

AN EVALUATION OF THE ROLE OF SOCIAL MEDIA ON CREATING AWARENESS ON DOMESTIC VIOLENCE IN KADUNA NORTH, KADUNA STATE, NIGERIA

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ABSTRACT

Domestic violence is a global public health concern with detrimental effects on women physical, mental and social wellbeing. However, there is a lack of community based studies assessing the effect of social media on domestic violence in Kaduna North of Kaduna State, Nigeria. The study assessed the role of social media in creating awareness of domestic violence in Kaduna North of Kaduna State. The objectives of the study were to: determine the role of social media coverage of domestic violence related issues in Kaduna North of Kaduna State Nigeria and examine the level of social media awareness creation on the effect of domestic violence related issues in Kaduna North. To achieve these objectives, two research questions were asked. The study employed a Survey research design with a sample size of 252 using Krejcie and Morgan statistical sampling formula. Descriptive analysis was adopted for the study; this involves the use of a percentage and a mean score. The study concluded that the social media has a special role to play in stemming the tide of domestic violence through frequent coverage and proper awareness creation on the effect of domestic violence-related issues. The study recommended among others that to address effectively the issue of domestic violence in Kaduna North of Kaduna State, Nigeria, social media organizations should always be involved by the security agencies when any domestic violence-related cases are being treated to create more awareness of domestic violence to deter the existing and future intended domestic violence in society.

Keywords: *Domestic Violence, Krejcie and Morgan, Social Media*

Introduction

Social media has become a prominent activity in the lives of many individuals facing the challenges of domestic violence. Social media refers broadly to web and

mobile platforms that allow individuals to connect with others within a virtual network (such as Facebook, Twitter, Instagram, Snapchat, or LinkedIn), where they can share, co-create, or exchange various forms of digital content, including information,

messages, photos, or videos (Ahmed et al. 2019). It is an indispensable agent of development in any nation given their invaluable contribution to raising the consciousness of society. The metaphor of the media as a watchdog is an indication of its watchful role in any society. Interestingly, the media not only serve as a watchdog but also guides the public toward change. Information is the basis for effecting change as well as tackling the consequence of change (Agudosy & Ikegbunam, 2020). The information needed to run an open and successful society is, to a large extent, provided by the social media. The information-disseminating role of this “estate” is a veritable tool for change. Adeyemi (2006) says that "throughout the history of mankind, the press has always occupied the forefront of sociopolitical and economic changes". From the foregoing, we can safely say that the media's role in the running of the affairs of a society is that which cannot be relegated. To this effect, the media is believed to be the most powerful instrument that can influence our values beliefs, attitudes, thoughts, and behaviours; sometimes consciously and at other times unconsciously, reinforce negatively personal, societal, and cultural precepts regarding any

form of violence (Didiugwu & Akinyemi, 2023).

For some time now in Nigerian society, there have been shocking news of domestic violence in every nook and cranny of the country. It is becoming routine for one to wake up and hear or read the news of domestic violence. Wives are murdered by their husbands, unmarried ladies are daily murdered by a rejected lover, and other forms of inhuman treatment are meted out mostly to the female and unsafe abortion (Donohoe 2006, Onoh et al. 2013). In recent times the media is filled with highprofile cases of domestic violence cases mostly where a man is suspected to murder his spouse (Abdul, 2014). The author reports that an outpouring of anger, shock, and grief has accompanied the death of a popular gospel singer, Osinachi Nwachukwu. Who is believed to have been a victim of domestic violence, allegedly at the hands of her husband, Peter Nwachukwu? Though the suspect denies it and he remains innocent unless a competent court decides otherwise, Osinachi’s demise and the allegations however draw attention to the rising incidence of domestic violence in the country. Osinachi, reportedly suffered prolonged abuse, ultimately dying due to the social and criminal malaise, leaving behind

her traumatized children and aged mother. Though reportedly bedridden for a while, friends, family members, colleagues and acquaintances insist that the 'golden voiced' singer was a victim of domestic battery. In Nigeria, most victimized women fail to report violent cases, thereby, suffering in silence as a result of shameful stigma, protection of their children and avoidance of divorce.

