# ENVIRONMENTAL AWARENESS STRATEGIES AND ATTITUDE OF RESIDENTS TOWARDS WILDLIFE CONSERVATION IN IKOM EDUCATION ZONE OF CROSAS RIVER STATE, NIGERIA.

**AGBOR, ALICE JAKA**
**EDE/M.Ed/23/002**
**Email: aliceagbor18@gmail.com**
**Phone no: 07034895982**
**Department of Environmental Education**
**University of Calabnar**

**Abstract**

This study sought to establish the influence of Environmental Awareness Strategies on Attitude of Residents towards Wildlife Conservation in Ikom Education zone Cross River State. To achieve the purpose of the study, a research questions was posed and a research hypothesis formulated and tested at 0.05 level of significance. Review of literature was carried out according to the sub-variable of the study. The study adopted the survey research design. The population of the study is made up of 1,076,501 civil and public servants, farmers, students, business men and market women as respondents. The sample for this study comprised 420 respondents selected from the study area. The instrument for data collection was a 15- item structured questionnaire developed by the researcher. The instrument was titled "Environmental Awareness Strategies And Attitude of Residents Towards Wildlife Conservation Questionnaire (EASARTWCQ)". Face and content validity of the instrument was done by experts in tests and measurement. Cronbach Alpha coefficient was used to test the reliability of the instrument. From the administered questionnaire, data were analyzed using simple regression analysis. The findings of the study revealed to a large extent that Environmental Awareness Strategies significantly influence Residents Attitude towards Wildlife Conservation in Ikom Education zone Cross River State, Nigeria. Based on the result of the findings it was recommended that; folktale with environmental sustainability implication should be encouraged in order to enhance wildlife conservation.
**Word count 367**

**Key-words: Attitudes, Residents, Environmental awareness, Wildlife conservation, Folk-tale.**

## Introduction

Attitude consists of perception, thought and behavioral tendency to act positively or negatively towards the conservation of wildlife. Attitude result from personal desires and group stimulations and are actually part of an individual own personality. People's attitudes influence not only the characteristics that leads to wildlife extinction, but also the effective management of

wildlife. Most times, people's attitude towards wildlife conservation are influenced by their neighbor who engage in the act of poaching and hunting. Meaning, a collective logic is involved because wildlife conservation effort may yield positive result if most households in an area participate in the conservation effort. Whitemore and Sidiyasa (2019) argue that wildlife management 1s conditioned to an important degree by people's attitudes.

Negative attitude of residents towards wild life conservation has become one of the greatest challenges confronting Ikom education zone in recent times. Ikom education zone is richly blessed with wildlife. The zone's rainforest plays a very significant role in the provision and sustenance of resources which are necessary for the survival of man. These resources include animals that provide protein, trees that are converted to logs of woods which are used for the construction of houses and bridges, the forest provides watershed that protect streams and spring that people drink from and equally provides oxygen required by man, while regulating the temperature of the Earth surface. The importance of wildlife is quite enormous but unfortunately, people's attitude towards wildlife conservation is abysmally low and calls for concern (Salami, 2018).

Increasing human activities in Ikom education zone which adversely affects the equilibrium state of the environment has resulted in high rate of wildlife extinction. There is need for increasing awareness of the dangers post by such challenges, the government and non-governmental organizations must rise to the challenge of ensuring the restoration and preservation of the wildlife through awareness creation.

The forest which is a biological community consisting of complex association of tree plants, water sources and soils that have evolved over millions of years, provides habitats for millions of biodiversity (plant and animal species). The forest is directly threatened by depletion and degradation of natural resources on which wildlife depend. Some 20,000-50,00km of

potentially productive land is lost annually worldwide through deforestation which affects wildlife habitat (FAO, 2018). Deforestation activity affects the protective, productive and regulatory, functions of biodiversity on a global perspective, some of these deforestation activities have reduced the vegetative cover where 2.9 million $Km^2$ of the earth's is said to be at a very high risk of resultant impact of desertification and global warming which affects wildlife to a great extent (FAO, 2018).

