

Impact of Information Media on Information Needs and Seeking Behaviour of Tricycle Riders in Osubi Axis, Delta State, Nigeria

Emuejevoke Paul Ogo, Anthonia Eghieso Omehia

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This study assessed the impact of information media on information needs and seeking behavior of tricycle riders in Osubi Axis, Delta State, Nigeria. It employed the use of descriptive survey design. The total population for this study is 87 comprising the commercial tricycle riders in Osubi Axis. The entire 87 commercial tricycle riders were selected using the total enumeration sampling technique due to the small size of the population. A questionnaire was used to elicit data from the respondents, and simple percentage and frequency counts used to analyze data generated. The findings reveal that the major information sought by tricycle riders in Osubi Axis include information about more lucrative and safe routes; spare parts and repairs and, traffic regulations using majorly phones, radio, and social media. They also sought information to avoid harassment from policemen, keep abreast with lucrative routes/opportunities, be conversant with traffic situations and road safety practices. Through the use of information media, tricycle riders get authentic and cheaper mechanical parts, keeping abreast with current information among others. The study identifies inadequate knowledge of computers/internet, inability to access newspapers/magazines as major challenges encountered by tricycle riders in the course of using different information media in meeting their information needs. It is imperative that tricycle riders make use of the different information media available to keep them abreast with the necessary information needed to function effectively in their business, and keep them out of trouble with the authorities. This study, therefore, recommends that government should collaborate with tricycle riders' associations to provide them with timely and accurate information on government policies, traffic regulations, and road safety practices.

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Impact of Information Media on Information Needs and Seeking Behaviour of Tricycle Riders in Osubi Axis, Delta State, Nigeria

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ABSTRACT

This study assessed the impact of information media on information needs and seeking behavior of tricycle riders in Osubi Axis, Delta State, Nigeria. It employed the use of descriptive survey design. The total population for this study is 87 comprising the commercial tricycle riders in Osubi Axis. The entire 87 commercial tricycle riders were selected using the total enumeration sampling technique due to the small size of the population. A questionnaire was used to elicit data from the respondents, and simple percentage and frequency counts used to analyze data generated. The findings reveal that the major information sought by tricycle riders in Osubi Axis include information about more lucrative and safe routes; spare parts and repairs and, traffic regulations using majorly phones, radio, and social media. They also sought information to avoid harassment from policemen, keep abreast with lucrative routes/opportunities, be conversant with traffic situations and road safety practices. Through the use of information media, tricycle riders get authentic and cheaper mechanical parts, keeping abreast with current information among others. The study identifies inadequate knowledge of computers/internet, inability to access newspapers/magazines as major challenges encountered by tricycle riders in the course of using different information media in meeting their information needs. It is imperative that tricycle riders make use of the different information media available to keep them abreast with the necessary information needed to function effectively in their business, and keep them out of trouble with the authorities. This study, therefore, recommends that government should collaborate with tricycle riders' associations to provide them with timely and accurate information on government policies, traffic regulations, and road safety practices.

Keywords: Information media, information needs, information seeking behaviour, tricycle riders

INTRODUCTION

Information is essential in all aspects of life and is very important for achieving individual and collective objectives. The desire to acquire knowledge has become as essential to humans as the need to satisfy their physical needs or necessities of life like food, air, and water. This is because knowledge is the key to success in many areas, such as education, employment, and personal

growth. The acquisition of knowledge is as a result of putting together different data which are processed to ensure meaningful output and commonly referred to as information. Information is described as anything that grows, enhances, or alters knowledge, or the understanding of something (Eke, Haco-Obasi & Edem, 2019). A situation where an individual needs certain information to be able to achieve his day-to-day objectives or meet up with a particular obligation is known as an information need. According to Oporum (2023) information needs arise when there is a knowledge gap that has to be filled, when someone's knowledge is insufficient, or when they realize that their present situation cannot be solved with their current knowledge. Because of this gap, such persons are faced with the task of asking questions, obtaining information and creating ideas to bridge the information gap in order to satisfy their information needs. Such efforts, actions, or strategies made by individuals towards filling this information gap could be referred to as their information seeking behaviour.

Information-seeking behavior refers to the various tactics or behaviors people use to meet their information needs. This behaviour is determined by the type of environment people they find themselves in and the type of work they do, as they often take actions in line with the urge to fulfill a need that has been identified (Mathias & Verkaa, 2021). This is true of commercial transporters who have to face every day the issues in their business while they search for the right information to help them in their trade as they move people and goods from one place to another. Demand for transportation in many parts of the world is rising quickly; yet, the availability of reliable and efficient transportation is not meeting this demand. As a result, individuals have developed alternative methods of getting from their origin to their destination, such as the use of paratransit, which is a term for commercial transportation services that accommodate two to ten passengers (Isaac et al., 2020).

Tricycle is one of the paratransit available in Nigeria and the tricycle riders needed and sought information in order to maximize the profits of their job. Information is considered by many people to be one of the most important components of both national and economic development. It is believed that having access to information is essential for everyone to be able to participate fully in society (Mathias & Verkaa, 2021). This could be applied to tricycle riders, who, similar to other commercial carriers in Nigeria, needed a range of information from general to personal. For the tricyclists to function properly, they need the same accessibility to information as any other groups of people in the society.

