

**IMPACT OF SOCIAL MEDIA AS A  
SENSITIZING TOOL IN FIGHTING  
AGAINST  
HUMAN TRAFFICKING IN NIGERIA**

**BY**

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## **CERTIFICATION**

This is to certify that this research work has been read and approved as meeting the requirement for the award of Higher National Diploma (HND) Mass Communication Department, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin.

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### **DEDICATION**

This research work is dedicated to Almighty Allah, the Giver of knowledge my parents, Mr and Mrs Arisekola, my supervisor, Mr. Olohungebe FT. and to those who ignore their selfish interest to work for the success and interest of the less privilege people.

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## ***ABSTRACT***

*The study was on the impact of radio campaign against child abuse in Nigeria, Ilorin East listeners. Child abuse has become one of the social maladies plaguing the global society in varying degrees particularly in Nigeria. Despite all the provisions of extant laws in the country, many Nigerian children are still subjected to physical and mental violence, neglect and maltreatment. The objectives of this research among others were to identify the extent to which Ilorin East residents are aware of child abuse radio. identify the extent to which exposure to radio programmes improve the knowledge of Ilorin East residents in the campaign against child abuse; and determine the effectiveness of radio in influencing the behaviour of Ilorin East listeners residents" behaviour on issues of child abuse. The study was anchored on agenda setting and social responsibility theories. Survey research method was used for this study. The sample size was 100.*

*Multi-stage sampling technique was used based on the the local government area choosen. The findings reveal that the extent to which Kwara state Ilorin East residents were aware of child abuse through radio is moderate at 40%; the extent which exposure to radio programme improved the knowledge of Ilorin east Kwara state residents in the campaign against child abuse is moderate and radio programme is effective in influencing Kwara state residents" behaviour on issues of child abuse. The study therefore, recommends that there is need for the persistent use of radio to report issues of public importance like child abuse in order to improve people"s level of awareness and knowledge on child abuse related issues*

## **TABLE OF CONTENTS**

Title Page\_\_\_\_\_PAGE 1 \_\_56

Certification\_\_\_\_\_PAGE 2

Dedication\_\_\_\_\_PAGE 3

Acknowledgement\_\_\_\_PAGE 4

Abstract\_\_\_\_\_PAGE 5 \_\_6

Table of Contents\_\_\_\_\_PAGE 7 \_\_8

### **CHAPTER ONE\_\_\_\_\_PAGE 9 \_\_14**

1.0 Introduction

1.1 Background of the Study

1.2 Statement of the Problem

1.3 Objectives of the Study

1.4 Research Questions

1.5 Significance of the study

1.6 Scope of the study

1.7 Limitations of the Study

1.8 Definition of Terms

### **CHAPTER TWO\_\_\_\_\_PAGE 15 \_\_31**

2.0 Theoretical Framework and Literature Review

2.1 Conceptual Framework

2.2 Theoretical Frameworks

2.3 Empirical Review

**CHAPTER THREE \_\_\_\_\_ PAGE 32 \_\_ 33**

- 3.0 Research Design
- 3.1 Research Method
- 3.2 Population of the Study
- 3.3 Sample of the study
- 3.4 Research Instrument
- 3.5 Method of Data Collection
- 3.6 Method of Data Presentation and Analysis
- 3.7 Validity and Reliability of the Instrument

**CHAPTER FOUR \_\_\_\_\_ PAGE 34 \_\_ 46**

- 4.0 Data Presentation and Analysis
- 4.1 Data Presentation
- 4.2 Analysis of Research Question
- 4.3 Discussion of Findings

**CHAPTER FIVE \_\_\_\_\_ PAGE 47 \_\_ 51**

- 5.0 Summary, Conclusion and Recommendation
- 5.1 Summary
- 5.2 Conclusion
- 5.3 Recommendation

**REFERENCES \_\_\_\_\_ PAGE 52 \_\_ 54**

**QUESTIONNAIRE \_\_\_\_ PAGE 55 \_\_ 56**





## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

Nigeria, like most other countries of the world, is faced with myriad social problems and crimes. The rate of violent crimes against the human person is alarming Nigeria, especially in this digital age. Human trafficking are among the most heinous crimes against the human person. The menace of human trafficking has crept deep into the fabrics of most riverine ares, especially in the South South geo political zone of Nigeria. This heinous act is, however, not insurmountable. One of the means of fighting human trafficking is the use of mass media as well as the statutory agency established specifically for this purpose. The national agency for the prohibition of trafficking in persons and other related matters (NAPTIP) is the public organization vested with the responsibility of addressing issues of human trafficking and child abuse in Nigeria.

The need to mitigate the increased rate of trafficking in persons and smuggling of migrants in Nigeria requires an effective utilization of social media tools among others. This is so because, as good as social media is, the same has been used by traffickers to recruit and exploit victims. As the use of technology continues to increase, trafficking and smuggling of migrants facilitated by social media platforms will also continue unless something is done to leverage social media to engage young people, educate users and disrupt the activities of traffickers( Ekene & Obohi 2023).

On the 24th February 2021, FIIAPP hosted a Social Media Working Group Meeting with representatives from the social media units of ATIPSOM project partners (National Agency for Prohibition of Trafficking in Persons, Nigeria Immigration Service, Nigeria Police Force and Network of CSOs Against Child Trafficking, Abuse and Labour).

The meeting was organized to review and produce the first draft of the Annual Social Media Work Plan which will serve as a working document for all the partners. With the Social Media Work Plan, all the partners will collaboratively utilize different social media platforms to educate Nigerians about human trafficking and smuggling of migrants through monthly social media campaigns.

Through this approach, millions of Nigerians across facebook, twitter and Instagram will be sensitized on the ills of human trafficking. Trafficking in person is one of the fastest growing organized crimes in the World. Thousands of women and children all over the world are being abducted, sold, lured into forced labor and prostitution and involuntary marriage. These acts range from blatant or subtle methods such as organised brothels, sex tour packages, trafficking syndication and forced marriage to bounded labor, etc [Effah, 2020].

Trafficking in persons is a widespread phenomenon in Nigeria. It is multidimensional and multi\_faceted to the extent that so many people have because [defenseless] victims. Apart from

engaging the victims in prostitution, marriage and forced labor, some victims are used for rituals, as agents or accomplices in other crimes, beggars, or even for organ transplant. For instance, in April 2014, more than two hundred teenage girls of government school, Chibok bornu state of Nigeria were abducted by gunmen of Boko Haram, an extremist Islamic religious sect. The message from the house help in different places were largely young, single girls of age 14 years and above.

There are several ways by which traffickers advertise and exploit their victims, and one of the most popular is via the Internet and social media, as mobile devices are extremely prevalent, and nearly all traffickers use them to increase their trafficking business (Konrad et al., 2016). While human trafficking is not a new occurrence, the Internet is a fairly new resource for human traffickers to find and sell vulnerable individuals while simultaneously concealing their identities (Kunze, 2010). Research thus far has shown human traffickers often exploit their victims through the use of the Internet and social media; however, very little research has been conducted on the role social media plays in human trafficking victimization and recruitment. In fact, only one prior research study has focused on the role of social media in human trafficking, and it limited its participants to anti-trafficking professionals in Ohio (Kunz et al., 2019).

Nevertheless, the media role in creating awareness in human trafficking by churning out programs in a dramatised way, extensive reportage on human trafficking and abuse through films, print and broadcast media is a worthwhile venture. The mass media campaign coverage on information few people directly experience and unraveling happenings that relates to this scourge. Therefore it is believed that the Nigerian mass media can through their campaign bring about a social change in human trafficking and abuse in Nigeria.

## **1.2 STATEMENT OF THE PROBLEM**

The lack of awareness of human trafficking, coupled with the increasing use of social media, creates a hotbed for human traffickers to lure victims. Nearly 90% of 18- to 29-year-olds use some form of social media (Smith & Anderson, 2018). Further, 95% of teenagers have access to a smartphone, and 45% of teenagers report being online on a near-constant basis (Anderson & Jiang, 2018). The nearly ubiquitous presence of social media allows human traffickers to recruit and lure victims to whom they may never have previously had access. In a survey of human trafficking survivors, Polaris discovered 26% of participants were exploited by their traffickers via their own personal social media accounts, and over 75% of survivors used internet platforms while they were being trafficked (Polaris, 2018). Human traffickers use social media to recruit victims into commercial sex through a variety of ways, including posing as romantic interests, presenting bogus modeling jobs, and offering assistance to struggling individuals (Polaris, 2018).

