

Influence of Media Coverage of Municipal Solid Waste Management in Delta State

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ABSTRACT: This study set to ascertain the level of behaviour change of residents of Delta State to the influence of media coverage of municipal solid waste management. The Framing Theory served as the study's foundation. The study employed a survey research design approach to accomplish its goals. The data was gathered through the use of surveys and interviews. Using the sample table supplied by The Research Advisors (2006), a sample size of 384 was determined, and stakeholder interviews were conducted. Chi-square, frequency, and percentage were used to examine the data. The study's findings demonstrated that the media has a big impact on public attitude and conduct regarding waste management concerns in addition to disseminating information. Additionally, 68.7% of respondents said that media coverage of Delta State's municipal solid waste management was generally good. This suggests that the media's framing and presentation of the facts was powerful and emotionally compelling enough to promote positive public opinions of sustainable waste management practices. The research recommended, among other things, that efforts be made to raise awareness and tailor the campaign message to specific community beliefs and practices in order to promote involvement and commitment. This is because when waste management news is presented in a way that resonates with people's beliefs and daily experiences, it may be more relevant and encourage involvement in environmentally responsible waste management methods. The study highlights how tales about recycling, waste reduction, and proper trash disposal might persuade individuals to adopt eco-friendly behaviours. The study also recognised that the media must investigate and report on waste management issues in order to promote transparency and make local authorities accountable for their activities.

KEYWORDS: Media Coverage, Media Influence, Municipal Waste Management, Solid Waste Management and Public Awareness

INTRODUCTION

According to World Population Prospects (2017), urbanisation is also accelerating, and the present population of 7.6 billion is predicted to increase to between 9.5 and 10 billion by 2050. Municipal solid waste (MSW) production has grown dramatically over the past few decades, rising from 0.5 kg per person per day-1 to 1.7 kg (Ramayah, Chow Lee & Lim, 2012). The current level of human living is closely related to the enormous amount of municipal trash produced.

In addition, African cities are growing at unprecedented rates, which raise serious concerns about the continent's rapid urbanisation. For example, the largest city in Tanzania, Dar es Salaam, has experienced steady urban expansion, with annual growth rates of 2.9% between 2000 and 2005 and 3.3% between 2011 and 2019. Lagos, one of Nigeria's largest cities, is expected to have a population of about 21 million people, and by 2050, that number is expected to rise to 40 million. However, it is anticipated that Delta State's urban population will continue to grow, reaching about 5.8 million by 2025, a 2% increase from the estimated 5.6 million in 2022. According to Guerrero (2013), these have characterised a serious environmental problem, particularly in areas where effective plans for the organisation of municipal solid garbage are ineffective.

These days, handling MSW is an essential duty that satisfies the pressing needs of the society. However, poor management can lead to issues like water contamination and the production of disease-transmitting insects that endanger human health (Singh, 2019). It also impedes sustainable growth by increasing air and soil pollution, which impacts environmental conditions (Shapiro & Walker, 2018). In Delta State, the management of municipal solid waste (MSW) has a major impact on economic growth, environmental sustainability, and public health. Managing MSW has become increasingly challenging because to rapid population growth and urbanisation, necessitating an effective solution to reduce the detrimental impacts on the environment and human health. Inadequate waste management systems have contributed to a number of environmental and public health issues, including as pollution, flooding from blocked drainage systems, and the spread of diseases like malaria and cholera.

Delta State's waste management laws are intended to enhance garbage collection, disposal, and recycling, however problems persist due to inadequate infrastructure and lax enforcement. The waste management system in the state is governed by the Waste

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Management Policy and the State Environmental Standards and Regulations Enforcement Agency (DESRA). However, enforcement is still lacking, which leads to trash buildup in Delta State cities.

The expanding trash problem prompted the creation of the State Policy on Solid Waste Management. It promotes recycling, rubbish segregation, and the expansion of waste-to-energy initiatives. Despite encouraging sustainability, the policy's effectiveness has been constrained by a lack of political will and financial resources. Waste management in Delta State cities is the responsibility of the local government, but a lack of funding and technical know-how limits its ability to carry out this duty efficiently. Additionally, the unorganised sector contributes significantly to rubbish collection, despite the fact that it sometimes operates without oversight or assistance.

