



Impact of Opinion Leaders in Information Dissemination in Rural Development: The Case of Okada Town Nigeria

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Abstract

Opinions is a key in any given system or society. It determines how great or small a concept, event, enterprise or invention can be. It is held by all feely, given freely or paid for as a professional fee or service. It is the building block of any society or organization. It is an integral part to the process of policy formulation or strategy development. Information dissemination and management are critical aspects of what makes any society function effectively and a lot of times, people depend on the judgement of certain members of the society to take decisions on what concerns the society or government policies, while others require explanation or approval from key members of the society to determine what would be the right action to take. This study adopts two theoretical basis and that is the two-step flow and the diffusion of innovation theory. This work adopted the survey research. In conclusion to think of opinion leaders as people who are more interested and informed, who acquire and maintain credibility and trust over time in a stable circle of relatives and acquaintances, is clearly too restrictive and unrealistic. In order to understand and classify new opinion leaders, the first step is to broaden the notion of opinion leadership to accommodate all such new developments. This means that, although empirical analyses in the field should be promoted and intensified, the first step of a research agenda should be to elaborate a conceptual mapping of the relevant characteristics of an opinion leader.

Keywords: Opinion; Information; Management development; Leader.

1. Introduction

According to the Merriam Webster dictionary, opinion is “a view, judgement or appraisal formed in the mind about a particular matter. It is a belief stronger than impression and less strong than positive knowledge; it is a generally held view. It is a formal expression (as by a judge, court or referee) of the legal reasons and principles upon which a legal decision is based.

Opinions is a key in any given system or society. It determines how great or small a concept, event, enterprise or invention can be. It is held by all feely, given freely or paid for as a professional fee or service. It is the building block of any society or organization. It is an integral part to the process of policy formulation or strategy development. Opinion differentiates one man from another; it unites one man to another. Great opinions and ideas has resulted in some of the finest inventions, scientific and medical breakthroughs ever experienced worldwide, the greatest discoveries, the greatest mergers, partnerships or collaborations around the world resulting in hundreds of millions of dollars. Opinions have also resulted in the development and advancement of societies from rural to urban centres with the finest of standards in terms of living, opinion has provided answers to any/ every societal issue.

Opinions are expressed by individuals and there are people whose views or statements are held in high esteem. Some of such persons, when around can sway public views and expressions in a particular direction or the other. Their views could mean the difference between peace or strife, love or hatred, life or death, victory or failure, action or abstinence or inaction. These people whose views and opinions are so powerful in any given group, organization or society are mostly referred to as opinion leaders.

Reference defines opinion leaders as individuals who are active voices in their communities and influence the decisions of community members. Opinion leaders maybe educated and highly skilled individuals such as doctors, pastors or local politicians and can also be individuals who know their communities well and whose opinions are respected by other members of the society.

Guy (2017), say they are ‘people who were once called insiders or decision-makers are now more commonly referred to as "opinion leaders" or even "influencers." For marketers, finding and enlisting opinion leaders to help sell a company's product or idea can be critical to reaching an untapped audience.

So who are opinion leaders? Simply put, an opinion leader is someone who is active in a community. That can mean an online community or a physical community like a city or town... It's somebody who speaks out and gets asked for advice a lot’.

It must be stated clearly again that opinion leaders are powerful tools needed for the development and advancement of any society and must be nurtured properly across any society for peace and progress to take place in that society. This is particularly true of African society, due to its largely communal nature. African societies have a

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unique social system where authority is vested in several individuals for several reasons. Some of these individuals might not necessarily occupy exalted positions or any position at all.

One of the driving forces or meaningful changes or advancements in advocacy efforts or a diffusion of innovation, that is, Behaviour Change Communication works better through the efforts of opinion leaders who can sway public opinion in favour of the desired change. Hence governments at any level whether local, state or federal understands the importance of these persons and in most cases incorporate them into government efforts at bringing about development and successful policy formulation or implementation. Again, governments take advantage of stakeholders meetings even in Okada community or Town Hall Meetings in order to know the aspirations of the people as well as explain government policies to members of a society. These policies are better seen, appreciated, accepted or rejected by these communities when swayed by opinion leaders at all levels.