We can say that domestic violence is the intentional and persistent abuse of anyone in the home in a way that causes pain, distress, or injury (Animasaun, 2016). It is an abusive treatment (physically or psychologically) of a family member by another, therefore violating the law of basic human rights. It includes battering of intimate partners and others, sexual abuse of children, marital rape, and traditional practices that are harmful to women. Domestic violence occurs universally (Lennard, 2020.). Families from all walks of life and as well from social, racial economic, educational and religious backgrounds experience domestic violence in one way or the other. In the United States of America, according to a report by Tjaden and Thoennes (2008), each year, women experience about 4.8 million intimate partner related physical assaults and rapes while men are victims of about 2.9 million intimate

partner-related physical assaults. In West Africa, domestic violence is prevalent and reportedly justified and to an extent allowed in some cultures. The National Human Rights Commission received over 1.7 million sexual and gender-based violence complaints in 2021. Many more are never reported. It said 900,000 of the complaints were from women and children. A Nigeria Demographic and Health Survey 2018 report disclosed that on average, 14 per cent of women who were surveyed have experienced physical violence.

In Kaduna State, domestic violence is perpetuated among other factors, by harmful traditional practices. In Kaduna State also, acts of violence are not necessarily physical. They include all forms of cruelty, for example, denigration and refusal of affection or sexual satisfaction. They include forcing a woman (married or not) to have sex, lack of moral support for a woman, and the effects of sharing a husband (National Domestic Violence Hotline NDVH, 2020). They also include attempting to control a woman's relationships with the wider community, friends, colleagues, or relatives. Furthermore, they include the use of derogatory words and purposeful attempts to make a woman feel incompetent, worthless, or inferior. Domestic

violence is widespread and shows no signs of lessening in society. It can equally be observed that solutions seem not to be insightful. However, the prevention of domestic violent violence rests on the shoulder of broadcast media to inform and create awareness of domestic violence (Raji, 2019).

For the foregoing reasons, social media coverage of the activities associated with practices of domestic violence in Kaduna State becomes an important issue. News content can create the necessary awareness needed by society to promote development including in the areas that concern any form of domestic violence. To do this, it is also pertinent that such coverage comes with framed reports (Mead & Kelty, 2018). Framing, thus, would direct the perception of the audience such as taking condemnatory stances against such practices that demean people in society. Because social media influence large numbers of people, they also have the potential to play a positive role in the struggle against violence at home. The vital role played by the social media in society is of pivotal importance in confronting domestic violence. One of the roles is creating awareness, in this case, issues to do with domestic violence in society. The social

media also updates the audience on what is currently going on. Another role of broadcast media is to reflect public opinion on wide range of issues. Given these, the need to examine the role of social media in creating awareness of domestic violence in Kaduna becomes important.

The problem of the study stems from the fact that the rising spate of domestic violence in our society cast doubt on the ability of social media in creating awareness of domestic violence as it relates to the frequency of coverage, follow-up reported domestic, patterns of framing on the causes and level of social media awareness creation on the effect of domestic violence is a source of concern. It is against this backdrop that the study assessed the role of social media in creating awareness of domestic violence in the Kaduna North, Kaduna State.

Objectives of the Study

The main objective of the study is to evaluate the role of social media in creating awareness of domestic violence in the Kaduna North, Kaduna State. While the specific objectives of the study are to;

- i. Determine the frequency of social media coverage of domestic violence-

related issues in Kaduna North, Kaduna State.

- ii. Examine the level of social media awareness creation on the effect of domestic violence related issues in Kaduna North, Kaduna State.

Research Questions

Based on the objectives of the study, the following questions were asked to guide the study.

- i. What is the frequency of social media coverage of domestic violence-related issues in Kaduna North, Kaduna State?
- ii. What is the level of social media awareness creation on the effect of domestic violence related issues in Kaduna North, Kaduna State?

Research Hypothesis

Based on the questions, the study formulated one hypothesis.

H₀₁: Social media awareness creation has no significant effect of domestic violence in Kaduna North, Kaduna State.

