



A CONTENT ANALYTICAL STUDY OF YOUTUBE AND FACEBOOK REPORTAGE OF DIPHTHERIA OUTBREAK IN NIGERIA

¹Tolulope Akinsulire and ²Nduneche Ezurike

¹Faculty of Communication and Media Studies, Lagos State University, Lagos, Nigeria

²Department of Marketing Ligs University, Honolulu, Hawaii, United State of America

Keywords:

*Diphtheria,
YouTube,
Facebook,
Framing theory,
Nigeria.*

Abstract: *This study sought to investigate the level of prominence, dominant direction and framing of the diphtheria outbreak in Nigeria on YouTube and Facebook. Content analysis was adopted as the study's research method, while the framing theory provided the theoretical base for the study. Findings from this study revealed that YouTube was used to give high prominence to the coverage of diphtheria outbreak in Nigeria, while Facebook gave low prominence to the diphtheria outbreak in Nigeria. Additionally, the researcher discovered that majority of diphtheria related reports on the selected social media platforms leaned towards a neutral stance as they had no inclination towards the positive and negative directions. Findings further revealed that fear was the dominant frame used to report the diphtheria outbreak on YouTube and Facebook. Based on the findings, the study, among others, recommended that reports on the diphtheria outbreak in Nigeria should be framed in such a way that educates and empowers without inciting fear.*

Introduction

Nigeria, the most populous country in Africa and the seventh globally, is estimated to currently have a population of over 180 million residents. Projections over the years has suggested that its population could reach about 400 million people by 2050 (Osam, 2019). According to Sadoh and Oladokun (2012), high population, globalization, low immunization rates, among other factors has made Nigeria to be susceptible to various diseases and virus outbreaks overtime.

Prominent among these diseases, include polio, Ebola, and most recently the coronavirus.

It is of great pertinence to note that among the myriads of endemic challenges Nigeria has confronted, diphtheria, a leading cause of childhood mortality (Sadoh & Sadoh 2011), has continuously posed a significant threat since its initial emergence in the last century. From its early days to the present, this disease has remained a pressing concern within the country.

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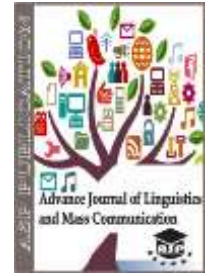
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Diphtheria is a contagious bacterial infection caused by *Corynebacterium diphtheriae* that primarily infects the throat and nose (Adegboye et al., 2023). Agrawal et al. (2023) articulates that this disease is transmitted through close contact with infected persons via respiratory secretions like coughing sneezing or talking. The illness predominantly affects the nose, throats and air passages, causing breathing difficulties, elevated body temperature, and the formation of thick coating in the throat (CDC, 2021). While diphtheria can be treatable if detected early, the disease has the potential to cause severe complications such as; respiratory failure, heart problems and even deaths (Adegboye et al., 2023; Agrawal et al., 2023).

Although, there has been a drastic reduction or total elimination of diphtheria in many developed countries (Besa et al., 2013), it still remains a health concern in many developing countries (Lodha et al., 2000; Tharmapornpilas et al., 2001; Mattos-Guaraldi et al., 2003). Some of the reasons that can be alluded for the repeated outbreaks of diphtheria in developing countries, includes; Inadequate vaccine coverage (Besa et al., 2013), climate-related declines in hygiene due to water shortages (Balakrishna, 2023), and nonavailability of diphtheria antitoxin (Ibrahim, et al., 2022).

Discussing the Nigerian context, Oduoye (2023) posits that various factors such as diminished awareness and campaigns on diphtheria, low socioeconomic status, insufficient income, crises, conflicts, and war, along with limited access to vaccination due to ineffective

monitoring of immunization schedule has contributed to the outbreak of diphtheria in Nigeria. Explicating further, Oduoye (2023) opined that the emergence of the COVID-19 pandemic contributed to recent sporadic outbreaks of diphtheria worldwide, notably in Nigeria.

