ANALYSIS OF ANTI-RAPE CONVERSATIONS ON SOCIAL MEDIA: A STUDY OF

MULTIPLE STAKEHOLDERS IN THE ANTI-RAPE MOVEMENT IN NIGERIA

BY

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CERTIFICATION

I certify that this work was carried out by **Jesuloba Moyinoluwa Blessing** with the matriculation number **19020601055** at the **Department of Mass Communication**, Mountain Top University, Ogun State, Nigeria under my supervision.

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DEDICATION

This work is humbly dedicated to the Almighty God for his divine guidance and strength to produce this work. Also to my loving parents for their support and encouragement and to all lecturers of the department of Mass communication in Mountain Top University who have instilled knowledge in me.

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Jesuloba, Moyinoluwa Blessing

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ABSTRACT

Social media has a tremendous impact on society through its use for awareness creation; for example, it is used for advocacy against rape. This research sought to analyze anti-rape conversations on social media by studying the multiple stakeholders of the anti-rape movement in Nigeria. It is important to know if the advocacy and activism of rape on social media have been properly conducted, evaluated and are effective enough to help reduce the crime of rape in Nigeria. Therefore, this study aimed to establish that social media is a very important tool in organizing protest action, raising awareness and mobilizing support. It identified how anti-rape advocacy groups have utilized social media to achieve their goals. The theories used for this study are Development Media, Agenda Setting and Social Responsibility theories. Content analysis, focus group discussion and in-depth interview were conducted. The collected data was analyzed and the results were presented through tables, percentagesand. Narratives. Findings from the study revealed that people are dissatisfied with the outcome of the campaigns, they recognize a digital place for sharing rape experiences, but believe that justice and protection for victims and their loved ones is not guaranteed. The study found that anti-rape advocacy groups focus more on physical activities and contacts than social media. The research suggested among others, better ways to prevent rape through innovation of mobile technologies, long lasting awareness and campaign strategies.

KEYWORDS: *Rape, Social media, Anti-rape movement, Stakeholders, Nigeria*

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Social media is a digital channel that people use to get information and connect with others globally. It has a wide range of qualities, from providing the broadest possible range of knowledge to exerting the greatest amount of persuasion because of its agenda-building power and unique qualities. In the two decades since it began, it has evolved to become a very powerful communication tool not only for individuals but also for institutions, organizations, and society. It plays a vital role in transforming the lifestyle of members of society regardless of individual social or educational status.
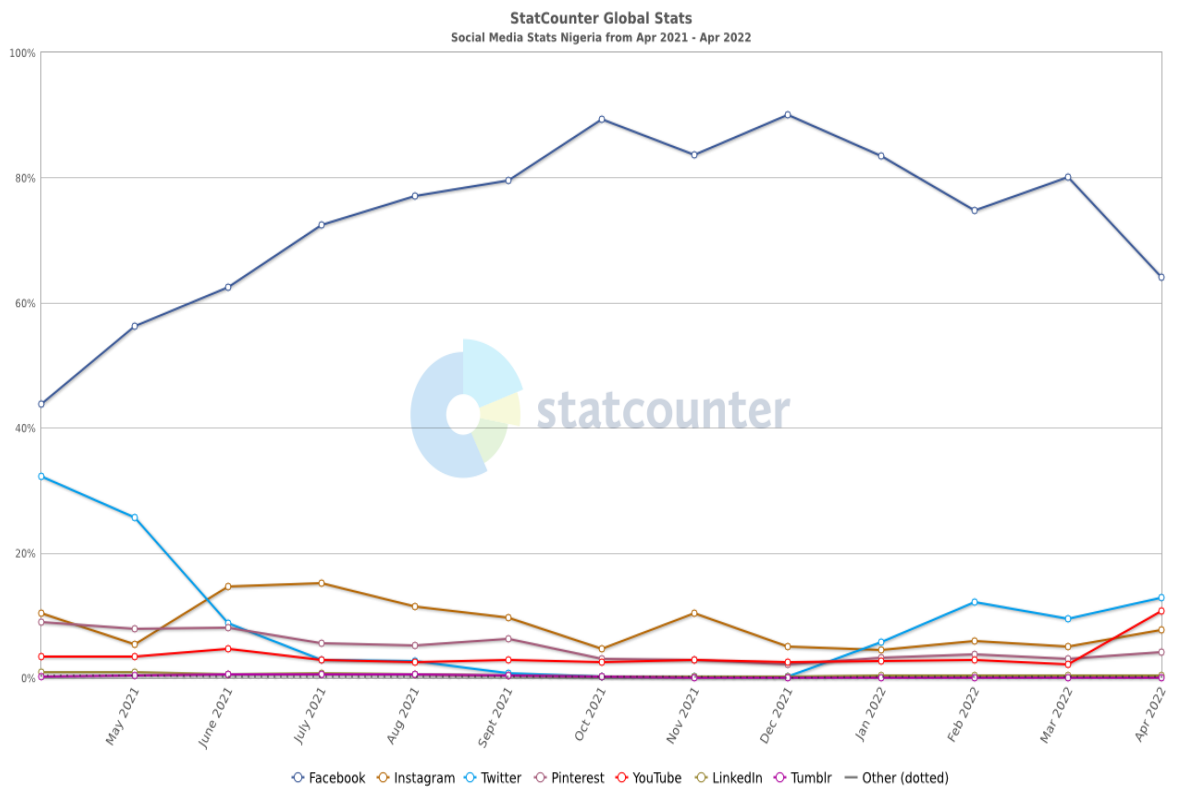
Figure 1: Social Media Statistics in Nigeria April 2022. © **StatCounter 1999-2022**

The above chart from Stat Counter Global statistics shows social media statistics in Nigeria from April 2021 to April 2022 (Social Media Stats Nigeria | Statcounter Global Stats, 2022). Theseusers are people with varying backgrounds and are of different views, opinions, and perspectives about social phenomena. Facebook, LinkedIn, TikTok, Instagram,Twitter, Snapchat,andYouTube among many others are platforms of social media and any information needed about a contemporary social issue is readily available and accessible on social media.

Social media is a type of online communication. Users can engage in conversations, share information, and produce content for the web via social media platforms.According to Kaduna & Jacob (2021) about 104 million, or just about 50 percent of Nigerians, are regular internet users. About 33 million (15.8 percent of Nigerians) are active social media users as of January 2021.

One form of sexual assault is rape and it is one of the contemporary issues constantly discussed on social media. Rape is an illegal sexual activity that involves the use of physical force, deviousinfluence, or threat. Women at Risk International Foundation sought to investigate the prevalence rate of child sexual abuse, in their words;

> "Findings from a National Survey carried out 2014 on Violence Against Children inNigeria confirmed one in four females reportedexperiencingsexual violence in childhood with approximately 70% reporting more than one incident of sexual violence. In the same study, it was found that 24.8% of females aged 18 to 24 years experienced sexual abuse before age 18 of which 5.0% sought help, with only 3.5% receiving any services (RapeStats in Nigeria – WARIF, 2022).

The prevalence of rape in Nigeria recently is a reflection of how pervasive it is and it has sparked a public uproar. Although advocates for women's rights and activists have pushed for

its redress, it is disheartening to note that there still has not been an effective method for its prevention. In recent years, the rate at which rape cases are occurring has been alarming and it creates steady fear and worries in the minds of people. However, questions keep rising as to how to stop this crime of rape and social media has its roles to play in the movement to eradicate rape in Nigeria. Social media has been valuable and easily accessible as individuals can both provide and have access to information and events not covered in the news and it provides space for the public to initiate and engage in discussions on sexual assault.

Social media has a tremendous impact on society through its use for awareness creation, it has been used by different societal institutions to advocate against rape. One of the social media tools that have been viable in the anti-rape movement is the use of hashtags. Hashtags have been so useful for activism to mobilize the social media audience from taking part in online and onsite protests. A typical example is the 2020 #SayNoToRape online protest that suddenly became onsite protests in different parts of Nigeria and caused the government and policymakers to take action to support the movement.

It is important, therefore, to determine how these anti-rape protests affect and influence the various stakeholders involved in the anti-rape movement on social media. This is necessary to better understand the role of social media in shaping public opinions, attitudes, and willingness to speak out against rape and how social media facilitate preventive measures against rape and sexual assault.

1.2 STATEMENT OF PROBLEM

There has been an alarming increase in the crime rate in Nigeria and one of the crimes is sexual violence/abuse, which is commonly referred to as rape. Social media has a significant impact on how people think and behaviors of media users and various members of society use social media platforms to express their views and opinions on issues, including rape.

There is no comprehensive study on whether or not the conversations on rape on social media can influence its users to the extent of making perpetrators of this act feel repentant and confessing to engaging in this unlawful act to be rightly punished or penalized.

Social media content is not always true and sometimes fabricated and as a result of its source credibility issues as identified by Li and Suh (2015), internet rumors can do substantial harm to individuals and society, social media users must pay attention to information trustworthiness. It is important, therefore, to confirm if exposed rape cases on social media have been thoroughly investigated, like in the case of Baba Ijesha. This study aims to highlight and identify if, through social media activism, policy makers have been prompted to make any changes or upgrades in the legislation against rape in Nigeria.

Therefore, there is a need to examine if the advocacy and activism of rape on social media have been properly conducted, and evaluated and are effective enough to help reduce the crime of rape in Nigeria.

1.3 OBJECTIVE OF THE STUDY

1. To explore how social media conversations about sexual violence influence individual perceptions of rape.

2. To identify how organizations established to fight against rape have utilized social media to achieve their goals

3. To ascertain if the activism against rape on social media has promoted the idea of enthusiastic consent

4. To establish that social media is a very important tool used to organize protest action, raise awareness and mobilize support.

1.4 RESEARCH QUESTIONS

1. How do social media conversations about sexual violence influence individual perceptions of rape?

2. How do organizations established to fight against rape utilize social media to achieve their goals?

3. How has the activism against rape on social mediainfluenced the idea of enthusiastic consent?

4. How important is social media in organizing protest action, raising awareness, and mobilizing support?

1.5 SIGNIFICANCE OF THE STUDY

The findings from this study will help to provide important information about the movement against rape on social media and facilitate an understanding of how social media may be used to contribute to the creation of innovative preventive measures against sexual assault

Furthermore, this study will highlight how social media can play an important role in shaping people's views and opinions about rape.

Researching and analyzing anti-rape conversations on social media by studying the multiple stakeholders involved in the movement would contribute to the awareness level of rape cases

on social media, how they are being handled, and how social media has been used as a tool for activism against rape.

1.6 SCOPE OF STUDY

This study "Analysis of anti-rape conversations on social media: a study of multiple stakeholders in the anti-rape movement in Nigeria" is confined to Nigeria media space and centered on exploring how social media platforms are used to facilitate debates, discussion, and activism around the issue of rape in the country. This study attempts to investigate how social media are used to mobilize citizens toward social change.

