Ebiye V. Edonkumoh
Niger Delta University
e-mail: veedonkz4info@gmail.com
ORCID: 0000-0002-7085-3661

Margaret N. Ngwuchukwu
University of Nigeria Nsukka
e-mail: margareth.ngwuchukwu@unn.edu.ng
ORCID: 0000-0001-6238-9339

Promise I. Ilo
University of Nigeria Nsukka
e-mail: promise.ilo@unn.edu.ng
ORCID: 0000-0002-6358-2568

Omorodion Okuonghae
Samuel Adegboyega University
e-mail: okuonghaeo@yahoo.com
ORCID: 0000-0002-6552-8127

Awareness of Ebola Virus Disease and Information Seeking Behaviour of Rural Dwellers in Nigeria: A Cross-Sectional Study

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Received: 22 IV 2021
Accepted: 27 VIII 2021

Ebiye V. Edonkumoh is a Lecturer at the Department of Library and Information Science, Niger Delta University, Wilberforce Island, Bayelsa State. She is currently pursuing her doctoral degree in the field of Library and Information Science. Ebiye is a member of the Nigerian Library Association (further: NLA).

Margaret N. Ngwuchukwu is a Senior Lecturer at the Department of Library and Information Science, University of Nigeria Nsukka. Her area of interest are Children’s Librarianship, Law Librarianship, and Library services to Communities especially the Disadvantaged Groups. She is also a lawyer and an advocate for the less privileged persons in the society. Magaret is a member of several professional associations, including the Nigerian Bar Association and the NLA.

Promise I. Ilo is the University Librarian, at University of Nigeria, Nsukka. Prior to this appointment, she had served as the University Librarian, Covenant University Ota and
Abstract. Aim: The study investigated the awareness of Ebola Virus Disease (EVD) and information seeking behaviour of rural dwellers in Nigeria.

Methods: The survey type of the descriptive research design was used in conducting the study and the study group comprised adult rural dwellers (18 years and above) residing in six communities (Peretoru, Ekeremor, Obrigbene, Enougbe, Amabulou, and Aya-ama) in Bayelsa state, Nigeria. Data were collected from 600 respondents who were randomly selected from the six communities. The data from the study were then analysed using frequency count and percentages. The results were presented in charts (and graphs).

Results: The study revealed that rural dwellers possess low awareness of EVD and many of them do not bother to seek EVD information because they do not believe it exists.

Conclusion: Consequently, the study noted the need for the federal government to enhance structures that promote community engagements, especially at the time of the epidemic.
Background

Ebola virus disease is a severe viral haemorrhagic fever (VHF) that is often fatal in humans and non-human primates such as monkeys, gorillas, and chimpanzees, that is currently ravaging the entire West African region. According to medical/health experts, the disease is basically caused by an infectious virus named after the Ebola River in the Democratic Republic of the Congo in Africa, where it was first found in the human populace of the communities across the river in 1976. Ebola Virus Disease (EVD), according to the Public Health Ontario (2014), is a severe illness that starts with the abrupt onset of fever, usually with headache, diarrhoea, abdominal pain, vomiting, malaise, and myalgia. Additional symptoms and signs may occur such as sore throat, chest pain, cough, rash, and conjunctivitis. Symptoms appear 2 to 21 days after the infection and most commonly include headache, joint and muscle pain, sore throat, high fever, weakness, and abdominal pain, and a lack of appetite1. In the worse cases, there are symptoms such as severe bleeding from the eyes, ears and nose, vomiting or coughing up blood, and rashes.

Since 12 October 2014, World Health Organization (WHO) has reported 8,997 cases of EVD (including 4,493 deaths) in seven countries: Guinea, Liberia, Nigeria, Senegal, Sierra Leone, Spain, and the USA. It is as a result of the high fatality rate that makes many people seek prevention information2. However, the level of information awareness among rural dwellers in Nigerian communities is low as many do not have access to libraries and other information centres. In Nigeria, many public libraries are located in metropolitan areas, thus making it difficult for rural dwellers to have free access to information.

