

MEDIA CAMPAIGN AWARENESS AND PERCEPTION OF MEN TO PROSTATE CANCER IN IBADAN, OYO STATE, NIGERIA

BY

Abidemi Ayodeji Owoyemi: Department of Mass Communication and Media Technology, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State;

E- mail: abiboyowoyemi@gmail.com

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Oluseye Ayobami Akinmoluwa: Department of Computer Science, Faculty of Natural and Applied Sciences, Lead City University Ibadan, Oyo State; E-mail: oluseyeakinmoluwa@gmail.com

Abstract

This study investigated the relationship between mass media campaign awareness and the perception of men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria, towards prostate cancer detection, prevention, and treatment, as the literature shows paucity of studies on the subject. The study was guided by selective perception theory and framing theory. Three research questions and one hypothesis were formulated. Descriptive survey research was adopted. The study population is comprised of all adult males (40 years of age and above) living in Ibadan North East Local Government area. The sample size was determined from the total number of male residents in the study area using the Taro Yamane formula, with a sample size of 400 men. 300 of the questionnaires were completed and returned, which indicates a response rate of 75% from the respondents. A self-constructed questionnaire titled: Mass Media Campaign Awareness and Perception of Men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria Questionnaire (IMCAP) ($r = 0.938$) was used. The collected data were analysed using descriptive and inferential statistics. Results showed that the level of awareness of prostate cancer among men in Ibadan North East LGA is low ($x = 2.26$). The level of perception of men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria, on the issue of prostate cancer is low ($x = 1.75$). Also, the source of information via electronic media, print media, and social media to men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria, is very bad ($x = 1.40$). Finally, there is a significant relationship between level of awareness and perception of prostate cancer among men in Ibadan North East Local Government Area, Ibadan Oyo State Nigeria ($0.901, P < 0.01$). The level of awareness showed positive relationship, with perception. It is therefore recommended that various private parastatals, NGO's and even government in Ibadan should sponsor more prostate cancer campaigns on various media platforms and that more emphasis should be placed on the potential of early detection, treatment and palliative care should be taken serious by those campaigns.

Keywords: Awareness, Campaign, Electronic media, Level of awareness, Level of perception, Mass media, Perception, Prostate cancer

Introduction

Media refers to a medium or channel of communication that facilitates the transmission of information from the source to the intended audience. When referring to media that is specifically designed for a wide audience, it is commonly referred to as "mass media. It can be defined as a technological medium that is designed to facilitate communication with the dissemination of information to a large and diverse audience (Argyris & Monu, 2015). The mass media serves as the major mode of communication through which the general public engages in interpersonal conversation. The prevailing forms of mass media encompass Newspapers, Radio, Television, Internet, Magazines, and other similar mediums. Mass media encompasses both technical and institutional approaches to communication, creation, and dissemination of news. Its primary characteristic is its ability to reach a wide audience, hence its designation as mass media. The mass media have the capacity to exert influence on individuals and is frequently influenced by prevailing societal dynamics. The general public is provided with a diverse array of information, media platforms, and alternative choices to select from in relation to the type of mass media they wish to consume. There exist six primary categories of mass media, including Traditional

Media, Print Media, Electronic/Broadcasting Media, Outdoor Media or Out of Home Media (OOH), Transit Media, and Digital Media/New Media/Internet (Mon, 2023).

Perception is commonly defined as the cognitive process by which individuals become aware of their surroundings and attribute significance to sensory experiences (Agbonlahor & Scholar, 2018). Perception is comprised of five sensory modalities, namely touch, vision, taste, olfaction, and audition. Perception refers to a compilation of sensory processes that encompass the capacity to detect alterations in bodily positions and gestures. Additionally, this encompasses the cognitive mechanisms employed in the processing of data, such as the retrieval of a friend's facial features or the recognition of a familiar scent. Perception, in its fundamental sense, refers to the cognitive process through which individuals interpret and make sense of their sensory experiences. However, it is important to note that the perception of an item or event is influenced by various factors, including the characteristics of the perceiver, the object being perceived, and the surrounding context (Garbarini & Adenzato, 2004). The definition of perception places significant emphasis on all three of these characteristics. Perception is a cognitive process characterized by subjectivity, agency, and creativity, enabling individuals to interpret and comprehend both self and others through the attribution of significance to sensory information (Perrotta, 2019).

