

**AUDIENCE AWARENESS, PERCEPTION AND EXPOSURE TO SOCIAL MEDIA CAMPAIGNS
ON DOMESTIC VIOLENCE IN ANAMBRA STATE**

CORNELIUS AGHADIEGWU, UKWUEZE (Ph.D)
Senior Lecturer, Department of Mass Communication
Nnamdi Azikiwe University, Awka,
Anambra State, Nigeria
Phone: +234(0)8063694405,
E-mail: collinsaghadi@yahoo.com;

&

ADAKU CHINWENDU, IFEOBU
Department of Mass Communication
Nnamdi Azikiwe University, Awka,
Anambra State, Nigeria
Phone: +234(0)8035457984,
E-mail: chinwendu_ anyamene@yahoo.com

Abstract

The reality of Domestic violence as a major threat to the society is no longer questionable. In the face of the ongoing discourses of the new media and how it has given voice to the voiceless, there have been a lot of domestic violence campaigns on social media. This study investigated the Anambra state audience's level of awareness and exposure as well as their perception of social media campaigns on domestic violence in the social media. The study builds its postulations on the Technological Determinism Theory which lays emphasis on communication technology and how it has a profound effect on the way people think and believe. The survey research design was adopted with sample size of 400 drawn from Anambra State, Nigeria. Findings revealed high level of awareness and exposure to social media campaigns on domestic violence. Furthermore, the study found out that these social media campaigns are beneficial to the society, educative and informative, encouraging and effective notwithstanding that 165 or 42.9% believe that the social media campaigns on domestic violence are not regular. Majority of the respondents were of the view that the campaigns have not yet made remarkable progress but suggested that offenders should be brought to justice.

Keyword: social media; Domestic violence; campaigns, perception, exposure, awareness.

Introduction:

Most countries all over the world are faced with myriad of social problems. The rate of domestic violence in Nigeria is alarming, Domestic violence is a serious societal problem; this societal problem is increasingly being acknowledged on social media and academic literature.

According to Aihie (2009) Domestic violence is the intentional and persistent abuse of anyone in the home in a way that causes pain, distress or injury. He further added that any abusive treatment of one family member by another, thus violating the law of basic human rights can be referred to as domestic violence. The united nations declaration on the elimination of violence against women (1993) in Fagbome (2000) described violence against women as "any act of gender- based violence that result in, or is likely to resulting physical, sexual or psychological harm or suffering to women including threats of such acts coercion or arbitrary deprivation of liberty, whether occurring in public or private life".

Domestic violence also involves men and children not only women. It doesn't just affect the victims but indirectly all those who witness the violence like children, family and relatives. It predisposes the children to trauma and other psychological problems. It has become obvious that domestic violence in homes has become prevalent in many states in Nigeria even in Lagos State, which has prompted the establishment of organizations to fight against domestic violence and to help the victims of the abuses. One of such

organizations is the Domestic and Sexual Violence Response Team (DSVRT) established by the state government.

In recent times, following the advent of new media communication, people, organizations have tended to add to their meaning of reaching out to the general public and fostering social change using the new media. The new media has created an avenue through which social change activities are realized. Most organizations, governments and non-governmental organizations, individuals have websites, blogs, facebook pages, twitter accounts that communicate social change messages.

LivingStone as cited in McQuail (2010) writes that “what is new about the Internet maybe the combination of interactivity with those features which were innovative for mass communication – the unlimited range of content, the scope of audience reach, the global nature of communication”.

In line with the above statement Kim (2010) postulates that the use of the Internet and subsequently social media has become widely recognized by people of all ages and geographical dispensation. Furthermore, Jennifer (2011) states that social media is about networking and communicating through text, video, blogs, pictures, status updates on sites such as facebook, my space, instagram and twitter. Social media can provide social justice campaigns with extra ordinary opportunities to tell personal stories and advice messages while its interactive features has made it easier for instant messages to be communicated and questions asked.

Ogene (2010) maintains that it has given rise to new way of life and essentially new voice through interpersonal communication channels.

