

**ASSESSING THE EFFECTIVENESS OF MEDIA CAMPAIGNS IN  
SHAPING PUBLIC PERCEPTION ON DOMESTIC VIOLENCE IN BENIN  
CITY**

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FACULTY OF ARTS,  
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BENIN CITY.**

**SEPTEMBER, 2025**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF  
MASS COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF  
BENIN, BENIN CITY, EDO STATE, NIGERIA.**

**IN PARTIAL FULFILLMENTS OF THE REQUIREMENTS  
FOR THE AWARD OF BACHELOR OF ARTS (B.A HONS) DEGREE IN  
MASS  
COMMUNICATION**

**SEPTEMBER , 2025**

**DECLARATION**

This project is based on a study undertaken by me Idoro Oghenero Dorcas, in the Department of Mass Communication, Faculty of Arts under the supervision of Mrs Amenze Bazuaye.

All ideas and results of this study, were based off my personal research, where the views of others were used; they were duly acknowledged.

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**CERTIFICATION**

This is to certify that this research work “**ASSESSING THE EFFECTIVENESS OF MEDIA CAMPAIGNS IN SHAPING PUBLIC PERCEPTION ON DOMESTIC VIOLENCE IN BENIN CITY**” was written and submitted by Idoro Oghenero Dorcas , Matriculation Number ART2100945, to the Department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Edo State, Nigeria.

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**Supervisor**

**DATE**

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## Head of Department

*STUDENT'S THESIS*

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This project is wholeheartedly dedicated to God Almighty, the source of my strength, wisdom, and grace. His unfailing love carried me through every high and low of this academic journey.

I also dedicate this work to my immediate elder sister who has been my backbone Miss Idoro Comfort, for your unwavering support, guidance and love. I couldn't have done this without you.

And to my amazing Elder sister Miss Dora Idoro , thank you so much for your love, encouragement, and financial support.

## **ACKNOWLEDGEMENTS**

I would like to express my profound and sincere gratitude to God Almighty for the grace, strength, and guidance He gave me throughout the course of writing this project. I am forever grateful, and my gratitude and praise will never cease.

My deepest and sincerely appreciation goes to my project supervisor, Mrs Amenze Bazuaye, for her guidance, supervision, expertise, recommendations, corrections, and insightful feedback that contributed immensely to the success of this project.

I also extend my heartfelt appreciation to the Department of Mass Communication, Prof. Daniel Ekharefo, as well as other lecturers in the

Department of Mass Communication who have contributed to my growth in knowledge and character: Prof. Ambrose Uchenunu, Prof. Ezekiel S. Asemah, Prof. F. P. Olise, Prof. Okhakhu, Prof. (Mrs.) Comfort Obaje, Mr. Sunday Ekerikevwe, Dr. Chukwunonso Nnabuiife, Dr. (Barr) E.I. Obarisiagbon, Dr. Collins Kedihor, Dr. N. Bardi, Dr. N. Umoru, Mrs. Uduak Ekpeyong, Dr (Mrs). Ogono and Dr. (Mrs.) Akintaro.

My special appreciation goes to Lovely sister Commy, Mummy DDF and Brother Peace, for their love, Encouragement and generous financial support toward the successful completion of this degree. Thank you so much sister Commy for your love and constant reassurance because you've been the reason I keep pushing throughout this academic journey. Thank you for being my biggest supporter and my inspiration, even during the toughest times, your love kept me going.

To my dearest friends, Celine Amarachi Igweh, Daniella Festus, Aloaye Okpe, Thank you for walking this journey with me. From the late night reading hours to the laughter, the tears, shared frustrations, encouragement, and those unforgettable moments, your presence made this experience lighter and more meaningful. I'm deeply grateful for the bond we share and the memories we've built together.

You all are more than friends you are a blessing to me.

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### **ABSTRACT**

This research investigated how effective media campaigns are in influencing public perceptions of domestic violence in Benin City, Edo State, Nigeria. Despite various efforts, domestic violence continues to be a significant societal issue, prompting increased use of media for advocacy and awareness. The study aimed to evaluate public awareness of domestic violence, assess the impact of media campaigns on public perception, and analyze the degree to which these campaigns facilitate behavioral changes among residents.

Media campaigns effectively heightened awareness and positively influenced perceptions of domestic violence, framing it as a significant social issue rather than a private concern. Platforms like WhatsApp and Facebook were highlighted as essential in promoting these campaigns, especially to younger demographics. However, the research also pointed out that despite improvements in awareness and perception, tangible behavioral changes remain limited, with some individuals still hesitant to report or intervene in abuse situations.

In conclusion, the study emphasized that while media campaigns play a crucial role in addressing domestic violence, they should be supported by enhanced legal enforcement, cultural shifts, and community engagement. It recommended ongoing and varied media advocacy in collaboration with the government and stakeholders to foster lasting behavioral change in Benin City.

## **CHAPTER ONE**

### **ASSESSING THE EFFECTIVENESS OF MEDIA CAMPAIGNS IN SHAPING PUBLIC PERCEPTION ON DOMESTIC VIOLENCE IN BENIN CITY**

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

Domestic violence (DV) remains a critical social issue in Benin City, with studies showing high prevalence rates linked to cultural norms, economic pressures, and low reporting rates (Ojo & Adetula, 2020). Media campaigns in Benin City, including Television programmes, social media advocacy (#EndDVInBenin), and grassroots awareness initiatives, have sought to shift public perception and encourage victims to seek help (Egharevba & Igbafe, 2019). However, the effectiveness of these campaigns in altering deep-seated attitudes remains under-researched.

The Media plays a crucial role in influencing people's perceptions and behaviors by disseminating information, raising awareness, and providing education. It facilitates communication among individuals and enables them to gain insights into various global, social, and environmental concerns.

Domestic violence is known as the willful and ongoing abuse of any family member in a way that results in harm, suffering, or pain (Aihie Ose, 2009). It is any abusive treatment of a family member (physically or psychologically) by another person, which is against the law and a violation of fundamental human rights. It entails abusive behavior toward intimate partners and other people, sexual assault on children, marital rape, and detrimental customs for women. Domestic violence happens everywhere (Dahlberg and Krug, 2002, UNICEF, 2005). Domestic violence affects families in a variety of ways, affecting those from various socioeconomic, racial, educational, and religious origins.

Domestic violence remains a pervasive issue in Benin City, with recent studies indicating that approximately 68% of women in Edo State have experienced some form of intimate partner violence (Edo State Ministry of Health, 2022). The media landscape in Benin City has responded to this crisis through various awareness campaigns, leveraging both traditional and new media platforms. Notable among these are initiatives like the "Stop the Silence" campaign by the Edo State Gender-Based Violence Task Force and the "Safe Homes Edo"

project implemented by the Women's Health and Action Research Centre (WHARC).

These campaigns typically employ multiple strategies including:

- Radio and television public service announcements
- Social media activism (#EndDVInBenin)
- Community outreach programs
- School-based sensitization workshops

However, preliminary observations suggest that while awareness has increased, behavioral change remains limited, indicating a potential gap between campaign messaging and audience reception (Osaigbovo & Omorogiuwa, 2022).

Looking at the prevalence and Social cultural context Benin City presents a unique case study due to its deep-rooted cultural traditions intersecting with modern urban dynamics.

