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### Research Article

## Perception and Attitude towards Anambra Broadcasting Service Facebook Messages on Solid Waste Management for Sustainable Development in Nigeria

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### About Article

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### ABSTRACT

The issue of solid waste management has become a recurrent problem in Nigeria with the growing population and lack of proper waste disposal facilities. As a result, the Anambra Broadcasting Service (ABS) created Facebook messages to enlighten citizens in Anambra State on the best practices for solid waste management. This study investigates the audience's perception and attitude towards the ABS Facebook messages on solid waste management in Anambra State. The objectives of the study were to determine the types of messages disseminated by ABS on solid waste management in Anambra State, examine the perception of the audience of the messages, and ascertain the attitude of the audience towards the messages. The study was underpinned by the Media Ecology theory and agenda-setting theory. The survey was used as the method of study using the questionnaire as an instrument for data collection. A multistage sampling procedure was employed to select 384 respondents for the study involving nonprobability sampling method drawn from three cities in the senatorial zones in Anambra State including Awka, Nnewi and Onitsha metropolises where the study was carried out. The results revealed that the majority of the respondents had positive perceptions and attitudes towards ABS's Facebook messages on solid waste management, as well as their willingness to comply with the message contents. The study also revealed that reading the ABS messages on solid waste management had a positive influence on the behaviour of respondents towards waste disposal as majority of the respondents indicated that they disposed of their waste properly after reading the messages. However, the study revealed that the frequency of reading the ABS messages and the perception of the messages significantly influenced the attitude of respondents towards solid waste management. The study recommends that since ABS messages are effective in educating citizens on the importance of proper waste disposal behaviour, they should be sustained to maintain the behaviour change observed in respondents. The study also recommends that more engaging and interactive content be created to better capture the attention of the audience and sustain their interest.

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## 1. INTRODUCTION

Solid Waste Management (SWM) is a critical environmental problem that directly affects the environment, e.g., air, water, soil, and public health. The increase in waste generation across the world greatly complicates proper waste management activities. According to Baawain *et al.*, (2017), solid waste (SW) is any non-liquid waste produced by people, households, small businesses, or institutions outside of the waste generated within cities. Uncontrolled disposal of SW may hurt public health and the environment. According to Hoornweg and Bhada-Tata (2012), cited in Debrah, *et al.* (2021), less than 50% of waste generated is collected in low-income countries, compared to 50% to 80% collected in middle-income countries and more than 90% collected in high-income countries. It is well known that the collection rates of SW may vary significantly between countries. However, only a few places are completely collected. Urban populations, economies, and power consumption are growing quickly in developing nations, and institutional authorities in charge of city planning, road construction, SWM, and environmental protection are failing to carry out their primary functional responsibilities as a result (Oliveira *et al.*, 2020; Saxena *et al.* 2020).

Hoang and Fogarassy (2020) assert that solid waste management is essential to reducing the effects that growing urbanization has on municipal and rural areas. Due to economic expansion and an increase in consumption that led to an increase in the output of solid waste, it has become a significant environmental concern in emerging nations. Most cities in lower-middle-income nations have poor solid waste management systems that have negative sustainability consequences on urban growth and development (Zohoori & Ghani, 2017). However, due to the rapid migration from rural to urban areas, there is a growing desire to enhance solid waste management in cities in the developing world. Waste management is rapidly becoming viewed as a “basic human right”. According to Rodic and Wilson (2017), this need is connected to at least 12 of the 17 Sustainable Development Goals (SDGs). Debrah *et al.* (2021) observe that the rise in trash production has led to a significant shortage of landfills and increased expenses for garbage management. The circular economy and solid waste management are two fundamental ideas that play a significant role in the 2030 Agenda, particularly in the SDGs for sustainable cities and communities (SDG 11), responsible consumption and production (SDG 12), and life below water (SDG 14) (United Nations, 2015).

Because of limited resources, a lack of infrastructure, poor route planning, a lack of technical expertise, and insufficient environmental education and awareness, most low- and middle-income countries, including Nigeria, are unable to provide effective Solid Waste Management collection services (Sinthumule & Mkumbuzi, 2019; Nwafor, 2024). Waste management is a complicated sustainability issue, according to a study by Ikhlal (2018), and it calls for an integrative strategy and clear vision to handle its innate connections to several economic and environmental forces. To maintain social and environmental problems in developing nations, proper education about sustainable development at all levels of society, capable of sparking a complete societal transformation, is crucial (Nwafor & Okamgba, 2024).

Before Governor Chukwuma Charles Soludo was sworn in, Anambra State, especially the larger communities, had been dealing with mountains of trash for months. Due to the state’s poor waste management practices and outdated evacuation methods, several areas now have major waste-related environmental issues. Obianeri (2022) observes that due to the appropriate agency’s desertion, garbage has taken on a terrifying magnitude, intruding on highways and obstructing drainage systems. In addition to impeding both vehicular and non-vehicular movement freely, the aesthetic and environmental concerns it represents are also inciting dread among locals. Concerning effects on water, air, and food have been reported, particularly during the rainy season (Obianeri, 2022).