In all of these domains, the media plays a crucial role in shaping public opinion, impacting policy debates, and promoting sustainable behavioural change. Smith, Johnson, and Brown (2018) state that the major purpose of the media, both online and offline, was to increase public awareness and participation in recycling programs and to support recycling and garbage reduction efforts. It is commonly recognised that trash disposal regulations are not sufficiently implemented globally and that garbage collection services regularly fail to meet demand. Effective trash management combines public awareness, community involvement, and government policy. Through radio, television, newspapers, and social media, the media may hold authorities accountable, expose waste management system inefficiencies, and inform the public about proper garbage disposal practices. The extent to which media attention influences Delta State's municipal solid waste management is yet unknown, though. However, this is conceded.

Additionally, sensationalism and false information conveyed by the media can cause public misunderstanding and mistrust of waste management authorities. This explains why public uproar and requests for reform have been triggered by bad media coverage of waste management crises in some places. The way that media framing and messaging affect public perception, policy responses, and waste management practices is often linked to the impact of media coverage of municipal solid waste management (Daphne and Jones (2018).

In light of this dilemma, the study intends to investigate the ways in which media coverage influences public opinion, policy formation, and garbage management practices in Delta State's municipal solid waste management.

Statement of the Problem

The minor consequence of Delta State's high rate of municipal solid waste generation is that it creates an unpleasant environment and puts its citizens at danger, making it harder for them to get basic healthcare and proper municipal solid waste management. Unfortunately, the ignorance of the weak is one of the main causes of poor waste management. Because of this, the majority of people who dispose of their trash in forbidden locations do so without realising the health dangers to the general public, such as the potential for disease transmission, which would pollute the environment and rob the ecosystem of its natural atmosphere. Low public awareness and insufficient rubbish collection services can contribute to public health issues.

In Delta State, the media has raised awareness through the coverage of MSW management issues but their impact remains inconsistent. As a result, despite media efforts, public compliance with appropriate garbage disposal remains difficult. As part of its surveillance function, the media has clearly covered municipal solid waste management concerns in the past. However, it is unclear if this coverage resulted in major changes in trash management or merely additional awareness campaigns that had little effect on public opinion. Therefore, by investigating how media coverage of Delta State's municipal solid waste management has affected government initiatives, community participation, behaviour change programs, and sustainable waste management practices, the study aims to bridge the information gap.

OBJECTIVES OF THE STUDY

The general aim of this study is to examine the influence of media coverage of municipal solid waste management in Delta State. Specifically, the study sought to:

1. Determine the extent media coverage of municipal solid waste management can influence public perception.
2. Assess the role media framing can play in shaping policy responses to municipal solid waste management challenges.
3. Determine the extent the media can be leveraged to promote sustainable waste management practices in Delta State.

Based on the above objectives, the following corresponding research questions were formulated:

1. To what extent can media coverage of municipal solid waste management influence public perception?
2. What role media framing can play in shaping policy responses to municipal solid waste management challenges?
3. To what extent can the media be leveraged on to promote sustainable waste management practices in Delta State?

Conceptual and Review of Related Literature

There aren't many studies on how the media covers municipal solid waste management. This is due to the fact that the great bulk of current research is subjective and political. But it's crucial to keep in mind that studies on solid waste management usually emphasise the need of disposing of trash properly and the media's role in spreading awareness. In light of this, Hoornweg & Bhada-Tata (2012) define municipal solid waste as regular trash produced by homes, workplaces, institutions, and public areas. This includes biodegradable waste (paper, food scraps), recyclable materials (plastic, metal, glass), hazardous waste (batteries,

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chemicals), and any remaining junk that cannot be processed further. Transportation and Garbage Collection: Among the forms of MSW management he discussed was the procedure of gathering trash from the commercial, industrial, and residential sectors and delivering it to facilities for processing or disposal. In its literal sense, "municipal solid waste management" refers to the methodical management of operations pertaining to the production, processing, collection, transportation, and disposal of solid waste in a manner that is both ecologically and economically viable. Sustainable urban expansion, public health, and environmental preservation all depend on efficient municipal solid waste management. According to Kaza, Yao, Bhada-Tata, and Van Woerden (2018), inadequate waste management causes greenhouse gas emissions from landfills, which worsen pollution, disease outbreaks, and climate change. Effective municipal solid waste management reduces illegal dumping in addition to reducing greenhouse gas emissions and preventing degradation of the soil and water (Hoomweg & Bhada-Tata, 2012). From a different angle, waste-energy and recycling programs provide income and jobs. When countries engage in waste management, resource recovery and the development of sustainable sectors often lead to economic growth (Wilson, Velis, & Cheeseman, 2012). This suggests that public health and cleanliness are enhanced by effective rubbish collection and disposal.

