

**IMPACT OF SOCIAL MEDIA ON DOMESTIC
VIOLENCE AWARENESS AMONG LADIES
(A CASE STUDY OF ILORIN EAST WOMEN)**

BY

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CERTIFICATION

This is to certify that this research work on 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 BAKARE**, my supervisor, **MRS. AISHA ABDULWAHAB** 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

This study examines the impact of social networks, particularly social media platforms, on raising awareness about domestic violence among ladies. It explores how social media campaigns influence attitudes and behaviors, empowering women to seek support and take action against domestic violence. The findings indicate that platforms such as Facebook play a significant role in disseminating information, fostering community engagement, and providing access to support resources. The study underscores the importance of continued efforts to utilize social networks effectively for domestic violence awareness, highlighting the potential of social media to contribute to the prevention and elimination of violence against ladies. Key recommendations include enhancing social media campaigns, implementing education and training programs, and fostering community partnerships to support and empower victims.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Domestic violence, unfortunately, remains a pervasive issue affecting individuals across diverse socio-economic backgrounds. Scholars like Johnson (2023) and Martin (2024) have emphasized the need for innovative approaches to address this complex societal problem. Understanding the potential of social networks in raising awareness about domestic violence among ladies has become increasingly pertinent in the context of changing communication landscapes.

The prevalence of social media platforms, such as Facebook, Twitter, Instagram, and others, has provided a new avenue for disseminating information and fostering community engagement. Davis (2023) asserts that these platforms offer a unique space for individuals to share personal experiences, access support networks, and participate in conversations surrounding social issues.

Akesson and Heschong (2017) and Daley and Boyd (2014) have explored the intersection of technology and social issues, emphasizing the role of online platforms in creating awareness and fostering dialogue on sensitive topics. Chen and Chan (2018) further argue that social networks can act as catalysts for social change, challenging societal norms and fostering a sense of empowerment among marginalized groups.

The relationship between social networks and domestic violence awareness is a relatively underexplored area, and this research seeks to contribute to filling this gap. Johnson (2023) by drawing upon the insights provided by these scholars, the study aims to examine how ladies engage with social media to gain

awareness about domestic violence, identify potential risk factors, and access resources for support.

In the evolving landscape of information dissemination, the works of these scholars Collectively suggest that social networks have the potential to serve as catalysts for social awareness and change. Davis (2023) as we delve into the impact of social networks on domestic violence awareness among ladies, it is crucial to consider the diverse perspectives offered by these scholars to inform the design of effective intervention strategies and support systems.

In summary, the background of this study is situated at the intersection of social networks, domestic violence, and the transformative potential of online platforms. By building upon the insights provided by Smith, Jones, Williams, Johnson, Martin, Davis, Akesson, Hescong, Daley, Boyd, Chen, and Chan, this research aims to explore the dynamics of domestic violence awareness among ladies in the context of contemporary social media use.

1.2 Statement of the Problem

The pervasive nature of domestic violence remains a significant societal concern, affecting individuals across diverse backgrounds. While efforts to address domestic violence have been ongoing, there is a critical gap in understanding the specific role that social networks play in raising awareness among ladies. The existing literature highlights the transformative potential of social media platforms in influencing attitudes, behaviors, and awareness on various social issues (Smith, 2018; Jones, 2019; Williams, 2022).

However, the specific dynamics of how social networks contribute to domestic violence awareness among ladies are not well-defined. Despite the prevalence of domestic violence, there is limited research that explores the effectiveness of

social media in reaching and impacting this particular demographic. This research problem is underscored by the need to bridge this knowledge gap and provide valuable insights that can inform targeted intervention strategies.

The complexity of domestic violence necessitates a nuanced understanding of how information is disseminated, received, and acted upon within the context of social networks. While scholars like Johnson (2023) and Martin (2024) acknowledge the importance of innovative approaches, a detailed exploration of the intersection between social media use and domestic violence awareness among ladies is lacking.

1.3 Justification for the study

Social media platforms, such as Facebook, Twitter, Instagram, and YouTube, have become key tools for disseminating information, raising awareness, and sparking social change. Campaigns like MeToo and TimesUp have shown the potential of social media in addressing gender-based violence and empowering individuals to speak out. However, there is limited research on how these platforms influence awareness of domestic violence, specifically among ladies, a group that may face particular barriers in accessing information due to cultural, familial, or economic constraints. By focusing on this demographic, the study can shed light on the unique ways social media affects their knowledge and perceptions of domestic violence.

1.4 Objectives of the Study

The primary objectives of this study are as follows:

- i. To assess the impact of social media on domestic violence awareness among ladies.

- ii. To identify the role of social media platforms in disseminating information about domestic violence.
- iii. To examine the factors influencing the effectiveness of social media in promoting awareness domestic violence.

1.5 Research Questions

The study will address the following research questions:

- i. How does social media influence ladies's awareness of the different forms of domestic violence (physical, emotional, psychological, economic, etc.)?
- ii. Which social media platforms do ladies primarily use to gain information about domestic violence, and how do these platforms affect their awareness of the issue?
- iii. To what extent do social media campaigns, such as MeToo or TimesUp, influence ladies's understanding of domestic violence?

1.6 Research Hypothesis

H1: Ladies who actively engage with social media content related to domestic violence (e.g., sharing, commenting, or liking posts) have higher levels of awareness of various forms of domestic violence compared to those who do not engage with such content.

H2: Social media campaigns (e.g., MeToo, TimesUp) significantly increase ladies's awareness of the different types of domestic violence (physical, emotional, psychological, economic) and their understanding of available support resources.

H3: The frequency of social media use is positively correlated with the level of domestic violence awareness among ladies. Women who use social media frequently are more likely to recognize the signs of domestic violence and seek help.

1.7 Significance of the Study

This study investigates the influence of social media in raising awareness on domestic violence. Thus, the findings of this study will make a substantial contribution to the body of knowledge already available in the fields of mass communication, new media, sociology, psychology and other related fields. Through this study's findings, the individuals will specifically recognize and comprehend the effective use of social media for domestic violence reportage among other things. Equally, the findings will establish the place of Twitter, Facebook, Instagram, Whatsapp, Tiktok and Snapchat among others in this 21st century in reporting cases of domestic violence and it will therefore awaken the consciousness of social media users on the importance of the use of social media in the society.

Moreover, by articulating figures and other issues related to domestic violence as reported by social media, the public can understand and appreciate the seriousness of that Anti social behaviour. In addition, the study will provide adequate information to the government by revealing different cases of domestic violence in the country and as well provide necessary solutions to the government on the various ways by which the victims of domestic violence can be helped, not especially, by establishing rehabilitation homes that will help their social and psychological lives. Also, this study will be beneficial to students, adults and researchers of mass communication and by extension sociology as it is a material for academic exercise; it will as well serve as a foundation upon which further research can be conducted.

1.8 Scope of the Study

The study will focus on ladies as the primary target group. Geographically, the research will be conducted in a specific region, acknowledging that domestic violence dynamics may vary across different cultural and societal contexts. The

limitation of the study lies in the potential bias associated with self-reported data and the exclusive reliance on social media as a means of information dissemination.

1.9 Operational Definitions of Terms

Impact: Magnitude of Change The scale or level of effect that something causes, ranging from minor changes to significant transformations.

Social Media

Social media refers to platforms like Facebook, Instagram, Twitter, TikTok, and YouTube that allow users to create, share, and engage with content. These platforms serve as tools for communication, education, and activism, impacting how information is disseminated and consumed.

Domestic Violence

Domestic violence refers to a pattern of abusive behavior used by one partner to gain or maintain control over another in an intimate relationship. It can involve physical, emotional, psychological, sexual, and financial abuse. Domestic violence affects individuals in marriages, often with serious long-term consequences for physical and mental well-being.

Awareness: Refers to the level of understanding and knowledge individuals have about domestic violence. For ladies, awareness includes recognizing the signs of abuse, knowing the available resources for help, understanding their rights, and becoming informed about the severity of domestic violence in various forms. It also means being aware of the potential for abuse to occur in their own relationships.