However, the state government, through the Anambra State Waste Management Authority (ASWAMA), has increased efforts to rid the communities of this threat. The effort is having an impact because the government has banned the dumping of trash at some locations throughout the state, launching long-term solutions to stop the careless disposal of trash. Residents bemoan the fact that despite the hefty monthly trash bills they pay, ASWAMA management does not arrive as scheduled to remove the waste, which they claim inevitably results in a significant buildup of waste on the roads. Ekwugha, *et al.* (2020) also point out that the public’s unhygienic attitude toward waste management persists despite these methods. Solid wastes are still disposed of carelessly. Passengers throw away their solid waste while driving commercial vehicles; drivers rarely have trash cans in their cars, and even when they do, passengers unconsciously dump waste on the roads because it has become a social norm. Solid wastes are frequently disposed of in nylon bags before being placed in trash cans (Nwafor & Muoboghare, 2022).

On the second day after taking office, state governor Prof. Chukwuma Soludo ordered a partial lockdown on four communities, including Onitsha North, Onitsha South, Idemili North, and Ogbaru, after observing the enormous piles of trash that adorned the communities and their effects on the drainage system during an official visit to the Okpoko community in the Ogbaru Local Government Area. The lockdown that was implemented during the first week of April allowed the relevant authorities to remove the trash. Over 50% of the garbage produced in the state is thought to come from the afflicted areas. Other significant areas of the state, including as Nnewi, Oba, Onitsha, and Awka, had piles of trash approaching half of the streets and degrading the attractiveness of the neighborhoods before the state government’s efforts to get rid of rubbish at the Ogbaru villages (Obianeri, 2022).

The Anambra State government used several media outlets, notably the state-owned radio station Anambra Broadcasting Service (ABS), to educate the people to reduce and manage the indiscriminate disposal of rubbish across cities in the state. The ABS uses its many broadcasting channels, such as Facebook, Pinterest, Twitter, and LinkedIn, to spread information about the government’s campaigns against indiscriminate garbage dumping in the State. This public education is essential because, according to Ekwugha *et al.* (2020), Anambra State residents’ poor sanitation habits have caused environmental pollution and



degradation that poses a serious threat to the public's health. As a result, residents need to be informed about the proper way to dispose of solid waste in the area. The aforementioned supports Ibe's (2022) claim that a strong waste management system cannot be achieved without the power of information and awareness development. He goes on to say that media outlets (newspapers, television, radio, and social media) should be adequately involved in this effort because media sensitization is a tremendous instrument for the sustainable management of garbage (Nwafor *et al.*, 2022).

According to studies by Frempong *et al.* (2020), and Sun *et al.* (2020), social media data can be used to generate operational value, increase online value co-creation, and enhance policy regulations. With the development of the Internet of Things (IoT), subscription accounts on social media platforms are being used in creative ways to manage household waste, such as food waste management using Facebook and Instagram) and waste electronic equipment collection using WeChat, Weibo, and Sina blogs (Zuo *et al.*, 2020; (Nwafor *et al.* 2022; Nwafor, 2024).

The Anambra Broadcasting Service uses its Facebook, Pinterest, Twitter, and LinkedIn sites to share important information, including news, commentary, commercials, PSAs, image stories, and video stories, among other things. The Anambra Broadcasting Service's Facebook page has published multiple stories about the Soludo administration's enormous campaign for environmental sanitation, reaching a wide audience and raising awareness of the state's new waste management trends. Anambra Broadcasting Service - ABS, Awka, with 3.3k likes and 11k followers on Facebook alone, has posted messages on their social media platforms about issues like cleaning up Okpoko in Onitsha, reintroducing monthly sanitation, outlawing the careless disposal of trash, and closing some refuse dump sites throughout the state. Therefore, the purpose of this study was to investigate how audience perception and attitude toward proper trash disposal in Anambra State are influenced by exposure to ABS Facebook messages on solid waste management.

### 1.1. Statement of the Problem

The mass media are a central public arena through which people become aware of environmental issues and how they are addressed, contested and perhaps resolved. Through radio, television, newspapers, magazines and social media platforms like Facebook, people gain awareness about their environmental health. Communicating environmental information is very challenging due to the dynamics and complexity of natural systems. It has been argued that with the help of communication professionals, proper information exchange among scientists, communities and nongovernmental organizations can significantly increase public awareness of environmental issues. This occurs best when well-designed communication strategies are put in place. The broadcast media, (radio and television), in all their variations, have established themselves as the most pervasive and powerful forms of media or potential source of environmental information in the world today. They represent a major channel through which information on the environment can be conveyed to the people. However, there seems to be a dearth of literature on the use of social media platforms like

Facebook to raise advocacy for environmental issues like Solid Waste Management. In the past, the Anambra Broadcasting Service has used its Radio and Television channels to campaign for environmental sanitation in Anambra state and the bulk of studies have evaluated the influence and effectiveness of ABS Radio and Television campaigns on environmental sanitation in Anambra state without looking at the usefulness of ABS Facebook messages in shaping the perception and attitude of the audience towards solid waste management and waste disposal in Anambra State. None of these studies evaluated how exposure to ABS Facebook messages on waste disposal has influenced the perception and attitude of the audience towards waste disposal in Anambra State. This constitutes a knowledge gap that the current study is designed to fill.