Ikom education zoned of Cross River State is richly blessed with abundance of wildlife that improve lives. The disappearance of wildlife in Ikom education zone has partially been blamed on hunting/poaching activities which have promoted the cutting down of trees and the burning of bushes in most cases before hunting takes place. There is also wanton destruction of the forest (deforestation) for the purpose of commercial timber and farming. These loggers deforest the forest with impunity as many of them have the backing of top government officials. The Boki forest for instance used to be a home for animals like elephant, tiger, leopard and bufalo but these animals are now on extinction as a result of wanton logging and hunting activities that have been predominant in the area. The Ikom and Etung forest are not exempted from these wanton destructions.

Logging activities are increasing on daily basis in most part of the zone. The Cross River State governments have made concerted effort in an attempt to manage wildlife in the state. It is as a result of conserving the state biodiversity that the state government banned logging activities in 2010. Also, the Cross river state forestry commission bill was signed into law on Wednesday September 8th, 2010 in response to wildlife management and biodiversity conservation. Environmental non-governmental organizations have played key roles in wildlife management in the state. These environmental NGOs includes: CERCOPAN, PANDRILLUS, Green Planet

Initiative International and NGO coalition for Environment (NGOCE) among others. These NGOs have contributed greatly in the conservation plants and animals species in the study area. However, irrespective of the state government and environmental NGOs efforts, biodiversity depletion which includes wildlife extinction is still on the increase. Most of the Law Enforcement Agencies saddled with the responsibilities of protecting biodiversity seem to be compromising with the loggers and hunters. At times, some of these hunters set the forest ablaze in other to achieve their selfish aim thereby destroying the forest which habours wildlife. The pressure of these human activities on the environment has greatly affected wildlife conservation. The independent and post-independent era have however, witness the emergence of legal frameworks that enhance effective environmental policies (Rousel, 2017).

The establishment of Federal Environmental Protection Agency Act (FEPA) in 1998 was a turning point for several states government to establish their own Environmental Protection Agencies. FEPA was later repelled to National Environmental Standard Regulation Enforcement Agency (NESREA) Act in 2007. In line with the above effort of ensuring the conservation of wildlife , the Cross River State forestry commission is saddled with the responsibility of conserving biodiversity in the state in September 2010, Cross River State government sign the state forestry commission bill into law. This is considered a major step towards the sustenance and strategic management of the vast forest reserves in the state. In 2019, the Liyel Imoke-led administration banned logging activities in the state rainforest. However, logging activities went on under cover by powerful government officials who use their offices and powers as a shield to perpetrate their deeds. The Cross River State Forestry Commission Law provided a legal framework for the conservation and sustenance of the forest and ecosystem in the state which harbours about 60% of the total forest reserves in the country (CSFCL, 2010), the law empowers

the forestry commission to regulate the activities of ministries, parastatals, local government areas, department, organizations and statutory bodies as they relate to the forest resources, wildlife conservation and sustainable forestry.

The Cross River State's rainforest is fast depleting because of human influences. These human influences includes; logging, arable crop farming, clearing for pasture, hunting/poaching activities, and the use of chemicals in fishing and government activities such as road construction. The effect of biodiversity depletion has led to decline in forest covers, forest degradation, impoverishment of the soil, the general deterioration of environmental conditions and severe economic implication. However, the Cross River State forestry commission laws 2009, section 86-98 guide against illegal forest business like firewood collection, timber production as well as indiscriminate hunting and fishing which rural citizens take as one of their major occupation.

One of the greatest challenges facing our environment today is negative attitude of people towards wildlife conservation. The study of environmental awareness creation and wildlife conservation is set against the backdrop of the state's rich biodiversity and the pressing environmental challenge it faces. Ikom education education zone  is a home for variety of eco systems, including tropical rainforest and mangroves forests which supports a swide range of flora and fauna (Oates,Bergl & grooves, 2019). However these ecosystems are under threat from deforestation, habitat loss and wildlife poaching which have significant implications for wildlife conservation (IUCN, 2020).

