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**NEWS MEDIA DISSEMINATION OF NUCLEAR MEDICINE INFORMATION IN
RIVERS STATE: AN APPRAISAL**

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Abstract

The crux of this study was to investigate the news media dissemination of nuclear medicine information in Rivers State. The objectives of this study were to find out how the news media spread information on nuclear medicine in Rivers State, determine the level of audience exposure to information on nuclear medicine and ascertain whether information dissemination of nuclear medicine in Rivers State affects public perception. The theory used in this study was agenda setting theory. The survey design was deployed for the study, with a sample of 350 respondents drawn from the pool of media professionals and health professionals resident in Rivers State. The study found that newspapers, magazines, television and radio do publish articles but the frequency of such information is not regular. The study also found that the audience members were still having misconception about nuclear medicine. The study concluded that mass media play crucial role in promoting nuclear medicine in rivers state and recommended that the nuclear medicine physicians should partner with established media outlets (radio, television, newspapers, and online platforms) to disseminate information about nuclear medicine, its benefits, and safety protocols to enhance its awareness level among the people of Rivers State.

Key Words: News Media, Nuclear Medicine, Information, Dissemination, Awareness

Word Count = 196

Introduction

Globally, the mass media have constitutionally-defined functions that include but not limited to information, education, and entertainment as well as enlightening the audience. All the mainstream communication media have the unique ability to direct and/or redirect the audience' attention towards specific

issues, through the agenda-setting phenomenon. The mass mediated media such as the radio, newspaper, television, cinema etc. have always devoted their attention to the coverage of various aspects of human endeavours and have consistently remained a useful resources in the development of the society. As media of mass communication, they serve as tools

for shaping thoughts, and means of controlling economic and political powers within the society (Zamawe, Banda, & Dube, 2016). Besides, the media provides an essential forum for public discussion and debates, thereby guiding the society (Zamawe, Banda, & Dube, 2016).

Undoubtedly, the media are a cardinal part of society. In fact, their contents are a reflection of topical issues and happenings in society. Essentially, the media are saddled with the responsibility of creating awareness in society. A maximum numbers of the populace depend on the media to inform them concerning what goes on in the society and if adequate and sufficient information is not provided, majority of the public will be misinformed and misled (Tsegnyu, 2015). Consequently, the media have continued to watch over society, alerting them at any point things are going awry such that they would have failed in their social responsibility function if they do not bring certain salient issues as nuclear medicine to the front burner. The media are the instrument used in changing people's behaviours which can be achieved by the manner in which they approach the issues concerning nuclear medicine (Mulugeta, 2014).

Nuclear medicine is a field of medicine that uses a trace amount of radioactive substances for the diagnosis and treatment of many health conditions such as certain types of cancer, and neurological and heart diseases. Over the past decade, the medical sector has witnessed significant advances, particularly in the understanding of biological and pathological processes at

the molecular level. The increase of chronic diseases worldwide, including cancer and cardiovascular diseases has led to the development of a new biomedical research discipline, called 'molecular imaging', which enables the visualization, characterization and quantification of biological processes taking place at the cellular and subcellular levels in the living human body.

Diagnostic nuclear medicine refers to the use of gamma radiation for the production of images which help in effective diagnosis of disease. It is a safe, painless and a cost-effective technique. Diagnostic nuclear medicine began more than 50 years ago and has evolved into a major medical specialty. In Africa, where South Africa is currently the giant of this discipline, nuclear medicine dates back to 1948 marking the first importation of radioisotopes for medical purposes (Sathekge & Warwick, 2008).

In Nigeria, the first and one of the very few nuclear medicine centres is that of the University College Hospital, Ibadan which was commissioned on April 27, 2006 by the then Minister of Health, Professor Eytayo Lambo. There also exists that of the National Hospital, Abuja. Some nuclear medicine facilities are also available at the Radiation Biology and Radiotherapy Department of Lagos University Teaching Hospital, Lagos, and at the department of Internal Medicine of University of Nigeria Teaching Hospital- Enugu, (Orunmuyi, Sathekge, & Buscombe, 2019).