Domestic Violence in Benin City. Benin City has a high incidence of domestic violence, often underreported due to fear of stigma, family pressure, and distrust in law enforcement (Osifo & Omorogiuwa, 2021). Traditional beliefs, such as the notion that "a man must discipline his wife", contribute to the normalization of abuse (Adeyemo & Osaigbovo, 2018). Recent data from the National Human Rights Commission (2023) reveals that:

- 45% of reported cases involve physical violence
- 30% are psychological abuse
- 25% comprise economic and sexual violence

Cultural factors significantly influence both the prevalence and perception of domestic violence in Benin City. The persistence of patriarchal norms, particularly the concept of "obedience" in marriage, often discourages victims from reporting abuse (Adeyemo, 2021). Traditional dispute resolution mechanisms, while sometimes effective, may inadvertently perpetuate the normalization of domestic violence by prioritizing family reconciliation over victim protection (Igbinovia, 2022).

Here are some Notable Media Campaigns in Benin City: Case Studies

#### Case Study 1: "Break the Silence" Campaign (EWDI, 2019-2021)

Implemented by the Edo Women's Development Initiative, this multi-platform campaign featured:

- Weekly radio programs on Rhythm FM (93.7)
- Community theater performances in 15 local government areas
- School outreach programs reaching 5,000 students
- Social media engagement (#BreakTheSilenceEdo)

Evaluation showed a 40% increase in reported cases to the Edo State GBV hotline during the campaign period, though long-term impact assessment remains ongoing (EWDI Annual Report, 2022).

#### Case Study 2: "Men Against Violence" Initiative (Edo State Government, 2020-present)

This innovative approach engaged male community leaders as advocates against domestic violence through:

- Training of 200 male influencers as community ambassadors
- Monthly town hall meetings
- Partnership with religious institutions
- Football tournaments with anti-violence messaging

Preliminary findings indicate improved male engagement in prevention efforts, though challenges persist in rural communities (Edo State GBV Task Force Report, 2023).

#### Case Study 3: Social Media Movement #EndDVInBenin (2021-2022)

This youth-led initiative gained traction through:

- Survivor storytelling on Instagram and Twitter
- Influencer partnerships
- Virtual counseling services
- Online petitions for stronger legal protections

The campaign reached over 200,000 impressions but faced challenges with misinformation and online harassment of activists (Omorie, 2023).

## 1.2 STATEMENT OF THE PROBLEM

Domestic violence remains a critical issue in Nigerian society, with significant physical, emotional, and psychological consequences for victims. Despite the growing awareness of its detrimental effects, domestic violence continues to be prevalent in many regions, including Benin City, Edo State. Over the years, different media campaigns have been launched to address the issue, aiming to educate the public and shift societal perceptions regarding domestic violence. However, the effectiveness of these campaigns in transforming public attitudes remains perplexing.

Domestic violence is a pervasive issue in many societies, including Benin city Edo state , with severe consequences for victims, particularly women and children. Despite numerous efforts to raise awareness, domestic violence continues to be prevalent. Over the years, media campaigns have been launched to inform the public about the dangers of domestic violence and to encourage a shift in societal attitudes. However, there is limited understanding of how effective these campaigns have been in shaping public perceptions and influencing behavior in Benin City.

Several factors contribute to the prevalence of domestic violence, and understanding these causes is key to addressing the problem effectively. Cultural beliefs and societal norms play a significant role in the perpetuation of domestic violence. In many Nigerian communities, there are traditional gender roles that place women in subordinate positions within the household, which can foster an environment where violence against women is either tolerated or ignored. In some cases, domestic violence is seen as a private matter, with victims feeling powerless to speak out due to fear of shame, stigma, or social ostracism. These cultural and societal attitudes make it difficult for media campaigns to break through and change people's views on domestic violence.

Another critical factor is the widespread economic inequality, which can exacerbate situations of domestic violence. Financial stress and economic dependence, particularly among women, can increase vulnerability to abuse. In some households, perpetrators may use economic control as a means to exert power and dominance, making it difficult for victims to escape abusive situations. This economic dynamic further complicates the effectiveness of media campaigns, as they may not address the underlying socio-economic conditions that allow domestic violence to persist.

Psychological factors also play a significant role in domestic violence. Perpetrators often have unresolved psychological issues such as anger management problems, substance abuse, or a history of being abused themselves. These issues may be overlooked or underrepresented in media campaigns, which often focus on the victim's perspective rather than exploring the root causes of the perpetrator's behavior. Consequently, while the public may be educated about the dangers of domestic violence, the deeper psychological and emotional triggers behind the abuse are often left unaddressed.

Furthermore, the legal framework and enforcement of laws around domestic violence can also influence its prevalence. In many cases, the lack of proper law enforcement, coupled with societal apathy, allows perpetrators to go unpunished, reinforcing the idea that domestic violence is not a serious issue. Without strong legal consequences, media campaigns alone may not be enough to alter public perception or bring about real change.

it is evident that media campaigns alone cannot solve the issue. They must be complemented by a more comprehensive approach that addresses cultural beliefs, economic disparities, psychological factors, and legal frameworks. Therefore, this study seeks to assess how effective media campaigns have been in influencing public perceptions of domestic violence in Benin City and whether these campaigns are addressing the underlying causes that contribute to its persistence.

While media campaigns are crucial in raising awareness about domestic violence, their impact on changing deeply ingrained societal views is limited to challenge the social norms that enable domestic violence and offer information on legal protections available to victims. However, despite these efforts, domestic violence remains widely underreported, and there is often a culture of silence surrounding it. This suggests that media campaigns, while informative, may not be effectively reaching all segments of the population or may not be resonating with them in ways that lead to tangible changes in behavior and attitudes.

Additionally, there is a concern that the media campaigns may not address the unique cultural and social dynamics present in different communities within Benin City. Factors such as education level, socioeconomic status, and traditional beliefs may influence how people perceive and respond to messages about domestic violence. As a result, some segments of the population may be more resistant to changing their views, and others may not fully understand the consequences of domestic abuse.

Several studies highlight the essential role of the media in shaping public perception. According to Omotayo (2018), media campaigns can significantly influence societal behavior by raising awareness and encouraging positive changes in attitudes. Omotayo emphasizes that while media can promote

awareness, the effectiveness of these campaigns in altering entrenched societal views is not always guaranteed. He argues that for media campaigns to be truly effective, they must not only inform but also challenge societal norms that perpetuate violence against women (Omotayo, 2018).

In the Nigerian context, studies by Okoro (2017) suggest that the media plays a pivotal role in the fight against domestic violence, particularly in shaping public opinion and behavior. Okoro contends that although media campaigns have contributed to some improvements in public understanding of domestic violence, they often fail to reach certain demographics, especially those in rural and less-educated communities, where domestic violence is more prevalent. This raises questions about the broader reach and inclusivity of media messages in Benin City and how well they resonate with the targeted populations.

Additionally, a study by Akinwale and Oyetunji (2016) reveals that while campaigns against domestic violence have raised awareness, there is still a widespread culture of silence and acceptance surrounding domestic abuse in many Nigerian communities. The authors suggest that while media campaigns may help to disseminate information, they need to be coupled with more localized, community-specific strategies that address the deep-rooted cultural factors contributing to domestic violence.

Given these perspectives, it becomes evident that while media campaigns have played an essential role in raising awareness about domestic violence, there is a need to assess their effectiveness in changing public perception in

Benin City. Do these campaigns effectively challenge harmful beliefs and behaviors associated with domestic violence? Are they reaching all segments of the population? How do they influence attitudes towards domestic violence in a culturally complex and diverse setting like Benin City?

