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BROADCAST MEDIA CAMPAIGNS AND AKWA IBOM STATE RESIDENTS' ATTITUDES TOWARDS GENDER-BASED VIOLENCE

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Abstract

This study examined broadcast media campaigns and Akwa Ibom State residents' attitudes towards gender-based violence (GBV), focusing on exposure levels and campaign influence on public attitudes. Anchored on Agenda-Setting Theory, the study adopted a survey research design, with a population of 6,450,015 and a sample of 384 respondents determined using the Yamane (1964) formula. Stratified sampling and Probability Proportionate to Size techniques were used to select respondents from Uyo, Eket, and Ikot Ekpene. Data were collected through a structured questionnaire and analysed using simple percentages and Pearson Product-Moment Correlation. Findings revealed that exposure to broadcast media campaigns were relatively high but largely irregular, with 56% of respondents reporting frequent exposure. Similarly, 56% indicated that the campaigns influenced the fight against GBV to a very great extent. Respondents generally regarded GBV as unacceptable and inhuman, while victim testimonies were the most influential factor shaping perceptions (52%), surpassing media campaigns. Although campaigns were perceived as effective in challenging prevailing societal norms, cultural and traditional beliefs (36%) and broadcast timing (28%) constrained their effectiveness. The study concluded that broadcast media campaigns contribute significantly to shaping awareness and attitudes towards GBV in Akwa Ibom State, although their effectiveness depends on consistent exposure, cultural relevance, and experiential narratives. It recommends that media organisations increase campaign frequency, improve broadcast scheduling, and adopt culturally sensitive, narrative-driven messages. The study contributes context-specific empirical evidence to scholarship on media effects and social advocacy communication in developing societies.

Keywords: *broadcast media; gender-based violence; media campaigns; attitudes; Akwa Ibom State; social norms*

Introduction

Gender-based violence (GBV) is one of the prevalent human rights issues in Nigeria, and any form of violence targeted at an individual based on gender qualifies as GBV. The United Nations (2020) defines GBV as violent behaviour of a physical, sexual, psychological or economic nature directed at an individual based on biological sex. Oluremi (2015) describes it as a pattern of abusive behaviour used to gain or maintain power and control over an intimate partner. It includes physical, sexual, emotional, economic and psychological abuse, as well as threats of such acts, whether occurring in public or private life.

UNICEF (2020) observes that in Nigeria, as in many African countries, the beating of wives and children has traditionally been accepted as a form of discipline. Such cultural beliefs contribute to the persistence of GBV and discourage victims from reporting abuse. According to Oluremi (2015), some victims suffer in silence because they fear public judgement or consider divorce unacceptable. The consequences of GBV are far-reaching, resulting in death, physical injuries, emotional trauma, inequality and discrimination (WHO, 2020).

The prevalence of GBV has attracted the attention of local and international organisations, including the United Nations, the World Health Organisation and UNICEF. The media, particularly radio and television, have played significant roles in disseminating information, exposing and condemning societal ills, and educating the public on their consequences. The World Health Organisation (2013) reported that 35% of women globally

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had experienced physical and/or sexual intimate partner violence or non-partner sexual violence. Similarly, the Nigerian Demographic and Health Survey (2018) found that 31% of women aged 15 to 49 had experienced physical violence, while 9% had experienced sexual assault at least once in their lifetime. The United Nations Population Fund (2023) also highlighted the prevalence of violence against women and girls in Nigeria.

Despite national and international efforts to address GBV, cultural and traditional beliefs continue to reinforce harmful practices in some societies. ActionAid (2015) identifies culture, religion and the media among the factors associated with GBV. The problem also constitutes a barrier to achieving Sustainable Development Goal 5, which seeks to achieve gender equality and empower all women and girls.

In Akwa Ibom State, GBV remains a concern, prompting interventions by government, non-governmental organisations and the media. The Akwa Ibom State Government passed the Violence Against Persons Prohibition (VAPP) Act into law on June 10, 2020, to prohibit violence against persons, protect victims and provide remedies and punishment for offenders. However, the existence of legal measures and public awareness initiatives does not, in itself, establish the extent to which broadcast media campaigns influence residents' attitudes towards GBV.