Information seeking behaviour simply refers to the way and manner people seek relevant health information in order not to contract a disease in the event of an existing outbreak. Understanding peoples’ awareness and how they seek prevention information towards an EVD outbreak is very vital in building stronger institutions for controlling and containing its spread. Such situations have been recorded in the past in handling similar cases of deadly disease outbreaks in Africa, like Cholera, Measles, Yellow fever, and even Malaria. For instance, a committee report on the study of Malaria Prevention Control Status Review and Alternative Strategies urged that “human behaviour and social organization are vital determinants of malaria control programmes”3. However, much is not known about how people seek prevention information on the outbreak of the deadly EVD. This is imperative in order to build stronger institutions towards controlling the spread of the disease not only in Africa but in other parts of the world. If this is anything to go by, then the current study becomes invaluable research. Consequently, this study was conducted to

examine the awareness of Ebola Virus Disease and information seeking behaviour of rural dwellers in Bayelsa state, Nigeria.

**Problem Statement**

Since there is no medically approved vaccine for the treatment of the deadly EVD, prevention remains the best remedy towards containing its continuous spread. This is true with the common adage that “prevention is better than cure”. When a greater proportion of rural dwellers become aware of the deadly Ebola outbreak, then prevention and containment of its spread becomes easier. But little is known about this. This situation is further compounded by similarities of symptom to malaria/typhoid fever common among riverine communities in Bayelsa. One of the potential obstacles to effective education of the public about EVD is that the symptoms are similar to other joint diseases, such as malaria, typhoid, and cholera. Rural people can only seek medical advice about Ebola depending on their individual awareness of its existence, symptoms, modes of transmission, and the fatality rate. Until this is properly addressed through appropriate research, prevention and control of the EVD in rural communities will be a difficult task. This is the motivation behind the current study. Thus, the study is aimed to explore the awareness of EVD and information seeking behaviour of rural dwellers in Bayelsa State, Nigeria.

**Objectives of the Study**

The general objective of this study is to determine the rural dwellers’ awareness and how they go about searching for prevention information about EVD. Specifically, the study seeks to:

1. Establish the level of rural dwellers awareness about the existence of EVD.
2. Establish the rural dwellers preventive-information seeking behaviour about EVD.
3. Recognize the sources of information consulted by rural dwellers in seeking prevention information about EVD.
4. Recognize the major barriers encountered by rural dwellers in seeking prevention information about EVD.

**Related Literature**

The European Centre for Disease Prevention and Control (2014) carried out a comprehensive study on the Outbreak of Ebola Virus Disease in West Africa. The study provided an update to the main options and conclusions regarding building awareness and how to prevent and control further spread of the disease in West Africa and possibly EU member countries. The need to educate rural communities

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through a massive rural campaign was recommended for the prevention and control of the disease. “Information and educational materials have been developed and distributed; intensive multimedia communications are underway; and psychosocial support is being provided to patients, their families and the affected communities”5.

Monasch and Jalloh studied public knowledge, attitudes, and practices relating to Ebola Virus Disease (EVD) Prevention and Medical Care in Sierra Leone. The aim of the study was to ascertain the level of awareness and how people seek prevention information in 9 selected districts in Sierra Leone. The study population consisted of 1413 individuals from 706 households within the study district. Focus group discussion and an in-depth interview were used to gather data for the study. Data gathered were analysed using tables and simple percentages. The study found that virtually everyone in Sierra Leone has heard of Ebola. There seems to be a general high awareness of the existence of Ebola among the citizens but they lack accurate prevention information due to beliefs and misconceptions about the virus. Different schools of thought share different ways of protecting oneself against the virus. The study recommended embarking on a massive rural campaign about symptoms, modes of spread, preventive care seeking, and treatment in a possible case of diagnosis as part of the measures to contain the spread of EVD6.

IFALPA provides a quick reference guide to Ebola Virus Disease information for Pilots. The study guide provides comprehensive information about the Ebola outbreak, Transmission, Personal Protection Measures, Symptoms, Treatment, and Vaccines, and how to seek prevention information7. Tambo et al. investigated the need for surveillance response systems to combat Ebola outbreaks and other emerging infectious diseases in African countries. They wanted to find the elements required to be met while responding to the EVD outbreak in West Africa. The study revealed the urgent need for understanding the unending risk of transmission dynamics and resurgence, which is essential in implementing rapid and effective response interventions tailored to specific local conditions. The authors recommended effective contact tracking, massive public education, and rural community mobilization to prevent and control the Ebola Virus Disease8.