2. Literature Review

2.1 Conceptual Clarification

To enhance the understanding of this study, it is necessary to put the discourse in a conceptual context to provide a framework for analysis. Thus, we can proceed to clarify the concepts of Domestic Violence and social Media.

2.1.1 Domestic Violence

Domestic violence is an act of intimidation, physical, verbal or emotional abuse that has become an epidemic (Didiugwu & Akinyemi, 2023). Domestic violence is not new to the Nigerian society. Domestic violence happens across all sectors of society. It cuts across the educated and the illiterate, the religious and the freethinkers, classes of career women and stay-at-home wives, the married and the single as well as all ages (Project Alert, 2016).

Domestic violence is a form of violence that occurs in a situation of intimate or family relationship. Females usually are often victims of this form of violence. Therefore, domestic violence can be defined as physical abuse, sexual abuse, and emotional and verbal abuse between people who have at some time had an intimate or family relationship. Fawole, Aderonmu and Fawole (2015) observed that domestic violence against women is an intimate or family relationship. This would exclude childhood

abuse, which could also be seen as a form of domestic violence in the context of the above definition. What constitutes physical, sexual, emotional and verbal abuse against women oftentimes would be influenced by the sociocultural norms of a particular society.

According to Adebayo (2014), domestic violence also known as domestic abuse, spousal abuse, battering, family violence, dating abuse and intimate partner violence (IPV) a pattern of behaviour which involves the abuse by one partner against another in an intimate relationship such marriage, collaboration, dating or within the family. In addition, domestic violence can take many other forms including physical aggression, assault (hitting, kicking biting, shoving, restraining, slapping, throwing objects; battery), or threats thereof; sexual abuse, emotional abuse, controlling or domineering intimidation stalking; passive, covert abuse and economic deprivation. It could be perpetrated on both men and women.

The National Coalition Against Domestic Violence (NCADV) (2015) views domestic violence as the willful intimidation, physical assault, battery, sexual assault and or other abusive behaviour as part of a systematic pattern of power and control perpetrated by one intimate partner against another. It

includes physical violence, sexual violence, threats and emotional or psychological abuse. NCADV sees domestic violence as control by one partner over another in a dating, marital or live-in relationship. The means of control include physical, sexual, emotional and economic abuse, threats and isolation.

2.2 Forms of domestic Violence

As reported by Bahago (2022), a person may experience a variety of forms of abuse which include:

- i. Physical abuse: This is one of the most prevalent types of abuse, with 83% of respondents in Obi and Ozumba's study reporting physical abuse. It includes beating, kicking, knocking, punching, choking, and confinement. Female genital mutilation is also considered physical abuse.
- ii. Sexual abuse This includes all types of sexual assaults, harassment, or exploitation, including coercing someone into having sex, using a child for sexual activity, including child pornography and child prostitution, and marital rape.
- iii. Neglect: This includes withholding food, clothing, shelter, medical care,

protection from harm, or a sense of being loved and valued from dependents, who may be adults or children.

- iv. Economic abuse This refers to taking from or defrauding a loved one, withholding money for necessities like food and medical care, manipulating or exploiting a family member for financial gain, preventing a loved one from working or controlling his or her choice of occupation, as well as manipulating or exploiting a family member for sexual or other purposes.
- v. Spiritual Abuse includes preventing someone from partaking in their religious or spiritual practises or using their religion as a means of dominating, controlling, or manipulating them.
- vi. Emotional Abuse includes name-calling, criticism, social exclusion, intimidating or exploitation to dominate, routinely making unreasonable demands, and endangering a person's sense of self-worth by putting him/her at risk of serious behavioural, cognitive, emotional, or mental disorders.

2.3 Effects Domestic Violence

Children are frequently the primary victims of domestic violence because witnessing abuse and living in an environment where someone else, typically a care giver, is a victim of abuse can be psychologically devastating for a child. Victims of domestic violence are frequently in a position of dependence (financial, emotional, physical, and otherwise) on the person abusing them, such as a husband and wife, children and parents, dependent relatives, elderly parents, and domestic servants.

