

## **Understanding Trends in Health Communication and Appropriate Design for Outstanding Research Outcome in Nigeria**

**Harvey G.O.Igben** , DBS, Ph.D.

Department of Mass Communication, Delta State University, Abraka

**Lucas Madubuchukwu Enebeli**

Department of Mass Communication, Delta State University, Abraka

doi: <https://doi.org/10.37745/ijirm.14/vol10n4827>

Published November 30, 2023

---

**Citation:** Igben H.G.O. and Enebeli L.M. (2023) Understanding Trends in Health Communication and Appropriate Design for Outstanding Research Outcome in Nigeria, *International Journal of Interdisciplinary Research Methods*, Vol.10, No.4, pp.8-27

---

**ABSTRACT:** *This study evaluated the frequency of health communication issues published in Journal of Communication and Media Research (JCMR) as a percentage of the total publications, the dominant themes on health communication in the JCMR and the dominant research designs used in the studies on health communication in the JCMR. A qualitative research design was employed in this study with survey of literature in the JCMR. The study found that the average coverage of health communication by health communication scholars in JCMR. was the predominant thematic area of health communication covered by JCMR. It established that the theme of assessment and evaluation of health interventions and campaigns and the theme of Doctor-Patient Communication is the lowest area of attention. This can be justified by the fact that it is relatively a new area of health communication research in Nigeria. It was discovered that majority of researchers did not specify the research design employed in the various articles in JCMR while case study research was the dominant design that scholars used in JCMR.*

**KEYWORD:** research design, validity, health communication, publication, evaluation, frequency

---

### **INTRODUCTION**

Research can be described as an organised enquiry aimed at providing information for solving identified problems. It is an expansive, consistent, systematic, and objective enquiry with respect to validity, reliability and logicity. A lot of studies had been undertaken in the name of research or educational research but in reality they lack what it takes to qualify as one. Much of these works are not logical, systematic, and objective. According to Jongbo (2014), for an inquiry to qualify as a research, it must satisfy the following essential conditions: first, it must be based on a definite research problem or issue and good quality research questions. Second, it must be informed by appropriate ways via theories and concepts. Third, it must

Publication of the European Centre for Research Training and Development -UK  
have an appropriate data collection, organising and analyzing techniques. Four, it must offer an informed interpretation of results, and its findings must be consistent with the research question and implementation of the research design.

In the field of health communication, applying appropriate research design is also crucial in achieving positive health communication research outcome. This is because health communication is continually evolving as a result of changes occurring both in communication technologies by which health messages are gathered, processed and disseminated and in the structure and culture of socio-health environment. Through health communication, relevant health information is shared between health care providers and their clients and such information provides the much needed rationale and direction for engaging in health-promoting behaviour (Mbaka and Soola, 2015). Communication is also known to be key in influencing and motivating health beliefs, attitudes and behaviour that promote better health outcome (Kreps and Atkin, 1991).

Over the years, health communication has grown into an interesting field of applied behavioural science research which is centred on the examination of influences of human interactions on the health care promotion. According to Galadima (2009), gone are the days when health care activities were left in the hands of health professionals and medical practitioners alone. Today, the communication aspect of any health intervention or promotion has been recognized as imperative for its overall success.

It is pertinent to state that there is need for interdisciplinary collaborative researches among the field of medicine and behavioural sciences aimed at developing and promoting health outcomes in the society. This trend, if well harnessed can bring about positive development in health communication, health sector and fosters generally acceptable health behaviour and outcome in the society.

#### *Statement of the problem*

The field of health communication is continually changing. This is because health communication has come a long way with broad scope which includes environmental health, disease control and prevention, doctor-patient interaction, industrial health and safety, advocacy for health ethics and healthcare policies among others. According to Eidlin (2011), research is interesting when is problem-driven and it is the nature of the problem that dictates the design to be used in carrying out the research. Health communication scholars across the globe have used different research designs which are evident in health communication articles published in different journals of communication. This has helped in positive health outcomes among patients and general citizens globally. The question is how are the Nigerian health communication researchers appropriating various research designs in scholarly articles in order to solve health-related issues of the Nigeria publics. Jongbo (2014) posits that research must meet specific standards. According to Jongbo, it has to be based on a precise research problem and Specific Measurable Attainable Realistic Time-bound (S.M.A.R.T) objectives. He also argues that it has to be informed in appropriate ways by theories and concepts. He believes it must have appropriate data collection, organizing and analyzing techniques. He

Publication of the European Centre for Research Training and Development -UK concludes that it must offer an informed interpretation of results, and its findings must be consistent with the research question and implementation of the research design.

This study is therefore designed to examine the research designs that have been employed in different reports of health communication research in the Journal of Communication and Media Research (JCMR) from 1999 when the journal was first published to April 2023 which is the last volume before this study. This study is designed to examine different articles in Journal of Communication and Media Research in order to find out the pattern of research designs that have been used in Health Communication. What are the predominant research designs used in the health communication research reports in the JCMR? The outcome of the study will help to point out areas where there are gaps to be filled in terms of research designs. It will also help researchers to avoid the pitfalls of choosing wrong research designs for their studies.

#### *Objectives of the Study*

The objectives of the study are to determine:

1. the frequency of health communication issues published in JCMR in relation to the total publications
2. the dominant themes on health related communication in the JCMR
3. The dominant research designs used in the studies on health communication in the JCMR.

#### *Research Questions*

From the aforementioned objectives, four questions were formulated to guide in gathering necessary data for this study. These are:

1. What is the frequency of health communication issues published in JCMR in relation to the total publications?
2. What are the dominant themes on health related communication as published in the JCMR?
3. What are the dominant research designs used in the studies on health communication in the JCMR?

#### *Significance of the Study*

The findings of this study will help students of health communication, health communication scholars and researchers, medical researchers, government, health policy makers and the entire society to understand the appropriate research designs to be employed to achieve positive health communication outcomes.

#### *Purpose of the Study*

This study is carried out to understand the relevance of appropriate research designs in health communication outcome. The published articles on health communication in the JCMR, major health issues that dominate the studies on health communication in JCMR and the dominant research designs used in the studies on health communication in the JCMR are some of the

Publication of the European Centre for Research Training and Development -UK  
indices studied. The aim is to ascertain the popular research designs used in health communication research.