However, it could be said that both the traditional media and the social media have helped to redefine how society works because even within a community, the influence of the media can cause followership of members of a community to transcend the boundaries of the community like Okada. Hence, it is possible to have opinion leaders to come from a different community from the lead. Chan (2013), states that: It has been 69 years since the “two step flow” communication hypothesis was introduced by Lazarsfeld and his colleague in 1944. During the past decades, the media industry has changed tremendously, as has research on mass communication. With the invention of the Internet and Web 2.0 technology, audiences today are no longer an isolated “mass.” Social networking websites, a new media platform incorporating interpersonal networks have gained much attention from society at large and media scholars alike.

Glynn *et al.* (2004) buttresses this point further that, ...the (same) satellite capabilities, attended by rapid innovation in the computer industry, allowed greatly enhanced personal interactive communications in the 1990s...e-mail, and World Wide Web sites have emerged as significant communication channels, bridging mass communication with interpersonal communication, blurring many distinctions between the two concept. (p.408)

1.1. Historical Background on Okada Community

Okada community is located in Ovia North-East is a Local Government Area of Edo State, Nigeria. Okada is the capital of the local government area and an estimated population of 125,000 persons. Okada is famous for being the place where Nigeria's first private university is established, the Okada University established by the Esama of Benin Kingdom, Chief Dr. Gabriel Osawaru Igbinedion.

After Benin City, Auchi and Ekpoma, Okada community is the next most popular and influential community in Edo State. Due to gradual development, Okada community, which boasts of Nigeria's first private university, Okada University, and the Okada Airline has experienced a gradual shift from a rural setting to an urban one. Okada still has a largely quiet and peaceful population with a lot of them been involved in virtually all works of life as civil servants, self-employed, artisan/ skilled laborers, religious leaders and more.

Okada is broken down into 20 villages, with their various administrative heads all under the supervision of village heads. It also has quite a large student's population due to the presence of Okada University.

2. Statement of the Problem

The view of certain persons are key to success or advancements in any society; there are persons whose view can sway the public in favour or against government policies or initiatives even when they are good or in the overall interest of the public.

Information dissemination and management are critical aspects of what makes any society function effectively and a lot of times, people depend on the judgement of certain members of the society to take decisions on what concerns the society or government policies, while others require explanation or approval from key members of the society to determine what would be the right action to take.

From a marketing perspective, opinion leaders are characterized by influence, interpersonal word-of-mouth communication, expertise, and innovative behavior (Goldsmith and Eastman, 1996). It is also believed that opinion leaders have an enduring involvement with a product class, which motivates them to seek and share information with others (Goldsmith and Flynn, 1994). Therefore, it is relevant to examine opinion leaders in terms of enduring involvement, influence, expertise, and information sharing.

The recent developments in political communication, in particular the process of popularization of politics and the diffusion of Internet, are notably challenging the relationship between citizens and media. In this rapidly evolving context it is worth analysing the role of political discussion in personal networks and small groups. Also, very recent research has offered new evidence to the old thesis that, despite the massive presence of mass media, personal discussion shapes the formation of the political opinion. A particularly important aspect concerns the nature of opinion leadership: How are the new opinion leaders able to influence processes of interpersonal communication?

The study does not attempt to be holistic but limits itself to the concept of opinion leadership, opinion leaders and information dissemination with the sole aim been an understanding of how opinion leaders tend to sway public opinion.

3. Research Questions

- To what extent do opinion leaders determine how information is disseminated or received in O Okada?
- What are the benefits of the opinion leaders in the information dissemination process in Okada?

- What are the challenges experienced between opinion leaders and the led in the information dissemination process?

3.1. Theoretical Framework and Literature Review

Severin and Tankard (1982), defines a theory as “a set of ideas of systematic generalizations based on scientific observation (and) leading to further empirical observation”. Maclean (1972) defines it simpler as, “our understanding of the way things work” while McQuail (1987) defines it as “a set ideas of varying status and origin which may explain or interpret some phenomenon”.

Thus this study adopts two theoretical basis and that is the two-step flow and the diffusion of innovation theory.

3.2. The Two Step Flow Theory

Anetor *et al.* (2008), *et.al* provide the following summations:

- Individuals act as members of definable social groups rather than as isolates.
- The perception of opinion leaders tend to affect (or colour) the message and influence of the mass media.
- Perceptions and activities of the social groups to which an individual belongs influences the reaction to mass media messages.
- Due to influence of social relationships, attention to media messages by the individual does not imply his/her acceptance of media influences, neither does non-attention imply rejection.
- Individuals do not have the same behaviour towards the mass media – some (opinion leaders) are active users while others (followers) rely on more personal contacts for information carried by the mass media.