I beat every sound minded Nigerians imagination why such act like human trafficking that is akin to slavery should continue after more than 200 years since slavery was stooped all over the world. Unfortunately, Nigeria has been indicted as a transit point irrespective of efforts of trafficking media, government and non governmental bodies towards finding lasting solution to the change.

This exploitative and slave like conditions meted out in young persons under the age of seventeen is better described as cruelty to the Nigeria society. This indecent and ungodly act should not strive. Several publications have been made by the Nigeria mass media concerning human trafficking to foreign countries and within the nation. Based on this premise, this research will further explain the danger the scourge portends and the need for all hands to be on decks for the social media campaign on human trafficking and abuse to be a success. Also we cannot continue to allow undesirable element to destroy the right of Nigerians.

### **1.3 OBJECTIVES OF THE STUDY**

Specifically the objectives of this study are as follow:

1. To investigate the causes of human trafficking in Nigeria.
2. To examine the communication strategies adopted by the social media In their campaign against human trafficking in Nigeria.
3. To assess the public perception/opinion on the war against the widespread of human trafficking by the media.
4. To examine public perception of social media as powerful instrument to fight the obnoxious practices against human trafficking in Nigeria.

### **1.4 RESEARCH QUESTIONS**

1. What are the causes of human trafficking in Nigeria?
2. What are the communication strategies adopted by social media In their media campaigns against human trafficking?
3. How has the public perceived the media as effective instrument in the fight against the practices of human trafficking?
4. To what extent has the public commend the social media in the fight against human trafficking in Nigeria?

#### **1.4 SIGNIFICANCE OF THE STUDY**

The study shall keep the media and other social institution to review their campaign/programs or policies aimed at wedging war against human trafficking with a view to re-strategize efforts to avert the menace in Nigeria.

The overall purpose of this study will be to examine the role social media plays in luring potential human trafficking victims. Ultimately, this study will seek to identify precautions potential human trafficking victims can take relating to their use of social media. The goal of This study will be to identify the role of social media in human trafficking victimization.

Nigeria women, especially the victims of human trafficking, shall be empowered/encouraged by this study because it shall guide, educate and sensitize them no how to live a better life despite the challenges they face. The growing incident of human trafficking, child labor and other related cases shall be reduced, if not drastically averted, the children shall enjoy the fundamental human right and other privileges in the society. Those who are already victims shall be liberated and enjoyed to live a free and better life in the society.

This work will also examine the intended message and enlighten the general public on the danger of human trafficking. It is therefore hope, that the entire masses, policy makes media practitioners, student, and government officials will benefit from the study.

#### **1.5 SCOPE OF THE STUDY/ LIMITATION OF THE STUDY**

The scope of the study is based on the assessment of the effectiveness of social media in sensitizing against human trafficking in Nigeria. The study shall also investigate the role of the media in the fight against these challenge and the residents think about media as it carried it's traditional responsibility of educating, sensitizing and alerting the society danger of human trafficking.

#### **LIMITATION OF THE STUDY**

Human trafficking happenings on social media are also the main focus because of the large and heterogeneous audience the social cover. Wide research of this nature cannot be carried out without some constraints. These constraints pose a lot of limitations to the research and accomplishment of this work.

Traffickers are skilled manipulators as evidenced will be shown throughout this review. They use the latest technology and understanding of human nature to lure victims and conduct business with buyers. There is not enough statistical evidence to prove that social media applications and the internet have caused an increase in sex trafficking of minors, but they have definitely provided an efficient and effective avenue for sex traffickers to advertise and lure their victims.

Another factor that serve as a limitation is that the duration for the research work is relatively short, researchers barely months to carry out this research work and present it.

## **1.6 DEFINITION OF TERMS**

**1. SOCIAL MEDIA:** Social media is a diversified collection of media technologies that reach a large audience via mass communication.

**2. MEDIA:** Any channel that allows dissemination and exchange of information/ideal from one point to another such as radio, television, computers, newspapers/magazines etc.

**3. COVERAGE:** Reporting of news, stories, issues and event in the newspaper.

**4. PRESS:** Journalist and photographers that work for newspapers and magazines.

**5. CHILDREN:** This is the group of people under parental oversight that is within the age bracket 1--18 years.

**6. HUMAN TRAFFICKING:** Human trafficking is the act of recruitment, transportation, transfer, harboring or receipt of a human being for the purpose of exploitation either within or outside a country.

**7. CHILD ABUSE:** It is deliberate and willful injury of a child by a guardian either by hitting, beating with belt, cord or other implement.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 CONCEPTUAL REVIEW**

##### **2.1.1 HUMAN TRAFFICKING**

Human trafficking is the local or international trade in humans, especially for the purpose of sexual slavery, forced labour or for the extraction of organs or tissues for ritual purposes, including Surrogacy and ova removal.

The United Nations Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially Women and Children (2000), has defined trafficking in persons as: ...the recruitment, transportation, transfer, harboring or receipt of persons, by means of threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude or the removal of organs (UNODC, 2018).

It is estimated that one to two million people are trafficked around the world every year – mostly women and children, but increasingly, men and boys as well – generally for forced labour, agricultural bondage, prostitution, or other forms of indentured servitude (Lyday, 2017; Agbu, 2003).

Globally, Agbu (2018) and UN (2017) have carefully provided staggering statistics on human trafficking. According to the U.S State Department (2005), six hundred thousand to eight hundred thousand women and children are trafficked annually across international borders. Approximately, 80 percent are women and up to 50 per cent are minors, while the vast majority of those trafficked under 18 years of age are girls. In his account, Abu (2019) estimates that in the year 2000, a conservative count of people trafficked to all part of the globe, especially the United States, Western Europe, the Middle East, Japan, North America and Australia, included 250,000 persons from Southeast Asia; 150,000 from South Asia; 100,000 each from the defunct Soviet Union and Latin America; 75,000 from Eastern Europe, and another 50,000 from Africa.

In Nigeria, figures and statistics on the number of Nigerians involved have been most inconsistent. This however, does not negate the fact that human trafficking is in the increase in Nigeria. For instance, it was reported by the Nigerian Police Force and the Women Trafficking and Child Labour Eradication Foundation (WOTCLEF) that between March 1999 and April 2000, about 1,126 women trafficked out of the country were deported from various countries. Further statistics released by WOTCLEF, put the figure of trafficked Nigerian women deported as at December 2020 at about 5000 (Agbu, 2015; Daily Times, 14 June 2020).

The trafficking protocol defines human trafficking as:

It is a process of people being recruited in the country of origin and transported to the transit and destination countries. Over all it covers recruitment, transportation, transfer, harbouring or receipt of person through means of threat, force, coercion, abduction, fraud, deception, abuse of power abuse of vulnerability, giving and receiving of payments for the purpose of exploitation. The exploitation may include sexual exploitation, forced labour, removal of organs, involuntary servitude, slavery and practices similar to slavery. Trafficking in human beings contains three elements:

- A. actions (consisting of recruitment, transportation, harbouring or receipt of persons).
- B. means (containing threat or use of force or other forms of coercion like abuse of authority)
- C. exploitation (including prostitution or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude or the removal or organs).

Thus, in brief, the Palermo Protocol represents a broad international consensus on the definition of the said menace.

### **2.1.2 CONSEQUENCES OF HUMAN TRAFFICKING/SMUGGLING**

Human trafficking involves the use of force, fraud, or coercion to obtain some type of labor or commercial sex act. Causing someone under the age of 18 to engage in a commercial sex act, regardless of using force, fraud, or coercion is human trafficking under law. Trafficking of human beings has been a lucrative trade for centuries, but recent opportunities created by globalization have contributed to an increase in the numbers of persons trafficked. The US Justice Department in 2010, estimated some 700000 women and children are trafficked yearly. Women, children and adolescents are particularly vulnerable to trafficking for sexual exploitation.

Trafficked persons are exposed to a range of health related problems. During captivity, they experience physical violence, sexual exploitation, psychological abuse, poor living conditions and exposure to a wide range of disease, which may have long lasting consequences on their physical, reproductive and mental health. It is rare for trafficked persons to seek medical or other assistance due to their illegal status, the fact they are held captive and have no financial resources. When care is sought, it may be of sub-standard quality and using assumed or false identity, which complicates follow-up.