#### *Conceptualizing Health Communication*

Health communication is the exchange of health information between and among individuals, groups, organizations and societies across different media. This dissemination of messages could lead to health behavioural and attitudinal changes. This is with view of developing persuasive messages which can be sent through various channels to provide target audience with relevant health information in order to influence their health beliefs, knowledge, attitudes, and behaviour. Therefore, adequate health information and education help to influence the public which bring about positive health outcomes.

It is pertinent to state that health is one of the key aspects of human and national development. As Parker, Woelfel, Hart and Brown (2009) put it, health is a state characterized by anatomical, physiological and psychological integrity, ability to perform valued family work and community roles; ability to deal with physical, biological, psychological and social stress; a feeling of well-being; and freedom from the risk of disease and untimely death. To buttress the importance of health communication, the United Nations Development Programme (UNDP) as captured in the Millennium Development Goals (MDGs) have three out of eight items are related to health development: improving maternity health, combating HIV/AIDS, malaria, reducing child mortality, etc. ([www.un.org/millenniumgoals](http://www.un.org/millenniumgoals)).

According to Mbaka and Soola (2015), researchers in medicine, nursing, pharmacy, biochemistry, anatomy, physiology, etc have investigated various causes, signs and symptoms of different health conditions and their treatments and management options but it is important to note that the effort is not enough for positive health outcomes without health communication. Parrott (2004) posits that integration and application of health communication in the health sector is important to address the behaviour and other variables that may not be addressed by medical sciences. The integration and application of communication about health issues is known as health communication.

United States Department of Health and Health Services (2000) clarifies that health communication is the art and technique of informing, influencing and motivating individual, institutional, and public audience about important health issues. The scope of health communication includes disease prevention, health promotion, health care policy, and the business of health care as well as enhancement of the quality of life and health of individuals within the community.

#### *Communication Strategies for Health Promotion*

Health communication is a key in sensitizing and motivating individuals in the society to adopt healthy behaviours. It is through health communication that awareness is created about prevailing health risk in the society. It also helps the government to adopt health-friendly policies. As Mojaye, Adalakun, Odiegwu-Enwerem and Ogbonna-Nwaogu, (2023) put it, for communication to be effective, it has to be well-planned and properly disseminated, using

Publication of the European Centre for Research Training and Development -UK  
appropriate tools to reach target audience with maximum impact. Therefore, for an effective health communication campaign such as diabetes prevention, malaria prevention, HIV/AIDS prevention and other disease management programmes, there is the need to develop communication strategies that will address the issues.

Communication strategy is a plan of all communication activities aimed at achieving the objectives of communication programme. According to Mukenge (2022), the goals of health communication strategies are awareness creation, enlightenment, health education/literacy, etc. the target audiences of health communication include health seekers, health care-givers, medical practitioners, health policy makers, family and friends, colleagues of health care seekers, media practitioners, among others. Appropriate communication channels and method of communication should be adopted. Some of the channels of communication that can be explored include the mass media channels, radio shows, market campaign, posters/hand bills and fliers. Also supportive as a channel of communication is interpersonal communication such as that between a doctor and a patient, a family member and another family member, a health educator and a client, etc. Multiple channels of communication should also be used for information dissemination to ensure a wider reach and also to take care of individual differences in accessibility, usage and affordability (Maina and Kisila, 2023). Strategies for health communication must incorporate behaviour change communication, mass communication advocacy and participatory communication. This is what is known as Communication for Structural and Sustainable Social Change (CSSC).

#### *The Concept of Research Design*

Research design is a blue print of activities, procedures and strategies to follow so as to obtain the most value answers to research question or attain the objectives of study with optimal control of variables (Hassan, 1995). In essence, research design translates research problems into data for analysis to provide answer to research questions at minimum cost utility. According to Kerlinger (1986) research design is a plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance. While Rosenthal and Rosnow (1991) opined that a research design serve as a blueprint which provides the scientist with a detailed outline or plan for the collection and analysis of data. Research design deals with a logical problem and not a logistical problem.

Jongbo (2014) likened research design to building a house. He emphasized that when constructing a building there is no point ordering materials or setting critical dates for completion of project stages until the nature of the proposed building is known with relative certainty. The first decision is whether the proposed structure is an office, a factory for manufacturing machinery, a school, a residential home or an apartment block. Until this is done with utmost certainty, all other activities such as plan sketching, town planning approval, material ordering cannot start. Similarly, social research needs a design or a structure before data collection or analysis can commence.

A research design is not just a work plan (a work plan details what has to be done to complete the project but the work plan will flow from the project's research design), as it also ensure

Publication of the European Centre for Research Training and Development -UK

that the evidence obtained enables investigator to answer the initial question as unambiguously as possible. Obtaining relevant evidence entails specifying the type of evidence needed to answer the research question, to test a theory, to evaluate a programme or to accurately describe some phenomenon. In other words, when designing research there is the need to ask given this research question, what type of evidence is needed to answer the question in a convincing way. Too often researchers design questionnaires or begin interviewing far too early before thinking through what information they require to answer their research questions. Without attending to these research design matters at the beginning, the conclusions drawn will normally be weak and unconvincing and fail to answer the research question. Creating an effective research design is one of the most difficult and eminently useful tasks in drafting a proposal because an effective research design links abstract and stylized concepts to questions with the empirical world's complexities and challenges. Hence it must be specific and highly flexible in order to be expansive enough to adapt these very complexities while still pointing you towards relevant data. If a research programme is undertaken without a cautiously conceived research design, then it is not a problem-solving endeavour.

*Significance of Research Design*

The purpose of research design is to provide answers to research question validly, objectively, accurately and economically as well as serve as a control platform, maximize systemic variance, control extraneous variance and minimize error (Balakumar, Inamdar and Jagadeesh, 2012). Research design is the overall plan for connecting the conceptual research problems to the pertinent and achievable empirical research. It is an inquiry which provides specific direction for procedures in a research (Creswell, 2014). According to Creswell (2014), research design is the overall plan for connecting the conceptual research problems to the pertinent and achievable empirical research. It is an inquiry which provides specific direction for procedures in a research. Many contemporary books about research focus clearly enough on the research process as a logical process. This is liken to a good argument which in the technical sense is an attempt to assemble a set of claims or premises and arrange them in such a manner that make the conclusion falls directly from these premises or can be inferred deductively or inductively from them in a coherent and non-contradictory manner (Hassan, 1995). Similarly, quality research contains strong evidence in the form of data that is relevant to a question or a problem, such evidence has been collected, organized and analyzed in ways that allow users/recipients to accept that the findings based upon them are reasonable inferences. In order to conduct further research into aspects of the world it is pertinent to find ways of:

- (i) locating gaps in knowledge and understanding
- (ii) framing these gaps clearly and concisely as problems and questions
- (iii) working out systematic, methodical, and reasonable ways of exploring these gaps.