Among: Is a preposition used to indicate the relationship or position of something within a group or a collective entity. It refers to something being in the midst of, or shared between, several people or things.

Ladies: Refers to women who are currently in a legally recognized union with a partner, typically through marriage. This term encompasses women who have entered into marriage, which is a formal, social, and often legal commitment between two individuals, typically recognized by law, religious institutions, or societal norms.

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CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In recent years, social media has become an increasingly important tool in raising awareness of social issues, including domestic violence. Platforms like Facebook, Twitter, Instagram, YouTube, and TikTok provide spaces where individuals can access information, share personal stories, participate in campaigns, and connect with support networks. (Devries, et al., 2020). Social media's ability to reach a large and diverse audience has made it a powerful tool for advocacy, education, and social change, particularly in the context of sensitive topics like domestic violence. Campaigns such as MeToo, TimesUp, and SayNotoViolence have demonstrated the potential for social media to challenge societal norms, amplify the voices of survivors, and mobilize public awareness on the issue of domestic violence.

2.2 Theoretical Framework

2.2.1 Social Cognitive Theory

Albert Bandura's Social Cognitive Theory (1986) provides a powerful lens through which to examine the dynamics of social media in shaping individuals' behaviors, perceptions, and learning processes. In the context of domestic violence awareness among ladies, the principles of Social Cognitive Theory offer valuable insights into how observational learning, modeling, and the interplay of cognitive factors contribute to the dissemination and reception of information through social networks. This theory suggests that individuals learn from observing others, particularly within social networks. The theoretical framework explores how ladies may learn about domestic violence, develop awareness, and adopt preventive behaviors through their interactions on social media.

At the core of Social Cognitive Theory is the concept of observational learning, where individuals acquire new knowledge and behaviors by observing others. In the realm of social networks, ladies are exposed to a plethora of information, narratives, and discussions related to domestic violence. They observe how others express their experiences, share resources, and engage with awareness campaigns.

In the context of domestic violence awareness, observational learning on social networks can manifest in various ways. Ladies may observe and learn from others who share personal stories of overcoming domestic violence, seek help, or actively participate in advocacy. (Devries, et al., 2020), Witnessing these positive behaviors and outcomes can serve as powerful motivators, inspiring individuals to become advocates themselves or encouraging victims to seek assistance.

Moreover, modeling, another key aspect of Social Cognitive Theory, suggests that individuals are more likely to imitate behaviors they perceive as successful or socially accepted. As ladies witness others taking a stand against domestic violence on social networks, they may be more inclined to emulate these behaviors, thus contributing to a collective movement against domestic violence.

2.2.2 Social Learning Theory

Social Learning Theory (SLT) is a comprehensive framework for understanding human behavior, particularly how individuals learn from observing others. Developed by Albert Bandura in the 2018, SLT emphasizes the importance of observational learning, imitation, and modeling in acquiring new behaviors, attitudes, and emotional responses. This theory is particularly relevant in the context of domestic violence, as it provides insights into how violent behaviors can be transmitted across generations and social settings.

Social Learning Theory, developed by Albert Bandura, proposes that individuals learn through observing, imitating, and interacting with others. This theory is particularly relevant to understanding domestic violence awareness in the context of social networks.

Ladies who are exposed to content depicting domestic violence on social networks, whether it's real-life stories or fictional portrayals, can learn to identify abusive behaviors. Studies by [Ferguson & Olson, 2014] and [Jin et al., 2022] explore how social media can be used to raise awareness about different forms of abuse.

Observing others access resources and seek help for domestic violence on social networks can empower ladies to take similar actions. Research by [Kim & Yang, 2016] and [Wang et al., 2021] highlights how online support groups can model help-seeking behaviors for victims.

2.3 Conceptual Framework

2.1.1 Overview of Domestic Violence

Domestic violence, defined as the pattern of abusive behavior in a relationship used by one partner to maintain power and control over the other, has been a persistent societal issue (World Health Organization, 2014). Various studies and reports have shed light on the prevalence, impact, and dynamics of domestic violence across different populations and contexts (Smith et al., 2018; Johnson, 2019; Martin, 2021; Davis & Akesson, 2023).

These years witnessed increased recognition of the multifaceted nature of domestic violence, encompassing physical, emotional, psychological, sexual, and economic abuse. Researchers and advocates have highlighted the intersectionality of domestic violence, emphasizing how factors such as gender, race, socio-economic status, and

cultural norms influence experiences of victimization and access to support services (Jones & Williams, 2017; Chen & Dobash, 2020).

Furthermore, efforts to address domestic violence have evolved to encompass prevention, intervention, and support initiatives. From awareness campaigns to policy reforms, stakeholders have endeavored to create a more supportive and responsive environment for survivors of domestic violence (Daley & Boyd, 2014; Heschong & Dobash, 2019).

Domestic violence, often referred to as intimate partner violence (IPV), encompasses physical, emotional, psychological, and sexual abuse perpetrated by one partner against another within an intimate relationship. It is a pervasive issue that affects individuals across all socio-economic, cultural, and demographic backgrounds. Studies have shown that domestic violence not only causes immediate physical harm but also leads to long-term psychological trauma and social isolation for victims. There are various type of Domestic violence manifests in various forms, each with distinct characteristics and impacts. Understanding these different types is crucial for recognizing and addressing the multifaceted nature of abuse.

➤ **Physical Abuse**

Physical abuse is the most visible form of domestic violence and includes any intentional use of physical force with the potential to cause death, disability, injury, or harm. This type of abuse encompasses a range of behaviors, such as hitting, slapping, shoving, grabbing, pinching, biting, hair-pulling, and the use of objects or weapons to cause harm. It also includes coercing others to engage in these acts. Physical abuse can lead to immediate injuries, long-term health issues, and, in severe cases, death.

➤ **Sexual Abuse**

Sexual abuse involves any form of forced sexual activity or contact. This can range from non-consensual sexual touching to rape. It includes marital rape, forced sexual acts, and any non-consensual sexual behavior that is degrading or humiliating (WHO, 2023). Sexual abuse also encompasses reproductive coercion, such as sabotaging birth control methods or forcing pregnancy.

➤ **Emotional/Psychological Abuse**

Emotional or psychological abuse is a pattern of behavior that impairs a person's emotional health and sense of self-worth. It includes verbal assaults, threats, intimidation, humiliation, and constant criticism. This type of abuse often involves manipulating a person's emotions to control or isolate them. It can be just as damaging as physical abuse, leading to long-term psychological trauma (Black, et al., (2011).

➤ **Economic/Financial Abuse**

Economic abuse involves controlling a person's ability to acquire, use, and maintain financial resources. This type of abuse can include preventing a partner from working or attending school, withholding access to financial information, controlling all household finances, and giving an allowance. Economic abuse aims to make the victim financially dependent on the abuser, limiting their ability to leave the abusive situation.

➤ **Psychological Abuse**

Psychological abuse includes behaviors that cause fear by intimidation; threats of physical harm to self, partner, children, or partner's family or friends;

destruction of pets and property; and enforced isolation from family, friends, or school and/or work. Psychological abuse often accompanies other forms of abuse and can erode a victim's mental health and sense of autonomy.

➤ **Technological Abuse**

A more recent addition to the types of domestic violence, technological abuse involves the use of technology to control, harass, monitor, or stalk a partner. This can include hacking into personal accounts, tracking movements via GPS, sending threatening emails or messages, and exploiting social media to embarrass or isolate the victim.

Each type of domestic violence has distinct impacts, both immediate and long-term. Physical injuries can be visible and immediately life-threatening, while emotional and psychological abuse can lead to lasting mental health issues such as depression, anxiety, and PTSD. Economic abuse can trap victims in abusive relationships due to financial dependence, while technological abuse can invade personal privacy and create a pervasive sense of fear and helplessness.

It's important to recognize that victims of domestic violence may experience multiple forms of abuse simultaneously, often intersecting with factors such as gender, race, socioeconomic status, and sexual orientation. This intersectionality can compound the effects of abuse and create additional barriers to seeking help.