The materials in use include online publications and hard copy books from various scholars. The target participants in this study are social media users, activists, rape survivors and anti-rape advocacy groups in Nigeria. This study restricts itself to the use of Instagram and Twitter posts, about rape issues in Nigeria within the period of the #SayNoToRape protest from the time frame of April-June 2020 for content analysis.The findings of this study is based on data gathered from the Instagram and Twitter content analysis, in-depth interviews, and focus group discussion.

1.7 OPERATIONAL DEFINITION OF KEY TERMS

Rape: Thisis a sexual offense that involves the use of physical force through threat or manipulation to engage in unwanted sexual activity with a person.

Anti-rape: This is an intentional act to prevent or oppose sexual violence.

Anti-rape Conversations: This involves the exchange of views, opinions, and ideas that are in opposition to rape

Social Media: These are online media forms that make it possible to interact with and share information with a person or large audience using the internet and mobile technologies

Movement: This is a set of radical people with a common ideology and mutual agreement to combat a cause and achieve change

Anti-rape Movement: This is the intentional and collective acts of individuals to discourage, fight against rape, and work towards attaining a certain level of moral change and sexual uprightness in the society

Stakeholders: These persons are involved in or affected by a course of action

Nigeria: A politically organized body of people under a single government, a particular geographical region of indefinite boundary, Nigeria is a country.

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter attempts to evaluate related literature and theories to give academic background knowledge and empirical support for this study. This chapter cuts across the conceptual, theoretical, and empirical framework to introduce the effort of the researcher to inquire about previous works and theories proposed by other scholars and researchers.

2.1 CONCEPTUAL REVIEW

According to Scott (1999) studying a concept entails focusing on the variables where meaning is established. The OxfordLearner's dictionary (n.d) defines a concept as "an idea or a principle that is connected with something". The conceptual review is an assemblage of notions that are related or linked to specific behaviors, circumstances, conditions, and events.

2.1.1 Defining Social Media

Social media are media forms that grant people the opportunity or privilege to share and convey information by using the internet, computers, or mobile phones. Social media are interactive platforms that enable the development and exchange of opinions, ideas, and other forms of expression through online groups and networks. Social media is any internet tool that encourages interaction while also promoting the creation, publication, and sharing of content. The social media networks include Facebook, WhatsApp, YouTube, Twitter, Instagram, Tumblr, Snapchat, LinkedIn, and TikTok.

Social media's beneficial effects include helping people to meet those they may not have met outside the social media platforms. Social networking sites also bring people together on a wide platform for the accomplishment of certain objectives. It gives all authors and bloggers

the chance to interact with their readers. Campaigns, ad articles, and promotions are some of the ways that social media raises awareness among the public and helps keep everyone informed about the most recent news. Additionally, sharing ideas across international borders has a beneficial effect. All of this transforms society for the better.

Social media functions vary depending on the purpose it is used for. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. In relation to this study, however, social media serves as a source of news for campaigns and advocacy which meansopenly promoting a certain cause or group of individuals, to put pressure on decision-makers to adopt new policies that will eradicate the crime of rape; to broaden one's knowledge in the field of domestic and sexual violence among many others.

The following types of social media are the focus of this study and are as described below:

2.1.1.1 Instagram

The social networking site Instagram was established in 2010 by Kevin Systrom and Mike Krieger. It allows users to upload and share photos and videos. Later, in April 2012, Facebook Inc. acquired the website for $1 billion in cash and stock.Instagram's photo-sharing service reported 500 million daily active users of Instagram stories worldwide in January 2019. The app's story feature allows users to upload photos and video clips that vanish 24 hours after being posted (Dixon 2022).

Users have the option of uploading images and videos that may then be altered with filters and arranged using hashtags and geotagging. Posts may be shared with both the general public and pre-approved followers. Users can access well-liked content and browse the

content of other users by tags and locations. Users can follow other users, like photos, and post information to a personal feed.

2.1.1.2 Twitter

Twitter was founded in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. It made its public debut in July of that same year. A daily average of 1.6 billion search queries were handled by the site in 2012, with more than 100 million users posting 340 million tweets. It has been termed "the SMS of the Internship" and was among the top ten most viewed websites in 2013.

Twitter is a microblogging and social networking website founded in the United States that allows users to send and receive "tweets," or short messages. Registered users can post, like, and retweet tweets, however, unregistered users can simply view them. Users can access Twitter using its website or its app for mobile devices, while the service was also accessible through SMS until April 2020.

Twitter has certain features that its users have to get familiar with to use the app effectively and these features include: Hashtags, replies, character limits, usernames, and retweets. Twitter has been utilized for several things one of which is to coordinate protests, oftenknown as "Twitter Revolutions".

2.1.2 The Crime of Rape

Rape, often known as sexual assault, is a forced, unwanted sexual encounter that can afflict both men and women of any age (Medhelp, 2008). Rape is a violent act committed against a person. (Akinwole & Omoera, 2013). As a violation, rape occurs when someone is coerced into engaging in sexual activity without their consent. Forced sex intends to mistreat, degrade, and demean the victim. Medhelp (2008) explains that even when no physical violence is present, rape happens when someone coerces or deceives another person into

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engaging in unwelcome sexual behavior. To Wagatwe (2017), rape is beyond the surface and the basic definition it is commonly given. In her words:

> "The 'rape' in anti-rape means more than the individual acts of violation. It also includes the culture that allows rape to happen by minimizing it, misinforming people about it, and even rewarding people who do it. Feminists often refer to this as rape culture."

Despite having no clear definition and no verifiable roots, the term "rape" has entered common usage and has been taken for granted by people who either understand or do not understand it. Early religious texts are where the notion of rape first made a historical appearance. People need to understand that sex is meant to be voluntary and not a coercive act. The terms sexual abuse and sexual harassment are also used in the same context as rape. One cannot help but concur with Yusuff's (2021) assertion that while consenting sexual behavior is not illegal, rape is, and should be treated as, forced sexual activity against the will of the other party.Yusuff (2021) identified certain factors as the causes of rape and they are:

- Unemployment and poverty, as in some rituals, raping young children was encouraged as a means of obtaining wealth or social status.
- The existing practice of child labor and prevalence of baby factories refers to involving children in street trade, which subsequently enhances the likelihood that a child may be the victim of rape.

Regardless of the above factors presumed to be the causes of rape as claimed by Yusuff (2021), there is no justifiable reason for the act of rape because it is a crime that is punishable under the law, and the fact that rape has negative effects on both the victims and society at large has to be taken into consideration. Yusuff (2021) investigated violence against women

and concludes that the incidence of rape and other forms of sexual assault are social problems in Nigeria, just as they are in other nations.

According to Akinwole and Omoera (2013), the types or conditions under which rape occurs include forcible date rape, spousal rape, rape of children by parents, elder relatives, and other relations, statutory rape, prison rape, rape as a weapon or war, etc.

Rape has many effects on its victims as it consequently causes or contributes to poor physical and emotional health as a result of the psychological shame associated with the prevalence of rape.

With physical consequences is also the risk of unwanted pregnancies and transmittable diseases. There is also a large number of psychological consequences that can vary depending on the relation to the abused, the levels of fear for one's life, situations, and context in general (Berglund and Witkowski, 2014) Rape can be traumatic and can place a stigma on the victim.

The absence of consent, however, is a crucial finding that applies to all types of rape as the majority of rape victims are coerced into having sexual intercourse against their will.

2.1.3 Overview of Anti-Rape Movement

The act of threatening, intimidating, and using force against another is known as rape. Rape is the implementation of dominance and control; it is about the abuse of power. It explains why adults prefer to rape infants and women, and not the other way round.

The anti-rape movement is the collective effort of motivated individuals who are committed to opposing sexual assault and violence. The goal of this movement is to alter the way that society views rape, victim-blaming, and sexual violence. It also makes an effort to encourage sexual assault victims to come forward, implement rape prevention measures, and guarantee victims receive the necessary care.

The movement began in the late 1960s and early 1970s when second-wave feminism and a reevaluation of women's daily lives in terms of their social interactions and the social structures with which they interact gave rise to new views of rape (Fried 1994). This movement started with a strong group of females who not only advocate against rape but give appropriate assistance and efficient help. The women have sought to identify how they feel about rape and what they can do in their daily lives to stop it. The rise of digital feminism and activism is the reason for the contemporary discourse on rape culture on mainstream platforms.

Rape crisis centers like Cece Yara Foundation Child Advocacy Center, Lagos State Domestic and Sexual Violence Response Team (DSVRT), Stand to end Rape support, etc. hold public activities in April, which is Sexual Assault Awareness Month (SAAM). The National Coalition Against Sexual Assault (NCASA) polled state sexual assault coalitions informally in the late 1980s to find out when they would prefer a national Sexual Assault Awareness Week to take place. Significant reforms like the 1993 Violence Against Women Act (VAWA) showed the necessity for national initiatives for the prevention of sexual violence. Even before SAAM was first nationally observed in 2001, advocates had been holding events, marches, and observances related to sexual violence during April, sometimes during a week-long "Sexual Assault Awareness Week." The week of April was chosen. The notion of making April a nationally recognized month for activities aimed at raising awareness and preventing sexual violence was advanced by numerous supporters by the late 1990s. In April 2001, SAAM was first nationally observed. The first officially recognized national Sexual Assault Awareness Month campaign was coordinated in 2001, and it is still run by the National Sexual Violence Resource Center (NSVRC) today(Nsvrc, 2022).

Having identified this dehumanizing act, one would not but agree with the view expressed by Krug et al. (2002) that Sexual assault is a widespread issue with negative effects on one's body, mind, sexuality, and ability to reproduce.

2.1.4Overview of Rape Legislation

Rape according to Section 357 of the Criminal Code Act is a prohibited offense in Nigeria. According to that section, anyone who has unlawful carnal knowledge of a woman or girl, whether with or without her consent, is guilty of the crime known as rape. This includes anyone who obtains the victim's consent through coercion, threats, intimidation, fear of harm, or by using false and deceptive representations about the nature of the act.(*Section 357 of the Criminal Code Act in Nigeria. Definition of rape. Sec 357*).

Because the majority of perpetrators are men and the victims are almost always women, many people may find the idea of a boy or man being raped by a girl or woman absurd or nearly impossible. However, society is also aware that either a girl or woman, depending on the circumstances, can rape a boy or man.In the same vein, it is no longer news that a girl or woman can rape another girl or woman.

The rape of women and girls is an act of gender-based violence, embodies "discrimination" as defined by the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), which establishes a mandate to ensure equality between men and women, and prohibits discrimination against women. When defining gender discrimination, Article 1 of CEDAW mentions violence against women: Gender-based violence, which is violence directed at a woman because she is a woman or that disproportionately affects women, is included in the definition of discrimination. It includes threats of harm or suffering that is physical, mental, or sexual as well as coercion and other forms of liberty infringement (CEDAW, 1992).

The federal and state governments of Nigeria have not appropriately addressed gender-based violence, including rape. There are not many federal or state laws that make violence against women illegal, and the majority of the legislation that non-governmental organizations have started are still pending. Unfortunately, the Nigerian criminal justice system's current rape laws are not sufficiently enforced(Adegbite, 2020).