Materials and Method

Area of the Study

The study was conducted in Peretoru, Ekeremor, Obrigbene, Enougbe, Amabulou, and Aya-ama towns, in predominantly rural communities with a population of about 84,550 with 886 households which are located 35 km west of

5 European Centre for Disease Control, op. cit.
6 Ibidem.
the Local Government Capital Ekeremor in Bayelsa State, South-South Nigeria\(^9\). Malaria/Typhoid and Cholera are the major health problems in these communities. Their main socio-economic activities are small business, subsistence fishing, and mixed farming involving the cultivation of staple crops (cassava, plantain, water yam, cocoyam maize).

**Design of the Study**

The study was a descriptive cross-sectional survey. The study population comprised all adults (18 years and above) in the communities under study. A total of 600 respondents were randomly selected as the sample size for the study. A structured questionnaire was designed and administered by trained field workers. The first part of the questionnaire included socio-demographic characteristics.

In contrast, the second part had questions about the adult residents' knowledge and perceptions about EVD awareness, causes, transmission, prevention information-seeking patterns, and practices. In order to improve the quality of data, pre-testing of the questionnaire was carried out before the actual data collection. The questionnaire was tested on ten respondents by the interviewers in an area different from the study area but with a similar socio-demographic background\(^{10}\).

**Data Collection and Data Analysis**

Questionnaire and interview were the main instruments for collecting primary data. Before the commencement of the survey, meetings were held with community leaders, health workers, and heads of households. The objectives of the survey were clearly explained for ethical considerations. Written consent was obtained from each study participant. Every participant was assured that they can withdraw at any stage if they wish to do so. However, all the respondents were actively involved, and no one declined to finish the interview. The questionnaire was distributed among 100 randomly selected households. The interviewers talked with the head of household or a responsible adult, and only one person per household was interviewed. In order to minimize bias and variable information, the questionnaire was first prepared in English and translated into the local native language (Izon). This was to facilitate the understanding of both interviewers and callers. Data gathered were analysed using frequency counts and percentages\(^{11}\).

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Results

Research Question 1: What is the level of rural dwellers awareness of the existence of EVD?

Awareness of the Existence of EVD

![Bar chart showing the percentage of respondents aware of EVD in different communities.]

Figure 1: Respondents opinion on their level of awareness of the existence of EVD according to their geographical location.
Source: Made by the authors.

The results from figure 1 showed the awareness of rural dwellers of the existence of EVD. The figure showed that while 51% of the respondents from Peretoru are aware of the existence of EVD, only 6% from the Enougbene community are aware of it. Similarly, 10% from both Aya-ama and Amabulou are aware of the existence of the disease while 14% from the Obrigbene community are aware of the existence of EVD. Also, 35% from Ekeremor agreed that they are aware of EVD. This, therefore, implies that there is a very low level of awareness of EVD in the investigated communities. This is connected to the fact that there is a poor social infrastructure and minimal government presence as evidenced from the interview results and as observed by the researchers.
What is the information you have heard that explains the causes of EVD?

**Awareness of the causes of EVD**

- Monkeys: 3%
- Eating bush meats and fruits bats: 20%
- A curse from the Almighty God/deity/witches for wrong doers: 14%
- I don’t bother because I don’t believe that EVD is real: 15%
- I have not heard what causes EVD: 47%

Figure 2: Respondents opinion on their awareness of the causes of EVD.
Source: Made by the authors.

The respondents were asked to indicate their awareness of the causes of EVD. The results in figure 2 revealed that 3% agreed that monkeys are the cause of EVD, 20% noted that eating bush meats and fruit bats is the cause of EVD, while 14% agreed that EVD is a curse from God or a deity for evil doers. Similarly, 47% of the respondents noted that they have not heard about the causes of EVD. This implies that the respondents are not aware of the causes of Ebola.
What is the information you have heard about the symptoms of EVD?

**Awareness of EVD Symptoms**

- I don’t know the symptoms of Ebola Disease: 46%
- Swollen body: 2%
- Vomiting - Diarrhoea: 3%
- Bleeding through the mouth/nose: 11%
- Weakness of the body: 3%
- Joint/Muscle pains: 7%
- High fever/malaria/typhoid fever: 28%

Figure 3: Respondents opinion on their awareness of symptoms associated with Ebola (EVD).
Source: Made by the authors.