With this scenario, there leaves much room for improvement and enhancement of the knowledge and awareness about the

operations of nuclear medicine in Nigeria. Rivers State is a hub of oil and gas which brings people from all walks of life, thereby requiring a robust health system operations including nuclear medicine due to the attendant health challenges flowing from high population.

Research Problem

The medical world is undergoing a lot of challenges in Nigeria. This is occasioned by several factors ranging from ignorance of the people about health issues, poverty and dwindling economic power to cater for health related expenses, superstitions shrouded in religion and local traditions, lack of medical facilities and requisite expertise to man such facilities and many more. Worst of all, the few medical experts present in the hospitals are leaving the country in droves in search of greener pasture due to poor remunerations and working conditions.

With the above, the average Nigerian is now prone to self-medication with its consequential implications. Sadly, every diagnosis of ill feelings or symptoms often gets suspected to be malaria and typhoid fever, medicines will be freely consumed without recourse to medical advice or consult. When symptoms do abate, every similar symptoms get treated the same way. If medicines are swallowed without positive response, acute malaria will still be the suspect till the medical condition gets out of hand before serious medical examination will be embarked upon. By that time, cure might begin to involve psycho-spiritual dimensions before there will be reprieve.

The mere mention of the word nuclear evokes the scare for bombs and other electro-magnetic misadventures. In fact, it is this pejorative connotation perpetuated by historical media narratives that associate nuclear technology primarily with weaponry. This is deliberately presented in western media as an act of imperial propaganda and in a bid to remain the 'developed, western world' to the detriment of the 'underdeveloped third world' countries as a way of keeping them in check and perpetual fear.

For those that are traditionalists and dwelling in rural areas, no gadget is allowed to touch their body because the supposedly have solution for everything. A significant barrier is the prevalence of a deeply rooted cultural superstitions and traditional beliefs regarding illness. Knowing where to draw the line between village people induced ailment and actual normal health challenge becomes a problem. Nuclear medicine comes as a wedge to solve certain health problems but the operability and potentials within the health sector in Rivers State is yet to be ascertained. This is the reason the news media comes to mind as to the level of awareness being created about it.

Objectives of the Study

The objectives of this study were to:

1. find out how the news media frame information on nuclear medicine in Rivers State
2. determine the level of audience exposure to information on nuclear medicine

3. ascertain whether information dissemination of nuclear medicine in Rivers State affect public perception.

Literature Review

Conceptual Clarification of Nuclear Medicine and Information Dissemination

Nuclear medicine is a specialized field of medical imaging that uses radioactive substances for the diagnosis and treatment of diseases, especially cancer and organ dysfunction (Akinlade, Ayeni, & Oladimeji, 2017). It plays a vital role in early diagnosis and clinical decision-making, thereby improving patient outcomes.

Despite its importance, nuclear medicine remains underdeveloped in Nigeria due to infrastructural and informational challenges. Studies indicate that although awareness exists among healthcare professionals, public knowledge remains significantly low due to poor dissemination systems (Akinlade et al., 2017).

Information dissemination refers to the structured communication of knowledge through channels such as print media, broadcast media, and digital platforms. In health communication, dissemination ensures that complex medical knowledge is simplified and made accessible to the public (Kreps & Thornton, 2018).

Role of Mass Media in Health Information Dissemination

Mass media—including newspapers, radio, television, and digital platforms—plays a crucial role in health communication. In Nigeria, media has been identified as a bridge between researchers and the public, a driver of policy response, and a tool for

advocacy (Olapegba, Ayandele, & Kolawole, 2020).

However, research shows that health-related findings often fail to reach the public effectively due to poor collaboration between researchers and media practitioners (Ezeah & Ugwu, 2020). This gap limits public understanding of specialized health topics such as nuclear medicine.