Mathias and Verkaa (2021) believed that commercial motorcycle operators could not achieve meaningful development without information because it has been observed that inadequate and inaccurate information is partially to blame for the many problems and sufferings, they bring about for themselves and the people they serve. Knowing that information seeking behaviour is the way and manner in which an individual gather and source information for personal use, knowledge, update or development, which is usually influenced by one's information needs, it is therefore crucial that tricycle riders have unimpeded access to information that will be beneficial in meeting up their daily needs.

Similar to other drivers of motor vehicles, tricycle operators need information on how to prevent accidents, where to find the best replacement parts, more profitable routes, police or road safety checkpoint locations to avoid, traffic laws, and where to find fuel during times of scarcity. (Etebu & Oberhiri-Orumah, 2022). They, therefore, rely on different information media like radio, television, newspapers, the Internet, and its corresponding accessories, to access information that will be beneficial to them in dealing with their daily obligations and responsibilities.

STATEMENT OF THE PROBLEM

Just like every member of a society, the tricycle riders need information to be effective in their day-to-day activities. Tricycle riders as a part of transportation sector have various information desires to be met. It is a common knowledge that the use of tricycles for commercial transportation has greatly impacted the economy of communities in Nigeria, ranging from personal to general purposes. There is, therefore, an increasing demand for them to have unimpeded access to information through various information media. Meeting their information needs will be beneficial in helping them navigate their daily activities to meet up with their obligations.

There has been a lack of research in the area of information needs and seeking behaviour of tricycle riders in Nigeria. Also, direct observation has revealed to this/these researcher(s) that tricycle riders seem not to be abreast with current happenings within their vicinity and policies that affects them. Hence, they violate various regulations that usually land them in trouble with government officials and passengers. This may be a result of their inability to access or use the various information dissemination media that is available. Hence, the topic is not well documented and understood. It is against this backdrop this study is being undertaken to examine the impact of information media on the information needs and seeking behaviour of tricycle riders in Osubi axis, Delta State, Nigeria.

OBJECTIVES OF THE STUDY

The general objective of the study is to examine the impact of information media on information needs and seeking behaviour of tricycle riders in Osubi axis, Delta State, Nigeria.

Specifically, the objectives of this study are to:

1. establish the information needs of tricycle riders in Osubi axis, Delta State, Nigeria,
2. identify the types of media used in seeking information by tricycle riders in Osubi axis, Delta State, Nigeria,
3. know the reasons why commercial tricycle riders seek information in Osubi axis, Delta State, Nigeria
4. examine the impact of media on the information needs of tricycle riders in Osubi axis, Delta State, Nigeria, and;
5. determine the challenges encountered by tricycle riders in the use of information media in Osubi axis, Delta State, Nigeria.

RESEARCH QUESTIONS

1. What are the information needs of tricycle riders in Osubi axis, Delta State, Nigeria?
2. What are the types of media used for seeking information by tricycle riders in the Osubi axis, Delta State, Nigeria?
3. Why do commercial tricycle riders seek information in the Osubi axis, Delta State, Nigeria?
4. What is the impact of media on tricycle riders' information needs in the Osubi axis, Delta State, Nigeria?
5. What are the challenges encountered by tricycle riders in the use of information media in Osubi axis, Delta State, Nigeria?

LITERATURE REVIEW

Osubi Town

Osubi is a town adjacent Warri and Effurun, and positioned in Okpe Local Government Area of Delta State, South-South, Nigeria. It has a population of about 8,000 people, and is home to Warri Airport, also called Osubi Airstrip. There is a rapid infrastructural development around the airport region due to the closeness and proximity to the Niger Delta oil-producing area of Nigeria (Navigation Menu, 2023). The major means of commercial transportation available in Osubi are motorcycles and tricycles. While motorcycles can transport passengers to the inter-lands, the tricycle is majorly restricted to the main roads, unless in some rare cases where they are chartered to adjoining streets off the main road. The registration of tricycle riders is open to owners of tricycle who are interested in commuting passenger and goods both within and outside the Osubi environs. Tricycle riders are as well required to perform their civic responsibility by paying their levies and taxes in the form of ticket buying and other payments. While tricycle riders are not restricted to commuting within Osubi environs; they are however expected to obey the rules and regulations guiding the principles within the area.

