



MEDIA SECTOR ANALYSIS AND COMMUNICATION

FINAL REPORT

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AS PREPARED BY CONSULTANT: CRYUFF MATUNDE

**15 ALLEN AVENUE,
IKEJA, LAGOS.
NIGERIA.**

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LIST OF ABBREVIATIONS AND ACRONYMS

APC	All-Progressives Congress
CEPPS	Consortium for Election and Political Process Strengthening
CSO	Civil Society Organization
CAPi	Computer Assisted Personal Interviewing
EA	Enumeration Area
ECF	Electoral Commission of the Federation
EMB	Electoral Management Body
ERC	Electoral Reform Committee
FCT	Federal Capital Territory
FGDs	Focus Group Discussions
GBV	Gender Based Violence
HH	Household
ICCPR	International Covenant on Civil and Political Rights
IDPs	Internally Displaced Persons
INEC	Independent National Electoral Commission
KIIs	Key Informant Interviews
LGAs	Local Government Areas
MDC	Mobile Data Collection
M&E	Monitoring and Evaluation
NEC	National Electoral Commission
NDI	National Democratic Institute
PDP	People's Democratic Party
PRA	Participatory Rapid Appraisal
PWD	Persons with Disability
REC	Resident Electoral Commissioners
RS	Random Start
SI	Sampling Interval
SIEC	State Independent Electoral Commission
TV	Television
UN	United Nations
YIAGA	Youth Initiative for Advocacy, Growth & Advancement

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EXECUTIVE SUMMARY

Search for Common Ground is an international non-governmental organization that works to end violent conflict and build healthy, safe, and just societies. It is the largest organization dedicated to peacebuilding, with offices in over 30 countries and a media reach of approximately 40 million people. Since it was founded in 1982, Search for Common Ground has helped to avert genocide in Burundi, supported post-civil war elections in Liberia and Sierra Leone, shaped gender norms in Nepal with a TV show reaching 25 percent of the population, and mainstreamed sexual assault training for soldiers in the Democratic Republic of Congo.

Overview of the Survey

Nigerians are expected to return to the polls in 2023 to elect a new president, this is against the background that the two terms of current President Muhammadu Buhari are expected to lapse then. The participation of the civil society will be paramount to ensuring a transparent, inclusive, and credible electoral process. For most Nigerians, the 2019 elections acted as an impediment to the progress made in earlier polls, particularly in 2015. Youth Initiative for Advocacy, Growth & Advancement (YIAGA) Africa's pre-election and Election Day observation in 2019 placed an onus on a number of challenges that threatened the credibility of the process: the quality of election administration fell short of expectations; parties and their supporters engaged in vote-buying, hate speech, and violent acts to impede the electoral process; and voter turnout was at 35%, the lowest in two decades¹.

Moreover, women won only 4 percent of the seats in the National Assembly in 2019, and the paucity of women nominated to run on the tickets of the two major parties, the All-Progressives Congress (APC) and People's Democratic Party (PDP), demonstrated the lack of political space for women candidates. Similar to the barriers of exclusion, discrimination, and gender-based violence (GBV) that women face. Persons with disabilities (PWDs) also must overcome socio-cultural, physical, and logistical hurdles that limit their active political participation. Despite these challenges, civil society engagement in the electoral process served to increase the voice and participation of marginalized groups. With a view to make the necessary contribution to increased electoral presence for youths, women, Internally Displaced Persons (IDPs) and PWDs, Search for Common Ground working in a consortium with National Democratic Institute (NDI) and The International Foundation for Electoral Systems (IFES) through funding from United States Agency for International Development (USAID) conducted an assessment on the media sector analyses and communication channel mapping incorporating on issues of gender and inclusion.

¹ https://www.wfd.org/sites/default/files/2022-01/WFD_Learning-from-Success-The-Implementation-of-Electoral-Observation-Recommendations-in-Sub-Saharan-Africa.pdf

Adopted Methodology

The survey adopted both qualitative and quantitative research methods which involved: comprehensive Literature Review; Face to Face Interviews and Focus Group Discussions with members of the public, Key Informant Interviews (KIIs) with political leaders, civil society organizations and stakeholders in the media sector. The survey was conducted in nine states - Anambra, Bayelsa, Ekiti, Edo, Osun, Ondo, Lagos, and Kogi States within Nigeria including the Federal Capital Territory, Abuja. Further, 1,000 face-to-face interviews were conducted with women, youths, people with disabilities and internally displaced persons. The sample was distributed using population proportionate to size.

Equally, for media mapping the survey adopted face to face Computer Assisted Personal Interviewing (CAPI) methodology covering adult respondents, the media outlets were purposively selected within the Local Government Areas (LGAs) and was a representation of those that were highly affected. Data collection took place during the month of March 2022.

Survey Findings

- The main channels relied on for information include social media (65%), radio (54%) and television (45%). Using radio, especially in rural areas or television, can address large audiences of different profiles and backgrounds while social media and television are more effective with urban dwellers.
- The survey established that social media is mostly used by the youthful population as compared to the non-youth. Further, there are no significant differences between usages of social media platforms across the two genders. In terms of favorite social media platforms, Facebook and WhatsApp stood out across all the regions with cumulative proportions of 45% and 38%, for the two platforms, respectively. Additionally, most of the surveyed respondents subscribed to their favorite social media platforms for more than 6 hours in a week. More than 70% of youth (aged between 18 – 35 years) subscribe to social media for their general information. On the other hand, surveyed non- youth (36 years and above) rely more on radio and television as compared to their youthful counterparts. It is still noted that the younger adults (36 years – 45 years) do prefer TV (52%), social media (55%) and radio (67%).
- Entertainment, political news and sports are the most sought out information needs. However, this varies with the target categories, i.e. sports and entertainment appeals more to the youth population whereas the non-youth rely on the platform for political news.
- In terms of newspaper readership, the most read ones are Punch (35%) and Vanguard (24%), equally, Punch (27%) and Vanguard (13%) are the favorite newspapers. Other preferred newspapers vary with the specific states especially with the local prints which according to the respondents resonate well with them.
- In terms of confidence in the media, a significant proportion of the surveyed respondents portrayed some level of confidence in the media. 22% noted that they had a

lot of confidence, 36% had some confidence whereas 32% had little confidence. Only 10% indicated lack of confidence. On the other hand, the most trusted media platforms are social media (39%), radio (36%), television (16%), internet/websites (6%) and newspaper/publications (2%). The key reasons for trust in media platforms are that they provide current news/breaking news (24%), they are consistent (18%) and that they report important issues as recorded by (18%).

- A substantial proportion of the surveyed respondents, approximately 3 in 10 (28%) indicated that they were concerned on how the media reports issues about their country or community and especially during elections. Of these, almost half (45%) indicated that social media mostly misreports news about their country/community, 21% and 15% cited that television and radio, respectively mostly misreports about their country/community.
- The survey established that 32% of the surveyed respondents were aware of the term hate speech. Of these, the majority (68%) indicated that after reviewing the definition of hate speech, they had used hate speech without knowing. In terms of the direction in which hate speech is usually targeted. The survey established that the key targets are women (16%), persons with disabilities (15%), the poor (14%) and Lesbians, Gay, Bi-sexual and Transgender (LGBT) (9%).
- Half of the surveyed respondents mentioned that they were aware of the term misinformation. Of these, 32% indicated that the main source of misinformation was internet sites/social media, through the politicians and social influencers. Other sources include television (9%), radio (9%), community leaders (8%), newspapers (8%) and religious leaders (7%),
- The survey established that of the surveyed who were aware of hate speech, a considerable proportion (35%) would want it to be controlled and monitored, 27% would want perpetrators to be punished. Other recommended ways of dealing with the vice include forbidding it (8%), opposing and fighting it (7%) and encouraging civic education (5%). On the other hand, fifty-nine per cent of the surveyed respondents think that the government/state is not doing enough to fight hate speech. Further, a considerable proportion (48%) of the surveyed, positively rated the statement that civic education encourages electoral participation and optimal electoral conduct.
- Thirty-nine percent of the surveyed respondents noted that marginalized groups such as youth, women, PWDs and IDPs have increasingly participated in the electoral process, 37% were of the contrary opinion whereas 23% were not sure.
- Two-in-5 (40%) of the surveyed respondents indicated that civic education aids in averting misinformation and hate speech. Thirty-seven percent had the contrary opinion whereas 23% were not sure.

1.0. STUDY BACKGROUND

1.1. Background

Search for Common Ground (or Search) is an international non-governmental organization that works to end violent conflict and build healthy, safe, and just societies. It is the largest organization dedicated to peacebuilding, with offices in over 30 countries and a media reach of approximately 40 million people. Since it was founded in 1982, Search for Common Ground has helped to avert genocide in Burundi, supported post-civil war elections in Liberia and Sierra Leone, shaped gender norms in Nepal with a TV show reaching 25 percent of the population, and mainstreamed sexual assault training for soldiers in the Democratic Republic of the Congo.

Search's mission is; to transform the way the world deals with conflict, away from adversarial approaches and toward cooperative solutions. Its tactics include dialogue training, joint development projects, public art projects, sports leagues, and social impact entertainment via radio, TV, film, and print.