In densely populated states like Delta State, which is home to developing cities like Warri, Sapele, Agbor, Effurun, Ughelli, and Asaba, the state capital, environmental issues like inadequate waste collection systems, inadequate infrastructure, low public awareness, and lax enforcement of waste management laws are common. The impact of media on trash management and environmental consciousness has been the subject of several studies by both domestic and foreign academics. For example, Scholz, Tietje, and Walz (2014) point out that the media—including digital platforms, radio, television, and newspapers—is essential for spreading knowledge about garbage management. Research indicates that media-driven public awareness initiatives can affect recycling and garbage disposal practices. According to Wilson, Velis, and Cheeseman (2012), the media can effectively increase public awareness and encourage ethical waste management practices. It informs the public about recycling, environmental sustainability, and trash reduction. Thus, initiatives on social media, radio, television, and newspapers educate the public about the dangers improper trash disposal poses to human health and the environment. The crucial role of the media in responding to environmental disasters is examined by Adebayo (2019), who emphasises the substantial impact that prompt and accurate information sharing may have on public behaviour and governmental action during catastrophes. The study emphasises how crucial the media is for disseminating up-to-date information, education, and awareness-raising about environmental threats, such as pollution incidents, natural disasters, and the effects of climate change. Effective media coverage, according to the author, may help assist successful recovery efforts, speed up responses, and improve community readiness. The results also showed that the media may educate the public on the importance of recycling, waste reduction, and appropriate garbage disposal.

According to Eze's (2022) research on the efficiency of radio ads in encouraging environmental behaviour change, radio can influence public attitudes and behaviours on environmental issues such as waste management, pollution, conservation, health hazards, and environmental degradation. The findings also shown that radio advertisements significantly raise public awareness of the harm that poor waste management causes to the environment, human health, and pollution. Additionally, recycling and reducing plastic consumption are promoted. The media may encourage a sense of accountability and ownership by promoting public dialogue and community involvement on waste management concerns. For example, Achebe (2020) discovered that when the public and media work together effectively, environmental message has a greater influence and reach, allowing the public to use media platforms for advocacy, awareness campaigns, and mobilisation.

One method that media campaigning affects policy is through government pressure to upgrade waste management infrastructure (Guerrero, 2013). Kaza, Yao, Bhada-Tata, and Van Woerden (2018) note that educational activities have effectively altered habits, improving recycling rates and reducing garbage output, even though social media engages people and encourages engagement in waste reduction projects (Singh, 2019). The media may inspire people and communities to embrace sustainable waste management measures by disseminating success stories and best practices. The significant role that the media plays in increasing public knowledge of environmental concerns and inspiring individuals to take action is examined by the author of a study by Lichtenstein (2016). This implies that media efforts promoting recycling and trash reduction increased public awareness of and participation in recycling programs.

The study looked at a variety of media channels, including digital and conventional news sources, and analysed how they help spread environmental knowledge and inspire viewers to support sustainability efforts. The study highlights how the media shapes public attitudes and actions around environmental concerns and is more than just a conduit for information. Lichtenstein concludes by saying that the media may play a significant role in the battle against inadequate waste management. Additionally, the author thoroughly examined a variety of campaigns on a variety of media platforms, such as print, social media, and television, with an emphasis on their strategies, target audiences, and results pertaining to sustainability behaviours in his 2018 review of the evaluation of the efficacy of media campaigns aimed at promoting sustainable practices. The study highlights many significant findings on the elements of successful media campaigns. First, the author notes that commercials that employ clear, approachable message that touches on the emotional and social aspects of sustainability have a higher chance of connecting with viewers (McGowan, 2018). This suggests that making issues more relevant by relating them to people's beliefs and everyday lives may encourage engagement in sustainable behaviours. Public service announcements, documentaries, social media, and news stories are just a few of the

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platforms that the media may utilise to successfully spread the word about sustainable solid waste management techniques. This implies that politicians may be convinced to create and execute efficient waste management plans as a result of public attention. Boykoff (2008) and Eke (2014) carried out a study on how media shapes public attitudes toward waste management. Eke's research shows that negative media coverage of waste mismanagement usually puts pressure on governments to take action, whereas Boykoff's study argues that the media shapes public opinions by portraying waste concerns as either a catastrophe or a chance for sustainable growth. The media has a significant impact on how the general public views trash management since it raises awareness, fosters behaviour change, and supports appropriate waste management techniques. The public is made aware of the damage that incorrect rubbish disposal does to the environment and human health via the media. In addition to the aforementioned, Wilson, Velis, and Cheeseman's (2012) study has bolstered media awareness initiatives emphasising the need of recycling and trash segregation, particularly on social media and television.

