

Effect of Broadcast Media in Mobilising the People for Enrolment of National Identification Number (NIN)

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Abstract: This study explores the effect of broadcast media on mobilising Nigerians for the enrolling into the National Identification Number (NIN) scheme. Broadcast media were used to spread information, raise awareness, and sway public opinion in light of the Federal Government's mandate for mandatory NIN registration, utilising as a theoretical framework, the agenda-setting and social responsibility theories. The results showed that while television and radio were important in raising awareness, their efficacy was hampered by misinformation, inadequate network coverage, and restricted access to broadcast content in rural areas. To increase public participation in NIN enrolment, the study suggests better media planning, focused communication tactics, and community-based programming.

Keywords: Broadcast Media, National Identification Number, Mobilisation, Public Awareness, Media Campaign.

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I. INTRODUCTION

By raising awareness, outlining its goals, and dispelling any potential misunderstandings, broadcast media can have a big impact on how effective a National Identification Number (NIN) system is (Asemah, 2011). On the other hand, by facilitating targeted information campaigns and possibly boosting public confidence in media messaging, the NIN system can expand the impact and reach of broadcast media (Oso, 2012). As correctly noted by Daramola (2001:104), radio serves as a communication medium that helps to close the gap between the governed and the government. It is a two-way conversation that uses thrilling music and human voices to foster connection.

It is impossible to overstate or understate the role that broadcast media play in encouraging individuals to enrol in NIN. As a result, all mobile phone subscribers must register for the Subscriber Identity Module (SIM). To access both voice and data network services, subscribers need to register their SIM cards with the appropriate Mobile Network Operator (MNO). Olisha Chike (2020.). Nigeria complied with international best practices by requiring the acquisition of identity information through a Capture and Validate (C & V) Mobile SIM registration and Know Your Customer (KYC) process in light of the vulnerability and security risk posed by unidentified network users (Ndukwe, 2016).

The exercise involves identifying the people linked to SIM cards, confirming the information obtained, and connecting the SIM and NIN. Mobile network user data must typically be verified and validated, and in the majority of nations, this is accomplished by comparing it to a national identity database. In the absence of such validation, it is often difficult to know whether the information supplied by people is genuine or fabricated.

However, for such validation and verification to occur, a national identity document and an authentication method must be available. White, Ben (2011). The point of sale or the point of activation are two possible locations for this type of validation. White, Ben (2011).

However, the National Identity Management Commission (NIMC)-led radio campaign on the expansion of the Nigerian national identity database offers a fantastic opportunity for such verification and validation exercises as SIM card registration. The SIM registration database currently has a far larger size than the NIMC database does. Licksley (2020).

Because of how individuals feel about the government's need to link SIM cards to NINs, a policy requiring that each SIM registration be linked to a NIN can greatly speed up the expansion of the NIMC database as the database of mobile

phone network users continues to develop.

Locksley (2020), In addition to boosting and enhancing national security, requiring the use of people's NIN for SIM card registration will speed up economic planning and growth. By encouraging digital inclusion and speeding up the expansion of the national identification database through higher enrolment from the expanding mobile phone network subscribers, it will help strengthen the digital economy.

Unregistered or incorrectly registered subscriber identity module (SIM) cards have been a persistent problem that has jeopardised national security and reduced the effectiveness of Nigerian security forces. Upon taking office, the Honourable Minister of Communication and Digital Economy would carry out an audit on SIM card registration in the nation as a member of the Nigeria Communication Commission (NCC). Olisha Chike (2020).

9.4 million SIM cards were found to be wrongly registered after the Federal Government instructed NCC to conduct an audit exercise to identify unregistered and incorrectly registered SIMs. Given the potential impact of improperly registered and unregistered SIM cards on national security, a directive was issued to update the SIM card registration by 11:59 p.m. on September 25, 2019. Olisha Chike (2020) NCC then fixed the remaining problems and made sure that only people who had registered correctly were eventually reinstated.