Search for Common Ground is headquartered in Washington, DC, and Brussels, Belgium. Search offices reflect the social divides that they seek to bridge, with staff recruited across ethnic, racial, and political lines and 89 percent of staff working in their home country. So far, the organization has received funding from over 65 foundations and non-profit organizations, 14 governments, and 15 multilateral institutions.

1.2. Contextual Analysis

Nigerians will return to the polls in 2023 to vote in a new president, following the two terms of President Muhammadu Buhari. Civil society's participation will be critical to ensuring a transparent, inclusive, and credible electoral process. For many citizens, the 2019 elections represented a setback to the progress made in earlier polls, notably in 2015. Youth Initiative for Advocacy, Growth & Advancement (YIAGA) Africa's pre-election and Election Day observation in 2019 highlighted a number of challenges that threatened the credibility of the process: the quality of election administration fell short of expectations; parties and their supporters engaged in vote-buying, hate speech, and violent acts to impede the electoral process; and voter turnout was at 35 percent, the lowest in two decades².

Furthermore, women won only 4 percent of the seats in the National Assembly in 2019, and the paucity of women nominated to run on the tickets of the two major parties, the All-Progressives Congress (APC) and People's Democratic Party (PDP), demonstrated the lack of political space for women candidates. Similar to the barriers of exclusion, discrimination, and

² https://www.wfd.org/sites/default/files/2022-01/WFD_Learning-from-Success-The-Implementation-of-Electoral-Observation-Recommendations-in-Sub-Saharan-Africa.pdf

gender-based violence (GBV) that women face, persons with disabilities (PWDs) also must overcome socio-cultural, physical, and logistical hurdles that limit their active political participation. Despite these challenges, civil society engagement in the electoral process served to increase the voice and participation of marginalized groups.

Building on lessons learned from this past electoral process, the Consortium for Election and Political Process Strengthening (CEPPS), under this program represented by the National Democratic Institute (CEPPS/NDI), the International Foundation for Electoral Systems (CEPPS/IFES), and CEPPS Associate Partner Search for Common Ground (Search), proposes a five-year program to further strengthen the engagement of Nigerian civil society in support of credible elections and democratic progress in the country.

1.3. The Conceptual Need

Background

Nigeria gained independence from Britain in 1960. Like most former British colonies, its elections have been managed by a permanent Electoral Management Body (EMB). The country's political history is characterized by years of military rule and four republics of civil rule. With every transition programme, an election management authority was established. Overall, Nigeria has had five EMBs: the Electoral Commission of the Federation (ECF) that conducted the 1964 federal elections and 1965 regional elections; the Federal Electoral Commission (FEDECO) that conducted the transitional elections in 1979 and the controversial 1983 elections that ended in a return to military rule; the National Electoral Commission (NEC) that managed the three-year transition programme and ended with the annulled 1993 elections; the National Electoral Commission of Nigeria (NECON) that was established to manage transition programme; and the Independent National Electoral Commission (INEC). INEC, is the longest-serving EMB in Nigerian history. It has conducted four elections: the 1999 transition election; the historic 2003 election, which was the first election successfully conducted under civil rule in Nigeria; the critical 2007 elections, which facilitated the first civilian regime change in Nigeria; and the 2011 elections

Legal and Institutional Framework

Nigeria has a long history of constitutional and electoral reforms dating from the period of colonial administration up to 2010. The debate on electoral reforms has continued since the 2011 elections. It is also important to note that the major constitution-making processes that have taken place have been closely linked to Nigeria's history of transition programmes. All EMBs since independence have been appointed by the president, subject to legislative ratification. EMBs established during the military regime were appointed by the Federal Executive Council. It is also important to mention that since the introduction of the Federal Character Principle³ in the 1979 constitution, it has remained one of the criteria for the

appointment of members of the electoral commissions.

Elections in Nigeria are currently regulated by the 1999 constitution and the Electoral Act of 2010. As in previous constitutions, INEC was established as a federal executive body. The 1999 constitution introduced the establishment of 36 States Independent Electoral Commissions (SIECs) in each state of the federation, which are mandated to conduct local government elections. The legal framework for elections in Nigeria has undergone a number of reforms since 1999. The Electoral Act was passed in 2001, and three other pieces of legislation have since been passed, in 2002, 2006 and 2010. Among many other changes introduced by the 2006 act, it empowered the commission to appoint its secretary, to undertake voter education and to prosecute offenders. The law also addressed the ambiguities surrounding the appointment and dismissal of resident electoral commissioners (RECs). The 2010 Electoral act was passed to address the shortcomings of the 2006 act and harmonize the act with the amended constitution. The 2010 Electoral Act therefore concentrated on certain issues that previous electoral reform efforts could not address because they required the amendment of the 1999 constitution. The act was also amended once before the 2011 elections to increase the time for voter registration and to postpone the elections from January to April 2011, and further streamline its powers to regulate political parties' activities—especially the process of nominating candidates through party primaries. The 2010 act also prohibits parties from changing the names of persons nominated as candidates, provides new ceilings on campaign expenditures, empowers INEC to deregister political parties on the basis of conditions provided in the law, and limits the powers of an election petition tribunal to nullify the results of an election, but restrains tribunals from declaring candidates as winners of an election. The act mandates the announcement and posting of election results at polling stations, introduces penal provisions for electoral offenses, and empowers INEC to prosecute offenders.

The 1999 constitution was amended twice in 2010, after over ten years of national discourse on constitutional reforms. Following the conduct of the 2007 elections, which were reported as the worst in the country's history, the late President Yar'Adua set up the Electoral Reform Committee (ERC) to review the electoral history of Nigeria and the legal and institutional framework for the conduct of elections, and make proposals for reforms. The ERC undertook wide consultations and received 1,466 memoranda. Its report, submitted in 2008, was widely accepted as reflecting Nigerians' thoughts on electoral reform. In its extensive analysis of the challenges of electoral governance in Nigeria, the ERC noted that INEC is an overburdened institution and proposed the creation of three other institutions to undertake its responsibilities. The ERC also proposed to transfer the powers of appointment of the INEC from the president to the National Judicial Council, and recommended that the commission be recruited through an open process. As part of its report, the ERC proposed five bills for reforming different aspects of the electoral process in Nigeria, three of which were focused on unbundling and restructuring INEC.

³ Principle of regional or state representation

State of Elections in Nigeria

Credible and peaceful elections are essential to Nigeria's development. And as the largest economy in Sub-Saharan Africa, Nigeria's stability is crucial to the security and economic prosperity of its neighbors. Yet, Nigeria is an obvious country with the ills of inadequate governance in Africa. It is infamous for its electoral corruption, which has been fueled by other governance related problems. Such a poorly administered system of justice, lack of state transparency and widespread human rights abuses one of the key strikes in the socio-political arena today revolves around the quest for the system of government that will guarantee peace, settled development and orderly changes in government. Nigerians who had lived under military dictatorship for several years apparently found democracy suitable to their needs, it was therefore a welcomed development when in 1999 Nigeria returned to democratic rule. The popular view about democracy in Nigeria is that it is a preferred regime above authoritarian alternatives.

Elections in Nigeria have been characterized by absence of popular participation in the political process, corruption, lack of responsiveness and accountability by those who rule. The political class, civil society, domestic and international monitors, believed that the 2003 and 2007 general elections more than the case in 1999, suffered severe manipulation, such that elections results in some places do not present the true voting pattern. The country is faced with court cases resulting from infamous election procedures, charges of corruption, fraudulent enrichment of those in power and the uninspiring conduct of some legislators who are expected to provide the positive support for effective policy that will guarantee sustainable democracy. In addition to increasing conflict, among the capitalist class resulting from their competition for more acquisition of national wealth, this is done with clear disregard for democratic values. These situations strike an urgent and compelling thought in the heart of every dedicated Nigerian who has watched Nigerians escape from the clutches of military dictatorship only to land into scandalous politics of professional electoral fraud. It would be recalled that one of the reasons advanced for the military intervention in 1983 was that elections of that year were massively rigged. The Nigerian masses felt outraged that something must be done by everybody to save democratic institutions and processes from the reactionary forces.

Women Participation in Nigerian Politics

In numerous societies, women take up 50 percent of the population. Afolabi et al. (2003) indicated that women constitute over 50% of the world's population, contributing in vital ways to societal development. In Nigeria, men are typically in charge of the political game, economic and other social arena. Women are few in national politics and more in the public and private life of the nation. Politics is critical for the well-being of the citizenry. Particularly, it is imperative for the existence of statehood and the way in which people interact, make decisions and settle, there is thus a need to make decisions about how power or available resources to the group are distributed or how conflicts are to be solved⁴.

Political participation is “the active engagement by individuals and groups with the governmental processes that affect their lives”⁵. The emphasis on women’s involvement in politics is as significant as their efficiency in political positions and their influence on decision making. Though, having women in political positions is not enough, as most of these women still encounter different obstacles from their male counterparts when trying to promote women’s interest⁶. On the surface, equal political representation in numbers indicates a sense of gender equality, but women in Nigeria, as in the rest of Sub - Saharan African, still encounter many struggles in this male dominated sphere, such as discrimination both in contesting for political positions and in allocation of political offices, lack of adequate finance to effectively participate and views that stigmatise female politicians as being loose.