Figure 3 addressed the respondents’ awareness of the symptoms of EVD. The figure showed that 46% of the respondents agreed that they do not know the symptoms of EVD while 28% noted that high fever/malaria/typhoid fever is a symptom of the disease. Also, 11% agreed that bleeding through the mouth/nose is a symptom. Furthermore, 3% agreed that vomiting – diarrhoea and weakness of the body are symptoms, while only 2% indicated a swollen body as a symptom of EVD. The implication of this is that there is a poor awareness of the symptoms of EVD among rural dwellers in Bayelsa State.
Research Question 2: What Are The Ways In Which the Rural Dwellers Seek Prevention Information About EVD?

Prevention Information Seeking Behaviour

Figure 4: Respondents opinion on the ways they seek prevention information on EVD.
Source: Made by the authors.

Figure 4 showed the major ways in which the respondents seek prevention information on EVD. As seen in figure 4, 29% seek EVD information by listening to the FM Radio, 12% rely on announcements made during Church Services, 11% seek EVD information through the posters/almanacs/handbills that are distributed by health workers in schools and on the streets, while 3% browse the internet. It is also worthy of mentioning that 29% of the respondents do not bother to seek EVD information because they do not believe in the existence of EVD. This implies that the rural dwellers in Bayelsa State have poor information seeking behaviour when seeking of Prevention Information About EVD.
Research Question 3: What are the Sources of Information in which Rural Dwellers Seek Prevention Information about EVD?

Information Sources Consulted

Through FM Radio (Radio Bayelsa) Announcement: 35%
Through TV programmes such as NTA, AIT, …: 4%
Through communication with literate family or friends: 5%
Through communication with community health: 11%
Through TV programmes such as NTA, AIT, …: 4%
Phone conversation with family/friends living in…: 13%
Through communication with literate family…: 11%
Browsing the internet about EVD with my mobile…: 3%
Chatting with friends/family through social media…: 5%
Through Newspaper brought to the community by…: 1%

Figure 5: Respondents opinion on the information sources they consult in seeking prevention information on EVD.
Source: Made by the authors.

Figure 5 revealed that the FM Radio (Radio Bayelsa) announcements (35%), a phone conversation with family/friends living in the city (13%), the community radio house announcements (23%), communication with literate family members or friends (11%), and chatting with friends and family through social media such as Facebook, WhatsApp, twitter, etc., are the major information sources in which the rural dwellers seek prevention information about Ebola.
Research Question 4: What Are The Major Barriers Encountered By Rural Dwellers In Seeking Prevention Information About EVD?

Figure 6: Respondents’ opinions on the barriers they encountered in seeking prevention information on EVD.
Source: Made by the authors.

Figure 6 revealed the major barriers rural dwellers encounter in seeking prevention information on EVD. The results showed that the major problems they encountered most in seeking prevention information on Ebola are Poor sensitisation campaign on the part of the Government and corresponding agencies 217 (36.2%), lack of electricity to charge mobile phone batteries to keep in touch with family and friends living in the cities 118 (19.7%), lack of reliable sources of information 66 (11%), lack of electricity to access TV programmes 42 (7%), and lack of regular visits by Rural/Local Health Information Officers 37 (6.2%).

Discussion of the Result

Rural Dwellers’ Level of Awareness of the Existence of EVD

The result revealed that there is a very low level of awareness of Ebola in the investigated communities. This is one of the underlying dangers of the current outbreak of EVD. The awareness of people of the Ebola outbreak is imperative in containing the widespread of the disease. The more people are aware of Ebola and its deadly implications, the easier it is to control its spread. There is no denying that the world’s response to the treatment and prevention of the current outbreak is very encouraging. However, rural awareness of the Ebola disease is still low due to the myths surrounding the disease. Monasch and Jalloh also acknowledged this in
their findings that despite the positive attitudes towards prevention measures and medical-seeking behaviours, the comprehensive knowledge of the disease is low\textsuperscript{12}.

**Ways In Which Rural Dwellers Seek Prevention Information about EVD**

The results revealed that the major ways in which respondents seek prevention information about EVD is by listening to the FM Radio, announcements made during Church Services, seeking information through posters/almanacs/handbills that are distributed by health workers in schools and on the streets, discussing the causes and prevention with a family member, and contacting family/friends living in the city about EVD through a mobile phone. This shows that the rural populace under this study seeks information on Ebola by listening to the FM Radio announcements mostly relayed in Pidgin English or the local dialect. Also, the respondents are a largely Christian population; therefore, they most often receive information from announcements made during Church Services by their head pastors. The information from Pastors is often trusted and relied upon due to the large faith they have in such spiritual heads.