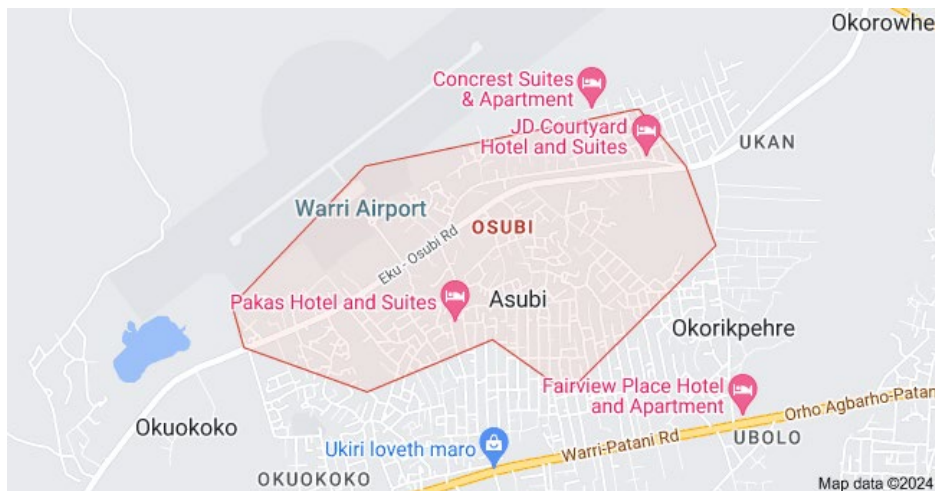


Figure 1. Map of Osubi

History of Tricycle in Nigeria

Tricycles commonly known as “Keke NAPEP” have become one of the most common and easiest means of transportation in Nigeria. Tricycles were first used in Nigeria especially as a means of transportation in 1996 when it was introduced by Col. Mohammed Buba Marwa, the then-military governor of Lagos State. His sole intention when he introduced the tricycle was to boost and broaden Lagos State's commercial transportation network. The increase in the number of tricycles in Lagos State and other parts of the country then was a result of the Obasanjo administration's intention to eradicate poverty and unemployment in the country through empowerment. The name “Keke NAPEP” surfaced during the administration of President Olusegun Obasanjo when it was used to introduce the National Poverty Eradication Program (NAPEP). Because it is less expensive than regular commercial buses and has primarily contributed to an easy transportation system in

the majority of the country, it has also assisted in the reduction of poverty in the nation (Chukwu, 2022).



Figure 2. Tricycle (Aka. Keke NAPEP) in Delta State

Tricycles originated as a result of the emergence of different forms of transportation, particularly due to their adaptability and the need to keep up with socioeconomic trends. Tricycles are a common choice for commuters looking for an affordable, convenient, and easily accessible form of public transportation. Since their fares are significantly lower than those of other vehicles, they are crucial to Nigeria's entire transportation network (Boyi, Yusuf & Samaila, 2022). The use of tricycles is the major means of transportation within the Osubi axis. Tricycles are used to convey passengers and goods; especially from the Petroleum Training Institute (PTI) junction/park down to the Osubi/Orerokpe area and its environs. The use of tricycles does not only offer a convenient and cheap mode of transportation, but it is also a means of livelihood for many homes within the Osubi environs. Onyeakagbu (2021) asserted that in Nigeria, taxis, also known as cabs, are either private or commercial vehicles, and are used to move large groups of people. Although black and yellow are commonly recognized as the colors of taxis worldwide, things aren't the same in Nigeria. The majority of states designated taxis or commercial vehicles have their unique and consistent colors to identify them with the state. In the case of Delta state, the official paint colour for commercial vehicles are blue and white (see fig. 2).

Information Needs of Tricycle Riders

Commercial tricycle operators like other transporters require certain information that will help them build their enterprise while providing viable services to their customers that are self-sufficient and sustainable in meeting up with their obligations; either personal or concerning their routes. While discussing their findings, Etebu and Oberhiri-Orumah (2022) argued that information needs and seeking behaviour of Road Transport Employee Association of Nigeria (RTEAN) members, commercial transporters, similar to other sectors of society, require information on how to prevent accidents, where to find the best spare parts, more profitable routes, information about police or road safety checkpoints to avoid such areas, information on traffic regulations, and where to purchase fuel during times of scarcity.

The above study conforms with a similar study by Oporum (2023) on information needs and seeking behaviour of commercial bus drivers in Obio/Akpo Local Government Area, Rivers State which revealed that the information needs of commercial bus drivers are where to find a good mechanic, safe and profitable routes, where to get a driving license, new union policies, traffic laws, information about the Federal Road Safety Corps (FRSC) and police checkpoints, where to get a good car wash; information about the cost of buses, information about where to get good spare parts, and information about the price of fuel..

Information Seeking Behaviour of Tricycle Riders

Having access to reliable data by commercial transporters can help them gain the knowledge, understanding, and confidence they need to fully engage in their everyday lives. This data can provide insight into the transportation options available, cost of services, transit times, and other factors that can influence their ability to get to work, school, or other activities. By understanding the dynamics of the various transportation systems, they can make informed decisions about how to use these services and how to best manage their time and resources. Additionally, accessing this information can help commercial transporters identify potential efficiencies and areas of improvement in their operations, enabling them to provide better services to their customers (Etebu & Oberhiri-Orumah, 2022). Tricycle operators are faced every day with the hurdle of making the right decisions to make ends meet or meet their target. In so doing, they need the right information to point them in the direction that will help them meet the different issues that may arise while trying to maximize profit and stay out of unforeseen problems.

In a study by Mathias and Verkaa (2021), their findings indicated that commercial motorcycle operators in Benue State go about seeking information, through various information sources such as customers (passengers), consulting friends, listening to radio, motorcycle association meetings, visiting newspaper stands, watching and listening to television and visiting drinking joints/beer parlours. This could be true of tricycle riders, as their *modus operandi* is in the similitude of commercial motorcycle riders.

Information Media

The term media could be referred to as the various channels of communication where the public can gain access to information which encompasses both traditional avenues like radio, television, and newspapers or digital avenues like the internet and social media through the use of phones and computers. According to Agrawal, Kumar and Agrawal (2022), media act as a mirror of the society by monitoring and disseminating vital information about the society through print, radio, television, and digital media. It provides a forum for diverse social groups and informs the public about current events. Media has grown to be just as important as our everyday necessities, influencing public opinion and strengthening society.

The various types of media are channels/avenues for the dissemination of information; hence are known as information media. Where these media/channels are used to communicate information to a large audience at the same time, they are referred to as mass media. Media equipment includes devices such as radios, televisions, and other electronics that are designed to provide objective information by means of their efficient use in mass education or dissemination of information. The dimension of mass media in the society and the expansion of people's knowledge have greatly been influenced by the usage of media in Nigeria's educational development (Anyanwu, Okolichukwu & Okodogbe, 2019).