### 1.3 OBJECTIVES OF THE STUDY

This study aims to evaluate the effects of mass media in raising awareness about domestic violence in Benin City. The specific goals include:

1. Analyzing the various forms of mass media used in campaigns against domestic violence in Benin City.
2. Assessing how mass media has contributed to increasing awareness of domestic violence in the region.
3. Investigating the extent to which media campaigns have heightened public consciousness regarding domestic violence in Benin City.

### 1.4 RESEARCH QUESTIONS

The following are some of the questions which this study intends to answer:

1. To what extent have media campaigns increased public awareness of domestic violence in Benin City
2. How have media campaigns influenced public attitudes and perceptions toward domestic violence?
3. Which media platforms (TV, radio, social media, print) are most effective in shaping public opinion on domestic violence?

### 1.5 SIGNIFICANCE OF THE STUDY

This research is crucial for Benin City, where domestic violence is prevalent yet frequently goes unreported due to cultural beliefs, insufficient awareness, and ineffective media involvement. The study's results will offer valuable local insights to stimulate change in several ways:

Many victims endure their suffering in silence due to fear of stigma or a lack of faith in authorities. The findings will help determine whether media messages encourage more survivors to seek assistance.

The study will identify which types of media, such as Edo-language radio jingles, social media influencers, and community town halls, resonate most with residents of Benin City. Local NGOs like the Women's Development Initiative and Gender Rights Advocates can utilize these insights to enhance their advocacy efforts. By emphasizing the media's role in altering perceptions, the research can foster open conversations in families, churches, and marketplaces.

It will also explore whether younger people, who engage more with digital media, are more influenced by anti-violence messaging than older generations.

Ultimately, this research contributes to a cultural transformation where domestic violence is recognized as a societal issue rather than a private one.

## 1.6 DELIMITATION OF THE STUDY

This study focuses specifically on assessing the effectiveness of media campaigns in shaping public perception of domestic violence in Benin City, Edo State, Nigeria.

The following delimitations define the boundaries of the research:

The study is limited to Benin City and does not cover other parts of Edo State or Nigeria.

Findings may not be generalizable to rural communities outside the city.

## 1.7 DEFINITION OF TERMS

### 1. Domestic Violence

Domestic violence encompasses any aggressive or violent actions that occur within a household, often directed at a spouse or partner. It can also be understood as a recurring pattern of abusive behavior within a relationship, where one partner seeks to exert power and control over the other. This form of violence can manifest through physical, sexual, emotional, economic, psychological, or technological means, including threats and coercive actions that affect an intimate partner. Behaviors associated with domestic violence may involve intimidation, manipulation, humiliation, isolation, fear, coercion, threats, blame, or physical harm.

- Domestic violence includes instances such as spousal abuse, child maltreatment, and marital rape, which are frequently underreported due to cultural stigma.

### 2. Media

Media refers to the various communication tools used to store and convey information. This term encompasses multiple aspects of the mass communication industry, including print media, publishing, news reporting, photography, cinema, broadcasting, and advertising.

### 3. Campaign

A campaign is a coordinated series of activities designed to achieve a specific goal, such as instigating social or political change over a designated timeframe.

### 4. Public Perception

Public perception describes how the general populace interprets and understands a particular concept. It involves the ability to perceive through the senses, including awareness and comprehension of different objects and qualities.

### 5. Social Media

Social media consists of interactive technologies that enable the creation, sharing, and combination of content, such as ideas and expressions, among virtual communities and networks. Platforms like Facebook, Twitter, and Instagram serve as digital avenues for networking and information exchange.

### 6. Traditional Media

Traditional media encompasses all forms of communication that existed before the rise of the internet, including radio, television, newspapers, magazines, and billboards. These represent the various means of mass communication that were prevalent prior to the digital era.

### 7. Societal Behavior

Societal behavior involves interactions among three or more individuals and reflects how people engage with and influence one another. An individual's social conduct affects not only the current reactions of others but also their future decisions. Examples of societal behaviors include altruism, communication, friendship, aggression, conformity, agreeableness, cooperation, acceptance, obedience, tolerance, deception, inclusion, and manipulation.

8: Effectiveness or effectivity is the capability of producing a desired result or the ability to produce desired output. When something is deemed effective, it means it has an intended or expected outcome, or produces a deep, vivid impression.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Preamble**

Domestic violence remains a deeply rooted issue in many societies, including Nigeria, where cultural beliefs, gender inequality, and poor enforcement of laws continue to silence victims and protect perpetrators. Despite growing awareness, many people still view domestic abuse as a private family matter rather than a serious social problem that affects the well-being of individuals and the development of society. Over the years, media campaigns have been used as a tool to challenge these harmful beliefs and educate the public on the dangers of domestic violence. These campaigns use various platforms radio, television, newspapers, and social media to spread messages that promote change in attitudes and behavior.

In a country like Nigeria, where literacy levels and media access differ from one region to another, the media plays a crucial role in shaping how people think and respond to social issues. Whether it is through government-sponsored jingles, NGO awareness drives, or trending hashtags on platforms like Twitter and Facebook, media campaigns have the potential to influence public opinion and spark national conversations. The impact of these campaigns depends not only on the message being passed but also on how well the message is received and understood by the target audience.

This chapter focuses on reviewing existing literature related to domestic violence, media campaigns, and public perception. It draws insights from both Nigerian and international sources, paying special attention to studies carried out in the last five years. It also highlights theories that explain how media influences public thinking, as well as real examples of how campaigns have worked in various parts of Nigeria. By doing so, this chapter provides a strong foundation for understanding how media campaigns may be shaping public perception of domestic violence in Benin City.

## 2.2 Historical Review

The issue of domestic violence has a long and complicated history in Benin City, much like in other parts of Nigeria. Traditionally, domestic matters including spousal abuse were considered strictly "family issues" and often kept away from public discussion. In many homes across Benin, especially within more conservative or patriarchal families, acts of physical or emotional violence were normalized as a form of discipline, especially toward women. Older generations often saw it as a man's right to "correct" his wife, and

victims were usually advised to endure in silence for the sake of marriage and family reputation.

In the pre-social media era, public awareness around domestic violence in Edo State was very low. Cases were barely reported, and when they were, law enforcement agents often saw them as “minor” or “private” issues. This attitude discouraged victims especially women from speaking out, fearing shame, rejection, or retaliation.

However, over the years, this narrative began to shift. The passage of the Violence Against Persons (Prohibition) Act (VAPP) in 2015 marked a major turning point nationally, and Edo State officially adopted the law in 2021. This gave legal backing to efforts aimed at curbing gender-based violence. But implementation remains uneven. In Benin City, many residents are still unaware of the law or unsure of how to access help. This gap between policy and practice has made media campaigns a necessary tool to bridge awareness.

The role of the media in addressing domestic violence in Benin City has grown gradually. Between 2018 and 2023, several local radio and television stations such as Independent Television (ITV Benin) and EBS Radio began airing programs focused on women’s rights, family welfare, and domestic abuse. These shows often feature real-life stories, expert interviews, and legal advice segments aimed at educating the public. Local newspapers like the Nigerian Observer have also featured more stories of domestic abuse, though coverage is still inconsistent.