**Sources of information in which rural dwellers seek prevention information about EVD**

The results revealed that the major information sources in which rural dwellers seek information about EVD are the FM Radio (Radio Bayelsa) announcement, Mobile phone conversations, community Radio House Announcements, interpersonal communication with literate family members or friends, and chatting with friends and family through social media such as 2go, Facebook, WhatsApp, twitter. FM Radio still remains the most reliable source of information to the rural dwellers because it is easily affordable and most often the FM radio messages are broadcast in Pidgin or local (Izon) dialect. One of the respondents during the interview said that “I always get information from Radio Bayelsa especially when they were announcing Ebola in Pidgin English and Izon language”.

**Barriers Rural Dwellers Encountered In Seeking Prevention Information about EVD**

The results revealed that a poor sensitisation campaign on the part of the Government and corresponding agencies, lack of electricity to charge mobile phone batteries to keep in touch with family and friends, lack of reliable sources of information, and lack of electricity to access TV programmes are the barriers the rural dwellers encountered in seeking prevention information about EVD. The absence of sensitization campaigns about disease outbreaks such as Ebola has

\textsuperscript{12} R. Monasch, M. B. Jalloh, op. cit.
catastrophic consequences. According to Jones, when the Ebola outbreak was first noticed, there was low media attention in the USA, not until 1989 when Richard Preston published The Hot Zone, a best-selling book about the Ebola Outbreak. Next, a film starring Dustin Hoffman and Morgan Freeman portrayed the potential scenario that an infected monkey shipped from Africa could cause a significant epidemic within the USA\textsuperscript{13}. Though the role of the Nigerian Government at all levels in curtailing the spread of Ebola when the index case had been first noticed was widely acknowledged globally, the post Ebola sensitization is absolutely poor. This was evidenced in the response of one of the respondents during the interview that “despite the way they made us believe through the FM Radio announcements about the fatality of Ebola, I am not hearing anything about the disease again on the radio”. This shows frustration of the rural dwellers, who are willing to seek desired information about Ebola.

Lack of electricity greatly hinders rural dwellers from seeking prevention information about Ebola. Almost everything in the world is now done by the tap of a finger through ICTs. But not much can really be done by a tap of the finger without an adequate supply of electricity. All the studied communities have no electricity supply from the national grid. Only few rely on private generators that provide them with a limited supply of electricity. This greatly affects their access to information because virtually all ICTs to a great extent require electricity supply to make appropriate use of them. For instance, in order to ameliorate the efforts of health workers in combating Ebola, rural dwellers that have access to GSM can call and report the dwindling health status of a community member for verification and contact tracing of suspected Ebola victim. However, in the absence of basic infrastructures like electricity, such efforts will be significantly hampered. Chowell and Nishiura observed that, unfortunately, under-resourced African regions also often lacked the infrastructure and local capacity necessary to effectively trace contacts and isolate infectious individuals\textsuperscript{14}. According to Jones, modern communication has been crucial in the construction of Ebola\textsuperscript{15}.

**Conclusion**

The study shed light on the awareness, knowledge, and information seeking behaviour of rural dwellers in dealing with an epidemic that has killed several thousands of people in Africa and in other parts of the world. The results from the study showed the poor level of awareness and knowledge of EVD among rural dwellers in communities in Bayelsa State. The poor awareness of EVD in the communities has also negatively affected the prevention information seeking behaviour of community members. Therefore, it is imperative for the government agencies and Non-Governmental Organizations (NGO) on health matters to address the


\textsuperscript{15} J. Jones, op. cit.
health literacy and sensitizations at the grassroots. This will ensure that everyone is aware of the dreadful EVD and other deadly viruses like COVID-19 and how to prevent their spread in the communities.

**Recommendation**

As a result of the findings and conclusion from the study, the researchers, therefore, recommend the following:

1. Grassroots awareness and sensitizations campaigns on diseases and viruses like EVD, COVID-19, and others should be organized periodically for residents of rural communities.
2. The federal government should put in place structures that will enhance stronger community engagement. This is important because a stronger community engagement is crucial in winning the battle against an epidemic and a pandemic.
3. Messages and jingles promoting the awareness of EVD and other disease should be translated to local languages to ensure there is no communication gap.