According to Ogar, Odo & Aniah (2018),Environmental awareness plays a crucial role in promoting conservation efforts, as local communities' attitude and knowledge towards the environment can significantly influence conservation outcomes. Studies have shown that effective environmental awareness creation can lead to increase support for conservation initiatives

Jacobson, McDuff & Monroe (2016). The Cross river national park for example is one of the most biodiverse places in Africa, but faces significant threats from human activities (Ogar, Odo & Aniah 2018).

Similarly, Mara (2023) believed that public attitude is one of the most fundamental problems associated with wildlife depletion. Since, attitude is an enduring predisposition towards a particular aspect of one's environment. Attitude towards wildlife conservation may be influenced through awareness creation campaigns and educational measures on the consequences of wildlife extinction.

Attitude is the way of feeling, learning, thinking and behaviour to sustain a taught that enforced conservation (Mara, 2023). Our earth suffers from many environmental problems which need to be tackled at the individual level, requiring individuals to develop those positive attitudes which will guide them to environmentally supportive behaviour. Formation and change of attitude toward wildlife conservation are interwoven and depends on who is presenting the knowledge. People may even change their attitudes toward hunting and poaching, but that the step to improved behaviour and practices is depending on a complex set of environmental awareness strategies such as the use of folk-tales, print media, electronic media, seminars/workshop and enlightenment campaign for attitude change towards wildlife conservation.

Folktale reflect cultural heritage of people (values, attitude, belief, custom and tradition) which have been shared in every society to entertain, educate and preserve cultural environment. Folktales Permit People to express emotion in a socially approved manner because people can engage in projective fantasy by creating tales that are realistic, using symbolic and metaphoric projection on both the unconscious and conscious level of information towards an issue.

Enlightenment campaign is necessary at all level, for people to be aware of their responsibility for nurturing, wise utilization of the environment and taking urgent steps toward restoring environmental balance of wildlife conservation to reduce the rate of extinction. Apparently, the need to protect our environment and the earth quality call for awareness creation on how to conserve wildlife. Therefore, this study sought to establish whether environmental awareness strategies could help attitude change towards wildlife conservation in Ikom Education Zone, Cross river state, Nigeria.

Folk-tales are used to express an event that is realistic using symbols as information towards an issue. A study conducted by Starou (2023) on the determinate of folk-tale as education on attitude towards environmental management in Malishia The study examined the texts in-15 student's picture stories which were subjected to the perception of wildlife management. The research methodology for the study was content analysis that includes method of qualitative data collection and analysis. In the research overt and covert messages were examined deeply which revealed the causes of wildlife extinction and its management. The result of the content analysis shows that folks-tale stories was to identified the nature of human interaction that portrayed negative attitude towards depleting environment natural resources especially mismanagement of wildlife. It further revealed that some stories focused on the interaction of nature and human beings towards environmental management while other story based on environmental conservation including wildlife conservation. Other different stories which were printed in different pages of books' picture painted with oil paint, and pictures of the other pages were drawn with watercolor showing the effect of wildlife extinction on the environment.

A study conducted by Starou (2023) on the determinate of folk-tale as education on attitude towards environmental management in Malishia. The purpose was to encompass the transfer of

collective memory from generation to generation which is reflected in folktale and attitudes toward the environment. A survey research was employed with a sample size of 94 respondents randomly selected from 3 communities. A well-structured interview and questionnaire were used for data collection. A descriptive statistic and chi-square analysis were used for the study. The result of the descriptive analysis from the interviewer indicted that 55.32% has received education by using folk-tales to illustrate to them on the attitude towards environmental issues including wildlife management while 44.68% believed that every individual has both positive and negative attitude toward the consciousness of the environment. The analysis of chi-square revealed that the calculated t-value was 6.09 while the critical was 3.84 at 0.05 level of significance. Based on this, it was concluded that using folk-tales as education significantly influence attitude towards environmental management. The finding of the above review is related to the present study as it evaluate the important of folktale towards environmental management including wildlife conservation.