The aforementioned demonstrates how the media promotes sustainable habits by emphasising good behaviour. Media campaigns can lower rubbish creation and boost participation in recycling programs, claim Kaza, Yao, Bhada-Tata, and Van Woerden (2018). By promoting trash-free cities, the media helps shape societal norms and makes waste management an attractive pursuit. The public is encouraged to adopt these habits by media representations of cleanliness and appropriate trash disposal. Guerrero (2013) found that media activism may exert pressure on governments to enact stricter waste restrictions, which are frequently the result of media-influenced public demand.

A sense of individual and collective responsibility for trash management is promoted by the media. Singh (2014) asserts that when the media covers waste issues, people are motivated to accept responsibility for their part in the issue. Edewor (2016) cited Folarin's (2005) findings, which are in line with the previously described findings. Folarin's study indicates that a variety of elements, such as social connections, psychological makeup, past experiences, and cultural norms, impact perceptions. People often use their prior experiences as well as their current goals, emotions, and memories to decipher and interpret communication signals. Perception, according to the author, is the process by which we interpret the data that our senses provide us. Learning, drawing conclusions, adjusting viewpoints, and engaging with the seen are all components of perception. Perceptions can be impacted by psychological elements such as needs, wants, and attitudes. Thus, perception results in attitude. The effect of perception explains how an individual's perceptions of the environment and oneself tend to shape their actions.

According to the aforementioned premise and the analysis of relevant literature, municipal solid waste management is essential for public health, economic growth, environmental sustainability, and climate change mitigation. Waste management must unavoidably be a top priority for communities and the government in order to guarantee a cleaner and healthier future.

THEORETICAL FRAMEWORK

Framing theory served as the theoretical foundation for this investigation. The framing theory is one hypothesis that makes assumptions about how media coverage influences people's perceptions of real-world issues. Two ways that people utilise interpretative designs, also referred to as frames, to make sense of the world around them are examined by sociologist Erving Goffman, whose work forms the basis of the concept (Volkmer, 2009). Thus, Erving Goffman might be regarded as the creator of the framing theory (McQuail, 2010).

The trust of this theory is that frames help to interpret and reconstruct reality. DeVreese (2004) asserts that agenda setting theory, which examines how the media shapes the perceived significance of specific topics in reality by drawing attention to them through coverage, has some bearing on framing. While framing focuses on the presentation of issues, agenda setting theory discusses the significance of themes.

According to DeVreese (2004), agenda setting theory, which examines how the media alters the perceived importance of specific issues in reality by bringing them to light via coverage, has some impact on framing. While framing focusses on how issues are presented, agenda setting theory discusses the significance of themes.

The technique of selecting particular elements of a seen reality and emphasising them in a communication text to bolster a specific issue description, informal interpretation, moral assessment, and/or suggested course of action for the subject at hand is known as framing. Ezegwu, Udoyo, and Chime-Nganya (2017) reference Scheufele & Tewksbury (2007) as saying that framing makes the assumption that how a topic is presented in news broadcasts may affect how well viewers understand it. Applying the theory to this study, we may conclude that the way the media presents municipal solid waste management has a significant impact on how everyone views the subject. This would help to transform public perceptions of garbage management by promoting ethical waste management, raising awareness, and encouraging behaviour change.

METHODOLOGY

For this study, the survey research approach was selected. Surveys are viewed as beneficial as they are essential for obtaining information from the general public on their attitudes, behaviours, and views about a subject. Since public opinion was the main source of data for the study, its approval was crucial. Creswell (2014) argues that "without changing any variables, the survey design is useful for identifying patterns, attitudes, opinions, and behaviours within a population." The survey research strategy is

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more relevant since it allows the researcher to make inferences about the link between waste management practices and the media effect, among other things, given that the study focused on human behaviour and cognition.

