

**RADIO CAMPAIGN AGAINST ARMED ROBBERY AND INCESSANT KIDNAPPING  
AMONGST NIGERIAN YOUTHS: A STUDY OF PORT HARCOURT YOUTHS**

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**ABSTRACT**

The study examined Radio Campaign against Armed Robbery and Incessant Kidnapping amongst Nigerian Youths. A Study of Port Harcourt Youths. The study as part of its objectives inquired to ascertain if Port Harcourt youths are exposed to radio campaign against armed robbery and incessant kidnapping, determine their perception of radio campaign against armed robbery and incessant kidnapping, to determine the attendant effects of armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt, to find out the communication strategies used on radio campaign against armed robbery and kidnapping and to ascertain the level of effectiveness of radio campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt. The study employed social learning and strain theories to give the work a theoretical base; and employed the descriptive survey. The population of Port Harcourt youths was 680,800, while the sample size was 400 which was determined using Taro Yamene's formula as a guide. The multi stage sampling technique was used. Questionnaire was the instrument used in gathering relevant data for the study. Data were presented in tables while the questions were analyzed using four point likert scale criterion mean. The finding of the study revealed that Nigerian youths in Port Harcourt were exposed to radio campaign against armed robbery and incessant kidnapping. The finding also showed that Nigeria youths in Port Harcourt perceived radio campaign against armed robbery and incessant kidnapping as satisfactory. The finding indicated that the high incidence of armed robbery and incessant kidnapping caused untimely death to the youths, imprisonment, curses and shame, etc. Findings showed that jingles, talk shows, interviews, short stories, enlightenment programmes and traditional media were the communication strategies used on radio stations and they were highly effective. It was however concluded that governments at federal and state levels should provide jobs and empowerment programmes to engage the youths in order to reduce the menace. The study recommended that Nigerian youths in Port Harcourt should be more exposed to radio campaigns against armed robbery and incessant kidnapping to change their behaviours positively. It was also recommended that Nigerian youths in Port Harcourt should give more attention to radio campaigns to enable media planners evaluate their programmes and employ alternative communication strategies to achieve more positive results.

***Keywords: Radio campaign, Armed robbery, Kidnapping, Nigerian youths, Port Harcourt residents***

**INTRODUCTION**

In recent years, Nigeria has faced a notable increase in crime rates, especially in violent crimes such as armed robbery and kidnapping. These crimes are often perpetrated by young people, with reports indicating that youths are the primary perpetrators. The situation has prompted considerable concern amongst government officials, security agencies, scholars, and the public. The rise in these criminal activities threatens not only the safety and security of citizens but also the nation's socio-economic stability. Furthermore, it adversely affects Nigeria's international reputation, making it more challenging to attract foreign investments and foster a stable, thriving

society. Understanding the causes of these crimes amongst Nigerian youths is crucial for developing targeted policies and interventions that can help mitigate this worrying trend.

Studies have shown that poverty and unemployment are significant contributors to the prevalence of armed robbery and kidnapping amongst Nigerian youths (Igbinovia, 2018). Nigeria's economy has struggled with high unemployment rates, particularly amongst young people, which often leaves them financially and socially vulnerable. According to the National Bureau of Statistics (2023), youth unemployment in Nigeria is estimated to be over 33%, meaning that a considerable proportion of young people lack access to gainful employment. For many, the allure of quick money through illegal means such as robbery or kidnapping which becomes a tempting option. The socio-economic conditions thus create a conducive environment for youths to turn to crime as a coping mechanism, particularly in communities where legitimate income-earning opportunities are scarce (Oluwatobi & Ogundeji, 2021).