Similarly, in their study, De Pauw and Van-Petegem (2022) proved that such different results in the differences in different culture's perceptions of natural and environmental concepts and attitude towards wildlife conservtion. In this regard, in the set of folktales analysis in the study were used as information and communication to portray the concept of nature in different cultures towards the attitude of wildlife management and environmental sustainability.

A study carried out by Rahardyan, Batsuto and Tanaka (2024) on resident concern and attitudes toward willife management in Japan. The purpose was to determine the availability of facilities, knowledge of the consequence of wildlife extinction and the attitude toward wildlife conservation and management. 25 items in a questionnaire was designed based on literature reviews and administered to residents in 3 municipalities with different backgrounds. 143

participants were used for data collection. Pearson product moment correlation analysis was adopted. It was revealed that, for the concern of many residents, wildlife extinction effect had the highest rating, followed by reliability, damage to nature and cost of facilities. The result indicated that correlations were not found between individual items of attitude concern but the disagreement between actual impact and citizen were found. It was recommended that effective environmental awareness strategies like folk-tales stories and picture or images on the impact of wildlife mismanagement on human health should be Shown to people in the study area. The finding of this review was accepted appropriately with the present study on the basis that attitude is the major determinate of wildlife conservation depending on the strategies they received information using folk-tales.

In another study by Barraza and Walford (2019) conducted a study on folktale and wildlife management in Mali; the purpose was to determine how various component of the environmental awareness can influence attitude toward waste disposal management. A sample of 120 participants was used for data collection through administration of questionnaire to the household residing in the area Persons product moment correlation coefficient analysis was adopted with df =118, critical r = 1.960 and the calculated rvalue 2.33 this result indicate that attitude did not form criterion for wildlife conservation hence there was no relationship of attitude toward wildlife conservation. Therefore, deliberate enforcement, regulation and awareness on the effect of wildlife extinction is paramount. This will help to educate the people on wildlife management. The study finding found value for this review due to its assessments of folktale and wildlife conservation.

Barraza and Walford (2019) conducted a study on folktale and wildlife management in Mali. They adopted the survey research design, using a sample of 340 respondent purposively selected. The questionnaire was used as instrument for data collection. The purpose of the study

was find out if there is a relationship between folktale and wildlife conservation. Pearson product moment correlation statistic was used in analyzing the data. The result revealed that there is a dsignifican relationship between folktale and wildlife conservation. Many folktales define ethical perspectives, epistemological views, and cultural constructions of identities. Generally, the folktale process strengthens the collective or social knowledge contained in stories about wildlife conservation. Barraza and Walford (2019) which describes that the key literacy development has a consistent exposure to storytelling and narrative discourse in both at home and social environments. Any traditional literature like folktales is enriched with the knowledge of wide variety of attitude on wildlife management.

Olusola (2020) elicits various indigenous forms of Education using folktales in relating to wildlife management in Ogbomoso Nigeria. The aim was to determine the level of awareness as regard to folktale and its effectiveness towards wildlife management. Data for this research were obtained mainly from a comprehensive questionnaire survey, which were administered to 3,000 (10%) households from the total of 30,020 households in the study area. The data collected were analyzed using simple statistical techniques such as frequency tables and percentages. Simple linear regression was used to explain the relationship between education, level of environmental consciousness of the people towards wildlife management, income level and the level of consciousness to environment. The study observed that the level of education and the use of folktales is negatively related to the level of environmental consciousness towards wildlife management and the level of income is directly related to the wildlife management. The study shows that traditional and indigenous education regard folktales stories as an avenue in which indigenous knowledge is passed to people through gradual socialization of youths in the society in to norms, religious beliefs and moral values towards wildlife conservation in their environment. in

addition, the dramatic format of stones itself can function within informal setting as the primary form of teaching and learning, Thus folktales are essential pedagogical media tools for teaching and learning on how wildlife is properly conserved. This is same to the storytelling process in the part of society where the stories had been taken into account as the most effective tools in education process. Folk and traditional media include diverse varied audio and visual forms such as storytelling, puppetry, songs, dancing, poetry recitals, sermons or the creative use of traditional arts and crafts to pass message to the audience or the society.

