

INFLUENCE OF SOCIAL MEDIA ON THE SPREAD
OF HATE SPEECH AMONG INHABITANTS OF MORO LOCAL
GOVERNMENT AREA

BY

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CERTIFICATION

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

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DEDICATION

This work is sincerely dedicated to Almighty, the Most Gracious, the Most Merciful, for granting me life, health, and wisdom throughout the course of this study. His divine guidance has been my greatest strength.

I also dedicate this project to my beloved parents for their unwavering support, prayers, and encouragement, as well as to my entire family and well-wishers who stood by me with love and motivation.

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CHAPTER ONE INTRODUCTION

1.1 Background of the Study

As compared to the traditional media internet is considered as more power full medium for disseminating the news and information. It becomes more accessible through the use of technology like mobile phones, computer and laptop. (Khalil, 2010). However, the presence of proximity, anonymity and worldwide services of the internet has made it an appropriate tool for spreading hate and extremism. Along with the development of technology there has been a remarkable change in the number of online hate speech. Additionally, the rise in web based hate speech has been illustrated directly or indirectly through hate speech content , harassment, cyber bullying and discrimination among the individuals on the basis of their color, cast and religion (Banks,2010). In the frame work of previous researches that has been done on hate speech, defined hatred as the intense dislike of a person or group of people on the basis of their color, faith, sex, and ethnicity (Waltman& Haas, 2011; Foxman& Wolf, 2013).

Similarly, Hate speech refers to problematic communication in which groups promote hatred and prejudice on the base of their race, cast, color, culture, belief, sexual orientation, or other identity (Boyle, 2001). Bullying and cyber bullying, of course, arise and spread widely in the online world, which is on the rise due to the usage of social media (Festl&Quandt, 2013). The number of persons harassed differs between harassment and hate speech: one or more bullies target a single person, while many hate speeches target specific groups. Threats have been made on a huge scale on Twitter and on Facebook (Chess & Shaw, 2015).

Hate speech "has been prevalent in human interactions in many forms over time in the actual world (such as racism and prejudice), and now it has found a carrier in the virtual world defined by social media Internet" (Thomas, 2011). Because it is easy to access any information and can be quickly conveyed to a large number of individuals, the latter has

become an obvious carrier of "hate speech." Although there is no universal agreement on what constitutes "hate speech," a similar definition has been presented. This phenomenon was characterised by Gitari et al. (2015) after the widespread usage of the phrase "hate speech" in social networks, because it is frequently generated by hostile users who prejudice "others" due to specific benefits (such as discrimination, creating fear, or instability between countries).

Hate speech, according to Erjavec&Koval (2012.), is "a type of abuse, insult, intimidation, harassment, encouragement to violence, hatred, or any other forms of violence. According to Awan (2016), "hate speech" refers to any sort of rhetoric that is meant to dehumanize others, regardless of their color, gender, religion, ethnicity, sexual orientation, or any other characteristics, like disabilities, both physical and mental. This form can be customized or used in a generic way. It's a common occurrence in everyday life, and it's extremely easy to share with "others." Hate speech not only reinforces prejudice and stereotypes in society (Citron and Norton, 2011), but it also has a negative impact on the mental and emotional health of target groups, particularly target individuals (Citron and Norton, 2011; Festl&Quandt, 2013).

Hate speech is rising around the world. What history teaches us and how we can help. Hate speech incites violence and undermines social cohesion and tolerance. It poses grave dangers for the cohesion of a democratic society, the protection of human rights and the rule of law. If left unaddressed, it can lead to acts of violence and conflict on a wider scale. In this sense hate speech is an extreme form of intolerance which contributes to hate crime.

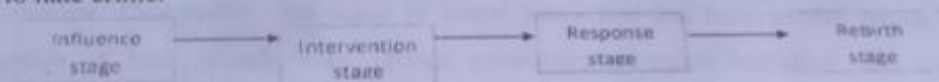


Figure 1 Stages of hate speech

There is no gainsaying to the fact that the advent of social media has amplified citizen journalism or participatory press. But on the other hand, it has broadened the horizon on perpetuating hate speech and launching of diatribe among people. This submission is in line with the argument of Msughter (2018) which showed that the new media has established an ideal platform to adapt and spread hate speech and foul language speedily

because of its decentralised, anonymous and interactive structure. He maintained further that the prevalence of hate speech and fake news is accelerating on social media and fringing on political and national issues as well as social interaction. The amount of hate speech and vulgar language, especially on Facebook, Twitter, YouTube, among other online platforms is becoming worrisome (Msughter, 2018). This study took an interdisciplinary approach by interrogating the phenomenon of social media and hate speech from the standpoint of electronic media and the sociology of deviance behaviour. Therefore, it is in the light of these problems that this study seeks to find out the influence of social media on the spread of hate speech among inhabitant of Moro local government areas of Kwara State.

1.2 Statement of the Problem

The hate speech phenomenon and social media influence in Nigeria can best be described as vice ridden given its effects on political and national issues as well as intergroup relation. Apparently, in recent time, social media is used to spur sedition, diatribes between ethnic and religious groups, ill-mannered communication and spreading of hate speeches. Munyua (2014) cited in Mwende (2014) argued that while social networks have been known for their democratising potential and are considered important tools for the promotion of freedom, democracy, and human rights, it is important to note that they have also been used to radicalise, exclude, enrage, promote polarisation and mobilise for ethnic conflict.