Another critical factor contributing to the rise in armed robbery and kidnapping is the societal structure and the normalization of corruption within Nigeria. As Smith (2010) notes, Nigerian society is heavily influenced by a complex interplay of power, wealth, and privilege, where individuals often look up to affluent figures as role models. The persistent levels of corruption within both the public and private sectors create an environment in which some youths perceive criminality as an acceptable or even commendable way to achieve financial success. For instance, corruption in the law enforcement agency can mean that young people involved in criminal activities may avoid severe consequences, as police officials are sometimes bribed to ignore or protect offenders (Agbiboa, 2013). This atmosphere of impunity makes armed robbery and kidnapping appear viable to those looking to escape financial constraints quickly.

The role of peer pressure and gang affiliation also contributes to youth involvement in criminal activities. According to Adebayo (2013), many young people in Nigeria are drawn into gangs and other criminal organizations due to social pressure from peers or family members. Youths in disadvantaged neighbourhoods are especially susceptible to gang influence, as they often lack positive role models or alternative avenues for success. Being part of a gang provides these individuals with a sense of belonging, protection, and access to resources, albeit through illegal means. For some, participating in armed robbery or kidnapping is a means of earning respect and status within their social circles, despite the risks involved.

In all these, radio has been instrumental in informing and educating communities in Nigeria on the dangers of social vices in society including armed robbery and kidnapping. Radio has been used severally to spread the need for people in society to adhere to accepted values and norms based on its large coverage and penetrative power into the hinter land and rural communities. In Nigeria, the importance and use of radio in the fight against crime and societal disorders such as armed robbery and kidnapping is well pronounced with attendant positive results (Okeke, 2022).

The advent of social media and the pervasive influence of media portrayals of wealth can also be attributed as catalysts for youth criminality in Nigeria. Constant exposure to images of luxury lifestyles on social media platforms such as Instagram, Facebook, and TikTok have been found to influence some youths' perceptions of success and achievement. Okeke (2022) observes that when young people see their peers or public figures flaunting wealth, they may feel compelled to pursue similar lifestyles, even if it means engaging in criminal activities. Studies on social learning theory, such as Bandura's (1977), suggest that individuals, particularly youths, often imitate behaviours they see in their environment, which includes digital spaces where illegal actions are sometimes glamorized. Consequently, some Nigerian youths may adopt armed robbery and kidnapping as a means to achieve the financial success they admire.

Moreover, family structure and dynamics play an instrumental role in shaping the behaviours and values of young individuals. Research suggests that children from broken homes or families with low parental supervision are at a higher risk of engaging in criminal activities (Okoli & Agada, 2019). In Nigeria, the decline in traditional family structures and the growing economic pressures

on households often result in parents being unable to provide adequate supervision or guidance for their children. As a result, youths may turn to delinquent behaviours as a way of coping with the lack of parental support or the absence of constructive outlets for their energies and ambitions. The psychological impacts of socio-economic disparities and limited opportunities further contribute to the high rates of armed robbery and kidnapping. Some scholars argue that prolonged exposure to poverty, social inequality, and hopelessness can lead to frustration, resentment, and an increased propensity for aggression amongst youths (Dambazau, 2020). According to strain theory, proposed by sociologist Robert K. Merton (1938), individuals may resort to criminal behaviour when they experience a disjunction between socially approved goals and the means available to achieve them. In a country where achieving financial success or even basic economic security through legitimate means can be extremely challenging for youths, some individuals may view crime as a necessary, albeit illicit, pathway to their goals. Merton's theory, thus, provides a useful framework for understanding why certain youths turn to armed robbery and kidnapping, as they perceive these activities as viable alternatives to achieve success in the face of economic hardships.

