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# New Media and HIV/AIDS Awareness among Married Women

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## ABSTRACT

*As the wave of access to information on diseases and healthcare is being aided rapidly by the new media, the increasing exposure to sexuality through the same media has made reproductive health issues of public discourse in contemporary times. Over 3.3 million Nigerians are living with HIV in 2010 out of which 1.7 million are women and 360,000 children; the proportion living with AIDS in sub-Saharan Africa has increased tremendously between 2001 and 2009 compared to other advanced regions of the world* (UNAIDS, 2010). *This study therefore examined the impact of new media on the HIV/AIDS prevalence among married women. Three data sets of NDHS of 1999, 2003 and 2008 were used in conjunction with a primary survey organized among 122*

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*randomly selected married women in the Ado-Odo local government to make up for the paucity of information on new media in the NDHS data. There are four zonal districts in A do-Odo. These are: Sango, Ota, Ado-Odo, Igbesa. Through random sampling, Ota was selected. Iju community was randomly selected in Ota. The population for this study comprised married women and above in Iju community in Ado-Odo Ota Local Government. From available record in the Local Government, there are 2,440 married women in Iju community and 5% of this population (122) was used as sample size. Descriptive statistics and multiple regress ion analysis were employed for data analysis. The result shows that awareness rate of HIV /A IDS or their mode of transmission is above 80 percent. Notwithstanding, multiple sexual partnership is prevalent in the study locations. New media facilities like facebook, skype,etc are negatively and statistically insignificant to awareness about HIV /A IDS ($_p$-value > 5%). The study recommends that all stakeholders-particularly the media industry-take c„ncerted initiatives towards sustainable development of the country such as translating the knowledge of HIV /A IDS into its reduction and/or prevention.*

**Keywords:** *Classical Media, HIV /A IDS , Married women, Media industry, New Media*

## Background to the Study

Globally, 34 million people were living with HIV in 2011 with 2.5 millions of new infections including 330,000 million children (WHO, UNAIDS & UNICEF, 2012). About 1.7 million people died of AIDS in 2011 alone and almost 7,000 people are infected while 3,950 more people are on daily antiretroviral therapy (UNAIDS & WHO, 2012). Over 3.3 million Nigerians are living with HIV in 2010 out of which 1.7 million are women and 360,000 children (UNAIDS, 2010). South Africa has about 5.6 million of her population living with HIV,

out of which 3.3 million are women and 330,000 children (UNAIDS, 2010). General observation revealed that the proportion living with AIDS in sub-Saharan Africa increased tremendously between 2001 and 2009 compared to other advanced regions of the world (UNAIDS, 2010) and the trend has not been visibly changed till date.

> Over 12.2 million women worldwide have been infected with HIV since the start of the epidemic and women account for 42% of the 30.6 million adults now living with HIV. Because of the particular vulnerability of women, the risk of women contracting HIV is rising worldwide. Although these figures are increasing in industrialized and developing countries, in sub Saharan Africa there are already 6 women with HIV for every 5 men, with close to four-fifths of all infected women being African.
>
> World Health Organization (2000).

Precisely, AIDS victims numbered 23.5 million in sub-Saharan Africa against 4 million and 1.4million and 53,000 in South and South-East Asia, North America and the Oceania respectively (WHO, UNAIDS & UNICEF, 2012). As Wheeler (2005) observes, the low level of response to HIV/AIDS prevention among certain populations is indicative of a rapid increase in the spread of the disease within those populations.

The media industry is identified with the traditional role of enlightening individuals on topical matters especially those that border on health issues such as HIV/AIDS. Evolving media messages on diseases and healthcare, coupled with interventions from health organizations and the government, have made reproductive healthcare a public discourse in contemporary society.

Hence, activities centered on the awareness and prevention of HIV/AIDS ought to be part of the established social order in

virtually every society, especially the developing nations. There are several studies that investigate the availability of Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome (HIV/AIDS) information as well as the adequacy of communication on HIV/AIDS in African nations . It is not enough having just the elementaryknowledge of HIV/AIDS and its mode of transmission; it is more sufficient having a good knowledge of HIV/AIDS prevention strategies as well in order to markedly reduce the populations that contact the pandemic across the globe.