The Internally Displaced Persons in Nigeria: Participation in Elections

Internally displaced people in Nigeria include: families caught between warring parties thus having to flee their homes under relentless bombardments or the threat of armed attacks, sometimes their governments may be responsible for displacing them. In terms of internally displaced persons, Nigeria accounts for the third highest in terms of quantum in Africa. As of 2020, it accounted for 2.7 million people. This accounts for more than 450,000 households, this marks about a 2.0%-point increase from the previous year. Prior to the country’s 2015 general elections, management of the humanitarian crisis occasioned by the increase in the number of IDPs was a serious issue for the government and its agencies.

As the 2015 general elections drew nearer, the voting rights of IDPs were also elevated to being equally important, and fashioned part of the topical matters that engaged stakeholders. There were concerns that a substantial number of registered voters could be disenfranchised owing to the fact that they had been displaced from their homes/wards where they registered to vote. Before the 2015 general elections, IDP voting was alien to Nigeria’s electoral and political lexicon because the country had not experienced prolonged displacement of this magnitude in the past⁷. The large number of IDPs in areas such as Adamawa State convinced INEC of the need for urgent response to the situation, otherwise a considerable proportion of registered voters would be disenfranchised. The attention of the National Assembly was also drawn to the debate on whether IDPs would vote in the 2015 general elections or had been disenfranchised as a result of having been displaced from where they had registered to vote. The Senate in particular considered an amendment to the Electoral Act 2010 (as amended) to make provision for IDPs to vote in their respective camps nationwide, through a proposed insertion of Section 42 (2) into the Electoral Act. The insertion of this subsection into the Electoral Act would have

⁴ Tapan & Kusum, 2018

⁵ Khadar, 2013

⁶ Gurr, 1970

⁷ Ibeanu, 2015, p. 20

given a legal backing to IDPs voting in Nigeria. However, the bill was later stalled at its second reading in December 2014 as the Senate was of the view that a resolution employing INEC to use all administrative mechanisms within the Electoral Act to ensure that IDPs of adult age exercise their franchise in time of general elections would be more effective.

Persons Living with Disability in Nigeria

Nigeria reportedly has over 27 million people living with some form of disability. The five most common types of disabilities in Nigeria include: visual impairment, hearing impairment, physical impairment, intellectual impairment, and communication impairment. Worldwide, there have been spirited efforts by people with disabilities to establish their legal rights as bona fide members of society. In essence, before the 1970s, most legislation dealing with the bottlenecks faced by such persons were more concerned with the provision of some form of public assistance or social security benefits. There was a change in the 1970s -1980s centered on the rights of disabled people to the same protection under the law as enjoyed by the rest of the people. In advocating for their rights, people with disabilities have strived to establish that they are considered on the basis of individual merit, not on some fixed assumption about disability. They also advocated that society must make certain amendments to enable them to participate more meaningfully in secular activities. Nevertheless, in the mid-1990s, the World Health Organisation (WHO) began a process of examining the International Classification of Impairments, Disabilities and Handicaps (ICIDH).

Stigma and discrimination continue to be a widespread phenomenon affecting all facets of PWD's lives in Nigeria. These phenomena manifest themselves in the family life, personal home, work, and even at the societal level, extending to challenges of meeting the basic standards of living. People with disability often describe the discrimination and stigma as worse than their main condition. Family members of people with disability are also subject to limited understanding and the implications of these prejudiced attitudes and discriminatory behaviour. Apparently, stigmatisation may lead to self-stigma, especially where PWD and their family members internalise society's negative attitudes towards them. They may even actually start to believe what others say and think about them, which often leads to self-blame and a decrease in self-esteem. Anticipation of rejection due to stigma may result in many people with disabilities reducing their social networks and not taking advantage of life's opportunities. This, in turn, may lead to isolation, unemployment and lowered income. Experienced or anticipated discrimination is the main reason why many people hide their disabilities and do not seek help. Thus, evidence abounds in many countries, particularly in developing countries, that PWD routinely experience human rights violations.

Under the Nigerian Constitution there is no provision which categorically accords persons with disabilities special rights to contribute to the government in the form of equal representation. In addition, there are no terms of exercising the rights of franchise. Though it may be contended that membership of political party of one's choice and participation in elections are guaranteed

to PWD by virtue of the Nigerian Constitution the reality of this argument is that there are limited opportunities that exist for persons with disability in term of representation, a special voting environment or contesting for elective position. It is noted that, unlike Nigeria, some countries have gone a step further in protecting the political rights of PLWD by inserting specific clauses that recognise PWD representation in government.

Role of Civil Society in Elections in Nigeria

Civil society groups in Nigeria have been instrumental in the democratization process more so since the return to civil rule in 1999. As agents of social change germane for mass reorientation and mobilization, they have helped in the sustenance and deepening of democratic governance by providing the critical socio-economic and political services to Nigerians in both urban and rural areas. However, in spite of the present nature of civil society in contemporary Nigeria's democratic governance, there still exist immense lacunae in the nation's current democratic governance. The democratic system in Nigeria is riddled with corruption, bribery, human rights abuses, electoral frauds, godfatherism, violence, economic injustice and the rise in ethnic militia movements that tend to make mockery of Nigeria's claim to democratic governance.

The Media in Nigeria

In Nigeria, there are a total of 625 functional broadcast stations. It is noted that television, radio and print once maintained a 3-way stranglehold on the Nigerian public. Print media typically appealed to an elite audience comprising the politicians, literates, power movers, leaders of the corporate world and the rest of the educated class. On the other hand, radio drew its largest audiences from illiterates who relied on a small, battery-powered transistor. The radio-oriented elites tuned in predominantly in the mornings at home or while driving to the office. Television, like radio, drew its viewership from all ends. However, due to its reliance on electricity, regular access to television was a factor of social status. As such, print, television and online had their fair share of dominance within the Nigerian media landscape. This, until the turn of the present millennium when the internet began to have a real impact on journalism practice.

Although it was in 1996 that the Nigerian Communications Commission (NCC) licensed 38 internet service providers to sell internet services in Nigeria, it wasn't until the year 2000 that an Internet-using population began to emerge; a shocking 0.3%⁸. Between 2002 and 2004, it rose to 1.5% and 7% in 2007. By that time also, the Internet was already redefining the practice of journalism. News would hence become available in virtual format and on the go accessible via tablets, mobile phones and laptop as well as desktop computers. Over the following decade, print media, once the cornerstone of Nigerian journalism, declined considerably in patronage. To compete with emerging digital news providers, print newspapers began to divert their resources online, the electronic media followed suit.

⁸ <https://medialandscapes.org/country/nigeria>

The chief consequence of the intertwining of journalism and politics is that the media sometimes shirks in its obligation to be objective in its coverage of politics in particular and the society in general. A corollary to this is how the public now views media content with skepticism, often sieving the news to separate the story from the interest of the paper. Therefore, the media – the watchdog – sometimes becomes the ‘watched dog’. The politics-journalism alliance has also limited the capacity of journalists to build professional careers independent of political influence. It has increased the diffusion of journalism with politics, to such an extent that the journalist today is a politician tomorrow and is back to journalism the next minute.

Still, journalism has been one of the undisputed bastions of democracy in Nigeria. The media played an important role in the agitations for an end to years of military rule in the 1980s and 1990s, often finding itself at the receiving end of military might. State intervention in the media has always been overbearing. Back in the military era, it was in nauseating proportions. Media houses were shut down at the whims and caprices of the state; numerous journalists were arrested and jailed indiscriminately. Return to democracy has lessened the scale of government intervention in the media, but arrests of journalists and invasion of media rights continue.

1.4. Survey Objectives

The objectives of the media sector analysis and communication channel mapping were as specified below:

Media Sector Mapping

- To generate a database of media houses (print, radio stations, and TV stations) and their networks in selected states.
- To determine social influencer’s geographic location and reach in selected states and across the country
- To gather information on the types of program focus - electoral and governance issues - by the media houses and social influencers while assessing their organizational capacity on civic education and countering misinformation/disinformation and hate speech.

Communication Channel Assessment

- To determine appropriate communication channels for disseminating information for varying demographics (Youths, women, IDPs, and PWDs) in the selected state
- To ascertain effective channels to circulate information on election and democratic processes among different demographics in targeted states and across the country

Baseline data on Misinformation and Hate Speech

- To assess citizens' perception of “hate speech” currently. (categorization)
- To assess the extent of misinformation and hate speech amongst citizens currently
- To determine how and what channels hate speech is mostly spread currently

- To assess citizens currently respond when they encounter hate speech

1.5. Theory of Change

1. If civil society organizations engage effectively to increase electoral participation, observation, and reporting
2. If marginalized groups, including women, youth, PWDs, and IDPs, increasingly participate in the electoral process
3. IF an educated citizenry is cultivated through civic education and countering misinformation and hate speech

2.0. SURVEY APPROACH AND METHODOLOGY

2.1. Methodology

A participatory rapid appraisal (PRA) and stakeholder centred approach was used. The PRA data collection and synthesis method involved the target group as well as other stakeholders and thus minimized both the target group' and researcher bias in the presentation, interpretation and reporting of information about the project. In line with the terms of reference and the objectives, a three-pronged research approach was adopted. The study approach entailed:



FIGURE 8: DETAILED RESEARCH METHODOLOGY

A THREE-PRONGED APPROACH

2.2. The Methodology

2.2.1. Literature Review

This entailed a comprehensive review of project materials and other existing publications on the study topic. It also included household survey data to map out the frameworks and analyse evidence in Nigeria.