Public awareness campaigns on social media about domestic violence can educate the public, bring the issue to the forefront of dialogue and can alter social consciousness, encourage people to change their actions. Some of the best examples of domestic violence campaign tool are the hashtag #saynotodomesticviolence and #stopabuse on twitter, facebook, instagram etc. In certain time, Nigerian celebrities who are victims of abusive relationship took to social media to share their experiences and also condemn the act of violence, the likes of Mercy Aigbe, Tonto Dikeh, Muma G among others. In showing support to the victims, other celebrities have also expressed displeasure over the increasing rate of domestic violence.



According to an article on vanguard.com 11th May 2017, there is no exception of a person or gender as victims of domestic violence as can be seen in the just concluded rulings published on Tuesday, May 9,2017 edition of vanguard of a case involving a 29year old house wife, Onyinyechi Akunne jailed for seven years by a Lagos court for stabbing and killing her husband, Abuchi Akunne over provocations.

Non governmental organization use social media in voicing out the need for people to come forward and share their stories and also alert survivors to the option and resources that are available to them. Such NGO's include Project Alert, Fida etc. This study therefore investigates the extent of audience awareness, perception and exposure to various social media campaigns against domestic violence in Nigeria.

Statement of Problem

Domestic Violence is one of the most corrosive forms of violation of human right. There is a wall of silence when it comes to getting people to talk freely about domestic violence. There are insufficient data on domestic violence in Nigeria due to the stigma and silence surrounding the issue.

With the advent of social media campaigns on domestic violence one would assume that there would be immense improvement but despite these initiatives, domestic violence still remains a critical problem in Nigeria. It is heart breaking to note that despite several awareness and sensitization campaigns on social media on the need to stop domestic violence or the need to speak out as victims, many men, women, and children that are victims are still silent on the issues. It is the persistence of this negative act that led to the need to conduct this study with a view to finding out how they perceive the campaigns as well as the their awareness and exposure rates on them. This will go a long way to unravel the reasons for the conspiratorial silence of victims of domestic violence whether arising from the way they perceive them or from their awareness and exposure levels on them.

Objectives of the study

The major purpose of the study is to ascertain the audience awareness, perception and exposure to social media campaigns on domestic violence in Anambra State Nigeria. However, the specific objectives are:

- 1.) To identify the extent of audience awareness of social media campaigns on domestic violence in Anambra State.
- 2.) To examine the level of audience exposure to social media campaigns on domestic violence
- 3.) To determine the audience perception of these social media campaigns on domestic violence
- 4.) To ascertain the extent, the social media campaign messages influence the audience.

Research Questions

- 1.) To what extent is audience aware of social media campaigns on domestic violence in Anambra State?
- 2.) What is the audience level of exposure to social media campaigns on domestic violence?
- 3.) What is the audience perception of the social media campaigns on domestic violence?
- 4.) To what extent do the social media campaign messages influence the audience?

Theoretical Framework: Technological Determinism Theory

The study is anchored on the Technological determinism theory, simply put propels the idea that technology has important effects in our lives.

McQuail(2010) itemized the basic assumptions of this theory, when he opined that the theory assumes that:

- 1.) Communication technology is fundamental to society.
- 2.) Each technology has a bias to particular communication forms, contents and uses.
- 3.) The sequence of invention and application of communication technology influences the direction and pace of social change.
- 4.) Communication revolutions lead to social revolutions

This theory was propounded by Marshall McLuhan in 1962. It was coined to explain how innovation on modern technology helps to engineer some forms of change in society or in the ordering of things which can also include the menace of domestic violence under reference here.

Baran (2004) Explained that technological determinism is the thinking in some quarters that it is machine and their development that drive historical, economic, political and cultural changes. This basically agreed with Marshall McLuhan assertion that technology is the inevitable cause of specific changes in how people think, in how society is structured, and in the forms of culture that are created.

In line with the above statement, this theory affirms that the invention of new technology can alter the way society responds to event or what they use to do in an old way. This theory is relevant to this study because it provides an avenue to use modern technology (Instagram, facebook, Twitter) for domestic violence campaigns messages to reach a massive audience, this implies that given the emergence of the Internet and its adoption and relevance in mobilizing people to campaign against domestic violence, there is bound to be an impact on the reduction rate of domestic violence in the society.