Broadcast media, including radio and television, are important tools for raising awareness, challenging societal norms and influencing public attitudes. Through news reports, documentaries, feature programmes, public announcements and specialised programmes such as the GBV TV show on AKBC TV, broadcast media seek to educate the public and promote positive social change. Nevertheless, the extent to which these campaigns influence the attitudes and perceptions of Akwa Ibom State residents remain insufficiently established. Although studies have examined media and television programmes on GBV, the specific influence of broadcast media campaigns on residents' attitudes towards the issue in Akwa Ibom State requires further investigation. This study, therefore, examines broadcast media campaigns and Akwa Ibom State residents' attitudes towards gender-based violence, focusing on the extent of exposure to such campaigns and their influence on public attitudes.

Study Objectives

- To determine the extent to which Akwa Ibom residents are exposed to broadcast media campaigns on gender-based violence.
- To examine the perceptions and dispositions of Akwa Ibom residents towards gender-based violence based on broadcast media campaigns.
- To ascertain the effectiveness of media campaigns in challenging prevailing societal norms related to gender-based violence.
- To identify the factors that hinder the success of media campaigns in influencing public attitudes towards gender-based violence.

Research Questions

- To what extent are Akwa Ibom residents exposed to broadcast media campaigns on gender-based violence?
- What are the perceptions and dispositions of Akwa Ibom residents towards gender-based violence?
- How effective are media campaigns in challenging prevailing societal norms related to gender-based violence?
- What factors hinder the success of media campaigns in influencing public attitudes towards gender-based violence?

Research Hypothesis

H1: There is a correlation between exposure to media campaigns on gender-based violence and the attitude of Akwa Ibom State residents.

Literature Review

Gender-Based Violence and Media Communication

GBV is both a social and communication concern. The manner in which violence is defined, reported and discussed can influence public understanding of victims, perpetrators and appropriate responses. The thesis draws on United Nations definitions of

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GBV as violence that results in, or is likely to result in, physical, sexual or mental harm or suffering based on gender. It also notes that GBV can occur in public or private life and can include threats, coercion and deprivation of liberty. The broad nature of GBV means that public education must address more than isolated incidents; it must also address beliefs and social practices that permit or normalise violence.

The media can contribute to this process by increasing the visibility of GBV and by framing it as a social concern rather than merely a private family matter. At the same time, media coverage can create risks if it sensationalises incidents, exposes victims to stigma or presents violence without adequate context. The thesis therefore emphasises responsible reporting, protection of victims and survivors, and the need to avoid representations that place blame on those who experience violence.

Sutherland et al. (2015, 2019), as reviewed in the thesis, draw attention to mediated representations of violence against women and the ways in which media framing can shape public understanding. The issue is especially important for broadcast journalism because interviews, images, sound and repeated coverage can create powerful representations. Ethical reporting is therefore inseparable from effective GBV advocacy.

Broadcast Media Campaigns and GBV

Broadcast media comprise radio and television. Their distinguishing characteristics provide different opportunities for public education. Radio can reach audiences who may not have continuous access to television and can communicate through indigenous languages. Television provides audio-visual presentation and can illustrate issues through interviews, demonstrations, documentaries and other formats. Ukaegbu (2024), as reviewed in the thesis, argues for the usefulness of broadcast media in sensitising audiences to violence against women and children and recommends more frequent reporting and responsible presentation.

In Akwa Ibom State, the thesis identifies public and private broadcast outlets and a range of programme formats through which development and social advocacy messages can be disseminated. These include news and current affairs programmes, interviews, discussion programmes, magazine programmes, public service announcements and jingles. Such formats can perform complementary functions. News can increase visibility, interviews can provide expert explanation, interactive programmes can encourage participation, and short announcements can reinforce key messages through repetition.

The use of broadcast media for GBV campaigns is consistent with the wider communication function of media. Asemah et al. (2017) discuss communication theories and models that help explain the role of media in social interaction, while McQuail (2010) identifies functions of mass communication including surveillance, correlation, cultural transmission and mobilisation. These functions are relevant to GBV campaigns because the media can identify social problems, interpret their meaning, transmit norms and mobilise audiences towards socially desirable responses.