Literature Review:

This involved a comprehensive review of project materials and other existing publications on the study topic. It also included household survey data to map out the frameworks and analyse evidence in Nigeria.

Quantitative Approach:

Face-to-face interviews with 1,000 Data collection also known as Computer Assisted Personal Interviewing (CAPI), approached through face-to-face in-home interviews. This approach entailed the use of a predominantly structured questionnaire containing that covered all

2.2.2. Quantitative Approach Explained

This approach entailed the use of a predominantly structured questionnaire containing both closed-ended and open-ended questions. The questionnaires covered all key exploratory areas. Further the phase was approached through face-to-face in-home interviews; where respondents

were recruited and interviewed from their homes thus giving an opportunity to a wider profile of the target population i.e., respondents drawn from both rural and urban among other profiles. Computer Assisted Personal Interviewing (CAPI) or Mobile Data Collection (MDC) was used. With a tablet/phone, CAPI/MDC allowed interviewers to conduct face-to-face interviews using the device. After the interviews, the interviewers uploaded the data to a central computer/server, using mobile data connection.

2.2.2.1. Quantitative Approach Sampling

Interviews were conducted with the target population across the states. The 1,000 sample was stratified to incorporate the gender (male/female) of the respondent, location (urban/rural), social economic class of the respondents and other population attributes. This allowed for disaggregation of data based on those criteria in order to explore relevant programmatic gaps or needs.

To avoid sampling bias in designing the survey, stratification of the target population was done prior to sample selection. The population was classified into sub-populations – strata – on the basis of auxiliary information about the full population. The strata are essentially, independent and mutually exclusive subsets of the population and therefore each sample unit was incorporated in one stratum. Because of this characteristic, each stratum was sampled in order to ensure that the whole population was represented. Since each stratum can theoretically be treated independently in the sample design, subjective criteria was employed in drawing the geographical boundaries. Thus, implicit stratification, whose essential criterion is geographic, was used and entailed spreading the sample amongst important sub-groups of the population. In this regard, the geographic strata that were used in this survey were informed by the existing boundaries of the target states. In drawing the sample, random selection of federal constituencies and LGAs in each state was implemented and covered in the survey.

Sample Size Determination

FIGURE 10: SAMPLE SIZE DETERMINATION

2.2.3. Qualitative Approach

Population of study

Sample Size

Confidence level
desired

The focus group discussions were conducted in the selected states. Purposive/convenience sampling was used for this study. Focus group discussions were conducted in- order to get insights and support the views expressed in the face-to-face survey.

Consultant prepared a focus group discussion guide covering the key exploratory areas. The guide consisted of predominantly open ended, deep probing questions that allowed the respondent to do most of the talking.

The Focus Group setting was arranged to allow for free round table discussion and was accessible to all respondents. The FGD room was furnished with audio and video recording equipment. This was to facilitate recording of discussions. *(There was prior and verifiable consent by participants before recording was done.)*

FGD Sample make – up

TABLE 1: FGD SAMPLE MAKE UP

State	Youth	PWID's	Women
Anambra	1	1	1
Bayelsa	1	1	1
Edo	1	1	1
Ekiti	1	1	1
Kogi	1	1	1
Ondo	1	1	1
Osun	1	1	1
Total	7	7	7

Key Informant-In-depth Interviews

In-depth interviews with key stakeholders. During the booking phase, respondents were informed about the subject of the study, its duration, and other aspects as provisioned by research ethics to enable them to make informed decisions.

The table below presents the schedule of achieved KIIs

TABLE 2: KEY INFORMANT INTERVIEWS

Category	Target	Achieved
Media players including bloggers/vloggers, editors, media house owners etc	4	4
Civil Society Organizations	4	4
Political leaders	4	4
Total	12	12

3.0. MAIN FINDINGS

3.1. Sample Distribution

The survey covered 1000 adults drawn from 9 states in Nigeria. Mainly Anambra, Bayelsa, Edo, Ekiti, Kogi, Ondo, Osun, Lagos and the Federal Capital Territory, Abuja as presented in table 3 below:

TABLE 3: SAMPLE DISTRIBUTION

STATES	PROJECTED TOTAL POPULATION_2020 (MILLIONS)	POTENTIAL VOTER POPULATION (18+ YEARS) (MILLIONS)	SAMPLE PER STATE
Anambra	5.94	3.41	118
Bayelsa	2.54	1.40	49
Edo	4.39	2.50	87
Ekiti	3.51	1.95	68
Kogi	4.84	2.33	81
Ondo	4.67	2.58	89
Osun	4.83	2.71	94
Abuja	4.83	2.74	95
Lagos	14.88	9.24	320
Total	50.43	28.86	1000

3.2. Channels of Information

The survey established that, in general, the key channels of information include social media (65%), radio (54%) and television (45%). Other key channels are websites of the news media organizations (10%), print media (7%), and personal news blogs (4%). Only 1% rely on word of mouth. In terms of comparison by location more urban (70%) as compared to their rural counterparts (51%) depend on social media for information whereas rural (63%) more than urban (51%) respondents rely on radio. The figure below presents the information channels relied on.

Question: which of these channels do you get most of your information from?

Verbatim comments:

"...I get information on Facebook, twitter, Instagram, sometimes when I go to Opera mini, I see 24 hours news, but my main source of information is Facebook because I am always on Facebook..." – **FGD Participant, Bayelsa Youth**

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"...I get information from newspapers, social media, sometimes from friends and family and then the television and radio. ..." – FGD Participant, Anambra

"...I like to watch BBC, I get information on BBC and I also listen to channels too, their information is genuine and I usually watch the 2 stations to cross check their information..." – FGD Participant, Bayelsa Women

"...facebook is prompt for me because I have so many groups there, for example governor Oyetola group, if anything happens politically..." – FGD Participant, Osun Women

"...Yes, I agree with them, both Facebook and Instagram consumed data, I also use twitter..." – FGD Participant, Ondo Youth

Regionally, the table below presents key highlights where it is noted that social media is mostly relied on by surveyed residents of Abuja (74%), Lagos (73%) and Kogi (71%); radio is preferred by respondents from Bayelsa (97%), Ekiti (91%), Ondo (89%) and Osun (74%), whereas television stands out more for surveyed residents of Bayelsa (83%), Edo (65%) and Ondo (60%) as compared to the other states. Key to note is that Websites stands out more for Bayelsa (32%) as compared to the other regions, as presented in the Table below:

TABLE 4: INFORMATION CHANNEL: BY STATE

	Abuja	Lagos	Kogi	Anambra	Ondo	Bayelsa	Edo	Osun	Ekiti	Total
Social media	74%	73%	71%	63%	60%	57%	54%	54%	47%	65%
Radio	38%	35%	24%	62%	89%	97%	48%	74%	91%	54%
TV	40%	26%	45%	57%	60%	83%	65%	52%	34%	45%
Websites	4%	9%	1%	5%	20%	32%	14%	10%	8%	10%
Print media	4%	8%	-	18%	3%	3%	2%	7%	3%	7%
Personal news blog	2%	2%	-	3%	2%	31%	3%	4%	1%	4%
Word of mouth	4%	-	1%	1%	4%	-	4%	-	-	1%

Verbatim comments:

"...Facebook, Twitter and WhatsApp, because that is where I get the latest news of what is happening in the country at large..." – FGD Participant, Anambra

"...So, if you watch TV and listen to radio, they tell what is happening in the country..." – FGD Participant, Anambra

"...Facebook, I am also on various platforms or groups on WhatsApp that I can get information..." – FGD Participant, Ondo

"...Watching news through the TV..." – FGD Participant, Kogi

"...Radio, because it is easy for me to be listening to radio and then do my work, very easy and convenient..." – FGD Participant, Ondo

"...Facebook and twitter, I have friends there, whatever is happening, immediate you see them post the information, you get it fresh and live..." – FGD Participant, Kogi

In terms of gender, more females rely on social media (66%) and TV (47%) as compared to their male counterparts where affiliation to social media and television stood at 63% and 43%, respectively. On the other hand, slightly more males than females mentioned that they depend on radio (57%) and websites (12%) for information. Members of the female gender who rely on radio and websites were 51% and 8%, respectively.