In a study by Opurum (2023), the findings shows that the sources of information consulted by commercial bus drivers include information from their colleagues, petrol dealers, traffic regulation collections, television, commuters, mechanics, spare part dealers and the radio. However, Indeed Editorial Team (2022) categorized media generally into:

- i. **Print media:** Print media refers to printed materials, such as books, newspapers and magazines. They are information sources that contain words and images that relate to their area of trade or expertise.
- ii. **Broadcast media:** Broadcast media includes information transmitted through one of several mass communications channels. The major types of broadcast media are television and radio. Television and radio networks reserve time in their programs to discuss traffic or road-related happenings to give all road users insights into certain situations. Many tricycle riders listen to the radio while driving. They may tune in to news or traffic updates to stay informed about current events and road conditions.
- iii. **Internet/telecommunications media:** Internet media is content distributed online and can include emails and online publications; including social media which could be accessed via phones, computers, or any other electronic devices that make use of the Internet to function. Some tricycle riders use social media platforms like Facebook, Twitter, or WhatsApp to get information. They may join groups or follow pages that provide news, weather updates, or traffic advisories. Telecommunication media usually work side by side with internet media. However, they sometimes are stand-alone, especially with the use of non-android/IOS phones. They are used for calls and SMS alone, by which individuals can get direct messages or make one on one inquiries from friends, relatives, professionals, or officials.
- iv. **Out-of-home media:** Out-of-home media (OOH), is media that provide information to people when they are outside their homes, like billboards, signages, and posters among others. Tricycle riders may rely on billboards and posters to get information. For example, advertisements about upcoming events or new products and services might provide information that will help them satisfy their areas of interest. While signage can help them avoid violation of traffic rules and regulations.

Impact of information media on tricycle riders

In order to make decisions about things like food, housing, work, transportation, politics, entertainment, and other family-related matters, people in all societies need access to information. They obtain a flow of information from various media, which they use as a basis for decision-making. Such media include newspapers/magazines, radio, television, the internet and its paraphernalia amongst others. For instance, the recognition of the radio by the Lagos State Government as an effective medium for information and education led to the creation of the Lagos Traffic Radio, which they use to reach a wide audience and disseminate knowledge about better ways to use roads and reduce traffic congestion. It follows that drivers rely on Lagos traffic radio to provide them with information so they can decide on things like transportation. This is an example of how the government is using media to bring about positive change and transformation in their community (Akatiti, et al., 2016). The study further revealed that the radio media assisted in achieving good results in traffic management, during traffic jams, helped in reducing traffic congestions to a high extent and provides them with alternative routes during traffic. The advantages credited to this initiative for any commercial transporter are immense because such

information will enable them to avoid traffic, hence conserve fuel and time, which are important factors for maximizing profit in that line of work.

According to Agrawal et al. (2022), the media penetrates and shapes society, as it informs people about our society and the various cultures we live in, enabling them to learn about what is going on round the world. The various media outlets that inform us of current events and heighten our awareness of social injustices that are common in society include print, broadcast, and new media. The study also found that media has a favorable impact on the society in terms of building relationships, advancement in technology, provision of real-time news, communication, employment possibilities, training and education as well as serve as entertainment medium. The kind of media utilized, the state of the market, the situation that is trending, the message being sent, the target audience, and the language used are all significant aspects that impact how effectively information is disseminated in society.

Through careful analysis of the information tricycle riders gather, they could easily optimize their operations, reduce costs, and improve their services. Furthermore, access to reliable information from various information media could as well help tricycle riders gain a competitive advantage by understanding their competition and the trends in the industry, enabling them to make strategic decisions to best serve their passengers, thereby maximizing profit. They could also get information concerning the latest government policies concerning them, in terms of prohibited routes, levies and dues, to avoid any trouble that could arise as a result of any form of violation.

Challenges with the Use of Information Media

Tricycle operators have come up against numerous impediments when it comes to obtaining and running tricycles. These include the cost of buying the tricycle, the routes they must take, their size, the issue of parking, and conflicts with other motorists. In addition, they have also had difficulties with tricycle associations as well as government agencies and the police, who have been known to be overly demanding and extort them of their daily earnings (Igwe & Osisoma, 2023).

However, some of these challenges would have been half-solved if they have access to the right information either directly or indirectly that would help them circumvent these challenges. Various information-carrying media are either in print or digital format. The ability to effectively put them to good use will go a long way in determining how best to extract the gains from their usage. Similarly, in a study by Adejoh and Uveryol (2021), the respondents reported some challenges they faced while accessing different types of information sources, such as difficulty in reading, inability to use library catalogues, power outages, lack of access to newspapers and magazines, unfamiliarity with computer and internet use, lack of libraries, and limited time

In line with the above findings, Opurum (2023) reported that challenges encountered by commercial bus drivers include; inability to read, commuters' unconcerned attitude, irregular power supply, colleagues' carefree attitude, inability to use the public library and poor internet searching skill. These challenges are capable of hindering them in their search for necessary information. Observations have shown that tricycle riders and other commercial transport operators share similar characteristics in terms of their caliber, information needs, level of literacy, the purpose of going into the trade, etc, hence they may share similar challenges in their quest for accessing different information media.