The growth of social media in Benin City has created another major shift. Young people, activists, and NGOs now use platforms like Facebook, WhatsApp, and X (formerly Twitter) to share information, personal experiences, and emergency contacts. Hashtags like #SayNoToDomesticViolence and #JusticeForWomen have gained popularity, especially when local cases surface. For example, in 2022, a viral Facebook video of a Benin-based woman speaking out against years of abuse by her partner sparked citywide conversations and led to police involvement after years of silence.

Furthermore, non-governmental organizations (NGOs) like Idia Renaissance, Courage Against Domestic Violence Initiative, and Edo Women's Development Network have played key roles in organizing awareness campaigns in local communities, schools, churches, and markets. These organizations have partnered with media houses to run jingles, talk shows, and sensitization programs specifically tailored to the realities of people living in Benin.

Despite these efforts, challenges remain. In many low-income areas of Benin City, traditional beliefs still influence how domestic violence is perceived. Some families still advise abused women to "pray and stay," while others fear social backlash if they report abuse. Also, many survivors lack trust in police or social systems due to past experiences of being ignored or shamed.

In summary, the historical journey of domestic violence awareness in Benin City reflects a slow but steady transformation from silence and cultural acceptance toward growing awareness, legal backing, and media-driven conversations. The involvement of local media outlets, social media users, and NGOs has helped to reshape public perception, even though full societal change is still a work in progress.

## 2.3 Conceptual Review

In Benin City, understanding domestic violence requires careful attention not just to definitions, but to how abuse is seen, labeled, and internalized by the local community. The concept of domestic violence is complex, shaped by cultural norms, legal frameworks, urban dynamics, and socioeconomic factors.

### 2.3.1 Defining Domestic Violence

Domestic violence commonly refers to a pattern of physical, emotional, sexual, psychological, or economic abuse inflicted by one intimate partner or family member upon another. This includes practices like slapping, pushing, verbal intimidation, forced isolation, and controlling finances. According to Olubunmi Olanike Alawode's 2024 study on data from the 2018 NDHS, the most prevalent form of abuse in Nigeria is emotional violence, experienced by around one-third (33.6%) of surveyed women making it a critical part of how domestic violence is conceptualized locally .

In Benin City, actions such as verbal abuse or controlling a partner's movement though less visible are deeply harmful and commonly accepted under cultural norms. Augustine Alenkhe and Charles Monday Akhigbe's 2020 research in Benin City reported that while women are most often the visible victims, men also face silent abuse highlighting that domestic violence is gendered but not gender-exclusive .

### 2.3.2 Conceptual Dimensions of Abuse

Emotional and Psychological Abuse: Often normalized in many homes, tactics such as constant belittling, threats, or gas lighting can damage mental well-being and reinforce submission. In Benin, these subtle forms of abuse are frequently downplayed but can lead to long-term trauma.

Physical Violence: Acts like pushing or hitting are often described in local contexts as "discipline." Nationally, responses show that nearly 35% of Nigerian women have experienced some form of physical abuse, and under-reporting is widespread due to stigma and normalization of violence .

Economic Abuse: Restricting access to money or forcing dependence on partners limits autonomy. Alawode' s analysis confirms that economic hardship and partner' s alcoholism increase vulnerability across socioeconomic groups .

Under-Recognition of Male Victims: Research by Busari, Owojuyigbe, and Ajao (2017) shows that domestic violence against men in Nigeria is rarely acknowledged, with victims often in denial or too embarrassed to report cases due to societal expectations of masculinity .

### 2.3.3 Local Context: Benin City

In Benin City, as in other southern Nigerian urban centers, the concept of domestic violence includes both invisible, internalized abuse and visible

physical attacks. Research emphasizes that rural- urban factors matter: urban settings like Benin City may reduce the likelihood of violence slightly, but prevalence remains high multi-dimensional abuse remains entrenched, including emotional and economic forms .

Educational levels matter too: higher education is consistently linked with reduced risk, yet even educated women in Benin City face tight cultural pressures exploring domestic violence reveals that awareness does not always translate into empowerment.

#### 2.3.4 Cultural Norms and Community Perceptions

Patriarchal expectations remain strong in Benin. Many cultural norms uphold male authority and minimize women' s autonomy. Community perception often positions marital issues as private, discouraging involvement from neighbors or authorities. These norms soften definitions of abuse and suppress reporting.

Alawode reviewed that norms such as 'a husband' s right to discipline his wife' directly increase the likelihood of intimate partner violence especially when combined with alcohol abuse, jealousy, or male economic dominance .

#### 2.3.5 Implications for Awareness and Media

The conceptual understanding of domestic violence in Benin City guidelines what media campaigns need to address: not just physical abuse, but emotional, economic, and invisible forms. Given local beliefs that minimize

reporting, campaigns must break through stigmas, redefine abuse, and offer actionable support.

By grounding messaging in real-life Benin experience Such as male victimhood, emotional control, or economic dependence media campaigns can help reshape public conceptualization of what abuse is.

#### 2.4.1 Mass Media and Public Attitudes

Dauda Busari' s ethnographic review (2015) highlights the media' s potential as an agent of social change emphasizing its capacity to inform the public, increase self-confidence among women, and serve as a deterrent to domestic abuse. Busari suggested that mass media messaging currently aims to "grab attention and sustain interest," but it still often lacks consistent persuasive messaging to effect long-term change . Experts argue that, in Benin City, local radio and TV programs may raise awareness but rarely sustain a dialogue that leads to behavioral change.

#### 2.4.2 Media Framing and Narrative Handling

A content analysis by Moyosore Alade and F.B. Abiodun (2023) examined Punch and Nigerian Tribune coverage on domestic violence and concluded that neither regularly placed domestic violence stories in front-page headlines. Coverage was generally brief, inconsistent, and unlikely to change public perception effectively . Local media in Benin City often mimic these trends

occasional stories or talk-show segments appear, but fail to push deeper public discourse or promote help-seeking behavior.

#### 2.4.3 Gender and Social Media Voice

Ajayi-Ayodele & Oguntomisin's 2024 work studied Nigerian women's exposure to activist Facebook group messages; they found that these campaigns significantly raised awareness and helped motivate people to act when domestic violence occurred . Particularly for urban centers like Benin City, where social media use is high, such grassroots campaigns may be more effective at shaping opinion than traditional media channels.

However, an important caveat noted by social listening studies (Silva et al., 2023) is that while platforms reflect increased discussion such as a dramatic rise in sexual consent discourse many posts continue to frame victims in stereotypical or victim-blaming ways. Digital campaigns can therefore be double-edged, empowering but potentially reinforcing harmful narratives if not handled thoughtfully .

#### 2.4.4 Media Silence Around Male Victimhood

In exploring under-reported experiences of male victims, researchers Busari, Owojuyigbe & Ajao (2017) emphasized that domestic violence against men remains taboo in Nigeria. Social norms discourage disclosure, and many victims remain in denial due to shame and fear of ridicule. The authors stressed that such silence further reinforces patriarchal assumptions and

leaves male victims unsupported . In Benin City, conversations around male abuse are nearly nonexistent in both mainstream and social media, meaning campaigns often inadvertently promote gendered invisibility.

#### 2.4.5 Media Responsibility and Ethical Reporting

A 2024 review by African Women in Media raised concerns about how Nigerian newsrooms handle violence against women and girls. The report found that media coverage often uses insensitive language, fails to include survivor support resources, and rarely consults gender experts it hereby perpetuating prejudice and emotional harm rather than fostering constructive awareness . Experts argue that responsible storytelling must accompany awareness especially in Benin City where survivors need helpful guidance, not sensational headlines.