**Objectives of the Study**

This study is undertaken to:

1. Ascertain access to new media among married women.
2. Investigate uses of new media among married women.
3. Determine the significance of new media in HIV/AIDS awareness and/or prevention among married women.

**Research Questions**

1. Do married women access the new media?
2. What are the uses of new media among married women?
3. Are the new media significant in HIV/AIDS awareness and/or prevention among married women?

**Theoretical Framework**

Media relations must be an integral part of any awareness campaign. Mass media channels are particularly useful for national impact (White). Wheeler (2005, p.27) perceives the radio as "the most important source of information on HIV/AIDS". The new media, just as the classical media, provide information that is essential for the alleviation of problems that tend to threaten the sustainable development of any nation's economy. Severin and Tankard (1992) point this fact as part of the promises mass communication offers. "We are living in

an ever-changing new media environment in which people and media interact and influence each other in various and profound ways" (Cho, 2009:1).

The Media Dependency Theory is the theoretical framework upon which this study is anchored. This theory associated with Sandra Ball-Rokeach and Melvin DeFleur, the propounders of the concept in 1976. It is sometimes referred to as the Media System Dependency (MSD) theory or the Dependency theory. What remains a fundamental aspect of the Media Dependency Theory is that there are tendencies for the importance of the media to experience remarkable growth in the life of an individual or group of individuals that become more dependent on same (i.e. the media) for the gratification of needs. In corroboration, the Media Dependency Theory is acknowledged with the statement that the more dependent an individual is on the media for having his or her needs fulfilled, the more important the media will be to that person (Asemah, 2011; Ball-Rokeach & DeFleur, 1976).

It is evident, from the results of this study, that both the new media and classical media are indispensable tools of HIV/AIDS awareness creation and information dissemination. In this regard, one can put forward the argument that whichever media - new or classical - individuals, for instance married women, decide to increase their dependency on for their needs (as they affect the sustainable development of the nation) to be fulfilled, such media is automatically accorded increased importance in their everyday living.

## Methods

The research methods explored data from the Nigerian Demographic Health Survey (NDHS) of 1999, 2003 and 2008 data sets to analyses quantitative information on media information on married women across the purposively selected regions of Nigeria as guided by the available data set. Variables of interests were sorted across the three data sets and merged

into a single file.

However, due to paucity of information on new media in NDHS data, another questionnaire on HIV/AIDS awareness was also conducted among 122 randomly selected married women in Ado-Odo/Ota Local Government, there are four zonal districts. These are: Sango, Ota, Ado-Odo, Igbesa. Through random sampling, Ota was selected. Iju community was randomly selected in Ota. The population for this study comprised married women and above in Iju community in Ado -Odo Ota Local Government. From available record in the Local Government, there are 2,440 married women in Iju community and 5% of this population (122) was used as sample size.

In both data, targeted cases were those related to married women. Overall, about 23,932 women fall into this category from the NDHS data while only 122 married women were covered in the survey. One model was formulated to test the significant influence of new and classical media on HIV/AIDS awareness. The dependent variable is HIV/AIDS awareness while the independent are the new and classical media devices and socio-demographic characteristics of respondents such as age, usual place of residence, educational attainment and recent sexual activity. Data were analyzed using a combination of descriptive and multiple regression analysis.

## Results and Discussion

The demographic characteristics of the respondents are presented in table 1. The mean age of the married women in the three years surveyed is 31 years. The proportion of respondents in age group 25-39 years are relatively more than half of the total married women across the three years (55.6% in 1999, 52.4% in 2003 and 53.9% in 2008) as indicated in Table 1. The least proportions were found among the age group 40-49 averagely at 21.1% across the years of survey (Table 1). The result revealed that more number of married women was

enumerated in the rural areas than in the urban across the three surveys. The rural proportions revealed 69.4%, 63.7% and 72.5% for 1999, 2003 and 2008 respectively and the urban proportions show 30.6%, 36.3% and 27.8% in the same order (Table 1). Besides, the rural pattern shows increasing order while the opposite holds for the urban centers.