Thus, the social media sites such as Facebook, WhatsApp, Twitter, YouTube, among others in Nigeria are greeted and inundated with negative contents by users, varying from character assassination and negative political campaigns at the expense of national cohesion. Unarguably, the scene of social interaction has been eroded owing to the upshot of hate speech. Hate speech contributes to social exclusion and increased polarisation. Moreover, such speeches intimidate people deterring them from speaking publically; thus weakening democracy. Hate speech can therefore, trigger discrimination and harassment and/or violence (The Equality and Anti Discrimination Ombud's Report, 2015).

According to a report by Vanguard (2018), hate speech if not addressed could hinder the nation's unity. Hate speech is injurious to our joint endeavour. We know that hate speech can jeopardise the success of what we want to do together. This position has prompted an interrogation into the way the public perceive the influence of social media on the hate speech in Nigeria, using Moro local government areas of Kwara State as case study.

1.3 Justification for the Study

The study of nature is justified due to the fact it's help to educate the general public on the influence of social media on the spread of hate speech among inhabitant of Moro local government areas of Kwara State.

1.4 Research Questions

The following research questions set to be addresses at the end of the study:

- i. What are the existences of hate speech messages on social media in Moro Local Government?
- ii. What is the level of involvement of social media users in hate speech syndrome in Moro Local Government?
- iii. What are the factors responsible for the spread of hate speech on social media among residents of Moro Local Government?

1.5 Aim and Objectives

1.5.1 Aim

The main aim of this study is to examine the influence of social media on the hate speech in Nigeria.

1.5.2 Objectives of the study

The objectives of the study were to:

- i. Determine the existence of hate speech messages on social media in Moro Local Government.
- ii. Find out the level of involvement of social media users in hate speech syndrome in Moro Local Government.

However, the cost of materials and stress of searching for relevant one absolutely is one the challenges, time to read and source for materials as well as visiting the respondents really stressful. The reaction of respondents on the questions and the researcher itself is unbearable. Thus, effort has been made to ensure that all this drawbacks has no effect on the study.

1.9 Definition of Term

Influence: Is the capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself.

Social media: Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks (Wikipedia).

Hate Speech: **Hate speech** covers many forms of expressions which advocate, incite, promote or justify hatred, violence and discrimination against a person or group of persons for a variety of reasons.

Local Government: **Local government** is a generic term for the lowest tiers of within a particular. This particular usage of the word refers specifically to a level of administration that is both geographically-localised and has limited powers (Kemp, 2017). While in some countries, "government" is normally reserved purely for a national (which may be known as a central government or federal government), the term local government is always used specifically in contrast to national government – as well as, in many cases, the activities of sub-national, first-level administrative divisions (which are generally known by names such as cantons, provinces, states, oblasts, or regions).

CHAPTER TWO LITERATURE REVIEW

2.0 Introduction

This section deal with review of literature which insinuate on the work of past and present authors based on subject matters "influence of social media on the spread of hate speech among inhabitant of Moro local government areas of Kwara State". Thus, the section was arranged with the following headings: Conceptual Framework that explain the concept of Accountability and other relevant concepts; Theoretical framework that states many theories out of which adopted one that is suitable for the study; and empirical review that study related headings based on the subject matters.

2.2 Theoretical Framework

2.2.1 The uses and gratifications theory

The uses and gratifications theory is considered most suitable by the researchers in explaining the study. The theory was developed in 1974 by Katz, Blumler and Gurevitch. Uses and gratifications theory also called functional theory is concerned with the social and psychological origin of needs, which generate expectation of the mass media which leads to different patterns of media exposure, resulting in need gratification and other consequences, mostly unintended ones. Basically, the theory places more emphasis on "what people do with the media" rather than "what media do to people" (Mwende, 2014), citing (Katz, 1959). Katz's major concern here is what active audience members do with the media.

The uses and gratifications theory is the study of the gratifications or benefits that attract and hold audiences to various types of media (such as mobile phones) and other types of contents that satisfy their social and psychological needs (Raacke & Raacke, 2008). This theory directly places power in the hands of the audience. Rather than assuming that media messages have direct, uniform effects on those who consume them, the uses and gratifications perspective proposes that receivers make deliberate, intentional decisions about the media messages they expose themselves to and at what frequency based on

personal needs and desires irrespective of its influence on them positive or negative. Relating this theory to this study, it shows that people use social media in order to satisfy their needs which may either be physical or psychological, irrespective of the direction. The varying use of the social media contains hate speeches and propagandas. In other words, users select media based on how well each one helps them meet specific needs or goals.

2.2 Conceptual Framework

2.2.1 The Concept of Social Media

In the present dispensation of globalisation, the emergence of social media and social networking sites through Information and Communication Technologies allows greater flow of information and new forms of interactivity and participation. Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content". It is highly common for social media to integrate political communication, while users are able to contribute to the political media content through their activities in various social media platforms (Himmelboim, McCreery & Smith, 2013).

Stieglitz & Xuan (2013) mentioned the capacity of social media, particularly focusing on Facebook and Twitter, to provide both politicians and citizens with an ideal place for political participation and interaction. Indeed, on the one hand, social media serve as tool for citizens to "inspect" their political representatives and intervene in the political agenda.

On the other hand, politicians use social media to come closer to citizens, address political issues, through their accounts directly to people and to present a more approachable side of their image. Zuniga, Jung & Valenzuela (2012) examined the influence of social networking sites' use for news on public life within the social and political process, concluding that the inherent structure of the social networking sites facilitates not only the acquisition of information but also the discussion of its importance and relevance with other members of a particular individual's social network.