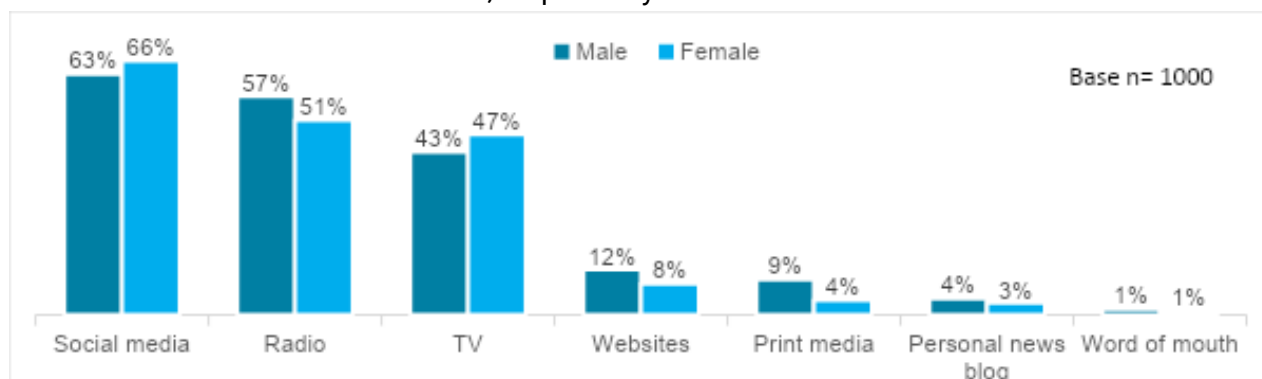


FIGURE 12: CHANNELS USED TO GET INFORMATION: BY GENDER

Question: which of these channels do you get most of your information?

While the IDPs (56%) more than PWDs (50%) rely on social media for information, more PWDs (76%) than IDPs (58%) rely on radio. Detailed findings are as presented below:

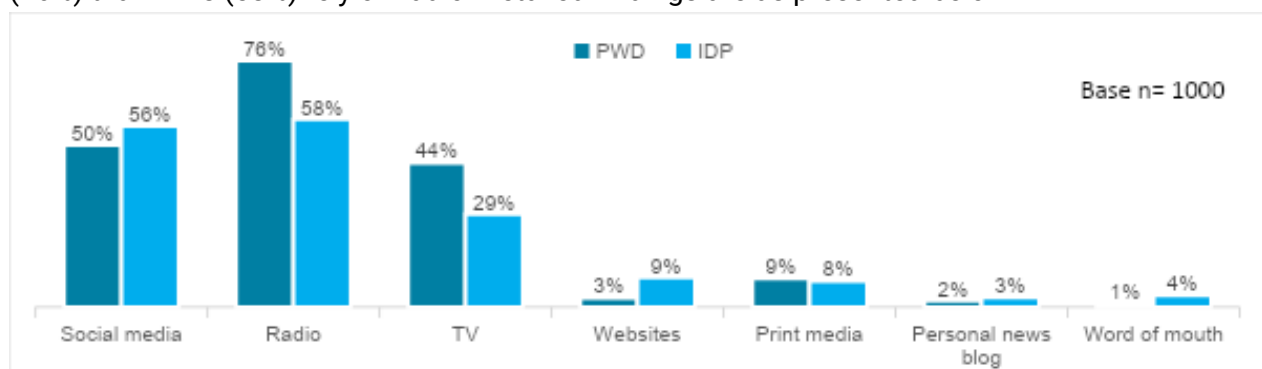


FIGURE 13: CHANNELS USED TO GET INFORMATION: BY PWD AND IDP

Question: which of these channels do you get most of your information from?

In terms of age, sentiments from surveyed respondents indicate that more than 7 in 10 youth (aged between 18 – 35 years) rely on social media for general information. Further, more than half (55%) of the respondents aged 36 -45 years indicated that they use social media. On the other hand, radio and television are mostly relied on by surveyed non- youth (36 years and above). Table 5 below presents the detailed findings.

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TABLE 5: SOCIAL MEDIA CHANNEL BY AGE

	18 to 24 Years	25 to 35 Years	36 to 45 Years	46 to 55 Years	Over 55 Years	Total
Social media	73%	78%	55%	36%	24%	65%
Radio	41%	42%	67%	77%	84%	54%
TV	38%	42%	52%	48%	48%	45%
Websites	9%	10%	11%	10%	6%	10%
Print media	5%	6%	7%	9%	15%	7%
Personal news blog	3%	3%	4%	6%	2%	4%
Word of mouth	1%	0%	2%	1%	-	1%

Question: which of these channels do you get most of your information?

Figure 14 below presents a summary of channels used to get information by youth vs non-youth and mirrors detailed findings as presented in Table 6. Further, findings indicate that websites are equally subscribed to by the youth and non-youths. However, print, personal news blogs as well as word of mouth are more relied on by non-youth as compared to their youthful counterparts.

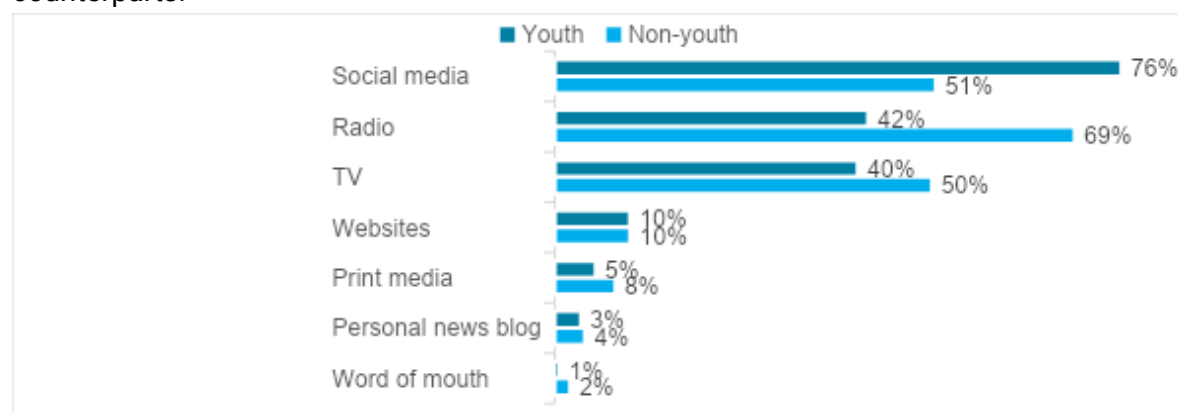


FIGURE 14: CHANNELS USED TO GET INFORMATION: BY YOUTH/ NON YOUTH

Qn: which of these channels do you get most of your information?

3.2.1. Length of Watching, Listening & Readership

In terms of the length of time spent in watching, listening and readership in a week, sentiments from the surveyed respondents indicate that of the surveyed respondents who spend more than 6 hours in a particular media, a considerable proportion spend it on social media (33%), followed by radio (20%) and television (11%). The surveyed respondents mostly spent less than 2 hours on television as presented in the Figure below.

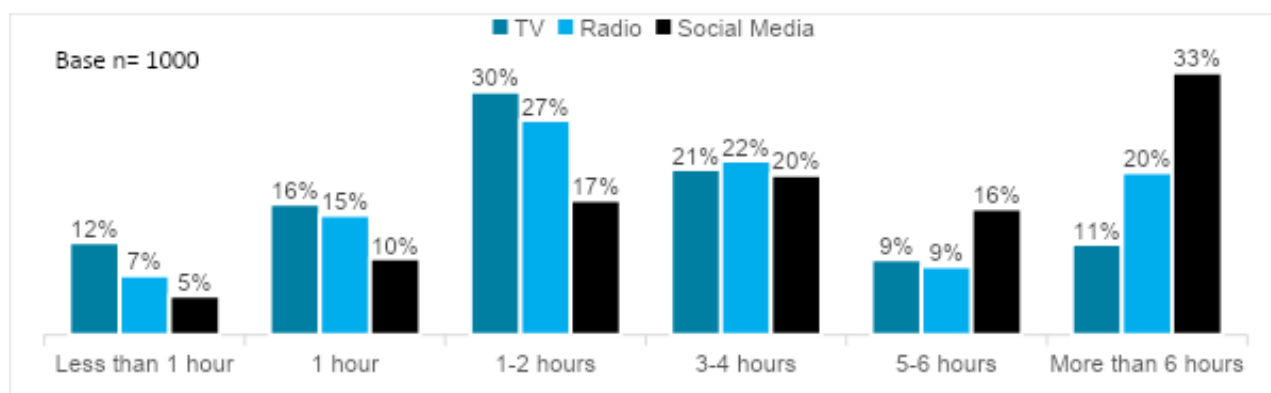


FIGURE 15: LENGTH OF WATCHING, LISTENING AND READERSHIP

Question: In the last one week (seven days), how long did you spend ... per day? Is it...?

3.2.2. Types of Information Sought

The survey found that entertainment stands out as the information mostly sought for from television (34%) and radio (31%), followed by political news which was more sought out in radio (25%) and television (23%) and sports which was slightly more sought after in TV (16%) than radio (15%). Other informational needs and platforms used are as presented in figure 16 below.