### **Statement of the Problem**

The high incidence of armed robbery along the highways, residential areas, banks and major streets has raised great concerns and attention. It has brought tragedy and untold hardship and crippled economic activities and scared both foreign and local businessmen and women. If this menace is not checked, controlled and arrested, it may spell doom for the Nigerian society and by extension, Port Harcourt residents in Rivers State. On the other hand, the spate of kidnapping had increased and security operatives have been working tirelessly to apprehend the perpetrators and sponsors. This unwholesomeness has practically led to loss of lives, money, and had caused psychological trauma to most families. The crave for materialism, get quick syndrome, power and position amongst Nigerian youths have increased dramatically and if strict measures are not employed to end this menace it may cause more tragedies to the Nigerian society. This is where radio comes in because of its peculiarities and unique features to reach every one and communicates relevant information and messages to the people as well as changing their attitude and behaviour about engagement in armed robbery and kidnapping thereby demanding ransom from the families of their victims. It is against this backdrop that this study seeks to examine radio campaign against armed robbery and incessant kidnapping amongst Nigerian youths with a focus on Port Harcourt youths.

### **Aim and Objectives of the study**

The aim of the study is to investigate Radio Campaign against Armed Robbery and Incessant Kidnapping amongst Nigerian Youths: A Study of Port Harcourt Youths. Specifically, the study sought to;

1. ascertain if Port Harcourt youths are exposed to radio campaign against armed robbery and incessant kidnapping.
2. determine the perception of Port Harcourt youths on radio campaign against armed robbery and incessant kidnapping.
3. determine the attendant effects of radio campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt.
4. find out the communication strategies employed on radio against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt.
5. ascertain the level of effectiveness of radio campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt.

### **Research Questions**

The following questions were raised to guide the study;

1. Are Nigeria youths in Port Harcourt exposed to radio campaign against armed robbery and incessant kidnapping?
2. What is the perception of Port Harcourt youths on radio campaign against armed robbery and incessant kidnapping?
3. Are there attendant effects of armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt?
4. What are the communication strategies employed on radio in the campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt?
5. What is the level of effectiveness of radio campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt?

## **LITERATURE REVIEW**

### **Conceptual Review**

#### **Causes of Kidnapping amongst Nigerian Youths**

Kidnapping has become a pervasive issue in Nigeria, particularly amongst youths, who are often both perpetrators and victims of these crimes. This phenomenon, once associated mainly with politically motivated abductions, has evolved into a profit-driven criminal enterprise impacting people from various socio-economic backgrounds. The causes of kidnapping amongst Nigerian youths are complex and multifaceted, encompassing a wide range of social, economic, political, and cultural factors. Understanding these underlying causes is crucial for developing effective strategies to curb the incidence of kidnapping in the country. Key factors contributing to this trend include poverty, unemployment, peer influence, corruption, inadequate law enforcement, and the rise of militancy and organized crime in certain regions.

Poverty remains a dominant driver of kidnapping amongst Nigerian youths. With an estimated 133 million Nigerians living below the poverty line (NBS, 2022), economic hardship is widespread, particularly amongst young people. Many youths lack access to financial resources and basic opportunities for personal growth, often perceiving kidnapping as a lucrative means of acquiring wealth quickly. Some studies suggest that when young people are faced with limited means of financial security, they may turn to criminal activities such as kidnapping as an alternative income source (Igbinovia, 2018). In impoverished regions, where economic opportunities are minimal, kidnapping for ransom is seen as one of the few options available to young people seeking a path out of poverty.

#### **Effects of Armed Robbery and Kidnapping**

The rise of armed robbery and kidnapping in Nigeria has had profound and wide-ranging effects on individuals, families, communities, and the nation as a whole. These crimes create an atmosphere of insecurity, hinder economic growth, disrupt social cohesion, and strain the nation's already limited resources. Armed robbery and kidnapping also impact Nigeria's international reputation, deterring foreign investments and tourism, which are essential for economic development. The detrimental effects of these crimes are particularly felt in the psychological, economic, social, and security spheres, creating pervasive and long-lasting consequences for the country.