2.2.2 Social Network Sites

Social network sites are defined as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection and view and traverse their list of connections and those made by others within the system (Ellison, 2017). What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. This can result in connections between individuals that would not otherwise be made, but that is often not the goal and these meetings are frequently between „latent ties” (Haythornthwaite, 2015) who share some offline connection. Some of the social networking sites are Twitter, YouTube, Facebook, etc.

2.2.3 Boundaries of free speech

Once the lowest bar is set by the national regulations on free speech, social media providers should clearly state the requisites and cases of what do they consider appropriate content. In an ideal scenario, no particular social media service provider should set additional obstacles to the circulations of content, ideas and accurate facts than there are already set by national regulations. Lawful (no matter how controversial) political ideas and content should be permitted and under no circumstances silenced or censored on social media spaces (Weber, 2019).

Even in the case that social media services set their own pack of rules for content, they should provide clear and unambiguous conditions and examples of the requirements that *would make a content to be considered 'unacceptable'*. The clearer and well defined *those characteristics are explained and detailed*, the less room there would be for arbitrary *interpretations and censorship from the social media company*. Last, responsibilities of *social media companies* should be defined in order to collaborate with national authorities to detect and denounce as soon as possible this kind of potential unlawful content (Weber, 2019).

Although hateful propaganda, discriminatory disinformation and hate speech existed long before the Internet, the amplification of particular forms of hate on social media deserves special attention. As Alkiviadou argues: Firstly, the sheer number of users of such networks on a global scale results in the need to pay particular attention to this digital vehicle. Secondly, social networks are used by individual users but also by organised and

semi-organised groups to promote hateful rhetoric and target the victims of such rhetoric. Thirdly, social networks come with some kind of content regulation which must be assessed for purposes of ascertaining whether or not and, if so, the extent to which this regulation contributes to the effective tackling of online hate.

2.2.4 Factors Responsible for the Spread of hate Speech on Social Media

Shirky (2011) introduces two factors that distort the ideal image of social media within the politics realm. Firstly, he mentions the phenomenon of „slacktivism“ which translates to the tendency of users, to seek social change through low-cost activities, such as following a cause online, signing petitions online, etc. He adds that the social media tools themselves are ineffective and „slacktivism“ can lead to an actual political disengagement. As a second factor, he believes that mostly the state benefits from social media, as it now has in its disposal increasingly sophisticated means of monitoring the citizens. As Kaymak (2010) states that even though there are some international and national laws protecting the right of free speech and prohibiting hate speech, the applications of these laws are considered controversial. In addition to the international laws on the limits of free speech, the concept of “hate speech” is defined clearly with reference to international standards. As Weber (2019) states, even though there is “no universally accepted definition, most States have adopted legislation banning expressions amounting to „hate speech.

: Using the high precision lexicon would miss out on several users who might be hateful in nature but are not selected as they did not post any content with words from our lexicon (like using images and videos). In order to capture such obscure hate users, we leverage the methodology used by (Ribeiro et al. 2018b). We enumerate the steps of our methodology below.

- We identify the initial set of hateful users as those who have written at least 10 posts, with at least one hateful keyword in each of them. This results in a set of 1863 hateful users.
- We create a repost network where nodes represents the users and edge-weights denotes posting and reposting frequency.

We convert the repost network into a belief network by reversing the edges in the original network and normalizing the edge weights between 0 and 1. We explain this further in the subsequent section.

- We then run a diffusion process based on the DeGroot's learning model (Golub and Jackson 2010) on the belief network.

We assign an initial belief value of 1 to the 1863 users identified earlier and 0 to all the other users. The diffusion model aims to identify users who did not explicitly use any of the hateful keywords, yet have a high potential of being a hate user due to homophily.

2.2.5 Effects of Hate Speech in Societies

Hate speech (es) in its entity connotes 'hatred' in all ramifications. It may be hatred expressed towards a nation, ethnic groups, marginal groups or personalities especially among the politicians. It is a fact that freedom of expression is one of the important basics and foundations of any society, especially in a democratic society because it is a tool by which progress and development could be achieved (European Court of Human Rights 2017). The document states further that it is applicable not only to information or ideas that are favourably received or regarded as inoffensive or as a matter of indifference, but also to those that offend, shock or disturb the state or any section of the population (European court of Human Right 2017)".

For a society to be truly democratic there is need for tolerance and respect for the equal dignity of all human beings as this will pave way for progress and development.

It is however discovered that, most times, freedom of expression is abused and this is why though some societies are democratic; there is the need to impose sanctions to curb/prevent all forms of expression which spread, incite, promote or justify hatred based on intolerance. Due to the lackadaisical attitude of people to speeches, the Vice President of the Federal Government of Nigeria, Professor YemiOsinbanjo referred to hate speech as a specie of terrorism (vanguardngr.com, 2017). To him, hate speech is the unlawful use of violence or intimidation against individuals or groups especially for political aims. The law on hate speech terrorism 2011 in Nigeria defines hate speech as an act deliberately done with malice and which may seriously harm or damage a country or a population. (NdahIsaiah in Leadership.ng, 2017).