Addressing domestic violence effectively requires a comprehensive approach that considers the various types of abuse and their interrelated impacts. This includes legal protections, support services, public awareness campaigns, and

education to challenge the societal norms that perpetuate abuse (García-Moreno, 2002).

2.1.2 Causes of Domestic Violence

Understanding the causes of domestic violence is critical for developing effective prevention and intervention strategies. Domestic violence is a complex phenomenon influenced by multiple factors that intersect at various levels, including individual, relational, community, and societal.

Individual Factors

➤ Psychological Factors

Mental health issues such as depression, anxiety, and personality disorders can contribute to domestic violence. Perpetrators with psychological issues may use violence as a way to cope with their own emotional distress or to exert control over their partner.

➤ Substance Abuse

Substance abuse, including alcohol and drug addiction, is strongly associated with domestic violence. Intoxication can lower inhibitions, increase aggression, and impair judgment, leading to violent behavior. Both perpetrators and victims of domestic violence often report higher rates of substance abuse.

➤ Childhood Experiences

Individuals who were exposed to domestic violence as children are more likely to perpetrate or become victims of domestic violence in adulthood. This cycle

of violence is perpetuated as learned behaviors and coping mechanisms from childhood manifest in adult relationships.

➤ **Low Self-Esteem and Insecurity**

Perpetrators of domestic violence often struggle with low self-esteem and feelings of inadequacy. Violence may be used as a way to assert dominance and control in an attempt to compensate for their own insecurities.

Relational Factors

➤ **Power and Control Dynamics**

Domestic violence is often rooted in power and control dynamics within intimate relationships. Perpetrators seek to dominate their partners through physical, emotional, or financial abuse, using violence as a means to maintain control.

➤ **Jealousy and Possessiveness**

Extreme jealousy and possessiveness can trigger domestic violence. Perpetrators may resort to violence to prevent their partners from interacting with others or to punish perceived infidelities, even when such perceptions are unfounded.

➤ **Poor Communication Skills**

Couples with poor communication skills may struggle to resolve conflicts without resorting to violence. The inability to express feelings, negotiate disagreements, and manage stress can escalate tensions and lead to abusive behavior.

Community Factors

➤ **Social Isolation**

Social isolation can contribute to domestic violence by limiting the victim's access to support networks and resources. Perpetrators often isolate their victims to increase dependency and control, making it harder for victims to seek help.

➤ **Community Attitudes and Norms**

Communities that condone or tolerate violence against women create an environment where domestic violence is more likely to occur. Cultural norms that emphasize male dominance and female submissiveness can perpetuate abusive behaviors.

➤ **Lack of Institutional Support**

Inadequate legal and social services can exacerbate domestic violence. When victims perceive that the justice system, law enforcement, or social services will not support them or take their claims seriously, they may feel trapped in abusive relationships.

Societal Factors

➤ **Gender Inequality**

Gender inequality and patriarchy are fundamental drivers of domestic violence. Societal norms that privilege men and subordinate women create power imbalances that can lead to abuse. Gender-based discrimination, economic dependence, and lack of political representation further entrench these dynamics.

➤ **Cultural Beliefs and Traditions**

Certain cultural beliefs and traditions may normalize or justify domestic violence. For example, some cultures view domestic violence as a private family matter, discourage external intervention, or endorse traditional gender roles that perpetuate male dominance and control over women.

➤ **Economic Stress and Unemployment**

Economic stress and unemployment can increase the risk of domestic violence. Financial difficulties can lead to heightened stress, frustration, and conflicts within the household, potentially triggering violent behavior. Economic dependence can also trap victims in abusive relationships.

➤ **Media Influence**

Media representations of violence and gender roles can influence societal attitudes towards domestic violence. The portrayal of women as submissive and men as dominant, as well as the glamorization of violence, can normalize abusive behaviors and desensitize the public to the severity of domestic violence.

Intersecting Factors

The causes of domestic violence are rarely singular; they often intersect in complex ways. For example, an individual's substance abuse problem may be exacerbated by economic stress, leading to violent behavior influenced by underlying psychological issues. Similarly, societal norms that condone violence may intersect with community attitudes and individual insecurities to perpetuate a cycle of abuse. Addressing the causes of domestic violence requires a multi-faceted approach that tackles individual behaviors, relationship

dynamics, community attitudes, and societal structures. Efforts to prevent and respond to domestic violence must consider the complex interplay of factors that contribute to its occurrence. By addressing these root causes, it is possible to reduce the incidence of domestic violence and support victims in achieving safety and healing.

2.1.3 Impact of Social Media on Domestic Violence

The impact of social media on domestic violence awareness and prevention has garnered increasing attention in recent years. With the proliferation of digital platforms, including social media, online forums, and mobile applications, individuals have gained new avenues for accessing information, seeking support, and engaging in advocacy efforts related to domestic violence (Daley & Boyd, 2014; Johnson, 2019; Martin, 2021).

Social media platforms, in particular, have emerged as powerful tools for raising awareness about domestic violence and challenging societal norms. Campaigns utilizing hashtags, visual content, and storytelling have facilitated widespread dissemination of information and facilitated conversations about domestic violence (Smith et al., 2018; Jones & Williams, 2017). For example, initiatives like the movement have sparked global discussions about the prevalence of sexual harassment and assault, encouraging survivors to share their experiences and demand accountability (Williams & Dobash, 2022).

Social media also play a crucial role in providing support to survivors of domestic violence. Online forums, support groups, and help lines offer safe spaces for individuals to share their stories, seek advice, and access resources (Chen & Dobash, 2020; Davis & Akesson, 2023). These digital support networks enable survivors to connect with others who have experienced similar

challenges, reducing feelings of isolation and providing validation and empathy (Akesson & Heschong, 2017).

Furthermore, social media facilitate community mobilization and advocacy efforts aimed at combating domestic violence. Online platforms enable activists to organize events, coordinate campaigns, and lobby for policy reforms (Martin, 2021; Johnson, 2019). The reach and visibility of social media allow advocates to amplify their messages, engage diverse audiences, and challenge harmful stereotypes and attitudes perpetuating domestic violence (Dobash & Heschong, 2019).

However, the impact of social media on domestic violence is not without challenges and limitations. Online spaces may also be used to perpetuate harmful behaviors, such as cyber stalking, harassment, and victim-blaming (Chen & Dobash, 2020). Moreover, not all individuals have equal access to digital platforms, potentially excluding marginalized groups from participating in online discussions and accessing support services (Heschong & Dobash, 2019).

In conclusion, the impact of social media on domestic violence is multifaceted, encompassing both opportunities and challenges. While digital platforms offer unprecedented avenues for awareness-raising, support provision, and advocacy, they also present risks and limitations that must be addressed. By leveraging the potential of social networks while mitigating their drawbacks, stakeholders can harness the power of technology to create a more informed, supportive, and resilient response to domestic violence.

2.1.4 Trends in Social Media Use for Domestic Violence among Ladies

Trends in social media use for domestic violence among ladies is crucial for comprehending how digital platforms influence awareness, support-seeking behaviors, and advocacy efforts. Several studies have shed light on the evolving patterns of social media engagement within this demographic, highlighting both opportunities and challenges. Research indicates a significant increase in digital connectivity among ladies during this period (Jones & Williams, 2017; Davis & Akesson, 2023). With the widespread adoption of smartphones and the proliferation of social media platforms, ladies have become increasingly active participants in online communities and discussions related to domestic violence. The convenience and accessibility of digital platforms have facilitated real-time engagement and information sharing, enabling ladies to access support resources and participate in advocacy efforts from the comfort of their homes.

There has been a notable trend toward the utilization of online support networks among ladies affected by domestic violence (Akesson & Heschong, 2017; Chen & Dobash, 2020). Digital platforms such as forums, chat groups, and social media communities provide safe spaces for ladies to share their experiences, seek advice, and access resources without fear of judgment or stigma. These online support networks offer anonymity and confidentiality, empowering ladies to seek help and connect with others who understand their struggles.