RESEARCH METHODOLOGY

The study employed the use of a survey research design. The total population of this study is 87 comprising all commercial tricycle riders in Osubi axis, Delta State, Nigeria. Total enumeration sampling technique was employed due to the small and manageable population size. Hence, the entire 87 commercial tricycle riders were sampled using the total enumeration sampling technique. A well-structured questionnaire titled “Impact of Information Media on Information Needs and Seeking Behaviour of Tricycle Riders Questionnaire” was used as the instrument for collecting data from the respondents. 87 copies of the questionnaires were administered during their monthly general meeting and only 81 questionnaires were collected and found usable, giving a 93% response rate. Data gathered from the questionnaire were analyzed using simple percentage and frequency counts.

FINDINGS

Demographic data of the respondents

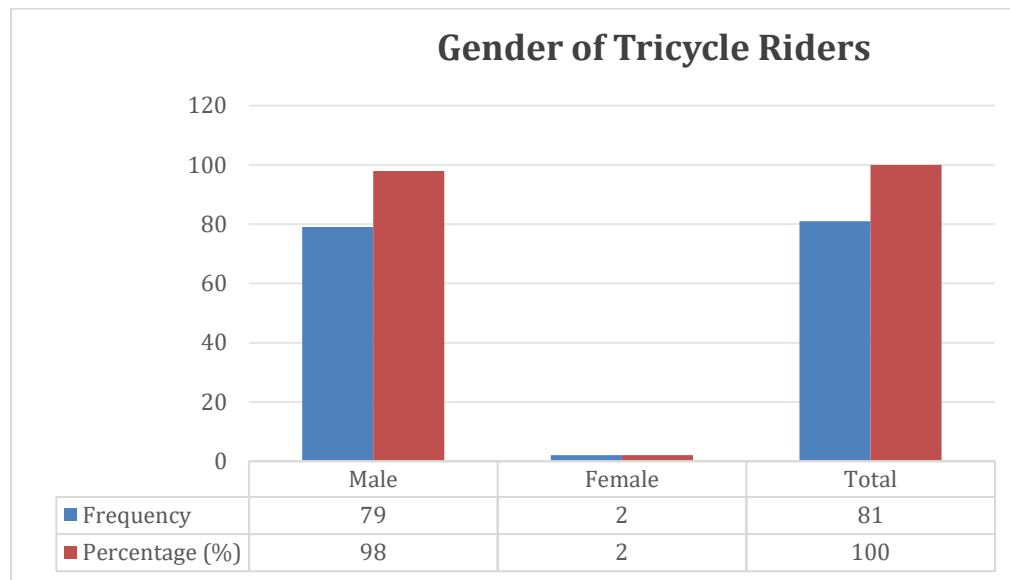


Figure 3. Gender of Respondents

Figure 3 shows that 79 (98%) of Tricycle riders in Osubi Axis are male, while 2 (2%) are female. This is consistent with the general notion that male are more involved in commercial transportation business in Nigeria.

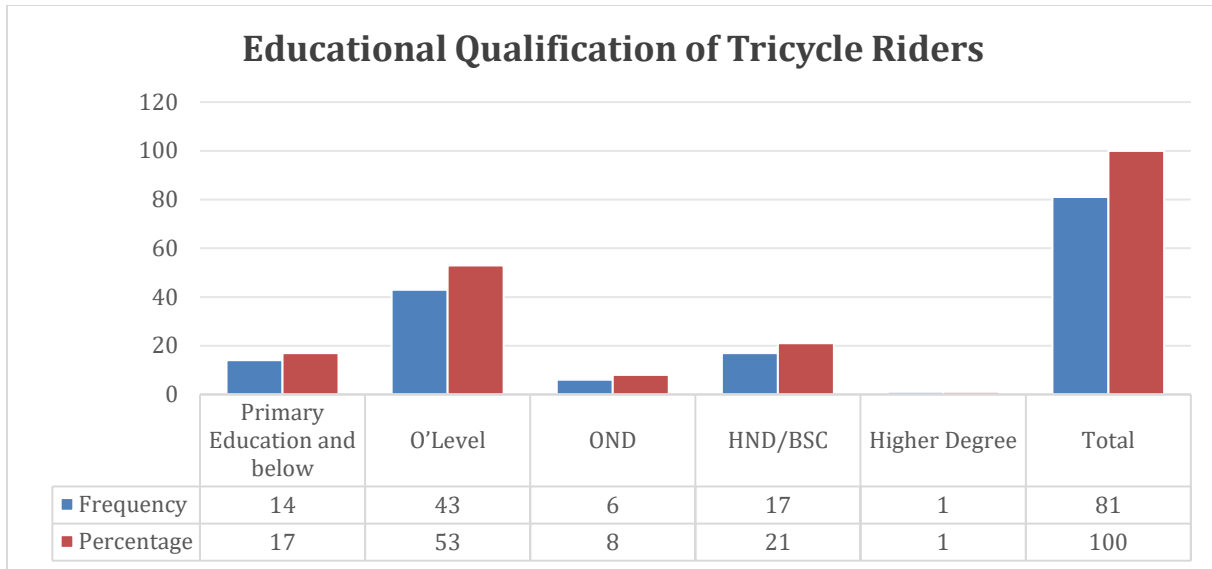


Figure 4. Educational Qualification of Respondents

Figure 4 shows that 43 (53%) of Tricycle riders in Osubi Axis are O'level holders, 17 (21%) are HND/BSC holders, 14 (17%) has Primary education and below, and 1 (1%) have a higher degree. Therefore, Tricycle riders in Osubi Axis are literate; which means they are educated enough to read.

