

ABSTRACT

This paper examines the influence of television broadcasts on the choice voters made among the presidential candidates who contested to become the president of Nigeria during the 2007 presidential elections. Studying residents of Ado-Odo/Ota, it was found that television broadcasts actually influenced their choice of candidates. Television broadcasts influenced the particular candidates they voted for. Some other respondents changed their minds from their initial decisions to vote for other candidates. Although the correlation variables tested positive and were statistically significant, yet television was not the only influence on voters' choice of candidates. Other significant influences include family, friends, opinion leaders and political affiliation.