Literature Review: Overview of Domestic Violence Nigeria

Domestic violence is a global problem and an increasing issue in Nigeria. Oluremi (2015) stated that Domestic violence is the pattern of abusive behavior in any relationship that is used by one partner to gain or maintain power and control over another intimate partner. According to vanguard online 22 May 2016, "the statistics on domestic violence in Nigeria is shocking- according to National population commission (NPC)(Nigeria) and ICF Macro(2009) Nigeria has one of the highest rates of domestic violence in Africa".

Although people of all ages and genders experience domestic violence, women and children experience higher rate of domestic violence and men are most often the perpetrators. Recent studies have shown that majority of the cases of domestic violence are mainly on women and children. Ohaja (2012) as cited in NwaMmuo (2013):

Violence against women in Nigeria manifest in forms like slapping, kicking, hitting with object, calling of names, creating negative stereotypes of women, rape and coercion of sex through threats of abandonment abuse, confined to the home, surveillance, threats to take away custody of children, destruction of object, isolation, verbal aggression and constant humiliation. Economic abuse manifest in forms like denial of fund, denial of food and basic needs, controlling of access to health care, employment and education.

The statistics presented by this day (2011) newspaper are daunting. It reveals that about 5% women have been battered by their husband, shockingly more, educated (65%) are in this terrible situation as compared with their low income counterparts (55%), most endure, believing they have nowhere to go and in any case believing, for a good reason that the law will not protect them. Staggering 97.2% of them are not prepared to report to the Nigeria police.

Furthermore, the Cleen foundation reports that in every 10 respondents; about 4 admit to being a victim of domestic violence. The survey also found a nationwide increase in domestic violence in the past years from 21% in 2011 to 30% in 2013. In a study carried out by Obi and Ozumba (2007), on the factors associated with domestic violence in south East Nigeria, 70% of respondents reported abuse in their family, 92% of the victims being female partners and the remaining 8% being male.

A 2013 analysis conducted by World Health Organization (WHO) with the London School of Hygiene and Tropical Medicine and the Medical Research Council, based on existing data from over 8 countries, found that worldwide, almost one third(30%) of all women who have been in a relationship have experienced physical and/or sexual violence by their intimate partner. Further, globally as many as 38% of all murders of women are committed by intimate partners (www.who.int/mediaCentre/factsheets/fs239/en).

An article written by Oyecoker on the net.ng stated that with the recent stories of domestic violence cases everywhere, there has been a mass outcry from all including some Nigerian celebrities, the news of South Africa beauty, Karabo's gruesome death (killed by her boyfriend) only brought the issue to public dormain, with individual and human right activists urging all ladies to speak up before it's too late.

Some examples of social media campaigns!!!! Twitter User

@ chidiodinkaul 2.02am 8 July 2007

#Domestic violence kills both directly and indirectly. It is a public health disaster. We have a duty, even at personal cost, to be open about it.

A male Twitter user; Kosanwo Rosunwo narrated how he suffered verbal and physical abuse in the hands of his spouse and his in-laws.

Such move can motivate other men who are facing similar situation to cry out and not literally die in silence.

D bang @ lamdbang 1.00pm 11th May 2014on Instagram.

If he hits you, he is not a man, he is a beast. Run!! Safe.

EniolaAkinbo @ 1am Niyola 6.44am.

Ladies! I keep saying this! If you notice a man is violent run for your life before you lose it.

Until recently, domestic violence had been a silent issue in Nigeria, but with the social media campaign that is making waves on the social media with several celebrities voicing out the need to stop domestic violence with messages like