Another way of saying this is to say that there is need to find ways of arranging these three aspects into a research design (Asika, 2006). The research design will be built on clearly and concisely framed problems and questions and a clear sense of the research purposes. This research purposes might be identified as a set of aims and objectives that relate the research

Publication of the European Centre for Research Training and Development -UK  
focus in the form of our research question(s) and/or research problem. A clear and concise statement of research purposes is absolutely essential for doing good quality research. The research design will also contain a theoretical and conceptual framework that helps simplify the questions, problems and purposes the study with the study, discuss the known about the matters, and helps to understand how particular concepts and elements of theory might be useful in the inquiry.

Guided by careful analysis of research questions and problems, conceptual and theoretical framework and reading of the research literature, the research design is also expected to contain a strategy for collecting and organizing data that is relevant to the research problem(s) and/or question(s). This strategy that enables the collection of the right kind of data for addressing the research focus, collecting good quality data of an appropriate kind, and collecting an appropriate amount of data for investigating the research problem and question in a rigorous and illuminating way. To be more precise, the research design will contain as one of its key components a data collection design. On the basis of this data collection design and in accord with the various resources of time, money, energy, etc., available the data collection plan will be developed (Hassan, 1995).

In addition to the strategy for collecting and organizing data, there is a need for a data analysis strategy. The most important thing about this strategy is that it must be consistent with the research purposes as well as the theoretical and conceptual framework and the kinds and amount of data collected. In conclusion, the research design must contain a strategy for interpreting the analysed data in order to provide adequate findings and conclusions from the research which will allow for the advance recommendations or implications based on the study. The important point to note here about the idea of a research design is that all of its components must be coherent.

The study adopted content analysis for the purpose of data gathering, presentation and analysis. The sampled population was content analysed in order to answer the research questions. The manifest content of all health related articles in all the volumes of the Journal of Communication and Media Research were examined for the categories relevant to the study.

The population of this study is all the volumes of Journal of Communication and Media Research (JCMR). The journal is published twice a year-April and October. The journal started publications in 1999. The last publication was April 2023. Therefore, the journal has thirty- one editions which form the population of this study.

In this study, purposive sampling technique was used to select articles that are health-related. This technique was employed because the study focuses mainly on health communication studies. When the population of the study is relatively small, a census study is recommended. Therefore, all the health-related articles in the 31 editions of the JCMR were used for the study.

The study employed the instrument of coding form and personal observation of the sampled articles to gather necessary data. All the 498 articles of 31 volumes of Journal of

Publication of the European Centre for Research Training and Development -UK  
Communication and Media Research (JCMR) were observed from page to page in order to identify articles that carried relevant unit of analysis. The articles relevant to the study were noted on the coding form.

The articles were coded under three content categories which are:

1. Health Communication related articles
2. Major Themes/Subjects of research
  - a. Health Awareness Creation and Promotion of Disease Control, Management and Prevention
  - b. Assessment and Evaluation of Health Interventions and Campaigns.
  - c. Audience Attitude, Perception and Behaviour.
  - d. Doctor-Patient Communication.
  - e. Advocacies for Health Ethics and Health Care Policies.
  - f. New Media Use in Health.
  - g. Content Analysis of Health Studies and Issues in the Media.
  - h. Others.
3. Research Designs used in the Journal of Communication and Media Research(JCMR)
  - a. Historical Research Design
  - b. Ex Post Facto Research Design
  - c. Cross Sectional Research Design
  - d. Case Study Research Design
  - e. Experimental Research Design
  - f. unspecified

### *Data Presentation and Analysis*

#### Question One

What is the frequency of health communication issues published in JCMR as a percentage of the total publications?

Table1: Coding form of publications of Journal of Communication and Media Research (JCMR) 2009-2023

volumes	No. of articles	No. of Health related	Health related articles	Content categories	
1.1	18	5	Knowledge and attitude of Nigerian Journalists towards sufferers of mental illness	Content Analysis of Health Studies and Issues in the Media	Cross Sectional
			Interpersonal communication and risk perception determinants in the polio eradication campaign in Zaria, Northern Nigeria	Audience Attitude, Perception and Behaviour	Unspecified
			Communication for social mobilization: An evaluative study of the National Immunization campaign in Nigeria	Assessment and Evaluation of Health Interventions and Campaigns	Unspecified



## Publication of the European Centre for Research Training and Development -UK

			The role of Illocutionary Force in HIV/AIDS Management campaign messages in Nigeria	Health Awareness Creation and Promotion of Disease Control, Management and Prevention	Unspecified
			Communication awareness messages on HIV/AIDS: The Nigeria Pentecostal Pastors' Approach	Health Awareness Creation and Promotion of Disease Control, Management and Prevention	Unspecified
1.2	19	3	Lessons and Implications of Public Health Television Campaigns: A Review	Assessment and Evaluation of Health Interventions and Campaigns	Unspecified
			Role of Story-Telling in Awareness Creation on Safe Sexual Practices among Adolescents in Etsako-West, Edo State, Nigeria	Health Awareness Creation and Promotion of Disease Control, Management and Prevention	Experimentation
			Communicating Bad News in Medical Practice: A Challenge to Curriculum Planners	Advocacies for Health Ethics and Health Care Policies	Unspecified
2.1	15	1	Content analysis of health – related issues in two Nigerian newspapers	Content Analysis of Health Studies and Issues in the Media	Unspecified
2.2	15	1	Gender and female reproductive communication in Ugep, Nigeria	Assessment and Evaluation of Health Interventions and Campaigns	Unspecified
3.1	12	1	Promotion of Health Millennium Development Goals by Selected Newspapers in Nigeria	Health Awareness Creation and Promotion of Disease Control, Management and Prevention	Unspecified
3.2	13	0	Nil	Nil	
4.1	16	1	The Influence of Source's Gender, Age and Socio-Economic Status on Effective Dissemination of Information on Maternal Mortality in Nigeria	Assessment and Evaluation of Health Interventions and Campaigns	Ex Post Facto
4.2	16	2	Folk Media, Family Planning Communication and Contraceptive Use in Rural Nigeria	Assessment and Evaluation of Health Interventions and Campaigns	Unspecified
			Young Peoples' Perception of Televised HIV/AIDS Educational Programmes in Uganda	Audience Attitude, Perception and Behaviour	Unspecified
5.1	15	1	Locutionary Act in HIV and AIDS Social Management Advertisement	Health Awareness Creation and Promotion of Disease Control, Management and Prevention	Unspecified
5.2	12	1	Attitude of Working Mothers in a Nigerian University to Exclusive Breastfeeding	Audience Attitude, Perception and Behaviour	Unspecified