In the study of Tauhid (2020) on the analysis of current practices of waste management, problems faced by the residents and their view for improvement of the wildlife management in Swaziland. The purpose was to ascertain the use of traditional method and techniques for conservation. Descriptive survey design was adopted with a sample size of 246 questionnaires was the main instrument for data collection using sample statistical analysis. However, the result was found that traditional concepts and technologies usually adopted in wildlife management is ineffective.

**Theoretical background**

Stem and Dietz value basis theory for environmental attitude (1994)

Value basis theory for environmental attitude was propounded by Stern and Dietz's in 1994, They identified and distinguished three clusters of environmental concern that can affect behaviour specific attitude and environmental behaviour as egoistic, altruistic and biospheric environmental concern. The first people with high Egoistic concern specifically considered the costs and benefits of environmental behaviour for themselves. Why because, when the perceived benefit exceeds the perceived costs, they will have environmentally friendly intention. The second people with high altruistic concern based their decision to behave pro-environmentally or not on the perceived costs

and benefits of behaviour for other people such as the community, family or humanity in general. Thirdly, the people with high biospheric concerns base their decision to act pro-environmentally on the perceived costs and benefits for the ecosystem and biosphere.

Schultz (2020) noted that concern about specific environmental issues may be rooted in awareness of harmful consequences of environmental problems to values. According to the author's knowledge, no study has examined the relationship between environmental concern as behaviour specific belief (that is attitude, subjective norms and individual perceived behaviour control (IPBC) from the theory of planned behaviour by Ajzen (1991).

Thus, attitude does not determine behaviour directly, but influence behavioural intentions and shape our actions while intentions are influenced by social ('normative') pressures and not only by attitudes. Ajzen (1991) articulated that knowledge is also recognized as a factor that influences a person's attitude and subjective norms to behavioural intention which gives the possibility of association between attitude and actual behaviour. This means that, 'the ultimate determinants of any behaviour are the behavioural beliefs concerning its consequences and normative beliefs concerning its prescriptions of others'. Individual's perceived behavioural control known as 'individual's perception' of their feeling or ability of self-efficiency to perform behaviour, this behaviour determinant which is dependent on the type of relationship and nature of situation However, people are essentially rational. They make systematic use of information available to them and are not controlled by unconscious motive or over powering desires.

The relevance of value basis theory for environmental attitude to the study anchored on the attitude of people who are concerned about environmental problems including wildlife conservation through the altruistic, egoistic and biosphere reasons. It also examine the relationship between general beliefs, behaviour specific (attitude, subjective norms and perceived behavioural

control) and intentions that provide a distinct basis for wildlife conservation behaviour and attitude toward proper management. People may increase the rate of hunting/poaching due to harsh economic conditions, these activities could be seen as the cheapest alternative (altruistic) or because of the negative attitude of open disposal of sewage.

More so, people attitude may be perceived as high cost behaviour because of the constraints associated with the behaviour freedom in wildlife conservation. Whereas, more positive general attitude and value towards wildlife conservation are likely to encourage environmental consciousness which in turn increase greater intensions to engage in wild life conservation effort. This theory also implies that, even though actions or behaviour can be intentional, some levels of awareness of an individual can influence such intentional action. This means that traits or phenotype for action can be modified by social factors such as level of education and experience per influence among Others. The theory can be interpreted to hold that attitude of residents towards wildlife conservation can be expected to predict their behavior.

**Statement of the problem**

The rate at which biodiversity is being depleted is increasing on daily basis in Ikom education zone of Cross River State. The state is currently faced with the problem of wildlife extinction. The researcher has observed with keen interest and dismay that there is high rate of hunting/ illegal poaching activities, the use of chemicals in fishing, illegal logging activities, harvesting of Non -Timber Forest Products (NTFs) indiscriminate bush burning, continuous farming and unsustainable agricultural practices. There is also low awareness creation of wildlife conservation strategy in the state zone. Consequently, these unsustainable activities have resulted to diverse environmental problems or hazards such as ozone layer depletion, erosion, flooding and wildlife extinction. The pressure of human activities on wildlife has led to high rate of wildlife

extinction. As these human activities exert pressure on the environment, biological diversity (biodiversity) declines, habitats are transformed and population of some species dwindles to the point of extinction. The increasing human population coupled with technological development place stress on the world's biological diversity hence the unprecedented rate of biodiversity loss in which wildlife extinction is toping in Ikom education zone of Cross River State.