In Nigeria, diphtheria has consistently posed as a significant public health challenge (Agrawal et al., 2023). Recorded instances in the country stood at 5,039 cases in 1989, 3,995 cases in 2000, 2,468 cases in 2001, 790 cases in 2002, and 312 cases in 2006 (Sadoh & Sadoh, 2011). While these data showcase a noticeable decrease in reported cases over the years, it remains perplexing that Nigeria continues to grapple with a substantial number of cases despite the widespread availability of vaccines that have led to the complete eradication of diphtheria in some countries.

One of the significant instances of diphtheria in Nigeria happened between February and November 2011, in Kimba, a village with a population of 1553 residents, situated around 50 kilometres south of Biu city, Borno State, Nigeria (Besa et al., 2013). During this period, a total of 98 cases were discovered, with 64.3% of the victims, being children under the age of 10 (Agrawal et al., 2023).

The diphtheria outbreak that occurred in Kimba village in 2011 marked a critical episode in Nigeria's battle against the disease. With a significant portion of the affected individuals being children under the age of 10, the outbreak drew attention to the vulnerabilities within the

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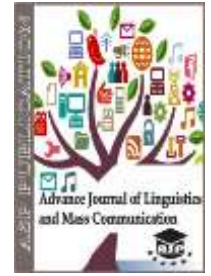
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community. Despite efforts to contain the situation, the repercussions of this event were far-reaching, leaving a lasting impact on the village. Although there had been no notable outbreaks since that time, concerns lingered regarding the potential resurgence of the disease. Sadly, these fears materialized with another outbreak surfacing in December 2022.

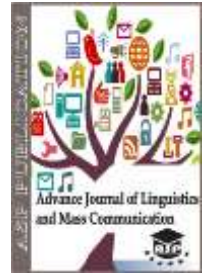
On December 1, 2022, the Nigerian Centre for Disease Control (NCDC) identified suspected outbreaks of Diphtheria in Lagos and Kano states (Adegboye et al., 2023). By the third week of 2023, Nigeria had reported a cumulative total of 253 suspected diphtheria cases spread across various states, notably Kano (169 cases), Yobe (78 cases), Lagos (5 cases), and Osun (1 case). Among these, 111 cases (42.1%) were confirmed either through laboratory testing or clinical assessment (Agrawal et al., 2023). Since the resurgence of diphtheria in 2022, there have been a total of 13,416 suspected cases as reported by the NCDC and WHO, out of which 8,576 cases were confirmed across 116 Local Government Areas (LGAs) spanning 19 States and the Federal Capital Territory. By October 1, 2023, the most affected regions were Kano, Yobe, Katsina, Bauchi, Borno, and Kaduna, accounting for 95.8% of the cases, with 73.6% impacting children aged 1 to 14 years. Kano emerged as the epicenter, contributing around 85% of the reported cases. As of October 12, 2023, diphtheria has led to over 600 fatalities, predominantly among children.

There is no gainsaying information is central to all forms of human activity. This perhaps

accounts for the reason why Moemeka (1985) cited in Asemah (2015) opines that a society that lacks a well aligned communication and information mechanism, lags behind others that possess efficient information networks. The media often dubbed as the fourth estate of the realm are one of the best communication tools to spread information and create awareness in the society. Through the informative, educative and entertainment function the media provides, the media serves as a veritable tool to disseminate issues bordering on public health in the society. Additionally, the rise of social media platforms and its widespread adoption among different generational cohorts and various demographics makes it a veritable source of information for health-related issues. Through its expansive outreach, accessibility and user-friendly interface, social media platforms provide insurmountable value in the dissemination of vital information about health risks, preventive measures and available health resources. These platforms also have the power to amplify public health campaigns, raise awareness about emerging diseases or health concerns, and debunk myths or misinformation.