**Limitation of the Study**

The study is not without limitations. One notable limitation of the study is that the study was conducted in some communities in Bayelsa State. There is a need to widen the geographical scope of the study by conducting similar studies in other communities in the state and country. The study is also limited by the pattern in which it measured the awareness and information seeking behaviour of the respondents. It should be noted that social desirability bias on the part of the respondents could have influenced their responses to the items in the survey.

**References**


Świadomość choroby wywołanej wirusem Ebola i podejście do poszukiwania informacji mieszkańców wsi w Nigerii: badanie przekrojowe

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Przysłany: 22 IV 2021
Zaakceptowany: 27 VIII 2021


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Słowa kluczowe: świadomość; Ebola; epidemia; EVD; informacje o zdrowiu; podejście do poszukiwania informacji; Nigeria; mieszkańcy wsi

Treść. Cel: W badaniu zbadano świadomość choroby wywołanej wirusem Ebola (EVD) oraz podejście do poszukiwania informacji wśród mieszkańców wsi w Nigerii.

Metody badawcze: W badaniu wykorzystano ankietę o charakterze badania opisowego, a badaną grupą byli dorośli mieszkańcy wsi (18 lat i więcej) zamieszkujący sześć społeczności (Peretoru, Ekeremor, Obrigbene, Enougbe, Awaama i Aya-ama) w stanie Bayelsa w Nigerii. Dane zebrano od 600 respondentów, którzy zostali losowo wybrani z sześciu społeczności. Dane z badania zostały następnie przeanalizowane przy użyciu liczby częstości i wartości procentowych. Wyniki przedstawiono na wykresach.

 Wyniki: Badanie ujawniło, że mieszkańcy wsi mają niską świadomość na temat EVD, a wielu rdzennych mieszkańców nie zadaje sobie trudu szukań informacji o EVD, ponieważ nie wierzą, że to istnieje.

Nioski: W konsekwencji badanie zwróciło uwagę na potrzebę wzmocnienia przez rząd federalny struktur promujących zaangażowanie społeczności, zwłaszcza w czasie epidemii.
Das Bewusstsein der durch das Ebola-Virus ausgelösten Erkrankung und die Einstellung der Dorf einwohner in Nigeria zur Informationssuche. Eine Querschnittsstudie

DOI: http://dx.doi.org/10.12775/FT.2021.008

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Zugesandt: 19 IV 2021
Angenommen: 9 VIII 2021


Magaret N. Ngwuchukwu ist Seniordozentin am Institut für Bibliothekswissenschaft und Wissenschaftliche Information der Nigeria Universität in Nsukka. Ihr Forschungsinteresse bezieht sich auf das Kinder- und Rechtsbibliothekswesen, die Bibliotheksdienste für
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**Stichworte:** Bewusstsein; Ebola; Epidemie; EVD; Gesundheitsinformationen; Zugang zur Informationssuche; Nigeria; Dorfeinwohner

**Zusammenfassung. Ziel:** In der Untersuchung ergründete man das Bewusstsein der durch das Ebola-Virus ausgelösten Erkrankung (EVD) sowie der Einstellung der Dorfeinwohner in Nigeria zur entsprechenden Informationssuche.

**Forschungsmethode:** Im Beitrag nutzte man die Umfrage in Form einer beschreibenden Untersuchung, und die untersuchte Gruppe bildeten die erwachsenen Dorfeinwohner (18 Jahre und mehr), die sechs Gemeinschaften (Peretoru, Ekeremor, Obrigbene, Enougben, Amabulou und Aya-ama) im Bundesstaat Bayelsa in Nigeria angehörten. Die Angaben
kommen von 600 Befragten, die aus sechs Gemeinden frei ausgewählt wurden, und wurden nachher anhand der Anzahl der Häufigkeiten und Prozentsätze analysiert. Die Ergebnisse werden in den Diagrammen dargestellt.

Ergebnisse: Die Untersuchung bewies, dass die Dorfeinwohner ein niedriges Bewusstsein der EVD haben, und viele der ortsansässigen Einwohner sich keine Mühe geben, die Informationen über die EVD auszusuchen, weil sie daran nicht glauben.

Schlussfolgerung: Im Resultat wies die Untersuchung auf das Bedürfnis hin, die Strukturen, die das Engagement der Gemeinschaften besonders in den Epidemie-Zeiten fördern, bundesweit zu unterstützen.