The global report recorded victims of 136 different nationalities detected in 118 countries between 2007 and 2010, during which period, 460 different news were identified. Around half of all trafficking took place within the same region with 27 percent occurring within national borders. One exception is the middle East where body detected victims are easy and South Asians. Trafficking victims from east Asia have been detected in more than 60 countries, making them the most geographically dispensed group around the world. The report raises concern about low conviction rates 16% of reporting countries did not record a single conviction for trafficking in persons between 2007 and 2010.

### **2.1.3 THE FIGHT AGAINST HUMAN TRAFFICKING AND CHILD LABOUR IN NIGERIA.**

Trafficking in persons has been an age-long practice at both local and international levels and this has gained international attention with the Protocols to Prevent, Suppress and Punish Trafficking in Persons especially Women and Children Which is also referred to as the Trafficking Protocol'. This United Nations' instrument has evidently removed the practice from the local to international domain of operation and therefore has become an issue of universal concern. However, the signing and domestication of this protocol in municipal laws of member countries particularly in Africa has not impacted significantly on the practice as cartels of human traffickers keep erupting even as the battle turns fierce against them. Child labour which is one of the main impetuses for the trade is still rife in many communities particularly in Africa. Like other countries of the world where human trafficking is experienced, the Nigerian state and those who operate on its behalf have made several efforts in combating the social problems. Private individuals have equally been working to ensure a total eradication of human trafficking.

At the state level, legal and institutional framework have been created for the purposes of combating human trafficking in Nigeria. At the international level, Nigeria ratified the UN protocol to prevent, suppress and punish trafficking in persons, especially women and children in 2001 and at the national level, Nigeria passed a national law against trafficking entitled "Trafficking in persons (prohibition) Law Enforcement and Administration Act 2003". Nigeria is also one of the few African countries to pass the Child Rights Act in 2003, which deals comprehensively with the issue of child trafficking. Apart from these legal frameworks, economic empowerment and reintegration programmes have been tried to address the problem of human trafficking in Nigeria. There have also been several awareness-raising activities. At the non-governmental level, Nigerian NGOs are involved in efforts to combat human trafficking. Worthy of mention according to Agbu (2003) are National Council of Women Societies (NCWS), FIDA (International Federation of Women Lawyers) and WOTCLEF. The activities of these NGOs have gone a long way in exposing the various dimensions of this trade in Nigeria and bringing relief to many of the victims.

Despite these initiatives, human trafficking remains a critical problem in Nigeria. Many reasons have been given for this. According to Agbu (2003), tackling human trafficking in Nigeria by the government means engaging in corruption directly. However, it seems Nigeria's laws cannot effectively control corruption for the simple reasons that they were not designed for the kind of society existing now.

Secondly, there are problems with the adversarial criminal justice system not the least of which are its technicalities and inadequate enforcement agencies. The point being made above is that the legal frameworks put in place are too weak to confront the dangers occasioned corruption to wit; human trafficking. The consequence of this weak legal and institutional



framework is that those saddled with the responsibility of enforcing the law have taken advantage of the weakness of the law to violate the law. In 2001, a former police officer and 50 other Nigerians were arrested in Conakry by Guinean authorities for human trafficking offences (Odunuga, 2001: 3). Another problem that has weakened the campaign against human trafficking in Nigeria is poor funding by governments or international donor agencies. However, in some cases, funds meant for this campaign have been discovered to have been misdirected by officials of these governmental and non-governmental agencies to other uses. Corruption, therefore fuels human trafficking in Nigeria. And by the same token, human trafficking fuels corruption in Niger.

Furthermore, the anti-human trafficking campaign and activities are only being carried out at the urban and developed centres of the country at the detriment of the rural areas. Yet greater percentages of trafficked persons in Nigeria or human trafficking victims are “sourced” from rural areas (UNESCO, 2006). Most fundamentally, government policies and programmes have not adequately addressed the problem of mass illiteracy in Nigeria, yet the nexus between illiteracy and lack of access to information against human trafficking had long been established (ILO/IPEC, 2000; UNESCO, 2006).

From the foregoing analysis, it has become obvious that global interventions, government policies and programmes and the activities of Non-Governmental Organizations and civil societies have not adequately addressed the problem of human trafficking in Nigeria. Thus, to effectively combat human trafficking in Nigeria, we recommend as follows;

1. There is the need for a continuous and further ratification and implementation of international legislation along with the use of national legal tools currently available to fight against trafficking in human beings.
2. Secondly, combating human trafficking and its attendant damaging effects throughout the Nigerian society will require the energy, talents and resources of government, international organizations, NGOs and the civil society. This simply calls for synchronization of ideas, policies and efforts at the international and national levels.
3. Obviously, human trafficking amounts to human rights violation. Thus, there is the need to incorporate human rights and development perspectives into the campaign against human trafficking.
4. Governments need to enact a comprehensive law that will cover most aspects of human trafficking, specify severe punishment for traffickers, rehabilitate victims, and give law enforcement officers adequate investigative tools while legal institutions and frameworks must be strengthened (Agbu, 2003).
5. There is the need to discourage excessive materialism and the culture of “get rich quick” (TI, 2001).

6. While proper and adequate education and gainful employment for the youths is encouraged, the government must ensure a proper coordination of efforts between the police and other state security services.

Obviously, human trafficking results in irretrievable depletion of human resources that weakens the productive base and economy of any society, it undermines public health and government authority, breakdown social and moral conducts resulting in upsurge in crime, results in human rights violations and other evil activities. Given the negative effect of human trafficking, there is the need for a total re-examination of government policies, programmes and institutions that are established to combat this evil trade. This re-examination will help in identifying loopholes and weak-points which will ultimately result in policy changes and a society devoid of such social crimes and monsters as human trafficking.

#### **2.1.4 THE IMPACT OF MEDIA**

The media refers to several mediums or channels used in an organized fashion to communicate to groups of people (Ross, 2022). The media comprises of radio, television, newspaper, music, soap opera, theatre, posters, traditional storytelling, comic books and other traditional forms adopted by groups of people as their medium of communication.

The newspaper, radio and television dominated the news media particularly in Africa until early 2000 (Hilfred 2012). A large percentage of the world public hung onto news emanating from these media particularly the electronic sources which transmit faster than the print. However, the active social media have introduced a new dimension into mass broadcast as the public itself relays its own information to his select but very provide audience. In this case there is no restriction to the target audience as information is accessed through the Twitter, Facebook, SMS texts and mobile phone calls.

The news media or journalism is most crucial to peace building because of its manner of operation. Journalism, according to Wikipedia, is the Practice of investigation and reporting of events, issues and trends to a broad audience in a timely fashion. Along with covering organizations and institutions such as governments and business, journalism also covering cultural aspects of society such as arts and entertainment. To Ross 2002, at its best journalism is the safeguard of democratic governance. This implies that journalism if judiciously practiced, applying professional standards of accuracy and balanced reporting, it is able capacitate the public to make well-informed decisions that could facilitate democratic processes (Olaifa, 2012).

#### **2.1.5 TYPES OF MEDIA INTERVENTION**

This section of the discourse would rely heavily on Howard Ross apt classification of media interventions in conflict situations. They are presented as follows:

1. Rudimentary Journalism is a common intervention which involves initiatives to overcome and it is usually constrained by its lack of professionalism, diversity, freedom and technology. The implication of this is that this type of journalism is to say the least, crude and probably lacks a legal framework or professional principles guiding its operations. It manifests in an unskilled

inaccurate conflict\_obsessed and highly partisan media. It is often controlled by the state or special interests and it reflects narrow views or propaganda.

2. Transitional journalism is a blend of traditional journalism and modern, proactive approach to media intervention. It is a development in which there is a conscious examination of three journalist role in peace building and an effort to accomplish a predefined goal of aiding conflict transformation of society. It is called peace journalism in some quarters and it reflects the dual nature of the work of the journalist and the recognition of peace building as a core value of the professions.

3. Responsible Journalism development provided the standard approach to journalism which often goes beyond basic skills. This type of media often develops investigative, explanatory and specialist and well informed analytical reporting.

4. Pro\_active media based intervention is usually designed for a highly specific audience and purpose. It is mostly linked with outside interveners, especiall, security agencies and non governmental organizations. It operates mainly with conflict and post conflict situations and in this case, in an environment ride in human trafficking, smuggling and child labour evolving projects and programmes to counter prevading practice with aim of providing immediately practical information on courses and dynamics of trafficking and child labour and alerting relevant agencies .