The media exerts influence over our personal and public life, shaping our perspectives on religion, politics, family, education, and well-being. The community health may be influenced by the efforts of public health agencies to disseminate information regarding hazards, precautions, and treatments, as well as by the routine consumption of media for news or entertainment purposes. It is evident that a comprehensive understanding of the influence of media on public health requires a differentiation between the impact of media on individual health and its influence on social interpretation, while also considering the socio-cultural determinants that determine this influence. Furthermore, it is crucial to underscore the impact of the media on various societal groups and public policy. The influence of the media on population health can be observed through targeted outreach programs conducted by public health authorities and the daily consumption of news or entertainment content.

The media and other communication channels fulfill the role of disseminating information by offering knowledge on different dimensions of health across the spectrum of prevention and treatment, thereby fostering awareness and understanding (iedunote.com). When press articles report the discovery of new medications, experimental therapies, or even risk factors, these tasks are regularly executed. Community television shows often feature interviews of bits of information and tips on a variety of health topics. The viewer can obtain information through both regular media usage and intentional information searching. When used to communicate public health messages to the general public, mass media strategies have been shown to reduce sedentary activity, affect sexual wellbeing-related habits, and treatment-seeking perceptions (Agbonlahor & Scholar, 2014). Both consciously and implicitly, mass media strategies can result in positive shifts in health-related perspectives in urban environments. The use of mass media campaigns as a medium for raising understanding of physical activity and influencing social norms has recently been recognized as one of the better choices for physical activity (Hwang, 2014).

Prostate cancer is defined as the growth of cancer in the prostate gland of men (Rajeshwari N & Dolli 2020). The majority of prostate cancers grow slowly; however, some grow rapidly (National Cancer Institute, 2015). The prostate cancer cells may spread to other parts of the body, most notably the bones and lymph nodes (Ruddon, 2017). It may present with no symptoms at first, but can progress to cause difficulty urinating, blood in the urine, or pain in the pelvis, back, or while urinating (Ferlay et al., 2015). Prostate cancer is the third most common type of cancer worldwide, with an estimated 1.128 million cases and 656.000 deaths in 2012 (Lozano et al , 2012).

Mass media campaigns and public awareness initiatives have historically functioned as a means of effectively distributing information regarding crucial health matters and influencing health-related behaviours. According to

a study conducted in 2012, it was approximated that there were 241,740 newly diagnosed instances of prostate cancer in the United States, resulting in 28,170 fatalities among affected individuals (Lozano, Naghavi, Foreman et al., 2012). This exemplifies the limited amount of awareness and care devoted to the condition that is progressively causing mortality in the majority of males. According to Tarawneh et al. (2016), prostate cancer ranks as the third most prevalent form of cancer among males in Jordan. This type of cancer is responsible for almost one-third (6.2%) of all cancer-related fatalities. In the year 2010, a total of 218 new cases were diagnosed, representing 9.4% of the overall incidence rate. Prostate cancer, identified as an adenocarcinoma originating from the male prostate gland, is progressively emerging as a significant health concern among males on a global scale. Prostate cancer is projected to impact around 0.9 million individuals globally on an annual basis, resulting in the mortality of 0.26 million individuals, as reported by the National Cancer Institute in 2015. Prostate cancer is prevalent in Africa, representing 13% of all male cancer cases and 11.3% of all male cancer-related fatalities, with approximately 40,000 cases and 28,000 deaths. It is imperative to acknowledge that there was a significant rise in the incidence of PC, amounting to a 64.5 percent increase, throughout the period spanning from 1990 to 2010. Based on the findings of the American Cancer Society (2016), it has been observed that males who are 40 years of age and older exhibit limited levels of knowledge, beliefs, and intention to undergo prostate cancer screening. This phenomenon can perhaps be attributed to a lack of awareness, attitude, and perception towards prostate cancer among this demographic. This study aims to examine the impact of mass media campaign awareness on the perception of men in the Ibadan North East Local Government Area, located in Ibadan, Oyo State, Nigeria.

Statement of the Problem

Despite the implementation of numerous initiatives aimed at raising awareness about prostate cancer, mortality rates associated with this disease persistently exhibit an upward trend. The global incidence of mortality due to prostate cancer is currently on the rise, as indicated by the latest statistical statistics. In African nations such as Nigeria, there exists a significant mortality rate associated with prostate cancer, predominantly affecting males aged 45 years and older. However, the elevated mortality rate mostly stems from insufficient public awareness, perception, understanding, delayed identification and diagnosis of the disease, and the attitudes of men towards the disease, resulting in increased mortality rates especially among men in Ibadan North East local government in Oyo state. Unless there is a substantial shift in the perspective of vulnerable individuals towards prostate cancer campaigns, it is quite likely that the mortality rate would experience an upward trend. Also, there is paucity in literature as regards awareness and perception of prostate cancer among men in Ibadan North East Local Government Area, Oyo State, Nigeria. This study therefore tend to investigate the influence of Mass media campaign awareness on perception of men in Ibadan North East Local Government.

