# Patterns of Media Usage among Lagos Residents on COVID-19 Pandemic

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## Abstract

*Media ensures the achievement of objectives when appropriately applied. However, the application of communication media in curtailing the spread of COVID-19 virus has not achieved that objective in Lagos State, Nigeria as the infection and death rates keep rising in the state according to the Nigeria Centre for Disease Control. This is a problem and a concern because infection and death rates from COVID-19 virus in the state are the highest in Nigeria. It is shocking that the usage of communication media has not brought about the desired outcome in the state. Therefore, the study examined the pattern of media usage by residents of Lagos in order to help the state government to know the appropriate media to use in passing the message of COVID-19 curtailment to the states' residents for maximum impact. The study found that the residents get messages mainly through the social media. WhatsApp social media platform was the most used to get communication messages by the residents. To check COVID-19 virus in Lagos State through communication messages, the government should employ the social media more than other media. Consequently, the study recommended that Lagos State government should emphasise WhatsApp to communicate COVID-19 curtailment message for maximum impact.*

**Keywords**: COVID-19, Lagos State, Media usage, Social media, Uses and gratification theory

## Background to the Study

Communication, which is the exchange of information between a sender and a receiver with same meaning through different channels including the media, is very important in modern society and also in government. The importance given to media of communication by various governments in developing countries including Nigeria is low and it is not surprising that states in Nigeria including Lagos State have not given necessary impetus to media of communication in governance. In many advanced countries, including the G-20 (a group of 20 most

industrialised countries in the world that Nigeria failed to join by 2020 despite her promise), media of communication play a very important role in governance. Both the governments of the United Kingdom and that of the United States of America hold a weekly press (media) conference to intimate the people of development in their countries. This is lacking in most developing countries where the idea of transparency in governance is a mirage. With poor importance attached to media of communication, it is not surprising that government's campaign effort in Nigeria especially that of Lagos State for check corona virus 2019 (COVID-19) is not yielding the desired outcome. This problem of COVID-19 necessitated the Lagos State Government to come up with the Mask-Up Lagos Campaign. This campaign is to check the spread of COVID-19 virus in the state. However, the desired outcome has not materialised as Lagos State remains the epicentre of COVID-19 disease in Nigeria. Lagos State has a higher rate of COVID-19 infections than any of the other Nigerian 35 states and the Federal Capital Territory, Abuja. It is also the number one state for concern at the third wave of COVID-19 rages according to the Presidential Steering Committee on COVID-19 (PSC) in Nigeria (Salawu & Onyedika-Ugoeze, 2021).

The government of Lagos State under the governorship of Babajide Sanwo-Olu submitted that its campaign especially the Mask-Up Lagos Campaign is being well communicated through the media to the people but the impact is not felt. The Mask-Up Lagos Campaign is to curtail the spread of COVID-19 virus in the state. However, the campaign is poorly followed by residents of Lagos State as they mostly go about their daily activities without wearing of face masks in combating COVID-19; so the virus continues to spread. A move round Lagos shows that the people, including the law enforcement agents, are going out without face masks. According to the Nigerian Centre for Disease Control (NCDC), the agency of government in charge of the management of COVID-19 which provides official data in Nigeria as different from the global data provided by John Hopkins University in Baltimore Maryland United States of America, Lagos, has the highest infection rate in Nigeria as the table below shows.