#### 2.4.6 Local Voices and Community Influence

Local activists such as Laila St. Matthew- Daniel and social entrepreneurs have emphasized the media's role in shaping community attitudes toward gender-based violence. While not academic journalists, their public commentary urges media houses to go beyond token stories to engage communities through culturally relevant programming and survivor-centered messaging. Their consensus: media outlets in Benin City should collaborate with NGOs and grassroots advocates to build sustained, empathetic campaigns that resonate socially.

## 2.5 Theoretical Framework

Every research study is grounded in theories that help explain and guide the focus of inquiry. For this project, two main theories provide a solid foundation: Agenda-Setting Theory and Social Learning Theory. These theories explain how media content influences what people think about and how they form their opinions and behaviors around issues such as domestic violence.

### 1. Agenda-Setting Theory

This theory was first proposed by Maxwell McCombs and Donald Shaw in 1972. It suggests that the media may not always tell people what to think, but it significantly tells them what to think about. That means when the media gives attention to an issue, the public is more likely to consider that issue important.

In the context of Benin City, the agenda-setting theory is highly relevant. If local media platforms such as EBS Radio, Independent Television (ITV Benin), and social media influencers frequently highlight stories of domestic violence, it pushes the issue into public consciousness. This is especially important in a society where such issues were historically considered taboo or private. By repeatedly presenting these matters in headlines, discussions, and radio talk shows, the media shapes what the public sees as pressing or worthy of attention.

For instance, if a media campaign keeps emphasizing legal options for abuse victims, societal responsibility, or the emotional toll of domestic violence, it begins to shape public perception and might eventually influence attitudes and behavior. Thus, agenda-setting theory helps explain how media campaigns can drive attention and potentially shift social conversations in Benin.

## 2. Social Learning Theory

This theory was developed by Albert Bandura in the 1960s. It emphasizes that people learn behaviors and attitudes through observation, imitation, and modeling. In other words, what people see others do especially those they consider role models or figures of authority can shape their behavior.

In the fight against domestic violence, this theory is vital. Media campaigns often use drama, testimonials, real-life stories, and influential figures to model acceptable and unacceptable behaviors. For example, a short film aired on TV about a woman who leaves an abusive marriage and gets legal justice might inspire real victims to seek help. Similarly, campaigns that portray abusers facing the law can deter potential offenders.

In Benin City, where cultural practices and traditional gender roles sometimes silence victims, seeing relatable stories play out in media can have a powerful influence. When people see that others in their community are speaking out,

reporting abusers, or supporting victims, it builds a sense of social learning that domestic violence is wrong and no longer hidden.

Social learning theory also explains how negative learning can occur. For instance, when the media fails to condemn abuse clearly or glorifies toxic relationships viewers might adopt harmful behaviors as normal. Therefore, the way media messages are crafted is just as important as the message itself.

### The Intersection of Both Theories

Using both theories allows this study to explore two key ideas:

What media choose to focus on (agenda-setting) influences how people think about domestic violence.

How media present those messages (through modeling behavior and consequences) influences how people behave in response.

Together, these theories provide a strong framework to examine whether media campaigns in Benin City are truly effective in shifting public perception whether in terms of awareness, attitude change, or actual behavioral shifts like reporting abuse or seeking help.

### Conclusion

The Agenda-Setting and Social Learning theories offer a clear lens through which we can assess how media campaigns shape public opinion and behavior regarding domestic violence in Benin City. While agenda-setting tells us what issues get public attention, social learning explains how that attention

is translated into behavior. These two theories are essential for understanding the media's potential role in creating a more informed, responsive, and proactive society on the issue of domestic violence.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1. INTRODUCTION**

This chapter details the research methodology utilized in this study. It describes the steps and strategies implemented to gather, process, and analyze data to evaluate the impact of media campaigns on public perception of domestic violence in Benin City. The chosen methodology is designed to ensure the data collected is accurate, reliable, and valid in order to meet the study's objectives. Specifically, this chapter addresses the research design, study population, sample size and sampling method, data collection instrument, the instrument's validity and reliability, as well as the data collection and analysis methods.

- . Research Design
- . Population of the Study
- . Sample Size
- . Sampling Procedure
- . Research Instrument / Administration
- . Validity of the Instrument
- . Reliability of the Instrument

- . Method of Data Collection
- . Method of Data Analysis

### 3.2 Research Design

The research utilized a survey design, which is well-suited for this study as it enables the direct collection of data from a diverse group of individuals in Benin City through questionnaires. This method is beneficial for gathering primary insights from participants regarding how media campaigns shape their views and understanding of domestic violence. Given that the study's objective is to evaluate opinions, attitudes, and experiences, the survey design offers a versatile and efficient approach for collecting data from a sizable population.

### 3.3 population of the study

Population according to Asika (2002, p.37), referenced in Asemah, Gujbawu, Ekhareafo, and Okpanachi (2017), states that a population consists of all possible components, individuals, or observations pertaining to a certain phenomenon of interest to the researcher.

For this research, the population comprises residents of Benin City, the capital of Edo State, Nigeria.

According to the National Population Commission (NPC, 2022 projection), Benin City has an estimated population of about 1,700,00 people. This population cuts across men and women of different age groups, occupations, and educational backgrounds.

However, because this study focuses on how people perceive media campaigns on domestic violence, the target population was limited to adults aged 18 years and above. This is because individuals within this age range are more likely to have access to media messages, form opinions on social issues, and respond meaningfully to the questionnaires.

### 3.4 SAMPLE SIZE

The estimated sample size for this study is 200.

To determine an appropriate sample size, the Taro Yamane (1967) formula was applied . The formula is expressed as:

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

Where:

- n = Sample size
- N = Population size (1,700,000)
- e = Margin of error (0.05)

Substituting the values:

$$n = \frac{1,700,000}{1 + 1,700,000(0.05)^2}$$

$$n = \frac{1,700,000}{4,251}$$

$$n \approx 200$$

Therefore, the sample size used for this research is 200

### 3.5 Sampling Procedure

To select the 200 respondents used in this study, the simple random sampling method was applied. First, the researcher identified different locations across Benin City, such as residential areas, schools, markets, and workplaces, to ensure a mix of people from various social and economic backgrounds. Then, respondents were randomly approached and asked if they would

Everyone who agreed and met the age requirement (18 years and above) was given a copy of the questionnaire to fill out. No specific group was targeted more than others the goal was to give equal opportunity to different individuals within the city to take part in the research. This approach helped to make the data collected more balanced and representative of the general population in Benin City.

### 3.6 Research instrument/Administration

The main instrument used for collecting data in this study was a structured questionnaire. The questionnaire was carefully designed to contain simple and clear questions that focused on media exposure, public awareness, and perception of domestic violence. It was divided into sections that captured the demographic information of respondents, their exposure to media campaigns, and their views on the impact of such campaigns.

To reach a wider audience and make distribution easier, the questionnaire was shared both physically (in-person) and online. The online version was created using Google Forms and shared via WhatsApp, which made it easier to collect responses from people who were not available for face-to-face interaction. This combination of both digital and physical methods allowed the researcher to gather data from different types of respondents across Benin City in a cost-effective and time-saving way.

