



RESEARCH ARTICLE

Newspapers` Reportage and Perception of Yenagoa Residents of Climate Change and Adaptation in Bayelsa State, Nigeria

Jammy Seigha Guanah

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Abstract

Climate change has been identified as a significant threat to human and natural systems, with many communities around the world being adversely affected. The impact of climate change is especially pronounced in the Niger Delta region of Nigeria, Bayelsa State, where rising sea levels, increased flooding, and erosion threaten the lives and livelihoods of the population. This study explored media reportage on climate change and adaptation in Bayelsa State, Nigeria, with a focus on Yenagoa, the State`s capital. Using a quantitative approach, the study analysed newspapers` (Vanguard, The Sun, and Punch newspapers) reportage of climate change issues from October 2022 to March 2023; assessed the level of public awareness of climate change and its impacts; and examined the effect of climate change on Yenagoa and the perception of its residents on their attitudes towards climate change adaptation. The Agenda Setting Theory was used for this study. Data were collected through the use of a self-administered questionnaire distributed to a representative sample of the adult population in Yenagoa. Also, Content Analysis method was adopyed. The findings indicated that newspapers` reportage on climate change in Bayelsa State is limited and that the public has a low level of awareness on the subject. The study recommended the need for increased media attention to climate change issues, and the importance of public education and awareness-raising efforts to promote climate change adaptation in the region.

Keywords: Adaptation, Bayelsa, Climate Change, Media, Reportage

INTRODUCTION

Climate change has grown to be a major worldwide problem since it affects every region of the planet. The Intergovernmental Panel on Climate Change (IPCC) has issued a warning that the consequences of climate change are having a significant impact on both natural and human systems, and that immediate action is needed to reduce these effects. The Director-General of the Nigerian Meteorological Agency (NiMet), Professor Mansur Bako Matazu proclaims that water-related hazards such as flood, drought and others have become major causes of food insecurity, strains on livelihoods, health risks and conflicts in many parts of Africa (Agabi, 2022). Most of these hazards are triggered by climate change.

In late 2022, the Federal Government of Nigeria revealed that 500 people died as a result of the flooding

across the country. It said the flood wreaked havoc in 31 States of the Federation and the Federal Capital Territory of Abuja, with over 1.4million persons affected. The Federal Government also said several farmlands and houses were damaged due to the impact of the flooding (Akpan, 2022).

For California State University at Chico, the message that climate change was too big to be contained in a single department or programme was delivered in plumes of choking smoke from a wildfire raging 15 miles away. Mangan (2023) reports that the 2018 Camp Fire, which killed 85 people, displaced more than 300 people from the university community, and cancelled classes at Chico State for three weeks. Heavy rain from a cyclone inundated streets in Dhaka, Bangladesh in October 2022. Climate change is leading to more such events around the world.

To offer a glim of hope and "solidarity" for developing countries battered by the expensive effects of global warming, the UN climate negotiations agreed to discuss the contentious topic of money for "loss and damage." This decision was made in recognition of the devastating effects of climate change on developing countries like Nigeria. According to AFP (2022), the poorest nations, which are also the ones most affected by a wave of weather extremes, have increased pressure on affluent polluting nations to offer financial aid for growing losses.

Four out of five global cities will experience substantial climate risks, including excessive heat, torrential rain,

Department of Mass Communication, University of Africa,
Toru-Orua, Bayelsa State, Nigeria

**) corresponding author*

Jammy Seigha Guanah, Ph.D

Email: jammyguanah@yahoo.com and
jammy.guanah@uat.edu.ng

drought, and flood, according to a new analysis from the climate disclosure organisation CDP. This information was released as delegates convened in Sharm El Sheikh for the COP 27 international climate summit in 2022. According to Broom (2022), nearly one-third of the world's cities face climate threats that are so severe that they will affect at least 70% of their populations by 2025. A quarter of them expect the hazards to become more intense and frequent by that time.

As a result of climate change adaptation, extreme weather is becoming more often and intense, and we must prepare for it. White (2022) observes that while attempts to reduce global warming are ongoing, the effects of climate change are already being seen in people's daily lives. To better handle shifting weather patterns, climate change adaptation entails modifying human behavior and constructing better infrastructure.