2.2.6 Ways to Reducing Hate speech in the Society

The are many ways of reducing hate speech in the societies out of which include but limited to;

- Hate speech can be conveyed through any form of expression, including images, cartoons, memes, objects, gestures and symbols and it can be disseminated offline or online.
- Hate speech is "discriminatory" (biased, bigoted or intolerant) or "pejorative" (prejudiced, contemptuous or demeaning) of an individual or group.
- Hate speech calls out real or perceived "identity factors" of an individual or a group, including: "religion, ethnicity, nationality, race, colour, descent, gender," but also characteristics such as language, economic or social origin, disability, health status, or sexual orientation, among many others (Golub and Jackson 2010).

It's important to note that hate speech can only be directed at individuals or groups of individuals. It does not include communication about States and their offices, symbols or public officials, nor about religious leaders or tenets of faith.

2.2.7 How to Detect Hate Speech in Information

The growth of hateful content online has been coupled with the rise of easily shareable disinformation enabled by digital tools. This raises unprecedented challenges for our societies as governments struggle to enforce national laws in the virtual world's scale and speed (Mwende, 2014).

Unlike in traditional media, online hate speech can be produced and shared easily, at low cost and anonymously. It has the potential to reach a global and diverse audience in real time. The relative permanence of hateful online content is also problematic, as it can resurface and (re)gain popularity over time.

Understanding and monitoring hate speech across diverse online communities and platforms is key to shaping new responses. But efforts are often stunted by the sheer scale of the phenomenon, the technological limitations of automated monitoring systems and the lack of transparency of online companies.

Meanwhile, the growing weaponization of social media to spread hateful and divisive narratives has been aided by online corporations' algorithms. This has intensified the stigma vulnerable communities face and exposed the fragility of our democracies worldwide (Mwende, 2014). It has raised scrutiny on Internet players and sparked questions about their role and responsibility in inflicting real world harm. As a result, some States have started holding Internet companies accountable for moderating and

removing content considered to be against the law, raising concerns about limitations on freedom of speech and censorship.

Despite these challenges, the United Nations and many other actors are exploring ways of countering hate speech. These include initiatives to promote greater media and information literacy among online users while ensuring the right to freedom of expression.

2.3 Empirical Review

Garba(2020), Perception of Hate Speech on Social Media among Residents of Keffi and Lafia Local Government Areas of Nasarawa State. Survey research design was used, while questionnaire was adopted as the instrument of data collection. Simple percentages and ANOVA statistics were used for data analysis and interpretation. Findings revealed that there was widespread hate speech in the social media space, most especially on Facebook, thereby spurring violence, ethnic and religious hatred, among other discords. The findings also revealed that social media platforms have significantly affected the extent of involvement of the folks in hate speech. Based on the findings of this study, it was concluded that social media platforms play a central role in the perpetuation of hate speeches through social media users. Hence, it was recommended that the users of social media must bear in mind the implications of involvement in the perpetuation of hate speech and its accompanying repercussions.

Binny et al., (2018), the present online social media platform is afflicted with several issues, with hate speech being on the predominant forefront. The prevalence of online hate speech has fuelled horrific real-world hate-crime such as the mass-genocide of Rohingya Muslims, communal violence in Colombo and the recent massacre in the Pittsburgh synagogue. Consequently, It is imperative to understand the diffusion of such hateful content in an online setting. We conduct the first study that analyses the flow and dynamics of posts generated by hateful and non-hateful users on Gab (gab.com) over a massive dataset of 341K users and 21M posts. Our observations confirms that hateful content diffuse farther, wider and faster and have a greater outreach than those of non-hateful users. A deeper inspection into the profiles and network of hateful and nonhateful users reveals that the former are more influential, popular and cohesive. Thus, our

research explores the interesting facets of diffusion dynamics of hateful users and broadens our understanding of hate speech in the online world.

Fiberesima et al., (2021), study Social Media and Hate Speech: Implications for Socio-Political Stability in Rivers State. The study revealed that The entire world is linked up as a global village by information technology which connects people worldwide. Usage of information technology in social media increases its popularity among youths, especially universities, politicians, and public and private workers. The most significant innovations of men that have brought people together from every race, religion, and nationality are the Internet with social media sites such as Twitter, Facebook and Gab that are continually connecting billions of people in the world who share their ideas and opinions instantly. These so-called ideas and thoughts shared on the Internet to some extent, bear several ill consequences and online harassment, trolling, cyber-bullying, and hate speech. Hate speech as any tweet promotes violence against other people based on racial segregation, ethnicity bias, nationality, sexual orientation, gender identity, religious affiliation, age, disability, or diseases. Although several governments and social media sites are trying to curb the hate speech, it is still plaguing our society. The Twitter, Facebook, Gab etcetera are social media that promotes free speech. It allows users to post contents that may be hateful without any fear of repercussion, leading to suspension orders for violating its terms of service, namely, abusive or hateful behaviour.

For developing better understanding of the topic the analysis of hate speech was divided into four categories, hate speech and social media, religious hate speech, gendered hate speech and racists hate speech on social media. Findings of the study revealed that due to the presence of anonymity in online media the use of hate speech on social media is immensely increasing and attracts the users towards itself. Because of the absence of restrictions on social media the trend of religious, gender and racists hate speech is expanding. Likewise, online harassment on the bases of gender and religion is also increasing. Online communities of users such as social media platforms can be studied by observing their actions, the information they post and share for better understanding online hate speech. On the basis of review, some new dimensions have suggested for future research studies in this specific area.