### 1.2. Objectives of the Study

The general objective of this study was to investigate how audience perception and attitude toward proper waste disposal in Anambra State are influenced by exposure to ABS Facebook messages on solid waste management. The specific objectives of the study were to:

1. Find out if the respondents are exposed to ABS Facebook messages on solid waste management in Anambra State.
2. Ascertain the type of ABS Facebook messages on solid waste management the respondents are exposed to.
3. Determine the respondents' perception of ABS Facebook messages on solid waste management in Anambra State
4. Ascertain the respondents' attitude towards ABS Facebook messages on solid waste management in Anambra State
5. Determine if exposure to ABS Facebook messages on solid waste management influenced the respondents' attitudes towards proper solid waste disposal in Anambra State.

### 1.3. Research Questions

The following research questions were adopted for the study:

1. Are the respondents exposed to ABS Facebook messages on solid waste management in Anambra State?
2. What type of ABS Facebook messages on solid waste management are the respondents exposed to?
3. What is the respondents' perception of ABS Facebook messages on solid waste management in Anambra State?
4. What is the respondents' attitude towards ABS Facebook messages on solid waste management in Anambra State?
5. Does exposure to ABS Facebook messages on solid waste management influence the respondents' attitude towards proper solid waste disposal in Anambra State?

### 1.4. Theoretical Framework

Agenda-setting theory describes how the media's news coverage chooses which problems get people's attention. In their article "Agenda setting role of the mass media," Maxwell McCombs and Donald Shaw published the theory for the first time in *Public Opinion Quarterly* in 1972. According to the notion, the media shapes public opinion by telling people what to think about, though not necessarily how to decide for themselves which topics are crucial to their way of life (McCombs & Shaw, 1972). Agenda-setting is the process through which the news media raises the public's awareness of





and concern for important issues, such as solid waste disposal. The relevance of this theory to the study is that social media is being used by Anambra Broadcasting Service to set the agenda for the discourse of solid waste disposal. More people are becoming aware of government policies on solid waste disposal and how to properly dispose of wastes in order not to constitute an environmental health problem. The media generally set the agenda for the people to follow. What people think about in society is based on the information conveyed to them through the media, and in the case of solid waste disposal, social media, especially Facebook, has been used by ABS to raise public awareness of government policies and health hazards associated with indiscriminate disposal of wastes in Anambra state.

## 2. LITERATURE REVIEW

### 2.1. Public Perception of Solid Waste Management in Nigeria

Latha *et al.* (2020) assert that social media is becoming a more potent instrument for holding classes, online activities, and workshops as well as educating individuals about a range of socially significant ideas. This contrasts with direct face-to-face communication. Websites like Facebook enable many-to-many communication as opposed to the more traditional one-to-one and one-to-many personal contact. Social media, especially Facebook, has actively functioned as a catalyst for transforming workplace culture and communication dynamics for more than 10 years. A significant change was brought about by the establishment of Facebook in 2004 and the acceptance and greater use of social media (Latha *et al.*, 2020; Nwafor *et al.*, 2024).

Municipalities across the globe face great difficulty in managing solid waste. According to earlier research (Adekola *et al.*, 2018), an increase in population with corresponding concurrent urbanization dynamics and growth of conurbations will further worsen this situation. Monni *et al.* (2006) reported on five global scenarios on the generation of post-consumer trash that were assembled from 1990 to 2050. According to their estimates, global emissions from landfills were 340 Tg CO<sub>2</sub> equivalent in 1990, and they will rise to 1500 Tg CO<sub>2</sub> equivalent by 2030 and 2900 Tg CO<sub>2</sub> equivalent by 2050. Recent reviews of greenhouse gas (GHG) emissions from landfills by Laurent *et al.* (2014) and Zhang *et al.* (2019) found numerous significant mitigation methods as well as the development and dissemination of updated knowledge-based frameworks.

Municipal solid waste (MSW) production is now estimated by the World Bank to be 2.01 billion metric tons per year worldwide, with estimations for 3.40 billion metric tons by 2050, according to Kaza *et al.* (2018). According to the most recent estimates, 5.5% of garbage is composted and 13.5% of waste is recycled globally. Between one-third and forty percent of MSW, however, is thought to be improperly managed and is instead dumped or burned in the open. Between industrialized and developing nations, there is a substantial disparity in this mishandling. For instance, according to Afon and Okewole (2017), around 80% of solid garbage in African nations is discarded carelessly in open areas, streets, stormwater drains, rivers, and streams. This is thought to be responsible for about

29% of the world's GHG emissions, a number that is projected to rise to 64% by 2030.

Adekola *et al.* (2021) claim that this is primarily a result of unchecked population growth and prosperity, unsustainable development activities, and expansion of waste collection services without enough management strategies (i.e., conversions from dumpsites to sanitary landfills without landfill gas collection). Dladla *et al.* (2016) examined the causes of waste being dumped carelessly in eleven African nations and discovered institutional flaws and a lack of awareness as the primary contributing reasons. According to Yuan (2019), there may be limitations on what may be done and, ultimately, what can be accomplished due to a lack of public perception. Due to the production of GHGs, people of African nations that get a lot of indiscriminate MSW face health concerns. Since MSW activities have an impact on the fundamental infrastructural foundation of a municipality and its citizens, institutional inadequacies may manifest as uncertainty in waste management policy and regulation. Therefore, raising residents' awareness may have a favorable effect on their attitudes and perceptions of the environment (Zhang *et al.*, 2019; Nwafor *et al.*, 2024).