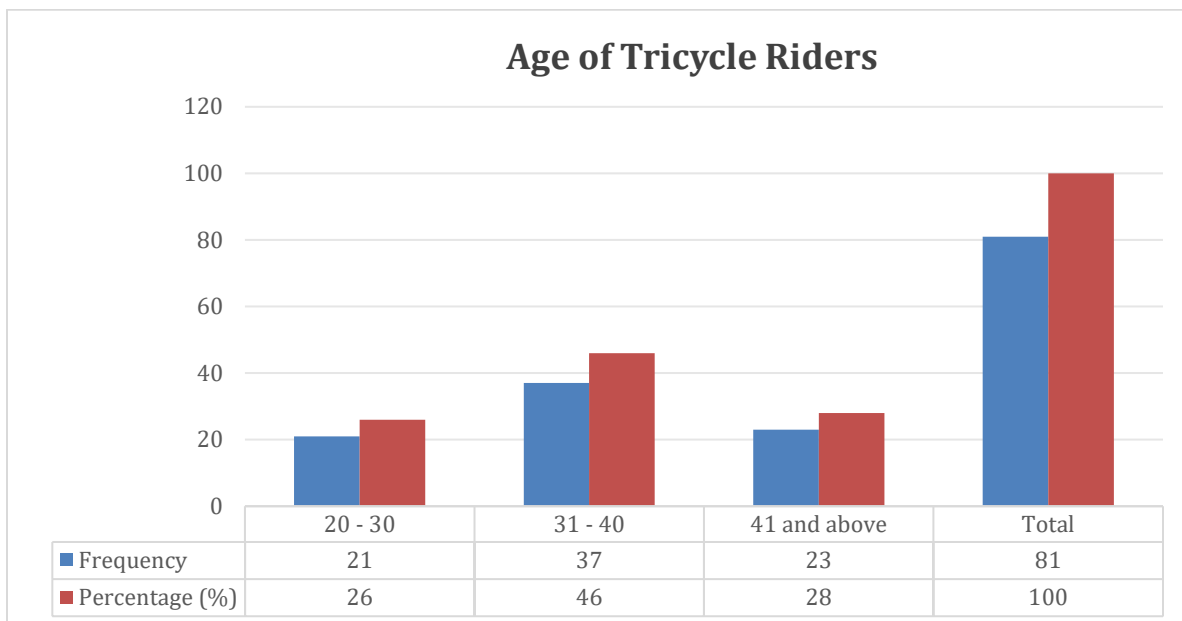


Figure 5. Age of Respondents

Figure 5 shows that 37 (46%) of Tricycle riders in Osubi Axis are between the ages of 31 - 40 years, 23 (28%) are 41 years and above, and , 21 (26%) are between 20 - 30 years old.

Research Question 1: What are the information needs of commercial tricycle riders in Osubi axis?

Table 1: Information needs of commercial tricycle riders in Osubi axis.

S/N	Items	Agree	%	Disagree	%
1	Information on more lucrative routes	81	100	00	00
2	Information on safe routes	81	100	00	00
3	Information on where to get genuine and cheap spare parts and repairs	81	100	00	00
4	Information on traffic regulation/congestion	81	100	00	00
5	Information about military/FRSC checkpoints	81	100	00	00
6	Information on how to obtain particulars	81	100	00	00
7	Information on where to purchase good fuel, especially during periods of scarcity	81	100	00	00
8	Information on how to own a personal tricycle	81	100	00	00
9	Information about paying for tickets and levies	81	100	00	00

Table 1 revealed that all 81 tricycle riders, representing 100% of the population agree that they need information about more lucrative routes, as well as safe routes, where to get genuine and cheap spare parts and repairs, traffic regulation/congestion, military/FRSC checkpoints, how to obtain particulars, where to get good fuel especially during period of scarcity, how to own a personal tricycle and information about paying for tickets and levies.

Research Question 2: What are the types of media tricycle riders use in seeking information in Osubi?

Table 2: Types of media tricycle riders use in seeking information.

S/N	Items	Agree	%	Disagree	%
Print Media					
1	i. Books	14	17	67	83
	ii. Newspapers	22	27	59	73
	iii. Magazines	8	10	73	90
Broadcast Media					
2	i. Radio	55	68	26	32
	ii. Television	29	36	52	64

Internet/telecom media						
3	i.	Phone (For calls and messages)	78	96	3	4
	ii.	Computer	8	10	73	90
	iii.	Social media	55	68	16	32
	iv.	Email	3	4	78	96
	v.	Search engines	25	31	56	69
Out-of-Home media						
4	i.	Billboards	7	9	74	91
	ii.	Posters	7	9	74	91
	iii.	Signages	15	19	66	81

Table 2 shows the responses of the respondents on the media they use. It reveals, that concerning print media, only 14 (17%), 22 (27%) and 8 (10%) of the respondents agreed to using books, newspapers and magazines respectively for seeking information. Also, on the use of broadcast media, 55 (68%) and 29 (36%) agreed to using radio and television respectively to seek information. Also, when asked if they use various internet/telecommunications media, most of them 78 (96%) and 55 (68%) agreed to using phones (for calls and messages) and social media respectively to source for information, while only 8 (10%), 3 (4%) and 25 (31%) agreed to using the computer, email and search engines respectively. Concerning the use of Out-of-Home media, 15 (19%) agree to using signage to get information, while only 7 (9%) use billboards and posters to get information. This implies that tricycle riders in Osubi seek information using different media, but the ones mostly used are phones (for calls and messages), radio, and social media.