Population of the Study

The research's participants included media professionals, waste management officials (especially from the Delta State Waste Management Board), and citizens of Delta State's 25 local government areas. In the 2006 population census, Delta State had 4,112,445 residents; in 2024, that number was expected to rise to 7,840,000 (see www.population.gov.ng & nigerianstat.gov.ng). According to Mr. Jamin Zubema, the former Director-General of the National Population Commission, Nigeria's inter-census growth rate during the 1991 and 2006 censuses was 2.3% annually (See www.punchng.com/news/nigerians=population-stands-at-167-million-npc/). The researchers have used this figure to calculate the annual population growth rate since the most recent head count was carried out in 2006. Thus, Delta State, which has been estimated to have 7,840,000 residents by 2024, is an ideal place to look at how media coverage might contribute to better sustainable waste management practices in Delta State (Kaza, Yao, Bhada-Tata & Van Woerden, 2018).

Sample Size

Given the size of the population, a sample size was selected. The sample size refers to the selection of certain elements that make up a population. It is therefore typical of the population under study. The exact sample size for this study was determined using the Research Advisors' (2006) sample size table, which produced a sample size of 384 at a 95% confidence level and a 2.5% margin of error (degree of accuracy). <https://research-advisor.com> is the website.

Using the accidental sampling technique, media professionals, waste management officials (especially from the Delta State Waste Management Board), heads of families, adults, and other stakeholders were interviewed to learn how they assess the impact of media coverage of Delta State's municipal solid waste management.

Sampling Techniques

The sample elements for this study were determined based on the multi stage sampling technique. Simple random, stratified random, proportionate sampling and systematic random sampling techniques were applied at various stages.

Using simple random selection without replacement, the state was initially divided into 25 local government areas. One town was chosen at random from each of the 25 local government areas, for a total of 25 different towns. Streets are used to stratify each of the 25 towns, which are then based on residential areas. Because it offers every element in the population an equal chance of being chosen, the simple random sampling approach has been seen to be the most suitable for making these selections (Wimmer & Dominick, 2011; quoted in Edewor, 2016).

The proportional sampling technique was used to establish the appropriate sample size to choose from each local government area, accounting for the various population sizes of the local government areas. Households were selected from the streets using the systematic random selection approach. The sampling fraction for each local government area was determined by dividing the total sample size of 384 by the sample for each local government area. The results were around 15.36 or 16.

Data Presentation and Analysis

This section is guided by three research questions used in the study. The research questions were answered using quantitative (questionnaire) and qualitative (interviews) research methods.

Quantitative: Data Presentation and Analysis

Table 1.1: Media channels mostly used to report information on MSW management

Response	Frequency	Percentage
Radio	108	28.1
Television	180	46.9
Newspaper/Magazine	40	10.4
Social Media	46	12.0
Other digital Platforms	10	2.6
Total	384	100

Source: Field survey 2025

This table shows a substantial majority of the respondents (46.9%) and (28.1%) respectively confirmed that television and radio are mostly used to carry information on MSW management. Only 12.0% and 10.4% of the respondents said social media and newspaper/magazine respectively. Using the criteria of very often, often, seldom, and not at all, it became required to determine how frequently they broadcast waste management news or programs.

Table 1.2: Frequency of media coverage of MSW management issues

Response	Frequency	Percentage
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Very often	42	10.9
Often	234	60.9
Seldom	82	21.3
Not at all	26	6.8
Total	384	100

Source: Field survey 2025

Table 1.2 above shows that 60.9% of the respondents affirmed that the media often report news or programmes on waste management practices. This is closely followed by those who said seldom, making us to conclude that most of the respondents had a favourable disposition towards television and radio channels.

Table 1.3: Whether media coverage of waste content has improved their attitudes towards sustainable waste management practices

Response	Frequency	Percentage
Yes	358	93.2
No	16	4.2
Undecided	10	2.6
Total	384	100

Source: Field survey 2025

All the respondents except 4.2% said media coverage of MSW management news they listened to on radio and television or read about on newspapers/magazines and social media news/programmes have, no doubt, improved their awareness and attitudes toward participation in the management of sustainable waste practices in Delta State, 2.6% of them were undecided. Respondents were asked to rate the impact of media coverage in terms of content and framing of news messages and the result below is next.