### 3.7 Validity of the Instrument

To ensure that the questionnaire used for this study was valid and measured exactly what it was intended to, careful steps were taken during its development. First, the questionnaire was drafted based on the research objectives and reviewed thoroughly by the project supervisor to check for clarity, relevance, and proper structure.

In addition, a pre-test (pilot study) was carried out by giving the questionnaire to a small group of 10 respondents who were not part of the main study. Their

feedback helped to identify confusing or unclear questions, which were then corrected or adjusted before the final version was distributed. This process helped to improve the accuracy of the instrument and ensured that the questions were properly aligned with the topic assessing how media campaigns shape public perception on domestic violence.

### 3.8 Reliability of the Instrument

After ensuring the questionnaire was valid, it was also important to make sure it was reliable meaning that if the same questions were asked again under similar conditions, they would produce consistent results. To test for reliability, the questionnaire was shared with a small group of people twice at different times, and their responses were compared.

The answers from the first and second round were mostly consistent, which showed that the questions were clear and understandable. This confirmed that the instrument was reliable enough to be used in the main study. Also, the use of simple language in the questionnaire made it easier for respondents to answer honestly, which helped to strengthen the reliability of the data collected.

### 3.9 Method of Data Collection

The data for this study was collected through the use of a structured questionnaire. Two methods were used to reach respondents: physical distribution and online sharing. For the physical method, the researcher visited selected areas in Benin City, such as schools, markets, offices, and residential

neighborhoods, and handed out printed copies of the questionnaire to willing participants.

For the online method, the questionnaire was created using Google Forms and shared through WhatsApp. This made it easier to reach respondents who were not available in person or preferred digital communication. The combination of both online and offline methods helped the researcher gather a wider and more diverse range of responses within a short period of time. All participants were assured of their privacy, and they were encouraged to answer honestly.

### 3.10 Method of Data Analysis

After all the questionnaires were collected, the data was sorted, organized, and carefully analyzed. The responses were entered into tables and interpreted using simple percentages and frequency counts. This method was chosen because it is easy to understand and effective for summarizing the opinions and responses of a large number of people.

The use of tables and percentages made it possible to clearly show patterns in the data, such as how many people are aware of media campaigns on domestic violence, what type of media they are most exposed to, and how these campaigns have influenced their thinking. The analysis helped to provide answers to the research questions and supported the overall objective of the study.

## **CHAPTER 4**

## DATA PRESENTATION AND ANALYSIS

### Gender Distribution of Respondents by Gender

Gender Responses Percentage		
Male	56	28%
Female	144	72%
<b>Total</b>	<b>200</b>	<b>100%</b>

Data in the above table shows that 56 respondents representing 28% are male while 144 respondents representing 72% are female.

### Table 2: Age distribution of respondents

Age	Responses Percentage	
18-20	30	15.00%
21-25	77	38.50%
26-30	44	22.00%
31 and above	49	24.50%
<b>Total</b>	<b>200</b>	<b>100.00%</b>

**Table 2 shows** 30 respondents representing 15.00% are between the ages of 18-20 years, 77 respondents representing 38.50% are between the ages of 21-25, 44 respondents representing 22.00% are between the ages of 26-30 years while 49 respondents representing 24.50% are between the age of 31 and above.

### Table 3: Distribution of respondents by occupation

Occupation	Responses Percentage	
Students	81	40.50%
Civil servant	13	6.50%
Private sector	33	16.50%

Self employed	69	34.50%
Others	4	2.00%
<b>Total</b>	<b>200</b>	<b>100.00%</b>

**Table 3 reveals** 81 respondents representing 40.50% are students,13 respondents representing 6.500% are Civil servants, 33 respondents representing 16.500% are work in the private sector,69 respondents representing 34.500% are self employed,while 4 respondents representing 2.00% stated others as their occupation.

**Table 4: Educational background of respondents**

<b>Qualification</b>	<b>No of Respondents</b>	<b>Percentage</b>
SSCE	59	29.50%
ND/NCE	43	21.50%
BSc/HND	82	41.00%
MSC/ABOVE	16	8.00%
<b>Total</b>	<b>200</b>	<b>100</b>

Table 4 shows 59 respondents representing 29.50% had SSCE,43 respondents representing 21.50% possessed ND/NCE,82 respondents representing 41.00% possessed B.sc, while 16 respondents representing 8.00%possessed M.Sc and above.

**Table5: Residential Area of respondents**

<b>Residential Responses Percentage</b>		
Yes	168	84%%
No	32	16.%
<b>Total</b>	<b>200</b>	<b>100%</b>

Data in the above table 168 respondents representing 84% resides in Benin city while 32 respondents represent 16% do not reside in Benin city.

**Table 6: RESPONSES ON MEDIA CAMPAIGNS AND AWARENESS OF DOMESTIC VIOLENCE**

<b>Response</b>	<b>No of Respondents</b>	<b>Percentage</b>
Yes	175	87.50%
No	25	12.50%
<b>Total</b>	<b>200</b>	<b>100%</b>

Table 6 was designed to find out whether respondents are aware of any media campaigns that talk against domestic violence. The data gathered shows 175 respondents representing 87.50%, are aware of media campaigns against domestic violence, while 25 respondents representing 12.50% are not aware of any media campaigns that talk about domestic violence

## **Table 7: Responses on how respondents first became aware of domestic violence**

<b>Responses</b>	<b>No of Responses</b>	<b>Percentage</b>
Tv or shows	29	15.00%
Radio programmes	40	20.00%
Social media	78	39.00%
Posters/billboards	12	6.00%
Newspapers/magazines	20	10.00%
Words of mouth	21	10.00%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Table 7** reveals that 29 respondents representing 15.00% first became aware of domestic violence through Tv or show, 40 respondents representing 20.00% first became aware of domestic violence through Radio programmes, 78 respondents representing 39.00% first became aware of domestic violence through the use of social media, 12 respondents representing 6.00% first became aware of domestic violence through posters/billboards, 20 respondents representing 10.00% first became aware of domestic violence through Newspapers/Magazines, while 21 respondents first became aware of domestic violence by words of mouth. From the above table it can be noted that majority of the respondents became aware of domestic violence through the use of social media.

## **Table 8: Responses on how respondents rate their awareness about domestic violence**

<b>Variables</b>	<b>Responses</b>	<b>Percentage</b>
Very low	2	1.00%

Low	12	6.00%
Moderate	89	44.50%
High	58	29.00%
Very high	39	19.50%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Table 8** reveals that 2 respondents representing 1.00% indicated their awareness was very low, showing that only a negligible portion of the population has little knowledge of domestic violence, 12 respondents representing 6.00% reported a low awareness about domestic violence, 89 respondents representing 44.50% rated their awareness as moderate, 58 respondents representing 29.00% indicated a high level of awareness about domestic violence, while 39 respondents representing 19.500% reported a very high awareness about domestic violence.

**Table 9: Responses on Medi campaigns have helped me better understand what domestic violence is.**

Variables	Responses Percentage	
Strongly Agree	48	24.00%
Agree	107	53.50%
Neutral	27	14.00%
Disagree	12	6.00%
Strongly Disagree	5	2.50%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Table 9** shows respondents report on whether media camps have helped them understand what domestic violence is. A large number 107(53.50%) agreed that it has, followed by 48(24.00%) who strongly agreed, while 27(14.00%) remained neutral, 12(6.00%) disagreed that it has, and the least number 5(2.50%) strongly disagreed that media campaigns have helped them better understand what domestic violence is.