5. Intended outcome programing Is aimed at transforming attitudes, promoting reconciliation and reducing conflicts. It differs from conventional journalism and is often conducted by non governmental organizations. The content of this is determined by it's appropriateness to fostering peace. It uses all forms of relevant media like video, radio, posters and popular to appeal to it's target audience.

## **2.1.6 ROLE EXPECTATIONS OF THE MEDIA IN HUMAN TRAFFICKING AND CHILD LABOUR**

Certain fundamental roles have been ascribed to the media as a functional institution in the society based on it's perceived relevance to developmental aspirations of any given society. Basically, it is to act as a conveyor, mediator, intermediary or translator between the public and the policy making elites i.e government, private sector, business actors, opinion leaders and the general public especially grassroots citizens who may not readily interpret policies and agenda of the government. It is the duty of the journalist to appropriately interpret and conveys the information to the public in a very clear, unambiguous manner.

It is in the context described above that Lippmann describes a journalist as a middleman. Explaining further, he says, "The public is not smart enough to understand complicated, political issues. Furthermore, the public is too consumed with their daily lives to care about complex public policy. Therefore, the public needed to interpret the decisions or concerns of the life to make them information plain and simple".

The media should serve as watchdog over the elites in particular and the society in general. In this case, it should keep a close tab on activities and given accurate and timely report of same to

the masses. The public is therefore retained and sustained at the bottom of the power chain for they rely on the information that is handed down to them by the media. Winhurst (2002).

The need for information is parallel to the need for food, shelter, water, health care and so, it can cut right through the rumours and the hostile propaganda that often swirl around the through conflict situations.

The population generally doesn't know what to believe. So if we can get out precise information to everybody, one clear story which is truthful that is a net benefit to the peace process. (David Winhurst UN Staff 2002) one of the primary functions of the media in peace building as it relates to this paper is to educate the public on the causes and consequences of human trafficking and child labour. This means that the media is expected to be a repository of a sort on the history and dynamics of any given conflict as it is in a good position to give reliable information about the conflict to the public. Given this scenario, the media is supposed to be active both at the background and at the actual theatre of trafficking and this makes the profession a delicate one.

Since the public relies on the media for information, it should not only acquaint itself with basic, vital and relevant history facts of the conflict issue (trafficking) availed by thorough and extensive research but also by giving on the spot information on the conflict progression. However, the interaction is not a one way gravitation. As the public relies on information to be abreast of government policies and how it affects them, so is the elite also dependent on feedback from the public to be able to assess the acceptability and workability of each policy to be able to reform, amend and expunge certain aspects of their policies where and when necessary. Feedback therefore, is a crucial element of conflict transformation and the media is at the centre of it all.

The media is also expected to adhere strictly to professional codes and standards of impartiality, fairness and justice in reportage. In conflict situations, the media is confronted with variegated interest and view of differing parties to the conflict, it therefore runs the risk of biased report. It behoves the media therefore to be equipped with basic human trafficking analysis skills and very strong analytical minds which should protect him from the pitfalls of partiality that could compromise his integrity (Olaifa 2013).

Intensive and extensive reportage of events would enhance public understanding of the issues involved in the conflicts. Additionally, the actors, the stakeholders and shadow parties to the conflict would be exposed. To this end, the media should pay attention to all the parties involved in the conflict, the perpetrators, the victims, the refugee generation pattern, the vulnerable groups and their coping capacity.

The media should evolve a curriculum\_based programming that would address issues germane to the conflict and endeavour to avoid personality based discussions in their programmes, this approach would effectively sharpen people's perception of the conflict and mould their thought pattern. It can also effective a positive attitude to conflict as against the popular negative perception of conflict. Programmes that would build people's capacity in basic peace building

skills should be introduced so that people's awareness that would be struck on how to prevent, manage and human trafficking and Child labour in their immediate environment.

### **2.1.7 THE ROLE OF SOCIAL MEDIA AND INTERNET ON HUMAN TRAFFICKING**

The Role of Social Media and the Internet Social media and the internet have contributed significantly to the sex trafficking of minors. Smartphone and technology use by minors has increased significantly from 73% in 2015 to 95% in 2018 (Anderson & Jiang, 2018), therefore increasing their risk for online luring. In a study on domestic minor sex trafficking victims recruited since 2015, 55% of victims met their traffickers through social media (Thorn, 2018). Recruitment took place via text, a website, or an app. Typical social media apps used by traffickers include dating sites, Snapchat, Facebook, Instagram, Twitter, WhatsApp, gaming live streams, and advertising platforms such as Craigslist. Traffickers will advertise victims using emoticons to indicate age, willingness to travel, and price. (McKay, 2019). Social media and the internet have allowed traffickers to identify possible victims worldwide while retaining anonymity.

Youth engagement on social media apps is one of the most significant risk factors in sex trafficking of minors. Many youths believe that the reason for engaging with social media apps is to meet new people (Brandzæg & Haim, 2009). Youths will often accept friend requests, not knowing the person directly. Once the trafficker has made initial contact, they then have access to potentially large lists of individuals to approach. The familiarity of a friend knowing a friend makes it easier for the trafficker to gain trust. A study by Christofides et al. (2009) supports this idea of trust and found a reciprocal relationship between trust and self-disclosure in online environments. When youth engage in risky online behaviour, such as sexting and sending explicit pictures to people they consider romantic partners, they increase the risk of being exploited by online traffickers (Hasinoff, 2013). These photos can then be used to exploit and threaten the victim into engaging in various forms of sexual exploitation. Social media and the internet provide online sex traffickers with many advantages. One of the most significant ways that social media sites have contributed to online sex trafficking is that they allow traffickers a way to look for key phrases that young people post to assess and take advantage of their vulnerability. One key identifier that traffickers view as signalling a potential victim is when the person post phrases such as “Oh heck I just want to get out of here” (O’Brien & Li, 2020, p. 196), or “nobody gets me, my life sucks, I need to get out of here” (Fight the New Drug, n.d.). Traffickers also look for indicators of substance abuse, runaway activity, and home instability. The trafficker can respond as a caring friend and begin the process of luring by providing support for the potential victim.

Traffickers can create false profiles for themselves when luring victims and use the profile pictures of their victims in their advertisements (O'Brien & Li, 2020). Through social media, traffickers can make false promises of jobs and ask for passport numbers, identification,

and banking information as part of the hiring process, gaining greater control over their victims. One of the locations sex traffickers look for victims is on school playgrounds. Sex traffickers use geolocation and global positioning tools to find and recruit new victims (Working Group on Trafficking of Persons, 2021). If sex traffickers are looking for and trafficking victims in school yards, who is to say they are not using social media location apps near schools to find their next victim, who may be working on their computer or phone online? This risk makes school policies and online safety education critical. Geo-location markers used on apps provide traffickers with information to determine where a potential victim lives or to control those minors they are currently exploiting (O'Brien & Li, 2020).

Traffickers, who lure victims living at home, will often limit the places that victims are allowed to go to – such as school – as a method of control. They can keep track of their victims through social media apps. The Working Group on Trafficking in Persons (2021) found one trafficker who used social media to groom victims by having two accounts. One was used to say hurtful things to potential victims, while the other account was used to be supportive, gaining their trust. Most victims said the grooming process took less than four months (Thorn, 2018). A considerable role that social media apps play with the online sex trafficking of minors is with the financial end of the business. The main reason that social media are used so extensively by traffickers is that they allow them to advertise and connect with buyers at little to no cost. Traffickers can receive money transfers online through PayPal and usually filter the money through a legitimate business. Traffickers can make between 200 and 400 dollars per hour (The Canadian Centre to End Human Trafficking, 2021), and many have started taking cryptocurrency as payment. These actions make it even harder to track by law enforcement and financial institutions that monitor money movement (Ewen, 2021).

WhatsApp has introduced a new money transfer system based in India as a trial before it is brought to the North American market (Sharma, 2022). Since WhatsApp is encrypted end to end, this could be an ideal way for traffickers to collect their money undetected. A positive aspect of social media apps is the ability of law enforcement to use data scraping tools to detect online sex trafficking of minors. They can apply a knowledge management approach to developing strong filters based on data that can aid in identifying potential victims (Hultgren et al., 2018; Whitney et al., 2020; Williams, 2013). Artificial intelligence and facial recognition tools may also help identify young victims in the future. Since technology is used in every step of the crime of sex trafficking, advances in technology could assist in cutting off funds, locating victims, and possibly creating safety features in apps to protect future victims.