In terms of educational attainment, higher proportions of women are with no education. The result revealed that 53.1%, 52.2% and 51.3% are not educated in the years considered compared to 5.3% in 1999, 5.0% in 2003 and 6.3% in 2008 reported for higher education as shown in table 1. However, as the proportion without education decreases as the years increases higher education gained momentum as the year progresses from 1999 to 2008. Those who had primary and secondary education are 41.6%, 42.8% and 42.4% in 1999, 2003 and 2008 respectively. The data also shows that the proportion of women who had up to two children were 28.6%, 26.5% and 26.1% in 1999, 2003 and 2008 respectively. Women in zero parity range from 9.8 to 8.8% respectively. Unemployment among the women sampled decreased from 46.2% in 1999 to 32.8% in 2003 and 30.6% in 2008 (Table 1). Occupation was regrouped into clerical and services, farming, manual jobs and unemployed. The result of the analysis revealed that about one-third of the women sampled are unemployed or work as domestic assistants . The proportion however witnessed a progressive reduction from 45.9 percent in 1999 to 30.5 percent in 2008. The proportion in clerical and services occupation that was 36.1 percent in 1999 increased to 42.9 percent in 2003 and thereafter declined to 39.6 percent. Farming also increased tremendously from 11.4 in 1999 to 19.9 percent in 2008. Improvement in these sectors could be traced to women empowerment initiatives embarked upon by various governments

**Table 1. Demographic profiles of married mothers (1999, 2003 and 2008)**

| Variables/Year | 1999 | | 2003 | | 2008 | |
|---|---|---|---|---|---|---|
| **Gender** | **No** | **%** | **No** | **%** | **No** | **%** |
| Female | 5,808 | 100.0 | 5,157 | 100.0 | 23,954 | 100.0 |
| **Age of Respondents** | | | | | | |
| Less 24 years | 1,471 | 25.4 | 1,310 | 25.4 | 5,773 | 24.1 |
| 25-39 years | 3,228 | 55.6 | 2,701 | 52.4 | 12,921 | 53.9 |
| 40-49 years | 1,109 | 19.1 | 1,146 | 22.2 | 6,260 | 22.0 |
| **Mean Age** | Mean age | 30.5 | Mean age | 31.0 | Mean age | 31.1 |
| **Usual Place of Residence** | | | | | | |
| Urban | 1,775 | 30.6 | 1,870 | 36.3 | 6,586 | 27.5 |
| Rural | | | | | | |
| **Highest Educational level** | 4,033 | 69.4 | 3,287 | 63.7 | 17,368 | 72.5 |
| No Education | 3,082 | 53.1 | | | | |
| Primary Education | 1,297 | 22.3 | 1,178 | 22.8 | 5,110 | 21.3 |
| Secondary Education | 1,119 | 19.3 | 1,029 | 20.0 | 5,053 | 21.1 |
| Tertiary Education | 310 | 5.3 | 263 | 5.2 | 1,288 | 5.3 |
| **Religion** | | | | | | |
| Christianity | 2,553 | 44.2 | 2073 | 40.1 | 23310 | 97.4 |
| Islam | 3,129 | 53.9 | 2980 | 57.8 | 465 | 1.9 |
| Traditionalist & Others | 126 | 2.2 | 104 | 2.0 | 179 | 0.7 |
| **Husband's Occupation** | | | | | | |
| Clerical & Services | 1,997 | 34.4 | 32 | 0.6 | 9,379 | 39.2 |
| Farming | 2,542 | 43.8 | 2,002 | 38.8 | 10,829 | 45.2 |
| Manual Jobs | 1,041 | 17.9 | 1,896 | 36.8 | 3,443 | 14.4 |
| No Response | 228 | 3.9 | 1,227 | 23.8 | 303 | 1.3 |
| **Respondent's Occupation** | | | | | | |
| Unemployed/Domestics | 2,666 | 45.9 | 1,723 | 33.4 | 7,299 | 30.5 |
| Clerical & Services | 2,099 | 36.1 | 2,212 | 42.9 | 9,486 | 39.6 |
| Farming | 664 | 11.4 | 818 | 15.9 | 4,767 | 19.9 |
| Manual Jobs | 325 | 5.6 | 404 | 7.8 | 2,275 | 9.5 |
| No Response | 54 | 0.4 | | | 127 | 0.5 |
| **Husband Desire for more children** | | | | | | |
| Both want same | 1,360 | 44.5 | 1,238 | 37.1 | 5496 | 35.5 |
| Husband wants more | 741 | 24.3 | 1,087 | 32.5 | 4590 | 29.6 |
| Husband wants fewer | 103 | 3.4 | 118 | 3.5 | 486 | 3.1 |
| DK | 850 | 27.8 | 897 | 26.9 | 4930 | 31.8 |
| **Total** | 3,054 | 100.0 | 3,340 | 100.0 | 15,502 | 100.0 |
| **Children Ever Born** | | | | | | |
| Zero Parity | 571 | 9.8 | 504 | 9.8 | 2,115 | 8.8 |
| 1- 2 Children | 1,661 | 28.6 | 1,365 | 26.5 | 6,252 | 26.1 |
| 3- 4 Children | 1,529 | 26.3 | 1,194 | 23.2 | 6,123 | 25.6 |
| 5- 6 Children | 1,049 | 18.1 | 919 | 17.8 | 4,534 | 18.9 |
| 7 Children and above | 998 | 17.2 | 1,175 | 22.8 | 4,930 | 20.6 |
| **TOTAL** | 5,808 | 100.0 | 5,157 | 100.0 | 23,954 | 100.0 |