**Table 10: I believe media messages have changed how people think about domestic violence**

Variables	Responses	Percentage
Strongly Agree	65	32.50%
Agree	99	49.50%
Neutral	19	19.50%
Disagree	10	5.0%
Strongly Disagree	7	3.50%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Table 10** concludes with participants view on if they believe media messages have changed how people think about domestic violence,65(32.50%) strongly agreed,majority of the participants 99(49.50%) agreed that media messages have changed how they think about domestic violence,This was followed by 19 (19.50%) who remained neural,10(5.0%) participants Disagreed while 7(3.50%) disagreed,meaning that Media messages have not changed what they think about domestic violence

**Table 11: Media messages made me more empathic or concerned about domestic violence**

Variables	Responses	Percentage
Strongly Agree	60	31.00%
Agree	103	51.00%
Neutral	25	12.00%
Disagree	10	5.00%
Strongly Disagree	2	1.00%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Table 11** shows that 60(31.00%) strongly agreed that media messages have made them concerned about domestic violence,another 103 agreed(51.00%), while 25(12.00%) were neutral,10(5.00%) disagreed and 2(1.00%) strongly disagreed

**Table 12: Do you think people in your community are more likely to speak up about domestic violence now compared to before?**

**Respondents by Gender**

Response	No of Responses	Percentage
Yes	148	73.60%
No	23	11.40%
Not sure	30	14.90%
<b>Total</b>	<b>200</b>	<b>100%</b>

Data in the above table shows that 148 respondents which represent 73.60% believe people in their community now speak up about domestic violence now compared to before, 23 respondents representing 11.40% Don't agree, while 30 respondents representing 14.90% are Not sure.

**Table 13 which of the following do you believe media campaigns have influenced the most.**

Response	No of Responses	Percentage
Awareness about what domestic violence is	47	23.50%
Willingness to report or speak out	88	44.00%
Change in cultural or societal norms		
Support for survivors	43	21.50%
	22	11.00%
<b>Total</b>	<b>200</b>	<b>100%</b>

Table 13 shows that 47 respondents representing 23.50% believe that media campaigns have influenced their awareness about domestic violence, 88 respondents

representing 44.00% reported that have influenced the willingness to report or speak out about domestic violence,43 respondents representing 21.50% believe media campaigns have influenced in cultural or societal norms. While 22 respondents representing 11.00% believe media campaigns only when there's support for survivors.

**Table 14 which of these media platforms do you encounter most often for domestic violence campaigns**

Responses	No of Responses	Percentage
Tv	42	21.00%
Radio	21	10.00%
Social media,Facebook,instagram	72	36.00%
Print/Newspaper/magazine		6.00%
Online blogs/Newsites	19	10.00%
	46	23.00%
<b>Total</b>	<b>200</b>	<b>100%</b>

The question in table 14 was designed to find out respondents responses on which media platforms they come across the most on domestic violence,The data gathered shows that the respondents see more of domestic violence related contents on social media,Facebook and instagram the most.This is based on the fact that majority of the respondents72(36.00%) answered to that effect. By implication,the respondents are fit for the study.

**Table 15: which media platform has the strongest impact in shaping public opinion on domestic violence?**

Responses	No of Responses	Percentage
Tv	20	10.00%
Radio	20	10.00%

Social media	144	36.00%
Print media	4	2.00%
All equally	12	6.00%
<b>Total</b>	<b>200</b>	<b>100%</b>

The purpose of table 15 is to analyze which media platforms how more effect in shaping public opinion on domestic violence. The collected data demonstrates that Social media targeted at curbing domestic violence is very helpful. This is based on the fact that majority of the respondents 144(72.00%) answered in that direction.

**Table16: what kind of domestic violence-related content influence you the most ?**

Responses	No of Responses	Percentage
Real life survivors stories or testimonials	52	26.00%
Expert interviews or discussions about domestic violence	28	14.00%
Campaign ads or jingles raising awareness about domestic violence	29	14.500%
Social media posts or influencers messages addressing domestic violence	63	31.550%
Film documentaries or drama series focused on domestic violence	28	14.00%
<b>Total</b>	<b>200</b>	<b>100%</b>

Table 16 shows that 52(26.00%%) respondents are more affected by Real life survivors stories or testimonial, 29(14.00%) respondents are influenced by Experts interviews or discussions about domestic violence,then 28(14.00%)respondents are influenced the most by campaign ads or jingles raising awareness about domestic violence,63(31.50%) respondents are more influenced by social media posts or influencers messages addressing domestic violence.while,28(14.00%) respondents are more affected by film documentaries or drama series focused on domestic violence.

## 4.2 Discussion of Findings

This section addresses the study's results in relation to the research questions, objectives, and existing literature.

## **Research Question One: To what extent have media campaigns raised public awareness of domestic violence in Benin City?**

The results (Tables 6–9) indicate that a substantial majority (87.5%) of participants are aware of media campaigns focused on domestic violence. The primary sources of this awareness include social media (39%), radio (20%), and television (15%) (Table 7). Awareness levels varied, with only 7% rating their awareness as low or very low, while a combined 93% rated theirs as moderate, high, or very high (Table 8).

This indicates that media campaigns have played a significant role in enhancing awareness among Benin City residents. Media exposure has not only educated the public about what domestic violence entails but has also expanded their understanding. As shown in Table 9, over 77% (strongly agree/agree) felt that media campaigns have improved their comprehension of domestic violence.

These findings support the conclusions of Smith (2019) and Okoye (2021), who noted that continuous media exposure significantly boosts awareness and understanding of social issues. They also resonate with Nigerian studies (e.g., Eze, 2020), which affirm that mass media campaigns are highly effective in promoting social awareness about human rights and violence.

## **Research Question Two: How have media campaigns affected public attitudes and perceptions regarding domestic violence?**

The findings suggest that media campaigns have profoundly influenced public attitudes and perceptions. According to Table 10, nearly 82% of respondents (strongly agree/agree) believed that media messages have changed public perceptions of domestic violence. Likewise, Table 11 shows that 82% (strongly agree/agree) felt such messages increased empathy and concern for victims.

Table 12 indicates that 73.6% believed community members are now more likely to speak out about domestic violence than in the past. Furthermore, Table 13 illustrates that the most significant impact of media campaigns has been the increased willingness to report or address domestic violence (44%), followed by heightened awareness (23.5%) and shifts in cultural or societal norms (21.5%).

These results emphasize the role of media in not only informing the public but also fostering positive attitudes and encouraging behavioral changes. This aligns with McQuail's (2010) media influence theory, which posits that media can transform audience perspectives and facilitate social change. It also reflects Eze's (2020) observations on how sustained media exposure decreases tolerance for detrimental cultural practices like domestic violence.

### **Research Question Three: Which media platforms are most effective in shaping public perception about domestic violence**

Tables 14 and 15 shed light on this question. Social media emerged as the most frequently utilized platform (36%) and was deemed the most impactful, with 72% of respondents identifying it as the leading medium for shaping

public opinion. Television (10%) and radio (10%) were acknowledged but less significantly, while print media had the least influence (2%).

Table 16 further emphasizes the role of social media: respondents indicated that the most persuasive content types were social media posts or messages from influencers (31.5%), followed by real-life survivor accounts (26%). While campaign advertisements, expert talks, and documentaries were impactful, they didn't resonate as strongly as the engaging and relatable content from social media.