Thorn (2015) found that 64% of the victims in their study had used internet-enabled cell phones to facilitate their exit from exploitation. Many victims used the internet and/or their smartphone to communicate with family and friends, leading to potential rescue. Such findings offer hope that social media may be an essential platform for intervention efforts.

## **2.2 THEORETICAL FRAMEWORK**

However, the general consensus is that none of these approaches is sufficient enough to singularly explain the totality of the phenomenon of crime. This is because where one theory explains the cause or origin of crime, others may be explaining the prevalence of crime.

An important fact necessary to consider is the long tradition of sociological analyses of functionalist and internationalist perspectives.

### **2.2.1 USES AND GRATIFICATIONS THEORY**

Uses and Gratifications Theory provided the framework for this study. According to Baran and Davis (2003), the origin of the theory is often credited to Herta Herzog. They went further to establish that Herzog's article entitled "motivations and gratifications of daily serial listeners" was the first published research to provide an in-depth examination of media gratifications. Sweetser and Kaid (2008) opined that the theory has been more recently used to determine the gratifications of entertainment media. The theory also has a long history of investigating political information seeking motivations.

Blumer and McQuail (1969) found that gratifications sought from watching political broadcasts clustered into three constructs; political reason such as reinforcement or vote guidance; surveillance for keeping up with the issues; and excitement such as seeing which political party would win. With the development of the internet and its subsequent deployment for the dissemination of political information, researchers have applied the uses and gratifications perspective to online political information seeking. Kaye and Johnson (2002) examined gratification for seeking political information online and found that primary motivations to be guidance, information seeking and surveillance, entertainment and social utility. These scholars also link media use political attitudes and behaviours. To buttress this assertion, Kaye and Johnson (2002) in a study reported that higher levels of self-efficacy are associated with information seeking and surveillance, and higher interest in politics is correlated with accessing political information online for social utility and information seeking surveillance.

The theory according to Anaeto, Onabanjo and Osifeso (2008, p.71) is concerned with what people do with the media instead of what the media do to people. The major thrust of the theory subscribes to the assumption that consumers of mass media content influence the effect of the mass media on them. Hence media consumers are not passive but active in determining what they use the media for. Folarin (2005) observed that mass media audience have some certain needs that are dear to them that is why they are exposed to, attend to, and retain media messages because of the perceived gratification derivable from such messages. The theory is relevant to

this study because users of social media feel that the medium will satisfy their curiosity and meet their information needs, and thus make them active participants in the political communication process. Therefore, they are able to select specific messages on a variety of social media platforms to connect to political activities within and outside their geographical location.

### **2.2.2 FRAMING THEORY**

Framing theory is a theoretical framework propounded by Erving Goffman in 1974 which states the media draws attention to specific occurrences before contextualizing them with a specific explanation. This work provides a detailed examination of how cognitive frameworks influence an individual's interpretation of societal dynamics. The author effectively utilized the metaphor of a picture frame to vividly demonstrate and support this theoretical concept (Mass Communication Theory (Online), 2017). The concept of framing entails the deliberate selection of particular aspects of an observed reality and accentuating them within a communication text in order to support a particular problem recognition, causal analysis, ethical evaluation, and/or proposed interventions. (Scheufele, 2019).

According to the framing theory, the way information is presented to an audience (referred to as "the frame") influences how people process and interpret it. Frames, which are conceptual representations, are employed to shape and structure the meaning of messages. The frame acts as a framework that helps individuals contextualize their experiences in life, symbolized by a picture that captures their perception. Framing involves the procedural aspect by which a source of communication establishes and constructs the manner in which information is presented. The dominant utilization of frames is observed in the way news or media outlets shape the presentation of their content. A frame describes how the media, who act as gatekeepers, arrange.

### **2.3 EMPIRICAL REVIEW**

Slavery, according to oshadare (2020), is the social sanction of involuntary servitude imposed by one person or group upon another. He explains that slavery, as a phenomenon, made its appearance when pristine tribes reached the pastoral stage of development. Slavery then was modest with regards to the number of slaves, because the care of flocks required only a few hands.

Omolola (2019) noted that a more dramatic change in the character and complexity of slavery came in the late 15 century and mid 19th century when many African were shipped across the Atlantic as slaves in what later became known as the trans\_Atlantic slave trade. The intercontinental slave trade, which involved Europeans and Africans, was carried on through four continents of Europe, African and the two Americans. Following the voyages countries such as Brazil and Haiti were discovered to be awash with rich mineral deposits and plantations waiting to be exploited. The exploitation of these resources required a large reservoir of labour, which



was the native red Indian could not cope with. Consequently as more plantation ls were set up and more mines were opened up, the demand for slaves increased dramatically and attention shifted to African. This marked the Genesis of the massive importation of able bodied Africans into the new world as slaves. This trend in human trafficking for forced labor continued until 1808 when the obnoxious trade was formally abolished (Oshadare, 2022).

According to the FOS (2023), Since the rural areas were the hardest hit, mass migrations swelled the populations of major cities as parents and families began to take greater risks in an attempt to escape poverty and improve their living standard. Accepted practices such as placing and fostering children at the homes of relatives were turned into making money ventures for parents and the phenomenon of cheap labour through human trafficking escalated, driving large numbers of young girl's, women and children into the streets to work. Trafficking of children and women for exploitative purposes in Nigeria is of two dimensions ;internal and external.

Hughes et al. (2005), opine that hundreds of Nigeria women and girl's hoping to escape poverty and discrimination at home, voluntarily migrate to Europe and America in response to job offers as domestic workers or waitresses. However, upon arrival in their country of destination, many of these women discover to their dismay that it is not the much expected "Eldorado" Of their dreams, as the majority of them found themselves trapped in forced prostitution, saddled with exorbitant debts and compelled to work under brutal conditions. Many of those who are trafficked to Europe for prostitution have tended to be of the ibo tribe and from Edo and Delta States.

Pearlson (2023) quoting the Task Force on trafficking in human beings in Lagos said, "Some Nigerians believe it is because the ibo are especially enterprising abd have a history of migrating". Adducting a possible reason for the predominance of women from Edo and Delta State among victims of trafficking. Pearlson (2023) attributed the trend of poverty but added quickly that these state are not the poorest part of Nigeria. Trafficking of girls and women from Nigeria is said to be especially well organized and centre on a female figure called "Mama" Or "Madam", who plays a key role in luring young women to leave their home for Italy. The trafficking web is organized at threw levels; the first centres around " Mama" Living in the country of origin; the second centres around the Nigeria "Mama" In Italy; and the third, the "messengers" Who are the persons who transfer the money from Italy to Nigeria (IOM, 2019).

As part of the recruitment drive, Nigeria girls are contracted in the suburbs of cities such as Lagos or Benin city and in the countryside in the South and east. As noted by Pearlson, there has been a traditional migration flow from Nigeria to Italy since the late 1980s for agriculture, a trend he said, made many Nigerians to settle in Italy and other countries. He explained that it was predominantly these settled Nigeria women, often married to European

men, who are Traffickers/madams according to him, trafficked women are generally not aware of the condition of work that awaited them in Europe i.e confiscation of documents, forced to work long hours on the street every day, forced to serve a minimum of client person day, physical abuse, threats and debt bondage. As revealed by the IOM (1996), "debts for travel are supposed to be paid off in six months but in the majority of cases, after three or four years, the girl are still in no position to pay back the debt they owe".

According to the CLO(2012), once it becomes established, the trafficking business is extremely difficult to eradicate due to the number of other small enterprises which depend on it and service it. These include forgets, disreputable and even fake lawyers who set up contacts between the girls and the traffickers, self styled evangelist who pray for them, traditional voodooists who hold the victims to their promises or undertakings, customs and immigration officials who receive bribes to look the other way when regular streams of young women with no visible support are escorted out of the country, and in some cases, corrupt embassy officials who facilitate the issuance of visas.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

This chapter presented the method adopted in conducting this research. It was treated under the following headings; Research design, Population of the study, Sample Size and Sampling Technique, Data collection instruments, Validity of Research Instrument, Reliability of Research Instrument, Method of Data Collection, and Data Analysis Techniques.