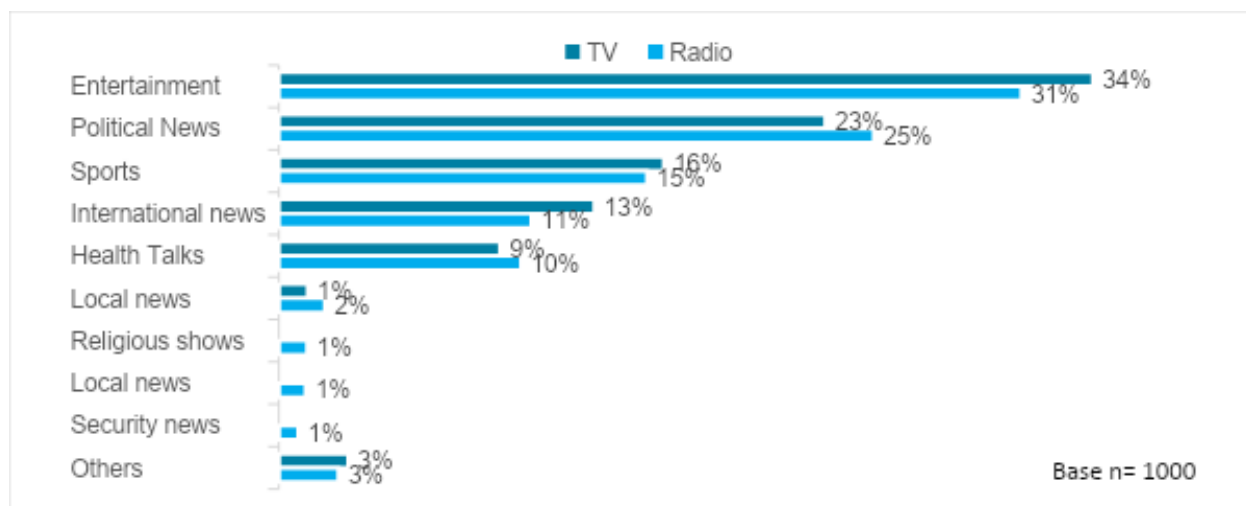


FIGURE 16: TYPES OF INFORMATION SOUGHT

Question: What kind of information do you often look out for in these channels?

Some of them had this to say regarding the kind of information they often look out for:

"...Facebook is my main source of information, most time I am always on Facebook and I follow some people that usually post information about what is happening in the country and around the world..." – FGD Participant, Kogi

"...I get mine from Opera mini because they give me news pop up..." – FGD Participant, Osun

"...A lot of politicians are on twitter but personally I am not on twitter but once in a while, I don't even like it but people around me make use of twitter..." – FGD Participant, Osun

3.2.3. Types of Information Sought on Television

For television, surveyed youth rely on the platform for entertainment stories as compared to the non-youth. On the other hand, the non-youth rely on the platform for political news more than the youth. In terms of gender more females (44%) than males (26%) seek entertainment stories while members of the male gender are more inclined to political news (26%) and sports (24%) as compared to their female counterparts as presented below.

TABLE 6: TYPES OF INFORMATION SOUGHT ON TV: BY GENDER AND AGE

	Age					Gender		Total
	18 to 24 Years	25 to 35 Years	36 to 45 Years	46 to 55 Years	Over 55 Years	Male	Female	
Entertainment	42%	36%	31%	24%	25%	26%	44%	34%
Political News	19%	22%	24%	33%	30%	26%	19%	23%
Sports	18%	15%	16%	14%	12%	24%	7%	16%
International news	10%	15%	13%	16%	15%	13%	13%	13%
Health Talks	8%	10%	10%	8%	14%	7%	11%	9%
Local news	-	1%	2%	-	-	1%	1%	1%
Others	4%	1%	4%	4%	3%	3%	3%	3%

Question: What kind of information do you often look out for in these channels?

Some of them had this to say

"...For me, I can't remember the last time I watched news on TV although I watch other programs but I don't watch news..." FGD participant, Ekiti

"...When it is Nigeria, I listen to BBC and NTA, they are almost everywhere in Nigeria, they have their personnel on ground any time and any day..." FGD participant, Anambra

"...The platforms I get information from is TV, they talk about politics, election..." FGD participant, Kogi

"...For Nigeria news, I get information on Channel Tv and for international news it is from Aljazeera because they are current..." FGD participant, Anambra

"...Mine is TV and Channels, because of visual..." FGD participant, Kogi

3.2.4. Types of Information Sought on Radio

In similar trends as that of television, for radio, surveyed youth rely on it for entertainment stories as compared to the non-youth. On the other hand, the non-youth rely on the platform for political news, this was more pronounced as compared to the youth. In terms of gender more females (36%) than males (27%) seek entertainment information while members of the male

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gender source for political news (27%) and sports (22%) as compared to their female counterparts as presented below.

TABLE 7: INFORMATION SOUGHT ON RADIO: BY GENDER AND AGE

	Age					Gender		Total
	18 to 24 Years	25 to 35 Years	36 to 45 Years	46 to 55 Years	Over 55 Years	Male	Female	
Entertainment	35%	34%	30%	27%	25%	27%	36%	31%
Political News	25%	21%	26%	31%	27%	27%	23%	25%
Sports	15%	16%	16%	14%	14%	22%	7%	15%
International news	9%	11%	10%	12%	14%	10%	11%	11%
Health Talks	9%	10%	11%	9%	13%	7%	14%	10%
General Talk shows	1%	3%	2%	3%	1%	1%	3%	2%
Religious shows	1%	1%	1%	1%	2%	1%	2%	1%
Local news	-	1%	2%	2%	1%	1%	1%	1%
Security news	1%	1%	1%	-	-	1%	1%	1%
Others	3%	2%	3%	-	3%	2%	3%	3%

Qn: What kind of information do you often look out for in these channels?

Verbatim comments:

"...Radio is my main source for government because it is fast and reliable..." – FGD Participant, Ekiti

"...I get information on politic through TV, radio, social media but mostly I use TV and radio..." – FGD Participant, Kogi

"...For me, I am very used to radio station, in the morning I wake up very early by 5am, the radio stations would have started working so I enjoy listening to Positive FM..." – FGD Participant, Ondo

"...I get information on Radio, and about politic we have a radio station here 94.4 FM..." – FGD Participant, Bayelsa

"...I listen to radio like WAZOBIA FM and that is where I get more information because you will hear it there once anything happens..." – FGD Participant, Anambra

3.2.5. Length of TV Viewership

Sentiments from the study conducted indicate that, in terms of TV viewership, a considerable proportion of the surveyed respondents from Osun either subscribe to it for 1 – 2 hours (28%) or less than 1 hour (28%), those from Abuja do it for 3-4 hours (30%) and 1 – 2 hours (20%). Edo respondents watch for 1 - 2 hours (31%), Lagosians spend 1-2 hours (26%). A considerable percentage of Ekiti respondents indicated that they subscribe to TV for 1 hour (26%), those from

Kogi do it for 1 – 4 hours (38%) while most of those from Ondo, Anambra and Bayelsa watch the television for more than 6 hours (30%), 3 – 4 hours (28%) and 1 - 2 hours (32%), respectively.

TABLE 8: LENGTH OF TV VIEWERSHIP BY STATE

	Osun	Abuja	Edo	Lagos	Ekiti	Kogi	Ondo	Anambra	Bayelsa	Total
Less than 1 hour	28%	20%	17%	14%	9%	5%	1%	1%	-	12%
1 hour	23%	3%	17%	21%	26%	12%	15%	13%	11%	16%
1-2 hours	28%	23%	31%	26%	21%	37%	22%	56%	32%	30%
3-4 hours	17%	30%	16%	18%	13%	39%	17%	28%	15%	21%
5-6 hours	1%	20%	3%	10%	19%	5%	14%	3%	16%	9%
More than 6 hours	4%	3%	15%	11%	13%	2%	30%	-	27%	11%

Qn: In the last one week (seven days), how long did you spend watching TV per day? Is it...?

3.2.6. Length of TV Viewership

From Figure 17, it is noted that more youth than non-youth watch television for less than 4 hours whereas more non-youths than youths subscribe to TV for more than 5 hours as presented in Figure 17 below.