The necessity of a safe and secure environment on our mobile network cannot be overstated in order to guarantee the expansion of the mobile ecosystem. A secure mobile network requires the capacity to anticipate and identify the true identity of the mobile device. When the SIM card user's registered credentials are compared to the National Identity database (NIDB), using the National Identity Number (NIN) provided by the National Identity Management Commission (NIMC), the identity of the mobile users can be ascertained.

Additionally, as the SIM card registration database is one of the biggest databases containing Nigeria's digital identity, including biometrics and other vital information on its residents, requiring the use of NIN for SIM card registration will hasten the expansion of the national identification database. Nigeria would be able to make enormous progress in enhancing national planning, resolving security issues, and increasing GDP as a result. Olisha Chike (2020).

Economic planning and development will go more quickly as a result of the broadcast media campaign's substantial influence on the nation's digital identity. Additionally, it will encourage digital financial services, digital inclusion, and other value-added services throughout the country. Additionally, Nigerian security services will benefit from increased efficacy in combating cybercrime, especially in the areas of digital forensics, crime tracking, and identification. This policy establishes a framework for supporting the growth and security of Nigeria's mobile ecosystem through the NIN. However, the federal

government urges all parties involved to assist in its execution (Chike Olisha, 2020).

As correctly noted by Daramola (2001:104), radio serves as a communication medium that helps to close the gap between the governed and the government. It is a two-way conversation that uses thrilling music and human voices to foster connection.

Okon and Ubong (2015) listed the effects of broadcast media on the National Identification Number system in a research published on Researchgate:

- **Public Knowledge and Awareness:** Radio and television are two examples of broadcast media that can be quite helpful in educating the public about the NIN system, its advantages, and registration procedures.
- **Resolving False Information:** Broadcast media can contribute to fostering public trust in the NIN system and preventing its abuse by dispelling false information and offering correct facts.
- **Encouraging Participation:** Focused media efforts can motivate people to sign up for NIN and take part in relevant government programs.
- **Facilitating Access :** The NIN system can be made more widely available to all facets of society by using broadcast media to spread information regarding registration places, deadlines, and processes.
- **Improving Accountability:** By holding government organisations responsible for the administration and execution of the NIN system, the media can guarantee efficiency and transparency.
- **Targeted Information Campaigns:** Broadcast media may run more efficient and focused information campaigns thanks to the NIN system. The media can modify messaging to appeal to certain audiences by identifying particular demographic groupings or geographic areas.
- **Increased Public Trust:** The public's faith in the government and media can be strengthened by a transparent and well-executed NIN system. People are more inclined to believe the information spread by the media when they have faith in the system.
- **Increased Program Efficiency:** Media companies can better cater their programming to the tastes and requirements of particular communities by using NIN-based data.
- **Greater Audience Engagement:** The NIN system can assist broadcast media in boosting audience participation and engagement by offering pertinent and tailored information.

Support for Development Initiatives: The NIN system can help carry out a number of development projects, like public health campaigns and social welfare programs, that depend on precise and reliable data.

The NIN system and broadcast media essentially have a symbiotic connection. The NIN system can increase the efficacy and reach of broadcast media, and broadcast media can be a potent weapon for promoting the NIN. Together,

these two forces can support social inclusion, good governance, and national prosperity.

➤ *SIM Card Registration*

In their efforts to improve security, governments have recognised that registering a SIM card can open up new experiences for customers by giving them access to value-added mobile operators. They also recognise the loyalty that can be gained from their registered customers through Know Your Customer (KYC) programs.

In many countries, prepaid SIM card registration is mandatory for obtaining mobile network service. To activate their SIM card and access network services, such as voice and data services, network subscribers usually have to provide proof of identity, personal information, and in some cases, biometric information. Essentially, government 12 enforces these registration regulations to reduce security risks and prevent negative activities like identity theft and online fraud.