When cases of rape are brought to the attention of law enforcement, they step in and speak with the victim, prosecutors firmly pursue legal action, and trials are presided over by judges before judgment is rendered.However, the effectiveness of these measures has not been proven because daily allegations of rape continue to be common in Nigerian society.

2.1.5 Prevalence of the movement in Nigeria through the use of Hashtags

In general, online communication channels have proven essential for the spread of social movements, particularly those that have failed to establish an offline forum to speak (Fenton 2008).Ahmed (2006) positions that hashtag activism simultaneously brings attention to a cause and obscures significant aspects of the cause, such as its historical context or sociopolitical setting. In support of this position, Dadas (2017) argues that those engaging in Hashtag activism must understand the political and historical context of the issue(s) they are describing, be aware of how rhetorical velocity and remix may affect their tweets, and be willing to include links to credible news stories in their tweets, among other factors.

Over the years, Twitter especially through its hashtag feature has been observed to be useful in so many ways asides from communication purposes. Some Researchers have in recent times identified the different uses of Twitter that cuts across all facets of society. Wolff (2015) makes us understand that Twitter can be used for community building in the sense that a set of actions geared toward the creation or enhancement of community amongst people

within a regional area and with a shared interest. Bowdon (2014) asserts that during crises, it is utilized to disseminate information. In the area of product branding and promotion, Twitter has been used by businesses and brands to sell their products and services on the internet (Ferro & Zachry, 2014) and most importantly, Twitter has been recognized as a venue for activist demonstrations (Dixon, 2014) such that in addition to using hashtags as organizational tools, Twitter users can also employ them to promote causes.

The usage of hashtags is intended to draw attention to injustice, poor governance, gender inequality, civil rights violations, and racial discrimination, among other issues.

Some anti-rape hashtags that have taken over the internet space in Nigeria include:

1. **#ArewaMeToo**

   The #MeToo movement, which arose in response to Harvey Weinstein's alleged history of sexual harassment and assault, had a significant impact on social media, with the hashtag taking over Twitter and Facebook feeds. Khadijah Adamu, a young lady from the northern Nigerian city of Kano, decided on the morning of February 3 after two years that it was time to reveal a profoundly intimate aspect of her life to an antagonistic audience on Twitter.

   Adamu narrated her near-death experience at the hands of a guy she had once loved, and to her amazement, she received overwhelming support, which drowned out the condemnation from a portion of Twitter dominated by northern Nigerians. Under the hashtag, #ArewaMeToo was coined, and a tsunami of memories of sexual assault followed. Arewa, a local term for the northern region of Nigeria, was unable to avoid the global spread of the #MeToo movement, which originated in the United States. #ArewaMeToo provides a timely example of sexual violence survivors' growing use of communication and social media platforms as a voice and as a means

of achieving justice. This online discourse was joined by thousands of social media users who used the hashtag #MeToo to share that they had also been the victim of sexual harassment or assault. This shows how ubiquitous sexual violence is as well as how hesitant people are to remain silent any longer(Hashim, 2019).

2. **#JusticeForUwa**

Uwaila vera Omozuwa,a 22-year-old student had just begun studying microbiology at the University of Benin when she was raped and murdered on May 27, 2020. Her sister stated that she frequently went to the church near her home to "read" since it was peaceful. According to unconfirmed local media sources, a group of men entered the church, raped Uwavera, and struck her with a fire extinguisher.

The event caused public outrage, and #JusticeForUwa demands spread throughout Nigeria. In Jigawa state, a 12-year-old girl was gang-raped by 11 males, which sparked additional outrage, even as this horrific tragedy devastated the nation.

The rallies for justice for Uwa began on the morning of June 1st, 2020 with Twitter users tweeting photographs of themselves with placards and cardboard signs. They also demanded justice for Jennifer, who was raped by five men in Kadunaon April 27 a few weeks before Uwa's death.

Social media users across all platforms used phrases like "Enough Is Enough!!!" "Stop robbing us!" and supporting hashtags #WeAreTired #StopRapingUs #JusticeForUwa #JusticeForTina #JusticeForJennifer to further express their anger and need for justice.

3. **#SayNoToRape**

Following the unsettling account of Vera Uwaila Omozua, Nigeria launched an anti-violence campaign. Since then, more sexual assault victims have come forward to tell their own stories. In the first few days of the #SayNoToRape hashtag movement,

names like Yangy, Tife, and Solomon have surfaced in relation to sexual assault and rape charges.

Celebrities have not been excluded, as Peruzzi and DBanj have both been accused. The narrative of Busayo Dakolo, the wife of Timi Dakolo, and her encounter with the pastor of COZA, Biodun Fatoyinbo, which occurred the previous year, also resurfaced. The Nigerian protests have adopted hashtags such as #JusticeForUwa, #JusticeForBaraka, and #SayNoToRape following the Black Lives Matter protests against racial inequality in the United States. Citizens and activists alike are concerned about the role that neglect plays in maligning women in Nigerian society. (Akinpelu, 2020)

As viewed by Rainie and Wellman (2012), our networks and the direct and indirect ties we maintain via social media structure our interaction with information. Their description of how information spreads on Twitter highlighted the ease and speed with which individuals can campaign for a cause. Furthermore, Källvik (2018) lent credence to this view when she stated that:

"My own reflection is that the form of online activism that we have seen with #metoo now is such an integrated part of many people's lives through access to social media and technical progress and that the recent year's public discourses about consent and a new legislation for sexual offences have become a solid foundation to reach out to more people."

From the perspective of expanding the reach, it has been noticed that hashtags consistently achieve an astounding quantity of publicity. The capability of participants to cooperate, to tweet about occurrences in a condensed period, and build on each other's observations certainly contributed to the media interest. Hashtag participants are generally successful as their intent is to draw attention to a cause.

2.1.6 Social Media Strategies employed by Rape Crises Centers and International Bodies

It is necessary for a business or other organization to develop a strategy that will maximize engagement and interactions across all social media platforms in order to reach their goal. One of the most important methods to treat the trauma of rape is to offer social support, particularly through mobilizing professional resources (Yusuff 2021) and this can be done through the use of social media since it is a digital platform with a very wide reach as its users are spread across the globe.

2.1.6.1 United Nations Women

UN Women is the United Nations body responsible for delivering programs, policies, and standards that defend the human rights of women and guarantee that every woman and girl reaches her full potential. UN Women (n.d) on their official website explained that the United Nations Women Focuses on early education, respectful relationships, working with men and boys, collaborating with governments, UN agencies, civil society organizations, and other institutions to find methods of preventing violence against women and girls. Prevention is the most cost-effective and long-term method for combating violence.

The 16 Days of Activism against Gender-Based Violence were observed from November 25 to December 10, 2020, as part of the UNiTE by 2030 to Stop Violence Against Women project, with the global theme "Orange the World: Fund, Respond, Prevent, Collect!" (UN Women, 2020).

Orange the World on Social media: UN Women asked social media users to "orange" their profiles during the 16 Days of Activism to show solidarity with survivors of gender-based violence and where they stand in the struggle for women'srights.They created a banner for the campaign and posted the download link on Facebook and Twitter.

Figure2: Orange the world banner November 2020 © **UN Women Austral**ia 2019

They also urged people to share some of the content from UN Women's social media package, which includes sample messages and images in English, French, Spanish, Russian, Arabic, and Chinese, or to use hashtags like #orangetheworld, #16Days, and #GenerationEquality to start conversations about gender-based violence.

Figure 3:UN Women social media package November 2020 © **UN Women Austral**ia 2019

On Instagram, they encouraged the social media users to make use of the UN Women's face filter to show how the social media users are taking action to end gender-based violence and tag a friend to encourage their community to do the same.

2.1.6.2 National Sexual Violence Resource Center (NSVRC)

The Pennsylvania Coalition Against Rape and the Center for Disease Control founded the National Sexual Violence Resource Center in 2000. It is a nonprofit organization whose goal is to offer information and resources to advocates working on the front lines to stop sexual harassment, assault, and abuse with the understanding that doing so also entails doing so for all types of oppression, including racism, sexism, and sexual violence.

This resource center uses its social media pages to give a simple and direct message about what they do. They post almost every day and encourage engagements, as viewers can like, comment and share. They design yearly posters that they share across their social media platforms for awareness and campaigns.

Figure 4:Left to right: Posters from 2007, 2008, and 2009 © National Sexual Violence Resource Center

Even while each campaign has a different focus, they all aim to promote discussion about sexual assault prevention, whether it be by educating people about healthy sexuality, consent, or bystander intervention.

2.1.6.3 Lagos State Domestic and Sexual Violence Response Team (DSVRT)

DVRST has a perspective that preventive strategies are the most efficient ways of resolving Sexual and Gender Based Violence Issues. For this purpose, the team have embarked on many advocacy campaigns with their target audience that comprise of various groups of the society. Ultimately, DSVRT engages continuously with Traditional Rulers, artisans, Market women, and other groups to educate them on what Domestic and Sexual Violence entails, its effects on thevictim, children, and society as a whole, their roles as responders, and the need for them tocondemn such acts when they come to their attention(DVRST, 2020).

Figure 5:Justice for survivor banner July, 2022 © **Meta 2022**

The Lagos state Domestic and Sexual Violence response team uses its social media platforms to advocate for the end of domestic and sexual violence and generate support for victims. On their social media pages, they post content that project their desire to ensure total eradication of Sexual and Gender Based Violence in the State. In order to fulfill their mission to provide compassionate services to victims of domestic and sexual abuse, while fostering healthy relationships, as they try to improve community's coordinated

response to domestic and sexual violence in Lagos State and Nigeria as a whole. They publicize their awareness, campaign, advocacy and intervention programs through posts and use of hashtags like #dsva#JusticeForSurvivors#GreaterLagoson social media so that interested volunteers and sponsors can contact them and a high level of confidence in their service is built in the minds of victims of domestic and sexual violence to speak up and always reach out to the team.

2.2 THEORETICAL FRAMEWORK

Theories are of great significance in research as they help to identify and explicitly explain relevant information attached to a phenomena. According to McLean (1972), a theory refers to a set of principles that explains a phenomenon or reality, underlying our understanding of how things work. Theories explain the quality possessed by real life situations and as a result, the following theories are used to make plain and comprehensible the problem under this study.

2.2.1 Development Media Theory

This theory was propounded by Dennis McQuail in 1987. It solicits media support for a currentadministration and its socioeconomic development efforts (*Normative Theories Of The Press-6-Theories*, 2012). Understanding the actual effects of media on the consciousness and decisions of non-elites has become vital for maintaining political and social stability(Fortner & Fackler, 2014).

Development media theory was proposed as a means of compensating for the difference in the development and information flow of third world countries and as a solution to their technological issues. Third-world nations are plagued by obstacles that make mass communication system development difficult (Daramola, 2003).

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The core concept of development media theory that borders on this study is the use of social media for the development of a nation's people or to assist the target demographic. The purpose of communication is to serve the public without manipulation and to elicit real response(Bajrachary, 2018).