In Nigeria, waste management is a significant issue for both urban and rural areas, according to Guerrero *et al.* (2013). One of these worries is the fact that developing nations like Nigeria spend up to 50% of their budgets on solid waste management (SWM), but only collect no more than 80% of the waste produced. Thus, one of the biggest issues facing state and municipal environmental protection organizations in Nigeria is solid waste management. Abubakar (2017) further notes that in Nigeria, piles of uncollected trash damage the environment and cause more cases of acute respiratory infections and diarrhoea in general, not only in those who live close to the rubbish dumps. Nigeria is projected to have a population of over 214 million people by July 2020 and 392 million by 2050 and is known to be one of the largest producers of solid waste (Bakare, 2016; Nwafor *et al.*, 2024).

All waste that results from human and animal activity is referred to as solid waste. By-products of materials, such as household trash such food leftovers, empty cartons, and polythene packets or bags, are some examples. These wastes may be required to be disposed of by legislation (Olukanni & Nwafor, 2019). Due to a number of factors, including a growth in population, urbanization, industrialization, as well as economic advancement, the volume of daily trash generated in the nation has recently increased significantly (Olukanni & Nwafor, 2019). According to the 2020 edition of the CIA's World Factbook, 52% of Nigeria's population is urban, and the country's average annual population growth rate is 2.53%.

According to studies, Nigeria produces approximately 32 million tons of solid trash each year, of which only a small portion (20–30%) is collected and processed (Bakare, 2016). Waste management is now out of control as a result of industrialization. Several countries have put measures in place, but they have not been able to keep up with the rate at which garbage is being produced. A strong waste management system is also lacking in many urban areas. Therefore, the majority of urban family units rely on arbitrary activities such as the irresponsible dumping, burning, or burial of their solid waste



in their local areas (Bakare, 2016).

According to Olukanni and Nwafor (2019), the issue of waste management in Nigeria can also be attributed to a lack of public policy-enabling legislation and an ecologically motivated and informed population. Although rules and regulations have been created and presented in the past, a working infrastructure for their application has not existed. The Federal Environmental Protection Agency (FEPA) was founded in 1981 as an example. As a result of this act, many states in the federation established their waste management authorities for the protection and advancement of the environment. However, the rules established for operations were ineffective due to a lack of effective consequences, as well as economic reasons and a lack of understanding of interdependent relationships among various processes involved in both human and environmental resources to mitigate the myriad of waste management challenges (Sridhar *et al.*, 2017).

According to Olukanni *et al.* (2020), maintaining a sound waste management system requires appropriate policy and well-organized methods for execution. Waste management becomes a serious problem when policies are lax, regulations and controls are not properly implemented, or the general public is not sufficiently informed. Numerous urban districts in Nigeria have been characterized as filthy and unhygienic, given the conditions shown above in many major locations. Therefore, it is clear that solid waste management in Nigeria continues to be a serious problem that needs immediate attention.

Five methodologies are listed by Lutui (2020) as being relevant to the idea of waste management studies. Each of the five techniques that Lutui identifies implements particular approaches and is influenced and guided by particular patterns and theoretical notions. Engineering, environmental, scientific, economic, and behavioral techniques are among them. This study's behavioural approach focuses on how different human attitudes and perceptions may influence how trash is managed. Studies that used this strategy have been carried out in Nigeria. Afangideh *et al.* (2021), which looked at how Calabar, Nigerian residents felt about trash management and disposal, is a good illustration of this.

## 2.2. Public Attitude towards Solid Waste Management in Nigeria

The collection, transportation, and disposal of all or a portion of garbage, debris, or trash constitute refuse disposal. There are several ways to dispose of trash, including landfilling, incineration, open dumping, composting, using a mechanical destroyer (Adogu *et al.* 2015), and more recently, scavenging. However Adogu *et al.* (2015) noted that the inability to efficiently and proficiently manage the volume of garbage streams produced every day accounts for the associated inadequate refuse management, which has been a significant issue for human health and existence in both rural and urban settings. A healthy environment encourages good health, which in turn affects human productivity. Thus, it might be concluded that a healthy and clean environment always has an impact on the country's prosperity and economic standing.

Effective refuse management calls for the orderly collection, transportation, processing, handling, and disposal of individual,

household, and business waste produced in urban or rural areas by generally accepted sustainability criteria. Refuse should be appropriately gathered in cans or other specified containers or points and disposed of (in permitted locations or sanitary landfills) in methods that don't damage human health or the environment. Without a carefully thought-out and methodically organized refuse management plan, as well as the associated economic viability from sustainable refuse management choices, proper management cannot be achieved (Stanley & Owzor, 2018). This will result in recycling, which is the process of turning waste materials into raw products to conserve natural resources, energy, money, and the environment.

