Usage of Media Advocacy Education by the Independent National Electoral Commission on Voters’ Turnout and Behaviour in Elections: A Study of Delta State, Nigeria

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ABSTRACT
The study examines how the Independent National Electoral Commission (INEC) in Nigeria use media advocacy as a way to educate the electorates on election turnout and behaviour in Delta state, Nigeria in the 2019 elections. The main objective of the study was to ascertain how media advocacy was used by INEC for voters’ participation and behaviour. The study was anchored on framing theory, which posits a social call for voters’ turnout and behaviour. In order to ascertain the objectives of the study, a sample of 63 participants or electorates from the three senatorial districts in Delta state were administered with a questionnaire. Data collected and analysed showed that though media advocacy was capable of making voters to participate in elections but it does not determine voter’s attitude or behaviour during elections. Media advocacy helped in voters’ turnout, however, the level of age, level of education and political party affiliation, regionalism, money politics and ethnic group were strong factors for voters’ turnout and behaviour during elections. Consistent media advocacy education is required for voters’ turnout and behaviour. Media advocacy education is needed to influence positive ideas on a voter.

Keywords: Elections; Media advocacy education; Voter turnout; Voter behaviour

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