In line with the tenets of Development media theory, social media should embrace and carry out good development tasks in accordance with preexisting policies such as encouraging the report of rape crime for the law enforcement agencies to investigate and for justice to prevail

In relation to this study, development media theory claims that until a nation is well established and its economy is well developed, the social media should be supportive of the government and aid them in accomplishing their policies. Therefore, Social Media through proper utilization of its features should prioritize the coverage of issues that affect the lives of the people. In other words, the focus of the content should be on the socioeconomic and political life of the people.

2.2.2 Social Responsibility Theory

The social responsibility theory came into view from the identified need that the freedom of the media is guaranteed but with a condition, that such freedom should not be used to disrupt the society. The social responsibility theory is an extension of the libertarian philosophy in that the media recognize their responsibility to resolve conflict through discussion and to promote public opinions, consumer action, private rights, and important social interests. (Patrick, Eba & Patricia, 2019)

It is important therefore, to note that not only should the media performs its function with a sense of responsibility to the people but in similar regard, the people should bring to a whole

the actions demanded of them as citizen journalists by providing accurate information that would benefit the society and not cause needless disturbance to the society.

The theory helped in creating professionalism in media by setting up a high level of accuracy, truth, and information. It also makes social media users, who are members of the society to have a sense of demonstrating their right to speak. Through their freedom of speech, they can express their opinions and take action through social media activism.

Bordering on this theory under this study, social media should not fail to put its publics into consideration in performing its obligation in the dissemination of information on the crime of rape. Members of the society are charged to have solid sense of responsibility by reporting threat of rape, rape events and accurately providing information to the media and law enforcement agencies to create awareness and forestall imminent danger and great loss.

Asides serving as a medium of reportage of rape events and deliberations on rape events, the social media has the watchdog responsibility to hold the government accountable to the people. Thereby, gearing the government to act on the collective voices of the citizens to fight the crime of rape in the country.

Social responsibility extends to all spheres of the public. However, in its relation to social media and rape that are the subject of discussion under this study, all stakeholders involved in the anti-rape movement are tasked with the responsibility of tackling the crime of rape heads on. For instance, during the #saynotorape protests conducted across all social media platforms, every sector of the society performed one or two roles towards ensuring that the purpose of the protest is established. Non-Governmental organizations carried out intervention programs, Women right activists carried out advocacy campaigns, law enforcement agencies became more guarded and individuals collectively created awareness

relentlessly on their various social media accounts, all for the cause of fighting rape and getting justice for rape victims and survivors.

2.2.3 Agenda Setting Theory

Agenda setting theory was proposed in the early 1970s by Maxwell McCombs and Donald Shaw to make right the perception that media effects are immediate reflections of media consumption. It lays emphasis on the fact that more exposure leads to greater effect. The importance attached to an issue on the media sphere determines the attention rate it gets.

When importance and prominence is attached to an issue covered by the media, it fuels extra attention toward that issue and stimulates strong reactions and attitudes from its audience. The Agenda Setting theory explains that the mass media has the capacity to influence the opinions, attitudes and reactions of the members of a society about a phenomenon either positively or negatively.

In conformity to this study, the agenda setting theory emphasizes that the significance of a social media content determines how the users accept and process the content. On social media, people are privileged through their discussions to determine the salient issues. The interactive media which has come through the advent of social media platforms have extended the populace to accommodate and deliberate on different opinions and issues.

Take for instance, the #SayNoToRape and #JusticeforUwa protest started from the social media, media users started to attach importance to the death of Uwa, a young lady that was murdered after being raped in the church. Before the incident of Uwa's rape and murder, there have been preceding cases of rape but Uwa's case was the major rape crime that sparked public outrage as social media users started to make use of all social media platforms to advocate against rape, begging the government to do better, proffering solutions to this constant crime, using their content to persuade victims to speak up so as to get justice

etc.This hashtag set an agenda for the public sphere, thereby leading the law enforcement agencies and government to pay more attention to rape issues and working towards eradicating the crime of rape in Nigeria.

2.3 EMPIRICAL REVIEW

A study conducted by Chiazor et al. (2016) emphasized, regarding the subject of rape, that it is the most brutal kind of violence against women that denies them the right to self-preservation. It is a worldwide phenomena that transcends ethnicity, tribe, and socioeconomic status. As rape is on the rise and its impacts on victims and their families are getting more severe, it cannot be trivialized.

Chiazor, et al (2016) noted that in some nations, one in five women suffer sexual assault by an intimate partner, and up to one-third of teenagers describe sexual initiation by force. Sexual assault includes compelled sex in marriage and dating relationships, rape by strangers, organized rape in war, sexual harassment (including sex for jobs or grades), rape of children, trafficking of women and girls, female genital mutilation, and forced exposure to pornography. In an effort to conceal their heinous crimes, the majority of these rapists kill, maim, or infect their victims with sexually transmitted diseases. This has negative physical, mental, and psychological effects on the sufferer, leaving them saddened and traumatized.

Chiazor et al (2016) Taming the Rape Scourge in Nigeria: Issues and Actions further explains that the tardy response of the court system and the lack of supportive institutions to assist victims of rape in quickly overcoming the trauma have been cited as factors leading to the rise of rape across the nation. Those who have been raped frequently endure humiliations and are occasionally pushed to suicide as a result, primarily owing to the fear of stigmatization. Victims of rape are typically ashamed, humiliated, and terrified, and there are few or no laws

protecting them. Even law enforcement agents who are tasked with protecting these victims assault them in various ways, including sexually

In a research paper by Akanbi (2020), the five socialization agents are required to combat this discouraging behavior. Parents must begin by educating and enlightening their children about rape, its atrocities, and consequences. Children, both male and female, should be provided with sufficient sexual education.

The research conducted by Awobamise et al. (2019)in Social media, sexual harassment and rape discourse in Nigeria: an exploratory study, indicates that social media have facilitated rape discourse in Nigeria by providing a forum for survivors to discuss their experiences and raise awareness about the issue of sexual abuse

In relation to this study, a research findings presented by Wallack (1994) explains that media advocacy efforts recognize that negative behavior is not necessarily the consequence of a lack of knowledge, and so address the power gap by targeting society as a whole and focusing on the sociopolitical causes that lead to such behavior. It seeks to modify the environment that supports such conduct and to exert pressure on decision-makers to alter their policies or implement them. To accomplish so, media advocacy campaigns target external variables such as "basic housing, job, education, healthcare, and personal security."

O'Neill (2018) asserts that many survivors are allowed voice and validation through the interactive capabilities of social media, allowing them to speak in their own voice in a way that makes sense or is relevant to them. Furthermore, a research on Online Anti-Rape Activism: Exploring the Politics of the Personal in the Age of Digital Media by Loney-Howes (2020) explains that activists and survivors have worked to highlight the frequency of rape and sexual violence, as well as the human and political causes and costs of this violence through awareness-raising and internet activism.

These researchers have established that rape is not only a dehumanizing crime but it can cause physical and psychological trauma on the victims and social media has been used as a medium to raise a voice for victims of rape and enable other stakeholders to stand firmly against rape through their various contributions across social media platforms.

2.4 CONCLUSION

This Literature Review has examined the numerous conceptual explanations regarding rape, its legislation, prevalence of the movement through hashtags use on social media, social media strategies used by international and local bodies and the accompanying theories of the study's primary variables. The numerous authors have been addressed, compared, and contrasted throughout this chapter to aid in the formulation of this study's research questions. In conclusion, the research intends to understand and explain the anti-rape conversations on social media and the stakeholders of the anti-rape movement.

CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

This chapter covers the systematic way in which the result of the study was produced. It gives detailed explanation of the employed method of conducting the research such as the research design, the population, the sampling technique, sample size, research instrument, validity of research instrument, method of data analysis and data collection procedure.

3.1 RESEARCH DESIGN

The research design is a strategy that helps the researcher plan the research effectively in order for it to be carried out efficiently. The research design acts as a guide for the research. According to Kinnear & Taylor (1996) a research design is the basic blueprint that directs a research project's data collecting and analysis phases. It is the general strategy for bridging the gap between conceptual research issues and relevant empirical research. In other words, the study design determines how the data was collected, how it was analyzed, and how it was used to answer the research questions.

Research Design is of two classes, the quantitative and the qualitative forms. This study adopts both the quantitative (content analysis) and qualitative approach (Focus Group Discussion and in-depth interview) in order to examine the digital conversations of rape online, and how it plays a role in facilitating the movement against rape. Using this technique, the researcher was able to gather both quantitative and qualitative information and apply the study's findings to the entire population.

Content analysis is analysis of recorded communication and it was carried out on selected social media channels for this study which are Instagram and Twitter. By examining communication artifacts on social media, this content analysis was done to better understand how individuals communicate in society. The in-depth interview is a qualitative research method that is distinctive in that it makes use of small samples to present thorough background information on a subject and also permits nonverbal observation.An open-ended interview called an in-depth one, aims to elucidate detailed fact (what is said and how it is said). Focus Group Discussion (FGD) is creating an environment for free discussion and an atmosphere for the participants to express themselves about the subject of study. It comprises of knowledgeable and informed people who can contribute to the discussions about the subject of study.

3.2 POPULATION OF STUDY

Population is defined as the collection of individuals or a group that possesses the same attributes. Population refers to the complete group of individuals, events, or objects of interest that a researcher needs to analyze. It creates the concept from which the sample or subjects will be selected (Bryman & Bell 2011).In conducting this research, the population of this research are stakeholders of the anti-rape movement such as anti-rape advocacy groups and organizations, social media users, activists and rape survivors who are willing to share their views and how the social media has encouraged them to speak up and help them to heal.

Additionally, social media platforms are being used by non-governmental organizations (NGOs) and feminist activists' communities such as Woman Action Media (WAM) to create an active community of knowledge and interpersonal connection. Media users, rape survivors, anti-rape organizations and activists engage in this digital discourse and starts the movement through raising hashtags. These stakeholders are the population for this study.

3.3 SAMPLING TECHNIQUE

Sampling technique is the procedure through which respondents are chosen for the study. The approach used to pick respondents for a study is called Sampling. It allowed the researcher to choose in such a way that all the elements in a population are well represented to make a general estimate of the total population. The term "sampling technique" refers to a specific method of selecting the subjects for a sample, as well as any other name or identifier used to describe it. It enabled the researcher to make choices that ensure that each component of a population is fairly represented when estimating the population as a whole.

Purposive sampling is suitable to select respondents for this study asit provides relevant and valuable information that is required for the study.The purposeful selection of a participant is a component of the judgment sampling method, which is also known as purposive sampling. This nonrandom technique does not require underlying theories or a predetermined number of participants. Simply put, the researcher selects what information is necessary to have and then searches for individuals who can and are willing to supply it due to their knowledge or experience.Purposeful sampling focuses on selecting information-rich cases whose study illuminate the questions under study. Therefore, subjects were handpicked because they are informative or they possess the required characteristics.