Media Landscape and Communication Practices in Rivers State

Media practice in Rivers State has evolved with the adoption of digital technologies and ICT tools. Communication professionals increasingly use social media and online platforms to disseminate information rapidly (Wokoma & Nwankwo, 2024).

Key features of media practice in Rivers State include:

- Increased use of digital journalism
 - Integration of ICT in public communication
 - Expansion of community-based media
- Media literacy has also been identified as a critical factor influencing how audiences interpret and respond to information (Baran & Davis, 2021). This suggests that effective dissemination depends not only on media output but also on audience understanding.

Empirical review

A study by Chinaguh, Adeosun, and Adejumobi (2022) examined health communication within Nigeria's social media space, particularly during the COVID-19 pandemic. The study found that misinformation and conspiracy narratives significantly influenced public perception of

health issues, demonstrating the powerful role of digital media in shaping health knowledge. This implies that the dissemination of specialized information such as nuclear medicine can be distorted if not properly managed (Chinaguh, Adeosun, & Adejumbi, 2022).

Similarly, Ojeka-John et al. (2023) investigated risk communication strategies among non-literate populations in Nigeria. Their findings revealed that effective health communication requires culturally relevant messaging and multiple dissemination channels, including radio and interpersonal communication. The study emphasized that poor communication strategies can lead to misunderstanding and low adoption of health interventions (Ojeka-John et al., 2023).

More recently, Agwu, Mbachu, and Onwujekwe (2025) highlighted the role of mass media in translating health research into public knowledge in Nigeria. Their study found that most health research outputs do not reach the public due to their confinement within academic publications. The authors stressed that mass media serves as a critical bridge between researchers, policymakers, and the public, making it essential for effective dissemination of complex medical information such as nuclear medicine.

In another 2025 study, Abaha et al. (2025) examined community-level health communication practices in Nigeria. The study identified several dissemination methods, including community engagement, training of health workers, and advocacy programmes. However, it also revealed significant barriers such as

inadequate funding, manpower shortages, and cultural beliefs, which limit effective communication of health information.

Studies carried out by Anas et al. (2025) on digital awareness among radiography professionals in Africa further underscores the growing importance of digital communication in healthcare. The study found that digital literacy and technological awareness are increasingly critical for effective dissemination of medical information in the modern era (Anas et al., 2025).

Furthermore, a qualitative study by Idemili-Aronu et al. (2026) explored healthcare delivery challenges in Nigeria, particularly in cancer and palliative care. The study identified barriers such as poor infrastructure, inadequate training, and limited public awareness, all of which affect the dissemination and utilization of specialized medical services. The authors emphasized the need for improved patient education and community engagement to enhance healthcare outcomes.

In addition, recent reports indicate that Nigeria is yet to fully maximize the potential of nuclear medicine despite its importance in diagnosing and treating cancer. This underscores the need for increased awareness and improved dissemination strategies to promote its utilization (Mallum, 2025).

Further empirical studies between 2016 and 2026 indicate that awareness of nuclear medicine is relatively high among healthcare professionals but low among the general public. For instance, Akinlade et al. (2017) found that while 94.9% of

radiographers were aware of nuclear medicine, only a small percentage had practical experience.

Similarly, Onyedum, Adeyinka, and Eze (2019) reported that nuclear medicine services in Nigeria are underutilized due to limited awareness and accessibility. Patients often travel long distances to access few available facilities, further discouraging utilization. These findings suggest that poor dissemination of information contributes significantly to low utilization of nuclear medicine services.

Empirical studies that highlight the importance of media in promoting public understanding of health issues has emerged in recent times. Development communication research shows that effective media use enhances awareness and behavioural change (Olapegba et al., 2020).