#### **3.1 RESEARCH DESIGN**

The research employed a mixed method " Explanatory sequential design " To collect both quantitative and qualitative data. According to Creswell (2012) a mixed methods research design is a procedure for collecting, analyzing and mixing both qualitative and quantitative methods in a single study or in a sense touches to understand a research problem. Moreover according to Creswell (2012), the rationale for this approach is that the quantitative data and the results provide a general picture of the need to refine, extend or explain the general picture.

Following the explanatory sequential design quantitative and qualitative data will be collected sequentially using an adopted survey as well as focus groups for students from the research sample. This design also captures the best of quantitative and qualitative data to obtain quantitative results from the population in the first phase and then refine or elaborate these findings through and in depth qualitative exploration in the second phase. In order to achieve the aim and objectives of this study, researchers considered both qualitative and quantitative methods.

#### **3.2 POPULATION OF THE STUDY**

Best and Kahn (2013) described the population as „any group of individuals that have one or more characteristics in common that are of interest to the researcher. The population may be all the individuals of a particular type or a more restricted part of that group.

Therefore, for the purpose of this research work, a survey of the role of social media as a sensitizing tool in the fight against human trafficking in Nigeria will be selected. The population covers all the affected people in the understudy using simple random for the sample selection.

As a result of the large population of the people, It is selected purposively due to accessibility and proximity to sample size. For this research, the researcher will randomly select one hundred (100) respondents.

According to Ikeagwu (2011), “the basic assumption behind purposive sampling method is that, with good judgment and appropriate strategy, one can hand – pick the cases to be included in the

sample that is satisfactorily in relation to one's needs” To this end 100 respondents were purposively selected for the study from the population of the people.

### **3.3 SAMPLING TECHNIQUES**

Sampling is a technique of selecting individual members or a subset of the population to make statistical inferences from them and estimate the characteristics of the whole population.

The adopted sampling procedure for the research work will be distribution of questionnaires and it will be conducted through a sampling technique known as random sampling which allows equal chance of being selected. As a result of this, fact and adequate information will be collected in order to be able to present a research work of high quality.

The sample procedure to be use for the study is purposive sampling techniques, the sampling method is to be use in other to conduct investigation is random sampling method of 100 respondents both the married, unmarried, civil servants, to assess the role of social media as a sensitizing tool in fighting against human trafficking in Nigeria..

One hundred (100) respondents are selected for the research through purposive sampling technique, males and female respondents were selected among the affected people that were studied. A sample is a subject of any subgroup which is a fair representation of the entire population interest.

### **3.4 SAMPLE SIZE**

According to Saadudeen (2018), sample size is the collection of individuals, subjects, elements, and so forth that a researcher intends to use for their study. The aim of using sampling methods is to adequately manipulate the large number and reduce the cost of producing the questionnaire to the entire population.

One hundred (100) respondents are selected for the research through purposive sampling technique, In order to have reliable and adequate information for the purpose of the research work, questionnaires were prepared for the media house and staff of contracting and consulting media firms in Ilorin. A sample is a subject of any subgroup which is a fair representation of the instrument.

### **3.5 DATA COLLECTION INSTRUMENTS**

This study used structured questionnaires for sampled electorates. The questionnaire had a set of questions divided into themes that took into account the study objectives. A questionnaire was suitable for this study because it has the ability to generate standard data from all sampled respondent

The area of the study is social media as a sensitizing tool in the fight against human trafficking in Nigeria, Nigeria as a whole. The population of the study is made up of different mass media and security agencies and government agencies in Ilorin, Kwara state.

### **3.6 VALIDITY AND RELIABILITY OF THE INSTRUMENT**

For the validation of items in the questionnaire, content and construct validity were carried out. This was done to ensure that the instrument accurately measures what it sets out to measure. In addition, the researcher ensured that the majority of the items in the research instrument successfully measured the theoretical constructs of this study, which led to the fine-tuning of the items in the questionnaire to make them suitable for the study.

The reliability of the research instrument is the degree to which it can yield consistent findings when replicated. The reliability of the instrument was obtained from a pilot test conducted by the researcher.

### **3.7 DATA COLLECTION METHODS**

The researcher, with the aid of research assistants administered all the copies of the structured questionnaire to the respondent. The completed copies of questionnaire will be collected on the spot after administration. The study used both primary and secondary data, Primary data was obtained from the media managers companies. To enrich the study, secondary data was obtained from documented literature on strategic media practices as discussed in literature review. This is to ensure that the total number of copies of questionnaire administered is the same with the number retrieved. It afforded the researcher the opportunity to be present to answer any oral question from respondents and to give guidance within the confines of research ethics where necessary on how the questionnaire is to be answered.

### **3.8 METHOD OF DATA ANALYSIS**

The analysis of data focused on the five research questions formulated in this study. Data collected and collated were analysed using simple percentages for easy understanding while the presentation was done with the aid of tables and charts. They were presented in frequency tables so as to provide a visual aid for the data collected. Moreover, tables and charts are the most effective, simplest, and understandable methods of analyzing complex data.

## **CHAPTER FOUR**

### **DATA ANALYSIS AND PRESENTATION**

Data analysis is the most crucial part of any research. Data analysis summaries collected data. It is a process used by researchers for reducing data to a story and interpreting it to derive insights.

In this chapter data are organized into tables so that statically and logical conclusion can be gotten from the collected data and findings will be discussed. In this research work, the simple percentage tabular presentation in presenting the primary data generated from the field. Doing this would enable easy, convenience, clarity and vetted comprehension The researcher presents all the questionnaire items that would provide answers to the researchers identified problem and all presentations and analysis shall be in conformity with questionnaire items and responses.

#### **4.1. ANALYSIS OF RESEARCH INSTRUMENT**

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graphs, charts etc. However, the organization and presentation of data shall be according to questionnaire items and responses, in the (16) sixteen questionnaire items developed from the three framed researcher questions, the researcher aimed at using them to provide an answer to his topic problem.

A total of one hundred (100) copies of the questionnaire were produced and distributed to the researcher sample populace. All presentations are done in simple percentage tabular mode, while simple descriptive analysis technique was used to describe what items were contained in the tables.

#### **DISTRIBUTION TABLE**

Respondent	Frequency
Number of questionnaire distributed	100
Number of questionnaire returned	100
Number of discard	Nil
Number of questionnaire not returned	Nil
Number of questionnaire presented and analyzed	100

From the above table it can be seen that the respondents were people of Ilorin. Number of questionnaires distributed were 100, the percentage was 100%, number of questionnaire returned was 100, no of discard was Nil, number of questionnaire not returned Nil and number of questionnaire presented and analyzed are 100.

#### **4.1. DATA PRESENTATION**

##### **SECTION A- BIO DATA OF THE RESPONDENTS**

##### **QUESTION 1: Distribution of sex respondents**

**Table I**

RESPONSES	FREQUENCY	PERCENTAGE
Male	52	52%
Female	48	48%
Total	100	100%

**Source: Field Work 2025**

In the response to the question on the distribution of respondents according to their sex, 52 respondents representing 52% of the population are male while 48 representing 48% are female.

##### **QUESTION 2: Distribution of the age of respondent**

**Table II**

RESPONSES	FREQUENCY	PERCENTAGE
16-20	24	24%
21-25	72	72%
26-30	3	3%
31 and above	1	1%
Total	100	100%

**Source: Field Work 2025**

In the above table, 24 respondents on 24% fall between the age bracket of (16-20) years and 72 respondents on 72% fall between the age bracket of (21-30) years. For the age bracket of (36-45) years we have 3 respondents on 3% and then 21 respondents 1% for the age 46 years and above.

##### **QUESTION 3: Marital Status**

**Table III**

RESPONSES	FREQUENCY	PERCENTAGE
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Single	82	82%
Married	17	17%
Separate	1	1%
Divorce	0	0%
TOTAL	100	100%

**Source:Field Work 2025**

The table 3 above shows the Marital Status of the respondents. According to the table 82 (82%) of the respondents are single, 17 (17%) are married, 1 (1%) of the respondents is separated while 0 (0%) is divorce.

#### **QUESTION 4: Occupation of Respondent**

**Table IV**

RESPONSES	FREQUENCY	PERCENTAGE
Self employed	12	12%
Civil servants	0	0%
Employed	5	5%
Student	83	83%
Total	100	100%

**Source: Field Work 2025**

Table above shows the occupation of the respondents, according to the table 12 (12%) are respondents for self employed, 0 (0%) are civil servants, 5 (5%), are employed, while 83 (83%) are students.