3.4 SAMPLE SIZE

The sample size is a selected part of the total number of population for the study. For example, it is the number of the representativesof stakeholders that the researcher intends to collect information regarding the research questions. Compared to the overall population, a sample is a more limited depiction.

In this case, Purposive sampling technique was used to pick a total of 7 respondents for the Focus Group Discussion and 3 respondents (two rape survivors and an official in Lagos state Domestic and Sexual Violence Response Team) for the interview who are information-rich to represent the active social media users who engage more on Instagram and Twitter and form the activist communities, anti-rape advocacy groups and rape survivors. It also permitted the researcher to choose Twitterposts and hashtag (#SayNoToRape) tweets to analyze and draw conclusions from.

The time frame for the analysis of the tweets is from April 2020 to June 2020 as it was within that period that the #SayNoToRape campaign hashtag emerged and was constantly used by social media users. The sample size which serves as representatives of the stakeholders for this study, affords the researcher the time and the ability to reach all respondents within the limited time frame with which the study will be carried out.

3.5 RESEARCH INSTRUMENT

The research instrument that was employed in the analysis of social media posts and conversations is the coding scheme. The interview guide was used for the in-depth interview and the FGD guide was used for focus group discussionto gather narrative data. The Focus Group Discussions guide, interview guide,and coding scheme were utilized in order to generate responses from stakeholders of the anti-rape movement for analysis.

3.6 VALIDITY & RELIABILITY OF MEASURING INSTRUMENT

Validity refers to the extent to which the instrument fully measures the variables of interest. Allen & Yen (1979) refers to validity as the ability of a technique to accurately assess and evaluate what it claims to asses. When research has a high level of validity, it means the findings are relevant to real-world features in the physical or social world.In order to validate and ensure the reliability of the instruments, the research instruments:in-depth interview

guide, FGD guide and coding scheme were reviewedby the supervisor who guaranteed that the instrument met the material validity standards.

3.7 METHOD OF DATA COLLECTION

A few instances of how and where information is created are in daily discussions and languages. In order to study the anti-rape conversations on social media, content analysis of the comments and tweets under the #SayNoToRape hashtag movement were analyzed. Therefore, the researcher chose a period of three (3) months (April 2020-June 2020) to collect all tweets that is related to rape or sexual harassment from Twitter. The Focus Group Discussion was organized in a serene and relaxing environment that made the seven (7) respondents to freely air their opinions and views about the subject of study. The in-depth interview guide comprises questions that are related to the subject of study and the respondents for the in-depth interview were two (2) rape victims and a team member of the Lagos State Domestic and Sexual Violence Response Team. These instruments would include general questions to provide related information in respect of all respondent.

3.8 METHOD OF DATA ANALYSIS

The data was presented in tables and narrative, which contains frequency and percentages. These was based on the research questions formulated for the study. Methodological and data triangulation was used for multiple methods and data sources to answer each research question and enhance the accuracy of what the methods are supposed to measure.An enhanced and balanced image of a phenomenon is provided using triangulation. Therefore, by looking at human behaviour from a variety of angles, its richness and complexity was fully mapped out.

The data gathered from content analysis was thematically analysed using the Statistical Package for Social Science (SPSS) for sentimental analysis, the focus group discussion and interview was analysed using narratives. The development media, agenda setting and social responsibility theorieswas used to explain relationships and correlations. These conclusions drawn were used to provide answers to the research questions:

i. To explore how social media conversations about sexual violence influence individual perceptions of rape.

ii. To identify how organizations established to fight against rape have utilized social media to achieve their goals

iii. To ascertain if the activism against rape on social media has promoted the idea of enthusiastic consent

iv. To establish that social media is a very important tool used to organize protest action, raise awareness and mobilize support.

3.9 CONCLUSION

This chapter provides a detailed explanation of the research technique, design, and instrument used by the author to conduct this study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.0 INTRODUCTION

This chapter summarizes, discusses, and analyzes the data collected during the fieldwork. The opinions of respondents and information from the code sheet are evaluated thematically in relation to the research objectives. The information was then used to answer the research questions. This chapter provides an empirical analysis of the data gathered in response to the study questions provided in Chapter one.

4.1 PRESENTATION OF DATA

The Focus Group Discussions and in-depth interviews were recorded and transcribed. The information on the code sheet was meticulously collected and examined. This study analyzes and presents the data using both primary and secondary sources. The results are discussed in accordance with existing literature from the study's theoretical framework. In presenting the results, the data gathered were subjected to content analysis, In-depth interview and Focus Group Discussion.Explanatory analysis was used to conduct in-depth interviews and focus groups in order to collect qualitative information that would complement the study's quantitative methodology.The designations Speaker A, B, C, D, E, F, and G were assigned to the focus group discussion speakers, Respondent 1 and 2 for the two

rape survivors interviewees and Respondent 3 for Lagos State Domestic and Sexual Violence Response Teaminterviewee.

RESEARCH QUESTION 1: HOW DO SOCIAL MEDIA CONVERSATIONS ABOUT SEXUAL VIOLENCE INFLUENCE INDIVIDUAL PERCEPTIONS OF RAPE

Since the introduction of social media platforms, they have been used to raise awareness and mobilize for social problems across the globe (Nwabueze & Oduah, 2014). The #metoo movement, which began in 2017 with a tweet from Hollywood actress Alyssa Milano requesting that anybody who had been sexually assaulted or harassed respond with "me too," is possibly the clearest example of social media promoting national and international dialogue on rape culture. This single tweet by Milano may have sparked the largest social justice movement since 2010. The #metoo movement is important because it brought to the forefront a problem that had been talked about a lot, but in quiet ways. Prior to the #metoo movement, victims seldom shared their experiences, and sexual offenders appeared practically untouchable. The #metoo campaign also contributed to the formation of the #Believeher movement, which aimed to make it easier for women to report rape and encouraged the public to trust women when they file complaints.

Similarly, the SayNoToRape Campaign in Nigeria pushed previously hushed conversations to the forefront, increased activism against sexual and gender-based violence, and raised awareness of a significant social issue.

For the sake of analysis and to protect their anonymity, the respondents from the Focus Group Discussionwill be noted as Speakers. The respondents talked about how the movement on social media increased their awareness about Rape and Sexual Violence.

Speaker D noted that Rape comes from a deeply rooted personal problem, she said.

"I have come to understand that rape comes from a place of power and entitlement to someone's body. It is a way to prove they can overpower the victim. Although it might not be easy but the victims should ensure they report to nearest hospital and rape crisis center immediately so that they can get justice as early as possible. Also, these conversations were able to highlight rape culture in our society. The society is quick to blame victim which exonerate the perpetrator most of the time."

Speaker G had a similar view, she said

"Honestly, I have come to a point where I realized through these online rape campaigns that regardless of how these victims feel after the rape incidence, they should not attempt to clean themselves up but go to nearest hospitals or crises centers so that their reports can be properly documented and samples that can be useful for investigation or can serve as evidence can be taken from the body. I feel that the reason why most rape cases are dragged is because these law enforcements in Nigeria are not ready to plunge into deep investigation…at least if they have something to work with justice will be served early and adequately."

Speaker B noted that consent is important and that women should take self-defense training.

"It made me to know the different causes of rape and in aspects of how we can end rape cases. Like consent is mandatory, it is necessary to build healthy relationships and it is advisable to take self-defense class, especially the ladies."

Speaker B also noted the importance of self-control, he said "Regardless of the situation, a man just has to have control of himself around women." Speaker F supported the view but added that he was cautious about sharing information about rape until such information is verified. He said.

"It took quite long before I contributed online because I really just wanted to observe and verify most the rape claims at that time but what eventually prompted me to repost posts and comment against rape were the images of Uwa that was circulating. I became very motivated to drop my 2cents against rape on Instagram. By the way I support Speaker B because this thing all boils down to self-control."

Speaker C and E shared a similar sentiment to Speaker F, they talked about how rape can be weaponized by spreading false information.

"I found out that not all rape cases that were reported are true. For example, false accusations which has taken the life of some youth. We often tend to believe anyone that claims he/she was raped without thorough investigation." – Speaker E.

"Due to the stigma/myths surrounding rape in our society, it is now easier to weaponized rape. Hence the case of false accusations" – Speaker C.

In an interview with a Representative of the Lagos State Domestic and Sexual Violence Agency (or the DSRVT), She will be referred to as Respondent 3 from this point. She said.

"More people were willing to speak up and to seek justice for themselves and for their loved ones. However, we noted an increase in fake stories, especially on social media, where people will report falsified stories to ruin the lives of former sexual partners or for financial gain and online popularity."

Some Respondents were sensitive to discussions on victim blaming for sexual violence.For the purposes of this study, one of the respondents from the in-depth interview with a rape survivor will be referred to as Respondent 2, and she addressed how social media conversations influenced her understanding of her encounter with Sexual Violence..

"I always thought I was alone in my dilemma and that I was responsible for what happened to me, but the movement made me understand that the incident was not my fault and I began to go for therapy, I know it is not a common thing for a Nigerian to do, but since then, I've gotten better and my relationship with men in society has been different. But I don't think I would have done any of this if the movement had not started those discussions."

She also noted that the conversation arose feelings of anger, especially against victim blaming.

'The movement definitely triggered my experience, I was so angry and hurt, especially at the people that started victim blaming. You know, how can you tell me that a victim is responsible for something terrible happening to them? Nobody goes out and thinks 'oh I'm going to try to get assaulted today'. So, I decided to speak out because I felt that my story would shed more light on how much rape can change your life and how serious it actually is."

Speaker D and G shared a similar irritation with issues of victim blaming on social media.

"I was vocally against a lot of rape apology sentiments most of the time and occasionally I put out a few words to simply project my disgust on my WhatsApp status and my tweets." – Speaker G

"There were a lot of Debates on who takes the blame for rape, some were of the notion that the victim must have worn something provocative or must have been at secluded places at the wrong time but I believe every excuse to justify rape are lame excuses. It is a criminal act and should be punishable by law." – Speaker D

Additionally, Respondent 2 was emboldened to share her experience during the time because she wanted to shed more light on how rape changed her life.

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"Honestly, it was a difficult time for me, I saw a lot of stories online and so many stories that I could personally relate with. During the time, I mostly interacted with posts promoting the movement and I reached out to a lot of the people who were passionate about the movement, most of them had encountered some form of sexual assault in their lives, and I shared my own personal story, although it didn't gain a lot of traction, some people in my timeline reached out to me to provide encouragement and praised me for being brave enough to speak up. I was also attacked by people who felt that I was chasing clout and making up stories. Even though I didn't include any identifying details about the perpetrator in my story"

The other respondent to the in-depth interview with a rape survivor will be referred to as Respondent 1, she noted that the conversations triggered her trauma but she couldn't share her personal experience. She said:

"It triggered my rape experience but didn't prompt me to speak because I just was not feeling free enough to open up about being a victim to the outside world."