PROJECT CLEARANCE FORM

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The study revealed that there was a very great correlation between hate speech and the roles of the media. Alakali, Fage and Mbursa (2016) found in their study that hate speech and foul language were mostly prevalent on social media platforms in Nigeria and that though many people understood what hate speech was but they did not understand its legal consequence. These authors state that the media offer an ideal platform to spread hate speech so easily because of its interactive nature. Such social media platforms include; facebook, Twitter, Youtube, Whatsapp and numerous others. Ekhornu, one of the panel members at the vanguard conference hall (2017), states that the media that is expected to edit and curb hate speeches are not living up to expectation because they want to get advert patronage and they don't want to be blocked out from entering State House. The popularity of social media and the scope of making comments which are not moderated by anyone in the public has made hate speech to go viral thus, hate speech has the capacity of being spread rapidly and reaching more people within seconds with communication tools. The study also revealed that there were no laws set apart for hate speech. Adegboruwa(2012), a lawyer and human right activist, states that, there is no hate speech law in Nigeria backing his claim with the Nigerian constitution section 39 of 1999. He states that the section of the constitution has granted freedom of speech to every citizen and that if any speech made violates anybody's legal rights, there is an extant common law remedy of libel actions for damages in civil cases and criminal libel cases. Adegboruwa also disagreed with the concept of hate speech as an act of terrorism and he makes it clear that the National assembly "lacks the competence in law to pass into law any bill seeking to 'gag citizens'. He made his submissions thus; Any law capable of hindering the freedom of expression granted under section 39 of the 1999 constitution and the African charter will be illegal and unconstitutional. To that extent the National Assembly has no power to make any law that will violate the Constitution. It is ultra vires.pg.256 Falana (2017) is also of the view that there is no law on hate speech; and there is no need for one pointing out that the country has enough laws to deal with hate speech, and that what is lacking is the political will to arrest and prosecute those who contravene the laws. He also made it clear that people have the rights to seek redress in the courts of law to protect their reputation by suing media organizations and individuals who defame them.

Enahoro (2017) further opined that there is no legal framework or backing for the vice president's pronouncement that hate speech is an act of terrorism. He also states that hate speech is unknown in Nigerian law and equating it with terrorism means it will carry death penalty. To him Nigeria is a democratic country and that dissent does not necessarily constitute hate speech and that any ill-defined hate speech laws will be used to suppress debate on critical opinion and decimate opposition. He made it clear that there are laws under which police can charge citizens for seditious incitements against government.

2.5 Appraisal of the Review

The knowledge gap hypothesis explains that knowledge, like other forms of wealth, is often differentially distributed throughout a social system. Research gap, are those areas in the literature review where there are loopholes which need to be filled. Munger (2016) tracked down and gathered some harassing Twitter users, then utilized "bots" to construct a controlled account to punish bullies. Chaudhry (2016) discovered that the xenophobic group (target group) involved will have extra tweets than the offender unit after examining the tweets following the black fatalities. By stressing more intersectionality, Nakagaawa and Arzubaiaga (2014), explored they ways to reduce the hate speech against the racism and the researchers concluded to increase the racial literacy rate for confronting the hate speech based on racism. Moreover, the finding suggests that categorizing Twitter data with specific descriptions, administered by machine learning systems play a significant part.

Additionally, Kulaszewicz (2015), conducted a research study on the influence of media in promoting racism. Findings of the study suggest that media play a crucial role in the campaign of racism and it shows media biasness towards specific community. Furthermore, this biasness leads the individuals towards psychological issues, hate and recession.

CHAPTER THREE RESEARCH METHODOLOGY

3.1 Introduction

Research study is an important tool for advancing knowledge, promoting progress and for enabling man to relate more effectively to his environment in order to accomplish his purposes and to resolve his conflicts. Basically, this chapter is concerned with the methods used in collecting, analyzing and interpreting the data for the study. Therefore, it contains the research design, population of the study, sample techniques and sampling size; source and method of data collection, techniques of data analysis as well as variables of the study.

3.2 Research Design

The research design used for this study is the survey research method. Closed ended questionnaire was used for collecting data from the respondents. According to Okoro (2001) cited in Suleiman, Nyamkyume & Jamil (2018), "the survey research is a vital method for collecting data for the purpose of describing a population too large to be observed directly."

3.3 Research method

The research questionnaire which were arranged with varieties of questionnaire that derived from the research objectives were used to collect data from the respondents. Thus, out 388 questionnaires that were distributed only 300 were retrieved back, nonsuffered brutality. The 300 collected questions were arranged, analyses, collated, calculated and interpreted with the aid of tables in the chapter four of this research work.

3.4 Population of the Study

The population of this study is the entire people in Moro Local government Area of Kwara State of thus; view audience will be study since we cannot study the whole audience in the respective local government due to large population. According to their

National Population Census at as November, 2022 the total number of people in the respective local were **163,200**.

Table 3.1 Target population

Communities	Target population	Percentage%
Moro	16,200	9
Alara	12,000	7
Ajanaku	15,000	10
Arobadi	13,000	8
Babadubu	7,500	4.5
Bode-Saadu	20,000	11
Ejidongari	12,000	7
Oloru	13,000	8
Pakunmo	12,000	7
Womi	10,000	6
Jebba	10,000	6
Ayaki	5000	4
Shao	5000	4
Gbugudu	7500	4.5
Jehunkunnu	5000	4
Total	163,200	100%

Source: National Population Census (2024)

3.5 Sample Size Sampling Techniques

According to Lance P.; Hattori, A. (2016) "the sample size is a term used in market research to defining the numbers of subjects included in a sample size".