Media Campaigns, Victim Testimonies and Social Norms

A central finding of the thesis is that victim testimonies were the most frequently identified factor influencing respondents' perceptions of GBV. Narratives of personal experience may give audiences concrete examples of the consequences of violence and may make the issue more salient than abstract descriptions alone. The finding is relevant to Social Cognitive Theory because observational learning can involve attention to models, consequences and social responses (Bandura, 2001).

The use of survivor narratives nevertheless requires careful ethical treatment. Victims and survivors may face stigma, retaliation or renewed distress when their experiences become public. The thesis draws on WHO guidance and related literature to stress the need for confidentiality, respect and careful handling of identifying information. A campaign should not sacrifice survivor safety for emotional impact.

Campaigns may also seek to challenge social norms. Where violence is regarded as a private matter or where particular gender roles are treated as unquestionable, public communication can provide alternative frames. The present study specifically examined respondents'

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perceptions of whether media campaigns challenged prevailing societal norms, thereby moving beyond exposure to consider a broader social function of media advocacy.

Theoretical Framework

Agenda-Setting Theory

Agenda-Setting Theory, developed in the seminal work of McCombs and Shaw (1972), proposes that the amount and prominence of attention given to issues by the media can influence the issues audiences regard as important. The theory is relevant to GBV because repeated news coverage, dedicated programmes, public announcements and campaign messages can keep GBV within public discourse. The theory does not mean that the media determine exactly what audiences think; rather, it provides a framework for understanding how media attention can influence issue salience.

The theory is applicable to this study because one objective was to determine residents' exposure to broadcast campaigns and another was to determine perceived campaign influence. If GBV receives regular broadcast attention, it may become more visible as a public issue. The study therefore uses agenda-setting as a framework for interpreting the observed level of exposure and respondents' reported perceptions of campaign influence.

Social Cognitive Theory

Social Cognitive Theory provides a complementary explanation of how people may learn from observed behaviours and consequences. Bandura (2001) explains that mass communication can provide symbolic models that audiences observe, interpret and potentially incorporate into their cognition and behaviour. Attention, retention, motivation and environmental influences are relevant to this process.

Applied to GBV campaigns, Social Cognitive Theory suggests that broadcast messages may provide examples of non-violent behaviour, portray the consequences of abuse, present supportive responses and challenge beliefs that legitimise violence. The theory is particularly relevant to the finding that victim testimonies were identified by 52% of respondents as an important influence on perceptions. The theory does not establish that testimony necessarily produces behavioural change, but it provides a conceptual basis for considering why observed narratives may be influential.

Empirical Reviews

Odionye, C. and Okoli, A. (2021) in their study, *Influence of Television Broadcasting in the Prevention of Violence Against Women in Delta State*, examined the influence of television broadcasting on the prevention of violence against women in Delta State, focusing on campaign awareness and the extent to which violence against women had reduced. Anchored on Agenda-Setting Theory, the study adopted a mixed-method design. From a population of 2,043,136 women, a sample of 384 was selected using the Krejcie and Morgan formula. Data were collected through questionnaires and focus group discussions and analysed using simple percentages and the explanatory building technique.

Findings revealed that awareness of violence against women was high, while 70% of respondents attributed the reduction in violence to intervention messages on television and other mass media. The study recommended that broadcast media intensify campaigns against domestic violence, while government agencies should organise workshops and seminars to educate couples on the consequences of violence.

The gap between the reviewed study and the present study is that Odionye and Okoli examined television campaigns and the prevention of violence against women in Delta State, while the present study examines the influence of broadcast media campaigns on residents' attitudes towards gender-based violence in Akwa Ibom State. However, both studies are related because they examine broadcast campaigns and gender-based violence.

Dudugwu, I. and Akinyemi, H. (2023), in their study, *The Role of Broadcast Media in Creating Awareness of Domestic Violence in Enugu State*, investigated the role of broadcast media in creating awareness of domestic violence in Enugu State. Specifically, it examined the frequency of media coverage, the framing of the causes of domestic violence, and the level of awareness created about its effects. The researchers adopted a survey research design, using a sample of 369 drawn from a population of 968,300 through the Freund and Williams sampling formula. Stratified random

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sampling was employed, while data were analysed using descriptive statistics and the z-test.

Findings revealed that broadcast media coverage of domestic violence was significantly high. The media also demonstrated considerable follow-up on reported cases and created awareness of the effects of domestic violence. The study concluded that frequent coverage, follow-up reporting and effective awareness campaigns are important in addressing domestic and gender-based violence. It recommended that media organisations intensify efforts to uncover and follow up on reported cases.