The Niger Delta region of Nigeria is particularly affected by climate change, as the population's life and livelihoods are threatened by rising sea levels, flooding, and erosion. One of the regions in Nigeria most impacted by climate change is Bayelsa State, which is situated in the Niger Delta. In recent years, the state has endured catastrophic flooding and erosion, which have severely damaged the infrastructure and forced residents to relocate (Okeke, 2019).

Meanwhile, media coverage has a significant impact on how the public views and feels about adapting to climate change. The people can be informed, educated, and inspired to take action against climate change through the media. The majority of the population in Nigeria relies on radio and television for news and information, making the media a significant source of knowledge on climate change (Fasona, Adenikinju, Adejuwon, & Akinlo, 2018). However, there is limited research on the extent and quality of media coverage of climate change in Bayelsa State, and how media reportage has influenced public perceptions and attitudes towards climate change adaptation. This study sought to explore media reportage on climate change and adaptation in Bayelsa State, Nigeria.

The quality and quantity of climate change coverage vary greatly across different regions and nations, despite the fact that media coverage of the issue has attracted a lot of attention recently (Akpan et al., 2020; Fasona et al., 2018). Despite Nigeria's high vulnerability to the effects of climate change, the topic has not received enough media attention there (Akpan et al. 2020; Fasona, et al., 2018).

Further, little is known about how climate change coverage in Nigerian media affects the public's attitudes on climate change adaptation. Several studies have looked at how the media in Nigeria covers problems related to climate change. These researchers (Akpan et al., 2020; Fasona et al., 2018; Okonkwo et al., 2020) have demonstrated that media coverage of climate change varies across different parts of the country and is frequently insufficient. Hence, this present study intended to fill this gap by investigating how climate change coverage in Nigerian media affects the public's attitudes on climate change adaptation.

For the general people in Nigeria, newspapers continue to be the most significant sources of information about climate change (Fasona et al., 2018). This is crucial in Nigeria's Bayelsa State, which is extremely susceptible to the effects of climate change, including rising sea levels, flooding, erosion, and biodiversity loss (Okeke, 2019).

Numerous communities in the state depend on the environment for their livelihoods, such as farming, fishing, and other agricultural activities (Okeke, 2019; Guanah, Leader, Furomfate, 2023). To create effective strategies for promoting climate change adaptation in the state, it is

essential to comprehend the condition of media coverage of climate change in Bayelsa State and its effects on public perceptions and attitudes towards climate change adaptation.

Objectives of the study

The objectives were to:

- i. analyse media (*Vanguard*, *The Sun*, and *Punch* newspapers) reportage of climate change issues from October 2022 to March 2023;
- ii. assess the level of public awareness of climate change and its impacts; and
- iii. examine the effect of climate change on the attitudes of residents of Yenagoa towards climate change adaptation.

LITERATURE REVIEW

Theoretical Framework

The agenda setting theory is the foundation of this work. This idea contends that the media can shape how the public views issues by choosing and emphasising particular subjects, which can make them salient in the people's consciousness (McCombs & Shaw, 1972). The media have a significant impact on the debate on climate change and the promotion of adaptation strategies in the context of climate change adaptation in Nigeria. The media may raise the issue's relevance in the public's mind and encourage action towards adaptation by choosing and emphasising stories on climate change adaptation.

Climate change is one environmental concern to which the agenda-setting theory has been used (McCombs & Reynolds, 2009). Okorie (2015) revealed that the media, notably through the selection and presentation of climate change-related articles, have a substantial impact on the public's perception and comprehension of difficulties with climate change. The agenda setting theory is pertinent to this study because it provides a valuable framework for comprehending how the media in Nigeria promote climate change adaptation and helps find methods for effectively communicating climate change topics to the general population.

Climate Change and its Effects

According to Leiserowitz et al. (2010), climate change is a big worldwide concern that poses serious challenges to both human and ecological systems, particularly in vulnerable areas like Africa. A complicated and varied problem, climate change has a big impact on both natural and human systems. All parts of the world are affected by climate change, but poorer nations are particularly hard hit since they have more susceptible populations (United Nations Environment Programme [UNEP], 2017). Rising sea levels, floods, and erosion pose serious dangers to both natural and human systems in Nigeria's Niger Delta, one of the regions most impacted by climate change (Okeke, 2019).