## Publication of the European Centre for Research Training and Development -UK

6.1	13	2	Challenges to Sexual Health Information Seeking Behaviour among Adolescents in Nigeria	Audience Perception Behaviour	Attitude, and	Unspecified
			Exposure to Media Campaigns as a Correlate of Attention Given to Health Issues by the Media and the Audience in Nigeria	Audience Perception Behaviour	Attitude, and	Ex Post Facto
6.2	16	2	Interrelationship of Health Communication, Health Literacy, Therapeutic Communication and other Related Concepts	Others		Unspecified
			Trends in Methodological and Theoretical Approaches to Interpersonal Health Communication Research	Others		Unspecified
7.1	16	5	Potentials of Social Media for HIV/AIDS Campaign among Nigerian Youths	New Media use in health		Unspecified
			Entertainment-Education and Behaviour Change: An Exposition of Theories and Models Applied in a Study on Impact Assessment of a Polio Documentary Film in Northern Nigeria	Assessment and Evaluation of Health Interventions and Campaigns		Unspecified
			Health Communication Research: Tracking Research Trends in the <i>Journal of Communication and Media Research</i>	Content Analysis of Health Studies and Issues in the Media		Unspecified
			National crisis and insecurity: An analysis of the front-page headlines on Boko Haaram and Ebola disease in two selected Nigeria newspapers	Content Analysis of Health Studies and Issues in the Media		Unspecified
			Challenging black masculinities and reconstructing black womanhood in Zimbabwean Mtukudzi's selected HIV/AIDS songs	Advocacies for Health Ethics and Health Care Policies		Unspecified
7.2	16	1	Knowledge, Attitude and Sources of Information among HIV Positive Patients at a Federal Medical Centre in Nigeria	Audience Perception Behaviour	Attitude, and	Unspecified
8.1	14	0	Nil	Nil		
8.1.1	16	3	Interpretation of Mass Media Immunization Messages by Muslim Women in Purdah in Zaria City, Nigeria	Assessment and Evaluation of Health Interventions and Campaigns		Unspecified
			Perception and Attitude of Respondents in Ibadan to Fear Appeal-Based Messages on HIV/AIDS	Audience Perception Behaviour	Attitude, and	Cross Sectional
			Application of the Health Belief Model to the Practice of Exclusive Breastfeeding among Women in Lagos State, Nigeria	Audience Perception Behaviour	Attitude, and	Cross Sectional
8.2	17	1	Cognitive and Behavioral Involvement Factors in Health Communication Strategies: A Case Study of Menstrual Hygiene in India	Audience Perception Behaviour	Attitude, and	Case Study
9.1	16	1	Perceived effectiveness of social media platforms for HIV and AIDS information communication among university undergraduates in south-west Nigeria	New Media use in health		Unspecified
9.2	23	3	Reference group influence on exposure to condom advertisements among senior secondary school students in Akwa Ibom State, Nigeria	Health Awareness Creation and Promotion of Disease Control, Management and Prevention		Unspecified

## Publication of the European Centre for Research Training and Development -UK

			Media Role, Language and Ideology in Scientific Controversy: A Study of HIV/AIDS Reportage in <i>Discover Magazine</i>	Content Analysis of Health Studies and Issues in the Media	Case Study
			Role of Mass Media in Setting Public Health Agenda: A Content Analysis of Newspaper Coverage of Ebola Disease Outbreak in Nigeria	Content Analysis of Health Studies and Issues in the Media	Unspecified
10.1	21	1	Media Role, Language and Ideology in Scientific Controversy: A Case of HIV/AIDS Reportage in <i>Discover Magazine</i> of 8th June 2008	Content Analysis of Health Studies and Issues in the Media	Case Study
10.2	17	2	Epidemics, Fears and the Mass Media: An Analysis of the 2014 Ebola Virus Disease Outbreak in Nigeria.	Content Analysis of Health Studies and Issues in the Media	Case Study
			Challenges of Mass Media HIV/AIDS Communication in Zimbabwe	Others	Unspecified
11.1	18	2	Gendered frames in HIV and AIDS reporting among Zimbabwean newspapers.	Content Analysis of Health Studies and Issues in the Media	Unspecified
			Determinants of the adoption and use of mobile health applications among U.S. Citizens	New Media use in health	Unspecified
11.2	22	2	Media usage in Nigeria's polio eradication campaign: The quest for effective synergy	Health Awareness Creation and Promotion of Disease Control, Management and Prevention	Unspecified
			Health journalism in Nigeria: An evaluation of health news coverage amongst selected national dailies	Assessment and Evaluation of Health Interventions and Campaigns	Unspecified
12.1	13	1	HIV/AIDS Information, Education and Communication in Zimbabwe: Why Focus on Young People?	Health Awareness Creation and Promotion of Disease Control, Management and Prevention	Unspecified
12.2	15	2	Exposure to behaviour change communication on the use of artemisinin-based combination therapy among rural dwellers in three selected states in Southeast Nigeria	Audience Attitude, Perception and Behaviour	Unspecified
			Sierra Leone's media response to COVID-19: A behaviour change communication approach, coverage and reportage	Audience Attitude, Perception and Behaviour	Unspecified
13.1	14	3	Evaluation of effectiveness of public health communication campaign on 2018 immunization programme in Agege Local Government, Lagos State, Nigeria	Assessment and Evaluation of Health Interventions and Campaigns	Unspecified
			Awareness and knowledge of 'Men's Room' health issues among listeners of a radio station in Port Harcourt, Nigeria	Health Awareness Creation and Promotion of Disease Control, Management and Prevention	Unspecified
			An examination of Kenyan Government's use of interpersonal communication in changing men's behaviour response to prostate cancer screening	Assessment and Evaluation of Health Interventions and Campaigns	Unspecified