**Source: Computed from NDHS** 1999, 2003 & 2008

## New Media and Classical Media: Measures against HIV/AIDS Infections

Assessment of the media revealed that only newspaper, television and radio were captured in the DHS data set analyzed. These are classified as classical media due to advert of new forms of media devices due to advanced technology. The assessment revealed that about half of the respondents have access and received information on HIV/AIDS on radio across the years studied. About one out of every five respondents had access to newspapers in 1999 and 2003 but the proportion relatively reduced by 4.2 percent in 2008. Similar patterns were observed among the proportion that watches television or listens to radio across the three years studied where the proportion reduced at least by 5.2 and 8.3 percent respectively. The reason for the above revelation could be traceable to the incursion of new modern means of communication (new media) such as internet, facebook, skype, twitter, mobile phones, etc. Relatively, about nine out of every ten respondents have heard about HIV/AIDS and can indicate ways of its transmission. The finding is not in tandem with numbers that have been tested for either HIV/AIDS or other STDS.

The information on respondents ' recent sexual activity revealed that 57.3 and 60.8 percent of respondents are sexual active in 2003 and 2008 respectively (Table 2). 36.2 and 33.4 percent practiced abstinence or were in their postpartum abstinence in the same years respectively. The proportions that had never had intercourse in the 6 months were only 6.5 percent in 2003 and 5.9 percent in 2008 as shown in Table 2. Among the amazing revelation in the study is that larger proportions of the women were not using any form of family planning were 78.3, 83.2 and 83.9 percent in 1999, 2003 and 2008 respectively as shown in Table 2. The analysis also indicated that among those that have intercourse in the last 12 months, 9.7 percent and 8.5

percent had sex with partners other than their husbands. Despite the increase in awareness concerning HIV/AIDS and its modes of transmission, about 94.9, 95.3 and 94.4 percent were not using condom or other form of protection in their sexual relationships with their sex partners. Besides, 34.5 and 26.8 percent confirmed not using condom in the last sexual experience (see Table 2).

Table 3 presents the result of the analysis of the primary data on respondents' accessibility to various new media devices. Respondents were asked to indicate their major and regular medium of information among several communication devices. The result revealed that 28.7 percent of the respondents still have the television, radio and newspaper as their major media. One out of every four respondents considered mobile phone (i.e. GSM) as their major form of source of information on HIV/AIDS. About 13.9 and 14.8 percent indicated video, facebook as their major means of receiving such information. Only 7.4 percent indicated cable network or satellite as their major means of information, 10.7 uses and accesses e-mail for such information regularly as indicated in Table 3. The awareness of HIV/AIDS and its modes of transmission are thus wholesome though it is at variance with the observed sexual behaviour among the target population. Approximately over 80 percent of the sampled respondents have knowledge about HIV/AIDS compared to 17.2 percent that have no knowledge but the number that uses any form of prevention is abysmally low. Various causes of HIV/AIDS identified are blood transfusion, sexual intercourse, mosquito's bites , hereditary (mother-child transfusion), etc as indicated in Table 3.