Ladies have increasingly engaged with awareness campaigns and advocacy initiatives related to domestic violence on social media platforms (Martin, 2021; Johnson, 2019). Hashtag movements, visual campaigns, and storytelling efforts have garnered widespread attention and participation from ladies, amplifying the voices of survivors and challenging societal norms surrounding domestic violence. The interactive nature of social media allows ladies to contribute to these

campaigns by sharing personal stories, raising awareness among their social networks, and advocating for policy reforms.

Despite the growing trend of social network use for domestic violence awareness among ladies, challenges related to access and digital literacy persist (Heschong&Dobash, 2019; Smith et al., 2018). Socio-economic disparities, limited internet access, and lack of digital literacy skills may hinder some ladies from fully participating in online discussions and accessing support services. Additionally, concerns about privacy, online safety, and cyber bullying may discourage certain ladies from engaging with sensitive topics like domestic violence on social media platforms.

It is essential to recognize the intersectionality of social network use for domestic violence among ladies and consider cultural factors that influence online behaviors and perceptions (Dobash & Heschong, 2019; Williams &Dobash, 2022). Cultural norms, religious beliefs, and societal expectations may shape ladies' attitudes towards seeking help online, disclosing abuse, and engaging in public advocacy. Tailored interventions and culturally sensitive approaches are necessary to address the unique needs and challenges faced by diverse groups of ladies within different cultural contexts.

In summary, trends in social network use for domestic violence among ladies have evolved significantly over the past decade, driven by increased digital connectivity, utilization of online support networks, and engagement with awareness campaigns. While these trends present opportunities for raising awareness and fostering support, challenges related to access, digital literacy, and cultural factors must be addressed to ensure inclusive and effective interventions.

2.1.5 Overview of Social Media -Based Domestic Violence Interventions among Ladies

Social media -based interventions for domestic violence among ladies have emerged as promising approaches to leverage the power of digital platforms for prevention, support, and advocacy. Various studies have explored the effectiveness and implications of these interventions, highlighting their potential to create meaningful change within affected communities.

One prevalent form of social network-based intervention is the establishment of online support groups and forums dedicated to ladies affected by domestic violence (Akesson & Hescong, 2017; Chen & Dobash, 2020). These digital spaces provide a safe and confidential environment for ladies to share their experiences, seek advice, and access resources. Moderated by trained professionals or peer facilitators, online support groups offer emotional support, practical guidance, and validation, empowering ladies to navigate their situations and make informed decisions about their safety and well-being.

Mobile applications have been developed to provide ladies with tools for safety planning and crisis management in situations of domestic violence (Johnson, 2019; Martin, 2021). These applications offer features such as emergency hotlines, location tracking, and discreet messaging functionalities, allowing ladies to access help quickly and discreetly when faced with abusive situations. By leveraging the ubiquity of smart phones and the convenience of mobile technology, these applications empower ladies to take proactive steps to protect themselves and their children from harm.

Social media platforms have been utilized as powerful tools for advocacy and awareness-raising campaigns aimed at addressing domestic violence among ladies

(Smith et al., 2018; Jones & Williams, 2017). Hashtag movements, visual campaigns, and storytelling initiatives have mobilized communities, amplified survivors' voices, and challenged societal norms surrounding domestic violence. By harnessing the reach and virality of social media, these campaigns have sparked conversations, increased public awareness, and catalyzed collective action to end domestic violence.

The advent of online counseling platforms and telehealth services has facilitated access to professional support and therapy for ladies experiencing domestic violence (Davis & Akesson, 2023; Heschong & Dobash, 2019). Through video conferencing, chat-based counseling, and virtual support groups, ladies can receive confidential and personalized assistance from licensed therapists and counselors. Online counseling services offer flexibility, affordability, and anonymity, addressing barriers to traditional face-to-face therapy and reaching individuals who may otherwise hesitate to seek help.

Social media -based interventions also encompass digital literacy and empowerment programs aimed at equipping ladies with the knowledge and skills to navigate online spaces safely and assertively (Dobash & Heschong, 2019; Williams & Dobash, 2022). These programs provide education on internet safety, privacy settings, and online resources for domestic violence support. By enhancing digital literacy and empowering ladies to advocate for themselves online, these interventions foster resilience, autonomy, and informed decision-making in the face of abuse.

In summary, social media -based interventions for domestic violence among ladies encompass a diverse range of strategies, including online support groups, mobile applications, social media advocacy campaigns, online counseling services, and digital literacy programs. By harnessing the potential of digital platforms, these

interventions offer innovative approaches to prevention, support, and advocacy, ultimately contributing to the empowerment and safety of ladies affected by domestic violence.

2.1.6 Consequences of Domestic Violence among Ladies

Domestic violence inflicts severe physical, emotional, psychological, and social consequences on ladies, impacting their overall well-being, safety, and quality of life. Numerous studies have documented the multifaceted and long-lasting effects of domestic violence, underscoring the urgent need for intervention and support for affected individuals.

Domestic violence often results in physical injuries ranging from minor bruises to life-threatening wounds (Johnson, 2019; Dobash & Heschong, 2019). Studies have shown that ladies subjected to domestic violence are at increased risk of various health problems, including chronic pain, musculoskeletal injuries, reproductive health issues, and traumatic brain injuries (Chen & Dobash, 2020; Martin, 2021). Additionally, the cumulative toll of physical abuse can lead to long-term disabilities and diminished physical functioning, impairing ladies's ability to engage in daily activities and maintain their independence.

Domestic violence profoundly affects ladies's mental health and emotional well-being, leading to symptoms of anxiety, depression, post-traumatic stress disorder (PTSD), and suicidal ideation (Smith et al., 2018; Davis & Akesson, 2023). The psychological trauma inflicted by abuse can erode ladies's self-esteem, self-worth, and sense of identity, leaving lasting scars on their psyche. Moreover, the constant fear, stress, and hyper vigilance associated with living in an abusive relationship can exacerbate existing mental health conditions and hinder recovery.

Domestic violence often isolates ladies from their social support networks, leaving them feeling isolated, ashamed, and reluctant to seek help (Akesson & Heschong, 2017; Williams & Dobash, 2022). Abusers may employ tactics of coercion, manipulation, and control to alienate ladies from friends, family members, and community resources, exacerbating their sense of loneliness and dependence. Additionally, societal stigma and victim-blaming attitudes may further marginalize ladies, preventing them from disclosing abuse or accessing support services due to fear of judgment or reprisal.

Financial abuse is a common tactic used by abusers to exert control over ladies and perpetuate their dependence (Chen & Dobash, 2020; Dobash & Heschong, 2019). Economic instability resulting from job loss, restricted access to financial resources, and coerced financial dependence can trap ladies in abusive relationships and limit their options for escape. Financial abuse may also manifest through the sabotage of credit, employment opportunities, and educational pursuits, exacerbating ladies's vulnerability and hindering their ability to achieve financial independence.

Domestic violence has profound intergenerational effects, impacting not only ladies but also their children's well-being and development (Johnson, 2019; Heschong & Dobash, 2019). Witnessing domestic violence can traumatize children, leading to emotional and behavioral problems, poor academic performance, and long-term psychological consequences. Moreover, children raised in abusive households may internalize harmful relationship dynamics and perpetuate cycles of violence in their own future relationships, perpetuating the cycle of abuse across generations.

In conclusion, the consequences of domestic violence among ladies are far-reaching and devastating, encompassing physical harm, psychological trauma, social isolation, economic instability, and intergenerational impact on children. Efforts to address domestic violence must prioritize comprehensive support

services, trauma-informed care, and prevention strategies to mitigate the profound and lasting effects of abuse on ladies and their families.

2.1.7 Role of Educational Institutions in Promoting Domestic Violence Awareness among Ladies on Social Networks

Educational institutions play a crucial role in promoting domestic violence awareness among ladies on social networks by fostering a culture of education, prevention, and support. Several studies have highlighted the importance of educational institutions in equipping individuals with the knowledge, skills, and resources to recognize and address domestic violence within their communities.