The two-step theory is based on the assumption that information from the media flows in two distinct stages. First, it says there are individuals who pay close attention to mass media messages from where they receive first hand information. These individuals are called opinion leaders. The opinion leaders are the well-informed people who relay information to others through informal, interpersonal communication. In the society there are opinion leaders, people who are more aware of what is happening in the society. People listen to and look unto the for information and they are called opinion leaders in a community. They believe their that messages flow from the mass media and the first people to receive it are the opinion leaders before the majority of the audience. The opinion leaders are the local leaders who are more versed in the things happening in the community (Ifedayo, 2003).

3.3. Diffusion of Innovation

Propounded by Ryan and Cross (1943), it is summarized thus:

- That the media as well as interpersonal contacts provide information and influence opinion and judgement.
- Opinion leaders exert influence on audience behaviour via their personal contact called change agents and gatekeepers.
- ... the information flows through networks; the nature of networks and the roles opinion leaders play in them determines the likelihood that the innovation will be adopted.
- Diffusion of innovation theory predicts that media as well as interpersonal contacts provide information and influence opinion and judgement.

While passing information, opinion leaders also relay their own interpretations of the message received from the media. Thus, bringing their personal influence into the message received and message relayed to the general audience. Ifedayo (2003) says, “this is common in developing countries especially Nigeria where retired public servants who have access to the mass media get information and relay same to the villagers. It is possible for them to interpret the message and put their own influence while relaying the message”. Based on Katz and Lazarsfeld (1955) and Lazarsfeld and Stanton (1944), the researchers found proof that the opinion leaders also have opinion leaders whom they rely on for information.

With reference to the Diffusion of Innovation theory, the focus is on how news ideas and discoveries are spread to members of a social system. According to Bitnner (2003), ‘the media presents information that makes use aware of the existence of an item. From there, the person gets interested, constantly evaluates the item, takes a trial of the item and finally acquires it.

Ifedayo (2003), buttresses this point further by saying, “the paradigm holds that the media have a crucial role to play in the process of diffusion of innovation because they create awareness among a large number of people at the same time. While Katz (1996) in Ojobor (2002) states that, for a new idea or innovation to diffuse, ther must be awareness stage, interest stage, evaluation stage, trial and adoption stages.

Rogers (1995), states that there would be an increased rate of diffusion if potential adopters perceive the innovation as:

- To have a relative advantage: the relative degree to which it is perceived to be better than what it supersedes.
- To be compatible with existing values, past experiences and needs.
- As not overly complex, difficult to understand and use.
- As trial-able: the degree to which it can be experimented with on a limited basis.
- As offering observability: visible results.

3.4. Who are Opinion Leaders?

Note that an opinion leader is different from a community gadfly. He's not the guy who shows up to every city council meeting and asks question after question about an obscure pet issue. No one is changing their behaviour based on the gadfly's opinion.

But people may be swayed by what the opinion leader has to say. And that's why opinion leaders are so valuable to marketers: They've already established their authority in a given area and can use it to persuade their followers (who are the marketer's potential customers). True opinion leaders make up a very small segment of the population, and most are not overtly trying to influence people. Likewise, a YouTube star whose videos are highly viewed has influence over his or her following (Guy, 2017).

3.5. Identifying Opinion Leaders

Guy (2017), states that:

There are other people with natural stature and credibility in a given community. Sometimes that status is earned via commonly accepted measurements, such as awards or a record of financial success. Sometimes influence and expertise are earned through longevity.

But you don't have to be an award-winning executive to be considered an opinion leader. Barbers, bartenders and hairdressers often know more about what's happening in a community than anyone else and are likely to have some influence among their long-time customers that may be worth tapping into.

Just because someone is an opinion leader in one area doesn't mean they carry that influence across the board.

The woman who's taught piano lessons for 15 years is more of an authority on what kind of piano music is best for young children than the neighbourhood auto mechanic. But you're not likely to seek the piano teacher's opinion on what kind of new car to drive; likewise with opinion leaders.

While he or she may be able to convince people to buy your products, be sure you're approaching the opinion leader most likely to resonate with your audience.