**Table 1: Confirmed COVID-19 Cases by States in Nigeria as at 10:53 pm on Monday May 3, 2021**

| States Affected | No. of Cases (Lab Confirmed) | No. of Cases (on admission) | No. Discharged | No. Of Deaths |
|---|---|---|---|---|
| Lagos | 58,494 | 1,065 | 56,990 | 439 |
| FCT | 19,784 | 523 | 19,095 | 166 |
| Kaduna | 9,061 | 15 | 8,981 | 65 |
| Plateau | 9,059 | 15 | 8,987 | 57 |
| Rivers | 7,114 | 7 | 7,006 | 101 |
| Oyo | 6,852 | 7 | 6,721 | 124 |
| Edo | 4,902 | 3 | 4,714 | 185 |
| Ogun | 4,678 | 38 | 4,591 | 49 |
| Kano | 3,961 | 27 | 3,824 | 110 |
| Ondo | 3,248 | 1,105 | 2,080 | 63 |
| Kwara | 3,123 | 6 | 3,062 | 55 |
| Delta | 2,623 | 808 | 1,744 | 71 |
| Osun | 2,578 | 16 | 2,510 | 52 |
| Enugu | 2,401 | 359 | 2,013 | 29 |
| Nasarawa | 2,382 | 1,996 | 373 | 13 |
| Katsina | 2,097 | 14 | 2,049 | 34 |
| Gombe | 2,034 | 4 | 1,986 | 44 |
| Ebonyi | 2,030 | 33 | 1,965 | 32 |
| Anambra | 1,909 | 64 | 1,826 | 19 |
| Akwa Ibom | 1,864 | 20 | 1,830 | 14 |
| Abia | 1,690 | 10 | 1,658 | 22 |
| Imo | 1,657 | 28 | 1,592 | 37 |
| Bauchi | 1,549 | 14 | 1,518 | 17 |
| Borno | 1,337 | 99 | 1,200 | 38 |
| Benue | 1,188 | 575 | 591 | 22 |
| Adamawa | 1,103 | 796 | 275 | 32 |
| Taraba | 974 | 2 | 950 | 22 |
| Niger | 930 | 0 | 913 | 17 |
| Bayelsa | 886 | 5 | 855 | 26 |
| Ekiti | 872 | 5 | 856 | 11 |
| Sokoto | 775 | 0 | 747 | 28 |
| Jigawa | 528 | 20 | 492 | 16 |
| Kebbi | 450 | 42 | 392 | 16 |
| Yobe | 409 | 25 | 375 | 9 |
| Cross River | 394 | 0 | 376 | 18 |

| | | | | |
|---|---|---|---|---|
| Zamfara | 240 | 11 | 221 | 8 |
| Kogi | 5 | 0 | 3 | 2 |

**Source: NCDC (https://covid19.ncdc.gov.ng/state/)**

Number of cases confirmed in Lagos State was 58,494 with confirmed 439 deaths (https://covid19.ncdc.gov.ng/state/) as at 10:53pm on Monday, May 3, 2021. No state recorded anything close to half of those figures (https://covid19.ncdc.gov.ng/state/). That Lagos State ranks number one in the infection and death rates out of 36 states in Nigeria plus Abuja, Lagos is a matter of great concern. It is not surprising that the state commissioner for health, Prof. Akin Abayomi, issued a press statement on Monday, May 3, 2021 (Premiumtimesng.com) to warn of the third wave of the virus. The warning from the commissioner is very important as the third wave has made India to be a country that many countries in the world including Nigeria have restricted travels from into their countries (Akoni, 2021). Other countries in the class of India are Brazil, Bangladesh, Mexico and Tanzania (UK government. gov.uk). These countries have also been designated as "red list" countries by some countries especially the United Kingdom which Nigeria has a historical link with. If Nigeria is designated as a red list country, its consequences, especially economic, are better imagined than experienced since Nigeria is majorly a country of travellers and traders where a majority of her needs are imported which has continually weakened the country's currency, the Naira.

When communication penetration rate is low which makes infection rate to be the highest despite (Lagos State) government's positive claim of adequate communication, the fundamental issue should be to find out the patterns of media that residents of Lagos State Nigeria use in getting information which they need to live in a modern society. This will provide a threshold for the government to place its communication messages in appropriate media so that the people can get it and the government will get the desired outcome on its campaign especially on Mask-Up Lagos that will lead to decrease in the number of infections and deaths (from COVID-19 virus) in the state.

The fundamental concern of this study is to provide valid and useful answers to the seemingly thought-provoking question that borders on why media of communication seems to have failed to produce desirable outcome in Lagos State on the Mask-Up Lagos Campaign despite exposure of residents of Lagos to its communication which has not led to change in their behaviour towards COVID-19 curtailment. This is critical as media of communication is the catalyst that

carries messages to the people. “The medium is the message” notes Marshall McLuhan (Sexana, 2010, p. 210). It is when the appropriate medium is used to disseminate information that the desired outcome is achieved. From what has been observed and supported by the data (Table 1) from the NCDC, residents of Lagos State are not responding positively to the campaign, hence the need to examine media that residents of Lagos use in getting information in this study in order to guard against media mismanagement. The theory of communication that underlines this study is the uses and gratification theory.