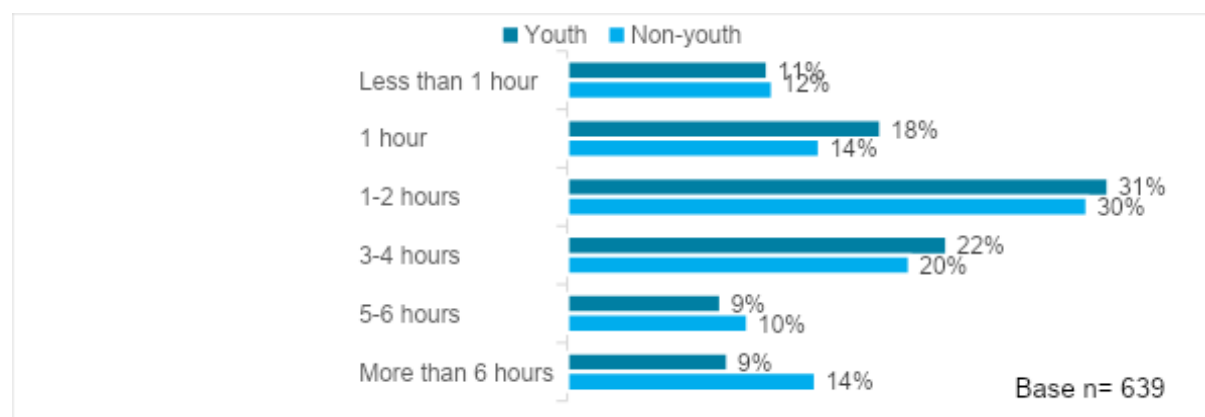


FIGURE 17: LENGTH OF TV VIEWERSHIP

Qn: In the last one week (seven days), how long did you spend watching TV per day? Is it...?

3.2.7. TV Viewership & Radio Listenership Periods

The survey established that TV is mostly watched between 6PM – 10 PM (cumulatively 77%) whereas radio is listened to mostly in the periods between 6AM and 10 AM (cumulatively 78%) as presented in the Figure below.

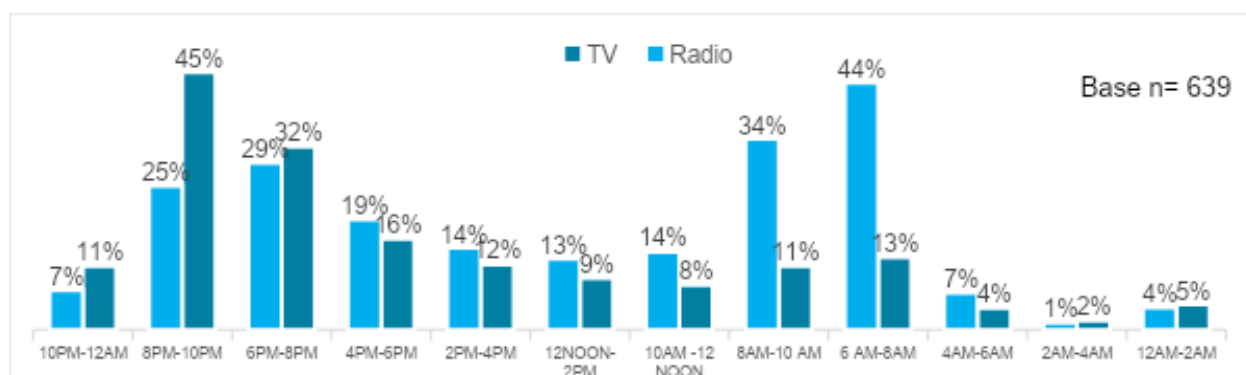


FIGURE 18: TV VIEWERSHIP & RADIO LISTENERSHIP PERIODS

Qn: What time of the day do you watch the TV/Radio?

3.2.8. TV Viewership Periods

Table 9 below presents key highlights by age and gender.

TABLE 9: TV VIEWERSHIP PERIODS BY GENDER AND AGE

	Age					Gender		Total
	18 to 24 Years	25 to 35 Years	36 to 45 Years	46 to 55 Years	Over 55 Years	Male	Female	
12AM-2AM	6%	6%	1%	5%	14%	4%	5%	5%
2AM-4AM	0.5%	3%	0.3%	5%	-	1%	2%	2%
4AM-6AM	4%	5%	2%	8%	-	2%	5%	4%
6 AM-8AM	12%	16%	11%	9%	14%	13%	13%	13%
8AM-10 AM	8%	9%	14%	21%	8%	12%	11%	11%
10AM -12 NOON	6%	10%	6%	12%	8%	7%	8%	8%
12NOON-2PM	12%	10%	7%	7%	3%	9%	9%	9%
2PM-4PM	19%	14%	5%	12%	-	9%	14%	12%
4PM-6PM	14%	13%	20%	18%	8%	15%	17%	16%
6PM-8PM	28%	32%	34%	41%	32%	31%	33%	32%
8PM-10PM	40%	41%	54%	44%	52%	48%	43%	45%
10PM-12AM	14%	12%	8%	7%	29%	14%	8%	11%

Qn: What time of the day do you watch the TV?

3.2.9. Radio Listenership Periods

Table 10 below presents detailed radio listenership disaggregated by age and gender. In a nutshell, it is noted that the detailed findings mirror the overall findings where radio listenership is more pronounced in the early morning hours of 6AM and 10 AM followed by evening hours between 6PM and 8PM (29%).

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TABLE 10: RADIO LISTENERSHIP PERIODS: BY GENDER AND AGE

	Age					Gender		Total
	18 to 24 Years	25 to 35 Years	36 to 45 Years	46 to 55 Years	Over 55 Years	Male	Female	
6 AM-8AM	39%	39%	47%	47%	57%	45%	42%	44%
8AM-10 AM	18%	31%	43%	36%	46%	36%	31%	34%
6PM-8PM	26%	23%	33%	39%	32%	27%	33%	29%
8PM-10PM	25%	18%	28%	34%	31%	25%	25%	25%
4PM-6PM	16%	19%	22%	17%	26%	20%	19%	19%
2PM-4PM	22%	14%	11%	10%	18%	16%	12%	14%
10AM -12 NOON	9%	11%	17%	12%	31%	17%	10%	14%
12NOON-2PM	9%	12%	14%	10%	29%	15%	10%	13%
10PM-12AM	8%	8%	5%	7%	14%	7%	7%	7%
4AM-6AM	6%	5%	7%	7%	11%	7%	6%	7%
12AM-2AM	5%	5%	2%	1%	16%	4%	4%	4%
2AM-4AM	1%	1%	1%	4%	2%	1%	1%	1%

Qn: What time of the day do you watch the TV?

3.2.10. TV Stations

The Table below presents subscriptions to TV stations by State. Key highlights from the survey indicate that for Anambra a majority, more than half, of the surveyed residents subscribe to NTA Channel 5 Awka (58%) followed by Anambra Broadcasting Service (44%); for Bayelsa they subscribe to NTA Yenagoa (80%) followed by Niger Delta television (61%). Those from Edo mostly subscribe to ITV (60%) and NTA (49%) while those for Ekiti mostly subscribe to EKTU (85%) and NTA (38%) whereas those from Kogi are subscribed to NTA (86%) and Channels TV (12%). Other key take outs are as follows:

1. Ondo residents mostly subscribe to NTA (73%) and OSRC (56%).
2. Osun residents mostly subscribe to OSBC Osogbo (40%), AIT Osogbo (29%) and NTA Osogbo (29%)
3. Abuja residents mostly watch Channels TV (28%) and AIT (24%) whereas
4. Residents from Lagos are mostly subscribed to Africa Magic Channels (27%) and SuperSport Channels (15%).

3.2.11. Radio Stations

Figure 20 below presents key highlights on radio stations listened to. The following were the key take outs:

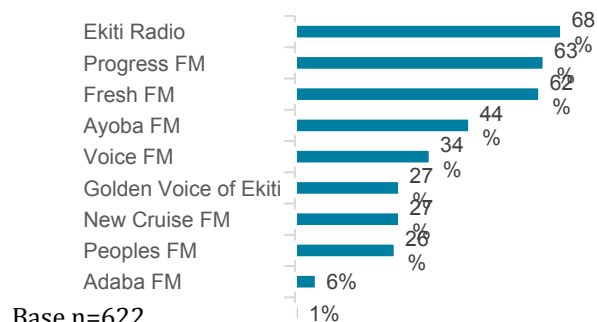
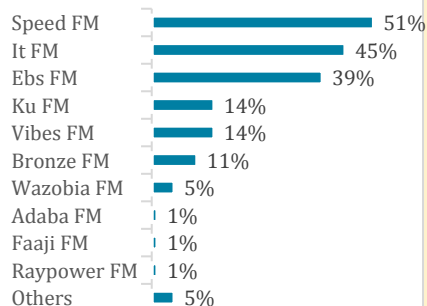
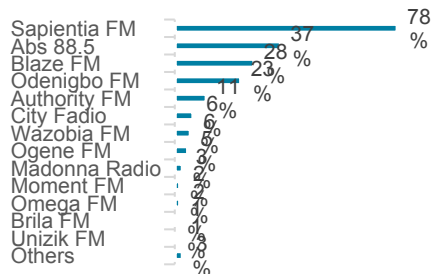
1. In Anambra Sapientia FM (78%) and Abs 88.5 (37%) are the most listened to.
2. People FM (71%) and Royal FM (65%) were the most listened to in Bayelsa.
3. In Edo Speed FM (51%) and It FM (45%) are the most listened to.