Publication of the European Centre for Research Training and Development -UK

13.2	11	2	A critical discourse analysis of masculinities portrayed in Zimbabwean voluntary medical male circumcision posters	Content Analysis of Health Studies and Issues in the Media	Unspecified
			Diffusion of issue framing in responses to Nigeria's Covid-19 agenda on social media	New Media use in health	Unspecified
14.1	18	2	Communication campaigns and the COVID-19 pandemic: An analysis of contradictions in online discourse	New Media use in health	Unspecified
			Assessment of awareness of HIV/AIDS prevalence among residents and health workers in Oke-Ogun area of Oyo State, Nigeria	Assessment and Evaluation of Health Interventions and Campaigns	Unspecified
14.1 sp2	17	2	Public relations and effective communication during a global health crisis: Combating disinformation, misinformation, and fake news on Covid-19	Advocacies for Health Ethics and Health Care Policies	Unspecified
			Media role in checking corrupt practices in covid-19 era in Nigeria	Advocacies for Health Ethics and Health Care Policies	Unspecified
14.2	17	3	Influence of mass media exposure on knowledge, attitude and practice of COVID-19 preventive strategies among Nigerian mass media users	Audience Attitude, Perception and Behaviour	Cross Sectional
			COVID-19 Coverage in Zimbabwean media: Implications for communication strategies	Others	Unspecified
			Nigerian newspapers' coverage of COVID-19 pandemic: Content analysis of <i>The Guardian</i> and <i>The Nation</i>	Content Analysis of Health Studies and Issues in the Media	Unspecified
15.1	17	4	COVID-19 containment and vaccination campaigns: Citizens' responses, behaviour change and vaccine adoption	Audience Attitude, Perception and Behaviour	Unspecified
			Medical journalism and the challenges of accurate information dissemination during pandemics in Nigeria: An examination of corona virus	Advocacies for Health Ethics and Health Care Policies	Unspecified
			Framing of COVID-19 messages in Kenyan pop culture: A semiotic analysis of selected pop songs	Assessment and Evaluation of Health Interventions and Campaigns	Unspecified
			African factors in cancer control: Perspectives from <i>Inooro TV's 'Uria Ndagitari'</i> – 'ask the doctor': A Kenyan vernacular TV health show	Doctor-Patient communication	Case Study
31	498	60	60	60	60

The above table shows that out of 498 articles in the 31 issues of Journal of Communication and Media Research, 60 (12.1%) articles are centred on health communication.

### Question Two

What are the dominant themes or health issues on health communication as published in the JCMR?

## Publication of the European Centre for Research Training and Development -UK

Table2: Frequency table of themes of manifests of the Journal of communication and Media Research (JCMR) 2009-2023

S/N	Units of Analysis (Content Categories)	Frequency	Percentage (%)
1	Health Awareness Creation and Promotion of Disease Control, Management and Prevention,	9	15.0
2	Assessment and Evaluation of Health Interventions and Campaigns	12	20.0
3	Audience Attitude, Perception and Behaviour	13	21.7
4	Doctor-Patient Communication	1	1.7
5	Advocacies for Health Ethics and Health Care Policies.	5	8.3
6	New Media Use in Health.	5	8.3
7	Content Analysis of Health Studies and Issues in the Media	11	18.3
8	Others	4	6.7
TOTAL		60	100

In table two, out of the 60 articles centred on health communication, thirteen (21.7%) articles focused their themes on audience attitude, perception and behaviour. Twelve (20.0%) were on assessment and evaluation of health interventions and campaigns. Eleven (18.3%) were dedicated to content analysis of health studies and issues in the media. Nine (15.0%) articles discussed health awareness creation and promotion of disease control, management and prevention. Five (8.3%) were on advocacies for health ethics and health care policies. Five (8.3%) were on the new media use in health. Four (6.7%) articles were on other health themes; while 1 (1.7%) discussed the issues of Doctor-Patient communication.

## Question Three

What is the dominant research design used in the studies on health communication in the JCMR?

Table3: Frequency table of Research Designs of manifests of the Journal of Communication and Research (JCMR) 2009-2023

S/N	Research Designs	Frequency	Percentage (%)
1	Historical Research Design	0	0.0
2	Ex Post Facto Research Design	2	3.3
3	Cross Sectional Research Design	4	6.7
4	Case Study Research Design	5	8.3
5	Experimental Research Design	1	1.7
6	Unspecified	48	80
Total		60	100

The table above shows that out of the 60 articles on health communication as published in Journal of Communication and Media Research (JCMR). Forty-eight (80%) articles did not specify the research design in the sampled articles. Five (8.3%) of the articles used case study research design. Four (6.7%) utilized cross sectional research design. Two (3.3%) made use

Publication of the European Centre for Research Training and Development -UK of ex post facto research design. One (1.7%) used experimental research design; while 0 (0%) indicates non-usage of historical research design.

## **DISCUSSION OF FINDINGS**

In line with the objectives of this study and the research questions raised, the study evaluated the frequency of health communication issues published in JCMR as a percentage of the total publications, the dominant themes or health issues on health communication in the JCMR and the dominant research designs used in the studies on health communication in the JCMR. The result of this study showed that out of 498 articles in the 31 issues of Journal of Communication and Media Research, 60 (12.1%) articles are centred on health communication. This indicates that the average coverage of health communication in Journal of Communication and Media Research is in tandem with the finding of Mbaka and Soola. (2015) that discovered a mere 12.5% of the 21 health-related articles out of 168 articles published in the 11 volumes of JCMR. This shows average coverage of health communication by health communication scholars in JCMR.

It is quite revealing that the predominant thematic area of health communication the Journal of Communication and Media Research covered is the theme of assessment and evaluation of health interventions and campaigns and the theme of Doctor-Patient Communication is the lowest area of attention. This can be justified by the fact that it is relatively a new area of health communication research in Nigeria.

The result of this study also found that 80% of the articles did not specify the type of research design employed in the various researches. Notwithstanding, the most used research design used is case study design with 8.3%. This is because according to Ayedun-Aluma (2009), the case study has shown to be quite capable of producing generalised results while historical research design was not used by health communication scholars in JCMR from inception till date.