Studies on communication strategies in South-South Nigeria indicate that strategic media engagement improves public participation and awareness (Wokoma & Nwankwo, 2024). Additionally, media literacy studies emphasize that audience interpretation plays a key role in communication effectiveness (Baran & Davis, 2021). These findings suggest that effective dissemination depends on both media capacity and audience readiness.

Challenges in Disseminating Nuclear Medicine Information

Health issues such as nuclear medicine receive less attention in the media space when compared to political and entertainment news, reducing public exposure (Okorie et al., 2021). This

suggests the focus of media priority in news dissemination. On the other hand, the scientific nature of nuclear medicine makes it difficult for journalists to interpret and communicate effectively (Kreps & Thornton, 2018). This calls for specialized reporting beat to be adopted in Nigerian media industry for issues that require technical knowledge and expertise which most trained journalist may not handle.

Similarly, academic findings are often confined to scholarly journals and rarely translated into media-friendly content (Ezeah & Ugwu, 2020). This is because the audience of such journals are targeted but media content are for general audience because they serve public interest. Challenges such as lack of equipment, inadequate funding, and insufficient facilities hinder both practice and dissemination (Onyedum et al., 2019) as can be seen in most media houses owned by the government. The infrastructure needed for the smooth operation of journalistic practice in Nigeria is not really given the needed attention especially in government-owned media. Negative perceptions associated with radiation discourage public engagement, especially when media communication is inadequate (IAEA, 2018).

Gap in Literature

The literature reviewed revealed several gaps which include:

1. Limited focus on nuclear medicine communication in Nigeria
2. Lack of region-specific studies on Rivers State
3. Insufficient research linking media coverage to healthcare utilization

4. Limited exploration of digital media's role in nuclear medicine dissemination
This study addresses these gaps by examining how news media in Rivers State disseminates nuclear medicine information as a health risk communication which should address the health needs of the public.

Theoretical Framework

Media Dependency Theory

Mass media's influential role is examined and advanced through media dependency theory (MDT) which posits a structural dependency between mass media, audiences, and social entities (Ball-Rokeach & DeFleur, 1976). Studies examining media dependency deem it as both an opportunity for media effects and an indicator of the significance and power of mass media in a society (Ball-Rokeach, 1998). For example, MDT posits that in populations with low pluralism and limited information alternatives, mass media are powerful and users' dependency on the media is strong. Alternatively, in areas where individuals have more access to non-media options (official authorities, organizations and institutions providing information via fliers or pamphlets, and interpersonal communication), the dependency on mass media to meet individuals' information goals is not as great (Ball-Rokeach & DeFleur, 1976).

Such factors as the lack of availability of alternative information sources not only increase individuals' reliance on the media for their information and knowledge, but consequently, enhance the message effects delivered through the media (Morton & Duck, 2001). This dependency

on the media predicts changes in attitudes and behaviour as it creates a culture where people must turn to the media to instruct their behaviour and provide an avenue for their understanding (Ho, Liao, & Rosenthal, 2015; Lowery, 2004). Looking specifically at the communication of health-related information, more people in Rivers State are exposed to mass media than they are to other traditional sources of health information such as doctors or healthcare facilities (Cherry & Woodwell, 2002). This condition is exacerbated in much of the developing world where uneven economic development results in few financial resources being available to support a sufficient health care system (World Health Organization, 2014).

Rivers State alone has over twenty radio and television stations operating within the environment with additional broadcast signals from stations based outside the state. This is in addition to several tabloids operating both locally and nationally. Rivers State is a very fertile environment where media operations thrive due to its strategic placement in the economic cum political structure of the country. This makes media dependency a guarantee especially given government's concerted effort at lending credibility to 'regulated' media and casting aspersions at 'quasi-regulated' media like the social media platforms. The people now depend on the news media for credibility but run back to social media space for virality.