Public perceptions and attitudes towards climate change adaptation may be influenced by media coverage of climate change. The media may encourage behavioural change, raise public knowledge of climate change challenges, and spur people to take action (Corner et al., 2013). The majority of the population in Nigeria relies on radio and television for information and news on the topic, making the media a significant source of knowledge on climate change (Fasona et al., 2018). However, studies have indicated that the media in Nigeria frequently provide

superficial and condensed coverage of climate change (Akpan et al., 2020). This is partly because environmental reporting receives little funding, and sensational news is prioritised over reporting that is instructive and instructional (Akpan et al., 2020).

The effects of climate change on natural and human systems have been profound in Bayelsa State. Recent catastrophic floods and erosion in the state resulted in the displacement of residents and considerable infrastructure damage (Okeke, 2019). Despite these difficulties, little study has been done on how climate change has been covered in the state's media and how this coverage has affected how the population views and feels about adapting to the changing climate.

According to research, media coverage of climate change can significantly affect how the general population views and feels about the problem. For instance, research by Myers and Nisbet (2012) indicated that public views of climate change and support for climate change measures may be influenced by media coverage of the problem. Similar to this, research by Leiserowitz et al. (2010) discovered that public comprehension and concern about climate change may be influenced by media coverage of the topic. Given the significance of media coverage of climate change. This present study aimed to close the information gap on how newspapers have covered the issue in Bayelsa State, Nigeria, and what effect it has had on the general public's perceptions and attitudes towards climate change adaptation. This will be done by looking at the volume of coverage given to climate change issues by the selected newspapers, and analysing the perceptions of the residents of Yenagoa.

Ways to Mitigate the Effects of Climate Change in Africa

Communities throughout Africa face a danger to their livelihoods and general well-being from climate change. Among the effects of climate change on the continent include rising temperatures, altered rainfall patterns, and an increase in the frequency of extreme weather events (UNEP, 2020). The consequences of climate change in Africa can be lessened, nevertheless.

The promotion of renewable energy is one strategy for reducing the consequences of climate change. Fossil fuel consumption makes a significant contribution to the greenhouse gas emissions that are the primary driver of climate change. African nations may lessen their reliance on fossil fuels and minimise their carbon footprint by encouraging the development of renewable energy sources including solar, wind, and hydroelectric power (Mekonnen & Koetse, 2019). Adoption of renewable energy sources can also increase community access to electricity and have positive economic effects, especially in rural regions (Adedoyin & Bekun, 2020).

Promoting sustainable agriculture is another approach to lessen the impact of climate change in Africa. According to the Food and Agriculture Organisation (FAO, 2020), climate change is having an impact on agricultural production across the continent due to altered rainfall patterns and a rise in the frequency of extreme weather events that result in lower crop yields and greater food insecurity. Farmers may adapt to these shifting conditions while lowering greenhouse gas emissions with the support of sustainable agricultural practices like conservation agriculture and agroforestry (FAO, 2020). By minimising tillage and integrating cover crops, for instance, conservation agriculture can increase soil health and water retention while simultaneously lowering emissions caused by soil disturbance (Lal, 2015).

Another strategy to lessen the consequences of climate change in Africa is to decrease deforestation and encourage reforestation. Deforestation decreases the capacity of forests to function as carbon sinks and increases greenhouse gas emissions (UNEP, 2020). Africa's nations may lessen their carbon footprint, maintain biodiversity, and offer ecosystem services like water regulation and erosion control by reducing deforestation and encouraging reforestation (Ehrlich et al., 2017).

Climate Change and Adaptation in Nigeria

Nigeria is experiencing a number of environmental problems as a result of climate change, including altered weather patterns, increasing sea levels, and a decline in biodiversity (Ogunwale et al., 2018). The economy, environment, and communities of the nation are all suffering serious effects as a result of these changes. To reduce the negative effects of climate change and encourage sustainable development in Nigeria, adaptation strategies are required.