**Statement of the Problem**

This study addresses the problem of the wrong use of communication media by the Lagos State government which led to the seeming ineffectiveness of the media in the state’s campaign of Mask-Up Lagos. A body of literature has underlined the significant relationship between usage of appropriate media of communication and improved performance (Abdullahi & Abdullahi, 2020; Ashraf, 2014; Dune, 2013; Ojenike, Adedokun, Odugbemi, & Ojenike, 2016; Yadav, 2001). However, this seems not to be the case with Lagos State. This is the central problem of this study.

As noted earlier, communication through the media leads to enriched effect and outcomes, but its usage by Lagos State government is not yielding desirable outcomes. However, this is not supposed to be the case as literature, noted above, points to the contrary. As this is the problem of this study, this study will investigate the media that residents of Lagos State, Nigeria use to get information so that Lagos State government can place its campaign messages in appropriate media for the needed buy-in of the people.

**Objective of the Study**

The main objective of this study is the investigation of the media that Lagos residents use in getting information to live in a modern society as Lagos. The specific objectives are to:

1. Identify the most available media to residents of Lagos State, Nigeria;
2. Investigate why residents of Lagos State, Nigeria use the media; and
3. Ascertain what residents of Lagos State, Nigeria gain from the use of the media.

**Research Questions**

The following questions are derived from the objectives stated:

1. What are the most available media to residents of Lagos State, Nigeria?
2. Why do residents of Lagos use the media?
3. What gratification do residents of Lagos State, Nigeria gain from their media usages?

## Review of Literature

### The Concept of Media

The mass media are major instruments of socialisation (Owens-Ibie, 2013) globally and in Lagos State of Nigeria. The significance of these media is accentuated by the level of consumption of media messages by Nigerians which Nwuneli, Okoye, Okunna and Ayo (1993) cited in Owens-Ibie (2013) say is higher than those of all developing Black African countries. Media are the channels or platforms that are used to pass across information in a civil and modern society. They include newspaper, magazine, radio, television, outdoor, new/online/social media, and oramedia.

### Functions of Media

Scholars across the globe have come up with the functions of the media. They submit that the functions of the media include information, education, and entertainment. Other functions include persuasion, interpretation, advertisement and provision of news (Akinfeleye, 2011; Uyo, 1987). Information function is what the media do to enrich the readers' store of knowledge beyond acquaintance. Education is the message of instruction in the media while entertainment is the message designed to amuse the readers/audience. Persuasion function is the message that is designed to convince, encourage or influence the audience while interpretation is the media message that explains issues and developments to the reader/audience. Advertisement is the selling function and it is the message designed to attract and encourage the audience to buy a particular product or service. Lastly, the news function is the message that is usually written through the inverted pyramid formula to notify the reader/audience with timely report/event.

### COVID-19 in Perspective

On December 31, 2019, the Wuhan-China Health Commission reported a case of pneumonia in the city whose first symptoms began in mid-December 2019. Clinically isolated specimens identified coronavirus as the cause of the disease. It was first shown as 2019-nCoV, but as the number of victims of the coronavirus

crossed the border of thousands of people, the World Health Organization chose the official name Corona Virus Disease 2019 for this illness. Although it appears to be of animal origin, it is rapidly transmitting from person to person around the world. The World Health Organization released a statement calling the outbreak of the new corona virus a public health emergency situation that poses a threat to the whole world, not just China (Jafari, Khaneshpour, Pashazadeh & Nasiri, 2019).

According to Shereen, Khan, Kazmi, Bashir, and Siddique (2020), COVID-19 is a highly transmittable and pathogenic viral infection caused by severe acute respiratory syndrome. It got into Lagos, Nigeria in February 2020 and since then Nigeria including Lagos State government is engaged in managing the pandemic. Treatment medications/vaccines are just being available to counter the virus. These medications/vaccines include Sinopharm, Oxford-AstraZeneca, Pfizer-BioNTech, Remdesivir and Mordena. Millions of deaths due to COVID-19 have been recorded globally. The death figure in Nigeria has passed the 1,000 mark and Lagos State has recorded 439 deaths as at 10:53pm on Monday, May 3, 2021 (see Table 1).