It is pertinent to note that while the resurgence of the diphtheria outbreak in Nigeria in 2022 and early 2023 has received scholarly attention such as; Agrawal et.al (2023), Adegboye et.al (2023), Ibrahim et.al (2022), among others, most of these studies have paid little or no attention to social media coverage of the diphtheria outbreak in Nigeria. It is this knowledge gap this research seeks to fill the void, hence, this study examines

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YouTube and Facebook reportage of diphtheria outbreak in Nigeria.

Research objectives

The aim of this study is to examine YouTube and Facebook reportage of diphtheria outbreak in Nigeria. However, the specific objectives of this study are to:

- Find out the level of prominence given to the diphtheria outbreak on YouTube and Facebook.
- Ascertain the dominant direction of diphtheria reports on YouTube and Facebook.
- Discover the most dominant frames of diphtheria reports on YouTube and Facebook.

Literature Review

Understanding Diphtheria

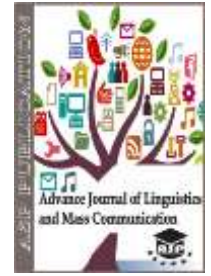
Diphtheria is a highly contagious disease associated with high morbidity and mortality (Sharma et al., 2019). This infection is caused by *Corynebacterium diphtheriae*, a type of bacteria spread through respiratory droplets from sneezing, coughing or talking (Abdulrasheed, 2023; Agrawal et al., 2023). According to Olulaja et al. (2023), symptoms of this bacterial infection include; sore throat, high temperature, barking cough, swollen gland, difficulty swallowing, and airway blockage. Diphtheria predominantly affects children younger than 15 years, with investigations showing that those without immunization or with compromised immune systems are particularly vulnerable to the disease (WHO, 2017).

Several major outbreaks of diphtheria occurred across the world from 1921–2018, spanning

regions like the United States, Asia, Europe, Haiti, Venezuela, Yemen, the defunct Soviet Union, among others (Lodeiro-Colatosti et al., 2018; Page et al., 2019; Dureab et al., 2019). The outbreak within former Soviet Union member countries was of great significance, with reported diphtheria cases exceeding 150,000 across regions such as Russia, Finland, Sweden, and Norway (Kembabanova et al., 2000; Skogen et al., 2000; Markina et al., 2005). Sharma et al. (2019) connotes that the exponential increment of diphtheria cases among member countries of the defunct Soviet Union in the 1990's, can be attributed to declining vaccination coverage due to change in the political climate. Although, there has been a drastic reduction of diphtheria cases in developed countries as a result of widespread vaccination programmes, it remains a challenge in developing countries.

A major reason for the recurrent cases of diphtheria in developing countries is in large part, due to inadequate vaccination coverage (Besa et al., 2013). This position is further accentuated by the WHO (2011) findings, where it reported a 71% inadequacy in vaccination coverage in the African region, and a 75% shortfall in South East Asia. The persistence of diphtheria in Nigeria can be alluded to a myriad of reasons such as; low socioeconomic status, low accessibility to healthcare facilities in rural areas, inadequate income, inadequate disease surveillance, ineffective monitoring of immunization schedules, delayed diagnosis, amongst others (Oduoye et al., 2023; Agrawal et al., 2023). Furthermore, Adegboye et al., (2023)

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contends that the Coronavirus pandemic disrupted vaccine uptake by erecting hurdles in accessing vaccination services and decreasing immunization demand and uptake among caregivers. This assertion is quite logical as movement restrictions and high cost of transportation occasioned by the Covid-19 pandemic, resulted in the discontinuation of mobile vaccination program across different areas in the country.

It is of great pertinence to note that diphtheria control is primarily based on prevention of infection through herd immunity (Besa et al., 2013). To curb the spread of the virus, the World Health Organization (WHO), recommends three doses of diphtheria –tetanus–pertussis (DTP) vaccine in infancy, at ages 6, 10 and 14 weeks (PAN, 2012), with booster doses after 10 years to cover for declining immunity (Abubakar et al., 2019). Similarly, the Nigerian Centre for Disease Control (NCDC), recommends some necessary strategies to prevent and mitigate diphtheria in Nigeria. These strategies include; meeting full vaccination schedule, proper diagnosis, surveillance, monitoring and adequate reporting of diphtheria cases (Adegboye et al., 2023).