Objectives of the Study

The aim of this study is to investigate the relationship between Mass media campaign awareness on perception of men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria towards prostate cancer detection, prevention and treatment.

The objectives are to:

1. To ascertain the level of awareness of men on prostate cancer in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria about prostate cancer;
2. To ascertain the perception level of men on prostate cancer in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria on prostate cancer
3. To identify various mass media campaign sources used for prostate cancer awareness

Research Questions

The following research questions were carefully derived from the above objectives of the study.

1. What is the level of awareness among men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria about prostate cancer?

2. What is the level of perception of men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria on the issue of prostate cancer?
3. What are the sources of information known to men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria on prostate cancer?

Research Hypothesis

H₀1– There is no significant relationship between level of awareness and perception on prostate cancer among men in Ibadan North East Local Government Area, Ibadan Oyo State Nigeria.

Literature Review

Function of information: In comparison to forty years ago, when a few television networks, local radio stations, and newspapers competed to keep us informed, the amount and accessibility of information is now overwhelming. The saturation of the media has resulted in increased competition for information, which creates the possibility for news media outlets to report information prematurely, inaccurately, or incompletely.

Function of Interpretation: Media outlets interpret messages in a variety of ways that are more or less explicit and ethical. Newspaper editorials have long been explicit interpretations of current events, and cable television and radio personalities now provide subjective social, cultural, and political commentary. While some of them operate in ethical gray areas due to their use of formats that resemble traditional news programs, the majority are forthright about their motivations.

Educational Function: Certain media outlets exist to cultivate knowledge through instruction rather than simply relaying information. While major news networks such as CNN and the BBC are primarily informational in nature, cable news networks such as Fox News and MSNBC combine informational and interpretational functions. National Public Radio and the Public Broadcasting Service provide in-depth coverage, while the History Channel, the National Geographic Channel, and the Discovery Channel provide more dramatic but still educational content.

Function of Bonding: Media outlets have the ability to bring people together, which serves as a bonding mechanism. For instance, people who share common values and interests can come together on online forums, and large crowds can come together while watching coverage of a tragic event such as 9/11 or a deadly tornado outbreak.

Function of Diversion: We all use media to escape from our daily lives, to divert our attention away from an upcoming exam, or to help us relax. When we are diverted, entertained, or relaxed, the media serves as a diversion. The news media are the most accessible, ubiquitous, and prominent sources of information on health issues in today's world. The Nigerian media has played a critical role in planning, championing, and funding health initiatives in the areas of polio, immunization, maternal health, HIV and AIDS, Ebola, prostate cancer, general disease control, and healthy living habits (Odorume, 2015). The media's importance in healthcare (as in other spheres of life) can be explained in terms of their pervasiveness in other spheres of society, a quality that is best applied to culture and public welfare.

Prostate Cancer

Prostate cancer is the second leading cause of cancer death in men, and it is a global public health issue affecting black men (Enemugwem, 2019). In 2012, the disease was responsible for more than 8% of all new cancer cases worldwide and 15% of cancer cases in men, totaling over 1.1 million cases (Enemugwem, 2019). It is more prevalent among blacks and mixed-race men than it is among Caucasians and Asians. Prostate cancer is the most common type of cancer in men and the leading cause of death from cancer. It is the most frequently diagnosed cancer among Nigerians. In 1997, Lagos, Nigeria recorded a hospital prevalence of 127 per 100,000 (Mohammed et al, 2018). In the United States, prostate cancer has been reported to be more prevalent among

African-Americans. Prostate cancer is more prevalent in white men (156.7 per 100,000), compared to black men (248.5 per 100,000) (Fradet et al., 2009).