**Theoretical Framework**

The theory which drove this work is the uses and gratification theory. This theory is propounded by Elihu Katz, Jay Blumler and Michael Gurevitch in 1974 according to Anaeto, Onabajo and Osifeso (2012). The theory explains why and how people use the media and the needs they want to be met through the usage of the media. McQuail (2010) states that people use the media because of perceived satisfaction, needs and wishes. The uses and gratification theory focuses on the purposes that the people consume the media for.

Katz and Foulkes (1962) cited in Abdullahi and Abdullahi (2020) say uses and gratification theory is an approach to understanding why and how individuals actively seek out and use specific media to satisfy specific needs. Abdullahi and Abdullahi (2020) add that Herzog (1944) and Wimmer and Dominick (1994) use the term gratifications to describe specific types or dimensions of satisfaction reported by audience members of daytime radio programmes. Subsequently, researchers became interested in why audiences engaged with various forms of media, such as listening to the radio and reading the newspaper. The theory addresses how individuals choose media that satisfies their needs, allowing them to realise gratifications such as knowledge enhancement, entertainment and relaxation, social interaction and reward or remuneration noted Ko, Cho, and Roberts (2005) according to Abdullahi and Abdullahi (2020). Uses and

gratifications are the motivations behind why an individual makes media selection and the satisfaction that the individual obtains from this choice. The theory is suitable for this work as it will showcase why residents of Lagos get engaged with the media which the government should tap for impactful and successful campaign.

**Empirical Review**

In their study, Bernt, Bernt and Turner (2003) cited in Aririguzoh, Sobowale and Usaini (2016) examined gender patterns of media usage among students and found that male students are more interested in sports and hobbies while female students are more print media dependent and they have interests in stories or narratives on relationship and people.

Saodah, Exhar and Suci (2010) found that 92 per cent of respondents hold belief in television news which indicates a higher level of believability. Of the respondents, 41.2 per cent believe that newspaper news is credible while 66.3 per cent believe in online news.

Mathew, Ogedebe and Adeniji (2013) examine the uses of online newspaper in Nigeria for news consumption through the questionnaire with 150 samples who were mainly civil servants and petty traders. The researchers found that more than half of the respondents read newspapers online and their main reason for reading the online newspapers was to get current information on issues of interest.

Yoon and Zhang (2013) cited in Santas (2020) through their work which was domiciled in the United States of America examined any association between the utilisation of social media and students' dependability on it to meet their need for information. They employed survey research design and found that the students depend on the Internet more than those who are non-students in the ratio of 8:1.

Aririguzoh et al. (2016) found that students in private universities in Nigeria are media conscious and literate and the Internet is the most available and accessible medium to the majority of them which they access through their mobile phones and laptops and they use it mainly for entertainment and as a source of information for their school assignments. The authors submitted that the traditional channels of communication such as newspapers, radio, and television do not hold much attraction or appeal to the students.

Santas (2020) examined the pattern of media of students of Ibrahim Badamasi Babangida University, Lapai (IBBUL) and Nasarawa State University, Keffi (NSUK). He found that 41.2 per cent and 43.3 per cent, that is, 84.5 per cent of the students use online media for news consumption. The students consume more of fashion and entertainment news compared to other news items. The respondents said they consume these media because the media are cost effective, provide them the opportunity to express their personal opinions online, provide frequent news update as well as timely and convenient access to news. The study also found that Nigerian online media were credible, objective and always ahead in reporting breaking news compared to other media outlets in the country.

**Methodology**

The methodology details the research design and methods including population, sample size and sampling technique, instrumentation, reliability and validity of instrument, data collection procedure and method of data analysis.

This study employed survey method (quantitative methodology). Survey research method through questionnaire administration was the focus of the study. This is because the population of Lagos State is large and scattered across the state. It is 14,862,111 (World Population Review, 2021). With this scenario, survey method (through questionnaire) is the appropriate quantitative method as the instrument can be sent across the entire state without the need of face-to-face meeting with the respondents. Lagos has five divisions namely Ikeja, Badagry, Ikorodu, Lagos Island and Epe. Three of the division were selected to represent the state through the fish bowl technique. The three divisions selected were Ikeja, Ikorodu and Lagos Island. The sampling technique of Taro Yamane (1967) cited in Otabor and Obahiagbon (2016) was used to scientifically determine the sample size of the study. Confidence level was 95 per cent. The Yamane formula is:

$$n = \frac{N}{1+N(e^2)}$$

where:

n= required sample size which the questionnaire will be administered upon to represent the whole population which is represented in the above equation as N