Social Media as Sources of Health Information

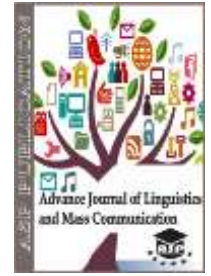
In previous decades, health information was solely accessed through traditional mass media channels like radio, newspaper and television, as well as science health books and academic journals (Akpoghiran, 2020). However, the emergence of the fourth industrial revolution and the unprecedented growth recorded in

Information and Communication Technology (ICT), has enabled individuals in the society to obtain information on health-related issues via new media and social media platforms.

Social media are web-based applications where individuals can generate and exchange information (Marar et al., 2019). They include blogs and microblogs (Twitter), content communities (Youtube), and social networking sites like Facebook and LinkedIn. In recent times, these social media platforms have provided insurmountable value in enabling people exchange information, sell products and services, as well as getting health information pertaining to their condition, for others, or simply out of curiosity (Schwartz et al., 2006). Positive features such as convenience and affordability, predominantly inherent in various social media platforms (Rice, 2006), has enabled individuals to stay updated on current diseases at their own pace, verify deceptive information, and access support for managing health related concerns (Liu, 2020).

Social media platforms provide a formidable mechanism for unperturbed dissemination of information on health issues in the society (Marar et al., 2019). This has in turn, necessitated the development of health-care, or health related issues knowledge at the individual and organizational level (Ghalavand et al., 2020). Asemah (2015) connotes that it enables health stakeholders to gain more understanding of health issues, and share opinions and experiences, access novel scientific health discoveries and broaden connections with

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colleagues and other health stakeholders. It also plays a pivotal role in connecting patients globally who share similar health conditions, enabling them to share mutual concerns and solutions (Grajales et al., 2014).

Although, social media can be a veritable source of health information, the proliferation of misinformation and disinformation evident in these platforms, can create potential risks in the society. The rapid diffusion of unverified health claims across social media platforms can affect individual and public health, potentially leading to negative outcomes (Udenze & Ugoala, 2022). This suggests that seekers of health-related information via social media platforms must tread with caution and only seek out credible sources of health information.

Theoretical framework

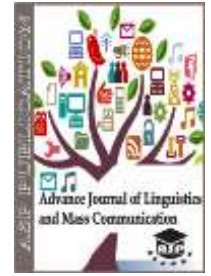
The framing theory serves as the theoretical framework utilized for this study. The concept of framing is related to the agenda setting theory, but expands the research by paying adequate attention on the essence of the issues at hand rather than on a particular topic (Daramola, 2012). This theory, originally developed by Erving Goffman in 1974, is hinged on the media's role in shaping audience perception and societal disposition towards a particular issue (Msughter & Phillips, 2020). Defining framing in the communication context, Goffman (1974) cited in Asemah (2022) labelled framing as a "schemata of interpretation that enables individuals to locate, perceive, identify and label occurrences or life experiences" (p.67). This definition was further modernized by Entman (1993) cited in

Adeniran et al. (2019), where the scholar opined that "to frame is to select some aspects of a perceived reality and make them more salient in a communicating text; to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described" (p.39). This definition presupposes that the framing is solely hinged on selection and salience, with the sole purpose of molding perceptions concerning a particular issue.

Funderbunk (2019) highlights that framing theory depicts how media professionals describe events to their audiences by deliberately employing visuals, words, headlines and message tone to shape audience perceptions in alignment with the media's intentions. In tandem with this definition, framing could be construed as a form of second level agenda-setting, as it doesn't just tell the audience what to think about (agenda-setting theory), but influences how they should interpret those issues.