Overview of Nuclear Medicine in Nigeria

Nuclear medicine is a discipline in which scientists from various fields of science

such as physics, medicine, chemistry and engineering have contributed to over the decades. It offers additional treatment plans to already existing treatment procedures. This medical technology advancement has allowed for the of treatment ailments using different options for patients suffering from serious illnesses like cancer, by way of radiation or chemotherapy and these treatments make the difference between life and death. Radioactive material known as "radiopharmaceuticals" is used to get information about health and disease. The gamma radiation used in this procedure is derived when small amounts of these radiopharmaceuticals are introduced into the body by injection, swallowing, or inhalation, and they are attracted to specific organs, bones, or tissues. The amount used is carefully selected to provide the least amount of radiation exposure to the patient but ensure an accurate test (Jeffry, Charles and Bill, 2017).

Observably in Africa, where South Africa is currently the giant of this discipline, nuclear medicine dates back to 1948 marking the first importation of radioisotopes for medical purposes. In Nigeria, the first and one of the very few nuclear medicine centres is that of the University College Hospital, Ibadan which was commissioned on April 27, 2006 by the then Minister of Health, Professor Eytayo Lambo. There also exists that of the National Hospital, Abuja. Some nuclear medicine facilities are also available at the Radiation Biology and Radiotherapy Department of LUTH, Lagos, and at the department of Internal

Medicine of UNTH- Enugu. In the United States, meanwhile, the number of nuclear medicine procedures has grown from approximately 14 million in 1999 to almost 20 million in 2005 (Sathekge, & Warwick, 2008).

Diagnostic nuclear medicine differs from x-ray, ultrasound or other diagnostic test because it determines the presence of disease based on biological changes rather than changes in anatomy. The advantages of nuclear medicine imaging are many. In most cases the whole body is analysed to get accurate data on its function. This is particularly advantageous when lesions are likely to occur in various places, such as in the case of cancer dissemination or when the presence of an infectious lesion is suspected without any indication on where this lesion might be. The functional information provided by nuclear examinations is advantageously combined with morphological information from other imaging modalities (Jeffry et al., 2017).

Nuclear medicine diagnostics is usually very detailed and accurate. The significant advantage of using nuclear medicine is the ability to make complex medical procedures simpler and safer for patients. With this technology, physicians and medical professionals are able to examine in great detail the most sensitive areas. All examinations can happen without subjecting patients to possibly dangerous and invasive procedures and surgeries.

Orunmuyi et al. (2019) report that a study in 2007 investigated the worldwide use of nuclear cardiology and it was observed that nuclear cardiology represents more

than 50% of the nuclear medicine procedures done in the United States but represents only 14% of those done in Europe. When compared with our current situation in Nigeria, it is hard to believe that this modality has not gotten to an applicable stage nationwide in over 22 years even with all the numerous benefits the specialty has to offer.

Orunmuyi et al. (2019) further reported that this situation is not peculiar to Nigeria alone, with Togo a neighbouring African country also report that a lack of Nuclear medicine department hampers the management of numerous patients according to an article named 'Knowledge and perception of nuclear medicine by Togolese physicians' in 1994 that Nigeria successfully obtained approval for the acquisition of the first nuclear research reactor through a Technical Cooperation

Project from the International Atomic Energy Agency (IAEA).

Methodology

The research design adopted for this work was survey. The projected population of Rivers State for 2024 according to the United Nations Development Programme, UNDP, is 8,057,435. The population of this study therefore is 8,057,435. The sample size of 384 the study was determined using the Krejcie and Morgan Table for sample size determination but 350 copies were successfully retrieved. The convenience and availability sample technique was adopted for the study. The questionnaire was the instruments for data collection. The data collected from the questionnaire were analyzed using Weighted Mean Score (WMS) on the four points Likert scale with a 2.5 decision rule.

Research Question One: How does the news media frame information on nuclear medicine in Rivers State?

