

Mass Media Products Consumption Patterns in Rural South-South, Nigeria Communities

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Abstract : Media practitioners and information managers have often erroneously operated on the premise that media messages are received as disseminated to the extent that audiences of whatever background assimilate the content uniformly. This does not subsist since media audiences are often segmented in terms of educational level, social category, place of residence, gender, among others. While those who are highly educated, live in urban areas and are of highest standing are more likely to have direct access to the media, those in the rural areas and of low education and standing, may not have direct or easy access. These, therefore, informed the study to establish the consumption patterns of mass media products by residents of rural communities in south-south, Nigeria. The study, which was anchored on the multi-step flow and social categories theories, adopted a survey research design and a sample of 383 using Mayer's 1979 guide drawn from nine rural communities in the south-south, Nigeria states of Akwa Ibom, Rivers and Edo. Findings among others showed that while a negligible percentage is highly exposed to media messages of all types, a greater member depend on opinion leaders, social groups, drinking joints, among other such for filtered content. It was concluded that since rural or community media organizations are very vital in ensuring media content get to all audience without necessarily being passing through intermediaries. Among the recommendations was that information managers and media organizations should always have in mind the ruralites while packaging their contents even in the mainstream media.

Keywords : consumption, media, media product, pattern

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