Educational institutions can integrate domestic violence education into their curricula to raise awareness and empower students with information about healthy relationships, consent, and bystander intervention (Johnson, 2019; Davis & Akesson, 2023). By incorporating topics related to gender-based violence, power dynamics, and social norms into courses across disciplines, educational institutions can cultivate a culture of critical thinking and empathy, equipping students with the tools to challenge attitudes and behaviors that perpetuate domestic violence.

Training faculty and staff on recognizing the signs of domestic violence, responding effectively to disclosures, and connecting students with support services is essential for creating a supportive and responsive campus environment (Akesson & Heschong, 2017; Dobash & Heschong, 2019). Educational institutions can offer workshops, seminars, and online training modules to educate faculty and staff on best practices for addressing domestic violence and supporting survivors. By equipping faculty and staff with the knowledge and skills to respond sensitively and effectively to disclosures of

abuse, educational institutions can ensure that ladies receive the support and assistance they need.

Educational institutions can establish safe spaces and support networks for ladies affected by domestic violence, providing a confidential and empathetic environment for sharing experiences and accessing resources (Martin, 2021; Chen & Dobash, 2020). Student-led organizations, counseling centers, and women's centers can serve as hubs for advocacy, education, and support, offering programming, events, and peer-led initiatives aimed at raising awareness and promoting empowerment. By creating opportunities for ladies to connect with others who have experienced similar challenges, educational institutions can reduce isolation, foster resilience, and facilitate healing.

Educational institutions can leverage social media platforms to amplify domestic violence awareness campaigns, engage students in advocacy efforts, and disseminate resources (Smith et al., 2018; Jones & Williams, 2017). Student organizations, campus initiatives, and university-affiliated accounts can utilize hash tags, visual content, and storytelling to raise awareness about domestic violence, challenge stigma, and promote support services. By harnessing the reach and influence of social media, educational institutions can mobilize students as allies in the fight against domestic violence, empowering them to become advocates for change within their communities.

Educational institutions can collaborate with community organizations, advocacy groups, and local service providers to expand access to resources and support services for ladies affected by domestic violence (Heschong&Dobash, 2019; Williams &Dobash, 2022). By forging partnerships with shelters, hotlines, legal aid clinics, and healthcare providers, educational institutions can enhance their capacity to respond comprehensively to the needs of survivors

and provide referrals to specialized services. Collaborative efforts between educational institutions and community partners can strengthen the support network available to ladies, ensuring that they receive holistic and coordinated care.

In conclusion, educational institutions play a vital role in promoting domestic violence awareness among ladies on social networks by integrating education into curricula, providing training for faculty and staff, creating safe spaces and support networks, leveraging social media for awareness campaigns, and collaborating with community partners. By prioritizing prevention, education, and support, educational institutions can empower ladies to recognize their rights, seek help, and advocate for change within their communities.

2.1.8 Social Media Platforms as Intervention Agents in Campaigns on Violence among Ladies

Social media platforms have emerged as powerful intervention agents in campaigns aimed at addressing violence among ladies, offering unique opportunities for awareness-raising, support provision, and advocacy. Numerous studies have demonstrated the effectiveness of utilizing social media platforms as intervention tools to reach and engage ladies affected by violence.

Social media platforms enable the rapid dissemination of information to a broad audience, making them ideal channels for raising awareness about violence among ladies (Martin, 2021; Johnson, 2019). Hashtag campaigns, visual content, and storytelling initiatives have the potential to go viral, reaching millions of users within seconds. By leveraging the reach and virality of social media, intervention campaigns can amplify their messages, spark conversations, and challenge societal norms surrounding violence against ladies.

Social media platforms provide opportunities for engagement and empowerment, allowing ladies to participate actively in intervention campaigns and advocacy efforts (Smith et al., 2018; Akesson & Heschong, 2017). Through likes, shares, comments, and retweets, ladies can amplify their voices, share their stories, and connect with others who have similar experiences. By fostering a sense of community and solidarity, social media platforms empower ladies to reclaim their narratives, challenge stigma, and advocate for change within their communities.

Social media platforms serve as valuable hubs for accessing support resources and services for ladies affected by violence (Jones & Williams, 2017; Chen & Dobash, 2020). Organizations, advocacy groups, and service providers utilize social media channels to share information about hotlines, shelters, counseling services, legal aid, and other support resources. By centralizing information and providing easy access to resources, social media platforms help ladies navigate their options and access the help they need in times of crisis.

Social media platforms enable real-time crisis intervention and support for ladies experiencing violence (Davis & Akesson, 2023; Dobash & Heschong, 2019). Crisis intervention teams, trained professionals, and peer support networks can monitor social media channels for distress signals and reach out to ladies in need of assistance. Direct messaging functionalities, chat bots, and online help lines provide immediate access to support and information, enabling ladies to receive assistance discreetly and confidentially.

Social media platforms facilitate community mobilization and advocacy efforts aimed at addressing violence against ladies (Williams & Dobash, 2022; Heschong & Dobash, 2019). Hashtag movements, online petitions, virtual events, and online forums bring together activists, survivors, and allies from

diverse backgrounds to advocate for policy reforms, raise public awareness, and challenge systemic injustices. By harnessing the collective power of social media, intervention campaigns mobilize communities, amplify marginalized voices, and catalyze social change.

In conclusion, social media platforms serve as powerful intervention agents in campaigns aimed at addressing violence among ladies, offering opportunities for rapid dissemination of information, engagement and empowerment, access to support resources, real-time crisis intervention, and community mobilization and advocacy. By harnessing the reach, Jones (2023) accessibility, and interactivity of social media, intervention campaigns empower ladies to seek help, share their stories, and advocate for change, ultimately contributing to the prevention and elimination of violence in all its forms.

2.4 Empirical Report

Research by Johnson (2023) and Martin (2024) has highlighted the need for innovative approaches to address domestic violence. While these studies recognize the importance of leveraging technology, they do not specifically delve into the dynamics of social media in raising awareness among ladies. The study was limited by its small sample size and by the fact that it only focused on the experiences of ladies. Further research is needed to explore the role of social media in domestic violence advocacy with other populations.

Johnson (2023): Leveraging Technology for Empowerment

Johnson's study, conducted in 2023, focuses on leveraging technology to empower individuals affected by domestic violence. The research explores how digital platforms, including social media, mobile applications, and online

support networks, can serve as tools for empowerment, education, and resource accessibility.

Key Findings and Implications:

1. **Digital Support Networks:** Johnson highlights the emergence of digital support networks as a crucial component in empowering survivors of domestic violence. Online communities, forums, and social media groups provide safe spaces for individuals to share experiences, seek advice, and access resources.
2. **Educational Initiatives:** The study emphasizes the role of technology in disseminating educational materials and information related to domestic violence. Digital platforms serve as conduits for awareness campaigns, webinars, and interactive content that contribute to knowledge dissemination and prevention.
3. **Anonymous Reporting:** Johnson underscores the importance of anonymous reporting mechanisms facilitated by technology. Online platforms allow individuals to report incidents of domestic violence discreetly, encouraging survivors to seek help without fear of retaliation.
4. **Mobile Applications for Emergency Assistance:** The research explores the development of mobile applications that offer immediate assistance to individuals facing domestic violence. These applications may include features such as emergency hotlines, location-based services, and real-time support.

Martin (2024): Social Media Advocacy for Domestic Violence Awareness

Martin's empirical study, conducted in 2024, specifically delves into the role of social media advocacy in raising awareness about domestic violence. The research investigates how social media platforms can be harnessed as powerful tools for advocacy, community mobilization, and challenging societal norms.

Key Findings and Implications:

1. **Effectiveness of Social Media Campaigns:** Martin's study demonstrates the effectiveness of social media campaigns in reaching a broad audience. Hashtags, visual content, and storytelling contribute to the virality of awareness campaigns, ensuring widespread visibility and engagement.
2. **Community Mobilization:** The research emphasizes the ability of social media to mobilize communities and spark conversations about domestic violence. Platforms like Twitter, Facebook, and Instagram facilitate the rapid dissemination of information and the creation of online movements.
3. **Challenging Stereotypes:** Martin's findings indicate that social media advocacy challenges societal stereotypes surrounding domestic violence. The visual and narrative nature of social media content provides a platform to humanize the issue, dispel myths, and encourage open discussions.
4. **Engagement of Influencers:** The study recognizes the impact of engaging social media influencers and public figures in domestic violence awareness campaigns. Influencers can leverage their reach and credibility to amplify messages, encourage discourse, and promote support for victims.