Around 5% of all prostate cancers are thought to be caused by an inherited DNA change, such as the cancer susceptibility gene. Recent studies indicate that African American men are more likely than white men to develop hereditary prostate cancer as a result of a series of common DNA variants (Ogunbiyi, 2000) For the majority of men, the fear of being diagnosed with prostate cancer can be crippling. Prostate cancer is the most common type of cancer in men. The good news is that it is treatable if discovered early enough. The American Cancer Society reports that approximately 91 percent of all prostate cancers are detected when they are localized (confined to the prostate) or geographically localized (distributed across the body). According to American Cancer Society, the five-year survival rate for men with prostate tumors at these stages is 99 percent, and the five-year survival rate for all stages combined has increased from 67 percent to 99 percent in the last two decades (ACS, 2009). Men possess a sex organ known as the prostate. It is approximately the size of a walnut and covers the spine of the bladder and urethra. Urine is transported from the bladder to the penis and out via the urethra, a tube-like organ. It is muscular, with ducts that connect to the prostatic section of the urethra. It is composed of three lobes: a central lobe and two lobes on either side. The prostate gland secretes a slightly alkaline fluid that is incorporated into the seminal fluid, which is responsible for the transport of sperm (Walsh et al., 1955).

Researchers discovered that patients aged 60–69 years and 70–79 years had higher prostate cancer incidence rates than those younger than 50 years in a survey of emerging patterns in the recorded occurrence of prostate cancer in Nigeria (Enemugwem et al., 2019). Carcinoma was diagnosed in 198 specimens, or 37.4 percent of the 529 prostate carcinoma cases examined in another report from Port Harcourt, Nigeria. There were 164 (82.8%) clinical carcinoma cases (discovered during tricot biopsies of scientifically suspected carcinoma cases) and 34 (17.2%) accidental carcinoma cases (discovered during patients' prostatectomy biopsy cases) clinically diagnosed with nodular hyperplasia (Enemugwem et al., 2019). Prostate cancer is not a disease that occurs exclusively in men over the age of 50. According to records, a new case of prostate cancer is diagnosed every three minutes in the United States, and a man dies from it every fifteen minutes. Today's male infants have a 13% chance of developing prostate cancer and a 3% chance of dying from it. Prostate cancer is the most common type of cancer in men, except for skin cancer (Enemugwem et al., 2019). Over 80% of men diagnosed with prostate cancer are over the age of 65. Due to a lack of awareness, it has been reported that the majority of men were diagnosed with prostate cancer when it was advanced and died a few years later.

Prostate cancer is the most frequently diagnosed form of cancer in men and the leading cause of cancer-related death. It is the most frequently diagnosed form of cancer in males in Nigeria. In 1997, Lagos, Nigeria, reported an estimated hospital prevalence of 127 per 100,000 (Enemugwem et al., 2019). According to recently published data from southwestern Nigeria, a hospital prevalence rate of 182.5 male admissions per 100,000 was also reported (Badmus et al., 2010). However, it is unknown what the true prevalence rate is in the Nigerian community. Prostate cancer is a serious problem in Nigeria's public health system. Prostate cancer is the most common type of cancer in Nigerian men, accounting for 11% of all male cancers studied in a recent study (Ekwere & Egbe, 2002). Prostate cancer is the most common type of cancer in men in Africa, accounting for 40,000 (13%) of all male cancer incidences and 28,000 (11.3%) of all male cancer-related deaths (Ferlay et al., 2012). According to several studies, its incidence and prevalence are significantly greater in black men than in other races. The reason for this disparity is unknown, but it may be explained by studies involving black men from various populations to determine whether there is an enhancing factor associated with these men's racial origins (Cokkinides et al., 2005).

Prostate Cancer and the Mass Media

The mass media are platforms for simultaneously disseminating content to a large, heterogeneous, anonymous, and dispersed audience. The most common forms of media are newspapers, magazines, and books (print media), radio, television, and the internet (electronic media), as well as billboards and signs (electronic media) (outdoor

media). These media are the primary means of communication in every country. With the establishment of new media outlets almost daily in Nigeria, the country now has a slew of prominent mass media outlets, both publicly and privately owned. The Nigerian Broadcasting Authority, for example (NTA), African Independent Television (AIT), and Channels Television, among others, are establishing a truly global audience through satellite broadcast operations. Radio stations such as Radio Nigeria and Ray Power FM, among others, broadcast fascinating news and current affairs programs that have an impact on society in some way. The Guardian, Punch, Daily Sun, Thisday, Vanguard, The Nation, and Daily Independent, among others, have established themselves as Nigeria's preeminent communication outlets, providing a diverse array of hard and soft news to keep the public informed (Chukwuere & Onyebukwa, 2018).