People may have a positive or negative attitude toward the removal of trash. Unfortunately, if people have a bad attitude toward trash removal, their living conditions and environments may become unhealthy, which could put their health at risk and cause environmental issues. To help the country's citizens and general public, people should endeavor to have a positive outlook when it comes to community waste disposal practices. According to Eveth *et al.* (2016), respondents in their study area had favorable sentiments regarding waste disposal techniques. Similar findings were made by Kiran *et al.* (2015), who discovered that most of their respondents had a favorable opinion of solid waste disposal techniques. Rhule (2010) observed that respondents in his study area had an unfavorable opinion toward waste disposal techniques. Even though attitude has received a lot of attention from researchers, there are still gaps to be filled when it comes to people's attitudes toward refuse disposal methods within the communities. Attitude is a very important concept in refuse disposal methods that cannot be overemphasized.

Therefore, the propensity of people or households across different ages, genders, levels of education, occupations, and locations to embrace viable waste disposal is also influenced by the attitude toward sustainable or viable refuse disposal or alternative (Banga, 2013). Knowledge, according to Nugent (2013), is an awareness of something, information, and comprehension of a particular topic in the world at large that is typically obtained through experiences or learning. According to Asuamah *et al.* (2012), this knowledge is essential for promoting proper collection and disposal (or other forms of management) of human waste, which is a significant source of environmental health risks. "Practice" is the "customary, habitual, or expected technique or way of doing something. On the other hand, inadequate waste management methods (followed by ignorance of waste management) result in the contamination of edible products, thereby increasing the burden of infection and diseases among the citizens.

These hostile behaviors, especially when they are not properly collected and disposed of, put the public's health at risk and harm the environment, flora, and fauna, as well as both. Regrettably, poor waste management skills and procedures may put locals at risk for airborne sickness, as well as the environment or neighborhood. As a result, having enough knowledge encourages moral behavior and a good outlook, which aids in preventing diseases, health difficulties, and environmental challenges brought on by Nigeria's subpar waste disposal practices.



Eneji *et al.* (2017) investigated the health state of Cross River State, Nigeria, as well as attitudes about waste management and disposal practices. They discovered that Calabar South citizens have a very unfavorable attitude toward trash management and disposal and that the indiscriminate disposal of waste significantly affects the residents of Calabar South Local Government Area's health state. In the Karan area of Mogadishu *et al.* (2018) evaluated knowledge, attitudes, and practices related to solid waste management. The results showed that although the Karan district community had a decent degree of knowledge and a positive attitude, their solid

waste management practices were subpar. So it was realized from the study that, waste management in the communities in the Karan district had challenges which need immediate actions. In a rural area in Northern Kerala, Kaithery and Karunakaran (2019) investigated the attitudes toward household trash management. The majority of participants had above-average attitudes regarding household trash management, according to the results, and it was determined that ongoing awareness campaigns on safe waste disposal and measures to maintain domestic waste management oversight were required.

**Table 1.** Mapping Key Concepts in the Study

Solid Waste Management (SWM)	Systematic handling of waste including collection, transportation, disposal, recycling, etc.	Sustainable Development Goals (SDGs)	Understand the nature of SWM problem in Anambra State	Poor waste practices observed; mountains of waste in urban centers
Perception of Facebook Messages	How people understand, interpret, and value the content shared on ABS Facebook page related to SWM	Media Ecology Theory	Determine respondents' perception of ABS Facebook messages on SWM	Majority perceived the messages as informative and behavior-changing
Attitude towards Waste Management	Citizens' behavioral disposition and readiness to participate in proper waste disposal after exposure to ABS messages	Agenda-Setting Theory	Ascertain respondents' attitude towards ABS Facebook messages on SWM	Positive shift in attitude post-exposure to messages
Media Message Format	Forms in which ABS delivers content: audiovisual, text, and pictorial	Media Ecology Theory	Ascertain the type of ABS Facebook messages the respondents are exposed to	Most respondents consumed mixed media formats (text + image + audiovisual)
Social Media Engagement	Use of Facebook by ABS to communicate environmental messages to the public	Media Ecology / Agenda-Setting Theories	Find out if respondents are exposed to ABS Facebook messages	90% of respondents were exposed
Behavior Change	Change in individual waste disposal habits due to message exposure	Health Communication Theory (Implied)	Determine if message exposure influenced respondents' behavior	Over 89% changed attitude toward proper disposal
Information Credibility	Perceived trustworthiness and reliability of ABS Facebook messages	Agenda-Setting Theory	Embedded across all objectives	Messages were viewed as credible and effective
Government and Institutional Trust	Trust in Anambra State Government's efforts (e.g., ASWAMA, Soludo's initiatives) due to consistent media engagement	Public Sphere / Trust Models (Implied)	Reinforce community participation via positive government portrayal	Facebook messages influenced willingness to cooperate with waste policies
Educational Influence of Media	Role of ABS messages in educating citizens about SWM practices	Media Ecology Theory	All objectives, especially perception and attitude change	Messages were found effective in improving awareness and knowledge
Waste Disposal Practices	Actual practices citizens adopt in disposing waste after receiving information	Behavioral Change Models (Implied)	Assess final behavioral outcomes from exposure	Increase in proper waste disposal practices post-message exposure



### 3. METHODOLOGY

The survey research method was adopted for this study. The design is suitable because it helped the researcher to investigate public perception and attitude towards ABS Facebook messages on solid waste management in Anambra State. The audience in Awka, Nnewi and Onitsha metropolises served as respondents. Since this is an audience study and the population is not manageable, the survey design becomes more appropriate to query the variable using research instruments like the questionnaire. A sample of 384 respondents was drawn from the projected population of 1,646,914 adopted for the study. This sample was arrived at using a table of sample size determination developed by Krejcie and Morgan (1970). A multistage sampling technique involving purposive, cluster and proportionate allocation was employed in selecting the participants for the study. The questionnaire was used to collect data from the respondents.