### *Conclusion*

The study reviewed the frequency of health communication issues published in JCMR as a percentage of the total publications, the predominant themes or health issues on health communication in the JCMR and the dominant research designs used in the studies on health communication in the JCMR. Findings revealed that there is average coverage of health communication that scholars of health communication published in JCMR.

It is also pertinent to note that the theme of assessment and evaluation of health interventions and campaigns dominated the study. It is therefore imperative for health communication scholars to explore other themes such as Doctor-Patient communication, Advocacies for health ethics and healthcare policies, etc.

Majority of the articles (80%) did not specify the type of research design employed in the various researches. A good research design shields a researcher from frustration by binding

Publication of the European Centre for Research Training and Development -UK  
the research work together through a plan that outlines how all the major parts of the research work together to address the research objectives and questions. The choice of research design for a research study should be based on the nature of research but not randomly picking without justifiable reasons.

## REFERENCES

- Abdulbaqi, S. S. and Mustaffa, C. S. B. (2012). The Influence of Source's Gender, Age and Socio-Economic Status on Effective Dissemination of Information on Maternal Mortality in Nigeria. *Journal of Communication and Media Research*, Vol. 4, No. 1, April 2012, 143 – 152 © Delmas Communications Ltd.
- Adaja, T. A. (2013). Attitude of Working Mothers in a Nigerian University to Exclusive Breastfeeding. *Journal of Communication and Media Research*, Vol. 5, No. 2, October 2013, 139 – 149 ©Delmas Communications Ltd.
- Adam, A. (2016). Interpretation of Mass Media Immunization Messages by Muslim Women in Purdah in Zaria City, Nigeria. *Journal of Communication and Media Research*, Vol. 8, No. 1, Sp. 1, May 2016, 82 – 96 ©Delmas Communications Ltd.
- Adelakun, L. A., Aliede, J. E., Ambassador-Brikins, H., Enwerem, C. O. and Abutu, D. O. (2021). Diffusion of Issue Framing in Responses to Nigeria's Covid-19 Agenda on Social Media. *Journal of Communication and Media Research*, Vol. 13, No. 2, October 2021, pp. 1-10
- Akingbade, O. (2018). Epidemics, Fears and the Mass Media: An Analysis of the 2014 Ebola Virus Disease Outbreak in Nigeria. *Journal of Communication and Media Research*, Vol. 10, No. 2, October 2018: 139 – 148
- Akinwotu, S. A. AND Nyam, I. I. (2018). Media Role, Language and Ideology in Scientific Controversy: *A Case of HIV/AIDS Reportage in Discover Magazine of 8th June 2008*. *Journal of Communication and Media Research*, Vol. 10, No. 1, April 2018, 115 - 125
- Akinwotu, s. a. and Nyam, I. I. (2017). Media Role, Language and Ideology in Scientific Controversy: *A Study of HIV/AIDS Reportage in Discover Magazine*. *Journal of Communication and Media Research*, Vol. 9, No. 2, October 2017, 67 – 75
- Alonge, A. J., Kiai, W. and Ndati, N. (2017). Perceived effectiveness of social media platforms for HIV and AIDS information communication among university undergraduates in south-west Nigeria. *Journal of Communication and Media Research*, Vol. 9, No. 1, April 2017, 13 – 24
- Asika N. (2006). *Research Methodology in the behavioural Sciences*, Lagos: Longman Nig. Plc.
- Ayedun-Aluma, V. (2009). Issues in the Case Study Approach to Communication Research in Nigeria. *Journal of Communication and Media Research*, Vol. 1, No. 1, April 2009, 203 – 214 Rapid Research & Communications Ltd..
- Bako, N. D. (2019). Media Usage in Nigeria's Polio Eradication Campaign: *The Quest for Effective synergy*. *Journal of Communication and Media Research*, Vol. 11, No. 2, October 2019, pp. 234 - 246

Publication of the European Centre for Research Training and Development -UK

- Balakumar, P., Inamdar, M. N. and Jagadeesh, G. (2012). The Critical Steps for Successful Research: *The Research Proposal and Scientific Writing: (A Report on the Pre-Conference Workshop held in Conjunction with the 6<sup>th</sup> Annual Conference of the Indian Pharmaceutical Congress-2012)*. Vol. 4, issue 2. <https://doi.org/10.4103/0976-500x.110895>
- Bassey, B. E. (2017). Reference Group Influence on Exposure to Condom Advertisements among Senior Secondary School Students in Akwa Ibom State, Nigeria. *Journal of Communication and Media Research*, Vol. 9, No. 2, October 2017, 256 – 266
- Bello, S. (2014). Interrelationship of Health Communication, Health Literacy, Therapeutic Communication and other Related Concepts. *Journal of Communication and Media Research*, Vol. 6, No. 2, October 2014, 175 – 194 cDelmas Communications Ltd.
- Bobmanuel, K. B., Okere, S. Sam-Okere, J. (2021). Awareness and knowledge of ‘Men’s Room’ health issues among listeners of a radio station in Port Harcourt, Nigeria. *Journal of Communication and Media Research*, Vol. 13, No. 1, April 2021, pp. 131 – 139 *communication strategies*. *Journal of Communication and Media Research*, Vol. 14, No. 2, October 2022, pp. 27-37
- Creswell, J. (2014). *Research design: qualitative, quantitative, and mixed methods approaches*. Thousand Oaks, California: SAGE Publications, Inc.
- Dunu, I. and Ezepue, E. (2014). Exposure to Media Campaigns as a Correlate of Attention Given to Health Issues by the Media and the Audience in Nigeria. *Journal of Communication and Media Research*, Vol. 6, No. 1, April 2014, 63 – 81 ©Delmas Communications Ltd.
- Ediomo-Ubong, E. N., Aniekan, S. B. and Nsikanabasi, W. U. (2012). Folk Media, Family Planning Communication and Contraceptive Use in Rural Nigeria. *Journal of Communication and Media Research*, Vol. 4, No. 2, October 2012, 159 - 170. © Delmas Communications Ltd.
- Eidlin, F. (2011). “The Method of Problem versus the Method of Topics” *PS Political Sciences Politics* 44(4): 758-761.
- Elegbe, O. (2014). Challenges to Sexual Health Information Seeking Behaviour among Adolescents in Nigeria. *Journal of Communication and Media Research*, Vol. 6, No. 1, April 2014, 83 – 97 ©Delmas Communications Ltd.
- Galadima, D. J. (2009). Trends of Research Methods and Sampling Techniques in Political Communication Studies. *Journal of Communication and Media Research*. Rapid Research and Communication Ltd. Abraka, Nigeria. Vol. 1, No. 1
- Gambo, D., Umar, M. A., Moses, J. M. and Garba, H. I. (2022). Communication campaigns and the COVID-19 pandemic: *An analysis of contradictions in online discourse*. *Journal of Communication and Media Research*, Vol. 14, No. 1, April 2022, pp.168-179
- Hassan T. (1995). *Understanding Research in Education*, Merrifield Publishing Company,
- Jongbo, O. C. (2014). The Role of Research Design in a Purpose Driven Enquiry: *Review of Public Administration and Management*. Lagos State University, Ojo 3(6), 87 - 94.
- Kadiri, K. K., Ahmad, M. K., Mustafa, C. S. and Omopupa, K. T. (2015). Knowledge, Attitude and Sources of Information among HIV Positive Patients at a Federal