The twenty-first century has generated advanced technical expertise with the assistance of the Web platform that powers SM networks. Our digital culture is redefining human contact and interaction through sophisticated technical expertise and abilities. SM is a twenty-first-century scientific invention and advancement. By bringing awareness, expertise, and events closer to users, SM has revolutionized access to information. SM is defined as internet-based resources that enable an individual to communicate with the general public, gain an understanding of what others are doing and thinking, and establish connections with others (Trottier & Fuchs, 2015). Additionally, SM is a web-based application built on the Web platform with the purpose of creating and sharing unique content. A web platform can be thought of as a space on which individuals can create content and allow for the continuous sharing and modification of that content by others. Social media refers to networked applications and applications that enable two or more users to connect.

As with all other computer technologies, social media facilitates thought functions by amassing individual and social values (Trottier & Fuchs, 2015). It is a networking tool because it enables the establishment and maintenance of new alliances, social, familial, and professional partnerships, as well as the continuation of existing ones. The term "social media" refers to an internet-based service that enables users to create their own content for inclusion in utilities and other applications. This means that social media is intended to assist individuals in establishing social virtual societies (a.k.a. "social aggregation") through the use of the internet to facilitate societal conversations and activities (Cann, 2011).

There are numerous social media networking platforms available, including Facebook, Twitter, WhatsApp, Google Plus, Yahoo Messenger, Instagram, and Wikipedia. At the moment, social media tools and their applications have impacted human endeavors on social, economic, cultural, and political levels. Virtually all events and information pertaining to these subjects are discussed, attracting extremely large audiences. The new media entails the use of social media platforms such as YouTube, Facebook, Instagram, and Twitter in order to raise awareness and funds for prostate cancer research (Cann, 2011). According to Pew Research Center (2018), as of January 2018, 69 percent of adults indicated that they use social networking sites. YouTube is the most popular social networking site, followed by Facebook, Instagram, Pinterest, Snapchat, LinkedIn, and Twitter. Additionally, according to a 2014 study, nearly 75% of adults use social media to discuss health (Fox, 2014).

Theoretical Framework

This study is governed by Selective Perception Theory and Framing Theory

Selective Perception Theory

According to this theory, the media can affect public opinion by deciding what events to report on, how often and how often to report on a topic, and what vocabulary to use when reporting an incident. While some researchers agree in the media's persuasion force, others look at specific elements that can still influence an individual's perception. People's perceptions can be influenced by a variety of variables such as socio-demographic traits, as the media is not the only source of environmental knowledge for them. Individually, we tend to interpret and decodes contact signals based on our past experiences and present dispositions our desires, moods, and memories. However, this above theories becomes relevant to this study in the sense that the level of perception of men on prostate cancer can influence their response to mass media campaigns on prostate cancer

Review of Empirical Studies

The study conducted by Emiogun, Edobor Festus et al. (2020) on investigating the epidemiology of prostate cancer in Nigeria. Specifically, the observations were made at the Lagos State University Teaching Hospital. During the designated study period, a total of 333 instances of prostate cancer were identified, accounting for 46.4% of all prostate specimens that were obtained. The patients' median age at the time of diagnosis was 70 years, with the minimum documented age being 50 years and the maximum age reaching 90 years. The demographic group most frequently impacted by this condition was individuals in their seventh decade of life, namely those aged 61 to 70 years. A significant majority of cases (97.3%) were detected through the examination of trucut biopsy specimens, as opposed to open prostatectomy specimens. The predominant histological type of cancer observed in this study was adenocarcinoma, accounting for 97.3% of cases. Furthermore, a significant proportion of the tumours were classified as high grade (Gleason grade 5), representing 37.5% of the total.

In a study conducted by Saleh, et al. (2019), the researchers examined the extent of knowledge, health beliefs, and intention to check for prostate cancer among elderly males residing in Amman, Jordan. A sample of Jordanian older individuals, aged 40 years and above, who sought medical services at a comprehensive health care centre under the jurisdiction of a ministry of health, was utilised. The findings of the study revealed that the level of knowledge, beliefs, and intention to undergo screening among older adult men in Jordan is quite low. This highlights the significance of implementing health education programmes specifically tailored for this population.