Implementing climate-smart agricultural practices is one of the ways Nigeria may adapt to climate change. Nigeria's economy heavily depends on agriculture, which is being negatively impacted by climate change in ways, including altered rainfall patterns and an increase in extreme weather events (Akande & Ajayi, 2019). Farmers may adapt to these altering conditions with the aid of climate-smart agricultural practices including conservation agriculture and agroforestry while also lowering greenhouse gas emissions and boosting production (Akande & Ajayi, 2019).

The creation of early warning systems and efforts to reduce the danger of disaster is another adaptation strategy for Nigeria. Natural catastrophes like floods and droughts are becoming more frequent and severe as a result of climate change, which is having catastrophic effects on infrastructure and communities (Ibe et al., 2018). By giving communities early notice and enabling them to take the necessary precautions to protect themselves and their property, the development of early warning systems and disaster risk reduction measures can assist in mitigating the effects of catastrophic calamities.

Nigeria may also combat climate change by fostering the use of renewable energy sources. According to Ogunkunle and Akinbode (2019), Nigeria is largely dependent on fossil fuels for the production of power, which contributes significantly to greenhouse gas emissions. By promoting renewable energy sources like solar, wind, and hydroelectric power, Nigeria may lessen its reliance on fossil fuels, reduce its carbon footprint, increase energy availability, and improve local economies.

Finally, encouraging climate change adaptation in Nigeria requires education and awareness-raising. According to Ogunwale et al. (2018), many Nigerians lack awareness and comprehension of climate change and its effects, which might make it challenging for them to take the necessary steps to adapt. Initiatives to deepen understanding and raise awareness can encourage the adoption of climate-smart practices and other adaptation strategies.

There have been relatively few empirical studies on media coverage and climate change adaptation in Nigeria. The link between the media and climate change adaptation in Nigeria has, nevertheless, been the subject of a few studies. Oduro et al. (2017) looked at the function of the media in Ghana and Nigeria's efforts to adapt to climate change. The authors discovered that through sharing information on climate change consequences, adaptation

tactics, and pertinent legislation, the media may play a significant role in fostering adaptation to the phenomenon. The research also points out that there was a need for more funding for climate change reporting and awareness-building because climate change concerns in Nigeria were only briefly covered by the media.

The link between media coverage of climate change and the general public's perception of it in Nigeria was the subject of a second research by Ogbuigwe (2016). According to the study, media coverage had a big influence on how the public saw climate change, and those who had more exposure to climate change reporting tended to be more supportive of adaptation strategies. To foster higher understanding and climate change adaptation action in Nigeria, the research also underlined the need for increased investment in climate change reporting.

The role of the media in encouraging climate change adaptation in Lagos, Nigeria, was investigated in research by Aina and Idowu (2018). The study indicated that the media, particularly radio and television programmes, had a significant influence in raising public awareness of the effects of climate change and the need for adaptation measures. The study also found that it was difficult to teach rural residents about climate change, underscoring the necessity for focused communication techniques.

Also, a study by Nwabueze and Egbra (2016) examines the coverage and framing of climate change problems for seven months in two newspapers from Nigeria and Ghana. The major goal of this study is to determine how climate change articles are presented in the national newspapers of Ghana and Nigeria. It was discovered, among other things, that the environment and action frame, which concentrated on the anticipated impact of climate change on the landscape and relief in Nigeria and Ghana as well as on some other locations, was the overall dominant frame. It was also discovered that the media in Nigeria and Ghana primarily gets their information from international forums. It is recommended that the Nigerian and Ghanaian press should use more of the information and awareness frame while writing their reports.

Another research by Fasona et al. (2018) examined the discussion of climate change in Nigeria's national media and discovered that the topic received insufficient attention. Only 13% of the 473 articles from five Nigerian newspapers reviewed for the study were on measures for coping with climate change. The survey also discovered that there was little focus on the scientific components of the issue and that the framing of climate change coverage was frequently political. The authors pointed out that this political framing of climate change may be a factor in the public's lack of urgency and indifference to the problem.