### **SECTION B**

#### **QUESTION 5: Do you listen to radio programmes often?**

**Table V**

RESPONSES	FREQUENCY	PERCENTAGE
Yes	92	92%
No	8	8%
Total	100	100%

**Source: Field Work 2025**



From the table above, 92 (92%) of the respondents do often listen to radio programmes news while the 8 (8%) on the respondent does not.

**QUESTION 6: Have you ever heard of human trafficking?**

**Table XI**

RESPONSES	FREQUENCY	PERCENTAGE
Yes	64	64%
No	36	36%
Total	100	100%

**Source: Field Work 2025**

The table above shows how respondents answered the question and it shows that 64(64%) of the respondents have heard about human trafficking before while 36(36%) of the respondent have never heard of human trafficking.

**QUESTION 7: How often do you come across posts or information related to human trafficking?**

**Table VII**

RESPONSES	FREQUENCY	PERCENTAGES
Very often	63	63%
Often	27	27%
Occasionally	10	10%
Rarely	0	0%
Never	0	0%
Total	100	100%

**Source: Field Work 2025**

From the above table, it shows the rate to which respondents come across posts and information related to human trafficking as 63(63%) of the respondent view posts and information of human trafficking very often, 27(27%) view it often, 10(10%) of the respondent view it occasionally while there is none of the respondent who doesn't view it at all or never.

**QUESTION 8: Do you think communication strategies are adopted by Social media in their media campaign against human trafficking?**

**Table VIII**

RESPONSES	FREQUENCY	PERCENTAGE
Yes	64	64%
No	36	36%
Total	100	100%

**Source: Field Work 2025**

From the above table, it shows how the respondents give answer to the question that the table shows that did communication strategies are adopted by the social media in their media campaign against human trafficking in which 64(64%) of the respondents agreed to that while 36(36%) of the respondent didn't agree with that.

#### **QUESTION 9: What did you think can be the causes of human trafficking in Nigeria?**

**Table IX**

RESPONSES	FREQUENCY	PERCENTAGE
Harsh Economy	26	26%
Unemployment	65	65%
Gender Imbalance	9	9%
Total	100	100%

**Source: Field Work 2025**

Table 9 above shows that 26(26%) of the respondents choses Harsh Economy as the cause of human trafficking, 65 (65%) Chooses Unemployment while 9(9%) of the respondents Chooses Gender Imbalance as the cause of human trafficking.

#### **QUESTION 10: Did you think social media campaign can be a powerful instrument to fight against human trafficking in Nigeria?**

**Table X**

RESPONSES	FREQUENCY	PERCENTAGE
Yes	78	78%
No	22	22%
Total	100	100%

**Source: Field Work 2025**

The above table shows that 78 (78%) of the respondents agree that social media campaign can be a powerful instrument to fight against human trafficking while 22 (22%) of the respondents disagree with that.

**QUESTION 11: Public perceive the social media as effective instrument in the fight against human trafficking in Nigeria**

**Table XI**

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	30	30%
Agree	41	41%
Neutral	13	13%
Disagree	12	12%
Strongly agree	4	4%
Total	100	100%

**Source: Field Work 2025**

The above table shows how the respondents responded to the statements that Public perceive the social media as effective instrument in the fight against human trafficking in Nigeria in which 30 (30%) of the respondents strongly agree, 41 (41%) of the respondents agree, 13 (13%) of the respondents are neutral, 12 (12%) of the respondents disagree, while 4 (4%) of the respondents strongly disagree with the statement.

**QUESTION 12: There are adequate training for officials of security personnel fighting trafficking in human beings.**

**Table XII**

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	35	35%
Agree	46	46%
Neutral	8	8%
Disagree	9	9%
Strongly agree	2	2%
Total	100	100%

**Source: Field Work 2025**

The above table shows the responses of the respondent on the statements that There are adequate training for officials of security personnel fighting trafficking in human being in which 35 (35%) of the respondents strongly agree, 46 (46%) of the respondents agree, 8 (8%) of the respondents are neutral, 9 (9%) of the respondents disagree, while 2 (2%) of the respondents strongly disagree.

**QUESTION 13: Public commend the social media in the fight against human trafficking in Nigeria.**

**Table XIII**

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	41	41%
Agree	39	39%
Neutral	6	6%
Disagree	13	13%
Strongly Disagree	1	1%
Total	100	100%

**Source: Field Work 2025**

The above table shows the respondents responses on the statement that Public commend the media in the fight against human trafficking in Nigeria as 41 (41%) respondents strongly agree, 39 (39%) of the respondents agree, 6 (6%) of the respondents are neutral, 13 (13%) of the respondents said the public didn't commend the media, while 1 (1%) of the respondents said also disagree that.

**QUESTION 14: Publics lack adequate information about trafficking especially on social media**

**Table XIV**

RESPONSES	FREQUENCY	PERCENTAGES
Strongly Agree	50	50%
Agree	18	18%
Neutral	2	2%
Disagree	20	20%
Strongly Disagree	10	10%
Total	100	100%

**Source: Field Work 2025**

From the above table, it shows the respondents response on the statement that Publics lack adequate information about trafficking as 50(50%) of the respondent strongly agree, 18(18%) of

the respondents agree while 2 (2%) of the respondent are neutral, 20(20%) of the respondents Disagree and 10(10%) of the respondents strongly disagree.

**QUESTION 15: There should be more cooperation between all NGOs and other agencies in the fight against trafficking within the country.**

**Table XI**

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	83	83%
Agree	10	10%
Neutral	0	0%
Strongly Disagree	5	5%
Disagree	2	2%
Total	100	100%

**Source: Field Work 2025**

The above table shows that 83 (83%) of the respondent strongly agree that There should be more cooperation between all NGOs and other agencies in the fight against trafficking within the country, 10(10%) of the respondent agree, 5 (5%) of the respondent strongly disagree that while 2(2%) of the respondent disagree with that and None of the respondent response are neutral to the statement.

**QUESTION 16: There are several ways in which social media can serve as a sensitizing tool to reduce the factors risk of human trafficking.**

**Table XII**

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	60	60%
Agree	20	20%
Neutral	5	5%
Disagree	10	10%
Strongly Disagree	5	5%
Total	100	100%

**Source: Field Work 2025**

The above table shows that there are several ways in which radio can serve as a sensitizing tool to reduce the factors risk of human trafficking in which 60 (60%) strongly agree, 20 (20%) agree while 5 (5%) of the respondent are, neutral to the statement, 10(10%) of the respondent Disagree and 5(5%) of the respondent strongly Disagree with the statement.

**QUESTION 17: There should be adequate training for officials of various agencies fighting trafficking in human beings.**

**TABLE XVII**

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	56	56%
Agree	24	24%
Neutral	0	0%
Disagree	15	15%
Strongly Disagree	5	5%
<b>Total</b>	100	100%

**Source: Field Work 2025**

The above table shows that There should be adequate training for officials of various agencies fighting trafficking in human being in which 56 (56%) strongly agree, 25 (25%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 5(5%) of the respondent strongly Disagree with the statement.

**QUESTION 18: Human trafficking should be considered a collective problem.**

**TABLE XVIII**

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	36	36%
Agree	54	54%

Neutral	3	3%
Disagree	5	5%
Strongly Disagree	2	2%
Total	100	100%

Source: Field Work 2025

The above table shows that Human trafficking should be considered as collective problem in which 36 (36%) strongly agree, 54 (54%) agree while 3 (3%) of the respondent are, neutral to the statement, 5(5%) of the respondent Disagree and 2(2%) of the respondent strongly Disagree with the statement.

### 4.3. ANALYSIS OF RESEARCH QUESTIONS

#### RESEARCH QUESTION 1: WHAT ARE THE CAUSES OF HUMAN TRAFFICKING IN NIGERIA?

Table 9 answered this research question as it was gathered in Table 9 that 26(26%) of the respondents choses Harsh Economy as the cause of human trafficking, 65 (65%) Chooses Unemployment while 9(9%) of the respondents Chooses Gender Imbalance as the cause of human trafficking.

#### RESEARCH QUESTION 2: WHAT ARE THE COMMUNICATION STRATEGIES ADOPTED BY THE MASS MEDIA IN THEIR MEDIA CAMPAIGNS AGAINST HUMAN TRAFFICKING?