#### 3.1. Data Presentation

A total of 384 copies of the questionnaire were distributed by the researcher to Facebook users in Awka, Nnewi and Onitsha who were exposed to ABS Facebook messages on Solid Waste Management in Anambra State. Out of this number, 376 copies were filled, returned and found usable, yielding to 98% response rate and 2% mortality rate. The occupational distribution of the respondents indicates that more of them (192 or 51%) were students, who were followed by civil servants (78 or 21%), traders (70 or 19%) and the unemployed (36 or 9%).

#### 3.2. Answers to Research Questions

##### 3.2.1. Research Question One

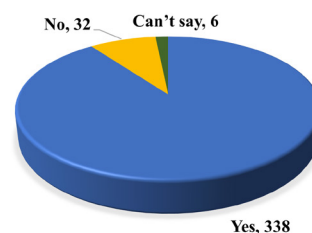
Are the respondents exposed to ABS Facebook messages on solid waste management in Anambra State?



**Figure 1.** Respondents' Exposure to ABS Facebook Messages on Solid Waste Management

Figure 1 shows respondents' responses to research question one. Data reveals that the majority of the respondents (90%, n=338) were highly exposed to ABS Facebook messages on solid waste management in Anambra State, 8.5% (n=32) of respondents were indicated No while one and half per cent of the respondents (n=6) held no opinion. Data on Chart 1 imply that the majority of the respondents were highly exposed

**CHART 1: RESPONDENTS' EXPOSURE TO ABS FACEBOOK MESSAGES ON SOLID WASTE MANAGEMENT**

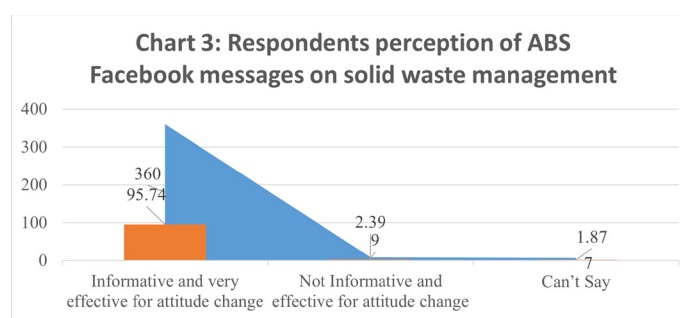


**Figure 2.** Provision of information on type of ABS Facebook messages on solid waste management the respondents were exposed to

to ABS Facebook messages on solid waste management in Anambra State.

#### 3.3. Research Question Two

What type of ABS Facebook messages on solid waste management are the respondents exposed to?



**Figure 3.** Respondents perception of ABS Facebook messages on solid waste management

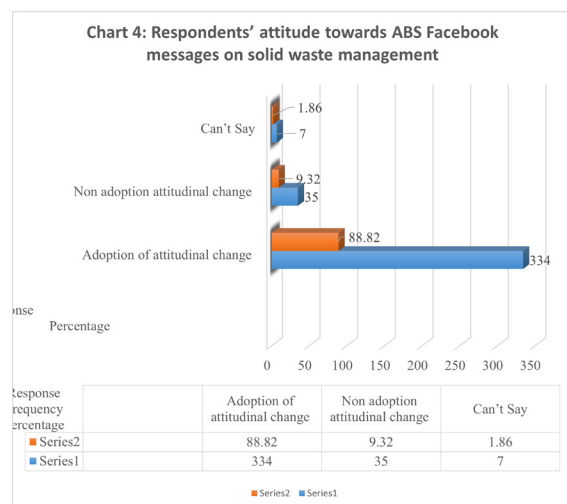
Figure 3 shows respondents' responses to research question three. Data reveals that the majority of the respondents (95.74%, n=360) indicated that they perceive ABS Facebook messages on solid waste management in Anambra State as informative and very effective for attitude change towards environmental sanitation and waste disposal. However, 2.39% (n=9) indicated that they perceive ABS Facebook messages on solid waste management in Anambra State not to be informative and effective for attitude change. While one and eighty-seven (n=7) remained neutral. Data on Chart 3 implies that the majority of the respondents perceived ABS Facebook messages on solid waste management in Anambra State as informative and very effective for attitude change towards environmental sanitation and proper waste disposal.

#### 3.4. Research Question Four

What is the respondents' attitude towards ABS Facebook messages on solid waste management in Anambra State?