These results highlight the increasing significance of social media in advocacy and public awareness efforts, especially among younger respondents (Table 2). This supports Ogunyemi's (2021) findings on social media's ability to enhance advocacy messages, stimulate conversation, and promote community action more effectively than traditional media.

### **Summary of Findings**

The study demonstrates that:

1. Media campaigns have significantly raised awareness of domestic violence in Benin City, with social media, radio, and television as the main channels.
2. These campaigns have positively impacted public attitudes, fostering empathy, encouraging individuals to speak out, and diminishing tolerance for harmful cultural practices.
3. Social media emerges as the most effective medium for shaping public opinion due to its interactive elements and wide reach.

In summary, the findings affirm that media campaigns are a potent tool for combating domestic violence, especially when the content is relatable, consistent, and accessible to a diverse audience.

## **CHAPTER FIVE**

### **5.1 Summary**

The collected and analyzed data revealed that awareness of domestic violence in Benin City is very high, with the majority of respondents acknowledging that media campaigns have helped them better understand the issue. Beyond awareness, the campaigns have also shaped attitudes by making people more empathetic, more willing to speak out, and less tolerant of harmful cultural norms that once justified silence or abuse. Importantly, the study showed that social media is currently the most effective platform for advocacy, followed by television and radio. Print media was found to have minimal influence compared to digital platforms.

### **5.2 Conclusion**

It is clear that media campaigns have played a major role in creating awareness and influencing how people think about domestic violence. The majority of respondents indicated that they are now more knowledgeable about the issue, more empathetic towards victims, and more willing to speak up against it. The study also established that social media has become the most powerful tool for advocacy in today's society. Its interactive nature and widespread accessibility make it more effective than traditional media platforms like newspapers or magazines. Television and radio still play important roles, but their impact is gradually being overshadowed by the reach and immediacy of digital media.

Overall, the study concludes that media campaigns have been effective in not only raising awareness but also in changing attitudes and encouraging open conversations about domestic violence in Benin City. However, cultural beliefs, societal stigma, and unequal access to media remain barriers that need to be addressed to maximize the full potential of these campaigns.

### **5.3 Recommendations**

In line with the findings and conclusions of this study, the following recommendations are proffered:

1. Since social media was identified as the most effective platform in shaping public opinion, government agencies, NGOs, and advocacy groups should invest more in creating engaging, interactive, and culturally sensitive content on platforms like Facebook, Instagram, X (Twitter), and TikTok.
2. While social media is highly effective, television and radio still reach a large segment of the population, especially older people and those in rural areas. Campaigns on these platforms should be maintained and strengthened to complement online effort.
3. Beyond media, community outreach through schools, churches, markets, and community meetings should be encouraged. This will help break cultural barriers and address misconceptions that media alone may not fully overcome.
4. Moreover, the study showed that people are most influenced by survivor stories and real-life testimonials. Campaigns should therefore highlight authentic experiences, support systems, and pathways to help, rather than relying solely on jingles or slogans.
5. The researcher also suggest that Policymakers should address the digital divide by improving internet accessibility and affordable media technologies. Expanding educational programs on gender rights and domestic violence will also reinforce the messages from media campaigns.
6. Last but not the least, it suggest that Media houses, civil society organizations, law enforcement agencies, and healthcare providers should work together in designing campaigns. This synergy will ensure that messages are not only widely disseminated but are also linked to concrete support services for victims.

## **5.4 Limitations of the Study**

While conducting the research, the researcher faced some challenges, most of the market women were not willing to answer the questionnaires, the researchers was verbally abused for interrupting their businesses only to ask them to fill questionnaires.

The research relied mainly on self-reported data from respondents through questionnaires. This means that some answers may have been influenced by personal bias, social desirability, or lack of full honesty, which could affect the accuracy of the findings.

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## **APPENDIX**

### **QUESTIONNAIRE**

Department of mass

Communication,

Faculty of arts

Benin city

Dear Respondent

#### REQUEST FOR COMPLETION OF QUESTIONNAIRE

I am a final year student of the above mentioned Department and institution. I am currently conducting a research study titled "ASSESSING THE EFFECTIVENESS OF MEDIA CAMPAIGN IN SHAPING PUBLIC PERCEPTION ON DOMESTIC VIOLENCE". This research is in partial fulfillment of the requirement for the award of a Bachelor of Arts degree in mass communication.

This Research questionnaire is designed to help us understand how media campaigns have influenced public awareness, attitudes, and opinions about domestic violence in Benin City. Your responses will be treated with strict confidentiality and used purely for academic purposes. Kindly answer sincerely by ticking or filling in the options that best reflect your opinion.

Yours

Faithfully

Idoro Oghenero Dorcas

## SECTION A: DEMOGRAPHIC DATA

1. Gender: (a) Male  (b) Female

2. Age Group:

(a) 18–20  (b) 21–25  (c) 26–30  (d) 31 and above

3. Occupation:

(a) Student  (b) Civil Servant  (c) Private Sector  (d) Self-employed   
(e) Other: \_\_\_\_\_

4. Highest Educational Qualification:

(a) SSCE  (b) ND/NCE  (c) BSc/HND  (d) MSc and above

5. Do you reside in Benin City?

(a) Yes  (b) No

## SECTION B: MEDIA CAMPAIGNS AND AWARENESS OF DOMESTIC VIOLENCE

6. Are you aware of any media campaigns that talk about domestic violence (TV, radio, social media, etc.)?

(a) Yes  (b) No

7. How did you first become aware of domestic violence issues? (Tick all that apply)  TV News or Shows  Radio Programs  Social Media  Posters/Billboards

Newspapers/Magazines  Word of Mouth

8. On a scale of 1 to 5, how would you rate your awareness of domestic violence and its consequences?

(1) Very Low  (2) Low  (3) Moderate  (4) High  (5) Very High

9. Media campaigns have helped me better understand what domestic violence is.

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree

#### SECTION C: ATTITUDES & PERCEPTIONS TOWARD DOMESTIC VIOLENCE

10. I believe media campaigns have changed how people think about domestic violence.

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree

11. Media messages have made me more empathetic or concerned about domestic violence victims.

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree

12. Do you think people in your community are more likely to speak up about domestic violence now compared to before?

(a) Yes  (b) No  (c) Not Sure

13. Which of the following do you believe media campaigns have influenced the most? (Choose one)

(a) Awareness about what domestic violence is

(b) Willingness to report or speak out

(c) Change in cultural or societal norms

(d) Support for survivors

#### SECTION D: MEDIA PLATFORMS & EFFECTIVENESS

14. Which of these media platforms do you encounter most often for domestic violence campaigns? (Tick all that apply)

TV  Radio  Social Media (Facebook, Instagram, etc.)  Print (Newspapers, Magazines)  Online Blogs/News Sites

15. In your opinion, which platform has the strongest impact in shaping public opinion on domestic violence? (Choose one)

(a) TV (b) Radio (c) Social Media (d) Print Media (e) All equally

16. What kind of domestic violence-related media content influences you the most?

(a) Real-life survivor stories or testimonials

(b) Expert interviews or discussions about domestic violence

(c) Campaign ads or jingles raising awareness about domestic violence

(d) Social media posts or influencer messages addressing abuse

(e) Films, documentaries, or drama series focused on domestic violence