The study conducted by Atulomah et al (2017) aimed to evaluate the level of awareness, perception, and screening behaviour pertaining to prostate cancer among men residing in a rural community within the Ikenne Local Government Area of Nigeria. Based on the obtained findings, it was observed that the average age of the participants was 44.24 years, with a standard error of the mean (SEM) of 0.47. Out of the total respondents, 156 individuals, accounting for 39.2% of the sample, indicated their awareness of prostate cancer. In contrast, a significantly higher proportion of respondents, specifically 377 individuals, representing 94.7% of the sample, claimed being familiar with breast cancer as a health disease mostly affecting women. The results indicate that the participants in this study demonstrated a limited degree of knowledge on prostate cancer, but their level of understanding was slightly higher than average. Additionally, their engagement in screening activities was found to be notably low.

Methodology

This research work employed a descriptive research design. The target population for this study consists of all adult males (40 years of age and above) living in Ibadan North East Local Government area. The sample size was determined from the total number of male residents in Ibadan North East Local government. The selected sample size covered a representation of men in the in the Local government. Taro Yamane formula was adopted for the calculation of the sample size which is expressed as

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

Where n is the required sample size, N is the total population, e is the margin of error at 5% confidence level.

Therefore, the study sample size with the total population of 330,399 calculated as

$$n = \frac{330,399}{1+330,399(0.05)^2}$$

$$n = \frac{330,399}{1+330,399(0.0025)}$$

$$n = \frac{330,399}{826.9975}$$

$$n = 399.5$$

$$n = 400$$

The data collected were quantified then was analyzed statistically. Descriptive and inferential statistics was used to analyze the research question and the demographic characteristics. The hypothesis was analyzed using the

Pearson Correlation. Also, a total of 400 respondents was sampled, 300 of the questionnaires were completed and returned which indicates a response rate of 75% from the respondents. Hence, the analysis was based on the returned questionnaires. The Statistical Package for Social Science (SPSS) was used to analyse the copies of these returned copies valid for the study.

Results

Research Question One: What is the level of awareness among men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria about prostate cancer

Table 1: Level of Awareness About Prostate Cancer Among Men In Ibadan North East LGA (N=300)

S/N	Items	SA (%)	A (%)	D (%)	SD (%)	M (%)	St.D (%)	Remark
1	I am aware that there is a disease known as prostate cancer	100 (33.3)	170 (56.7)	20 (6.7)	10 (3.3)	3.20	0.70	Agree
2	I am aware that prostate cancer only affects men	100 (33.3)	150 (50)	40 (13.3)	10 (3.3)	3.10	0.76	Agree
3	I am aware of various existing campaigns on Prostate Cancer in Nigeria	0 (0)	0 (0)	128 (42.7)	172 (57.3)	1.43	0.50	Strongly Disagree
4	I am aware that prostate cancer can be prevented	0 (0)	47 (15.7)	176 (58.7)	77 (25.7)	1.90	0.63	Disagree
5	I am aware that prostate cancer can be treated	0 (0)	67 (22.3)	164 (54.7)	69 (23.0)	1.99	0.64	Disagree
6	If detected at early stage, prostate cancer can be treated	0 (0)	67 (22.3)	164 (54.7)	69 (23.0)	1.99	0.64	Disagree

Weighted Mean = 2.26; S.D = 0.65; Overall Decision = Disagree (Bad)

KEY: SA = Strongly Agree (4), A = Agree (3), D = Disagree (2) and SD = Strongly Disagree (1); St.D = Standard Deviation

*****Threshold:** mean value of 0.000-1.499 = Strongly Disagree (Very Bad); 1.500-2.499 = Disagree (Bad); 2.500-3.499 = Agree (Good); 3.500 to 4.500 = Strongly Agree (Very Good)

Table 1 reveals that level of awareness about prostate cancer among men in Ibadan North East LGA is bad (Disagree) (**Weighted Mean=2.26; S.D = 0.65**). This implies that the level of awareness of prostate cancer among men in Ibadan North East LGA is low

Research Question Two: What is the level of perception of men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria on the issue of prostate cancer?

Table 2: Level of Perception of Men about Prostate Cancer

S/N	Items	SA (%)	A (%)	D (%)	SD (%)	M	St.D	Remark
1	I think Prostate cancer is a major disease among men that are 40 years and above	0 (0)	50 (16.7)	150 (50)	100 (33.3)	1.83	0.69	Disagree (Bad)
2	I think my diet can cause prostate cancer at old age	0 (0)	43 (14.3)	107 (35.7)	150 (50)	1.64	0.72	Disagree (Bad)
3	I think Prostate cancer can be cured if detected early	0 (0)	67 (22.3)	164 (64.7)	69 (23)	1.99	0.67	Disagree (Bad)
4	I think Prostate cancer	0	0	100	200	1.33	0.47	Strongly