#### **Radio Campaign against Armed Robbery and Incessant Kidnapping amongst Nigerian Youths**

The pervasive issue of armed robbery and incessant kidnapping in Nigeria, particularly involving youth, has prompted widespread discussions on innovative approaches to curb these crimes. Radio campaigns are one of the most promising tools, leveraging the broad reach and accessibility

of radio to disseminate preventive information, raise awareness, and influence behaviour. Nigeria, with its rich radio culture and high listener base, has the ideal environment for radio campaigns to drive meaningful impact. Radio campaigns can reach rural and urban areas alike, cutting across socioeconomic barriers to engage diverse populations in understanding, discussing, and tackling issues related to armed robbery and kidnapping. Such campaigns address the root causes of these crimes, educate the public on prevention strategies, and encourage a culture of accountability and social responsibility amongst Nigerian youths.

Radio has historically played a pivotal role in Nigeria as a platform for social awareness, community engagement, and education. As one of the most accessible media channels in the country, radio reaches over 80% of the population, including rural communities where internet penetration is low (Ogwezzy-Ndisika, 2019). This broad reach enables radio to be an effective vehicle for influencing public opinion, shifting attitudes, and initiating change, especially on pressing social issues. Radio campaigns provide consistent, repeated messaging that helps individuals internalize values and ideas that can discourage them from engaging in criminal behaviour.

## **Theoretical Framework**

### **Strain Theory**

Strain Theory was primarily developed by Sociologist known as Robert K. Merton in 1938. It is a significant framework within the field of criminology that seeks to explain the social factors that contribute to criminal behaviour. Merton's Strain Theory is rooted in the idea that society sets culturally approved goals and socially acceptable means to achieve these goals. According to Merton, individuals experience strain when they are unable to achieve societal goals through legitimate means. This strain can lead to feelings of frustration and alienation, prompting some individuals to engage in deviant or criminal behaviour as a way to cope with or adapt to their circumstances. Merton categorized individuals' responses to strain into five modes of individual adaptation, which include: Conformity: Individuals accept the goals and the means of achieving them, continuing to strive for success through approved channels.

### **Social Learning Theory**

Albert Bandura is the primary proponent of Social Learning Theory, introduced in the 1960s. Bandura's work expanded upon earlier behavioural theories by integrating cognitive factors into the understanding of how behaviours are learned. Social Learning Theory posits that individuals learn behaviours, attitudes, and emotional reactions through the process of observing others. This theory emphasizes that learning occurs within a social context and is influenced by several factors, including: Observation: People can learn new behaviours by watching others, known as models. This includes not only direct observation of others' behaviours but also indirect learning through media and cultural narratives. Imitation: Once an individual observes a behaviour, they may choose to imitate it. The likelihood of imitation depends on the perceived rewards or punishments associated with the behaviour. For instance, if a youth sees that criminal activities, such as armed robbery or kidnapping are rewarded with material gains, they may be more inclined to imitate that behaviour.

### **Empirical Review**

Okafor, (2015) carried out a study on "Causes of Armed Robbery Amongst Youths in Nigeria: A Study of Selected Urban Areas in Enugu State". The study aimed to identify the socio-economic and psychological factors contributing to the rise of armed robbery amongst youths in selected urban areas of Enugu State. The research employed a qualitative approach, utilizing structured

interviews and focus group discussions. Data were collected from both primary sources (interviews) and secondary sources (literature review). The population consisted of youths aged 18-35 living in urban areas of Enugu State. A purposive sampling technique was used to select 100 participants, including 50 individuals involved in criminal activities and 50 community members. The findings revealed several key factors contributing to armed robbery amongst youths which are: poverty, unemployment, peer pressure, and the influence of drug abuse. The study also indicated a significant correlation between socio-economic status and the likelihood of engaging in criminal activities. Okafor's study highlighted the multifaceted nature of armed robbery, emphasizing that economic hardship and lack of legitimate opportunities often lead youths to resort to crime. It also pointed to the social environment, where negative influences can encourage criminal behaviour. This research provides a foundation for understanding how socio-economic factors contribute to armed robbery amongst Nigerian youths, offering a framework for exploring similar dynamics in other regions. The study concluded that addressing poverty and unemployment is crucial in mitigating armed robbery amongst youths. Recommendations included enhancing economic opportunities and implementing community support programmes to provide alternatives to criminal behaviour. This study is related to this present study because the present study is also on Nigerian youth involvement in armed robbery.