The gap between the reviewed study and the present study is that Dudugwu and Akinyemi examined broadcast media's role in creating awareness of domestic violence in Enugu State, whereas the present study examines how broadcast media campaigns influence residents' attitudes towards gender-based violence in Akwa Ibom State. The studies are related because both investigate broadcast media interventions in addressing forms of gender-based violence.

Methodology

Research Design

The study adopted a survey research design. The design was considered appropriate because the study sought to obtain information about residents' opinions, perceptions, dispositions and exposure to broadcast GBV campaigns. Survey research also enabled the researcher to collect data from a sample rather than the entire state population.

The population adopted for the study was 6,450,015, reported in the thesis as the population of Akwa Ibom State according to the National Bureau of Statistics. This figure formed the basis for determining the sample size.

The Yamane (1964) formula was used to determine a sample size of 384 respondents. The study employed stratified sampling by dividing the state into its three senatorial districts and selecting Uyo, Eket and Ikot Ekpene as the cities representing the districts. Probability Proportionate to Size was then used for allocation.

City	Population	Sample	Percentage
Eket	233,544	107	28
Uyo	413,381	189	49
Ikot Ekpene	191,056	88	23
Total	837,981	384	100

Table 1. Distribution of the sample across the three selected cities. Source: Field Research, 2024.

The thesis reports that questionnaires were administered at the selected locations, including Local Government Council Secretariat areas, with the assistance of trained research assistants. A total of 384 questionnaires were administered, returned and used for analysis, producing a reported 100% return rate. Data were collected with a structured questionnaire containing closed-ended items derived from the research questions. The instrument covered demographic characteristics and the principal study variables: exposure to broadcast campaigns, dependence on campaign messages for information, perceived influence, perceptions of GBV, factors shaping perceptions, perceived challenge to social norms and barriers to campaign influence.

Validity and Reliability

The validity of the research instrument was established through expert assessment by communication research specialists, who examined the questionnaire for clarity, simplicity, conciseness, content coverage and alignment with the study variables. Their observations and corrections were incorporated to ensure face and content validity. The reliability of the questionnaire was

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assessed using the test-retest method. A pre-test was conducted among 15 residents of Uyo metropolis, with the instrument administered at a one-week interval. The correlation coefficient was calculated to determine the stability of the instrument over time.

Data Collection and Analysis

The researcher and trained assistants administered the questionnaires. The study respected confidentiality, privacy and voluntary consent. Data were presented in tables and analysed using simple percentages. Pearson Product-Moment Correlation Coefficient was used to test the hypothesis.

Scope and Limitations

The study was limited to broadcast media campaigns, specifically radio and television, and did not examine print, social media or outdoor campaigns. It also focused on attitudinal responses and did not investigate behavioural change, policy enforcement or legal interventions. The thesis further acknowledges that selecting a subset of the state and surveying 384 respondents limits the extent to which the findings can be generalised to all residents of Akwa Ibom State with absolute certainty.

Results and data presentation

Demographic Characteristics

Gender	Frequency	Percentage (%)
Male	201	52
Female	183	48
Total	384	100

Table 2. Distribution of respondents by gender. Source: Field Research, 2024.

Male respondents constituted 201 (52%) of the sample, while female respondents constituted 183 (48%). The distribution therefore included respondents from both categories, with a modestly higher proportion of male respondents.

Age	Frequency	Percentage (%)
15–20 years	64	17
21–25 years	132	34
26–30 years	102	27
30 years and above	86	22
Total	384	100

Table 3. Distribution of respondents by age. Source: Field Research, 2024.

Respondents aged 21–25 years formed the largest age category, with 132 (34%), followed by those aged 26–30 years, 102 (27%). Respondents aged 30 years and above accounted for 86 (22%), while those aged 15–20 years accounted for 64 (17%).

Educational attainment	Frequency	Percentage (%)
SSCE/Diploma	118	31
B.Sc./BA/HND	176	46
M.Sc. and above	90	23
Total	384	100

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Table 4. Distribution of respondents by educational attainment. Source: Field Research, 2024.