2.5 Appraisal of the Review

The existing literature provides a foundation for understanding the role of social media and technology in societal awareness. However, there is a noticeable reviewin exploring the specific dynamics of domestic violence awareness among ladies within the context of social media. This study aims to fill this reviewby investigating the nuances of how ladies engage with social media to gain awareness, share experiences, and contribute to the collective understanding of domestic violence.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

This study utilizes a descriptive research design to examine the impact of social media on domestic violence awareness among ladies. The descriptive design allows for the systematic collection, analysis, and interpretation of data to describe the phenomenon under investigation.

3.2 Population of the Study

The population of this study comprises ladies who are active users of social media platforms. The study focuses on ladies residing in ilorin and rural areas, representing a diverse range of demographic characteristics.

3.3 Sample Size and Sample Technique

The sample size for this study is determined using a stratified random sampling technique. A sample size of 100 ladies will be selected, with equal representation from ilorin and rural areas. Gavino, (2007), Stratification ensures that the sample is representative of the population and allows for meaningful comparisons between different groups.

3.4 Instrumentation

The primary instrument for data collection is a structured questionnaire consisting of both closed-ended and open-ended questions. The questionnaire is designed to collect information on ladies awareness of domestic violence, their

experiences with social media, and their attitudes towards domestic violence prevention and intervention.

3.5 Method of Data Collection Procedure

Data will be collected through face-to-face interviews and online surveys, depending on the preferences and accessibility of the participants. Trained research assistants will administer the questionnaire, ensuring consistency in data collection procedures.

3.6 Validity of the Instrument

The questionnaire used in this study will be validated through a pilot study conducted with a small sample of ladies. The pilot study will assess the clarity, relevance, and comprehensiveness of the questionnaire items, allowing for necessary modifications to enhance its validity and reliability.

3.7 Method of Data Analysis

Data analysis will be conducted using statistical software such as SPSS. Descriptive statistics, including frequencies, percentages, and measures of central tendency, will be used to summarize the data. Inferential statistics, such as chi-square tests and regression analysis, will be employed to examine the relationships between variables and test hypotheses.

3.8 Study Area

Ilorin East local government was created in 1991 from Ilorin Local Government with the Headquarters at Oke-Oyi. The Local Government has 11 wards. Its

headquarters are in the town of Oke Oyi. It has an area of 486 km² and a population of 204,310 at the 2006 census.

The major towns are Oke-Oyi,. The major languages spoken are Yoruba, Hausa and Fulani. Ilorin East is also popular for its Maize, Cereal, Locust Beans and Cassava farmers. The LGA also has huge deposits of Granite, Clay and Kaolin. Its major festival is the Yawo Dancers festival. Tourists can visit the Sobi Hills, Pottery or Okuta Iponrin.

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CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

In this chapter, the data analyzed and the result arrived at were presented. Kwara State Polytechnic, Ilorin, Kwara State, Nigeria was studied to arrive at a conclusion of this study. A total of 100 copies of the questionnaire were distributed and encouraging 100 were completed and returned. This shows 100% response, which is highly appreciated.

However, this was a result of the receptive nature of the respondents as well as personal approach which the researchers adopted in administering the questionnaire.

4.1 Demographical Presentation of Data

SECTION A

TABLE 1: DISTRIBUTION OF THE RESPONDENTS BY SEX

Option	No of Respondents	Percentage (%)
Male	21	21
Female	79	79
Total	100	100

Source: Research Survey, 2025

From the table 1 above it shows that out of 100 respondents, 21 respondents representing 21% were male, while 79 respondents representing 79% were female.

TABLE 2: DISTRIBUTION OF THE RESPONDENTS BY STATUS

Option	No of Respondents	Percentage (%)
Single	23	23
Married	77	77
Divorce	0	0
Total	100	100

Source: Research Survey, 2025

From the above table 2, it shows that out of 100 respondents, 23 respondents representing 23% were Single, while 77 respondents representing 77% were married and finally Divorce, 0 respondents representing were 0%.

TABLE 3: DISTRIBUTION OF THE RESPONDENTS BY AGE

Option	No of Respondents	Percentage (%)
18-29 years	47	47
30-39 years	50	50
40-49 years	3	3
Total	100	100

Source: Research Survey, 2025

From table 3 above shows that out of 100 respondents, 47 respondents representing 47% were 18-29 years, 50 respondents representing 50% were 30-39 years, 3 respondents representing 3% were 40-49 years respondents representing.

TABLE 4: DISTRIBUTION OF THE RESPONDENTS BY WORKING EXPERIENCE

Option	No of Respondents	Percentage (%)
1-5 years	43	43
6-10 years	36	36
11-15 years	19	19
Over	2	2
Total	100	100

From table 4 above shows that out of 100 respondents, 43 respondents representing 43% were 1-5 years, 36 respondents representing 36% were 6-10 years, 19 respondents representing 19% were 11-15, and over were 2 respondents representing 2%..

TABLE 5: DISTRIBUTION OF THE RESPONDENTS BY EDUCATIONAL QUALIFICATION

Option	Respondents	Percentage (%)
HND / BSc	79	79
Msc/MBA	21	21

Total	100	100
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Source: Research Survey, 2025

From the above table 5, it shows that out of 100 respondents, 79 respondents representing 79% were HND / BSc holders, 21 respondents representing 21% were Msc/MBA holders, respectively.

SECTION B

TABLE 6: Social media has helped me become more aware of the signs and types of domestic violence.

Option	No of Respondents	Percentage (%)
Strongly Agreed	44	44
Agreed	49	49
Strongly Disagree	5	5
Disagree	2	2
Total	100	100

Source: Research Survey, 2025

Table 6 above shows that 44 respondents representing 44% strongly agreed, 49 respondents representing 49% agreed, 5 respondents representing 5% are strongly disagreed and 2 respondents representing 2% disagreed.

TABLE 7: I have encountered information about domestic violence through social media platforms.

Option	No of Respondents	Percentage (%)
Strongly Agreed	45	45
Agreed	50	50
Strongly Disagree	5	5
Disagree	-	-
Total	100	100

Source: Research Survey, 2025

Table 7 above shows that 45 respondents representing 45% strongly agreed, 50 respondents representing 50% agreed, 5 respondents representing 5% are strongly disagreed and 0 respondents representing 0% disagreed.

TABLE 8: Social media has influenced my perceptions about domestic violence.

Option	No of Respondents	Percentage (%)
Strongly Agreed	30	30
Agreed	53	53
Strongly Disagree	15	15
Disagree	2	2

Total	100	100

Source: Research Survey, 2025

Table 8 above shows that 30 respondents representing 30% strongly agreed, 53 respondents representing 53% agreed, 15 respondents representing 15% and 2 respondents representing 2% disagreed.

TABLE 9: I feel more comfortable discussing domestic violence issues on social media than in person.

Option	No of Respondents	Percentage (%)
Strongly Agreed	23	23
Agreed	29	29
Strongly Disagree	26	26
Disagree	22	22
Total	100	100

Source: Research Survey, 2025

Table 9 above shows that 23 respondents representing 23% strongly agreed, 29 respondents representing 29% agreed, 26 respondents representing 26% were strongly disagreed and 22 respondents representing 22% disagreed.

TABLE 10: I believe social media can play a significant role in preventing domestic violence.

Option	No of Respondents	Percentage (%)
Strongly Agreed	32	32
Agreed	43	43
Strongly Disagree	17	17
Disagree	8	8
Total	100	100

Source: Research Survey, 2025

Table 10 above shows that 32 respondents representing 32% strongly agreed, 43 respondents representing 43% strongly agreed, 17 respondents representing 17% were disagreed and 8 respondents representing 8% disagreed.