II. THEORETICAL FRAMEWORK

➤ *Agenda Setting Theory*

The ability of the mass media to shift the importance of topics on their news agenda to the public agenda is one of its powers or effects, according to the agenda setting theory developed by McComb and Donald Shaw in 1972. We value what the media deems significant; media coverage of issues gives them weight and influences the audience to prioritise some issues over others. As a result, the conference affects the audience's opinions or choices regarding the agenda item.

The media's agenda-setting suggests that people look up to them for clues about important problems and expect the media to help them ascertain reality and shape standards. Certain subjects are frequently selected and emphasised by the media, which leads the people to do the same. According to MC Quail (2003), the media aids in establishing a hierarchy of priorities about the issues and goals of society.

Burns, (2007) also argues that the critics of newspaper and broadcasting see their power lying in control the agenda, in their ability to select certain issues for discussion and to ignore others called non-existence and inability to treat certain conflicts of interests as manifesting proper materials and others as too complex of maginal or unmanageable.

Through what Burns calls "news tasting" the process of selecting what should count as news and what should not, the media also help the public to crave that which they already set as silence.

"The public does not only learn about public issues or topics from the emphasis the mass media placed upon them," according to QuailandWindhl (2003), referencing McCombs and Shaw. The fundamental tenet is that, over time, people who receive more media attention will become more familiar and important to the public, while those who receive less will become less so.

By focussing on certain issues and ignoring others, the mass media will influence public opinion, according to Brouius and Weiman (2002), who also note that "even though the media may not be very successful in telling us what opinion to hold; they are often quite effective I what to have opinion or that not to think about." People have a tendency to be aware of the topics covered by the media and to follow the hierarchy of importance given to various subjects.

The agenda-setting theory, as cited by Akaji and Dada (2012), also explains that the media structure is what matters and that there is a direct positive relationship between media coverage and the public's silence on a topic. This relationship is stated in a casual way by transferring status on an issue.

➤ *Social Responsibility Theory*

According to the social responsibility idea, the press has duties, obligations, and responsibilities that it owes to society. As a result, society would grow while the press is free to carry out its mandate. The social responsibility thesis, which was developed by Peterson, Sibert, and Schramm in 1956, is an extension of libertarian philosophy in that it acknowledges the press's obligation to fulfil society's fundamental duties (Hasan, 2013, p.170).

According to Asemah (2011, p.146), the social responsibility theory emerged largely as a result of the libertarian theory of the press's shortcomings and misuse. In his opinion. The theory came forth as a result of the press abusing the freedom that came with having a free press. Sensationalism, invasions of privacy, character assassination, and other detrimental practices by the press fell short of the idealistic libertarian objectives. In the 20th century, as the press expanded, it turned into an object of critique. The Hutchins commission was established in 1947 to investigate the complaints made concerning the detrimental activities of the press as a result of press freedom. It is obvious that freedom and accountability go hand in hand, and that the press has to be reminded of its duties on a regular basis. The difficulties in enrolling for the National Identification Number (NIN) were described by Terfa and Terkuma (2023).

Enrolment difficulties with a National Identification Number;

- Limited accessibility in certain remote areas because of inadequate infrastructure
- Language Barriers in the event that local languages are not used to translate messages.
- Problems with the power supply that limit media access
- The public's mistrust of government communications could make them less successful.

III. CONCLUSION

According to the study's findings, broadcast media is essential to raising public knowledge of and involvement in Nigeria's National Identification Number (NIN) enrolment process. Due to their widespread acceptance and reach, particularly in rural and semi-urban regions, radio and television have been successful in spreading important information regarding the significance, steps, and due dates

associated with NIN registration.(Okon, G.B.and Udoakah N. 2021)

RECOMMENDATIONS

Broadcast media should keep informing the public about the government's demand to connect SIM cards and NIN.

Prepaid SIM card registration should be required by law in order to use mobile network services.

To build a secure and robust digital economy in the nation, different stakeholders should cooperate with the government and media.

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