According to Straus (1994), children who experience physical abuse from their parents are more likely to experience depression and have suicidal thoughts than children whose parents use other forms of discipline. Some researchers have also discovered that children whose mothers experienced physical abuse from their partners have IQs that are lower than average (BBC. New Education, 2003). Violence is a threat to adolescents' well-being, according to Anikweze (1998): the adolescent may be socialised to engage in violent behaviour; he or she may experience confusion and anger; the anger may be directed at parents or other children; the adolescent may exhibit aggressive behaviour, becoming disruptive

at home and at school; they may also become withdrawn, isolating themselves from others; and they may perform academically below par (CDC, 2006). An abused child, for example, may grow up not to trust other people, may enter relationships with an aggressive mode, or may become withdrawn, afraid to enter intimate relationships. This usually results in involvement in risky sexual behaviour.

2.4 Theoretical Review

Domestic violence is a complex issue that involves the chronic abuse of power. It goes beyond physical violence and includes calculated threats, intimidation, and control. Often, actual physical violence is the end result of months or years of such intimidation and control. Various theoretical perspectives have been proposed to explain domestic violence. Here are some common ones: Social Learning Theory suggests that individuals learn violent behavior through observation and imitation. Exposure to violence in the family or community can contribute to the perpetuation of domestic violence. While Ecological Perspective considers multiple levels of influence, including individual, relationship, community, and societal factors. It recognizes that DVA is shaped by various

interconnected elements. Furthermore, Biological explores genetic and neurobiological factors that may contribute to aggressive behavior and violence within intimate relationships while Psychological Theories examine individual psychological processes, such as personality traits, attachment styles, and cognitive patterns, to understand why some people become perpetrators or victims of domestic violence. In summary, understanding domestic violence from a theoretical perspective involves considering these various frameworks and their interplay. Relating this theory to the current study, social media interpretation of domestic violence must provide the direction of opinion and action against it. If the social media offer a contrary analysis of the cultures in some societies that aide the commitment of domestic violence in the negative light, such analyses must impact on the people and possibly change the rate at which domestic violence thrives in the society.

2.5 Empirical Review

Considerable studies have been conducted to examine the impact of social media on domestic violence in Nigeria. But the empirical evidence suggested by this considerable body of literature provides

mixed and inconsistent results. For example, Agudoso, et'al (2020) examined audience perception of television portrayal of domestic violence against men in Nigeria. Using triangulation, a survey and qualitative content analysis were adopted for the study. Through a multi-stage sampling technique, 200 copies of the questionnaire were administered to the respondents from four selected local government areas of Abeokuta Metropolis in Ogun State, Nigeria which had a population of 793,681 people. The qualitative content analysis was adopted to analyze the sampled Nollywood film titled "Mr & Mrs Abbah". Findings from the study revealed that the respondents were highly exposed to domestic violence content on television and that, this high level of exposure by female respondents to domestic violence content on television is contributing to the gradual shift in domestic violence, from men violating their wives to women violating their husbands. The findings also revealed that the television portrayal of domestic violence against men on Nigerian television is inadequate.

Fraser (2020) examined the coverage of domestic violence against women in select Nigerian dailies. Among the national dailies under review are Daily Sun, Vanguard and

Guardian newspapers. The researcher used the content analysis research method in reviewing the manifest contents of the three papers from March 23rd to June 2020. The study period covered a total of 100 days which translates to 300 publications of the three newspapers under investigation. The social responsibility and Agenda setting theories served as the theoretical framework for the study. Findings revealed that the newspapers neither gave prominence nor adequate coverage of domestic violence against women within the lockdown period. It was also found that the newspapers hardly follow-up their stories on domestic violence during the period. The researcher concluded that the select newspapers did not do well in their coverage of domestic violence in the period under investigation by publishing only 115 news items on such crimes within the period.