Over the years, a plethora of empirical health communication studies such as Ajibulu (2022), Adeniran et al. (2019), Shih et al. (2008), Asogwa (2019), (Msughter & Phillips, 2020), just to mention a few, have employed the framing theory to explain the crux of their respective studies. This current study is no exception as it utilizes the framing theory, because of its key relevance in charting a framework to explain how the respective frames adopted by the media in their reportage of the diphtheria outbreak in Nigeria, shapes audience perception of the issue.

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Review of empirical studies

Although there is a noticeable dearth of empirical studies on media coverage of diphtheria in Nigeria (which this study seeks to fill the void), a plethora of scholarly endeavours have been conducted on media coverage of various health related issues in Nigeria.

Adeniran et al. (2019) examined the framing of maternal and child health care (MCH) issues in Nigerian newspapers. The study utilized Emphasis Framing as the theoretical framework, and the Content Analysis method was adopted by the researchers to examine two categories' frames, namely, public health frame and coping versus alarm message frame. The researchers used the purposive sampling technique to select four daily Newspapers in Nigeria, The Punch, The Nation, Leadership and Daily Trust newspapers, leading to the analysis of 1,235 editorial items related to maternal and child healthcare issues in Nigeria. Findings from this study revealed a minimal adoption rate of the public health frame and a prevalent use of the coping frame over the alarm frame with a rare combination of both by the selected newspapers. Based on the findings, the researchers recommended the need for improved framing of health-related issues in the media to garner appropriate attention, potentially driving development in the health sector. This study is of great relevance to the current study as they both focus on media representation and coverage of health issues in Nigeria. However, they differ in terms of the specific media platforms being analyzed and the focus of the healthcare issues.

Adekunle and Adnan (2016) sought to examine the framing patterns employed by Nigerian newspapers in their reportage of the Ebola outbreak in Nigeria. The researcher used content analysis research method, to analyze the reportage of Ebola in The Sun and The Guardian newspapers. During coding of the newspaper contents of Ebola, the researchers identified ten most salient frames used by the selected newspapers to report on the Ebola outbreak in Nigeria. Findings from this study revealed that treatment and control/containment frame was the dominant frame adopted by the selected newspapers in their reportage of the Ebola outbreak. Based on the findings, the researchers concluded that the capitalization on the treatment/containment frame employed by the selected newspapers is a reflection of the social responsibility role of the media, as it is a well-crafted attempt to free the society of the Ebola outbreak. The researchers recommended active media involvement in the reportage of health issues. This study is related to the present study as both studies focus on the media portrayal of disease outbreaks in Nigeria. However, the point of divergence is evident in terms of the specific diseases being studied and the media platforms being analyzed.

Msughter and Phillips (2020) examined media framing of the Covid-19 pandemic. This study was anchored on theoretical lens of the framing theory, and the researchers adopted the content analysis research method to investigate how Daily Trust and Vanguard newspapers framed reports on the coronavirus pandemic. Findings

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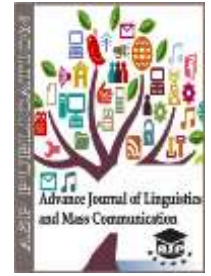
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from this study revealed that the media reportage of the coronavirus pandemic predominantly utilized economic and political frames, while downplaying crucial frames such as health, safety and quality of life frames. This study is similar to the current study as they both investigate media reportage and framing of health-related information during public health crises. However, the study differs as this study concentrates on the traditional print media framing of a widespread pandemic, while the current study delves into social media reportage and framing of a specific disease outbreak in Nigeria.

Asemah (2015) examined newspaper coverage of health issues in Nigeria. The study was anchored on the agenda setting theory and the content analysis research method was adopted to content analyse two Nigerian newspapers, (Daily Trust and Daily Sun) to determine the depth and prominence given to health issues. Findings from this study revealed that while rural health issues were covered to some extent, the overall coverage remained low, compared to the attention given to politics, business, economics and sports reports. Based on the findings, the researcher recommended the need for collaboration between non-governmental organizations, government entities, and the media so as to provide fundings to project health related issues.