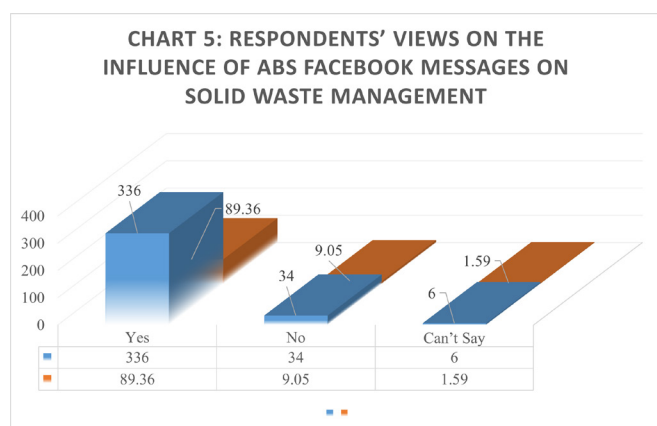


**Figure 4.** Respondents' attitude towards ABS Facebook messages on solid waste management

Figure 4 shows respondents' responses to research question four. Data reveals that the majority of the respondents (88.82%,  $n=334$ ) indicated that they have adopted an attitudinal change towards proper waste disposal as a result of their exposure ABS Facebook messages on solid waste management in Anambra State. However, 9.32% ( $n=35$ ) indicated that they are yet to adopt an attitudinal change towards proper waste disposal even after their exposure ABS Facebook messages on solid waste management in Anambra State while one and eight six per cent ( $n=7$ ) remained neutral. Data on Figure 5 implies that the majority of respondents adopted an attitudinal change towards proper waste disposal as a result of their exposure ABS Facebook messages on solid waste management in Anambra State.

### 3.5. Research Question Five

Does exposure to ABS Facebook messages on solid waste management influence the respondents' attitude towards proper solid waste disposal in Anambra State?



**Figure 5.** Respondents' views on the influence of ABS Facebook messages on solid waste management

Figure 5 shows respondents' responses to research question five. Data reveals that the majority of the respondents (89.36%,  $n=336$ ) agreed that exposure to ABS Facebook messages on solid waste management positively influenced their attitude towards proper solid waste disposal in Anambra State. 9.05% of the respondents ( $n=34$ ) believed that exposure to ABS Facebook messages on solid waste management did not influence their attitude towards proper solid waste disposal in Anambra State, while 1.59% ( $n=6$ ) remained neutral. Data on Figure 5 imply that exposure to ABS Facebook messages on solid waste management positively influenced their attitude towards proper solid waste disposal in Anambra State.

## 4. RESULTS AND DISCUSSION

Findings from research question one revealed that there is a high exposure to ABS Facebook messages on solid waste management in Anambra State. This finding consolidates the assertion of Flew, Bruns, Burgess, Ben-Harush, Potter, and Newton (2015) who opine that social networking sites like Facebook have grown significantly as a category of online discourse in recent years, demonstrating their significance in the distribution of supplementary information and in providing useful situational knowledge in emergencies. Additionally, Caragea *et al.* (2016) assert that social media's advantages for disseminating information have been put to use for a variety of purposes, including crisis planning, response, and recovery after catastrophes like flooding, earthquakes, and tsunamis. Jiang *et al.* (2021) assert that social media, as opposed to conventional publicity methods like posters and newspapers, offers a sustainable and ecologically beneficial publicity pathway in the field of solid waste management. The ultimate goals of social media publicity, on the other hand, are to increase environmental awareness among locals (Mallick & Bajpai, 2019) and to sway or alter public behavior, such as behavior related to waste reduction and recycling (Young *et al.*, 2017).

In particular, Latha, *et al.* (2020) assert that social media is becoming a potent tool for educating people about various socially relevant concepts and conducting activities, online courses, and classes more effectively than face-to-face direct communication due to the continuous advancement of technology and other factors influencing it. Instead of the more conventional one-to-one and one-to-many personal contact, websites like Facebook enable many-to-many communication. For more than ten years, social media, particularly Facebook, has actively acted as a catalyst in changing the dynamics of communication and workplace culture. With the creation of Facebook in 2004 and the acceptance and increased use of social media, a drastic transformation occurred (Latha *et al.*, 2020). Also the findings from research question two revealed that the majority of the respondents got exposed to ABS Facebook messages on solid waste management ranging from audiovisual, textual and pictorial formats, making the messages more pervasive. This finding supports the position of Ashwin (2021), who posits that audio-social platforms allow the user to hop in and join a conversation of interest without having to scroll



or stare at a screen. It takes the concept of a podcast to the next level. The skyrocketing usage of audio-based social media is giving birth to a lot of hip tools like Clubhouse, Discord, Swell, Twitter spaces, and others. As people seek a way to overcome fatigue, they are connecting via voice, whether through phone calls or voice texts. Easteal *et al.* (2015) also contend that news media, in particular, is believed to have an impact on how the public discourse is shaped since it covers current events and offers a framework for interpretation. News media like ABS contributes to the construction and regulation of public understanding by making the problem of solid waste management on Facebook prominent.