The continuous destruction and unsustainable use of the remaining wildlife through these unsustainable anthropogenic activities is the major reason for the high rate of wildlife depletion and extinction in the state. Animals such as; elephants, buffalo, leopard, hyna, lion, Eagle have been extinct from the state while trees like Ebony, Opepe, Cedar and Mahogany are endangered species. The cross river Gorilla are almost hunted to extinction. The cross river gorilla were formerly more widespread and abundant than they are today. The loss of even a few individuals of the cross river gorilla to poaching represents a major threat to their survival. For such a small fragmented population, habitat loss and fragmentation are further reducing connectivity between sites, increasing their isolation from one another and reducing opportunity for gene flow.

Despite the concerted effort made by the state government to curb the high rate of wildlife extinction in the zone, wildlife extinction is rather on the increase. In September 2010, the Liyel Imoke administration placed a ban on logging activities within the state reinforcing with the intention of conserving wildlife specifaly, and biodiversity generally in the state irrespective of the embargo, logging activities went on smoothly with impunity and wildlife extinction was on the increase.

The media has also played a key role in creating awareness to the public on the dangers of biodiversity depletion and the need to conserve wildlife all to no avail. Non-governmental environmental organizations like CERCOPAN, PANDRILUS among others have also played a

key role in sensitizing the public on the benefit of wildlife conservation specifically and biodiversity conservation in general living by example but all their effort proved abortive.

It is in realization of the above that the researcher sought to determine the influence of environmental awareness strategies on wildlife conservation in Ikom education zone of Cross River State. The statement of the problem is therefore; to what extent does environmental awareness creation influence attitude of residents towards wildlife conservation in Ikom education zone of Cross River State?

### Objective of the study

The objective of this study is to**:**

Examine the influence of Folk-tale on attitude of residents towards wildlife conservation in Ikom Education zone of Cross river state.

### Research question

The following research question was posed to guide the study:

To what extend does Folk-tale influence attitudes of residents towards wildlife conservation in Ikom education zone of Cross river state?

### Statement of hypothesis

The following hypothesis was formulated to guide the study:

There is no significant influence of Folk-tale on attitude of residents towards wildlife conservation in Ikom Education zone of Cross river state.

## Methodology

This study employed survey research design which is directed towards determining the nature of a phenomenon as it exists at the time of an investigation. According to Coolican (2009)

survey is also a type of research that studies large and small population to objectively and accurately describe (opinion and attitudes) existing situation that depend on structure questionnaire as a means of data collection. However, the design is chosen because it gives the researcher an opportunity to make generalization of the sampled study to the entire population. The Area of study is Ikom education zone. The zone encompasses six local government Areas (LGAs) within the zone: Abi, Boki, Etung, Ikom, Obubra and Yakurr, all in Cross River State., Nigeria. The zone lies between latitude 4°27! and 5°32! North of the Equator and longitudes 7°50$^I$ and 9°28$^I$ East of the Greenwich meridian. It covers a land area of 23, 07425 kilometers with a projected human population of 1,590,200 million people (National Population Commission, 2017).