Orji, Anyanwu & Emeana (2020) examined Mbaitoli women's perception of the influence of television broadcast's in the campaign against discrimination and violence among them. The study was hinged on selective perception theory. A survey research method was used for this study. A sample size of 384 was drawn from the population of 151,225 using an Australian calculator. The

questionnaire was used for data collection. Findings revealed that the level of awareness of the campaign against discrimination and violence among women based on their exposure to television broadcasts is minimal at 50% and that television broadcast's in the campaign against discrimination and violence against women were perceived to be unsatisfactory at 46.1%. In essence, the finding indicated that exposure to television broadcasts does not significantly influence women's participation in the campaign against discrimination and violence among them at 44%.

Daniel, Aniekeme and Nnamdie (2019) examined Uyo Residents' Perceptions of Selected Newspaper Coverage of Gender-based violence in Nigeria. The study adopted a survey research method investigating the perception of newspaper coverage of domestic violence among 400 respondents. The findings reveal that majority of the respondents (51.3%) thought that Daily Sun and Vanguard newspapers do not cover Gender-based violence issues frequently.

Susmitha (2016) determined the Influence of Broadcast Media Messages on Awareness, Perception and Attitude toward Maternal Health Among Reproductive Women in Ilorin. Using the survey quantitatively, a

sample size of 382 respondents was selected for this study. While 400 copies of questionnaires were distributed to women in ancient and new settlements of Ilorin to anticipate a return. Data were analysed using frequency and percentage tables, mean, standard deviation, correlation and regression analysis. The study made the following findings: 1. Women in Ilorin depend mostly on broadcast media as a major source of information on maternal health but they identified radio as more effective than television in disseminating maternal health messages (58.2%). Besides talk shows and health programmes, maternal health messages were rarely promoted through other programmes (31.4%, 41.2). 3. Women agreed with the statement that broadcast media positively change their attitude toward maternal health ($M=1.9$, $SD=1.1$). 4. Women used broadcast media as a major source of enlightenment on maternal health ($M=2.2$, $SD=1.2$). 5. Women expressed a positive perception of broadcast media messages on maternal health ($M=2.3$, $SD=1.2$). 6. Hypotheses confirmed that awareness of women on maternal health has a positive influence on their attitude ($R^2=.552$, $P<.000$). 7. Perception of maternal health messages on broadcast media positively influences the attitude of women towards

maternal health $r=.739$. The study concluded that broadcast media is popularly used by women and is a major source of enlightenment on maternal health issues but the radio was identified as more effective than television in disseminating maternal health messages.

Owusu-Addo, Owusu-Addo, Antoh, Sarpong, Obeng-Okrah and Annan (2018) adopted media framing in their study on Violence against Women and Girls (VAWG). The survey which sees the women and girls as critical public of the mass media was interested in the public health-related issues that domestic violence can cause in society. The study adopted the Qualitative content analysis research method in providing the analysis of how Ghanaian media represented Violence against Women and Girls in Ghana with a total of 48 news articles on the study. The findings indicate that the media framing of VAWG was episodic. It shows that the victims are primarily the ones that carry the blames from the news articles reviewed. In framing VAWG as an individual incident and women as helpless victims, the media fail to shape society's perception of VAWG as a social and public health issue. The study, therefore, concluded that for the media in Ghana to

contribute to the prevention of VAWG, there is a need for news coverage to focus on the social construction of the issue, and also raise awareness about support services available to victims.

Graham-Harrison, Glufrida and Ford (2020) carried out a study on the Role of Media in Domestic Violence. The research design adopted in this study was a descriptive survey design. The method of data collection was the Key Informant Interview (KII). The question guide titled "Domestic Violence Questionnaire (DVQ) was used to gather the required data. The data collected were analysed using qualitative content analysis. The study discovered that media could also provide a platform for key influencers (celebrities, politicians, sports people, women groups and so on) to publicly challenge violence. Media has been a useful way to expose abuse wherever it happens, and for women and men across the world to come and disclose the information is a vital tool in this fight. With the right information, women became substantially more willing to report incidents of VAW to authorities and agents of the state. Moreover, men and women became more likely to believe that their fellow community members would intervene to stop VAW. To effectively

address the problem of this form of domestic violence in Nigeria, the media have to brace up for the task of uncovering cases of domestic violence by husbands, brothers, in-laws, gangs/boys, sects, etc. and following up on such cases in the court of law, intensifying effort at awareness creation, giving prominence to the reportage of cases of domestic violence, devoting special page for discussion of domestic violence (in the case of print media), organizing debates on the issue to enlighten the public about the incidence of violations of the rights of women and the girl-child, carrying out in-depth analyses of issues concerning domestic violence, use of improved surveillance system such as the closed circuit system installed in strategic places such as the parks, churches, markets, schools and other public places, alerting government of any possible outbreak of violence among others.