In their analysis of media coverage of climate change in Nigeria's Niger Delta, Okonkwo et al. (2020) concluded that it was insufficient. Only 20% of the 70 newspaper articles from three Nigerian newspapers that were evaluated in the study were on techniques for coping with climate change; the remaining 60% were about its detrimental effects. The authors stated that the public's knowledge and awareness of various solutions for coping with the effects of climate change may be constrained by the low degree of coverage given to adaptation measures.

Overall, these studies indicate that the media may significantly support climate change adaptation in Nigeria, although more funding is required for reporting on and raising public knowledge of the issue. Additionally, to reach rural communities and encourage increased understanding and action on climate change adaptation, tailored communication tactics may be required.

METHODS

This study lends itself to two methods: Survey for the audience study, and Content analysis for the newspapers. According to Asemah, Gujbawu, Ekharefo, and Okpanachi (2017), surveys are employed in communication research when studying a very sizable population. Data were gathered using a questionnaire. This research focused on the city of Yenagoa. The population of Yenagoa is estimated at 524,400 using the projection technique (City Population, 2022). 384 people made up the study's sample. This was calculated using Cozby's (2004) table for calculating sample sizes. It claims that a population of above 100,000 will have a sample size of 384 with a +/- .05 error margin. Therefore, 384 respondents make up the study's sample size.

The sample was chosen using a multi-stage sampling process. Yenagoa municipal was divided into four quarters (West, East, South, and North). Four streets were systematically selected from the four (4) quarters using the simple random sampling technique. Ninety-six (96) respondents were selected from each quarter, and from the 2nd, 6th, 11th, and 16th houses on each street. A simple random sampling method was adopted so that every house had an equal opportunity of being selected. Respondents were purposively selected from each house. The copies of the questionnaire. The simple random sampling method was also used to administer the copies of the questionnaire, with the help of four-trained research assistants. Each research assistant was assigned to a quarter. Only 365 (95.05%) of the 384 copies of the questionnaire that were sent to the responders were eventually retrieved and deemed useful. Below are tables and percentages that show the findings from the compiled data.

The researcher also employed the content analysis research design which is suitable when the aim is to analyse the manifest content of communication in the print media. The population of the study consists of the editions of *Vanguard*, *The Sun*, and *Punch* newspapers from October 2022 to March 2023, making it 182. The researcher utilised a purposive sampling technique. Purposive sampling is a non-random sampling technique of sample selection that relies on the judgement of the researcher (Asemah, Gujbawu, Ekharefo & Okpanachi, 2022). It is a sampling method whereby the researcher selects those considered as possessing the required attributes or information. These newspapers were purposively selected because they have wide readership and are ranked among the top Nigerian newspapers. Since the number is small and manageable, the researcher also adopted it as the sample size. This decision is supported by academics Ifeakor (2009), Asemah, Gujbawu, Ekharefo, and Okpanachi (2017), and Guanah (2022) who justify such action.

In all, 182 editions were content analysed, and a pool of 329 climate change stories were generated from the four newspapers during the period of study. The unit of analysis of the manifest content of the select newspapers was the frequency of the reportage of climate change issue in the newspapers. The coding sheet and coding guide were used as instruments for data collection. Two coders were trained and commissioned to run a study independently with the coding guide. This was done to ascertain the reliability of the instrument through inter-coder reliability. The reliability was measured using Cohen's kappa. The researcher and the coders reached 100% agreement on the frequency of the types of news and categorisation of news coverage. According to Neuendorf (2002), inter-coder reliability is paramount as content analysis measures are meaningless without an acceptable level of reliability. The quantification

of data was performed using the SPSS software package (SPSS Inc., Chicago, IL, USA, 20.0).

The content categories were news stories, feature articles, editorials, opinions and letters to the editor. The validity of the instrument was ascertained by two lecturers from Department of Mass Communication, University of Benin, Benin City, Nigeria.

The main reason for using Content Analysis as one of the research methods for this study was basically to determine the frequency of the reportage of climate change stories by the selected newspapers, hence, no detailed analysis on content categories was done since they are not relevant, per se, to this study.