Ibrahim, M. (2019) carried out a study on the "Role of Peer Influence in Armed Robbery Amongst Nigerian Youths in Kano State: An Empirical Study". To investigate the extent to which peer influence contributes to armed robbery amongst youths in Kano State. The study utilized a quantitative research design, administering structured questionnaire to gather data from participants. The population consisted of male and female youths aged 18-30 residing in urban areas of Kano State. A sample of 150 youths was selected using convenience sampling techniques. The findings indicated a strong correlation between peer influence and involvement in armed robbery. Youths reported that their friends' engagement in criminal activities often encouraged them to participate as well. Ibrahim's research shed light on the power of peer dynamics in driving youth behaviour toward criminality. The study illustrated that social circles can either promote or deter involvement in crime. This study is relevant to this present study as it provides insights into the social interactions that can lead to criminal behaviour, complementing the socio-economic factors explored in other studies. The author concluded that peer pressure is a significant factor in youth criminality. Recommendations included implementing peer education programmes to promote positive influences amongst youths.

Nwafor, J. & Eze, R. (2021) carried out a study on "The Influence of Societal Norms on Youth Crime: A Study of Armed Robbery in Nigeria". To investigate how societal attitudes and cultural norms impact youth involvement in armed robbery. A qualitative research design was employed, using in-depth interviews and case studies to collect data. The population included youths from various cultural backgrounds in South-Eastern Nigeria. A purposive sampling technique was used to select 50 participants based on their involvement in or knowledge of armed robbery. The findings revealed that societal norms, including the glorification of wealth and success through illegal means, contributed significantly to the prevalence of armed robbery among youths. Cultural narratives often normalize criminal behaviour as a means to achieve status. Nwafor and Eze's study highlighted the powerful role of cultural influences on youth crime, suggesting that societal values can either deter or encourage criminal behaviour. This research adds a cultural dimension to the understanding of armed robbery amongst youths, complementing the socio-economic and psychological factors discussed in previous studies. The authors concluded that changing societal attitudes towards crime is vital for reducing youth involvement in armed robbery. They recommended public awareness campaigns to shift perceptions and promote positive values. The present and previous study is related because, the two are on youth involvement in armed robbery in Nigeria.

**METHODOLOGY**

The peculiarities of this study necessitated the use of descriptive survey. John (2024) states that descriptive survey design allows for a large amount of data to be gathered from a variety of people. The justification for its use is predicated on the fact that it is a versatile and common method of eliciting data from a broad spectrum of people on radio campaign against armed robbery and incessant kidnapping amongst Port Harcourt youths. Also, the population of Port Harcourt youths was projected on 2.5% annual growth rate from NPC 2006, population to arrive at 680, 800. A sample of 400 subjects were drawn from the population using Taro Yamene’s formula as a guide;

$$N = \frac{N}{1 + N(e)^2}$$

- Where n = sample size
- N = population size
- e = Tolerable error (0.05)<sup>2</sup>
- I = Constant

The computation in the light of the foregoing is presented as follows:

$$n = \frac{680,800}{1 + 680,800 \times 0.025 \times 0.0025}$$

$$n = \frac{680,800}{680,801 \times 0.025}$$

$$n = 399.9 = 400$$

The multistage sampling technique was used to divide Port Harcourt youths into groups for easy accessibility to information. Questionnaire was the instrument used for collecting relevant information from respondents. Data were presented in tables while the questions were analyzed using weighted Mean score and four point Likert scale presented below;

- Strongly Agree = 4
- Agree = 3
- Disagree = 2
- Strongly Disagree = 1

The benchmark for decision rule is 2.5. That is 2.5 is accepted while less than 2.5 is rejected.