Methodology

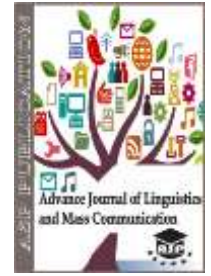
The paper adopted quantitative research design in showing the amount of coverage given to diphtheria outbreak in the selected social media

platforms. The quantitative design adopted for the study was content analysis. The rationale behind the adoption of the content analysis method was motivated by the fact that the research involves the systematic, objective and quantitative analysis of manifest contents of social media (YouTube and Facebook) coverage of diphtheria outbreak in Nigeria. YouTube and Facebook were chosen for this study because of their popularity and also based on the fact that over the years, various media stations have utilized these social media platforms to reach their online audiences. The researcher content analyzed only news videos on diphtheria outbreak in Nigeria and made use of 5 months as the periodic scope of the study (1 July 2023 to 30 November 2023). The researcher typed in “Diphtheria outbreak in Nigeria” keywords on both social media platforms and found 81 news videos on YouTube and 31 news videos on Facebook.

This study utilized the census sampling technique, examining all news videos regarding the diphtheria outbreak in Nigeria that were covered by YouTube and Facebook within the periodic scope of the study. The unit of analysis of this study was news videos on diphtheria outbreak while the content categories for this study were prominence, direction and frames.

To measure prominence given to the reports, the duration of the video reports was evaluated. Duration served as the criterion to classify the prominence content into three categories: most prominent, prominent, and less prominent. Videos exceeding 6 minutes were classified as

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most prominent, those between 3.00 and 6 minutes were classified as prominent, and those lasting less than 3 minutes were classified as less prominent.

In determining the direction of the news videos, the category was sub categorized into: positive, negative and neutral. The positive direction captured video's that indicated interventions and measures to curb the spread of diphtheria outbreak in Nigeria, the negative direction captured news video's showing cases and fatalities as a result of the diphtheria outbreak,

DATA ANALYSIS AND PRESENTATION

Table 1: Showing prominence given to diphtheria outbreak on YouTube and Facebook

Prominence (Duration)	YouTube	Facebook	Both
High prominence (Above 6 minutes)	40(49.4%)	4(12.9%)	44(39.3%)
Medium prominence (3-6 minutes)	19(23.5%)	6(19.4%)	25(22.3%)
Less prominence (Below 3 minutes)	22(27.1%)	21(67.7%)	43(38.4%)
Total	81(100%)	31(100%)	112(100%)

Source: Content analysis, 2023

The table shows that there were more Facebook diphtheria reports with less prominence. Video reports with high level of prominence were 49.4% and 12.9% on YouTube and Facebook respectively, while reports with medium level of prominence were only 23.5% on YouTube and 19.4% on Facebook. The combined data reveals a prevalence of high prominence videos (39.3%), followed by less prominence videos (38.4%) and videos with medium prominence (22.3%). The result thus imply that media organizations used YouTube to give attention to the diphtheria outbreak as majority of the reports of diphtheria outbreak in Nigeria on YouTube was inclined towards extended coverage and fell under the most prominent category. On the other hand, majority of Facebook videos were brief, with a substantial amount of its reports on the diphtheria outbreak in Nigeria, falling under the less prominent category during the period that that the videos were analyzed.



Table 2: Showing dominant direction of Diphtheria reports on YouTube and Facebook

Direction	YouTube	Facebook	Both
Positive	8(9.9%)	3(9.7%)	11(9.8%)
Negative	31(38.3%)	10(32.3%)	41(36.6%)
Neutral	42(51.8%)	18(58.0%)	60(53.6%)
Total	81(100%)	31(100%)	112(100%)

Source: Content analysis, 2023

Table 2 reveals that across both platforms, a significant portion of diphtheria reports were neutral, representing 51.8% on YouTube, 58.0% on Facebook, and 53.6% in the intersection of both platforms. Negative reports follow closely behind, comprising 38.3% on YouTube, 32.3% on Facebook, and 36.6% on both platforms combined. Conversely, Positive reports on diphtheria constitute the smallest proportion across the board, with 9.9% on YouTube, 9.7% on Facebook, and 9.8% on both platforms. These findings implies that majority of the reports on diphtheria outbreak in Nigeria on YouTube and Facebook were neutral.