To determine the sample size of this study, the online sample size calculator was used. Statistically, this gave a sample size of 100. To source data, a total number of 100 audience of AperoMekunu a Sobi 101.9 Fmprogramme in Ilorin metropolis. These categories of parents were purposefully and meticulously identified to fill the questionnaire. However, out of the 100 copies of questionnaire administered, only 100 copies were retrieved and analysed while 100 copies suffered mortality as a result of negligence by respondents to return the questionnaire.

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Sampling of the opinion has been drawn using simple random sampling method. The population is 163,200 audience of AperoMekunu a Sobi 101.9 Fmprogramme in Ilorin metropolis as the respondents. Krejcie & Morgan (1970) sampling techniques is used because it is the only method that gives the respondents equal chance of being selected and it is an unbiased technique. Therefore, to determine the sample size for the study, Krejcie & Morgan (1970) formula will be applied, the formular were described in the table below:

N	S	N	S	N	S
10	10	220	140	1300	291
15	14	230	144	1300	293
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3200	346
85	70	440	205	4000	351
90	73	460	210	4200	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	12000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note — N is population size. S is sample size.

Source: Krejcie & Morgan, 1970

To determine the sample size of this study, the online sample size calculator was used. Statistically, this gave a sample size of 100. To source data, a total number of 100

audience of AperoMekunu a Sobi 101.9 Fmprogramme in Ilorin metropolis. These categories of parents were purposefully and meticulously identified to fill the questionnaire. However, out of the 388 copies of questionnaire administered, only 100 copies were retrieved and analysed while 88 copies suffered mortality as a result of negligence by respondents to return the questionnaire.

3.6 Research Instrument

The research instrument used for this research study is questionnaire. The nature of the questions where options are given to respondents to choose from. The questionnaire is divided into two parts. The part A consist of the respondent while the part B contain the questions relating to the topic for the purpose of this study, 388 copies of questionnaire were administered.

The instruments used for the collection of data in this study are both primary and secondary data. This area covers sources of data used by the researcher while carrying out the study.

3.7 Validity and Reliability of the Instrument

The instrument used for the study was valid due to the fact that the data were appropriately cross check by the supervisor. Thus, necessary corrections were made in both the secondary and the primary data.

The research questionnaire was reliable because it passes through due process before distributed to the respondents.

3.9 Method Of Data Analysis

This area covered diagnostic test, conceptual model and analytical model. Tables and charts were used to present data. Simple percentage and ANOVA statistics were used to analysed data collected from the field.

The researcher used the following diagnostic test as a statistical measure to test data accuracy.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATIONS

4.1 INTRODUCTION

Data presentation means the known ways of carrying the different forms of data obtained through various data selecting techniques to enable the researcher perform analysis and extract new meaning format.

The data collected was presented in simple table. The data analysis was based on the answer to question raised from the people of Moro LGA in Ilorin metropolis. The question in the questionnaire was analyzed by the use of simple percentage. The analysis of the questionnaire distributed is stated below. Out of 388 questionnaires administered, 300 copies were retrieved.

4.2 DISTRIBUTION AND COLLECTION OF QUESTIONNAIRE

Questionnaire Administration

Table 4.1.1

Questionnaire	Respondents	Percentage %
Returned	300	77
Not Returned	88	23
Total	388	100

Source Field Survey, 2024

Table 4.1.1 shows that out of the 388 copies of the questionnaire administered at Ministry of Finance only 300 that 77% were returned as duly completed while 88 that is 23% were not returned.

4.3 DEMOGRAPHIC CHARACTERISTIC OF RESPONDENTS

Table 4.1.2: Gender

Options	No. of Respondent	Percentage %
Male	198	72
Female	112	28
Total	300	100

Source: Field Survey – 2024

The table above shows that 72% representing 198 respondents were male, while 28% representing 112 respondents were female. This shows that most of the respondents were males.

Table 4.1.3: Marital Status

Options	No. of Respondent	Percentage %
Single	95	24
Married	205	76
Total	300	100

Source field survey - 2024

In the above table it is seen that 24% of representing 95 respondents were single, while 76% representing 205 respondent were married. This shows that a good number of the staffs are either single or married.

Table 4.1.4: Age

Option	No of Respondent	Percentage %
Below 18 years	0	0
18 – 29 years	85	28
30 – 39 years	100	36
40 – 49 years	75	24
50 and above	40	12
Total	300	100

Source field survey - 2024

The above table shows that 0% representing 0 respondent fall within below 18 years, 28% representing 85 respondents fell within the age of 18 – 29 years, 36% representing 100 respondents fall within the age 30 – 39 years, 24% representing 75 respondent fell within the age of 40 – 49 year and 12% representing 40 respondent fell within the age of 50 years and above.

Table 4.1.5: Academic Qualification

Option	No of Respondent	Percentage %
WAEC	75	20
NCE/OND	100	38
HND/BSC	92	34
Others higher certificate	33	8
Total	300	100

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Source field survey - 2024

The above table indicates that 20% representing 75 respondents were WAEC holder, 38% representing 100 respondent were NCE/OND holders, 34% representing 92 respondents were HND/BSC holders and 10% representing 33 respondents were holding other higher certificate.

4.4 ANALYSIS OF QUESTIONNAIRE BASED ON OBJECTIVES OF THE STUDY

OBJ1: the existence of hate speech messages on social media in Moro Local Government

Table 4.1.7

Question 6: there is existence of hate speech among residents of Moro Lga

Option	No of Respondent	Percentage %
Yes	95	24
No	205	76
Total	300	100

Source field survey - 2024

The above table shows that 24% representing 95 respondents strongly agree on the above question, 76% representing 205 respondents disagreed.