Publication of the European Centre for Research Training and Development -UK

Medical Centre in Nigeria. *Journal of Communication and Media Research*, Vol. 7, No. 2, October 2015, 49 – 60 ©Delmas Communications Ltd.

- Kahura U., Macharia, J., Kuria, M. and Ombaka, B. (2021). An Examination of Kenyan Government's use of Interpersonal Communication in Changing Men's Behaviour Response to Prostate Cancer Screening. *Journal of Communication and Media Research*, Vol. 13, No. 1, April 2021, pp. 97 – 109.
- Kakembo, F. (2012). Young Peoples' Perception of Televised HIV/AIDS Educational Programmes in Uganda. *Journal of Communication and Media Research*, Vol. 4, No. 2, October 2012, 15 – 29. © Delmas Communications Ltd.
- Kayode, O. O., Thanny, N. T. and Abisiga, A. O. (2011). Promotion of Health Millennium Development Goals by Selected Newspapers in Nigeria. *Journal of Communication and Media Research*, Vol. 3, No. 1, April 2011, 151 – 163. © Delmas Communications Ltd
- Kerlinger, F. (1986). *Foundation of behavioural research* (3rd ed.). New York: Holt, Rinehart and Winston.
- Kreps, G. L. and Atkin, C. (1991). Introduction: Current Issues in Communication Research. *American Behavioural Scientist*, 34:6, p.648.
- Kur, J. T. and Orhewere, J. A. (2009). Role of Story-Telling in Awareness Creation on Safe Sexual Practices among Adolescents in Etsako-West, Edo State, Nigeria. *Journal of Communication and Media Research* Vol. 1, No. 2, October 2009 Lagos .
- Maina, R. R. and Kisila, S. M. (2023). African factors in cancer control: Perspectives from *Inooro TV's 'Uria Ndagitari' – 'ask the doctor': A Kenyan vernacular TV health show*. *Journal of Communication and Media Research*, Vol. 15, No. 1, April 2023, pp. 138-147
- Maina, R. R. and Kisila, S. M. (2023). African Factors in Cancer Control: *Perspectives from Inooro TV's 'Uria Ndagitari' – 'ask the doctor': A Kenyan Vernacular TV Health Show*. *Journal of Communication and Media Research*, Vol. 15, No. 1, April 2023, pp. 138-147
- Mbaka, C. A. and Soola, E. (2015). *Health Communication Research: Tracking Reserarch in the Journal of Communication and Media Research*. Abraka, Nigeria: Delmas Communications Ltd.
- Merceron, A. and Atkin, D. J. (2019). Determinants of the Adoption and Use of Mobile Health Applications among U.S. Citizens. *Journal of Communication and Media Research*, Vol. 11, No. 1, April 2019, pp. 1 – 13
- Mojaye, E. M., Adalakun L. A., Odiegwu-Enwerem, O. C. and Ogbonna-Nwaogu, I. M. (2023). COVID-19 Containment and Vaccination Campaigns: *Citizens' responses, behaviour change and vaccine adoption*. *Journal of Communication and Media Research*, Vol. 15, No. 1, April 2023, pp. 30-45
- Mukenge, C. (2019). Gendered frames in HIV and AIDS Reporting among Zimbabwean Newspapers. *Journal of Communication and Media Research*, Vol. 11, No. 1, April 2019, pp. 161 – 172

Publication of the European Centre for Research Training and Development -UK

- Mukenge, C. (2020). HIV/AIDS Information, Education and Communication in Zimbabwe: Why Focus on Young People? *Journal of Communication and Media Research*, Vol. 12, No. 1, April 2020, pp. 82-93
- Mukenge, C. (2021). A Critical Discourse Analysis of Masculinities Portrayed in Zimbabwean Voluntary Medical Male Circumcision Posters. *Journal of Communication and Media Research*, Vol. 13, No. 2, October 2021, pp. 51-62
- Mukenge, C. (2022). COVID-19 Coverage in Zimbabwean media: *Implications for Communication Strategies*. *Journal of Communication and Media Research*, Vol. 14, No. 2, October 2022, pp. 27-37
- Mukenge, C. (2022). Challenges of Mass Media HIV/AIDS Communication in Zimbabwe. *Journal of Communication and Media Research*, Vol. 10, No. 2, October 2018: 68–78
- Mwangi, S. W. and King'ori, E. M. (2023). Framing of COVID-19 messages in Kenyan pop culture: A semiotic analysis of selected pop songs. *Journal of Communication and Media Research*, Vol. 15, No. 1, April 2023, pp. 130-137.
- Ngwokor, J. O. and Nwabueze, E. (2022). Media role in checking corrupt practices in covid-19 era in Nigeria. *Journal of Communication and Media Research*, Vol. 14, No. 1, Special Issue 2, June 2022, pp. 80-84
- Nwachukwu, C. A. and ajaero, I.D. (2020). Exposure to Behaviour Change Communication on the Use of Artemisinin-Based Combination Therapy among Rural Dwellers in Three Selected States in Southeast Nigeria. *Journal of Communication and Media Research*, Vol. 12, No. 2, October 2020, pp. 32-41
- Nyam, I. I. and Okpara, N. (2019). Health journalism in Nigeria: *An Evaluation of Health News Coverage amongst Selected National Dailies*. *Journal of Communication and Media Research*, Vol. 11, No. 2, October 2019, pp. 196 - 204
- Obono, K. and Obono, O. (2010). Gender and Female Reproductive Communication in Ugep, Nigeria. *Journal of Communication and Media Research*, Vol. 2, No. 2, October 2010, 67 – 76 . © Delmas Communications Ltd.
- Odebunmi, A. and Makinde, T.(2013). Locutionary Acts in HIV and AIDS Social Management Advertisements. *Journal of Communication and Media Research* Vol. 5 No. 1, April 2013
- Ogundoyin, O. S. and Soola, E. O. (2014). Trends in Methodological and Theoretical Approaches to Interpersonal Health Communication Research. *Journal of Communication and Media Research*, Vol. 6, No. 2, October 2014, 163 – 174 ©Delmas Communications Ltd.
- Ogundoyin, O. S. (2016). Perception and Attitude of Respondents in Ibadan to Fear Appeal-Based Messages on HIV/AIDS. *Journal of Communication and Media Research*, Vol. 8, No. 1, Sp. 1, May 2016, 66 – 81 ©Delmas Communications Ltd.
- Ogunsola, S. D., Babatunde, K. A. and Aliagan, S. Z. (2022). Assessment of awareness of HIV/AIDS prevalence among residents and health workers in Oke-Ogun area of Oyo State, Nigeria. *Journal of Communication and Media Research*, Vol. 14, No. 1, April 2022, pp. 152-161