Respondents with B.Sc./BA/HND qualifications constituted the largest category, 176 (46%). Those with SSCE/Diploma accounted for 118 (31%), while respondents with M.Sc. and above accounted for 90 (23%).

Exposure to Broadcast Media Campaigns

Exposure	Frequency	Percentage (%)
Very often	91	23
Often	215	56
Occasionally	11	3
Rarely	63	17
Not at all	4	1
Total	384	100

Table 5. Extent of exposure to broadcast media campaigns on GBV. Source: Field Research, 2024.

The largest proportion of respondents, 215 (56%), reported that they were often exposed to broadcast media campaigns on GBV. A further 91 (23%) reported very frequent exposure. Sixty-three respondents (17%) reported rare exposure, 11 (3%) occasional exposure and 4 (1%) no exposure. Thus, the study recorded substantial exposure, although exposure was not uniform across the sample.

Dependence on Broadcast Media for GBV Information

Extent	Frequency	Percentage (%)
Very great extent	128	33
Great extent	146	38
Some extent	86	22
Not at all	24	7
Total	384	100

Table 6. Extent of dependence on broadcast media for GBV information. Source: Field Research, 2024.

The findings indicate that 128 respondents (33%) depended on broadcast media to a very great extent for GBV information, while 146 (38%) depended on them to a great extent. Eighty-six (22%) reported some dependence and 24 (7%) reported none. The combined 71% who selected great or very great extent indicates that broadcast media constituted an important information source for many respondents.

Perceived Influence of Broadcast Campaigns

Extent	Frequency	Percentage (%)
Very great extent	214	56
Great extent	102	27
Some extent	61	15
Not at all	7	2

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Total	384	100

Table 7. Extent of broadcast media campaign influence on the fight against GBV. Source: Field Research, 2024.

A total of 214 respondents (56%) reported that broadcast media campaigns influenced the fight against GBV to a very great extent, while 102 (27%) reported a great extent. Sixty-one (15%) reported some extent and 7 (2%) reported no influence. These figures show a high level of perceived influence among respondents. Because the measure is based on respondents' perceptions, it should not be interpreted as an experimental estimate of causal media effects.

Perceptions of Gender-Based Violence

Perception	Frequency	Percentage (%)
Unacceptable practice	166	43
Violence/inhuman act	113	29
Alien to our culture	85	22
All the above	18	5
Undecided	2	1
Total	384	100

Table 8. Respondents' perceptions of GBV. Source: Field Research, 2024.

The most frequently selected perception was that GBV is an unacceptable practice, reported by 166 respondents (43%). A further 113 (29%) described it as a violence/inhuman act, while 85 (22%) described it as alien to their culture. Eighteen respondents (5%) selected all the listed descriptions and 2 (1%) were undecided. The findings indicate that respondents predominantly expressed negative evaluations of GBV.

Factors Influencing Perceptions

Factor	Frequency	Percentage (%)
Media campaign	124	32
Victim testimonies	198	52
Culture and tradition	12	3
Social networks	46	12
Undecided	4	1
Total	384	100

Table 9. Factors influencing respondents' perceptions of GBV. Source: Field Research, 2024.

Victim testimonies were the most frequently selected factor, with 198 respondents (52%). Media campaigns followed with 124 (32%), while social networks accounted for 46 (12%). Culture and tradition accounted for 12 (3%), and 4 (1%) were undecided. The finding gives particular prominence to personal narratives in respondents' perceptions of GBV.

Media Campaigns and Social Norms

Extent	Frequency	Percentage (%)

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Very great extent	218	57
Great extent	110	29
Some extent	54	13
Not at all	2	1
Total	384	100

Table 10. Extent to which media campaigns challenge prevailing social norms. Source: Field Research, 2024.

Two hundred and eighteen respondents (57%) reported that media campaigns challenged prevailing social norms related to GBV to a very great extent. Another 110 (29%) reported a great extent, 54 (13%) some extent and 2 (1%) not at all. Thus, most respondents perceived the campaigns as having a norm-challenging role.

Factors Hindering Campaign Success

Barrier	Frequency	Percentage (%)
Timing of campaign broadcast	109	28
Culture/tradition of the people	138	36
Literacy level of the people	83	22
All the above	49	13
Undecided	5	1
Total	384	100

Table 11. Factors hindering the success of media campaigns. Source: Field Research, 2024.