Table 2: Impact of framing media messages of MSWM on audiences

Response	Frequency	Percentage
Very high	78	20.3
High	186	48.4
Low	100	26.0
Can't say	20	5.2
Total	384	100

Source: Field survey 2025

Media coverage of municipal solid waste management in Delta State was mostly rated high, suggesting that the framing and presentation of media contents were good and emotional enough for the public to have positive attitudes towards a sustainable waste management practices.

Table 3.1: Whether media can be leveraged on in promoting sustainable waste management practices

Response	Frequency	Percentage
Yes	360	93.8
No	24	6.2
Undecided	-	-
Total	384	100

Source: Field survey 2025

All most all the respondents representing 93.8% said the media, particularly the television and radio, can foster a sense of individual and collective responsibility for waste management practice. Also, that media activism can push governments to implement stronger waste regulations which are often based on public demand influenced by media. Only 6.2% of the respondents felt otherwise. It became necessary to find out the frequency of their performance in their campaigns towards promoting sustainable waste management practices using the yardsticks of yes, no and undecided and the result below is next.

Table 3.2: The media in Delta State have performed highly in their campaigns towards promoting sustainable waste management practices

Response	Frequency	Percentage
Yes	304	79.2
No	60	15.6
Undecided	20	5.2

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Total

384

100

Source: Field survey 2025

In table 3.2, the results show that 79.2% of the respondents said yes that the media in Delta State have performed highly in their campaigns towards promoting sustainable waste management practices, 15.6% of the respondents said no while 5.2% of them were undecided.

Qualitative: Data Presentation and Analysis

Presented here, are some relevant data collected from the in-depth interviews with Media workers, Waste management officials (especially from the Delta State Waste Management Board), Heads of families, Adults and other Stakeholders using the accidental sampling procedure in order to find out how they appraise the influence of media coverage of the management of municipal solid waste in Delta State.

Question: Can you rank the media channels according to the way you use them to assess information on MSW management?

Response 1: First and foremost, radio and television are the two most widely used media outlets that I use while evaluating information about MSW management. This is a result of their prompt and accurate information sharing, which has had a big impact on how the public behaves and how the government responds to emergencies. To increase public awareness of waste management concerns, radio and television stations mostly employ audio and visuals in their targeted public service announcements (PSAs), instructional programs, and community involvement segments.

Response 2: Radio and television ranked first and second among the many media platforms used to provide information about waste management and public awareness campaigns influencing behavioural changes in recycling and rubbish disposal. Because of their auditory and visual advantages, radio and television are more successful in changing behaviour than newspapers, magazines, and other digital media, even if they may be used as platforms for awareness campaigns.

Question: How frequent does the media operating in Delta State report information about MSW management?

Response 3: As with radio and television, as well as newspapers, magazines, and social media, the limited airtime and space allocated to waste management news and programming is often but severely problematic. Due to competing goals like politics and entertainment, media outlets' coverage of other events is always in rivalry with content on waste management. This makes important signals less visible. Furthermore, some audience groups are frequently disinterested or doubtful, which reduces the message's impact.

Response 4: The ability of the media to provide excellent, influential environmental and waste management information is rarely hampered by financial limitations. In addition, there aren't enough environmental information or media specialists for our media coverage. It is more difficult to deliver engaging and reliable material under circumstances such as these. Numerous factors influence how frequently MSW management events are covered by the media.

Response 5: Among the difficulties are cultural sensitivity and language constraints. It might be challenging to explain complicated municipal solid waste concerns without sacrificing accuracy. To spread these ideas, it is crucial to locate reliable speakers and respectable media outlets because some community members mistrust government-led messaging. Consequently, many media outlets do not cover waste management events at all.

Question: How do you think the public perceive the influence of media messages on the attitudes of residents toward enhancing the effectiveness of sustainable waste practices?

Response 6: The media's vital role in reacting to environmental catastrophes is greatly relied upon by the public, highlighting the potent influence that timely and accurate information can have on public opinion and governmental action during calamities. This highlights the importance of the media as a source of current information, education, and awareness-raising on environmental threats, including pollution events, natural disasters, and the consequences of climate change. In conclusion, the general public thinks that residents' ideas are greatly influenced by the media.

