station. In Wilson, D. (Ed.), *Communication and economic development* (pp.47-66). Uyo: African Council for Communication Education (ACCE).

Ogunyombo, O. (2015) Dialectics of agenda setting theory in an era of confluence. *International Journal of Media, Security and Development, 2*(1)*,* 219-225.

Olagunju, K. (2015, March 3). *Evaluating traffic congestion in developing countries: A case study of Nigeria.* A paper presented at the 2015 Chattered Institute of Logistics and Transportation (CILT) Africa Forum, Arusha, Tanzania. Retrieved from: http://frsc.gov.ng/evaluatingtrafficcongestionindevelopingcountries.pdf

Olayiwola, K., Olaseni, A., & Fashina, O. (2014). Traffic congestion problems in Central Business District (CBD) Ikeja, Lagos Metropolis, Nigeria. *Research on Humanities and Social Science*, 4(1), 23-32. Retrieved from https://www.iiste.org/Journals/index.php/RHSS/article/view/10263

Oni, O. (2010). Tackling road traffic congestion in a developing country – A contemporary approach. *Journal of Applied Sciences Research*, 6(5), 529-542. Retrieved from http://www.aensiweb.com/old/jasr/jasr/2010/529-542.pdf

Prud'Homme, R. (1997). Urban transport and economic development. *Revue Région and Développement no 5.* Retrieved from http://region-developpement.univ-tln.fr/en/pdf/R5/R5_Prudhomme.pdf

Research Methodology (2019). Retrieved from https://research-methodology.net/sampling-inprimary-data-collection/convenience-sampling/. May 23, 2020

Somuyiwa, A., Fadare, S., & Ayantoyinbo, B. (2015). Analysis of the cost of traffic congestion on worker's productivity in a megacity of a developing economy. *International Review of Management and Business Research,*

4(3), 644-656. Retrieved from http://www.irmbrjournal.com/papers/1438578538.pdf

TomTom Traffic Index (2020.) *TomTom Traffic Index: Global Traffic Congestion Up as Bengaluru takes Crown of 'World's Most Traffic Congested City'*. Retrieved from: https://library.tomtom.com/web/37afeac5137bacd5/tomtom-traffic-index---assets-for-media/?mediaId=243F718B-F729-476D-8DB9EEC87E021A20 July 18, 2020

Transport Demand Management Encyclopedia (2008). Victoria Transport Policy Institute. www.vtpi.org

Transport Research Centre (2007). *Managing Urban Traffic Congestion*. France: Organisation for Economic Cooperation and Development (OECD) and European Conference of Ministers of Transport (ECMT). Retrieved from https://www.itf-oecd.org/sites/default/files/docs/07congestion.pdf

Udodiong, I. (2018, December 28). Lagos set to be one of the world's megacities in 2030 *Business Insider*. Retrieved from: https://www.pulse.ng/bi/lifestyle/lagos-set-to-be-one-of-the-worlds-megacities-in-2030/pm186d7

Urenna, U. (2019, April 11). The Lagos Traffic situation: Implications on a thriving economy. *Taxaide*. Retrieved from: https://taxaide.com.ng/files/The%20Lagos%20Traffic%20Situation%20Implications%20on%20a%20Thriving%20Economy.pdf

Weisbrod, G. (2010). *The connection between public transportation & economic development in Chicago*. Economic Development Research Group, Inc. www.edgroup.com