Ethical Considerations

This study adhered to ethical guidelines, ensuring participants' informed consent, confidentiality, and the right to withdraw from the study at any time.

RESULT OF STUDY

From the table 1, it is seen that the reportage on climate change is relatively low. This implies that climate change issues are not given priority reportage. The implication is that most people may not get to know much about climate and its effects.

Table 1: Frequency of newspapers` reportage of climate change issues

Newspaper	October	November	December	January	February	March	Total
Vanguard	20	18	24	26	22	19	129
The Sun	14	12	16	18	15	13	88
Punch	18	16	20	22	19	17	112
Total	52	46	60	66	56	49	329

Table 2: Level of public awareness of climate change and its impacts

Responses	Frequency	%
Very high	94	25.75
High	69	18.90
Undecided	39	10.69
Low	49	13.43
Very low	114	31.23
Total	365	100

Source: Field Survey, 2023

KEYS: Very high- 90% - 100%; High- 89% - 70%; Undecided - 50% - 69%; Low- 40% - 49%; Very Low- 1% - 39%.

The data in Table 2 suggest that the level of public awareness of climate change and its impacts are very low.

Table 3: Effect of climate change on the attitudes of residents of Yenagoa towards climate change adaptation.

Responses	Frequency	%
Very great	105	28.77
Great	99	27.13
Undecided	6	1.64
Minimal	76	20.82
Very minimal	79	21.64
Total	365	100

Source: Field Survey, 2023

KEYS: Very Great- 90% - 100%; Great- 89% - 70%; Undecided- 50% - 69%; Minimal- 40% - 49%; Very Minimal- 1% - 39%.

The implication of Table 3 above is that the effect of climate change on the attitudes of residents of Yenagoa towards climate change adaptation is very great.

DISCUSSION

This analysis discovered that from October 2022 to March 2023, there were only a small number of stories

referencing climate change in the Nigerian newspapers (*Vanguard*, *The Sun*, and *Punch*) studied. The findings of Ali et al. (2021) are in agreement with this present finding. Other studies that indicated that climate change is frequently underreported in the media in underdeveloped countries lend credence to it as well. Only 1.5% of all news articles in Nigeria in 2019 cited climate change, according to a University of Oxford research (Tagbo, 2010). Only 2.4% of all news articles in South Africa in 2018 cited climate change (Tagbo, 2010). There are many reasons why climate change may not receive enough coverage in the media in poor nations.

One explanation is that climate change is frequently viewed as a problem that mainly affects industrialised nations. There is also the matter of how much importance newspaper owners and editors give the subject. Climate change stories are regarded as being harder to sell than topics like politics and entertainment that can catch the public's attention (Tagbo, 2010). Another factor is that reporting on climate change can be challenging for journalists since it can be a complicated subject to comprehend.

Few African journalists, according to Tagbo (2010), are willing to dedicate their time to increasing their familiarity with and coverage of climate change issues. There is little local expertise on the topic because native African professionals do not research climate change. Numerous harmful effects may result from the media's inadequate coverage of climate change. It may cause individuals to be less conscious of the dangers posed by climate change and make it more challenging for them to take action.

A second finding showed that the general people have relatively little awareness about climate change and its effects. This is consistent with the findings of a Pew Research Centre study (2019a), which indicated that only 36% of Nigerians think that human activity is mostly to blame for climate change. Similarly, a World Bank report from 2020 discovered that Nigeria is one of the nation's most susceptible to climate change. Even while they cannot definitively say whether or not there is a lack of public understanding of climate change and its effects in Nigeria, these studies do offer some indication that public awareness may be a problem. This could be a result of the fact that

these research findings were based on various methodologies and data sources.

Given that climate change is already harming Nigeria, the government should be concerned about the low degree of public awareness of the issue. More extreme weather phenomena, such as floods and droughts, are being brought on by climate change. People are being uprooted by these disasters, which are also ruining crops and making it difficult for people to make a living. Climate change, according to Omoera and Guanah (2022), is one of the catastrophes brought on by human activity's weakening of the ozone layer due to massive carbon emissions into the atmosphere. Devastating side effects of this include soil erosion and flash floods, among other negative effects. In Nigeria, it is crucial to raise people's knowledge of climate change. The country is already suffering from the significant issue of climate change. People can be encouraged to recognise the hazards of climate change and take action to address it by raising public awareness of the issue.