| Access to M edia | 1999 | | 2003 | | 2008 | |
|---|---|---|---|---|---|---|
| **Read Newspaper** | **No** | **%** | **No** | **%** | **No** | **%** |
| No | 2991 | 75.1 | 2991 | 75.1 | 3869 | 79.3 |
| Yes | 994 | 24.9 | 994 | 24.9 | 1012 | 20.7 |
| Total | 3,985 | 100.0 | 3,985 | 100.0 | 4,881 | 100.0 |
| **Watch TV** | | | | | | |
| No | 2329 | 59.1 | 2329 | 59.1 | 3074 | 64.3 |
| Yes | 1615 | 40.9 | 1615 | 40.9 | 1710 | 35.7 |
| **Total** | 3,944 | 100.0 | 3,944 | 100.0 | 4,784 | 100.0 |
| **Listen to Radio** | | | | | | |
| No | 1654 | 41.6 | 1654 | 41.6 | 2433 | 49.9 |
| Yes | 2324 | 58.4 | 2324 | 58.4 | 2447 | 50.1 |
| Total | 3,978 | 100.0 | 3,978 | 100.0 | 4,880 | 100.0 |
| **Ever Heard of AIDS** | | | | | | |
| No | 607 | 15.2 | 473 | 11.2 | 2228 | 11.5 |
| Yes | 3391 | 84.8 | 3754 | 88.8 | 17212 | 88.5 |
| Total | 3,998 | 100.0 | 4,227 | 100.0 | 19,440 | 100.0 |
| **Can healthy person have AIDS?** | | | | | | |
| No | 564 | 16.7 | 667 | 17.8 | 2662 | 15.5 |
| Yes | 2135 | 63.1 | 2363 | 63.2 | 12833 | 74.9 |
| DK | 687 | 20.3 | 709 | 19.0 | 1634 | 9.5 |
| **Total** | 3,386 | 100.0 | 3,739 | 100.0 | 17,129 | 100.0 |
| **Recent Sexual Activity** | | | | | | |
| Never had intercourse | NA | | 272 | 6.5 | 1,126 | 5.9 |
| Active in last 4 weeks | NA | | 2,415 | 57.3 | 11,680 | 60.8 |
| Abstinence | NA | | 1,526 | 36.2 | 6,411 | 33.4 |
| **Total** | | | 4,213 | 100.0 | 19,217 | 100.0 |
| **Current methods of FP** | | | | | | |
| Using modern method | 489 | 12.2 | 470 | 11.1 | 2,193 | 11.3 |
| Using traditional method | 378 | 9.5 | 239 | 5.7 | 937 | 4.8 |
| Not using any method | 3133 | 78.3 | 3,519 | 83.2 | 16,319 | 83.9 |
| **Total** | 4,000 | 100.0 | 4,228 | 100.0 | 19,449 | 100.0 |
| **Other partners had sex with** | | | | | | |
| None | NA | | 3,845 | 91.3 | 17,649 | 91.5 |
| 1-2 Partners | NA | | 363 | 8.6 | 1,633 | 8.5 |
| 3 Partners and above | NA | | 5 | 0.1 | 6 | 0.0 |
| **Total** | | | 4,213 | 100.0 | 19,288 | 100.0 |
| **Used Condom in the last Int ercourse** | | | | | | |
| No | 3,153 | 94.9 | 3,256 | 95.3 | 15,132 | 94.4 |
| Yes | 170 | 5.1 | 159 | 4.7 | 894 | 5.6 |
| Total | 3,323 | 100.0 | 3,415 | 100.0 | 16,026 | 100.0 |

**Source: Computed from NDHS 1999, 2003 and 2008**

The primary data indicated the precautionary being exercised by respondents to reduce their exposure to the risk of HIV/AIDS. These are observed to follow similar patterns

with their knowledge. Prominent among the suggested precautionary measures towards the reduction of the deadly disease are: avoiding multiple sexual partnership (28.7%), usage of condom (30.3%), avoiding blood transfusion especially from unconfirmed sources/donors (23.8%) and abstinence (7.4%). About 9.8 percent suggested relying on fate. In the same vein, respondents suggested the following as options for limiting the spread of HIV/AIDS in Nigeria. These opinions include: avoiding multiple sexual partnership (19.7%), usage of condom (34.4%), avoiding blood transfusion especially from unconfirmed sources/donors (8.2%) and abstinence (21.3%). About 16.4 percent suggested hoping to the fate (See Table 3).

