

**Artificial Intelligence Application Usage and Disaster Communication  
Practices among Employees of Disaster-Prevention Agencies in Nigeria**

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**Being a Thesis submitted to the Department of Mass Communication and  
Media Technology, Faculty of Communication and Information Sciences  
Lead City University, Ibadan, Nigeria**

**In Partial Fulfilment of the requirement for the Award of Doctor of  
Philosophy (Ph.D.) Degree in Mass Communication and Media Technology**

**2021**

## Certification Page

This thesis entitled “**Artificial Intelligence Application Usage and Disaster Communication Practices among Employees of Disaster-Prevention Agencies in Nigeria**” was carried out by **Chigbu, Gloria Onyinyechi** with Matric No. **LCU/PG/000551** in the Department of Mass Communication and Media Technology, Faculty of Environment, Management and Social Sciences, Lead City University Ibadan, Nigeria under my supervision.

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## **Dedication**

This research work is dedicated to my son, Divine-Jayden Ifeanyichukwu Jacob, you complete me dear.

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## Acknowledgement

I appreciate Lead City University, Ibadan where this research was conducted for providing a conducive learning environment.

I am indebted to staff members of National Emergency Management Agency (NEMA) and those of Nigeria Meteorological Agency (NIMET) for their warm reception and for kindly assisting me with data for this study

The department of Mass Communication and Media Technology, Lead City University, Ibadan headed by our able Professor Lambert Ihebuzor has been helpful in impacting knowledge and molding me. I remain grateful for this.

I thank my supervisor Dr. Samuel Toyosi for guiding me in the cause of this study and bringing especially his statistical knowledge to bear on my work.

Special recognition goes to the departmental post graduate coordinator, Dr. W.B. Busari. May God bless you sir. Worthy of mention also is Mr. Anthony Amedu of the department, I appreciate all your efforts.

I am grateful to Dr. Adekola Adeyemi, a father, a friend and a mentor. Thank you for making sure I successfully acquired this degree.

I appreciate the men in my life, my husband Mr. Jacob I. Iroegbu and my son Divine-Jayden Ifeanyichukwu Jacob. You give me the needed vitality to reach for the sky. I am equally grateful to my mum, Mrs Comfort Ugochi Chigbu. Thank you for looking after the baby while I concentrate on school work, and for the many sacrifices you joyfully make for me. Same appreciation goes to my kid sister Rachael Nnenna Chigbu. God bless you for me. I also thank the Uduje family for being good to me. I found a home in you all.

## Abstract

Disasters are either man-made or natural. The major essence of disaster communication practices in any organization is basically associated with proactiveness and swift response to curb adverse effects of disaster. When this is not the case, the aftermath of any disaster is not always an interesting one. In the light of this, the study deemed it fit to investigate the influence of perceived ease of use and usefulness of artificial intelligence applications on disaster communication practices in disaster prevention agencies in Nigeria. The study adopted the descriptive and correlational survey research design. With the application of total enumeration sampling technique, a total number of 93 employees of disaster prevention agencies were surveyed. The study found that perceived ease of use significantly influenced disaster communication practices ( $R^2 = .062$ ,  $P < 0.05$ ). Also usefulness of artificial intelligence application was found to significantly influence disaster communication practice ( $R = .062$ ,  $P < 0.05$ ). From a multiple regression perspective, both perceived ease of use and usefulness of artificial intelligence applications were found to influence disaster communication practices (Going by this findings, the study  $R^2 = .325$ ;  $P < 0.05$ ). The study therefore recommends that in order for disaster prevention agencies to be more proactive in responding swiftly to combat adverse effect of disasters in the country, employees working in such agencies should be exposed to high level training on how to handle artificial intelligence applications that combats disasters.

Key Words: Perceived Ease of Use, Usefulness, Artificial Intelligence Applications, Disaster Communication

## Table of Contents

Title Page	i
Certification Page	ii
Dedication	iii
Acknowledgements	iv
Abstract	v
Table of Contents	vi
List of Tables	vii
Chapter One: Introduction	
1.1 Background to the Study	1
1.2 Statement of the problem	19
1.3 Aim and Objectives	20
1.4 Research Questions	21
1.5 Hypotheses	21
1.6 Significance of the Study	22
1.7 Scope of the Study	23
1.8 Limitations of the Study	23
1.9 Operational Definition of Terms	23
Chapter Two: Review of Related Literature	
2.1 Conceptual Studies	31
2.2 Theoretical Framework	128
2.3 Review of Empirical Studies	131
2.4 Conceptual Model	137
2.5 Gaps in Literature	144
Chapter Three: Methodology	
3.1 Research Design	160
3.2 Population of the Study	160
3.3 Sample and Sampling Technique	160
3.4 Description of Research Instrument	161
3.5 Validity of Research Instrument	161
3.6 Reliability of Research Instrument	162
3.7 Method of Data Collection	162
3.8 Method of Data Analysis	162

Chapter Four: Results and Discussion of Findings

4.1 Demographic Presentation of Data	164
4.2 Presentation of Results based on Research Questions	167
4.3 Hypotheses Testing and Interpretation	182
4.4 Discussion of Findings	187

Chapter Five: Conclusion

5.1 Summary of Findings	192
5.2 Conclusion	194
5.3 Recommendations	194
5.4 Contribution to Knowledge	196
5.5 Area of Further Studies	197

Bibliography	197
Appendix 1	

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List of Tables

Table	Title	Page
4.1.1	Gender of Respondents	164
4.1.2	Age of Respondents	165
4.1.3	Educational Qualification of Respondents	166
4.1.4	Years of Work Experience	166
4.2.1	Disaster Communication Practice	167
4.2.2	Perceived Ease of Use of AI Applications	173
4.2.3	Usefulness of AI Applications	177

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