The projected population of study comprised of 1,076,501 residents of Calabar Education Zone in Cross River State according to Cross river state Bureau of Statistics (2024). The population cut across the six Local Government Areas in the Zone. The stratified sampling technique was adopted for grouping the local government areas as they are created. From the 6 local government areas in Ikom Education Zone, simple random sampling technique was used for selecting the 5 local government areas used. The researcher wrote the names of all the local government areas in Ikom Education Zone on pieces of paper and folded them into paper slips. The slips were dropped into a container and the researcher called a random boy to pick five slips from the container. The local government areas whose names appear on the slips were selected for the study. The selection of communities that was used for the study was done through proportional sampling of 10%. The sample for this study was 420 respondents drawn from communities in five local government areas in Ikom Education Zone of Cross River State. The questionnaires were distributed and collected from respondents and was used for data analysis. The researcher personally visited the five selected sampled communities within Ikom Education Zone in Cross River State and administered the

questionnaires. In the exercise, the researcher briefly explain how the questionnaire should be filled before giving to each respondent. The respondents were allowed to ask questions where they are not clear with any item. At the end of each exercise, all the questionnaires were retrieved coded and scored accordingly. After collecting the administered questionnaire, scoring and coding schedule was developed and assigned to each item in the questionnaire according to variable under study. All the items were designed with four-point Likert scale such as SA —-strongly agree 4 points, A- Agree 3points, D disagree 2points and SD strongly disagree l point. The reverse was used for the negatively items such as SA-point, A-2points, D-3points and SD-4points.

**Analysis and Results**

**Hypothesis:** there is no significant influence of Folk-tale on attitude of residents towards wildlife conservation in Ikom Education zone of Cross river state.

Table 1:

Simple regression analysis of influence of Folktale on Wildlife Conservation in Ikom education zone, Cross River State

| Variable | R | $R^2$ | Adj. $R^2$ | Std. Error | | |
|---|---|---|---|---|---|---|
| folk-tale | .187[a] | .035 | .033 | 2.09456 | | |
| Source of variation | SS | Df | MS | F | Sig. | |
| Regression | 94.853 | 1 | 94.853 | 21.620* | .000[b] | |
| Residual | 2623.541 | 418 | 4.387 | | | |
| Total | 2718.393 | 419 | | | | |

*Transdisciplianry Journal of Education and Sustainable Development Studies,*
*A publication of the Department of Education Geography & Sustainable Development Studies,*
*University of Calabar, Nigeria.*

*Vol. 1, No. 3, December 2025*
ISSN: 1595-8051 EISSN: 3092-9571

*significant at p <.05

The hypothesis states that folk-tale does not significantly influence attitude of residents towards Wildlife Conservation. The independent variable is folk-tale while the dependent variable is attitude of residents towards Wildlife Conservation. To test this hypothesis, simple regression statistical analysis was used and the result as presented in Table 5. The analysis in Table 1 showed that the Adj $R^2$ is 0.033 This implies that 3.3% of the variance in the dependent variable (Wildlife Conservation) could be accounted for by folk-tale. However, though the percentage contribution is small, a cursory look at the table showed that F=21.620 (p<.05) is significant. Also since p(.000) is less than p(.05), it implies that folk-tale does significantly influence Wildlife Conservation. Therefore, the stated null hypothesis is rejected.

**Discussion of findings**

The basis of this result could probably be attributed to the fact that in the process of story-telling residents' attitude could be affected positively leading to Wildlife conservation practices. The result of the findings is in line with that of Starou (2023), who conducted a study on the determinate of folk-tale as education on attitude towards environmental management in Malishia. His result of the descriptive analysis from the interviewer indicted that 55.32% has received education by using folk-tales to illustrate to them on the attitude towards environmental issues including wildlife management while 44.68% believed that every individual has both positive and negative attitude toward the consciousness of the environment. It was concluded that using folk-tales as education significantly influence attitude towards environmental management. The findings is also in line with the findings of Rahardyan, Batsuto and Tanaka (2024) on resident concern and attitudes toward wildlife management in Japan. They found that, for the concern of many residents, wildlife extinction effect had the highest rating, followed by reliability, damage

to nature and cost of facilities. Their result indicated that correlations were not found between individual items of attitude concern but the disagreement between actual impact and citizen were found. It was recommended that effective environmental awareness strategies like folk-tales stories and picture or images on the impact of wildlife mismanagement on human health should be Shown to people in the study area. In support of the findings, Mothapo (2022) on the influence of folktales and attitude to wildlife conservation in south Africa; the purpose was to determine how various component of the environmental awareness can influence attitude toward waste disposal management. He found that attitude did not form criterion for wildlife conservation hence there was no relationship of attitude toward wildlife conservation. Therefore, deliberate enforcement, regulation and awareness on the effect of wildlife extinction is paramount. This will help to educate the people on wildlife management.