**Table 3: Awareness and Cautions against HIV/AIDS**

| Variables | No | % | Variables | No | % |
|---|---|---|---|---|---|
| **Aware of HIV/AIDS** | | | **Had sex in the last six month** | | |
| Yes | 101 | 82.8 | Yes | 83 | 68.0 |
| No | 21 | 17.2 | No | 39 | 32.0 |
| **Total** | 122 | 100.0 | **Total** | 122 | 100.0 |
| **Medium of Knowledge** | | | **Causes of HIV/AIDS** | | |
| SMS/GSM | 30 | 24.6 | Mosquitoes bites | 25 | 20.5 |
| Facebook/Skype, etc | 17 | 13.9 | Sexual Intercourse | 39 | 32.0 |
| Cable/Satellite | 9 | 7.4 | Blood transfusion | 21 | 17.2 |
| E-mail | 13 | 10.7 | Hereditary | 14 | 11.5 |
| Video/Drama | 18 | 14.8 | Other causes | 23 | 18.9 |
| Radio/TV & Others | 35 | 28.7 | **Total** | 122 | 100.0 |
| **Total** | 122 | 100.0 | | | |
| **Heard of someone with HIV/AIDS in last 12 months** | | | **Had sex with other partner in last 6 months** | | |
| Yes | 81 | 66.4 | Yes | 33 | 42 |
| No | 41 | 33.6 | No | 89 | 73.0 |
| **Total** | 122 | 100.0 | **Total** | 122 | 100.0 |
| **Effort to prevent HIV/AIDS** | | | **Way to reduce HIV/AIDS** | | |
| Use Mosquito net | 9 | 7.4 | Avoid Multiple sexual partnership | 24 | 19.7 |
| Use Condom | 37 | 30.3 | Use Condom | 42 | 34.4 |
| Single sexual partner | 35 | 28.7 | Avoid Blood transfusion | 10 | 8.2 |
| Avoid Blood transfusion | 29 | 23.8 | Abstinence | 26 | 21.3 |
| Nothing | 12 | 9.8 | Pray/Do nothing | 20 | 16.4 |
| **Total** | | | | | |

**Source: Field Survey,** 2013

## Regression Analysis Demonstrating Accessibility of Respondents to New and Classical Media and Exposure to the Risk of HIV/AIDS

The model formulated was tested with the two data sets i.e. the NDHS and a primary data gathered among the married women in the purposively selected state. Similar independent variables of interest were considered in the two scenarios. However, the new media devices were added to the classical media in the NDHS data to ascertain the influence of the new media on awareness of HIV/AIDS as well the precautionary sexual activities among the target population. The analysis revealed that all age categories and education levels are positively associated with awareness of HIV/AIDS. However, among the age categories, ages 30-34 years and 35-39 years are not statistically significant to awareness. It also revealed that lack of education is not statistically significant related to awareness of HIV/AIDS both at the national and local level as demonstrated by higher P-value 5% (Table 4)

Among the specific new media covered, satellite and cable show significant positive relationship with awareness of HIV/AIDS. The beta coefficient of mobile phone indicated positive correlation ( 0.014) but with p-value higher than 5 percent. It is however amazing that facebook, skype, twitter, etc are negatively and statistically insignificant to awareness about HIV/AIDS (see Table 4). The authors believe this revelation to be true because the medium is highly related to love/friendly connection avenues rather than medium where the reality of HIV/AIDS can be communicated. These new media (i.e. facebook, skype, twitter, etc) have been abysmally abused round the globe and are incomparable with cable, satellite or TV where official information is disseminated. In the same vein, while radio and TV are positively and statistically related to HIV/AIDS awareness, access to newspaper demonstrated

negative relationship with awareness of the diseases. This could be associated with the proportions that actually have access to newspaper (less than 25 percent across the 1999, 2003 and 2008 NDHS data set (Table 4).