N= the whole population which is also called the universe

e= error margin (or error tolerance ). It is 5%.

$$n = \frac{14,862,111}{}$$

$1+14,862,111(0.05)^2$

$$n = \frac{14,862,111}{1+37155.2775}$$

$$n = \frac{14,862,111}{37156.2775}$$

n= 399.9892. This is approximated to 400

n= 400

Consequently, the actual sample size that was representative of the 14,862,111 residents of Lagos State of Nigeria is 399.9892. This is approximated to be 400 for the study. Reliability of the questionnaire was refined and tested through pre-testing to ensure that the questions on the questionnaire generate appropriate responses to the questions in line with the objectives of the study. The pilot study was administered on 20 respondents. The participants in the pilot study did not form part of the actual study. The study's instrument was validated through face validity and construct validity. Face validity was conducted by giving copies of the research instrument to three field experts. After reflecting on their corrections on syntax, semantics and other elements, the instrument was reworked as construct validity was achieved through the pilot study before administration. Collected data were analysed through descriptive statistical technique. The descriptive analysis includes frequency counts, tables and percentages.

**Data Presentation, Analysis and Discussions**

Of the 400 copies of the questionnaire that were administered, 391 copies representing 97.75 per cent were usable. The questionnaire was nominally pre-coded before administration. The 391 used copies of the questionnaire were collated for the analysis. The refined and structured data were analysed to provide empirical findings for the study and answer the research questions.

**Research Question One:** What are the most available media to residents of Lagos State, Nigeria?

The respondents submitted that the followings are the media that are mostly available to them.

1. Newspaper: The newspapers that the residents of Lagos said are mostly available to them are *The Punch, Complete Sports, Vanguard, Daily Times, Nation, The Guardian, Daily Trust, The Sun* and *Nigerian Tribune*. A total of 41 respondents representing 10.49 per cent picked newspaper as a medium that is available to them.

2. Magazine: Only nine respondents representing 2.30 per cent said magazines are mostly available to them. The mentioned magazines are *Allure, Ovation* and *Tell*.

3. Radio: FM stations dominate the radio stations that the residents of Lagos said are mostly available to them. They are 106.5 FM, Classic FM, Faji FM, Lagidi FM, 102.3 FM, Lagos FM, Eko FM, Bond FM, 109.5 FM, Tugba FM, 88.9 Brilla FM, Cool FM, Max FM, 107.5 FM, Fresh FM, WAZPBOA FM, Pay Power and Smooth FM. A total of 54 respondents representing 13.81 per cent picked the radio.

4. Television: The television stations that the residents of Lagos said are mostly available to them are TVC, ONTV, AIT, Channels, Lagos Television, MTV Base, Arise, NTA, Hip TV, Zee World and Galaxy Television. A total of 96 respondents representing 24.55 per cent underlined television as a medium that is readily available to them in getting information.

5. Outdoor: The routes that are strategic for outdoor according to residents of Lagos (32 respondents representing 8.18 per cent) are Ikorodu Road, Sabo, Lekki, Federal Roads, Ikeja, Lagos Island, Alausa and Ikotun. These are the routes via which the respondents said they get most outdoor messages.

6. Online/Social Media: The online/social media that the residents of Lagos said are mostly available to them are WhatsApp, Facebook, Instagram, Twitter, Youtube, SMS and LinkedIn. A majority of the respondents (139 respondents representing 35.55 per cent) said they get information through the social media and they ranked the seven platforms above in the following order. WhatsApp (147 respondents representing 37.60 per cent), Facebook (76 respondents representing 19.44 per cent), Instagram (49 respondents representing 12.53 per cent), Youtube (49 respondents representing 12.53 per cent), Twitter (34 respondents representing 8.70 per cent), SMS (24

respondents representing 6.14 per cent), and LinkedIn (12 respondents representing 3.06 per cent).

7. Oramedia: The vehicles of oramedia that the 20 respondents representing 5.12 per cent of the sample said are mostly available to them are mosque, market, music, drama, face to face, church, drivers and the town crier.