Research Question 3: Why do commercial tricycle riders seek information in Osubi?

Table 3: Reasons for which commercial tricycle riders seek information in Osubi.

S/N	Items	Agree	%	Disagree	%
1	To know the latest on entertainment and sport	28	35	53	65
2	To be aware of safe routes	70	86	11	14
3	To be conversant with road safety practices	45	56	26	44
4	to avoid harassment/extortion from police	75	93	6	7
5	to keep abreast with lucrative routes/opportunities	75	93	6	7
6	To be abreast with the traffic situation	75	93	6	7
7	To know what ticket to buy/the time of meetings	10	12	71	88

Table 3 revealed that 75 (93%) of the tricycle riders in Osubi agree that the major reasons for which they seek after information are to avoid harassment from police, keep abreast with lucrative routes/opportunities and be abreast with traffic situations, while 70 (86%) and 45 (56%) seek for information to be aware of safe routes and be conversant with road safety practices respectively.

However, only 28 and 10 of them representing 35% and 12% respectively agree to seek information to know the latest on entertainment and sport, as well as what ticket to buy/time of meetings.

Research Question 4: What is the impact of media on the information needs of tricycle riders in Osubi?

Table 4: Impact of media on the information needs of tricycle riders in Osubi

S/N	Items	Agree	%	Disagree	%
1	Enable me to avoid traffic congestion	56	69	15	31
2	Maximize fuel usage consumption	60	74	21	26
3	Provided me with where to get authentic and cheaper mechanical parts	76	94	5	6
4	know the best way to treat passengers	56	69	25	31
5	Warns me of dangerous areas on time	75	93	6	7
6	Keeps me abreast of current /timely information	76	94	5	6
7	Helps to avoid violation of traffic rules	72	89	9	11
8	Gives information on the government's policies concerning road transportation	75	93	6	7

Table 4 revealed that in responding to the question on the impact of media on the information need of tricycle riders, 76 (94%) agree that using media to get the information provided them with where to get authentic and cheaper mechanical parts and keep them abreast of current /timely information. Also, 75 (93%) agree that they warn them of dangerous areas on time and give them knowledge of the government's policies concerning road transportation. Furthermore, 72 (89%) believe they help them avoid violation of traffic rules, while 60 (74%) that they help them maximize their fuel consumption. On the other hand, 56 representing 69% indicated that information media help them avoid traffic congestion and know the best ways of treating their passengers.

Research Question 5: What are the challenges encountered in the use of information media by tricycle riders Osubi?

Table 5: Challenges encountered in the use of information media by tricycle riders in Osubi.

S/N	Items	Agree	%	Disagree	%
1	Unavailability of a library in my area	5	6	76	94
2	Inadequate knowledge of computers/use of the internet	50	62	21	38
3	Irregular power supply	5	6	76	94
4	Illiteracy	21	26	60	74

5	Inability to access newspapers/magazines	50	62	21	38
6	Lack of/limited time	77	95	4	5
7	Mobile network failure	50	62	21	38
8	High cost of Internet data	77	95	4	5

Table 5 shows that the major challenges encountered by tricycle riders when seeking information through the use of various media as agreed to by 77 (95%) of the respondents are the high cost of Internet data and lack of/limited time. 50 (62%) of them further identified inadequate knowledge of computers/the use of the Internet, inability to access newspapers/magazines and mobile network failure as challenges they face. A few, 21 (26%) identified illiteracy as a challenge, while 5 (6%) agree that irregular power supply and unavailability of libraries in their area are challenges to accessing information through the different media. This could mean that, even if the library provides different information media, its unavailability in Osubi town is not a challenge to tricycle riders; maybe because they could easily get information elsewhere, or are indifferent towards the existence of a library, as they would not use it.

DISCUSSION OF FINDINGS

From the analysis of the study, it was revealed that the information needs of tricycle riders in the Osubi axis, Delta State, Nigeria, are getting information about more lucrative as well as safe routes, where to get genuine and cheap spare parts and repairs, information about traffic regulation/congestion, military/FRSC checkpoints, how to obtain particulars, where to get good fuel, especially during periods of scarcity, how to own a personal tricycle and information about paying for tickets and levies. This conforms with the findings of the study on information needs and information-seeking behaviour of commercial motorcycle operators in Benue State, Nigeria by Mathias and Verkaa (2021), which revealed that the best places to get spare parts, traffic laws, information on how to dress for work, information about police checkpoints, information about Federal Road Safety Commission checkpoints, information on how to obtain motorcycle details, information about where to purchase fuel during times of scarcity, and information about where to find the best motorcycle mechanics are among the information needs of commercial motorcycle operators. This goes to show that the information needs of tricycle riders in Osubi is consistent with that of other transport enterprises found in the different parts of Nigeria.