Table 3: Showing frames of Diphtheria reports on YouTube and Facebook

Frame categories	YouTube	Facebook	Both
Human interest	5(6.2%)	0(0%)	5(4.5%)
Fear	25(30.9%)	10(32.3%)	35(31.3%)
Rumour and Misinformation	3(3.7%)	1(3.2%)	4(3.6%)
Government or political influence	4(4.9%)	0(0%)	4(3.6%)
Advocacy	11(13.6%)	7(22.6%)	18(16.1%)
Crisis response	6(7.4%)	4(12.9%)	10(8.9%)
Treatment and containment	16(19.7%)	4(12.9%)	20(17.8%)
Causes and transmission	11(13.6%)	5(16.1%)	16(14.2%)
Total	81(100%)	31(100%)	112(100%)

Source: Content analysis, 2023

Table 3 shows that fear emerged as the dominant frame across both platforms, comprising 30.9% of reports on YouTube and 32.3% on Facebook,

and a combined 31.3%. Treatment and containment and cause and transmission frames followed closely on YouTube, while advocacy and

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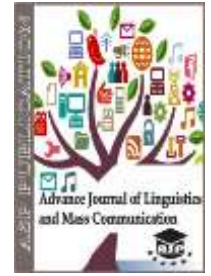
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causes and transmission frames followed closely on Facebook. There were no Facebook reports under the human interest and government and political influence frames, while the rumor and misinformation frames had least numbers of diphtheria video reports on YouTube.

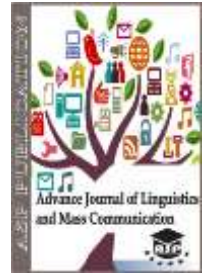
Discussion of Findings

The first research objective was to find out the level of prominence given to the diphtheria outbreak on YouTube and Facebook. In the quest to attain this research objective, the researcher found out that majority of the analyzed diphtheria reports on YouTube were of high prominence, with a significant proportion of the videos, dedicating more than 6 minutes to the topic. In contrast, majority of Facebook videos were of low prominence, with a large proportion of its videos (67.7%) below 3 minutes and only 12.9% of the videos extending beyond six minutes. This finding confirms that YouTube gave high prominence to the diphtheria outbreak in Nigeria, while Facebook gave low prominence to the diphtheria outbreak in Nigeria. In a similar vein, during the periodic scope of the study, 81 diphtheria related news videos were uncovered on YouTube while 31 diphtheria related videos were discovered on Facebook. This finding also points to the fact that YouTube gave more attention to diphtheria related news videos than Facebook. A major reason that can be alluded for the disparity in news videos coverage on both platforms is solely hinged on the fact that YouTube predominantly focuses on video sharing, making it a hub for video content while Facebook is predominantly a social networking

site. This makes it logical that more diphtheria related news videos were discovered on YouTube compared to Facebook. This assertion is in tandem with the viewpoint of Ajibulu (2020) who asserts that social media platforms are built differently and YouTube provides formidable mechanisms to post videos with longer durations. In the span of the study, the researcher counted total number 112 news videos on the diphtheria outbreak in Nigeria on both YouTube and Facebook. This finding suggests that social media platforms are becoming veritable sources of information on health-related issues. This is in line with Schwartz et.al (2006) who contends that social media platforms has provided insurmountable value in enabling people exchange information, sell products and services, as well as getting health information pertaining to their condition, for others, or simply out of curiosity.