Response 7: In other words, the public has faith in the government's use of the media to spread knowledge about its initiatives and solid waste management in the community. In actuality, positive media coverage of MSW management may improve community readiness, speed up reactions, and support successful recovery initiatives. This suggests that the media may be used to inform the public about the need of recycling, waste reduction, and appropriate disposal of trash.

Question: In your experience, what role does framing of media contents play in shaping policy makers and residents' reactions to MSW management issues?

Response 8: If the goal of media coverage of waste management concerns is to elicit an audience response, then the way media content is structured on MSW management topics is crucial. This is based on the idea that how a topic is presented in news reports may have an impact on how well viewers understand it.

Response 9: Experience has shown that the public's perception of municipal solid waste management is greatly influenced by the language employed by the media when discussing the topic. By supporting appropriate trash management, increasing knowledge,

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and fostering behaviour change, this attempts to transform how the general public views garbage management. Determining which messages work best requires an understanding of the framing of media content. For example, community-led success stories inspire confidence and generate interest. This will increasingly incorporate interactive components, such as community challenges, to boost participation.

Question: How can we leverage on the media in promoting sustainable waste management practices in Delta State?

Response 10: Yes, as it is the only way to swiftly and concurrently inform the public on waste management practices, especially when employing radio, television, and social media. We can successfully reach younger people by utilising social media channels and mobile technologies. SMS campaigns and interactive applications are excellent resources for promoting involvement and providing immediate response. Online distribution of brief documentary series has the potential to produce captivating environmental narratives. These examples show how the media may support environmentally friendly waste management techniques in Delta State.

Response 11: The media, in my opinion, has continuously shown to be the most reliable source of waste management news. By tailoring messaging to the interests and actions of the audience, it uses data analytics to maximise outreach. Mobile-friendly podcasts and short videos are growing in popularity, and I believe they have the ability to efficiently and captivatingly convey concepts related to municipal solid waste management.

DISCUSSION OF FINDINGS

The findings of the study, which are based on the frameworks of framing theory, offer a clear knowledge of the effects of media coverage of Delta State's municipal solid waste management. The findings show that, in addition to being a source of information, the media plays a big part in shaping public opinions and behaviour around waste management issues. According to the framing viewpoint, the media's capacity to influence public opinion is determined by the way they present information on municipal solid waste management. Television (46.9%) and radio (28.1%) had a significant influence and were utilised as key platforms for media news framing and waste management awareness campaigns because of their distinct auditory and visual characteristics. This lends credence to Erving Goffman's (1974) assertion that media coverage of particular subjects raises public awareness of them and, consequently, modifies the perceived significance of those concerns in the real world. As a result, media coverage might encourage recycling program participation and reduce waste production. Furthermore, by encouraging garbage-free communities, it creates societal norms and elevates waste management to a desirable habit (Kaza, Yao, Bhada-Tata & Van Woerden, 2018). Media portrayals of cleanliness and proper waste disposal encourage the public to follow these behaviours.

The respondents' opinions emphasise that radio and television are more successful in altering behaviour because of their advantages in terms of sound and images, even though newspapers, magazines, and other digital media may be utilised as venues for MSW management awareness initiatives. Instead of using force, they primarily serve as platforms for persuasion and modelling. The lack of airtime and space dedicated to waste management news and programming in comparison to newspapers, magazines, and social media, however, is a significant barrier for some stakeholders. Due to competing goals like politics and entertainment, media outlets' coverage of other events is always in rivalry with content on waste management. As a result, some audience segments are less exposed to crucial information and are often uninterested or sceptical, which lessens the effect of the message. These comments highlight the need for the media's word choice in covering municipal solid waste management to have a significant influence on how the public views the problem.

How media framing may affect how policies handle waste management concerns is the second research topic. Table 2 shows that Delta State's municipal solid waste management received generally positive ratings from the media. This implies that the public was persuaded to accept sustainable waste management procedures by the media's effective and emotive framing and presentation of the material. 68.7% of those surveyed attested to this. This finding supports Folarin's (2005) contention—emphasized by Edewor (2016)—that a number of variables, such as social connections, psychological makeup, past experiences, and cultural norms, shape public opinion. This implies that people frequently use their prior experiences, in addition to their current wants, feelings, and memories, to read and interpret communication signals.