Table 4.1.8

Question 7: Hate Speech" refers to as "public speech that expresses hate or encourages violence towards a person

Option	No of Respondent	Percentage %
Yes	197	69
No	113	31
Total	300	100

Source field survey - 2024

The above table shows that 69% representing 197 respondents strongly agree on the above question, 31% representing 113 respondents disagreed.

Table 4.1.9

Question 8: Hate speech is "usually thought to include communications of animosity or disparagement.

Option	No of Respondent	Percentage %
Yes	140	44
No	160	56
Total	300	100

Source field survey - 2024

The above table shows that 44% representing 140 respondents strongly agree on the above question, 56% representing 160 respondents disagreed.

Table 4.1.10

Question 9: Hate speech is rising around the world including Moro LGA

Option	No of Respondent	Percentage %
Yes	150	50
No	150	50
Total	300	100

Source field survey - 2024

The above table shows that 50% representing 150 respondents strongly agree on the above question, 50% representing 150 respondents disagreed.

OBJ2: The level of involvement of social media users in hate speech syndrome in Moro Local Government

Table 4.1.11

Question 10: Residents of Moro LGA involve in hate speech

Option	No of Respondent	Percentage %
Yes	140	44
No	160	56
Total	300	100

Source field survey - 2024

The above table shows that 44% representing 140 respondents strongly agree on the above question, 56% representing 160 respondents disagreed.

Table 4.1.12

Question 11: The prevalence of hate speech and fake news is accelerating on social media and fringing on political

Option	No of Respondent	Percentage %
Yes	197	69
No	113	31
Total	300	100

Source field survey - 2024

The above table shows that 69% representing 197 respondents strongly agree on the above question, 31% representing 113 respondents disagreed.

Table 4.1.13

Question 12: Misunderstanding among political leaders/ exhibition of propaganda

Option	No of Respondent	Percentage %
Yes	140	44
No	160	56
Total	300	100

Source field survey - 2024

The above table shows that 44% representing 140 respondents strongly agree on the above question, 56% representing 160 respondents disagreed.

Table 4.1.14

Question 13: The amount of hate speech and vulgar language, especially on Facebook, Twitter, YouTube, among other online platforms is becoming worrisome

Option	No of Respondent	Percentage %
Yes	197	69
No	113	31
Total	300	100

Source field survey - 2024

The above table shows that 69% representing 197 respondents strongly agree on the above question, 31% representing 113 respondents disagreed.

Table 4.1.15

Question 14: Unethical practices of media practitioners also cause hate speech on social media

Option	No of Respondent	Percentage %
Yes	140	44
No	160	56
Total	300	100

Source field survey - 2024

The above table shows that 44% representing 140 respondents strongly agree on the above question, 56% representing 160 respondents disagreed.

OBJ3: the factors responsible for the spread of hate speech on social media among residents of Moro Local Government

Table 4.1.16

Question 15: There is no gainsaying to the fact that the advent of social media has amplified citizen journalism or participatory press

Option	No of Respondent	Percentage %
Yes	150	50
No	150	50
Total	300	100

Source field survey - 2024

The above table shows that 50% representing 150 respondents strongly agree on the above question, 50% representing 150 respondents disagreed.

Obj3: The factors responsible for the spread of hate speech on social media among residents of Moro Local Government

Table 4.1.17

Question 16: Religion is one of the factors responsible for hate speech

Option	No of Respondent	Percentage %
Yes	197	69
No	113	31
Total	300	100

Source field survey - 2024

The above table shows that 69% representing 197 respondents strongly agree on the above question, 31% representing 113 respondents disagreed.

Table 4.1.18

Question 17: Politics issues is also one of the factor that contribute to hate speech

Option	No of Respondent	Percentage %
Yes	150	50
No	150	50
Total	300	100

Source field survey - 2024

The above table shows that 50% representing 150 respondents strongly agree on the above question, 50% representing 150 respondents disagreed.

Question 19: inefficient information dissemination also part of the factor

Option	No of Respondent	Percentage %
Yes	197	69
No	113	31
Total	300	100

Source field survey - 2024

The above table shows that 69% representing 197 respondents strongly agree on the above question, 31% representing 113 respondents disagreed.

Table 4.1.21

Question 20: poor leadership styles of the community leaders also pose to the factors

Option	No of Respondent	Percentage %
Yes	150	50
No	150	50
Total	300	100

Source field survey - 2024

The above table shows that 50% representing 150 respondents strongly agree on the above question, 50% representing 150 respondents disagreed.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Findings of the previous research studies were mainly focused on detecting online hate speech and on the framework to study the online hate speech. But very few research studies were conducted on the impacts of online hate speech while, it is very essential to underpin the effects of online hate speech on users specifically, related to religious and gender based online hate speech.

Whenever, the users of social media face any kind of hate speech they suffers from stress and depression negative and bad comments on their post make them feel sad. So, this particular area need much more consideration that how online hate speech is effecting the psychological conditions of the users and what are the after effects of hate speech on the individuals. Due to the use of excessive hate speech on social media the concept of cyber terrorism is grabbing the attention of the researcher for future studies. Hate speech causes emotional pain. It's a common occurrence in everyday life, and it's extremely easy to share with others.