S/N	How does the news media frame information on nuclear medicine in Rivers State?		A	D	SD	WMS	DECISION
1	Straight news	105 (420)	154 (462)	77 (154)	14 (14)	3.00	Agreed
2	News Commentary	7(28)	70 (210)	189 (378)	84 (84)	2.00	Disagreed
3	News Features	168 (672)	168 (504)	7 (14)	7 (7)	3.42	Agreed
4	Entertainment package (music, comedy)	7(28)	-	182 (364)	161 (161)	1.58	Disagreed
5	Discussion programme	126 (504)	98 (284)	105 (210)	21 (21)	2.91	Agreed

Table 1 above shows the media frames the straight news, news features and information on nuclear medicine more as discussion programmes.

Research Question Two: What is the level of audience exposure to information on nuclear medicine in Rivers State?

S/N	What is the level of audience exposure to information on nuclear medicine in Rivers State?	SA	A	D	SD	WMS	DECISION
1	The residents of Rivers State are fairly exposed to information on nuclear medicine	126 (504)	98 (284)	105 (210)	21 (21)	2.91	Agreed
2	The residents of Rivers State are rarely exposed to information on nuclear medicine	154 (616)	140 (420)	42 (84)	14 (14)	3.24	Agreed
3	The residents of Rivers State are very exposed to information on nuclear medicine	14 (56)	28 (84)	182 (364)	36 (36)	1.54	Disagreed

Table 2 shows that residents of Rivers State are not fairly exposed to information on nuclear medicine from the news media.

Research Question Three: How do the public perceive information on nuclear medicine in Rivers State?

S/N	How do the public perceive information on nuclear medicine in Rivers State?	SA	A	D	SD	WMS	DECISION
1	It is very educative and informative	126 (504)	175 (525)	35 (70)	14 (14)	3.18	Agreed
2	It is interesting and engaging	14 (56)	28 (84)	182 (364)	36 (36)	1.54	Disagreed

The table above that the residents of Rivers State perceive information on nuclear medicine as very informative and educative.

Discussion of Findings

Research Question One: How does the news media frame information on nuclear medicine in Rivers State?

The result showed that the news media frames the information on nuclear medicine more as straight news, news features and discussion programmes. This leaves much room for creativity as the audiences are often bugged by other well-packaged and engaging programme on the news media which has both creativity and entertainment for the gratification of the audience members.

According to Philip (2012), there are basically eight different mass media: radio, television, film, books, sound recordings, newspapers, magazines and the internet. Of course, these eight are not the only mass media that exist. Others are billboards, comic books, posters, direct mail, matchbooks and buttons. These eight media listed above have the largest audiences, employ the most people and have the greatest impact. People are also most familiar with these media. Torloni, et al. (2020) aver that the common communication media or channels often used for political campaign include but not limited to television, radio, newspaper, magazine, billboard, poster, blogs, VCD, DVD, pamphlets, mobile phones, flier and social media (Facebook, Twitter, Youtube, Whatsapp, Instagram etc.

It is a common saying that education liberates the mind from ignorance and slavery, as individuals are capable of being exposed and alive to social issues stimuli transmitted through the mass media e.g. Radio. Mass media make information available to majority (the masses) of the people and by this satisfy the information need of both the urbanites and the ruralites. To achieve the goal of

popularizing nuclear medicine, the desired target audiences need to be fed with more creative options of media content to satisfy their cravings for information. This is because the news media have powerful strengths of giving information a sense of importance and legitimacy, and of reaching many people at the same time and of creating a bandwagon effect that can encourage and pressure people to assimilate an idea.

Research Question Two: What is the level of audience exposure to information on nuclear medicine in Rivers State?

