**Project Title: The Influence of Campus Radio on Student Behavior**

**1. Introduction**

Campus radio stations play a vital role in the academic and social lives of students. These platforms provide a space for self-expression, communication, and creativity, often influencing student opinions, behaviors, and lifestyle choices. This study aims to explore how campus radio affects student behavior in areas such as academics, social interactions, lifestyle choices, and cultural orientation.

**2. Objectives of the Study**

* To investigate the extent of student listenership to campus radio.
* To assess how campus radio content influences students' academic motivation.
* To evaluate the impact of campus radio on students' social behavior and lifestyle.
* To identify any behavioral changes linked to exposure to campus radio programs.
* To offer recommendations for optimizing campus radio for positive student development.

**3. Research Questions**

1. How frequently do students listen to campus radio?
2. What types of programs are most listened to, and why?
3. Does campus radio contribute to positive academic or social behavior?
4. Are there any negative behaviors associated with campus radio content?
5. How can campus radio be improved to better influence students positively?

**4. Literature Review (Brief)**

Previous studies have shown that student media, including radio, play a significant role in shaping youth culture and values. According to Smith & Jones (2021), student-run media encourage critical thinking and civic participation. However, the content must be curated carefully to avoid promoting harmful stereotypes or misinformation.

**5. Methodology**

**Research Design:**  
Descriptive and analytical research methods will be used.

**Population:**  
Undergraduate students across various faculties in the university.

**Sample Size:**  
100 students selected using stratified random sampling.

**Data Collection Tools:**

* Questionnaire (both open-ended and closed-ended questions)
* Interviews with student radio DJs and listeners
* Observation of campus radio programs

**Data Analysis:**  
Quantitative data will be analyzed using descriptive statistics (percentages, graphs), while qualitative responses will be thematically analyzed.

**6. Data Analysis & Findings (Example Data)**

**Listenership Frequency:**

* 35% listen daily
* 25% listen 3-4 times a week
* 20% occasionally
* 20% rarely or never

**Most Popular Programs:**

* Music shows
* Academic talk shows
* Entertainment gossip
* Health & lifestyle tips

**Behavioral Influence (Reported by Respondents):**

* 60% said the radio motivates them academically.
* 45% adopted healthier lifestyle habits based on health segments.
* 30% admitted being influenced in their social habits (e.g., party culture).
* 15% felt distracted by excessive entertainment content.

**7. Discussion**

The findings suggest that campus radio is a significant medium that influences both the academic and social behavior of students. While many students find academic and health programs useful, there’s a concern over the increasing influence of entertainment content that may promote superficial values or distract from studies.

**8. Conclusion**

Campus radio is a powerful communication tool with the potential to shape student behavior positively. Its influence can be harnessed to improve academic motivation, social awareness, and lifestyle choices. However, proper content regulation and alignment with educational goals are necessary.

**9. Recommendations**

* Incorporate more educational and motivational content.
* Regularly assess student feedback on programming.
* Involve professional mentors in training student DJs.
* Balance entertainment with informative segments.
* Encourage student participation in content creation to reflect diverse viewpoints.

**10. References**

* Smith, A., & Jones, B. (2021). *Student Media and Behavior in Higher Education*. Journal of Youth Communication.
* Okoro, T. (2019). *The Impact of Radio on Nigerian University Students*. Lagos Journal of Media Studies.