Dienye and Gbeneol (2009) researched Mass Media Messages and Domestic Violence in Nigeria. The study noted that Media can play a useful role in the propagation of information about domestic violence. It can be used to create awareness, convey education and act as deterrence to various waves of abuse. Mass media has saturated the industrialized world. The television in the

living room, the newspaper on the doorstep, the radio in the car, the computer at work and the fliers in the mailbox are just a few of the media channels daily delivering news, opinion, music and other forms of mass communication. These days, abuse messages are preoccupied with grabbing attention and sustaining interest, rather than transferring persuasion messages. This has largely been due to a perception to build women's self-confidence, discourage men from gender-based violence, and make society take notice and speak up instead of looking away. This article, therefore, shows the portrayals of women in different messages in the media.

It is clear from the review of related literature that there have been several empirical investigations into the study area. Most authorities cited believe that domestic violence is on the increase and that the broadcast media has a very important role to play in creating awareness of domestic violence issues. To this effect, the media is believed to be the most powerful instrument that can influence our values beliefs, attitudes, thoughts and behaviours; sometimes consciously and at other times unconsciously, reinforce negative personal, societal and cultural precepts regarding women.

3.1 Methodology

The study employed a Survey research design. The survey research method entails the collection of standardized information from a specific population or sample employing a questionnaire. This type of research method is the most appropriate when the goal is to sample the opinions of respondents over a given issue. To this end, the researchers decided to employ this research method to elicit responses from the social media houses in Kaduna State. The quantitative research design was chosen as the main and substantial method of the study.

3.2 The population of the Study

Kaduna North Local Government of Kaduna State has a total projected population of 538 600 with a 70.20 km square area and a population density of 7,672 km square. For the purpose of this study, the Population projection of 2023 is used.

3.3 Sample and Sampling Technique

The majority opinion of a cross section of selected people capable of representing the entire population is said to be a sample. In this study, a sample size of 277 is selected based on Krejcie and Morgan (1970).

3.4 Method and Sources of Data Collection

The questionnaire was formulated to address research objectives and questions thoroughly. An introductory statement was provided to help inform the respondents the need for them to participate in the study and assurance of confidentiality of their involvement.

Structured questionnaires were administered to chosen sample size LGA who the researcher found convenient and able respond to the questions. Respondents were told of their right and the appropriate way to respond to the questions. The researcher was available to assist respondents.

3.5 Measuring Instrument

A survey questionnaire was designed as the instrument of the study. The questionnaire items include Likert scale questions. The questionnaire was administered to all the selected journalists, while the researcher purposively selected and interviewed individuals from different works of life in the Enugu Metropolis.

3.5.1 Validity of the Instrument(s)

The content of the questionnaire was validated using face and content validation.

Reliability of the Instrument(s)

In testing the reliability of the instruments, the researchers employed the pretest techniques. On completion, the researchers discovered that the responses for the two sets of a questionnaire given out were consistent or near consistent. Cronbach Alpha coefficient of 0.77 was obtained.

3.6 Methods of Data Analysis

The descriptive analysis adopted for the study is the tabular, textual and statistical modes of data presentation used. The stated frequency is ensured by providing a mean score for the responses to each of the relevant questions in the questionnaire. Equally, the z-test technique was applied in testing the hypotheses formulated for the study.

4.1 Data Analysis AND Discussion of Results

In this study, a total of two hundred and seventy-seven (277) copies of the questionnaire were administered to the respondents. The researcher was able to retrieve two hundred and fifty-two (252) copies of the administered questionnaire from the respondents representing 91%.