From the data obtained, the study revealed that the campaign elicited a variety of responses from the respondents. Several respondents focused on actions victims could make to obtain evidence needed for prosecution, while others discussed the significance of self-control and obtaining consent before engaging in any sexual activity. Others have highlighted that the campaign has had negative impacts, such as the fabrication of stories and the emergence of rape apologists who seek to victimize the individuals who have come forward with their stories. It is vital to note that some respondents emphasized the significance of validating information before to disseminating it. This introduces the Social Responsibility Theory,

which encourages assuming responsibility when sharing and distributing content for public consumption and fostering professionalism in the social media space.

RESEARCH QUESTION 2: HOW DO ORGANIZATIONS ESTABLISHED TO FIGHT AGAINST RAPE UTILIZE SOCIAL MEDIA TO ACHIEVE THEIR GOALS?

In the past decade, social media has become a main communication tool around the globe. Due in part to increased globalization, which is facilitated by the widespread use of the Internet and social media, this medium enables the rapid dissemination of information and ideas on a large scale (Briggs & Burke, 2010). In recent years, significant efforts have been made to raise awareness of social and political issues, such as sexual violence, through the use of social media. Given this trend, it is crucial that relevant organizations and stakeholders in the fight against sexual violence engage in a discourse that addresses and discusses how social media can be used to prevent this ongoing epidemic and offers strategies to respond to the rapidly changing nature of social media outlets and trends. Thus, the primary focus will be on how social media and the SayNoToRape campaign helped to promote the activities of an organization.

Respondent 3 noted the Campaign helped to create a lot of changes within the agency. She said.

> "We have received increased more support in all aspects. The Agency was formally a relatively small team, but in 2021, our structure was reinvented and the number of responders and workers has been increasing, we have been able to work with other stakeholders and have increased funding for outreaches, educational programs, and resources to help victims."

She also added that there has been a positive increase in the willingness of people to report cases of sexual violence

"More people are aware of how to get justice and the people to go to for help. We know that victims are often too scared to report and seek justice, but after the campaign, we've seen a positive increase in the people who are motivated to report acts of sexual violence and we've also noted an increase in the willingness of people to report suspected cases of sexual violence and abuse."

She also added that the agency has noted an increase in the spread of false through social media channels.

"We noted an increase in fake stories, especially on social media where people will report falsified stories to ruin the lives of former sexual partners or for financial gain and online popularity. The agency has developed strategies to adapt to the challenges and to continue to push for a better and safer society for everyone."

When asked about strategies used by the organization in providing services to victims and their online engagement during the Campaign, she responded.

"We mostly use Twitter for social media engagements, we also have a website and blog with which we upload relevant content on activities and important topics."

"We utilize a mixture of digital advocacy and physical follow-up with the victims we noted. By digital advocacy, I mean that we used Peer-to-Peer text message outreach, and we used social media to lend our voice to the movement and inform victims of ways to obtain help with whatever they may need. The DSVRT has seven key focus areas, they include: Advocacy, Counseling and Medical Services, Legal Representation, Referrals, Coordination, Training, and Empowerment. We provide legal, medical, and psychological support to victims and we work with professional bodies and other stakeholders to end sexual and gender-based violence."

"We believe that preventative methods are the most effective strategy to address Sexual and Gender-Based Violence Issues. In order to do this, we have started a number of campaigns, as I stated above.

Our target audience includes children. So, we do a College Acquaintance Rape Education Workshop (in partnership with Rubies Ink) and talk to Primary and Secondary School students about the growing trend of rape culture in Primary and Secondary Schools.

We also talk to Traditional Rulers and market women about how sexual violence affects the victim, children, and society as a whole, what they can do to help, and how important it is for them to condemn such acts when they hear about them. As another way to reach the middle class, DSVRT often holds town hall meetings and talk about sexual and domestic violence at churches and mosques on a regular basis. At these events, members of the congregation and spiritual leaders should not ask people in abusive relationships to stay there or ask victims of sexual assault to keep quiet. Instead, they should encourage people to get help. Pastors and Imams are also asked to talk about these problems and condemn them in the strongest terms.

For Counseling and Medical Services, the DSVRT has a group of clinical psychologists who offer different kinds of therapy to victims. Some of these therapies are cognitive, behavioral, cognitive-behavioral, interpersonal, humanistic, psychodynamic, or a mix of a few of these. All of these therapies are meant to help victims improve their lives and deal with the trauma that comes with SGBV crimes.

Also, the OPD and the Lagos Public Interest Law Partnership make sure that victims of SGBV crimes can get free legal help. Depending on how dangerous the situation is,

the OPD will also send a social worker with the victim to the police station and to court.

Lastly, the Lagos State Government started a DOMESTIC AND SEXUAL VIOLENCE TRUST FUND with the help of the Domestic and Sexual Violence Response Team (DSVRT) to help victims and their families with money. Even though no amount of money can take away the trauma and grief that abuse victims feel, this help can be very important in the days and weeks after the abuse. The Trust Fund helps survivors in direct ways. It pays for care that helps victims' physical and mental health get better, and it replaces lost income for victims who can't work or for families where the abuser is the breadwinner."

The study shows that social media has helped to enhance the conditions of organizations created to combat sexual assault and that campaigns such as SayNoToRape have improved interaction with the public through reporting. However, they noticed certain negative impacts, such as the propagation of false stories. Nonetheless, it is crucial to note that while the agency may be taking a proactive stand against sexual abuse on social media, the collected data indicates that human interaction and physical acts of advocacy are preferred over online platforms.

RESEARCH QUESTION 3: HOW HAS THE ACTIVISM AGAINST RAPE ON SOCIAL MEDIA INFLUENCED THE IDEA OF ENTHUSIASTIC CONSENT?

The simplest definition of consent is freely, voluntarily, and actively agreeing to participate in sexual activity with another individual. It informs the other person that you desire and consent to sexual relations with them, and it also informs you of their desires. (Rainn, n.d). Consent is about communication and must be obtained on a consistent basis. A person's consent to engage in sexual activity today does not guarantee that he or she will consent to

sexual activity with the same person tomorrow. Consent is freely given and should be offered willingly. (DaSliva-Ibru, 2021).

The respondents provided their conceptions of rape after their experience with activism on social media, through the SayNoToRape campaign. Speaker C noted that consent is an agreement and differentiates it from coercion.

> "Consent is an agreement between two people to have sex. Consent is a simple YES. Coercion is not consent. Consent can also be taken back and that decision to take back consent has to be respected. Also, silence is not yes"

Respondent 2 also brings in her own definition of rape and provides further specifications.

> "I believe that consent is agreeing to things that you're ready to do, things you wouldn't mind being done to your body, and to sexual relations with another person. So, I can give consent to making out, you know kissing and smooching, but I might not be ready to have sex, so forcing me to have sex, especially after I have not given my express consent is an assault. Also, people younger than 18 cannot give consent, even if they look like they're 25."

The respondents then noted how proactive they have been in getting consent since the campaign.

Speaker F revealed that the campaign taught him so much and that he has gotten more proactive at getting consent in the aftermath.

> "I never really knew how much of a big deal consent gaining is until during the campaign against rape on social media so right from the period of the campaign I have been purposely and repeatedly trying to get a Yes answer with a matching "yes" attitude before I engage in any sexual activity."

Speaker C noted that he has become more vocal about obtaining consent since the campaign and that he also fears getting falsely accused of rape.

"As a guy, I have become overly conscious of my gaining consent process. I do a double checking with my girlfriend to be sure she really wants us to engage in anything sexual because I have been trying to avoid false allegations of rape, the #SayNoToRape campaign thought me quite a lot about consent so I can't afford to lose my guard."

Some respondents revealed that they have received fewer forceful sexual experiences since the campaign began.

Speaker B said.

"I have had few sexual advances that seem to be coming from the angle of force and threat, especially by learned people surprisingly but after the campaign, these guys seem to not pester me beyond any No reply I give them which is a good one."

Speaker G added that.

"Yes, I noticed that after the campaign guys that used to jokingly make sexual advances at me stopped and even those that were really interested made sure not to pressure me to saying yes to them and I have also made sure that consent answers are very clear and accurate to avoid confusion or stories that touch."

Speaker D raised the issue of females obtaining consent because consent is needed from all parties involved. She said.

'Even as a lady, I have made sure to get consent from my boyfriend because I notice people have this misconception that consent gaining is for boys only. Both before and

after the #SayNoToRape Campaign, I have always had men try to get my consent first too."

Respondent 2 talks about how therapy is improving her life and how important consent is in her current relationship. She revealed.

"Personally, I was so traumatized from my experience that I completely refused to have any form of sexual relations with anyone, that was until I started therapy. My current partner understands my situation and we have been making progress in our sexual life. So, consent is a very important part of everything that we do, and constantly seek consent for every form of physical interaction, even hugging, and holding hands. You know, a simple 'May I hold your hands?' goes a long way in developing trust."

Some respondents revealed that they have not engaged in sexual activity, so they have not needed to obtain or give consent.

Respondent 1 said:

"I didn't involve in sexual activities before and after the say no to rape campaign till now, and no one has asked for my consent too as regards that."

Speaker E said that her preference for abstinence has prevented any event where she had to provide consent, she said;

"Well, I cannot relate. For reasons best known to me, I am not interested in sexual activities therefore there is no room for me to seek consent, and probably because of my belief, no one has come to seek consent from me."

The study shows that an increasing number of individuals have been made aware of the significance of consent and have been encouraged to develop a general awareness of the

concept. Social media played a significant impact in encouraging respondents, especially women, to seek consent, however one respondent stated that his increased interest in gaining consent was prompted by his fear of public humiliation.

The development Media Theory highlights the significance of social media in shaping the perspectives of individuals through the dissemination of sufficient information and support for causes that improve the lives of citizens and support government policies. This theory fits within this context, as social media has helped to raise awareness of a significant societal issue, assisted victims in seeking redress, and promote voices of advocacy.

RESEARCH QUESTION 4: HOW IMPORTANT IS SOCIAL MEDIA IN ORGANIZING PROTEST ACTION, RAISING AWARENESS AND MOBILIZING SUPPORT?

Social media has become an integral part of our daily lives. Therefore, it is not unexpected that there is an abundance of information on severe social issues such as rape, gender inequality, racism, sexism, etc. Through blogs and support pages on social media channels, survivors of rape and sexual assault can tell their stories without fear of exposure (if they so choose) due to the anonymity the internet provides. (Awobamise et al., 2019)

The capacity of social media to mobilize individuals is undeniable. During the 2011 Arab Spring, which became known as the 'Facebook Revolution' and the 'Twitter Uprising,' academics and journalists began discussing social media as a tool for activism for the first time. Since then, activists, protestors, and revolutionaries have utilized social media to garner global support for their fights against a variety of injustices. In the same way that it is a platform through which information and momentum spread at an unprecedented rate, it also facilitates the spread of misinformation and division. (UKEssays, 2018). The COVID-19

pandemic and the increased use of social media as a way to stay connected in a socially distant world have given social media even more influence, but its responsibility to prevent polarization can be overlooked. The use of social media during COVID-19 to mobilize people across the political spectrum to respond to perceived injustices is an interesting lens through which social media's role and responsibility can be understood, and helps to illuminate the challenges that the future of socio-political communication will face.