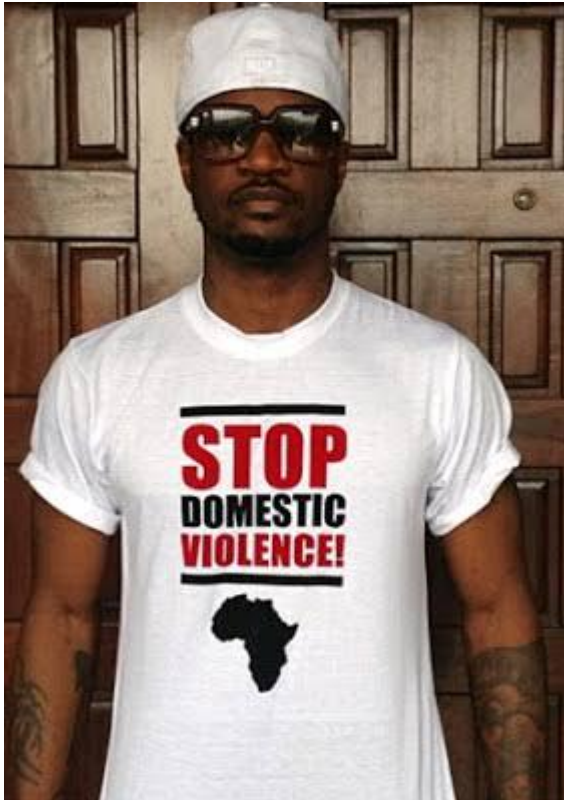
Speak up against domestic violence and abuse

Stop Domestic violence.

Women are not punching Bags.

#Say No to Domestic violence.

These celebrities have thousands of followers on these several social media platforms hence further connecting many people in the country and across the whole world.



 @iamdbanj

Following

If he hits you, he is not a man. He is a Beast. RUN! Stay safe!



D'banj D Kokomaster ✓
@iamdbanj

Following

Love hath no Violence!



D'banj D Kokomaster ✓
@iamdbanj

Following

Don't be deceived. Anyone who is telling you 'men hit, its normal' is either in denial or guilty. NO Excuse LEAVE!!!!!! God help us all



D'banj D Kokomaster ✓
@iamdbanj

Following

Give yourselves all the nomenclature you want. Wrong is wrong. When the head is cut off, the ears go with it. Be Wise. God Bless. I'm D'Banj



METHODOLOGY

Survey method was employed in the study. Survey is usually appropriate method of gathering and measuring data especially when related to demographics, attitudes, opinion and perception. The population of this study was made up of people residing in Anambra state Nigeria, totaling 4,182,032 (2006 National Population Census Report).

The multi-stage sampling technique was employed, to select the sample for this study. According to Osuala (2005) multi stage sampling is a sampling technique that involves two or more stages of selection.

Stage one: There are 3 senatorial zones in Anambra State: Anambra North, Anambra Central and Anambra South. In this study, two senatorial zones were selected using the simple random sampling.

Stage two: From the two senatorial zone selected, one Local Government Area each was randomly selected

Stage three: From the two Local Government Areas selected, two cities were purposively selected given that urban cities have high access to Internet services.

The Taro Yamane’s formula was used to determine the sample size with the calculation stated below;

$$n = \frac{N}{(1 + N [e]^2)}$$

$$\frac{4,182,032}{(1 + 4,182,032 [0.05]^2)}$$

$$\frac{4,182,032}{1 + 4,182,032 (0.0025)}$$

$$\frac{4,182,032}{1 + (4,182,032 \times 0.0025)}$$

$$\frac{4,182,032}{1 + 10455.08}$$

$$\frac{4,182,032}{10456.08}$$

$$= 400$$

When n = sample size;

N = population;

E = sampling Error; while

I = constant

Table 1- Selected sample table

Senatorial Zones	Local Government Area	Cities	No of Respondent
Anambra South	Nnewi North	Nnewi	200
Anambra Central	Awka South	Awka	200
Total	2	2	400

DISCUSSION AND ANALYSIS OF DATA

A total of 400 copies of questionnaire were administered to the respondents with 200 copies each to Awka and Nnewi respectively through convenience sampling. Out of the 400 copies distributed a total of 385 copies of the questionnaire were returned representing 96.5% return rate.

Results

Table2: Respondents Demographer Characteristics

Response/category	Frequency	Percentage %
Gender		
Male	189	49.1
Female	196	50.9
Total	385	100
Occupation		
Civil servants	113	29.4
Business man/woman	150	39
Student	112	29.1
Returned	10	2.5
Total	385	100
Educational Qualification		
None	25	6.5
SSCE	190	49.3
Diploma/NCE	18	4.7
Bsc /HND	126	32.7
M.SC and above	26	6.8
Total	385	100
Marital status		
Single	268	69.6
Married	100	25.9
Separated	10	2.7
Divorced	5	1.3
Widower	2	.5
Total	385	100
15-25	102	26.5
26-36	221	57.4
37-47	40	10.4
48-above	22	5.7
	385	100

Table 2: Demographic Characteristic of the Respondents

As shown in the table, 49.1% were males and 50.9% were females. Occupational distribution of respondents show that business men/women were 39%, students 29.1%, while civil servants were 29.4% and retired were 2.5%.