4.2 Demographic Characteristics of the Respondents

Items	Frequency	Percent
Gender		
Male	164	65
Female	88	35
Age		
15–24	79	31
25 –34	153	61
35-44	16	6
45 and above	4	2
Marital status		
Single	96	38
Married	156	62
Religion		
	217	86
Islam	35	14
Christianity		
Education		
Primary	71	28
Secondary	41	16
Diploma and equivalent	32	13
Qur’anic education	108	43
Tribe		
Hausa	103	41
Igbo	47	19
Yoruba	79	31
Others	23	9

Source: Field Survey, 2024

Table 2 showed the gender of the respondents. From the table, 164 (65%) which constitute the larger part of the respondents are males, while 88 (35%) of the respondents are females. This therefore implies that majority of the respondents are males. Analysis of table 2 reveals that 153 out of 252 respondents or 61% of the respondents fall within the range of 25 – 34. Generally, people in the age bracket are considered matured by society and their perception are assumed to have some value and are capable of objective reasoning. Furthermore, Table 2 shows the marital status of the respondents. 96 respondents representing 38% are single, while 156 respondents representing 62% are married. This implies that majority of the respondents

are Married. The higher proportion of married respondents is a reflection of the value attached to marriage in the society that believes that a married person is ready for higher responsibility.

In addition, Table 2 showed the academic qualification of the respondents from the table, 71 (28%) of the respondents have primary school certificate, 41 (16%) have secondary school certificate, 35(13%) have Diploma education certificates in different fields, 108(43%) have Quranic qualification. This implied that majority of the respondents have attained Quranic level of education. The responders were mainly Hausa by ethnicity at 41% (104) and dominated by Muslim, having 86% (217) of the total respondents of the study.

Table 3: Frequency of Social Media Coverage of Domestic Violence-Related Issues in Kaduna North

S/N	Response	SA	A	U	D	SD	Total	Mean	Decision
1	The social media pays a special focus on domestic violence	89	78	15	41	29	252	3.4	Accepted
2	The social media devote more time to domestic violence related issues	122	67	-	28	35	252	3.2	Accepted

3	The social media offers better insight into violence in home	61	142	4	35	10	252	3.0	Accepted
4	The social media reports all kinds of domestic violence more often than not	139	68	6	9	30	252	3.6	Accepted
5	The social media make sure more frequently that cases of domestic violence are not swept under the kept	51	155	20	26	-	252	3.7	Accepted
Grand Mean								3.16	

Source: Field Survey, 2024.

Table 3 above shows the mean distribution of opinions of the respondents on the effect of broadcast media coverage of domestic violence-related issues in Kaduna North of Kaduna State, Nigeria based on a tabulated acceptance mean rating of 3.0. With regards to items (1, 2, 3, 4, and 5), the mean score of 3.4, 3.2, 3.0, 3.6 & 3.7 respectively, and the Grand Means of 3.16 showed that the respondents agreed that the social media in Kaduna North frequently pay attention to the cases of domestic violence related issues in Kaduna North of Kaduna State, Nigeria.

Conclusion

The study investigated the role the role of social media on creating awareness on domestic violence in Kaduna north, Kaduna

state, Nigeria. The finding of the study revealed that the frequency of social media coverage of domestic violence-related issues in Kaduna North is significantly high and that the level of social media awareness creation on the effect of domestic violence-related issues in Kaduna North is significantly high. The study concluded that the social media has a special role to play in stemming the tide of domestic violence through frequent coverage, follow-up reported cases of domestic violence and proper awareness creation on the effect of domestic violence-related issues. The social media have the power to help create healthy communities by increasing access to confidential resources and information about sexual assault, child

abuse, wife battery and all kinds of domestic abuse. Based on the findings of the study, the following recommendations are made; that to address effectively the issue of domestic violence in Kaduna North, the social media have to work harder to brace up for the task of uncovering cases of domestic violence cases at different levels. In addition, social media organizations should always be involved by the security agencies when any domestic violence-related cases are being treated to create more awareness of domestic violence to deter the existing and future intended domestic violence in society.

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