Findings also showed that Yenagoa citizens' attitudes towards climate change adaptation are significantly impacted by climate change. This conclusion is comparable to that of a Pew Research Centre (2019b) research, which indicated that 64% of Americans believe that human activity is to blame for climate change and 70% believe that it is occurring. This shows that most Americans are aware of how climate change is affecting the country and that their attitudes regarding climate change adaptation are being significantly impacted by this understanding.

In a similar vein, a University of Michigan study indicated that young people are quite concerned about climate change (Kahn et al., 2019). According to the report, 60% of young people think that climate change is a very serious issue, and 70% of them are concerned about it. This implies that young people are especially susceptible to the effects of climate change and that this sensitivity is likely to result in increased support for climate change adaptation strategies.

There are researches that contradict this conclusion, though. There is no scientific agreement on climate change, according to a report by the Heartland Institute (Bray & Storch, 2010). According to the study, there is a great deal of scientific ambiguity on the causes and consequences of climate change, and this ambiguity needs to be considered when making judgements about how to adapt to it.

Correspondingly, a study by the Cato Institute found that climate change adaptation measures are often ineffective and costly (Michaels, & Mendelsohn, 2014). According to the report, many climate change adaptation strategies have not been successful in lessening the effects of climate change and can be quite expensive to put into practice. This implies that before implementation, climate change adaptation methods should be thoroughly assessed.

Overall, the research points to a significant impact of climate change on Yenagoa inhabitants' views towards climate change adaptation. Evidence does, however, also point to the possibility that cost- or effectiveness-effective climate change adaptation methods may not exist.

CONCLUSION

Through increasing awareness of climate change impacts, adaptation measures, and pertinent policies, the media can play a significant role in supporting climate change adaptation in Bayelsa State. When journalists receive greater training and resources, they will be able to efficiently and properly report on topics related to climate

change and engage a variety of audiences. No doubt, some of the obstacles to accurate media coverage of climate change issues in the area include a lack of funding, a lack of journalistic training, and the requirement for focused outreach programmes to underserved populations. However, if these problems are solved, reporting about climate will be boosted.

It is critical to enhance how climate change is covered in the media in underdeveloped nations. People in underdeveloped countries are already suffering as a result of the significant issue of climate change, hence the people of Bayelsa State should be encouraged to access varied information about this subject matter through the media, especially via the Internet.

At present, Bayelsa State is said to have the least number of telephone users at 1.6 million subscribers, followed by Ebonyi and Ekiti with 1.9 million users and two million users, respectively. A report by the Nigerian Bureau of Statistics (NBS) shows that Bayelsa State recorded the least number of 1.1 million internet users, followed by Ebonyi and Ekiti with 1.3 million and 1.5 million subscribers, respectively in 2022 (Oyibo, 2023).

Viable means through which to involve the citizens of Bayelsa State in the climate change discourse includes utilising local languages, collaborating with groups and leaders in the community, and utilising social media platforms. When Bayelsa State's climate change policies and practises give priority to the requirements and viewpoints of marginalised and disadvantaged people, they will be willing to get involved in issues concerning climate change. When government makes investments in infrastructure and livelihoods that are robust to climate change, supporting measures of adaptation for vulnerable people, and making sure that climate change policies are inclusive and participatory, the issue of climate change will be better understood.

Based on the study's findings, the following suggestions are made:

1. Bayelsa State needs to invest more resources in reporting on and creating awareness about climate change. Climate change reporting should be given more prominence in news coverage, and media organisations should be given more resources to support their coverage of related topics.
2. More awareness-raising initiatives on climate change should be developed, and more public education about it should be offered in schools and universities. The people of Bayelsa state should be encouraged to use mobile phones more and connect to the Internet so that they can access information on climate change via different social media platforms.
3. Targeted communication methods to reach marginalised communities, notably those residing in suburbs or informal settlements around Yenagoa, are necessary to influence inhabitants' attitudes towards coping with climate change.

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