

Utilizing Radio as a Resource Alternative for Disseminating Information to University Students in Ibadan, Nigeria: A Study of Lead City FM and Diamond FM Radio Stations

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Abstract : Radio according to communication scholars is a veritable instrument of mass education. However, its full potentials in boosting higher education have not been realized because of the commercial nature of radio stations in Nigeria. The licensing of campus radio for disseminating information on university curricular is aimed at reinforcing information shared during face to face teaching. This study anchored on Agenda Setting and Technology determinism theories seeks to find out the extent to which university students in Lead City University and University of Ibadan, Nigeria have keyed-in to the philosophy of their campus radio - Lead City FM and Diamond FM in making information dissemination in their domiciled universities less cumbersome. The study employs both qualitative and quantitative methods though the use of depth interview for ten (10) academic staff and five (5) radio personnel of both radio stations; and a questionnaire addressed to 200 students of both institutions using the systematic random sampling technique. The data collected was analyzed using simple percentage and chi-square one tail test, and it was discovered that students of both universities and their radio personnel are yet to realize the potentials of campus radio as a resource alternative to effective learning, and recommends the coming together of all stakeholders to articulate the way forward.

Keywords : disseminating information, effective learning, resource alternative, utilizing radio

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