3.6. Stages/Classification of Individuals on Influence from Opinion Leaders to Followers

Rogers (1995), identified specific adopters categories classifying individuals in decision making processes and in the diffusion of innovation. They are:

3.6.1. Innovators

These are the venturesome group, eager to try new ideas and more cosmopolitan in nature than their peers. These set are those who adopt a novelty as soon as they come up. This group has high income, power, access to the media and are elites in the society.

3.6.2. Early Adopters

These are respectable local elites usually of the highest degree of opinion leadership within the social system. It is composed of those who accept a novelty at the early stage of its arrival. They are usually larger than the early adopters.

3.6.3. Early Majority

These are deliberate people who interact frequently with their peers but seldom hold leadership positions. This group consists of those who usually copy the footsteps of the early adopters.

3.6.4. Late Majority

These are the sceptics; often adopt an innovation because of economic necessity or increasing network pressure. This refers to the many who later join the early majority in adopting the innovation.

3.6.5. Laggards

These are conservatives, traditional in nature. Some of them are more isolated and makes more reference to the past. Basically, it refers to those who lag behind in the adoption of a novelty. They are indifferent to the innovation for many reasons, which include lack of money to procure the inputs, absence of loan facilities, traditional beliefs, orientations etc.

4. Data Presentation and Analysis

Table-1. Distribution of responses on how often respondents communicates with the opinion leader

Responses	Frequency	Percentage
Very often	11	14
Often	33	43
Occasionally	21	27
Rarely	12	16
Not at all	-	-
Can't say	-	-
Total	77	100

This table shows the frequency of interactions between the Opinion leaders and the residents of Okada. Forty-three percent of the respondents, making 33 respondents indicate they have a regular interactions with their opinion leaders. This view is even better supported by 11 (14%) respondents who indicated that the interact with opinion leaders very often. Twenty-one respondents, representing 27% state that they occasionally relate with their opinion leaders while 12 (16%) rarely interact with the opinion leaders.

Table-2. Distribution of responses on list of opinion leaders and level of positive interactions with respondents

Responses	Rating	Frequency	Percentage
Religious leaders	5	15	19.5
	4	26	33.8
	3	31	40.3
	2	14	18.2
	1	2	2.6
	Total	77	100
Community leaders	5	5	6.5
	4	11	14.3
	3	31	40.3
	2	18	23.4
	1	2	2.6
	Total	77	100
Government officials	5	8	10.4
	4	7	9.1
	3	36	46.8
	2	19	24.7
	1	9	11.7
	Total	77	100
NGOs	5	12	15.6
	4	18	23.4
	3	36	46.8
	2	8	10.4
	1	2	2.6
	Total	77	100
Relatives	5	9	11.7
	4	28	36.4
	3	30	39
	2	5	6.5
	1	5	6.5
	Total	77	100
Internet sources	5	5	6.5
	4	18	23.4
	3	22	28.6
	2	15	19.5
	1	17	22.1
	Total	77	100
Instructor/ teachers/ lecturers	5	18	23.4
	4	22	28.6
	3	23	29.9
	2	12	15.6
	1	2	2.6
	Total	77	100

Table-3. Distribution of response on the channels used the most for interaction by respondents and opinion leaders

Responses	Frequency	Percentage
Town hall meetings	12	16
Religious venue	33	43
Radio/TV/ newspapers	21	27
Government facilities	11	14
Others	-	-
Total	77	100

Table 3 shows that 33 respondents, making 43% identify religious centres as a meeting point between opinion leaders and the respondents while respondents identify the traditional media as providing a meeting point between the respondents and opinion leaders; which is 21 (27%) respondents. Town hall meetings provide an avenue for meeting between opinion leaders and residents of Okada community as identified by 12 (16%) of the respondents.

Eleven respondents, making 14% of the sample size indicate that government establishments provide a meeting point with opinion leaders.

Table-4. Distribution of responses: Opinion leaders play important role for society

Responses	Frequency	Percentage
Strongly agree	23	29.9
Agree	18	23.4
Partially in agreement	17	22.1
Disagree	11	14
Strongly disagree	8	10.4
Can't say	-	-
Total	77	100

Under table 4, over 1/4th of the population which is 23 (30%) respondents, agree that opinion leaders play an important role for society, 18 (23%) respondents agree that opinion leaders play an important role for society, 17 respondents, representing 22% of the sampled population say they partially agree the opinion leaders are important to society. On the other hand, 11 (14%) respondents disagree with the view that opinion leaders play an important role for society while 8 respondents, representing 11% of the sample size believe that opinion leaders play an important role society.