Publication of the European Centre for Research Training and Development -UK

- Ogunsola, S. D., Babatunde, K. A. and Aliagan, S. Z. (2022). Assessment of awareness of HIV/AIDS prevalence among residents and health workers in Oke-Ogun area of Oyo State, Nigeria. *Journal of Communication and Media Research*, Vol. 14, No. 1, April 2022, pp. 152-161
- Ogwezzy-Ndisika, A. O. and Oloruntoba, F. A. (2016). Application of the Health Belief Model to the Practice of Exclusive Breastfeeding among Women in Lagos State, Nigeria. *Journal of Communication and Media Research*, Vol. 8, No. 1, Sp. 1, May 2016, 46 – 65 ©Delmas Communications Ltd.
- Omojunikanbi, N. C. (2022). Public relations and effective communication during a global health crisis: *Combating disinformation, misinformation, and fake news on Covid-19*. *Journal of Communication and Media Research*, Vol. 14, No. 1, Special Issue 2, June 2022, pp. 64-71
- Omoloso, A. I. (2009). Lessons and Implications of Public Health Television Campaigns: *A Review*. *Journal of Communication and Media Research* Vol. 1, No. 2, October 2009
- Onuekwe, C. E. (2015). Entertainment-Education and Behaviour Change: *An Exposition of Theories and Models Applied in a Study on Impact Assessment of a Polio Documentary Film in Northern Nigeria*. *Journal of Communication and Media Research*, Vol. 7, No. 1, April 2015, 199 – 217 ©Delmas Communications Ltd.
- Onuekwe, C. M. (2017). Role of Mass Media in Setting Public Health Agenda: A Content Analysis of Newspaper Coverage of Ebola Disease Outbreak in Nigeria. *Journal of Communication and Media Research*, Vol. 9, No. 2, October 2017, 14 – 28
- Onwunali, C. C. and Lagada-Abayomi, O. K. (2021). Evaluation of Effectiveness of Public Health Communication Campaign on 2018 Immunization Programme in Agege Local Government, Lagos State, Nigeria. *Journal of Communication and Media Research*, Vol. 13, No. 1, April 2021, pp. 140-151
- Onyechi, N. J. (2022). Influence of mass media exposure on knowledge, attitude and practice of COVID-19 preventive strategies among Nigerian mass media users. *Journal of Communication and Media Research*, Vol. 14, No. 2, October 2022, pp.16-26
- Onyechi, N. J. and Obono, K. (2015). Potentials of Social Media for HIV/AIDS Campaign among Nigerian Youths. *Journal of Communication and Media Research*, Vol. 7, No. 1, April 2015, 219 – 232 ©Delmas Communications Ltd.
- Otun, O. S., Ajilore, K. and Bobmanuel, K. B. (2022). Nigerian newspapers' coverage of COVID-19 pandemic: *Content analysis of The Guardian and The Nation*. *Journal of Communication and Media Research*, Vol. 14, No. 2, October 2022, pp. 1-15
- Parker, J. C., Woefel, R. L., Hart, E. S. and Brown, G. (2009). "The Challenge of Health Care and Disability" In Parker, J. C. and Thorson, E. (eds). *Health Communication in the New Media Landscape*. New York: Springer Publishing Company, LLC pp. 3-21.
- Parrot, R. (2004). "Emphasizing Communication in Health Communication *Journal of Communication*.54:751-787.

Publication of the European Centre for Research Training and Development -UK

- Rosenthal, R. and Rosnow, R. L. (1991). *Essentials of Behavioural Research: Methods and Data Analysis*. (2<sup>nd</sup> ed). New York: McGraw Hill.
- Solo-Anaeto, M. (2010). Content analysis of health – related issues in two Nigerian newspapers. *Journal of Communication and Media Research*, Vol. 2, No. 1, April 2010, 131 – 142. © Delmas Communications Ltd.
- Sowa,F. (2029). Sierra Leone’s Media Response to COVID-19: *A Behaviour Change Communication Approach, Coverage and Reportage*. *Journal of Communication and Media Research*, Vol. 12, No. 2, October 2020, pp. 19-31
- Udoudo, A., Umezurike, C. C. and Adisa, A. C. (2009) Communicating Bad News in Medical Practice: *A Challenge to Curriculum Planners*. *Journal of Communication and Media Research* Vol. 1, No. 2, October 2009
- Ya’u, H. A. and Adamu, Y. (2023). Medical journalism and the challenges of accurate information dissemination during pandemics in Nigeria: An examination of corona virus. *Journal of Communication and Media Research*, Vol. 15, No. 1, April 2023, pp. 46-53
- Yagnik, A. and Melkote, S. (2016). Cognitive and Behavioral Involvement Factors in Health Communication Strategies: *A Case Study of Menstrual Hygiene in India*. *Journal of Communication and Media Research*, Vol. 8, No. 2, October 2016, 48 – 66