	screening has side effects that can cause harmful effects to the body	(0)	(0)	(33.3)	(66.7)			Disagree (Very Bad)
5	I feel the various message content from different media platforms is acceptable by me.	0 (0)	47 (15.7)	176 (58.7)	77 (25.7)	1.90	0.64	Disagree (Bad)
6	I feel the various message content on prostate cancer is very informative and persuasive	0 (0)	50 (16.7)	100 (33.3)	150 (50)	1.67	0.75	Disagree (Bad)
7	I feel the message content on Prostate cancer is well accepted and welcome by me.	0 (0)	55 (18.3)	164 (54.7)	81 (27)	1.91	0.67	Disagree (Bad)
Weighted Mean = 1.75; S.D = 0.65; Overall Decision = Disagree (Bad)								

Source: Fieldwork, 2022

KEY: SA = Strongly Agree (4), A = Agree (3), D = Disagree (2) and SD = Strongly Disagree (1); St.D= Standard Deviation

*****Threshold:** mean value of 0.000-1.499 = Strongly Disagree (Very Bad); 1.500-2.499 = Disagree (Bad); 2.500-3.499 = Agree (Good); 3.500 to 4.500 = Strongly Agree (Very Good)

Table 2 generally reveals that level of perception of men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria on the issue of prostate cancer is bad (Disagree) moderate level. (**Weighted Mean=2.70; S.D = 0.52**). This implies that the perception of men in Ibadan North East Local Government on the issue of prostate cancer is low.

Research Question Three: What are the sources of information known to men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria on prostate cancer?

Table 3: Sources of Information on Prostate Cancer Among Men In Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria.

S/N	Items	SA (%)	A (%)	D (%)	SD (%)	M	St.D	Remark
1	I access prostate cancer campaign through Electronic Media adverts(Television, Radio)	0 (0)	0 (0)	50 (16.7)	250 (83.3)	1.17	0.37	Strongly Disagree (Very Bad)
2	I access prostate cancer campaign through print media adverts (Handbills, Newspaper, leaflets, billboard e.t.c)	0 (0)	10 (3.3)	50 (16.7)	240 (80)	1.20	0.48	Strongly Disagree (Very Bad)
3	I access prostate cancer campaign through Social Media (Facebook, Twitter, Whatsapp, Instagram, LinkedIn e.t.c)	0 (0)	100 (33.3)	50 (16.7)	150 (50)	1.83	0.90	Disagree (Bad)

Weighted Mean = 1.40; S.D = 0.58. Overall Decision = Disagree (Bad)

KEY: SA = Strongly Agree (4), A = Agree (3), D = Disagree (2) and SD = Strongly Disagree (1); St.D = Standard Deviation

*****Threshold:** mean value of 0.000-1.499 = Strongly Disagree (Very Bad); 1.500-2.499 = Disagree (Bad); 2.500-3.499 = Agree (Good); 3.500 to 4.500 = Strongly Agree (Very Good)

Table 3 generally reveals that source of information via electronic media, print media and social media to to men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria is very bad (strongly Disagree) (Weighted Mean=1.40; S.D = 0.58).

Test of Hypotheses

H₀₁: There is no significant relationship between level of awareness and perception on prostate cancer among men in Ibadan North East Local Government Area, Ibadan Oyo State Nigeria

Table 4: Relationship Between Level of Awareness and Perception On Prostate Cancer

		Level of Awareness	Perception
Level of Awareness	Pearson Correlation	1	.901**
	Sig. (2-tailed)		.000
	N	300	300
Perception	Pearson Correlation	.901**	1
	Sig. (2-tailed)	.000	
	N	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

To investigate the relationship between level of awareness and perception on prostate cancer among men in Ibadan North East Local Government Area, Ibadan Oyo State Nigeria, Pearson Correlation was used with a two-tailed test of significance at P<0.01 level. From table 4 above, the level of awareness correlates with the perception of among men on prostate cancer in Ibadan North East Local Government Area, Ibadan Oyo State Nigeria at 0.901, the Correlation is significant at the p<0.01 level (2-tailed). For the decision rule for accessing if the test is significant: if p<0.01 the test is significant (there is significant relationship between level of awareness and perception on prostate cancer among men in Ibadan North East Local Government Area, Ibadan Oyo State Nigeria). This implies that a unit rise the level of awareness will lead to an increase in perception on prostate cancer by 0.901 and vice versa. This answered the research hypothesis, there is a significant relationship between level of awareness and perception on prostate cancer among men in Ibadan North East Local Government Area, Ibadan Oyo State Nigeria.