## Conclusion

In view of the findings of the study, the study conclusively established that positive attitude of residents towards wildlife conservation in the study area through folk-tale contributes significantly towards wildlife conservation. By recognizing the effect of negative attitudes of residents towards wildlife conservation, policy makers can develop more inclusive and sustainable conservation initiatives that will sustain wildlife conservation practices in Ikom Education Zone of Cross river State.

## Recommendation

Based on the findings of the Study, the following recommendations were made by the researcher:

1. folktale with environmental sustainability implication should be encouraged in order to enhance wildlife conservation.
2. There should be periodic sensitization of the inhabitants in the study area on the need to develop positive attitude towards wildlife conservation and the environment at large.

**References**

Akachukwu A. E. (2019). *Disappearing forest, the consequences and Challenges of sustainable development in Nigeria*. In Popoola, L. (Ed) Proceedings of the 31st Annual conference of the Forestry Association of Nigeria (48-61).

Ajzen, I. (1991). Theory of planned behavior. Organizational behavior and Human Decision Processes. 50(2):179-211

Barraza and Walford (2019). Folk-tale and wildlife management in Mali. Journal of environmental sustainability 4(1), 487-515

De Pauw, S., Van-Petegem, K. (2022). Wildlife conservation in Urban Landscapes: A Review of Ecological and Social Factors. Jouranal of Urban Ecology, 8(1), 15-23

FAO, (2018) State of the World's Forests 2018, FAO, Rome Italy.

Food and Agricultural Organization (2022). The state of food security in the world economic growth is necessary but not sufficient to accelerate reduction and malnutrition, Rome: Food and Agricultural organization.

Food and Agriculture Organization (FAO) (2019). States of the World's Forest Rome: Food and Agricultural Organization.

Jacobson, McDuff & Monroe (2016)

Mara, T. (2023). Wildlife migration kicks off. Karachi daily *Journal on regulation*, vol. 38, 2022 Indian legal studies research paper, No. 402.

Meydan, S., Dogu, A. (2020). Conservation without Borders: Integrating Science, policy, and community action. Journal of Environmental management,2(4), 275-293

Mothapo, P. (2022). What is going to happen in future? The Idealistic world (podcast), goodpods, 4 April 2022. (Discussing conservation oriented outlook).

Oates, J., Bergl, E. & & Grooves, L. (2019). *The Dangers of Conservation by Rural Development*. A Case Study From the Forest of Nigeria Oryxza, 115-22)

Olusola, A. (2020). Conservation strategies for sustainable development in Nigeria. Journal of Environmental Science and Technology, 13(4), 221-235.

Ogar, E., Odo, P., & Aniah, E. (2018 ). Community participation in biodiversity conservation in Cross river state,Nigeria. Journal of Sustainable Development, 11(5), 112-126.

Rousel I. (2017). *Global Conventions and Environmental Governance;* Info Resources Focus. No.3, 2005.

Salami, A. O. (2018): An outline of the Major Indices of Land Degradation: A Presentation for the Requirement for Post Graduate Programme Bayero University Kano.

Schultz, D. Jan, B., Sven, W., Alexander, PA. (2020). Effectiveness of Forest Conservation policies and programs. 12(1), 1152-1159

Starou, I. (2023) on the determinate of folk-tale as education on attitude towards environmental management in Malishia Whitemore, T. C. & Prence, G. T. (2018). *Biogeography and quaternary History in Tropical America*. Oxford. Caledon Press.

Tauhid, A. (2020). Itegration of Tauhidic Elements for Environmental Education from the teachers' perspectives. Journal of Islamic Education, 8(2), 112-128.

Whitemore, T. C. Sidiyasa, C. (2019). *Composition and Structure of a Lowland Rainforest at Toracut*, Northern Sulawesi, Keiro Bulletin 41.