Culture and tradition constituted the most frequently selected single barrier, with 138 respondents (36%). Timing of campaign broadcasts followed with 109 (28%), while literacy level accounted for 83 (22%). Forty-nine respondents (13%) selected all the listed barriers and 5 (1%) were undecided. The finding indicates that cultural context and scheduling were prominent perceived constraints on campaign effectiveness.

Inferential Analysis and Statistical Verification

Pearson Product-Moment Correlation Coefficient was used to compute the correlation coefficient. The result from the computation above indicates that the computed value is 7.31. This value was compared with the critical value of .98 at the .02 level of significance with 2 degrees of freedom (df). As the calculated value is greater than the table value, the alternate hypothesis is upheld. This therefore means that there is a strong correlation between exposure to broadcast media campaigns on Gender-Based Violence and the perception of Gender-Based Violence by Akwa Ibom residents.

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Test of Hypothesis

Pearson Product-Moment Coefficient Computation to Test the Data in Table 5

X	Y	X^2	Y^2	XY
91	23	8,281	529	2,093
215	56	46,225	3,136	12,040
11	3	121	9	33
63	17	3,969	289	1,071
4	1	16	1	4
384 (ΣX)	**384** (ΣY)	**58,612** (ΣX^2)	**3,964** (ΣY^2)	**15,241** (ΣXY)

$$r = \frac{N\Sigma XY - (\Sigma X)(\Sigma Y)}{\sqrt{[N\Sigma X^2 - (\Sigma X)^2][N\Sigma Y^2 - (\Sigma Y)^2]}}$$

Where R = Correlation Coefficient

X and Y = Original scores of the two variables

∑XY = Summation of each X and Y

N = Number of occurrences or observations

$$r = \frac{5(15{,}241) - (384)(384)}{\sqrt{[5(58{,}612) - (147{,}456)][5(3964) - (147{,}456)]}}$$

$$r = \frac{(76205) - (147{,}456)}{\sqrt{[(293{,}060) - (147{,}456)][(19{,}820) - (147{,}456)]}}$$

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$$r = \frac{-71,251}{\sqrt{[(145,604)][(-127,636)]}}$$

$$r = \frac{-71,251}{\sqrt{18,584,312}}$$

$$r = \frac{-71,251}{4,310.95}$$

$$r = -17$$

Degree of freedom (df) = 2

Calculated Value = 7.31

Table Value = .98

The result from the computation above indicates that the computed value is 7.31. This value was compared with the critical value of .98 at the .02 level of significance with 2 degrees of freedom (df). As the calculated value is greater than the table value, the alternate hypothesis is upheld. This therefore means that there is a strong correlation between exposure to broadcast media campaigns on Gender-Based Violence and the perception of Gender-Based Violence by Akwa Ibom residents.

Discussion

Exposure and Dependence on Broadcast Media

The finding that 56% of respondents were often exposed to broadcast GBV campaigns and 23% were very often exposed demonstrates substantial contact with campaign messages within the study sample. This is consistent with the thesis position that radio and television remain important channels for public enlightenment in Akwa Ibom State. The finding also complements the 71% who reported depending on broadcast media to a great or very great extent for GBV information. Broadcast media were therefore not merely incidental sources of information for many respondents; they constituted an important part of the communication environment through which GBV was understood.

The study's finding of substantial perceived influence is also related to Okonkwo and Umuerri (2024), whose study of a broadcast campaign in Benin City reported high awareness and positive audience perceptions. The similarity strengthens the broader argument that broadcast campaigns can be important channels for GBV advocacy, while the different geographical settings demonstrate the need for context-specific research.

The findings concerning victim testimonies add a distinctive dimension. The thesis data show that personal testimonies were selected more frequently than media campaigns as a factor influencing perception. This suggests that campaign effectiveness may depend partly on the quality and human relevance of message content rather than on exposure alone.

At the same time, the 17% reporting rare exposure and 1% reporting no exposure show that reach was not universal. The thesis conclusion that exposure was widespread but somewhat irregular is therefore important. Campaign planners should not assume that a campaign carried once or occasionally will reach all intended audiences. Repetition and distribution across different programme periods may be necessary to sustain visibility.