During the SayNoToRape campaign, social media magnified the opinions of individuals. The ease of access to journalism and information provided by social media enabled the free flow ofinformation, allowing for the observation of the diverging and converging views of different individuals, which were crucial to the success of that movement and any future movement.

Every selected respondent participated in the campaign; However, some respondents have argued that there hasn't been any significant change, apart from the reportage of incidents. Speaker A said:" It is just still the same old thing…there have been more rape cases reported after then"

Speaker F supports this view and said.

> "It's funny how the reports increased because the #SayNoToRape campaign achieved encouraging these victims to speak up and report so I can't really say if that is a negative or a positive but I'm glad that these perpetrators are being reported".

Speaker B shares a similar view, but expresses disappointment over the slow implementation of real change and praises NGOs for their efforts.

> "I was actually hoping things would change for the better but no it hasn't at least not to the extent of rape incidents happening, but I just like the fact that the NGOs are working well to take care of victims."

Speaker D also shares a similar view and added that she feels there is a poorly developed societal structure to address rape issues.

> "I feel just like Speaker B has said, no impressive changes and I think it is because proper structure has not been put in place to investigate these things and punish the offenders so that it would actually scare other criminals from carrying out this evil act."

Some respondents revealed that they have not been keeping up with the news on rape and sexual violence. Speaker G reveals that she has not been keeping up with the news, she said: "I was not staying up to date with the rape cases reports after the campaign so I can't really say."

Speaker E reveals that she also has not been following recent news about rape, but she is emotionally moved by another case of Femicide. She revealed.

> "I honestly have not been paying attention to frequency of reports but one of the very tragic reports that really caught my attention after the #SayNoToRape campaign is that of Ini Umoren because it trended on twitter and made me to begin to think of why it is unsafe for a beautiful Nigerian youth to search for job in her own country. It is indeed very heartbreaking."

Respondent 2 said that she has noted an increase in reportage but has not noted if victims are seeking legal avenues. She said.

> "Personally, I noticed that people were more willing to speak up and that so many people came forth with their stories, but I don't know if more people began seeking more legal procedures for justice."

When asked how the campaign has motivated them or people to join or lead campaigns against sexual and gender-based violence, some respondents revealed several difficulties and challenges associated with campaigns,

Speaker A believes that while people are motivated to speak up, they prefer to do so from the safety of their homes. She said.

> "I think the campaign was able to make victims speak out because it will be instrumental to apprehending criminals and reducing false accusations. Yes, more people became aware and they were motivated to fight only behind their keypads. Lol"

Speaker C noted that people have developed motivation due to the influence of the crowd, and cannot advocate independently. He said.

> "People became more aware and even enlightened but in the case of motivation to fight, these people just join and project intention to fight only because the majority is doing it but when been left alone to stand firmly against rape I really can't say much."

Speaker F noted that while advocacy is important, it is still difficult for victims to speak up and tell their stories.

> "It did not only make more people aware but it even motivated other victims to speak up and join the campaign even with the fact that it's not easy to let out a rape experience, even the odds are in your favor and we live in a society where survivors are constantly victimized. Speaking up as a victim is a bold move to fight against rape."

Respondent 1 revealed a similar concern. She said

"I don't have the strength yet to lead campaigns but lent my voice for other rape survivors. To lead campaigns against rape, one must have the voice to do that, strength to share one's experience and how that experience has sharpened me, the strength to get over the rape incidences is not there yet."

Respondent 2 revealed that she is motivated to speak up and share her experiences, but would prefer to protect her loved ones from the public.

"My experience has motivated me to speak up, even today, I agreed to this interview because I believe the more we talk about it and educate people, we may be able to completely eliminate sexual assault from our society, I'm not sure I would like to be the leader of a campaign because that puts my loved ones in the limelight and it could be dangerous."

Other respondents argue that the advocacy against sexual violence doesn't really go beyond the timeframe or the social media space.

"Just the usual, after climax everything goes back to normal" -Speaker E.

"Well, I feel only social media users were more aware because the campaign was done actively more on the social media space." Speaker B.

Speaker G shares a similar sentiment but provides additional reasons for her beliefs.

During that period, yes. After…well I don't think so. As long as corruption and intimidation tactics work, a social media campaign can't save or get justice for the average poor or financially deprived person. You don't even need to be poor to not have money to pursue justice adequately."

The study found that individuals were largely dissatisfied with the post-SayNoToRape period, noting that while victims were coming forward, there was a lack of sufficient

assurance that they were receiving adequate help and assistance, e.g. through legal processes. The study also discovered that, despite greater reporting, many victims are still reluctant to come forward owing to fear of being in the spotlight, or concerns connected to mental health and recovery. Lastly, the study revealed that a lot of respondents were concerned about the campaign's inability to expand beyond social media and its limited capacity to effect meaningful societal change.

In this context, the Agenda setting theory comes to mind. This theory emphasizes the ability of social media to elicit strong and long-lasting reactions from its users. While this is true in many cases, e.g. The EndSARS protest, The Arab Spring, The Black Lives Matter Protest, etc., it fails to recognize the contribution of other societal, systemic, and behavioral factors that play a role in the mix, thereby strengthening the role of social media.

4.2 ANALYSIS OF RELATED #SayNoToRape POST/HASTAGS

Table 4.2.1

Sentiments for Rape culture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	.1	.1	.1
	Negative	1143	29.1	29.1	29.1
	Neutral	1015	25.8	25.8	55.0
	Positive	1770	45.0	45.0	100.0
	Total	3930	100.0	100.0	

The following table displays the opinions of Twitter users in response to the related rape culture posts in connection to the #SAYNOTORAPE campaign.Of those polled, 29.7% had a

negative reaction, 45.0% had a good reaction, and 25.8% were uncertain. According to the statistics above, a significant portion of Twitter users, agree that rape culture persists in the country and more light that has been shed on the rape culture can be traced to the hashtag #SayNoToRape.

Table 4.2.2

Sentiments forCall to action

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	312	28.7	28.7	28.7
	Neutral	282	25.9	25.9	54.5
	Positive	495	45.5	45.5	100.0
	Total	1089	100.0	100.0	

This table summarizes responses from Twitter users to the calltoaction around the #saynotorape hashtag. While 45.5% of Twitter users expressed optimism, 28.7% expressed pessimism, and 25.9% were agnostic. According to these numbers, a sizable portion of Twitter users approve of the #saynotorape related call-to-action tweet.

Table 4.2.3

Sentiments for Self-defense suggestions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	20	32.3	32.3	32.3
	Neutral	13	21.0	21.0	53.2
	Positive	29	46.8	46.8	100.0
	Total	62	100.0	100.0	

The following is inferred from the above. Twitter users are split quite evenly between favorable (46.8%) and negative (32.3%) opinions. Based on the above analysis, it is reasonable to conclude that the majority of users support the need to acquire and useself-defense skills.

Table 4.2.4

Sentiments for Victim blaming

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	390	28.3	28.3	28.3
	Neutral	359	26.1	26.1	54.4
	Positive	627	45.6	45.6	100.0
	Total	1376	100.0	100.0	

Results show that 45.6% of respondents are enthusiastic about the topic at hand, while 28.3% are not. Therefore, the evidence suggests that victim blaming is linked to the #SayNoToRape movement. Twitter users that engage in victim blaming are more than those that are not.

Table 4.2.5

Sentiments for Rape penalty suggestions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	1118	29.2	29.2	29.2
	Neutral	987	25.8	25.8	54.9
	Positive	1728	45.1	45.1	100.0
	Total	3833	100.0	100.0	

Twitter users' responses to a post or hashtag on the rape punishment are included in the table above. A total of 29.2% responded negatively, 25.8% were indifferent, and 45.1% were enthusiastic. Therefore, it is safe to assume that the vast majority of people agree that those who defy the anti-rapeideology behind #saynotorape movement should be punished by law.

Table 4.2.6

Sentiments for #SayNoToRape

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	1114	29.2	29.2	29.2
	Neutral	984	25.8	25.8	55.1
	Positive	1713	44.9	44.9	100.0
	Total	3811	100.0	100.0	

Conclusively, there were 29.2% who had an unfavorable opinion, 25.8% who were ambivalent, and 44.9% who had a good one. A simple majority of Twitter users may be assumed to support the #SayNoToRape movement.

4.3 DISCUSSION OF FINDINGS

This section's discussion was solely based on the findings of the fieldwork and the findings of the four research questions addressed in this study. Each research question was explained in this section based on the findings of the quantitative and qualitative data analysis. The following are the results of the analysis and interpretation:

From the findings of this research, the study exposed in **RESEARCH QUESTION ONE:HOW SOCIAL MEDIA CONVERSATIONS ABOUT SEXUAL VIOLENCE INFLUENCE INDIVIDUAL PERCEPTIONS OF RAPE**that social media introduced individuals to a variety of discourses, promoted advocacy, and set the foundations for greater personal responsibility on social media.As a result of knowledge generated from anti-rape hashtags, Social media users now have a better understanding of what the rape culture really means. The SayNoToRape Campaign prompted varied responses from individuals, some were focused on prosecuting the perpetrators thereby engaging in the call to action and rape penalty discussions. Others focused on reducing cases of victim blaming and the rest made reference to personal responsibility such as getting equipped with self-defense skills to avoid getting raped and putting an end to the dissemination of unverified rape news to avoid conflict in the country. It is important to take note of the fact that some respondents underlined the value of confirming information before spreading it. This introduces the "Social Responsibility Theory," which promotes social media professionalism and supports taking responsibility while sharing and disseminating content for public consumption.

RESEARCH QUESTION TWO: **HOW ORGANIZATIONS ESTABLISHED TO FIGHT AGAINST RAPE UTILIZE SOCIAL MEDIA TO ACHIEVE THEIR GOALS**revealed that social media has an impact on the activities of advocacy groups, but it could play a secondary role in cases where the organization has a different objective and target audience.The study finds that social media helped promote the efforts of advocacy groups. Organizations established to fight against sexual violence are more focused on physical acts and physical interactions rather than social media interactions.The study demonstrates how campaigns like SayNoToRape have enhanced communication with the public through reporting and how social media has improved the conditions of organizations founded to combat sexual assault. However, they observed some detrimental effects, such as the spread of misleading information.The emergence of false rape stories has made anti-rape organizations more cautious and wearier of sharing and acting on unverifiable news.

RESEARCH QUESTION THREE: HOW THE ACTIVISM AGAINST RAPE ON SOCIAL MEDIA INFLUENCED THE IDEA OF ENTHUSIASTIC CONSENTprovided key information on the personal development of social media users in the aftermath of the campaign.Social media has bolstered the understanding and conception of rape in youths and contributed to personal development. The #SayNoToRape Campaign has encouraged people to actively seek consent.The development media theory emphasizes the importance of social media in influencing people's attitudes by disseminating adequate information and supporting causes that enhance citizens' lives and support governmental initiatives. This idea makes sense in light of how social media has aided in increasing public awareness of a pressing social issue, aided victims in seeking redress, and encouraged voices of advocacy.Majority of social media users in Nigeria have come to a realization that gaining consent before engaging

in any sexual activity of any form is a must so as to confirm an affirmative interest in the sexual activity and to avoid misconceptions and accusations of rape.