Discussion of Findings

Findings showed that the level of awareness of prostate cancer among men in Ibadan North East LGA is low with a Weighted Mean=2.26. This result corroborates the findings of Mofolo et al. (2015) which reported that that men’s knowledge levels about prostate cancer were poor and they had mild to moderate beliefs and intentions to screen for prostate cancer. Also, Enemugwem et al. (2019) reported that only 109 (19.4%) men perceived themselves at risk of developing prostate cancer, while only 4.5% have ever been screened. Also, their findings showed that their knowledge and risk perception of prostate cancer were low, a majority of respondents (81.5%) were willing to be screened for the disease. Findings also showed that the level of perception of men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria on the issue of prostate cancer is low (Weighted Mean=1.75). This result is in line with the findings of Eze (2016) which reported low perception on prostate cancer issue. Also, Akakura et al. (2020) reported lack of knowledge about prostate cancer and disease progression prior to diagnosis, patients have misperceptions about surgery, and patients have unmet needs for greater information and support to manage their condition.

Further, result showed also showed that the source of information via electronic media, print media and social media to to men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria is very bad (strongly Disagree)Weighted Mean=1.40. This implies that that there is little or no awareness on prostate cancer on the electronic media, print media adverts (Handbills, Newspaper, leaflets, billboard e.t.c) and social media (Facebook, Twitter, Whatsapp, Instagram, LinkedIn e.t.c). This is an indication that television and radio adverts,

print media advert and social media are not creating more awareness on prostate cancer to the men in Ibadan North East local government, Ibadan. This shows the low level of campaign awareness of prostate cancer through the media platforms. This finding corroborates the work of Eze (2016) that showed that most of the respondents get information on prostate cancer from medical practitioners/health seminars, because many of the respondents couldn't access informations regarding prostate cancer from media sources.

Findings from hypothesis revealed a significant relationship between the level of awareness and perception on prostate cancer among men in Ibadan North East Local Government Area, Ibadan Oyo State Nigeria which is significant at 0.091 ($P < 0.01$). This implies that an increase in the level of awareness via the mass media will lead to an increase in perception on prostate cancer among men. The more the campaign on all media platforms (print, electronic and social media), the better the perception. Also, the level of perception of men on prostate cancer can influence their response to mass media campaigns on prostate cancer. This result is consistent with the findings of Mbugua et al. (2021) which revealed the influence of awareness on perception on prostate cancer. 57.3% of the respondents had a low level of awareness of prostate cancer. The prevalence of prostate cancer screening was 5%, Atulomah et al (2017) and Saleh, et al. (2019) which revealed a significant relationship between awareness and perception on prostate cancer.

Conclusion

The results of the current study indicated that, most men in Ibadan North East Local Government Area, Ibadan, Oyo State, Nigeria are not aware of prostate cancer awareness campaigns and they are not exposed to these campaigns. Also, their knowledge of this disease is low and only very few access information via social media which is their major source of information. The percentage of those that are aware of the disease and campaigns are very low which will have great influence on how to prevent, detect and treat prostate cancer. In addition to the above, most of the men do not know that prostate cancer is a disease that kills; and can only be treated at its initial or early stage if detected on time. Also, the attitudes of underestimating and overestimating risks of prostate cancer are influenced by high or low levels of information acquired on the subject.

Recommendations

The following are therefore recommendations based on the findings and objectives of the study:

- i. Awareness campaigns should be well structured on various media platforms to sufficiently address the awareness, knowledge level and perception men in Ibadan North East Local Government Area, Ibadan Oyo State Nigeria.
- ii. Prevention of prostate cancer should be emphasized during subsequent campaigns paying serious attention on the causes of prostate cancer and how they can be prevented and treated.
- iii. Various and frequent sensitization by the media for men that if preventive measures are taken seriously, survival rates will surely increase since cure of prostate cancer is not certain despite medical techniques and treatments available.
- iv. Various private parastatals, NGO's and even government in Ibadan should sponsor more campaigns on various media platforms i.e electronic, print and social media and that more emphasis should be placed on the potential of early detection, treatment and palliative care should be taken seriously by those campaigns.
- v. Media campaigns on prostate, should also aim at lowering the age for screening so that early detection and prevention at the hospital is enhanced. If screening is done at an earlier age, early treatment could better reduce the risk of early death. The study also recommends a healthy lifestyle as the best form of prevention.

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