The present findings broadly correspond with the direction of evidence reviewed in Odionye, C. and Okoli, A. (2021) where it was revealed that the awareness of violence against women was high, while 70% of respondents attributed the reduction in violence to intervention messages on television and other mass media.

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Perceived Influence and Attitudes

The finding that 56% perceived campaign influence to a very great extent and 27% to a great extent indicates that respondents attributed substantial importance to broadcast advocacy in the fight against GBV. This finding is compatible with the communication functions of media described by McQuail (2010), particularly mobilisation and cultural transmission. It also supports the study's theoretical assumption that repeated communication can make social issues more visible and provide audiences with symbolic material for reflection.

The finding that 43% regarded GBV as an unacceptable practice and 29% regarded it as a violence/inhuman act further indicates predominantly negative attitudes towards GBV in the surveyed sample. These results align with the study's conclusion that respondents generally perceived GBV negatively. However, because the survey is cross-sectional and based on self-report, the result should not be presented as proof that broadcast campaigns alone produced these attitudes. Family socialisation, education, personal experiences, community institutions and other forms of communication may also contribute.

The distinction between perceived influence and demonstrated causal effect is particularly important for peer review. The study provides empirical evidence about respondents' exposure and perceptions. It does not provide an experimental comparison between exposed and unexposed groups, nor does it measure changes in attitudes before and after a campaign. Accordingly, the strongest defensible interpretation is that respondents perceived broadcast campaigns as influential and that substantial exposure coexisted with predominantly negative attitudes towards GBV.

Victim Testimonies as a Perceptual Influence

Victim testimonies were identified by 52% of respondents as the strongest factor influencing their perceptions, compared with 32% for media campaigns. This finding is noteworthy because it places experiential narratives above campaign messages considered as a general category. A testimony may make the consequences of GBV concrete and provide audiences with an account that is emotionally and socially specific.

The finding is compatible with Social Cognitive Theory, which recognises the role of observation and symbolic models in learning (Bandura, 2001). Through testimony, an audience may observe the consequences of violence, the experiences of a survivor and possible responses to abuse. Such content can contribute to attention and reflection. Nevertheless, the finding should not be interpreted as evidence that survivor testimony is inherently superior to other campaign formats. Rather, respondents identified it as the most influential factor among the response options presented in the questionnaire.

The ethical implications are equally important. Survivor narratives should be incorporated only with informed consent and appropriate safeguards. Broadcast organisations should avoid revealing identifying details where disclosure could create risk, should not sensationalise suffering and should avoid language that implies that victims caused or deserved the violence. The thesis's discussion of stigma and WHO guidance supports this survivor-centred approach.

Media Campaigns and Social Norms

The finding that 57% of respondents perceived campaigns as challenging social norms to a very great extent and 29% to a great extent indicates that respondents attributed a substantial norm-challenging role to broadcast communication. This is important because GBV is not only an individual act; it can also be sustained by social expectations and beliefs about gender, authority and acceptable behaviour.

Agenda-setting helps explain why repeated public discussion can make GBV a visible social issue, while Social Cognitive Theory helps explain how audiences may learn from the behaviours, consequences and alternatives presented in mediated messages. Together, the theories provide a useful framework for understanding the study's finding that campaigns were perceived as capable of challenging prevailing norms.

However, the study also found that culture and tradition were the leading reported barrier to campaign success. This apparent tension is significant rather than contradictory. Media campaigns may challenge norms while simultaneously encountering deeply established beliefs. The result suggests that

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campaign effectiveness may depend on sustained engagement and cultural sensitivity rather than one-off exposure.

Culture, Timing and Literacy as Barriers

Culture and tradition were selected by 36% of respondents as a barrier, making them the most frequently selected single obstacle. The finding indicates that audiences interpret media messages within existing social contexts. It does not justify a general claim that culture or tradition is inherently harmful. Rather, it shows that respondents perceived some established beliefs and practices as capable of limiting campaign influence.

Campaigns therefore need to be sensitive to local communication contexts. Cultural sensitivity should not mean accepting harmful practices; it should mean understanding how audiences frame social issues and designing messages that can challenge harmful beliefs without unnecessarily alienating the communities they seek to reach. The use of credible local voices and accessible language may assist this process.

Timing was the second most frequently selected single barrier, at 28%. This finding indicates that message availability matters. Even a well-designed campaign may have limited effect if broadcast when the intended audience is unlikely to be listening or watching. Repeating messages across different time periods can potentially broaden exposure.