RESEARCH QUESTION FOUR: **HOW IMPORTANT SOCIAL MEDIA IS IN ORGANIZING PROTEST ACTION, RAISING AWARENESS, AND MOBILIZING SUPPORT**revealed details of the general displeasure felt by citizens in the post-SayNoToRape period, it provided insights into the perceived limitations of social media and its ability to create lasting change.The study revealed that people are generally dissatisfied with the trajectory of events in the aftermath of the campaign, they acknowledge that a digital space now exists for sharing such experiences but justice and protection of the victim and their loved ones is not assured.Although some social media users suggested the need to reduce the rate of victim blaming, more twitter users in Nigeria engage in constant victim blaming and this is not encouraging enough to mobilize support for rape victims. This study found that many respondents were worried about the campaign's limited ability to go beyond social media and to produce significant societal change. The Agenda setting theory comes to mind in this situation. This idea emphasizes how social media can cause people to have powerful, long-lasting reactions.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 INTRODUCTION

This section entails summary, conclusion and recommendation for analysis of anti-rape conversations on social media.

5.1 SUMMARY OF THE STUDY

This study focused on the analysis of anti-rape conversations on social media. In-depth interviews and focus group discussions were utilized to gain qualitative data for this study, while the descriptive research design was employed to collect quantitative data. The field data was analyzed using SPSS, Statistical Product and Service Solution.

The history of social media's employment as a tool for information distribution and its impact level on the anti-rape movement was clearly explained at the background of the study in chapter one. The issue was clearly presented, and study objectives and research questions were created. The research focused on the following objectives, comprising;

i.   To explore how social media conversations about sexual violence influence individual perceptions of rape.

ii.   To identify how organizations established to fight against rape have utilized social media to achieve their goals

iii. To ascertain if the activism against rape on social media has promoted the idea of enthusiastic consent

iv.   To establish that social media is a very important tool used to organize protest action, raise awareness and mobilize support.

Chapter two opens with various concepts like Social media, Crime of rape, the anti-rape movement, rape legislation, Prevalence of the anti-rape movement in Nigeria through the use of hashtags, Social Media Strategies employed by Rape Crises Centers and International Bodies, and the theories reviewed were Development Media, Social Responsibility and Agenda Setting respectively, to build a theoretical framework. Relevant literature from different communication scholars and researchers was also reviewed and analyzed.

In chapter three, the design and the method utilized in this study were discussed. The adopted research design was a triangulation method approach (content analysis. Focus group discussion and in-depth interview). Purposive sampling method was used to choose the sample size of 7 for the focus group discussion, 3 for the in-depth interview and tweets and posts under the #SayNoToRape hashtag trend within the time frame of April to June 2020. These methods served as a guide to formulate and administer instruments for effective field work.

The interpretation, analysis, and discussion of the data acquired for this study were the main focuses of chapter four. The data analysis was used to provide an answer to each study topic.

5.2 SUMMARY OF THE FINDINGS

Based on the stated objectives and the study carried out, the following findings were made:

i.   social media introduced individuals to a variety of discourses, promoted advocacy, and set the foundations for greater personal responsibility on social media.

ii. The #SayNoToRape Campaign prompted varied responses from individuals, some were focused on prosecuting the perpetrators, others focused on reducing cases of victim blaming and the rest made reference to personal responsibility.

iii. The study revealed that people are generally dissatisfied with the trajectory of events in the aftermath of the campaign, they acknowledge that a digital space now exists for sharing such experiences but justice and protection of the victim and their loved ones is not assured.

5.3 CONCLUSION

The main purpose of this study was to focus on the analysis of anti-rape conversations on social media. Four research questions guided the study.

This study adopts both the quantitative (content analysis) and qualitative approach (Focus Group Discussion and in-depth interview), which guided the objectives and methodology of this study. As result of the field study and analysis of results, the following findings were made:

i.   Social media has an impact on the activities of advocacy groups.

ii. Social media has bolstered the understanding and conception of rape in youths and contributed to personal development

iii. The anti-rape campaign has also encouraged people to actively seek consent.

iv. The study revealed that people are generally dissatisfied with the trajectory of events in the aftermath of the campaign, they acknowledge that a digital space now exists for sharing such experiences but justice and protection of the victim and their loved ones is not assured.

5.4 RECOMMENDATION

Based on the findings of this study, the following recommendations are made:

i. Campaign organizers should draft up a well devised long term plan to campaigns going and also they should harness the digital space and maximize its resources.

ii. Perpetrators of rape should be properly punished by the law enforcement agencies set up by the country and the punishment should be given top priority when it comes to publicity on the media so that people can be aware of the punishment attached to rape and it can serve as a lesson to discourage others from the act of rape.

iii. Social media should be properly regulated so that social media users can be cautious enough to not spread false information and the credibility of a news source can be verified.

iv. Rape Crises centers and international bodies charged with the responsibility of fighting against rape should ensure that the anti-rape strategies they put in place has positive effects on the populace that can extended beyond the period of the campaigns, awareness and intervention programs.

v. Mobile technologies that can be used to trigger alarms and send warning or emergency signals to the appropriate agencies and officials should be invented so that citizens can purchase and use to prevent rape crisis or report.

vi. Researchers should conduct more research on the perceptions and orientation of citizens of Nigeria about rape.

5.5   LIMITATION OF THE STUDY

The need to set up time and location that would be convenient for the respondents of the interview and speakers of the Focus Group Discussion, limited amount of time to gather data from a large sample, access to online libraries and bulky social media content and financial constraints were the limitations of this study.

SUGGESTION FOR FURTHER FINDINGS

Research can be conducted to verify the source credibility of reported rape cases and the extent to which the rape legislation has been effective to stop or reduce occurrence of rape in Nigeria.

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APPENDIX

IN-DEPTH INTERVIEW GUIDE: "ANALYSIS OF ANTI-RAPE CONVERSATIONS ON SOCIAL MEDIA: A STUDY OF MULTIPLE STAKEHOLDERS IN THE ANTI-RAPE MOVEMENT IN NIGERIA"

RESEARCH QUESTION 1: HOW SOCIAL MEDIA CONVERSATIONS ABOUT

SEXUAL VIOLENCE INFLUENCE INDIVIDUAL PERCEPTIONS OF RAPE

- What social media platform do you use the most?

- During the #SayNoToRape campaign in 2020, what were your contributions to the

  discussions on social media about rape?

- Did your opinion and understanding about rape change after engaging in the

  discussion about rape?

- Have the social media conversations about rape triggered your rape experience and have they prompted you to speak up? (for the rape survivor)

RESEARCH QUESTION 2: HOW ORGANIZATIONS ESTABLISHED TO FIGHT AGAINST RAPE UTILIZE SOCIAL MEDIA TO ACHIEVE THEIR GOALS

- What social media platform does your organization use the most? (for the organization)

- What strategy did you employ on social media to project the organization's opposition to rape and did you get positive engagement from it? (for the organization)

RESEARCH QUESTION 3: HOW THE ACTIVISM AGAINST RAPE ON SOCIAL MEDIA INFLUENCED THE IDEA OF ENTHUSIASTIC CONSENT

- What do you understand as consent when it comes to sexual activities?

- After the #SayNoToRape campaign, did you start to make conscious efforts to ensure that you gain consent from a person before engaging in any sexual activity regardless of the relationship you have with them and has anyone tried getting consent from you before any sexual activity?

- After the #SayNoToRape campaign period, have you received impressive reports about taking consent before engaging in sexual activity? (for the organization)

RESEARCH QUESTION 4: HOW IMPORTANT SOCIAL MEDIA IS IN ORGANIZING PROTEST ACTION, RAISING AWARENESS, AND MOBILIZING SUPPORT

- Did you join your fellow social media users to campaign against rape during the #SayNoToRape campaign online?

- Did you notice any positive or negative changes in the frequency at which rape cases were reported after the #SayNoToRape campaign**?**

- Do you think that the campaign led people to be more aware about rape and has motivated them to fight against the crime?

- Was the organization able to get funding, health and psychological support for rape victims from social media users through their engagement on the organization's social media posts against rape? (for the organization)

- What are the effective methods your organization has used for providing services that are responsive to survivors of rape? (for the organization)

- Has your experience as a rape survivor motivated you to lead campaigns and lend a voice to get justice for other rape survivors and if no, why? (rape survivor)

FOCUS GROUP DISCUSSION GUIDE

A. Opening Remarks

Thank you for willing to participate in this study. The goal of today's meeting is to understand how you have engaged in rape related conversations on social media, the influence the conversations have on you and your various contributions, views and opinion about rape. There are only a few fundamental guidelines to follow when participating today.

a) Everyone is expected to participate actively.

b) There are no "correct" or "incorrect" responses.

c) Send in your views and opinions freely

d) Taking notes is solely intended for reporting and will be analyzed. The notes are not labeled with names.

e) Today, all comments will remain anonymous. I simply ask that nothing mentioned during our session be repeated outside of it in order to preserve confidentiality.

B. Introductions

I want everyone to introduce themselves before we commence.

C. Interactive Exercise

Question and Answers section

- What social media platform do you use the most?

- During the #SayNoToRape campaign in 2020, what were your contributions to the discussions on social media about rape?

- Did your opinion and understanding about rape change after engaging in the discussion about rape?

- What do you understand as consent whenit comes to sexual activities?

- After the #SayNoToRape campaign, did you start to make conscious effort to ensure that you gain consent from a person before engaging in any sexual activity regardless of the relationship you have with themand has anyone tried getting consent from you before any sexual activity?

- Did you join your fellow social media users to campaign against rape during the #SayNoToRape campaign online?

- Did you notice any positive or negative changes in the frequency at which rape cases were reported after the #SayNoToRape campaign**?**

- Do you think that the campaign led people to be more aware about rape and has motivated them to fight against the crime?

D. Closing Remark

I appreciate you spending the time to participate today. Your comments will be compiled and presented in a report (all feedback is reported anonymously). Your input helps the researcher collect data for the study and determines the best ways to present the appropriate information. Once more, I appreciate your time.

CODING SCHEME FOR CONTENT ANALYSIS

CODING UNITS	CONTENT CATEGORIES/CATEGORIZATION MATRIX

Rape Culture	Against the normalization of rape, opposed to incessant sexual exploitation, detailed information about rape, severity of rape
Call To Action	Call for authorities to step in, referring victim to women organizations and NGOs, organizing protest actions, listen to survivors, broadening knowledge about rape and its defense method, why don't more women speak out?
Self Defense Suggestion	Verbal tactics, non-confrontational tactics, opposing force, use of weapons
Victim Blaming	Questioning the victim's claim, reducing the magnitude of the assault, ineffective post-assault treatment, blame on the way of life of the victim, indecent dressing, slut shaming
Rape Penalty Suggestions	Rapists should be castrated, jailed or executed, made to marry their victims