Based on the aforementioned, it can be concluded that the media is essential in forming public opinion, influencing policy discussions, and encouraging long-lasting behavioural change. This supports the claim made by Smith, Johnson, and Brown (2019) that the primary function of the media, both online and in the mainstream, was to promote recycling and trash reduction campaigns and to raise public awareness and engagement in recycling initiatives. The study emphasises how crucial the media is as a source of up-to-date information, education, and awareness-raising about environmental hazards such natural disasters, pollution incidents, and the effects of climate change.

The interviewees' comments indicate that effective media coverage may enhance community preparedness, expedite responses, and facilitate effective recovery efforts. This study shows that media outlets can educate the public on the need of recycling, waste minimisation, and proper garbage disposal. It also illustrates how framing media content might help respondents better understand which messages speak to them. For example, community-led success stories attract attention and increase trust. Additionally,

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interactive components like community challenges can be incorporated into media framing of waste management news to boost involvement.

The interviewees' comments indicate that effective media coverage may enhance community preparedness, expedite responses, and facilitate effective recovery efforts. This study shows that media outlets can educate the public on the need of recycling, waste minimisation, and proper garbage disposal. It also illustrates how framing media content might help respondents better understand which messages speak to them. For example, community-led success stories attract attention and increase trust. Additionally, interactive components like community challenges can be incorporated into media framing of waste management news to boost involvement. Wilson, Velis, and Cheeseman (2012) asserted that media awareness initiatives, especially those that use social media and television, have helped raise awareness of the need of recycling and waste segregation, which supports the aforementioned results.

Some researchers found that, among other things, the public's illiteracy, fiscal constraints, and cultural viewpoints all influence how waste management is presented in the media. The success of media campaigns is influenced by cultural context; research indicates that efforts that are customised to particular community ideas and traditions boost engagement and commitment more than generic advertising (McGowan et al., 2018). Therefore, it may be said that Delta State may use the media to promote environmentally friendly garbage management practices.

Similar opinions were expressed by other respondents, who contended that by fostering ethical waste management, influencing behaviour, and raising public awareness, the media may have a big influence on how the public perceives trash management. The public is made aware of the damage that incorrect rubbish disposal does to the environment and human health via the media. Some claim that the media, especially radio, television, and more lately, social media, are the only dynamic medium that can quickly and concurrently educate the public about waste management practices. These answers all corroborate the findings of Scholz, Tietje, and Walz's (2014) study, which found that the media—including newspapers, radio, television, and digital platforms—is essential for spreading knowledge about waste management. These discoveries have given impetus to research question three as attested by 93.8% of the respondents on the one hand and 79.2% of the respondents on the other in this study.

CONCLUSION

The study found that the general public's perceptions and actions regarding waste management issues are greatly influenced by the media. It is more than just an information source. The study demonstrates that the media's capacity to influence public opinion is determined by the wording they choose when discussing municipal solid waste management. According to the research that was done, radio and television were significant media venues for news and campaigns to increase public awareness about waste management procedures because of their visual and auditory characteristics. Additionally, the public's favourable perceptions of sustainable waste management techniques were influenced by the media's compelling and emotive framing and portrayal of these activities. Particularly on television and social media, media awareness efforts have contributed to increasing public knowledge of the value of recycling and trash segregation. However, some scholars have shown that the media's portrayal of waste management is influenced by cultural viewpoints, financial constraints, and the general public's lack of literacy. The effects of media attention have so far been obscured by mystery. Nonetheless, the study demonstrated the influence of the media and how, by bringing attention to specific topics through coverage, they may change the way that people perceive their significance in the actual world.

RECOMMENDATIONS

From the whole survey and interview and calculated results, the researcher recommends that:

1. To boost involvement and commitment, efforts should be made to raise awareness and tailor campaign messaging to specific community beliefs and practices rather than using general language.
2. Waste management news may become more relatable and, thus, promote participation in sustainable waste management methods by being framed in a way that speaks to people's values and daily experiences. The main conclusion from this is that by presenting news about recycling, waste reduction, and proper disposal, the media may encourage people to adopt eco-friendly behaviours.
3. The study also recognised the need for the media to investigate and report on waste management issues in order to promote transparency and make local government officials accountable for their activities.
4. Considering the importance of living in a clean environment, it was suggested that the media use images, videos, or infographics to emphasise the drawbacks of poor waste management and the benefits of sustainable practices.
5. Making good use of media coverage to engage local communities through open forums, social media, and other platforms to raise awareness and encourage participation in trash management initiatives.

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