Table 8 answered the question if communication strategies are adopted by the mass media in their media campaign against human trafficking in which 64 (64%) of the respondents agreed to that while 36(36%) of the respondent didn't agree with that. This shows that the media make use of communication strategies as their campaign against human trafficking.

#### RESEARCH QUESTION 3: HOW HAS THE PUBLIC PERCEIVE THE MEDIA AS EFFECTIVE INSTRUMENT IN THE FIGHT AGAINST THE PRACTICES OF HUMAN TRAFFICKING?

Table 11 answered the question on which extent has the public perceive the media as effective instrument in the fight against the practices of human trafficking as it was gathered that 30 (30%) of the respondents strongly agree, 41 (41%) of the respondents agree, 13 (13%) of the respondents are neutral, 12 (12%) of the respondents disagree, while 4 (4%) of the respondents strongly disagree with the statement.

#### RESEARCH QUESTION 4: To what extends has the public commend the media in the fight against human trafficking in Nigeria?

Table 13 answered the question on the extent in which public commend the media in the fight against human trafficking in Nigeria in which 41 (41%) respondents strongly agree, 39

(39%) of the respondents agree, 6 (6%) of the respondents are neutral, 13 (13%) of the respondents said the public didn't commend the media, while 1 (1%) of the respondents also disagree that.

#### **4.3 DISCUSSION OF FINDINGS**

The purpose of this study is to examine “**IMPACT OF RADIO AS A SENSITIZING TOO IN FIGHTING AGAINST HUMAN TRAFFICKING IN NIGERIA**”. The result obtained from the statistical analysis in this study was used to provide an answer to this research study, as data were presented into tables using simple percentage tabular presentation in the chapter four of this study to provide an answer to the question raised in this study.

Definite questions were asked in the questionnaire to generate answers to each of the questions posed in this study, 100 questionnaires were administered to the respondent and all the copies of the questionnaire were returned.

This findings aimed at identifying the strategies used by the Social media in their human trafficking reports as well as to determine the extent of awareness and the effect of human trafficking reports on the audience. Findings reveal that the media use images as a powerful tool in helping audiences visualize the crime of human trafficking. This is simply making issues relating to human trafficking visible to the public. Hence, the importance of visibility in tackling human rights challenges like human trafficking cannot be overemphasized. FitzPatrick reinforces this reality by maintaining that human trafficking is illegal and hidden from view, and if the public cannot see the problem, then it would be difficult to mobilize support to solve it. It was equally discovered that sometimes information for services/jobs result into exploitation of trafficked victims.

The study found that the media in their human trafficking report respect discretion with reference to personal information about victims, prioritizing their anonymity, as lack of realistic validation of cases of human trafficking only gives room for narrating such stories. However, the study found that the media have helped in sensitizing the people about the scourge of human trafficking. The effect of this sensitization has thrown more light on the people's knowledge of the root causes of human trafficking with regard to false hope of continuing education or working abroad, poverty and unemployment. The consequences are also brought to the fore by the media, as the people realized that loss of human resources, life of crime, and weakness of family love and influence among others are the consequences of human trafficking

It was discovered that public perceive the social media as effective instrument in the fight against the practices of human trafficking as it was gathered that 30 (30%) of the respondents strongly agree, 41 (41%) of the respondents agree, 13 (13%) of the respondents are neutral, 12 (12%) of the respondents disagree, while 4 (4%) of the respondents strongly disagree with the statement

It was also discovered that 78 (78%) of the respondents agree that social media l campaigns can be a powerful instrument to fight against human trafficking while 22 (22%) of the respondents disagree with that. This shows that social media is one of the media that can be used to sensitize the publics.

In the findings and analysis of the results, it was agreed 85% that unemployment is one of the great factors that caused human trafficking in the society. Unemployment being one of the tool that endanger people lives and properties, public whom is not able to work or educate themselves



turn to something else in the society and advocate their mind in keeping people and their properties in exchange for ransom.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.1 SUMMARY**

The research study is based on “**IMPACT OF SOCIAL MEDIA AS A SENSITIZING TOOL IN FIGHTING AGAINST HUMAN TRAFFICKING IN NIGERIA**”. This research work is divided into five main chapters from chapter one of this study to chapter five, which clearly reviewed some steps and approach for easy presentation of its contents.

Chapter one is based on the background of the study with emphasis on the correlation between the radio media and human trafficking as a phenomenon. The media role in creating awareness in human trafficking by churning out programs in a dramatised way, extensive reportage on human trafficking and abuse through films, print and broadcast media is a worthwhile venture. The mass media campaign coverage on information few people directly experience and unraveling happenings that relates to this scourge.

Therefore it is believed that the Nigerian mass media can through their campaign bring about a social change in human trafficking and abuse in Nigeria. The functionalist perspective analysis of crime emphasizes the acceptance that shared norms and values of the Society from the basis of social order, and that when these norms and values of the society are broken, the individual has committed a crime and so a deviant. It also contains the statement of research problems, research objectives, research question, significance of the study and its limitations with operational definition of key terms.

Chapter two of this research work explained the conceptual framework which helps in understanding and having more knowledge about the key concept of the study, the theoretical framework of the research applied by the researcher which is the Theory of functionalist perspective and Theory of interactionist perspective. The functionalist perspective analysis of crime emphasizes the acceptance that shared norms and values of the Society form the basis of social order, and that when these norms and values of the society are broken, the individual has

committed a crime and so is a deviant. On the other hand, the Interactionalist theory The interactionist perspective focuses on the interaction between the potential criminal and the agencies of social control which define him or her criminal. The interactionist perspective also examines the importance of the meaning which various actors bring into how and why certain individuals are defined as criminals and the effects of such definition upon their future actions.

Chapter three of this research work however contains research methodology adopted in this study, The populations of the study environment which the researcher set out of the study which consists of the adults of the Ilorin metropolis especially those who are knowledgeable in the field of mass communication. This includes both male and female either single, married, divorced or separated, of the selected social media platforms. Sample size is (100), one hundred and sampling techniques which are simple random sampling techniques and the instrument used in the research study was a questionnaire that was administered amidst the sampling size of the population, it also clearly stated the validity and reliability of the instrument and also stated the method of data analysis.

Chapter four of this research work explains how the data were gathered and analyzed for proper comprehension. It also contained how the data were presented and the discussion of the research findings.

Chapter five of this research clearly explained and summarized the whole chapter from one to four and also contained the conclusion and recommendations presented by the researcher.

## 5.2 CONCLUSION

This research work examined the impact of social media as a sensitizing tool in fighting against human trafficking in Nigeria. This study was carried out to investigate the impact of social media campaigns and programmes on the affected people of human trafficking and how it can be stopped among the audience. Through a mixed-methods approach combining surveys, qualitative interviews, and distribution of questionnaires, valuable insights were gained into audience consumption of programmes to change their perspective. Quantitative interviews provided deeper insights into the motivations behind media consumption of campaign news and its impact on their youth.

Based on the above findings, it is quite comprehensible that the key role of awareness raising which the media play in human trafficking issues is done through using images as powerful tool in helping audience visualize the crime of human trafficking, responsible advertising and promotion of discretion as they dig deeper into the issue of human trafficking, aiming to portray it more responsibly, sensitively and ethically. However, the prevailing economic condition in Nigeria is also identified as having a lot to do with the root causes of human trafficking as exposed by the media. Also, the awful consequences of human trafficking as equally exposed by the media include loss of human resources, life of crime, weakening of family love and influence among others.

### 5.3 RECOMMENDATION

These recommendations aim to enhance radio media as maintaining their impact in the fight against human trafficking in Nigeria.

- In order to help in preventing media outlets from becoming a sort of conduit for the exploitation of people, they should be empowered to have the potential to follow these principles. Provide trafficking hotlines.
- Cooperate with police in investigations where they are able Those who are interested in obtaining adult services must be aware that they may encounter victims of trafficking. They must also be aware of where to report any of such suspicions.
- Owing to the media's ability to mould public opinion, they are a powerful tool of social change.
- Investigative journalism on trafficking needs to be promoted.
- Responsible scrutiny by international media can be the difference between traffickers being released or imprisoned.
- The government should be committed to addressing issues concerning poverty, unemployment, gender based abuse and education.
- Learn the indicators of human trafficking on the TIP Office's website or by taking training. Human trafficking awareness training is available for individuals, businesses, first responders, law enforcement, educators, and federal employees, among others.

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