Also, findings revealed that though tricycle riders in the Osubi axis use different types of print, broadcast, internet/telecommunications, and out-of-home media such as books, newspapers, magazines, radio, television, phone, computer, social media, email, search engines, billboards, posters and signages to seek for the information they need, they use majorly phones (for calls and messages), radio, and social media to seek information. They seldom use text related media to seek for information. This confirms the report of Boyi et al. (2022) in a study on feasibility studies of the behaviour of tricycle operators at a given signalized intersections in Kano Metropolis which revealed that the highest offense committed by tricycle operators is overloading, followed by red light violation and failure to use trafficating lights, which may be because they hardly read traffic signs and regulations. This is also in line with the findings of Mathias and Verkaa (2021) who concluded that commercial motorcycle operators do not get their information by reading newspapers/magazines, using computers/ internet, consulting newsmen, visiting libraries and

reading collections like traffic regulations. The findings conform with general understanding that most tricycles riders are illiterates and semi-illiterates who would prefer audio-visual information media sources like phones, radio rather than reading through texts as found in newspapers, computers and billboards, etc.

Furthermore, findings showed that the major reasons for which tricycle riders in Osubi seek after information are to avoid harassment from police, keep abreast with lucrative routes/opportunities and traffic situations, seek information to be aware of safe routes and be conversant with road safety practices. However, only a few seek information to know the latest on entertainment and sport, as well as what ticket to buy/the time of meetings. The results are somewhat different from those of Mathias and Verkaa (2021), who found that motorcycle operators, like tricycle riders, seek information for a variety of reasons, including to update their riding knowledge, be familiar with road traffic, develop their own riding competency, educate others, stay up to date on safer routes, stay up to date on general riding skills, and be aware of road safety procedures. This goes to show that the general concern of tricycle riders in Osubi has not changed from the original objective of the introduction of tricycle in Nigeria; which is to eradicate poverty. The general understanding of the tricycle riders is to generate income that will help them meet their daily needs.

More so, findings showed that the impact of media on the information needs of tricycle riders in Osubi axis include providing access to information that will help them get authentic and cheaper mechanical parts, keep abreast with current/timely information, give timely warning of dangerous areas, provide knowledge of government's policies concerning road transportation, help avoid violation of traffic rules, maximize fuel consumption, avoid traffic congestion and know the best ways of treating their passengers. This is in line with the opinion of Aydinan (2020), that there is no denying the significance of traffic laws because they are intended to safeguard both the lives of drivers and passengers. Driver becomes proficient and would undoubtedly reduce accidents or crashes on the road if they had sufficient understanding of the rules of the road through the information they gather from different media and spend more time applying them. This confirms the role of information in creating individuals who are more sensible in their everyday activities. This may be the reason why the more educated tricycle riders in Osubi are more coordinated and less prone to get into problem with traffic laws and their passengers than the ones who are less educated and less informed.

Finally, the study revealed that inadequate knowledge of computer/use of the Internet, inability to access newspapers/magazines, lack of/limited time, mobile network failure and high cost of Internet data are major challenges encountered by tricycle riders in Osubi in the course of using media in seeking information. However, only a few of them perceive the unavailability of libraries in their area, irregular power supply and illiteracy as challenges they encounter while they search for information. The findings are however different from the challenges identified by Etebu and Oberhiri-Orumah (2022) in a study on information needs and seeking behaviour of Road Transport Employee Association of Nigeria members. The difficulties they identified included time constraints, literacy levels, a lack of interest in searching for information, poor smartphone usage skills, and the expensive price of newspapers and magazines. The findings may just highlight the dearth of reading culture and poor use of public libraries, as evident in their indifference regarding the unavailability of a library within the Osubi town. Also, due to lack of time to settle down to read, most people; in this case, tricycle riders would rather call on their phones to get information. The use of the radio and charger in their tricycle and power bank to charge their

devices may also help to combat irregular power supply since they are on the road most time of the day.

CONCLUSION AND RECOMMENDATIONS

In conclusion, the study highlights the impact of information media on the information needs and seeking behaviour of tricycle riders in Osubi axis, Delta State, Nigeria. The findings revealed that tricycle riders in the area seek information primarily about more lucrative and safe routes, spare parts and repairs, traffic regulations, military/FRSC checkpoints, particulars, fuel availability, and ticket/levy payments. Tricycle riders use different media to seek information; phones, radio, and social media being the most commonly used. The reasons why tricycle riders seek information are to avoid harassment from police, keep abreast with lucrative routes/opportunities, and be conversant with traffic situations and road safety practices. The impact of information media on the information needs of tricycle riders includes getting authentic and cheaper mechanical parts, keeping abreast with current information, avoiding violation of traffic rules, and maximizing fuel consumption. However, challenges such as inadequate knowledge of computers/internet, inability to access newspapers/magazines, limited time, mobile network failure, and high cost of Internet data are encountered by tricycle riders in Osubi in the course of using the different media to seek information.

Based on the findings of this study, the following recommendations are made:

1. Road safety education: Through various media campaigns like radio jingles, billboards, and the use of various social media platforms, there is a need for road safety education and enlightenment for tricycle riders in Osubi to reduce the level of road accidents and crashes.
2. Collaboration with transport authorities: The government should collaborate with tricycle riders' associations to provide them with timely and accurate information on government policies, traffic regulations, and road safety practices.
3. Training on media use: Tricycle riders should be provided with training on how to effectively use media platforms, such as the internet, radio, and social media, to seek information.
4. Creation of information hubs: Information hubs can be created in strategic locations where tricycle riders, as well as other commercial transporters can access relevant and up-to-date information on traffic regulations, safe and lucrative routes, and other related information. This could be in the form of circulating fliers concerning traffic regulations periodically.

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