**Data Presentation and Analysis**

Out of the four hundred (400) copies of questionnaire distributed to Port Harcourt youths, only three hundred and ninety six (396) were retrieved from them. This figure was used for the analysis of the research questions.

**Research Question 1: Are Nigeria youths in Port Harcourt exposed to radio campaign against armed robbery and incessant kidnapping?**

Table 1: Nigeria youths in Port Harcourt exposure to radio campaign against armed robbery and incessant kidnapping

S/N	Statement	SA	A	D	SD	Total		Decision
1.	I am exposed to radio campaign against armed robbery and incessant kidnapping.	150	230	10	6	1316	3.3	Agreed
2.	I am not exposed to the radio campaign against armed robbery and incessant kidnapping.	3	3	200	190	611	1.6	Disagreed

	kidnapping.							
3.	No idea	10	6	150	230	588	1.5	Disagreed

**Source: Field Survey, 2024**

The results in table 1 above indicated that Nigeria Youths especially Port Harcourt youths were exposed to radio campaign against armed robbery and incessant kidnapping.

**Research Question 2: What is the perception of Port Harcourt youths on radio campaign against armed robbery and incessant kidnapping?**

Table 2: Port Harcourt youth perception on radio campaign against armed robbery and incessant kidnapping

S/N	Statement	SA	A	D	SD	Total		Decision
1.	It is very satisfactory	200	190	3	3	1379	3.5	Agreed
2.	It is unsatisfactory	4	2	200	190	611	1.6	Disagreed
3.	It is fair	10	6	150	230	588	1.5	Disagreed

**Source: Field Survey, 2024**

Table 2 above revealed that Nigeria youths in Port Harcourt perceived radio campaign against armed robbery and incessant kidnapping as satisfactory and that it influenced their attitudes and behaviours positively to desist from such acts.

**Research Question 3: Are there attendant effects of armed robbery and incessant Kidnapping amongst Nigerian youths in Port Harcourt?**

Table 3: The attendant effects of armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt

S/N	Statement	SA	A	D	SD	Total		Decision
1.	It leads to imprisonment	150	230	6	10	1312	3.3	Agreed
2.	It leads to death	190	200	12	4	1366	3.4	Agreed
3.	It leads to lasting curses	200	190	3	3	1379	3.5	Agreed
4.	It leads to severe torture	200	100	90	6	1286	3.2	Agreed
5.	It leads to pleasures	10	6	250	130	588	1.5	Disagreed
6.	It leads to self-satisfaction	3	3	200	190	611	1.6	Disagreed

**Source: Field Survey, 2024**

Table 3 shows that armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt lead them to prison, loss of lives when caught by the police, leads to lasting curses, shame and severe torture.

**Research Question 4: What are the communication strategies employed on radio in the campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt?**

Table 4: The communication strategies employed on radio in the campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt

S/N	Statement	SA	A	D	SD	Total		Decision
1.	Jingles	200	100	90	6	1286	3.2	Agreed
2.	Talk shows	200	190	3	3	1379	3.5	Agreed
3.	Interviews	190	200	2	4	1366	3.4	Agreed
4.	Short stories	150	230	10	6	1316	3.3	Agreed

5.	Enlightenment programmes	300	70	4	20	140	3.7	Agreed
6.	Traditional media	200	190	3	3	1379	3.5	Agreed

**Source: Field Survey, 2024**

Table 4 above showed that jingles, talk shows, interviews, short stories, enlightenment programmes and traditional media were the communication strategies employed on radio stations in the campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt.

**Research Question 5: What is the level of effectiveness of radio campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt?**

Table 5: The level of effectiveness of radio campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt

S/N	Statement	SA	A	D	SD	Total		Decision
1.	Very high	200	190	3	3	1379	3.5	Agreed
2.	Very low	10	6	150	230	588	1.5	Disagreed
3.	Low	3	3	200	190	611	1.6	Disagreed
4.	Not at all	4	2	200	190	611	1.7	Disagreed

**Source: Field Survey, 2024**

Table 4 above indicated that the level of effectiveness of Radio campaign against Armed Robbery and incessant Kidnapping amongst Nigerian youths in Port Harcourt is very high and has reduce the menace to a low level.