Table-5. Distribution of responses: Opinion leaders respond properly to respondents' issues

Responses	Frequency	Percentage
Strongly agree	18	23.4
Agree	11	14.3
Partially in agreement	23	30
Disagree	15	19.5
Strongly disagree	10	13
Can't say	-	-
Total	77	100

Under table 5, 23 (30%) respondents indicated that opinion leaders respond positively to their issues, 18 respondents, representing 23% are strongly of the view that opinion leaders respond to their issues properly while 11 (14%) respondents agree but I no strong terms that opinion leaders respond properly to their issues. On the flip side, 15 respondents, representing 20% disagree that opinion leaders respond positively to their issues while 13%, which is 10 respondents say that, opinion leaders do not respond properly to their issues.

Table-6. Distribution of responses on: The value of opinion leaders to respondents

Responses	Frequency	Percentage
They enlighten audience of important community related issues	39	51
They guide the audience on major decision making issues	26	33
They provide succour to the audience	8	10
Can't say	4	5
Total	77	100

Table 6 shows that 51% of the respondent, which is 39 respondents see opinion leaders as providing enlightenment role for members of Okada community, 26 (33%) respondents indicate that opinion leaders help guide residents of Okada community when it's time to take some major decisions. Eight respondents, making 10% of the sampled population state that opinion leaders help provide relief from issues while 5%, which is 4 respondents have nothing to say.

Table-7. Distribution of responses on: The social media is very effective in influence to respondents' need for opinion leaders

Responses	Frequency	Percentage
Strongly agree	11	14.3
Agree	26	34
Partially in agreement	11	14.3
Disagree	18	23.4
Strongly disagree	7	9.1
Can't say	4	5.2
Total	77	100

Table 7 tries to x-ray whether or not the social media actually plays any function of the opinion leader. Thirty-four percent of the respondents, which is 26 respondents state that the social media provides some of the functions of the opinion media while 18 (23%) respondents disagree. Eleven respondents, which is 14% agree in strong terms

that the social media can play the role of the opinion leader while another 11 respondents, making 14% are in partial agreement. Those who are totally opposed to the idea that the social media plays any function of the opinion leader make up 9% of the sampled population, which is 4 respondents.

Table-8. Distribution of responses on the challenges with interacting with Opinion leaders

Responses	Frequency	Percentage
Divided attention	39	50.7
Do not give relevant information	2	2.6
No sign of commitment	9	11.7
Delay in response	27	35.1
Total	77	100

Under table 8, approximately 51% of the sampled population identified the fact that opinion leader sometime are too occupied with so many things, this was stated by 39 respondents. Twenty seven respondents, making 35% of the sampled population indicate the delay in response to their inquiries is part of the challenges they face while 9 (12%) of the sampled population state that it is the lack of commitment on the part of opinion leaders that give them a course for concern.

5. Discussion of Research Questions

5.1. To What Extent do Opinion Leaders Determine How Information is Disseminated or Received in Okada?

Based on response from the questionnaire administration, it is evident that residents of Okada community are deliberate with what they want to achieve in any communication process. Several tables help identify that there is a relationship between respondents and opinion leaders. Tables that answer this research question include tables 6 – 3.

Under table 6, Religion is rated 4 by 34% and 3 by 40% in providing a form of opinion leadership for residents of Okada community. Community leadership is rated 3 by 40%, Government Officials are rated 3 by 47%, NGOs are rated 3 by 47%, relatives are rated 4 by 36% and 3 by 30% of the respondents. Internet sources are said to provide a source of opinion leadership to 29% of the respondents of Okada community while teachers and instructors rated for at 29% and 3 at 30% respectively.

Under table 7, town hall meetings are said to help respondents of Okada community connect with opinion leaders by 16%, religious centres help Okada resident connect as seen by 43% of the audience, radio/TV helps 27% of the audience connect with opinion leaders while Government facilities help residents of Okada connect as said by 14% of the residents. In all, religious centres is seen to provide a higher percentage of respondents who get connected to opinion leader at than any other category in this study.

Under table 8, a total of 75% agree that opinion leaders play a vital role in providing leadership for residents of Okada community. To break it down, 30% agree in strong terms, 23% agree invariably and 22% are in partial agreement.

Table 3 shows that opinion leaders respond properly to issues as stated by 53% of the total respondents, broken down as 30% agreeing in strong terms and 23% agreeing.