Literacy level was selected by 22% of respondents. The finding supports the continued relevance of radio and clear, accessible broadcast language. Messages should be understandable to audiences with different educational backgrounds. Where appropriate, local languages and explanatory formats can complement more specialised content.

Conclusion

The study concludes that broadcast media campaigns constitute an important source of information and public discussion about gender-based violence among the surveyed respondents. The descriptive findings show substantial reported exposure to broadcast GBV campaigns, substantial perceived influence of those campaigns, predominantly negative perceptions of GBV, and a strong perceived role for campaigns in challenging prevailing social norms.

Respondents generally expressed negative attitudes towards GBV, with 43% describing it as an unacceptable practice and 29% as a violence/inhuman act. Victim testimonies emerged as the most frequently identified factor influencing perceptions, at 52%, while media campaigns accounted for 32%. The campaigns were also perceived as capable of challenging prevailing social norms, with 57% reporting a very great extent and 29% a great extent.

At the same time, the findings demonstrate that media communication operates within a wider social environment. Culture and tradition, campaign timing and literacy level were identified as barriers. The thesis therefore concludes that broadcast campaign effectiveness depends not simply on the existence of messages but on consistency of exposure, cultural relevance, appropriate scheduling and the quality of message presentation.

The study does not establish that broadcast exposure alone causes changes in behaviour or eliminates GBV. Its evidence concerns respondents' reported exposure, perceptions and assessments within a cross-sectional survey. In addition, the inferential relationship specified in the thesis requires re-computation from respondent-level data before a valid Pearson coefficient and hypothesis decision can be presented.

Recommendations

Based on findings, the study recommends that;

- Broadcast organisations and campaign stakeholders should increase the frequency and consistency of GBV campaign broadcasts and use diverse time slots to improve sustained audience reach.
- Policymakers and advocacy organisations should strengthen strategic, evidence-based media messaging as part of broader efforts to influence attitudes towards GBV.
- Given the prominence of victim testimonies in the findings, campaign producers may incorporate survivor narratives where ethically appropriate,

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ensuring informed consent, privacy and protection from further harm.

- Campaigns should be culturally sensitive and context-specific, with attention to local beliefs, language and audience realities while maintaining clear opposition to harmful practices.
- Campaign planners should consider audience listening and viewing patterns and schedule broadcasts at periods when intended audiences are most likely to be reached.
- Broadcast advocacy should be complemented by collaboration with community organisations, health institutions, legal services, schools and other relevant stakeholders so that media messages are supported by accessible services and social interventions.

Implications for Scholarship and Media Practice

The study contributes context-specific evidence to scholarship on media advocacy and GBV by examining residents of Akwa Ibom State rather than relying on evidence from other Nigerian locations. Its combination of exposure, dependence, perceived influence, attitudes, social norms and barriers provides a multi-dimensional view of audience response. The findings also indicate the value of integrating communication theories with audience research. Agenda-setting helps illuminate the importance of visibility, while Social Cognitive Theory provides a framework for considering observational and narrative learning.

For media practice, the findings highlight the importance of treating GBV campaigns as sustained communication programmes rather than isolated announcements. Effective advocacy requires attention to audience reach, message content, scheduling, cultural context and ethical treatment of survivors. The finding on victim testimonies suggests the potential value of human-centred storytelling, but this must remain subordinate to survivor safety and informed consent.

Study Limitations

The study was limited to selected locations and a sample of 384 respondents and therefore cannot be generalised to every resident of Akwa Ibom State with absolute certainty. The study also focused exclusively on radio and television campaigns and did not examine print, social media or outdoor communication. In addition, the research examined attitudinal responses rather than behavioural change, policy implementation or legal outcomes. Finally, because the research used a cross-sectional survey and self-reported measures, the findings should not be interpreted as establishing a definitive causal effect of broadcast exposure on attitudes.

A further publication-quality limitation concerns the inferential statistic reported in the thesis. The displayed Pearson calculation requires verification against the original respondent-level dataset or statistical output before submission. This manuscript intentionally does not manufacture a replacement coefficient. Verification is recommended so that the final submitted article contains a mathematically valid statistic and an accurately stated hypothesis decision.

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