The usual place of residence was considered vital in awareness regarding social epidemic such as HIV/AIDS. Rural residence is as expected negatively related to awareness about HIV/AIDS although not statistically significant. In general, respondents in urban areas have high tendency to access both classical media and new media; they stand to be more informed than the rural populace. Besides, level of education is increasingly high in urban areas compared to the rural areas in Nigeria (like other developing nations round the world). The analysis revealed that sexual activity among the respondents has no significant relationship with HIV/AIDS awareness in the classical media era (see Table 4). However, the advent of new media has exerted a profound influence on respondents' sexual activity. The result of the analysis revealed that awareness about HIV/AIDS has negative relationship with sexual activity among the respondents who have access to the new media.

**Table 4. Regression Analysis illustrating the influence of New and Classical Media on awareness about HIV/AIDS**

| New Media and Awareness of HIV/AIDS | | | Classical Media and Awareness of HIV/AI DS | | |
|---|---|---|---|---|---|
| **Variables** | **Beta** | **Sig** | **Variables** | **Beta** | **Sig** |
| (Constant) | 0.456 | .000 | (Constant) | 0.241 | .000 |
| **Age Group** | | | **Age Group** | | |
| Less 25 years | .259 | .005 | Less 25 years | .336 | .000 |
| 25-29 years | .303 | .026 | 25 - 29 years | .381 | .000 |
| 30-34 years | .321 | .077 | 30 - 34 years | .400 | .000 |
| 35-39 years | .228 | .116 | 35 - 39 years | .358 | .000 |
| 40 and above | .319 | .023 | 40 & above | .492 | .000 |
| **Educational Attainment** | | | **Educational Attainment** | | |
| No Schooling | .026 | .632 | No Schooling | -.472 | .106 |
| Primary Education | .274 | .001 | Primary Education | .186 | .000 |
| Higher Education | .515 | .000 | Secondary Education | .304 | .000 |
| | | | Tertiary Education | .162 | .000 |
| **New Media** | | | **Classical Media** | | |
| GSM/SMS | .014 | .869 | Access News paper | -.002 | .682 |
| Facebook/Skype | -.007 | .916 | Access Radio | .082 | .000 |
| Cable/Satellite | .522 | .000 | Access TV & Others | .027 | .000 |
| TV/Radio & Others | .466 | .000 | **Sexual Activity** | | |
| **Sexual Activity** | | | Sex within 6 months | .001 | .728 |
| Had sex in 6 months | -.005 | .972 | **Place of Residence** | | |
| **Place of Residence** | | | Rural Residence | -.041 | .758 |
| Rural Area | -.403 | .154 | Urban Residence | .057 | .000 |
| Urban Area | .002 | 605 | | | |
| R **Square** = 79,6% | **Adjusted R Square** = 76.2% | | R **Square** = 15% | **Adjusted R-square** = 15% | |

**Source: Field Survey 2013**

## Conclusion and Recommendations

The study concludes that awareness of HIV/AIDS or its modes of transmission is enormous among the studied population but the exposure to the risk of HIV/AIDS through sexual intercourse is appallingly high. Its findings provide further evidence that the classical media-radio in particular - have remained veritable tools for HIV/AIDS awareness and thus sustainable development among individuals precisely married women in the country. It is therefore observedthat the issues relating to HIV/AIDS in the studied locations transcend awareness on the subject matter - HIV/AIDS - but require concerted efforts and initiatives that would help in

translating the knowledge of HIV/AIDS into its reduction and/or prevention. Based on findings in this study that revealed the negative relationship and statistical insignificance of the new media (i.e. facebook, skype, twitter, et cetera) concerning HIV/AIDS awareness among married women, it is expedient that the mobile phone, satellite and cable media be made affordable for purchase and/or subscription by all categories of the Nigerian public including married women (whether rural or urban). The Nigerian media industry can take better advantage of the mobile phone, satellite and cable media for disseminating-brief and concise or comprehensive - messages engendering sustainable development, particularly in the health sector of the nation's economy.

Also, since all education categories are positively related to knowledge about HIV/AIDS, mass literacy can be encouraged among the respondents.

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