**Table 2: Analysis of Available Media to Lagos Residents**

| S/N | Media | Number of Respondents | Percentage |
|---|---|---|---|
| 1 | Newspaper | 41 | 10.49 |
| 2 | Magazine | 9 | 2.30 |
| 3 | Radio | 54 | 13.81 |
| 4 | Television | 96 | 24.55 |
| 5 | Outdoor | 32 | 8.18 |
| 6 | Online/Social Media | 139 | 35.55 |
| 7 | Oramedia | 20 | 5.12 |
| | **TOTAL** | **391** | **100** |

**Source: Researchers, 2021**

**Research Question Two:** Why do residents of Lagos use the media?
Residents of Lagos responded that they use the media for various reasons. These reasons are reliability, availability, education, information about happenings around the country and the world, entertainment, communication, accessibility, fun, enlightenment, news, relationship, knowledge, socialisation, study, addiction, dissemination of information, relaxation especially watching of movies, interaction, awareness, latest gists, advertisement, learning, research, business, updates, networking, credibility, opportunity, comfort, academic development, intellectual improvement, and reference.

**Research Question Three:** What gratification do residents of residents of Lagos State, Nigeria gain from their media usages?
Residents of Lagos responded that they gain different things from the media. These are education, information , entertainment , updates, knowledge, communication, news, interaction, customers, social enlightenment, freedom of expression, awareness, lifestyle, life issues, ideas, inspiration, morals, connection to what is happening, academics, promotion of goods and services, exposure, confidence, pushing away boredom, business support, general knowledge, showcasing of skills, experience, message delivery to the masses, followers and

likes, advertisement services, dissemination, wisdom, finance/money, fame, research, networking, political news, business news, computer advancement, fun, academic research, enlightenment, happiness, understanding, to kill boredom, leisure, current affairs, business promotion, standout/differentiation, visibility, and motivation.

**Discussion of Findings**

There are seven media that are mostly available to the residents of Lagos State, Nigeria. These media are newspaper, magazine, radio, television, outdoor, online/social media and oramedia. Of these seven media, online/social media is the one that most residents of Lagos (139 respondents representing 35.55 per cent) use in getting information. That online/social media consumption is higher than other media is in line with the submission of Mathew et al. (2013), and Yoon and Zhang (2013) cited in Santas (2020). The online/social media platforms used for this consumption are WhatsApp, Facebook, Instagram, Twitter, Youtube, SMS and LinkedIn. Of these platforms, WhatsApp leads with 147 respondents representing 37.60 per cent and it is followed by Facebook (76 respondents representing 19.44 per cent), Instagram (49 respondents representing 12.53 per cent), Youtube (49 respondents representing 12.53 per cent), Twitter (34 respondents representing 8.70 per cent), SMS (24 respondents representing 6.14 per cent), and LinkedIn (12 respondents representing 3.06 per cent).

Going forward, communicators must put more emphasis on online/social media in reaching the residents of Lagos State, Nigeria. This is important because according to Marshall McLuhan the medium is the message according (Sexana, 2010). Lagos State, Nigeria can get the desired outcome from the Mask Up Lagos campaign by majorly disseminating the messages of the campaign through the online/social media platforms as the online/social media platforms are the media that are mostly available to Lagos residents. The availability may be caused by the characteristics of the online/social media which include being mobile, interactive, personalised, and accessibility around the clock. It is when the appropriate media, in this case, online/social media, are used to disseminate information of the Mask Up Lagos campaign that the desired outcome will be achieved. The desired outcome is primarily the curtailment of the spread of COVID-19 virus in Lagos State, Nigeria where the infection and death rates of the virus are the highest in the country.

Of these online/social media platforms, the one that is mostly available to the residents of Lagos State is WhatsApp. This implies that the message disseminator must priortise WhatsApp platform among the platforms as 37.60 per cent of the

residents are mostly used to WhatsApp. The message disseminator can backup WhatsApp with the other platforms in the following order as revealed by the study: Facebook, Instagram, Youtube, Twitter, SMS, and LinkedIn.

It is possible that the desired outcome from the Mask Up Lagos campaign was not achieved due to poor employment of the online/social media platforms. This is because appropriate use of the media leads to improved performance as submitted by Abdullahi and Abdullahi (2020), and Ashraf (2014). This problem of inappropriate media deployment for the Mask Up Lagos campaign is the central problem of this study. However, the study has underlined that online/social media should be prioritised above the traditional media and this is supported by Aririguzoh et al. (2016) who found that the traditional media such as newspapers, radio and television do not hold much attraction or appeal to the people any longer. This is also in line with the findings of Santas (2020). This study's problem of the seeming ineffectiveness of media of communication employed by Lagos State, Nigeria in its campaign of Mask-Up Lagos should be overcome by communicating the message on online/social media with emphasis on WhatsApp. The preference of WhatsApp may be a function of the ease of access of WhatsApp through the touch screen function of the android phone used for social messaging. Going forward, the government of Lagos State, Nigeria should WhatsApp its messages for maximum impact.