The educational qualification of the respondents shows that 49.3% had SSCE 32.7% had BSC/HND, M.sc and above had 6.8%, Diploma / NCE had 4.7% while 6.5% had none.

The marital status of the respondents reveals that majority of the respondents were single 69.6%, 25.9% were married, 2.7% separated, 1.3% divorced and 0.5% widowed.

Furthermore, it was discovered that 26.5% of the respondent were of the age range of 15-25, 57.4% were 26-36, while 37-47 were 10.4%, 48 and above 5.7%.

Research question 1:

To what extent are the people in Anambra state, aware of the social media campaigns on domestic violence .

Table 3: Audience awareness level of social media campaign on domestic violence?

Variable	Frequency	Percentage
Yes	322	83.6
No	63	16.4
Total	385	100

The above table shows that 322 or 83.6% of the respondents are aware of social campaigns on domestic violence while 63 or 16.4% of the respondents are not. The implication is that majority of the respondents are aware of social media campaigns on domestic violence.

Table 4: Extent of respondents awareness of social media campaigns

Variables	Frequency	Percentage
T0 great Extent	71	18.4%
T0 some Extent	156	40.5%
T0 a little Extent	158	41%
Total	385	100%

Research data reveals that 71 or 18.4%, are aware to a great extent, to some extent 156 or 40.5% are aware of these campaign while 158 or 41% of the respondents are to a little extent aware of the campaigns. This implies that in as much as they are aware, the extent of awareness of the campaigns is minimal.

Table 5: Respondents understanding of messages on social media campaign on domestic violence.

Variable	Frequency	Percentage
Yes	288	74.8
No	97	25.2
Total	413	100

The above data in table 5 show that 288 or 74.8% of the respondents understood the messages while 97 or 25.2% of the respondent did not understand the social media campaign messages. Majority of the respondents indicated having understanding of the social media campaigns on domestic violence.

Research Question 2:

What is the level of audience exposure to social media campaign on Domestic violence.

Table 6: The Respondents exposure to social media campaigns on Domestic Violence.

Variable	Frequency	Percentage
Yes	285	74
No	100	26
Total	385	100

From table 6 above, 285 or 74% are exposed to social media campaign on Domestic violence while 100 or 26% are not exposed to social media campaign on domestic violence. Majority of them are exposed to the campaigns.

Table 7: Extent of respondent’s exposure to social media campaigns on domestic violence.

Variable	Frequency	Percentage
To a very large	40	10.3
To some extent	90	23.4
To a moderate extent	70	18.2
To a little extent	90	23.4
Not at all	95	24.7
Total	385	100.00

The above table shows that to a very large extent 40 or 10.3% of the respondent are exposed to these campaigns, 90 or 23.4% of the respondents are exposed to a moderate extent, 90 or 23.4% are exposed to a little extent while 95 or 24.7% of the respondents are not exposed to social media campaigns on domestic violence, at all. The exposure rate was found to be generally minimal.

Table 8: Number of times respondents saw social media campaign on domestic violence

Variable	Frequency	Percentage
0 times	91	23.6
1-5 times	171	44.4
6-10	44	11.4
10 and above	79	20.5
Total	385	100

From table 5 above, 91 or 23.6% of the respondents have never seen social media campaigns on domestic violence. 171 or 44.4 percent of the respondents have seen these campaign 1-5 times, 44 or 11.4 percent of the respondents have seen it 6-10 times while 79 or 20.5 percent of the respondents have seen social media campaigns for more than 10 times. Majority of them have seen the campaign in the social media for only maximum 5 times or less.