**Discussion of Findings**

The findings of the study are apt and straightforward. They include;

**Research Question 1: Are Nigerian youths in Port Harcourt exposed to radio campaign against armed robbery and incessant kidnapping?**

The finding revealed that Nigeria youths in Port Harcourt were exposed to radio campaign against Armed Robbery and incessant kidnapping. This corroborates with the idea of Okafor (2015) that Nigeria youths are daily exposed to radio campaign against rmed robbery and incessant kidnapping.

**Research Question 2**

**What is the perception of Port Harcourt youths on radio campaign against armed robbery and incessant kidnapping?**

The finding showed that Nigeria youths in Port Harcourt perceived that radio campaign against armed robbery and kidnapping was satisfactory. This is in tandem with Adadayo & Olawole (2017) that discovered that Nigerian youths see radio campaign against armed robbery and incessant kidnapping as very satisfactory.

**Research Question 3: Are there attendant effects of armed robbery and incessant Kidnapping amongst Nigerian youths in Port Harcourt?**

The finding showed that armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt has led to youth imprisonment, death, lasting curses, shame and severe torture, This is in tandem with Ahmed (2021) that found that, the indulgence of Nigerian youths in armed robbery and kidnapping has caused untimely death and some who were caught were tried and imprisoned by court.

**Research Question 4: What are the communication strategies employed on radio in the campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt?**

The finding indicted that jingles, talk shows, interviews, short stories, enlightenment programmes and traditional media were the communication strategies employ on radio in the campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt. This justifies the statement of Mbazie (2021) that radio stations in the contemporary Nigerian society has helped a lot in keeping the people abreast of facts and trends as well as utilizing strategies such as jingles, programmes, talk show and interviews to discourage youths from engaging in armed robbery and kidnapping.

**Research Question 5: What is the level of effectiveness of radio campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt?**

The finding revealed strongly that the level of effectiveness of radio campaign against armed robbery and incessant kidnapping amongst Nigerian youths in Port Harcourt is very high and has helped to reduce the menace. This corroborates the notion of Okon (2014) that radio as a reliable media has been highly effective and useful in creating awareness and discourage a lot of Nigerian youths from engaging in social vices such as armed robbery and incessant kidnapping because they are inimical to societal progress and can adversely affect them and their families in the future.

**CONCLUSION**

The prevalence of armed robbery and kidnapping amongst Nigerian youths is a complex issue rooted in economic disparity, social pressures, and inadequate support structures. Addressing these problems requires a multi-pronged approach involving both preventive and corrective measures. Educating youths on the consequences of criminal activities, provision of alternative income-generating opportunities, and fostering a community culture that denounces crime as a critical step to make a safer Nigeria.

**RECOMMENDATIONS**

The following recommendations are made;

1. Nigerian youths in Port Harcourt should be more exposed to radio campaign against armed robbery and incessant kidnapping to change their behaviours positively.
2. Nigerian youths in Port Harcourt should give more attention and to have more knowledge of radio campaign against armed robbery and incessant kidnapping programmes on radio to enable media planners evaluate their programmes and employ alternative communication strategies.
- iii) Federal and State governments should provide jobs and empowerment programmes to Nigerian youths to curb the menace of armed robbery and incessant kidnapping in the country.
- iv) Radio stations in Nigeria particularly in Port Harcourt should use jingles, talk shows, short stories, interviews, enlightenment programmes and traditional media to sensitize and enlighten Nigeria youths on the menace of armed robbery and incessant kidnapping.
- v) Radio stations in Nigeria especially in Port Harcourt should give priority attention to highlight and portray campaigns that are geared toward curbing the menace of armed robbery and incessant kidnapping amongst youths so as to make them imbibe societal values and become more productive.

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