5.2. What are the Benefits of the Opinion Leaders in the Information Dissemination Process in Okada?

From the responses of residents of Okada community, it is obvious that Opinion leadership is still relevant to the society as seen in tables 4 and 5.

Table 4 shows that opinion leaders respond properly to issues as stated by 53% of the total respondents, broken down as 30% agreeing in strong terms and 23% agreeing.

While under table 5, Okada community residents identify some of the benefits. Of key importance or benefit to Okada residents is the fact that Opinion leaders help to provide enlightenment for residents of Okada community and if this response is married to table 3, it means at their religious centres and town hall meetings they get good value for the time. This view was expressed by majority of the respondents, making 50% of the total sample.

Proper guidance in their decision making process is a value provided by opinion leaders as seen by 33% of the sampled audience and 10% identify the provision of relief as an added value of opinion leaders in Okada community.

5.3. What are the Challenges Experienced Between Opinion Leaders and the Led in the Information Dissemination Process?

Understanding the vital role of the opinion leader, the process of information dissemination is not without its challenges and the respondents of Okada community has identified some of the challenges experienced as follows:

Table 6 shows that opinion leaders do not respond properly to issues. This was identified by 33% of the total sampled population. This makes 1/3rd of the sampled population, too significant to be ignored.

Table 7 particularly identifies the social media a tool for opinion leaders. For instance, 23% of the total sample indicates that the social media does not impact on the role of opinion leaders and information dissemination proved; 9% and 2% states that believe in the use of social media as a means to disseminate this while.

Table 8 identifies some other challenges facing residents of Okada community with regards to opinion leadership. Fifty-one percent of the respondents believe that opinion leaders' attention is divided and not giving quality attention. Thirty five (35%) respondents from Okada believe opinion leaders do not respond swiftly on issues so delay occurs. This again translates to a poor sign of commitment from opinion leaders as said by 12% of the population and 3% see as opinion leaders as not giving relevant information.

6. Conclusion

In conclusion, recent developments in political communication, including the popularization of politics and the introduction of new technologies, lead inevitably to questions about the meaning and the purposes of opinion leadership in contemporary democracies. As the discussion on bloggers as possible opinion leaders has shown, there is a notable divergence in the notion of opinion leadership between different scholars, a clear indicator of the need for clarification and further conceptualization of the concept of opinion leadership.

What clearly emerges from the above discussion is that Katz and Lazarsfeld's notion of opinion leader has to be somehow revised and integrated. As argued above, the new characteristics of the political context and in particular of contemporary political discussion networks, suggest that the latest ones are no more the cohesive groups of the past, but should rather be conceived as webs of relationships that may also be loose and volatile. Often, even people talking frequently to each other, sometimes trusting each other, are not influenced by reciprocal and recurrent interactions, because they are embedded in highly divergent informational contexts which provide resources to reduce vulnerability to other people's views. In such a framework, to think of opinion leaders as people who are more interested and informed, who acquire and maintain credibility and trust over time in a stable circle of relatives and acquaintances, is clearly too restrictive and unrealistic. In order to understand and classify new opinion leaders, the first step is to broaden the notion of opinion leadership to accommodate all such new developments. This means that, although empirical analyses in the field should be promoted and intensified, the first step of a research agenda should be to elaborate a conceptual mapping of the relevant characteristics of an opinion leader.

Recommendations

- My tentative suggestion is that the nature of opinion leadership may well vary depending on different political fields and especially on different communication environments. As we have seen, offline and online communications retain different features that may produce different underlying processes of influence.
- There is the need to incorporate the impact of the social media into the concept of opinion leadership in order to ascertain how well opinion leaders are in exercise. This is because there are more persons who influence from afar, outside of Okada and their decisions and influence could be far reaching than what those within Okada community would achieve.
- It is clear that all channels of reaching the audience in Okada are not fully utilized to help achieve the best outcomes, such as the Town hall meetings in particular and there is the need to see how these avenues could be properly utilized for the good of society.
- In bringing about the needed development or changes in the society, using Okada community, more need to be done and less said as government officials need to make conscientious efforts in helping advance public enlightenment campaigns better.
- People should understand that a lot depends on them for society to succeed and everyone has an influence on another whether they call them opinion leaders or not. The implication is that we are all opinion leaders and certain levels and we all have persons we can influence so let's be positive, seek information and other resources and then make it happen in the good of society.

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