Table 9: source of exposure to information on social media campaigns no domestic violence

Variable	Frequency	Percent
Twitter	152	39.5%
Facebook	249	64.7%
Instagram	141	36.6%
Whats App	112	29.1%
Others	115	29.9%

From the above table 9, as a source of exposure, 152 or 39.5 percent of the respondent saw these social media campaigns on twitter, 249 or 64.7% percent on facebook, 141 or 36.6% percent on Instagram, 112 or 29.1percent on WhatsApp while 115 or 29.9 percent of the respondent saw these campaigns on other types of social media. Major sources of exposure are facebook and twitter.

Table 10: Respondents Perceived Aim of Social Media Of Campaigns On Domestic Violence

Variable	Frequency	Percentage
To create awareness	50	13%
To change attitude	100	26%
To encourage people to speak	89	23.1%
Multiple response all of the above	146	37.9%
Total	385	100%

From the data above, 50 or 13% the perceived aim of social media campaigns on domestic violence is to create awareness, 100 or 26 percent to change attitudes while 89 or 23.1% said it is meant to encourage victims to speak up and lastly 146 or 37.91 percent agreed to all of the above.

**Research Question 3: what is the audience perception of social media campaigns on domestic violence?
Table11 Respondents Perception of the Social Media Campaigns Domestic Violence**

Variable	Frequency	Percentage%
Beneficial to the Social	318	82.6%
Not Regular	165	42.9%
Encouraging and Effective	183	47.5%
Educative and Informative	251	65.2%
Multiple Response		

Data from the table 11 indicate that 318 respondents representing 82.6 percent perceive the social media campaigns as being beneficial to the society, 165 or 42.9 percent is of the opinion that the campaigns are not regular while 183 or 47.5 percent and 65.2 percent concluded that the campaigns are encouraging/effective and educative/informative respectively.

Table 12: Relevance of social media campaign on domestic violence

Variable	Frequency	percentage
Very relevant	325	84.4
Less relevance	37	9.6
Not relevant	9	2.3
Disturbing	14	3.6
Total	385	100.0

The above table shows that 339 (84.4%) of the respondents agree that these social media campaign are very relevant, 37 (9.6%) said the campaigns are less relevant, 9 (2.3%) agree that the campaigns are not relevant while 14(3.6%) concluded that the campaigns are disturbing. Majority are of the view that these campaigns are very relevant.

Table 13: Success of social media campaign on Domestic violence

Variable	Frequency	percentage
A great success	120	31.2
Little success	200	51.9
Nosuccess	65	16.9
Total	385	100.0

According to table 13, 200 or 51.9% of the respondents concluded that the social media campaigns on domestic violence have made little progress in eradication of domestic violence, 120 or 31.2% respondents said the campaigns have made a great success while 65 or 16.9% said that the social media campaigns on domestic violence overtime have made no success at all. Majority of the respondents are therefore of the view that the campaigns have made little success in the fight against domestic violence.

Research question 4: To what extent have the social media campaigns been able to influence the attitude of respondents on domestic violence.

Table 14: influence of social media campaigns on attitude of respondent

Variable	Frequency	Percentage
Positive influence	250	64.9
Negative influence	135	35.1
Total	385	100.0

The data in the above table indicated that 250 or 64.9% said that social media campaigns on domestic violence have been able to influence them positively while 135 or 35.1 said they have not been able to influence them. Majority are of the view that they exert more of positive influence on them than negative.

Table 15: Mode of influence of social media campaign on domestic violence.

Variable	Frequency	percentage
Enlightened and aware of the ills of domestic violence	227	58.9
Sensitization of others	264	68.5
Encourage victims speak up	263	68.3

Multiple Responses

From the above table the respondent said it has made them to be enlightened and aware of the ills of domestic violence, helped them in sensitizing others and encouraging people who are victims to speak out. They were almost in agreement in all these.

Table 16: The way forward in eradicating domestic violence

Variable	Frequency	Percentage(%)
Intensify campaigns on domestic violence	334	86.8%
Bring offenders to justice	338	88%
Encourage victims to run for their lives	70	18%
Offer counseling to offenders of such act	54	14%

Mutiple responses

This table presents that 334 or 86.8% believe that the way forward is to intensity campaigns on domestic violence. 338 or 88%. Suggested that offenders should be brought to justice, 70 or 18% was of the view that victims should run for their lives while 54 or 14% suggests that counseling should be offered to offenders of such act. It is also worth of note that the respondent gave multiple responses.