In general, people consider a headscarf to be a reflection of one's level of personal integration. This delusion and uncertainty can be prevented by teaching the people about Islamic civilization. To attain this goal, methods such as Islamic culture, values and other activities should be promoted in collaboration with different ventures of fashions (veil/turban design projects, multicultural displays) should be proposed and implemented. These kinds of activities can be developed further as a counter narrative to tackle religious hate speech particularly against Muslims around the globe. Likewise, online harassment of Muslims is on the rise, so the problem of Islamophobia should be tackled. Online communities can be studied by monitoring their actions, such as

the information they publish, reveal, and enjoy for better understanding of religious hate speech.

5.2 Conclusion

Social media companies should clearly comply with the legal requirements in each national setting to forbid unlawful material to spread through their users profiles. As mentioned above, special attention should be paid to terrorism, criminal organizations, hate speech and defamation. In order to avoid accusations of censorship, laws should clearly state the requirements and definition of what does constitute 'terrorism' or 'hate speech' crimes. In the case of defamation caused by misleading content addressed to harm individuals or social groups, legislators could take initiatives to protect people directly damaged by the spread of fake news (Lazer et al, 2018). One of such measures could consist in the figure of the Internet Ombudsman, which might help to gather and channel cases of people affected by misinformation and disinformation spread through social media.

Phenomenon of online hate speech is growing rapidly because majority of the users are less educated and they are unfamiliar with the cyber laws. It is very important to conduct future research studied on this dimension to reduce the trend of online hate speech. Likewise, most important reasons for immense increase in the rate of online hate speech is the lack of awareness about the cyber laws and its penalties in case of any violation of rules. Majority of the online media users violates the rules and they are unaware of it because of lack of information about online harassment and its punishments.

5.3 Recommendations

Based on the findings and conclusion, the following recommendations were made:-

- i. Online communities should be studied by monitoring their actions, such as the information they publish, reveal, and enjoy for better understanding of religious hate speech.

- ii. In gender and racist hate speech, the ease with which different genders should access the Internet, the swift advancement of information and communication tools, and the extensive use of social media have made it simpler to describe violence against them.
- iii. These technological developments should not be utilized to abuse females. Cyber-violence against females is regarded as a worldwide issue.
- iv. The most common form of online gender-based abuse is social media platform. Because hate crimes can lead to discrimination and violence.
- v. Legal equality has the potential to reduce violence and information that will help victims to improve their capabilities, discourage culprits, and raise public awareness about cyber law.
- vi. Phenomenon of online hate speech is growing rapidly because majority of the users are less educated and they are unfamiliar with the cyber laws. It is very important to conduct future research studied on this dimension to reduce the trend of online hate speech.
- vii. Likewise, most important reasons for immense increase in the rate of online hate speech is the lack of awareness about the cyber laws and its penalties in case of any violation of rules. Majority of the online media users violates the rules and they are unaware of it because of lack of information about online harassment and its punishments.
- viii. Furthermore, there is a need to educate the users about the laws and policies of using online media to avoid any kind of violation of rules and to decline the trend of online hate speech.

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**APPENDIX****Dear Respondent**

We are final year students of the Department of Mass Communication in Kwara state Polytechnic, Ilorin, carrying out research on the topic: **INFLUENCE OF SOCIAL MEDIA ON THE SPREAD OF HATE SPEECH AMONG INHABITANT OF MORO LOCAL GOVERNEMENT**. The outcome of the research will be useful to the general public. The information gathered will be for academic purposes. I solicit your Co-operation by filling the questionnaire. This will be treated confidentially. Thank in anticipation for your cooperation.

Thanks

QUESTIONNAIRE**SECTION A****PERSONAL INFORMATION**

1. Sex: (a) Male () (b) Female ()
2. Age : (a) 18-20 () (b) 21-23 () (c) 24-26 () (d) 27 and above
3. Marital status : (a) married () (b) single () (c) Divorcee ()
4. Occupation : (a) student () (b) civil servant () (c) self employed ()
5. Religion: (a) Christianity () (b) Islam ()

SECTION B

Please select appropriate option in the below listed Options:

SA= Strongly Agree

A= Agree

U=Undecided

D= Disagree

SD= Strongly Disagree

NO	Statement	SD	A	U	D	SD
	OBJ1: the existence of hate speech messages on social media in Moro Local Government					
1.	There is existence of hate speech among residents of Moro Lga					
2.	Hate Speech" refers to as "public speech that expresses hate or encourages violence towards a person					
3.	Hate speech is "usually thought to include communications of animosity or disparagement					
4.	Hate speech is rising around the world including Moro LGA					
5.	There is no gainsaying to the fact that the advent of social media has amplified citizen journalism or participatory press					
	OBJ2: The level of involvement of social media users in hate speech syndrome in Moro Local Government					
6.	Residents of Moro LGA involve in hate speech					
7.	The prevalence of hate speech and fake news is accelerating on social media and fringing on political					
8.	Misunderstanding among political leaders/ exhibition of propaganda					
9.	The amount of hate speech and vulgar language, especially on Facebook, Twitter, YouTube, among other online platforms is becoming worrisome					
10.	Unethical practices of media practitioners also cause hate speech on social media					
	Obj3: The factors responsible for the spread of hate speech on social media among residents of Moro Local Government					
11.	Religion is one of the factors responsible for hate speech					
12.	Politics issues is also one of the factor that contribute to hate speech					
13.	Inefficient information dissemination also part of the factor					
14.	Poor leadership styles of the community leaders also prose to the factors					