The second research objective was to find out the dominant direction of diphtheria reports on YouTube and Facebook. In the quest to provide answers to the aforementioned research objective, the researcher found out that YouTube and Facebook reports on the diphtheria outbreak in Nigeria tilted towards a neutral stance as they account for 51.8% and 58.0% of diphtheria reports respectively. Put together, a substantial 53.8% of the total reports on the diphtheria outbreak was neutral. News videos with negative direction followed suit with 38.3% and 32.3% on YouTube and Facebook respectively, while reports with positive direction were both low on the selected social media platforms. This finding

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confirms majority of the direction of diphtheria outbreak reports on YouTube and Facebook leaned towards a neutral stance.

The third research objective sought to discover the most dominant frame of diphtheria reports on YouTube and Facebook. The researcher discovered that the dominant frame of diphtheria reports on YouTube and Facebook reports was the fear frame, accounting for 30.9% and 32.3% on YouTube and Facebook respectively. The treatment and containment frame were the 2nd most dominant frame used on YouTube, while advocacy frame was the 2nd most dominant frame used on Facebook. There was no presence of the human interest and government and political influence frames on Facebook as only YouTube reports adopted these frames. Little proportions of crisis response and rumor and misinformation frames of the diphtheria outbreak were identified on the selected social media platforms. The observation of rumor and misinformation frames of the diphtheria outbreak in Nigeria, is in consonance with the viewpoint of Udenze and Ugoala (2022) who asserts that although, social media can be a veritable source of health information, there are evidences of misinformation on these platforms. Ultimately the findings confirms that fear was the predominant frame of diphtheria reports on YouTube and Facebook. This finding suggests that majority of diphtheria reports on YouTube and Facebook were framed in such a way that could incite panic in the minds of the people. This entailed highlighting exponential increment

in cases and deaths, insinuating that a 2nd wave of the outbreak was imminent, among others.

Conclusion

Based on the findings of the study, the researcher concludes that although, the combined data on both YouTube and Facebook platforms reveals a high prominence given to the coverage of diphtheria outbreak in Nigeria, the prevalence of fear as the dominant frame on these platforms can accentuate panic in the minds of the people, thus triggering more health complications, particularly for people with underlying health conditions. This does not suggest that social media platforms should not be utilized to break new about the diphtheria outbreak in Nigeria, but the choice of words in doing so should tilt towards dousing tension rather than inciting panic.

Recommendations

Based on the findings and conclusion, the following recommendations are hereby given:

- Relevant authorities should prioritize concerted efforts, such as herd immunization and the availability of diphtheria antitoxin to effectively prevent the resurgence of diphtheria outbreaks in Nigeria.
- Reports on diphtheria outbreak should be framed in a manner that educates and empowers without inciting fear. By disseminating factual information on diphtheria, its transmission, symptoms, and preventive measure, citizens can be equipped with information on the diphtheria outbreak without any anxiety or panic.

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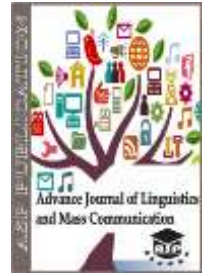
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- Future studies should be done to investigate the levels of awareness, and perceptions regarding diphtheria vaccination among different demographic groups In Nigeria.

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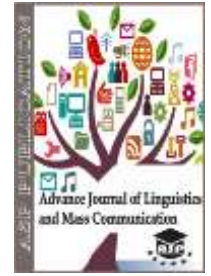
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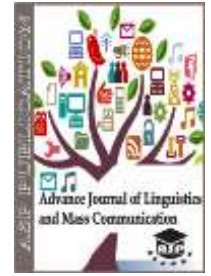
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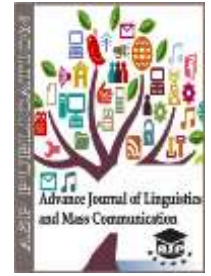
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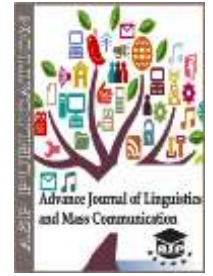
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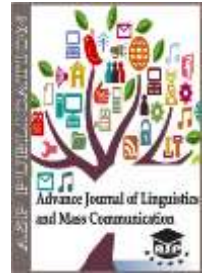
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