RESULT AND CONCLUSION

Findings indicate that there is a high exposure to social media campaigns on domestic violence in Anambra state, Nigeria given that only 26% of the respondents have not seen these campaigns. Furthermore, the major source of exposure to the social media campaigns on domestic violence by the respondents is on facebook which turns 64.7% followed by twitter 39.5%.

Similarly, it was found that majority of the respondents are aware of these social media campaigns. It implies that respondents are conscious of this social media campaigns whenever they are out. 288 or 74.8% of the respondents understand the message the campaigns are trying to convey which they identified as to create awareness, change attitude and encourage victims to speak up.

Furthermore, this study found out that these social media campaigns are beneficial to the society, educative and informative, encouraging and effective not withstanding 165 or 42.9% believe that the social media campaigns on domestic violence are not regular.

The relevance of these campaigns cannot be over emphasized as majority of the respondent 325 or 84.4% agreed these campaigns should be the priority of all. Majority of the respondent still believe the social media campaigns have not been able to make remarkable progress or success.

As a way forward the respondent urged for intensively social media campaign on domestic violence and for offenders to be brought to justice. Another suggestion made by respondents was to encourage victims to run for their lives because domestic violence can lead to death. The findings of this study provide evidence to support the fact that social media campaigns on domestic violence is a welcome and beneficial development in the bid to fight the social menace.

References

- Aihie, N.(2009). Prevalence of domestic violence in Nigeria: Implication for Counselling. *Edo Journal of Counselling*, 2(1), 1-9
- Buhari, S.F., Ahmad, G.I & Ashara, B.H.(2004).Use of Social Media among students of Nigeria Polytechnic. Paper presented at the *International conference on communication media technology and design* in Istanbul, Turkey, 24-26 April 2014
- Dewing, M,(2012). Social Media: An introduction publication No. 2010-03-E, Ottawa, Canada Library of parliament.
<http://www.pail.ge.Ca/Content/lop/researchPublication/2010-05-e.htm>.
- Fagbemi, A.O. (2000).Gender and Development paper, presented at the Information of population in media Training: Curriculum Development workshop at Ota, Nigeria, 17thJuly.
- Kim, S. (2010). Question's Credibility Judgment of answer site. *Information Research* Vol 15, No 1
Retrieved from <http://informationr.net/ir/15-2/paper432.htm>
- Lenhart, A., Purcell, K.n Smith, A. and Zichuhr, K(2010) Social Media Mobile Internet Use Among teens and Young Adults. Washington DC. *PewInternet and American Life Project* Retrieved from www.pewinternet.org.
- McQuail, D. (2019). *McQual's MassCommunication theory*. (fifth 6th Edition London: Sage Publications.
- Nwammuo, A. (2013). Social Media and Perpetuation of Violence against Woman in Nigeria: The case of facing Death on facebook. *An International Journal of Language Literature and Gender Studies Bahir Dar, Ethiopia*, 2(2).
- Obi, S.N., & Ozumba, B.C (2017) Factor associated with domestic violence in south-east Nigeria. *Journal of obstetrics and gynaecology*.27.(1) 75-78
- Ogene, A.(2010.)New Voice:media freedom paper presented on world press freedom day organized by Nuj Anambra State Chapter, Awka. 4th May, 2012.
- Okorie, N. 2009). The role of ICT in professional MediaPractice. *Interdisciplinary Journal Of Communication* 10,67-75
- Okorie,N., Ekeanyanwu, N.T, and Obanua, S.A.(2010). The Influence of Facebook Usage on Self Disclosure and Komantic Relationship among young Nigerians. *Indian Journal of Media Studies*, 4(1), 31-43
- Okorie,N., and Oyedepo, T. (2011). Facebook and Online Relating: Computer Mediated romantic relationship among young Nigeria: *The Nigeria Journal of Communication* 9(1), 112-129.
- Soloman, I (2014) The Evolution of social protest in Nigeria: The Role of Social Media in the “#Occupy Nigeria” Protest, *International Journal of Humanities and social science Invention*.3 (9)Pp.33-39
www.Vanguardng.com
www.wikipeda/2017
www.thisdaynewpaper.com/2011
www.net.ng/news