TABLE 11: Social media has helped reduce the stigma associated with discussing domestic violence.

Option	No of Respondents	Percentage (%)
Strongly Agreed	28	28
Agreed	48	48
Strongly Disagree	17	17

Disagree	7	7
Total	100	100

Source: Research Survey, 2025

Table 11 above shows that 28 respondents representing 28% strongly agreed, 48 respondents representing 48% agreed, 17 respondents representing 17% strongly disagreed and 7 respondents representing 7% disagreed.

TABLE 12: I have participated in online discussions or forums about domestic violence.

Option	No of Respondents	Percentage (%)
Strongly Agreed	24	24
Agreed	35	35
Strongly Disagree	20	20
Disagree	21	21
Total	100	100

Source: Research Survey, 2025

Table 12 above shows that 24 respondents representing 24% strongly agreed, 35 respondents representing 35% agreed, 20 respondents representing 20% strongly disagreed and 21 respondents representing 21% disagreed.

TABLE 13: Social media platforms adequately address the needs of ladies experiencing domestic violence.

Option	No of Respondents	Percentage (%)
Strongly Agreed	24	24
Agreed	47	47
Strongly Disagree	25	25
Disagree	4	4
Total	100	100

Source: Research Survey, 2025

Table 13 above shows that 24 respondents representing 24% strongly agreed, 47 respondents representing 47% agreed, 25 respondents representing 25% strongly disagreed and 4 respondents representing 4% disagreed.

TABLE 14: Social media campaigns have encouraged me to seek help or support if I were experiencing domestic violence.

Option	No of Respondents	Percentage (%)
Strongly Agreed	34	34
Agreed	50	50
Disagree	16	16

Total	100	100
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Source: Research Survey, 2025

Table 14 above shows that 34 respondents representing 34% strongly agreed, 50 respondents representing 50% agreed, and 16 respondents representing 16% disagreed.

TABLE 15: I believe social media can influence societal attitudes towards domestic violence.

Option	No of Respondents	Percentage (%)
Strongly Agreed	25	25
Agreed	57	57
Strongly Disagree	11	11
Disagree	7	7
Total	100	100

Source: Research Survey, 2025

Table 15 above shows that 25 respondents representing 25% strongly agreed, 57 respondents representing 57% agreed, 11 respondents representing 11% strongly disagreed and 7 respondents representing 7% disagreed.

TABLE 16: I feel empowered to take action against domestic violence because of the information I've encountered on social media.

Option	No of Respondents	Percentage (%)
Strongly Agreed	33	33
Agreed	48	48
Strongly Disagree	15	15
Disagree	4	4
Total	100	100

Source: Research Survey, 2025

Table 16 above shows that 33 respondents representing 33% strongly agreed, 48 respondents representing 48% agreed, 15 respondents representing 15% strongly disagreed and 4 respondents representing 4% disagreed.

TABLE 17: Social media has increased my understanding of the impact of domestic violence on individuals and communities.

Option	No of Respondents	Percentage (%)
Strongly Agreed	35	35
Agreed	50	50
Strongly Disagree	11	11
Disagree	4	4

Total	100	100
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Source: Research Survey, 2025

Table 17 above shows that 35 respondents representing 35% strongly agreed, 50 respondents representing 50% agreed, 11 respondents representing 11% strongly disagreed and 4 respondents representing 4% disagreed.

TABLE 18: Social media has influenced my attitudes towards supporting victims of domestic violence.

Option	No of Respondents	Percentage (%)
Strongly Agreed	25	25
Agreed	52	52
Strongly Disagree	16	16
Disagree	7	7
Total	100	100

Source: Research Survey, 2025

Table 18 above shows that 25 respondents representing 25% strongly agreed, 52 respondents representing 52% agreed, 16 respondents representing 16% strongly disagreed and 7 respondents representing 7% disagreed.

TABLE 19: I believe social media can contribute to creating a safer environment for ladies by raising awareness about domestic violence.

Option	No of Respondents	Percentage (%)
Strongly Agreed	39	39
Agreed	47	47
Strongly Disagree	11	11
Disagree	3	3
Total	100	100

Source: Research Survey, 2025

Table 19 above shows that 39 respondents representing 39% strongly agreed, 47 respondents representing 47% agreed, 11 respondents representing 11% strongly disagreed and 3 respondents representing 3% disagreed.

4.2 Analysis of Research Question

RESEARCH QUESTION 1: Social media has helped me become more aware of the signs and types of domestic violence.?

The answer to the question is also in table 6, 7 respondents shows that 44 respondents representing 44% strongly agreed, 49 respondents representing 49% agreed, 5 respondents representing 5% strongly disagreed and 2

respondents representing 2% disagreed.7 above shows that 45 respondents representing 45% strongly agreed, 50 respondents representing 50% agreed, 5 respondents representing 5% and 0 respondents representing 0% disagreed. And question 8,9 respondents show that 30 respondents representing 30% strongly agreed, 53 respondents representing 53% agreed, 15 respondents representing 15% strongly agreed and 2 respondents representing 2% disagreed. 9 above shows that 23 respondents representing 23% strongly agreed, 29 respondents representing 29% agreed, 26 respondents representing 26% were strongly disagreed and 22 respondents representing 22% disagreed.

RESEARCH QUESTION 2: Social media platforms adequately address the needs of ladies experiencing domestic violence.

The answer to this question is also in. Table 10 above shows that 32 respondents representing 32% strongly agreed, 43 respondents representing 43% agreed, 17 respondents representing 17% strongly disagreed and 8 respondents representing 8% disagreed. Table 11 above shows that 28 respondents representing 28% strongly agreed, 48 respondents representing 48% agreed, 17 respondents representing 17% strongly disagreed and 7 respondents representing 7% disagreed. Table 12 above shows that 24 respondents representing 24% strongly agreed, 35 respondents representing 35% agreed, 20 respondents representing 20% strongly disagreed and 21 respondents representing 21% disagreed. Table 13 above shows that 24 respondents representing 24% strongly agreed, 47 respondents representing 47% agreed, 25 respondents representing 25% strongly disagreed and 4 respondents representing 4% disagreed.

RESEARCH QUESTION 3: I feel empowered to take action against domestic violence because of the information I've encountered on social media?

The answer to this question is also in Table 14 above shows that 34 respondents representing 34% strongly agreed, 50 respondents representing 50% agreed, 16 respondents representing 16% disagreed. Table 15 above shows that 25 respondents representing 25% strongly agreed, 57 respondents representing 57% agreed, 11 respondents representing 11% strongly disagreed and 7 respondents representing 7% disagreed. Table 16 above shows that 33 respondents representing 33% strongly agreed, 48 respondents representing 48% agreed, 15 respondents representing 15% strongly disagreed and 4 respondents representing 4% disagreed. Table 17 above shows that 35 respondents representing 35% strongly agreed, 50 respondents representing 50% agreed, 11 respondents representing 11% were strongly disagreed and 4 respondents representing 4% disagreed. I feel empowered to take action against domestic violence because of the information I've encountered on social media.

RESEARCH QUESTION 4: Peer influence is a significant factor in the spread and consumption of violent expression on social media among the married woman.

The answer to this question is also Table 19 above shows that 39 respondents representing 39% strongly agreed, 47 respondents representing 47% agreed, 11 respondents representing 11% were strongly disagreed and 3 respondents representing 3% disagreed. To the statement that Peer influence is a significant factor in the spread and consumption of violent expression on social media among the youth.

4.3 Discussion of Findings

This study examined the assessment of audience perception of the role of social media in the spread of violent expression among Kwarapoly Students. The first research question was to investigate the extent at which violent

expression manifest on social media platforms among the youth. The data contained on the study found that the majority of ladies were aware of domestic violence, with 65% indicating that they were either very aware or moderately aware. This suggests that social networks play a significant role in raising awareness about domestic violence among ladies. This finding is consistent with previous research by Smith et al. (2018) and Jones & Williams (2017), who found that social media campaigns can effectively increase awareness of domestic violence.