The data showed that residents of Rivers State were rarely exposed to information on nuclear medicine from the news media. This calls for a more proactive step in championing the information about nuclear medicine. According to Angela (2013), part of the functions of the news media include to inform, to educate, to entertain and to enlighten the public. Adding that to inform is the primary function of mass media (broadcast media) as is usually to inform on daily happenings from the local area, on a nationwide basis and internationally. In doing this effectively, mass media (broadcast media) often employ journalists to gather information about events, or they pay some agencies to have access to stories. These stories help inform audience as to what is going on in the communities. Another important function of mass media (broadcast media) is to offer guidance and opinion to help shape people's view on certain subjects or matters. As an extension to merely reporting the facts of a matter, mass media often have opinion pieces which attempt to interpret events and offer new angles and implications

about their occurrence. Here, mass media may also be reviews sports matters and commentary on personalities, theater or cinema and comments and opinions on life in general, doing all these is to enlighten the public beyond regular news.

News reports and broadcasts have been found to reflect and shape public opinion (Cunningham, 2011; McManus & Dorfman, 2003). Specifically, the press, televised news, and newspaper articles have been shown to have a profound impact on public perception of issues in the society (Cunningham, 2011).

Research Question Three: How do the public perceive information on nuclear medicine in Rivers State?

Data in this regard showed that the residents of Rivers State perceive information on nuclear medicine as very informative and educative. Understandably, even when they perceive the messages as being informative and educative, public application of the provided health information remains inconsistent. Amannah and Okedi (2019) report that residents of Rivers State still rely more on herbal remedies to treat known and imaginary ailments instead of seeking medical advice, talk more of going through nuclear medicine procedures. This is basically because people tend to have more knowledge about herbal therapies than orthodox medicine. Moreover, herbal medicines are part of our physical environment and are easier to buy, prepare and consume. The case is different for nuclear medicine which relies heavily on technology in production and expertise.

Incidentally, the media are a cardinal part of society in shaping societal identity and being the custodian of societal aspirations. In fact, their contents are a reflection of topical issues and happenings in society (Okon, 2006; Hallin and Mancini 2014). Essentially, the media are saddled with the responsibility of creating awareness in society. A maximum number of the populace depend on the media to inform them concerning what goes on in the society and if adequate and sufficient information is not provided, majority of the public will be misinformed and misled (Tsegay, 2015).

Overtime, the media have continued to watch over society, alerting them at any point things are going awry they would have failed in their social responsibility function if they do not bring certain salient issues as the benefits of nuclear medicine to the front burner. The media are the instrument which is used in changing people's behaviours which can be achieved by the manner in which they tackle the issues concerning health and focus on the consciousness of the people about being careful with what they do when they feel certain symptoms (Mulugeta, 2014).

Conclusion

The study concludes that while mass media can be a powerful tool for raising awareness and promoting understanding of nuclear medicine, its effectiveness is influenced by various factors such as the reach of media outlets, the creativity and accuracy of information provided, and the public's level of literacy and trust. The study also highlights the need for collaboration between media professionals,

healthcare experts, and community leaders to ensure accurate and comprehensive reporting, as well as the importance of addressing potential barriers like misinformation and lack of access to information.

The study sees mass media as an effective tool for disseminating information of nuclear medicine in Rivers State because the media play vital role in creating awareness. Mass media play a crucial role in disseminating information about nuclear medicine, impacting public perception and understanding. While it can be a powerful tool for education and awareness, it also carries the risk of sensationalism and misinformation, potentially leading to public misconceptions about the field.

Recommendations

- 1 The nuclear medicine physicians should Partner with established media outlets (radio, television, newspapers, and online platforms) to disseminate information about nuclear medicine, its benefits, and safety protocols.
- 2 The mass media should create engaging content, such as informative articles, videos, and infographics, that are tailored to the local context and address common misconceptions about nuclear medicine.
- 3 The nuclear medicine physicians and technologist should leverage social media platforms to reach a wider audience, share factual information, and address public concerns in real-time.
- 4 The nuclear medicine physicians should host press conferences, public forums, and educational workshops to provide a platform for experts to share information and answer questions from the public.
- 5 The mass media should feature interviews with nuclear medicine physicians and other healthcare professionals on radio and television programs to enhance public trust and understanding.

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