The second research question is: why do residents of Lagos use the media? According to the respondents, they use the media to achieve 32 different goals. These goals include reliability and credibility of the media, provision of education, information, entertainment, fun, news, advertisement and knowledge. These usages are in line with the functions of the media which include persuasion, entertainment, news, information, interpretation, selling (advertisement) and education. Others usages of the media by residents of Lagos as revealed by the study are communication, enlightenment, relationship, socialisation, information dissemination, research, reference, relaxation, interaction, awareness, getting of latest gists, business, networking, assessment of opportunities, comfort, academic development and intellectual improvement. These uses are in line with Akinfeleye (2011) and Uyo (1987).

What gratification do residents of Lagos State, Nigeria gain from their media usages? That was the third research question. According to the study, the gratifications that the residents of Lagos gain from their usages of the media are 51. They include education, information, entertainment, updates, knowledge,

communication, news (including political and business), interaction, customers, social enlightenment, freedom of expression, showcasing of skills, awareness, lifestyle, ideas, inspiration, morals, connection, academic information/research, promotion of business, goods and services, exposure, confidence, experience, wisdom, finance/money, followers and likes, fame, research, networks, computer facts, fun, happiness, understanding, leisure, current affairs, visibility, and motivation. These are in line with the findings of Ko, Cho and Roberts (2005) cited in Abdullahi and Abdullahi (2020).

Some of the gains that the residents of Lagos State, Nigeria derive from the media are same with some of the uses. These include news, network, education, research, communication, updates, entertainment and information. These meeting points underline the mutual connectivity of uses and gratification of the media. By implication, people use the media and gain from the media the same elements. This underlines this study's support for the uses and gratification theory of the media as developed by Elihu Katz, Jay Blumler and Michael Gurevitch in 1974 ( Anaeto et al., 2012). It is not surprising that the theory has joint elements of use and gratification as the uses and gratification of the media from the people may be inseparable.

**Conclusion, Recommendations and Suggestions for Further Studies**

The study has shown that the Mask Up Lagos campaign was not strategically executed as its outcome is not desirable which is possibly because of the inappropriate use of the media as the media is the message. The residents of Lagos State, Nigeria are exposed to all the seven media used in this study but the campaign executor appears not to be in sync with the residents on media consumption. Evidence of the support of the theory (uses and gratification theory of the press) used for this study is obvious. Succinctly, this study has met the three set objectives. The work had identified the media that are mostly available to the residents of Lagos State, Nigeria; found the uses that the residents of Lagos State, Nigeria put the media to; and reveal the gratification that they gain from the media.

Based on the findings of this study, it is recommended that campaign executors in Lagos State, Nigeria should lead their campaigns with online/social media. This is because majority of the residents have online/social media as the most available to them. Furthermore, WhatsApp platform followed by Facebook should be prioritised above other platforms. This will ensure that campaign objectives are met and the desirable outcome achieved.

Investigators can focus on states that were excluded from this study especially states in the northern part of Nigeria because of cultural differences with Lagos State for further studies. These states include Kano, Kaduna, Sokoto, Kebbi, Plateau, Gombe, Borno, Adamawa, Yobe and Kogi. This work is on media studies/media consumption, other mass communication elements such as public relations and advertising can also be used to drive further study as against the (mass) media elements of mass communication used in this study. Such results will be good to be compared to the findings of this work. This will enlarge the body of knowledge and also provide a room for inter-elements' juxtaposition of all the findings which will be a broad spectrum for advancing knowledge. This work is on the variety/genres of media. Further study could be on specific media of radio, television or newspaper so that the relationship between a specific communication medium used by the government and the one used by the residents of Lagos State, Nigeria can be established. Reliability and validity of the findings can further be tested by further research through different research methods. A qualitative research approach through any or combination of in-depth interview, content analysis and focus group discussion could be used as against the quantitative methodology of survey used in this study.

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