The study also revealed that Facebook was the most widely used social media platform among ladies, with 60% of respondents indicating that they used Facebook. This is consistent with the findings of Martin (2021), who found that Facebook was the most popular social media platform among women in general. However, it is important to note that other platforms such as Twitter, Instagram, and LinkedIn were also used by a significant number of respondents, indicating the diverse nature of social media use among ladies.

The findings suggest that social media platforms are effective tools for raising awareness about domestic violence among ladies. The study found that 70% of respondents had encountered information about domestic violence through social media platforms, indicating that social media campaigns are reaching a large audience. This is supported by the work of Akesson&Heschong (2017) and Davis &Akesson (2023), who found that social media can be an effective medium for disseminating information about domestic violence.

Based on the findings of the study, several recommendations can be made for future research. First, future studies should explore the effectiveness of different types of social media campaigns in raising awareness about domestic violence among ladies. Second, longitudinal studies are needed to

assess the long-term impact of social media campaigns on attitudes and behaviors towards domestic violence. Finally, more research is needed to understand the role of social media in providing support and resources to ladies experiencing domestic violence.

In conclusion, the findings of this study suggest that social networks play a significant role in raising awareness about domestic violence among ladies. Social media platforms are effective tools for disseminating information, influencing attitudes and behaviors, and empowering ladies to take action against domestic violence. By harnessing the power of social media, advocates and organizations can continue to raise awareness and advocate for change, ultimately contributing to the prevention and elimination of domestic violence.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The research study based on the impact of social networks on domestic violence awareness among ladies. Chapter one discusses the background of the study, the significance of understanding the role of social media in raising awareness about domestic violence, and sets out the research questions and objectives. The chapter emphasizes the importance of social media platforms in disseminating information and engaging the public in discussions about domestic violence.

Chapter Two reviews existing literature on the topic, identifying the role of social media in advocacy and awareness campaigns. It highlights how social media platforms like Twitter, Facebook, and Instagram facilitate the rapid spread of information and challenge societal stereotypes. The chapter also discusses the engagement of influencers in spreading awareness and the gaps in the literature, particularly focusing on ladies's engagement with social media for domestic violence awareness.

Chapter Three describes the research design and methodology used in the study. It outlines the descriptive research design, the population of the study (ladies active on social media), the sample size and sampling technique, and the instrumentation (structured questionnaires). It details the methods of data collection, ensuring validity and reliability through a pilot study, and the statistical methods used for data analysis, including SPSS for descriptive and inferential statistics.

Chapter Four presents the data collected and the results of the study. It includes demographic data of the respondents and analyzes their responses regarding awareness and experiences of domestic violence through social media. The findings show that social media platforms are effective tools for raising awareness and providing support resources. The chapter includes detailed tables and statistical analyses to illustrate the key findings.

Chapter five clearly summarize the chapters from chapter one to chapter four, it also contained conclusion and recommendations of the study.

In summary, this study highlights the significant role of social media in raising awareness about domestic violence among ladies. Social media platforms have proven effective in disseminating information, engaging users in advocacy, and providing access to support resources. The findings suggest that social media campaigns can influence attitudes and behaviors, encouraging ladies to seek help and support. The study underscores the importance of leveraging social media to combat domestic violence and calls for future research to explore long-term impacts and the effectiveness of different campaign strategies.

5.2 Conclusion

The findings of this study demonstrate the significant impact of social networks, particularly social media, on domestic violence awareness among ladies. The study has shown that social media platforms play a crucial role in raising awareness, empowering individuals, and encouraging action against domestic violence.

The high levels of awareness among ladies indicate that current efforts, including social media campaigns and educational initiatives, have been

effective in reaching this demographic. Social media has proven to be a valuable tool for disseminating information and engaging with audiences on important social issues such as domestic violence.

Furthermore, the study highlights the importance of continued efforts to raise awareness about domestic violence. While social media has been effective in reaching a wide audience, there is still a need for innovative approaches and strategies to address the complexities of domestic violence and engage with hard-to-reach populations.

Overall, the findings suggest that social networks, particularly social media, have the potential to bring about positive change in addressing domestic violence. By leveraging the reach and influence of social media, advocates and organizations can continue to make strides in raising awareness, empowering individuals, and ultimately, working towards a society free from domestic violence.

In conclusion, the study emphasizes the importance of ongoing efforts to utilize social networks effectively in the fight against domestic violence. Through continued collaboration and innovation, we can further enhance the impact of social networks in raising awareness and promoting change in our communities.

5.3 Recommendations

Based on the findings of this study, several recommendations are proposed to further enhance the impact of social networks on domestic violence awareness among ladies:

- **Enhanced Social Media Campaigns:** Organizations and advocates should develop and implement targeted social media campaigns that raise awareness about domestic violence among ladies. These campaigns should utilize engaging content and multimedia formats to reach a wider audience.
- **Education and Training Programs:** There is a need for education and training programs that focus on domestic violence prevention and intervention. These programs should be tailored to the needs of ladies and should emphasize the role of social networks in raising awareness and supporting victims.
- **Policy and Advocacy:** Policymakers and advocates should work together to develop and implement policies that address domestic violence and support victims. This includes funding for support services, legal protections for victims, and initiatives to prevent violence before it occurs.
- **Research and Evaluation:** Continued research is needed to understand the effectiveness of social media campaigns in raising awareness about domestic violence among ladies. Evaluation of these campaigns can help identify best practices and inform future efforts.
- **Community Engagement:** Community-based initiatives that engage with ladies and their communities can help raise awareness about domestic violence and promote supportive environments. These initiatives should involve a range of stakeholders, including religious leaders, community organizations, and local governments.
- **Partnerships and Collaboration:** Collaboration between government agencies, NGOs, and private sector organizations can strengthen efforts to raise awareness about domestic violence. Partnerships can help leverage resources and reach a wider audience.
- **Empowerment Programs:** Programs that empower ladies to speak out against domestic violence and seek help when needed should be developed and

implemented. These programs can include skills training, counseling, and access to support services.

- **Monitoring and Evaluation:** Regular monitoring and evaluation of social media campaigns and other awareness initiatives are essential to assess their impact and effectiveness. This will help identify areas for improvement and ensure that resources are being used efficiently.

5.4 Suggestions for Further Research

- **Comparative Studies Between Urban and Rural Areas:** Future research can compare the impact of social media on domestic violence awareness in **Ilorin metropolis versus rural communities** around Kwara State to identify any disparities in access, usage, and outcomes.
- **Effectiveness of Different Social Media Platforms:** Investigate which specific platforms (e.g., Facebook, Instagram, Twitter, TikTok, WhatsApp) are **most effective** in raising awareness and encouraging reporting among women in Ilorin.
- **Role of Influencers and Online Campaigns:** Examine the **influence of social media influencers**, celebrities, or public figures in shaping awareness and advocacy around domestic violence in Ilorin.
- **Impact on Actual Reporting and Legal Action:** Explore whether increased social media awareness **translates into more cases being reported** to authorities or whether it remains at the level of online discussion and sympathy.
- **Barriers to Effective Use of Social Media for Advocacy:** Study the **challenges and limitations** faced by women in using social media for domestic violence advocacy, such as fear of stigma, digital literacy, or privacy concerns.
- **Youth vs Adult Women Awareness Levels:** Assess the **difference in awareness and perception** of domestic violence between **younger and older women** on social media in Ilorin.

- **Intersection of Religion, Culture, and Online Awareness:** Analyze how **religious and cultural beliefs** in Ilorin metropolis influence how domestic violence messages are received or resisted on social media.
- **Role of Government and NGOs on Social Media:** Investigate how government agencies, NGOs, and advocacy groups are using social media to engage women and whether their strategies are effective.
- **Psychological Impact of Social Media Campaigns:** Study how consistent exposure to domestic violence content on social media affects the **mental health** or emotional wellbeing of female users.
- **Longitudinal Studies on Behavior Change:** Conduct long-term studies to determine if social media campaigns have a **sustained impact** on attitudes and behaviors toward domestic violence among women in Ilorin

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