The findings from research question three revealed that the majority of respondents perceived ABS Facebook messages on solid waste management in Anambra State as informative and very effective for attitude change towards environmental sanitation and proper waste disposal. This finding confirms the assertion of Dann and Marie (2019), who notes that solid waste management techniques and inhabitants' attitudes are positively connected. This implies that people who care about the environment are more likely to practice sound solid waste management, which includes waste collection and proper disposal. Public perception of waste management by Nasir and Ibrahim (2022) outlines the entire process by which the general public learns about current best practices in trash management. Programs to raise awareness and provide education on proper waste disposal practices include information, education (both formal and informal), and strengthening of capacity.

The findings from research question four revealed that the majority of the respondents adopted an attitudinal change towards proper waste disposal as a result of their exposure ABS Facebook messages on solid waste management in Anambra State. This finding contradicts the assertion of Kaithery and Karunakaran (2019) who looked at the attitudes around household garbage management and found that majority of participants had above-average attitudes regarding household trash management, according to the results, and it was determined that ongoing awareness campaigns on safe waste disposal and measures to maintain domestic waste management oversight were required. The results, however, differ from those of Eneji *et al.* (2017), who investigated the relationship between attitudes toward waste management and disposal practices and the health status of Cross River State, Nigeria, and found that Calabar South residents have a very negative attitude toward waste management and disposal and that there is a significant relationship between the indiscriminate disposal of waste and residents' health status. It also does not entirely concur with Omar *et al.* (2018) submission, which examined community knowledge and attitudes toward solid waste management in the Karan district of Mogadishu, Somalia. Their findings showed that while the community in the Karan district had good knowledge and positive attitudes, their solid waste management practices were low. Therefore, it was concluded from the study that there were issues with waste management in the local villages in the Karan area that required immediate attention.

The findings from research question five revealed that exposure to ABS Facebook messages on solid waste management positively influenced their attitude towards proper solid waste

disposal in Anambra State. This finding confirms the assertion of Whiting, Olufuwote *et al.* (2019), who claim that social media has turned into a commonplace method of communication and information sharing. The widespread use of social media enables instant information exchange, which fosters discussion in a way that print media or academic journals cannot. More so, Pillman (2020) espouses that environmental communication is usually connected with environmental education, public participation and environmental politics. By extrapolation, this translates into issues that border on environmentally relevant information flow, which involves both communicators and audiences and is achieved through coding, effective message delivery and interactive listening.

The findings also justify the Media ecology theory and agenda-setting theory used in this study. Media ecology theory argues that media act as extensions of the human senses in each era, and communication technology is the primary cause of social change. Social media as part of media ecology has provided an ecosystem platform where issues of solid waste disposal are discussed. Technology has aided the awareness being created about solid waste disposal and this is disrupting how the traditional media report solid waste disposal issues in Anambra state today. Agenda setting theory is also justified since social media is being used by Anambra Broadcasting Service to massively set the agenda for the discourse of solid waste disposal. More people are becoming aware of government policies on solid waste disposal and how to properly dispose of wastes in order not to constitute an environmental health problem. The media generally set the agenda for the people to follow. What people think about in society is based on the information conveyed to them through the media and in the case of solid waste disposal, social media, especially Facebook has been used by ABS to raise public awareness of government policies and health hazards associated with indiscriminate disposal of wastes in Anambra state (Nwafor & Aghaibe, 2025)

## 5. CONCLUSION

The research on audience perception and attitude towards Anambra Broadcasting Service Facebook messages on solid waste management in Anambra State has provided valuable insights. It showed that the audience perceives the messages as having good credibility and are positively disposed to them. There is also evidence that these messages have the potential to influence the audience's attitude towards solid waste management in the state. The research has also shown that although the majority of the respondents have limited internet access, they are aware of and open to the idea of using social media to share information on solid waste management. The results also point to an increased interest in using social media among the surveyed audience to spread awareness and promote behaviors in line with Anambra Broadcasting Service Solid Waste Management campaign. Overall, the research highlighted the potential of Anambra Broadcasting Service Facebook messages to reach and positively influence the attitude of the audience to solid waste management in Anambra state. Therefore, it is recommended that the Facebook messages should be used to further spread awareness on good solid waste management practices in the state.



## RECOMMENDATIONS

Based on the research findings, the researcher, therefore, made the following recommendations:

1. Anambra Broadcasting Service should maximize the utilization of effective visuals like graphs and charts when posting about solid waste management on their Facebook page to draw the attention of different audience demographics. ABS should also increase the use of stories to provide personal connections when communicating about solid waste management on their Facebook page.
2. ABS should regularly create posts about the successes and progress Anambra State has made in regard to the solid waste management problem, as well as other environmental initiatives, and showcase the ways in which the public can actively participate in the solid waste management effort.
3. ABS should regularly monitor and analyze audience engagement with solid waste management posts and feature success stories of Anambra State residents making a positive impact in solid waste management on their Facebook page.
4. ABS should consistently create posts about recycling, repurposing, and other forms of creative waste management to illustrate the potential of waste management in Anambra State.
5. Focus group interviews with key stakeholders such as local government representatives, solid waste management personnel, and members of the general public should be conducted to understand their perspective on Anambra Broadcasting Service (ABS) Facebook messages on solid waste management in furtherance to this study.

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