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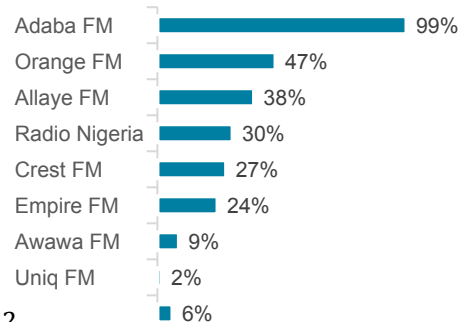
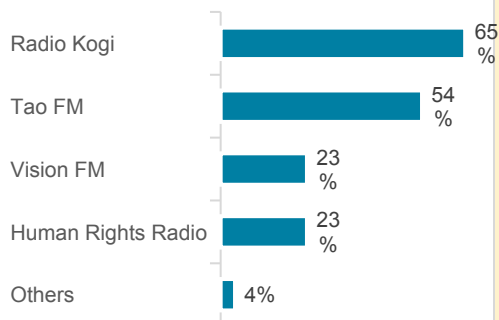
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- Ekiti Radio (68%) and Progress FM (63%) were the most listened to in Ekiti State
- Radio Kogi (65%) and Tao FM (63%) were the most listened to in Kogi State.
- Adaba FM (99%) and Orange FM (47%) were the most listened to in Ondo State.
- OSBC Radio (54%) and Rave FM (53%) were the most listened to in Osun State.
- Human Rights Radio FM (52%) is the most listened to in Abuja, Federal Capital Territory.
- Radio Lagos (20%), Faaji FM (12%) and Wazobia FM (12%) were the most listened to in Lagos State.

Base n=622



Base n=622



Base n=622

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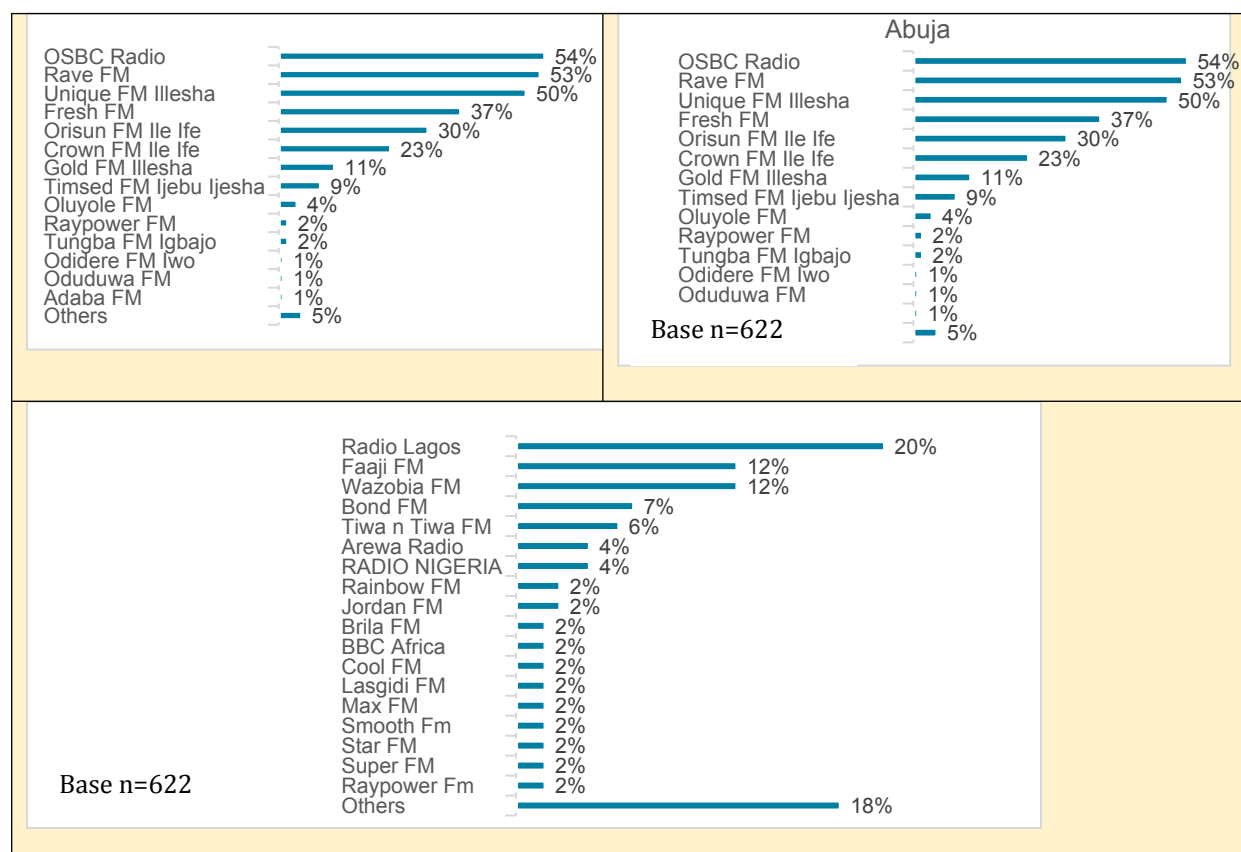


FIGURE 20: RADIO STATION LISTENED TO

3.2.12. Newspaper Readership

The survey findings show that, in terms of newspaper readership, Punch (35%) and Vanguard (24%) are the publications that are mostly read. Similarly, Punch (27%) and Vanguard (13%) were rated as the favorite newspapers. Other preferred newspapers are Anambra Times (9%), National Light (8%), the Nation (4%), this Day (4%) and Alaroye (4%) as presented in Figure 21 below.

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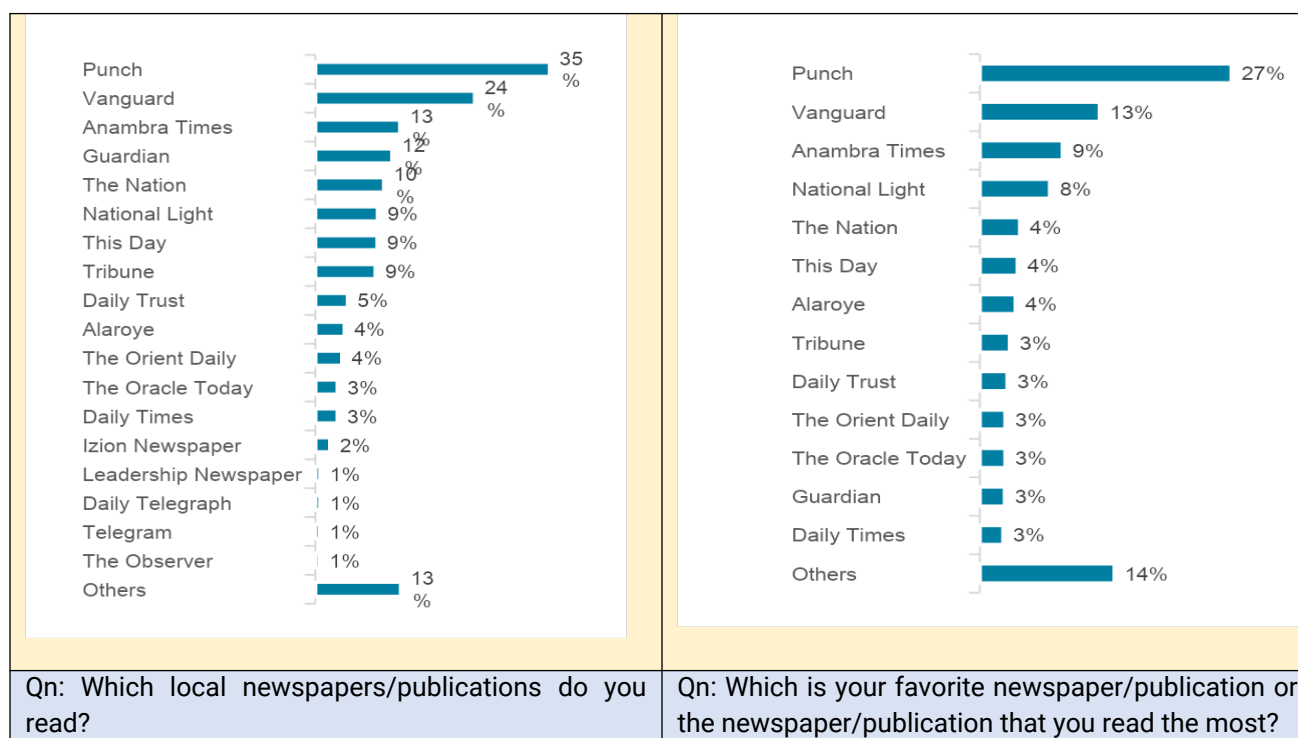


FIGURE 21: NEWSPAPER READERSHIP

3.2.13. Newspaper Access

In terms of access to newspapers, a considerable proportion of the surveyed respondents indicated that they read at vendor's selling point (24%), equally, 24% purchase the newspapers every day while the remaining twenty percent read the newspapers on the internet as presented in Figure 22 below:



FIGURE 22: NEWSPAPER ACCESS

Qn: Where do you usually access your preferred newspaper(s)/publication(s) from?

3.3. Social Media Platform Usage

From Figure 23, it is noted that the social media platforms that are usually used include Facebook (65%), WhatsApp (58%) and Instagram (27%). Similarly, those that are used most often are Facebook (45%), WhatsApp (38%) and Instagram (7%).

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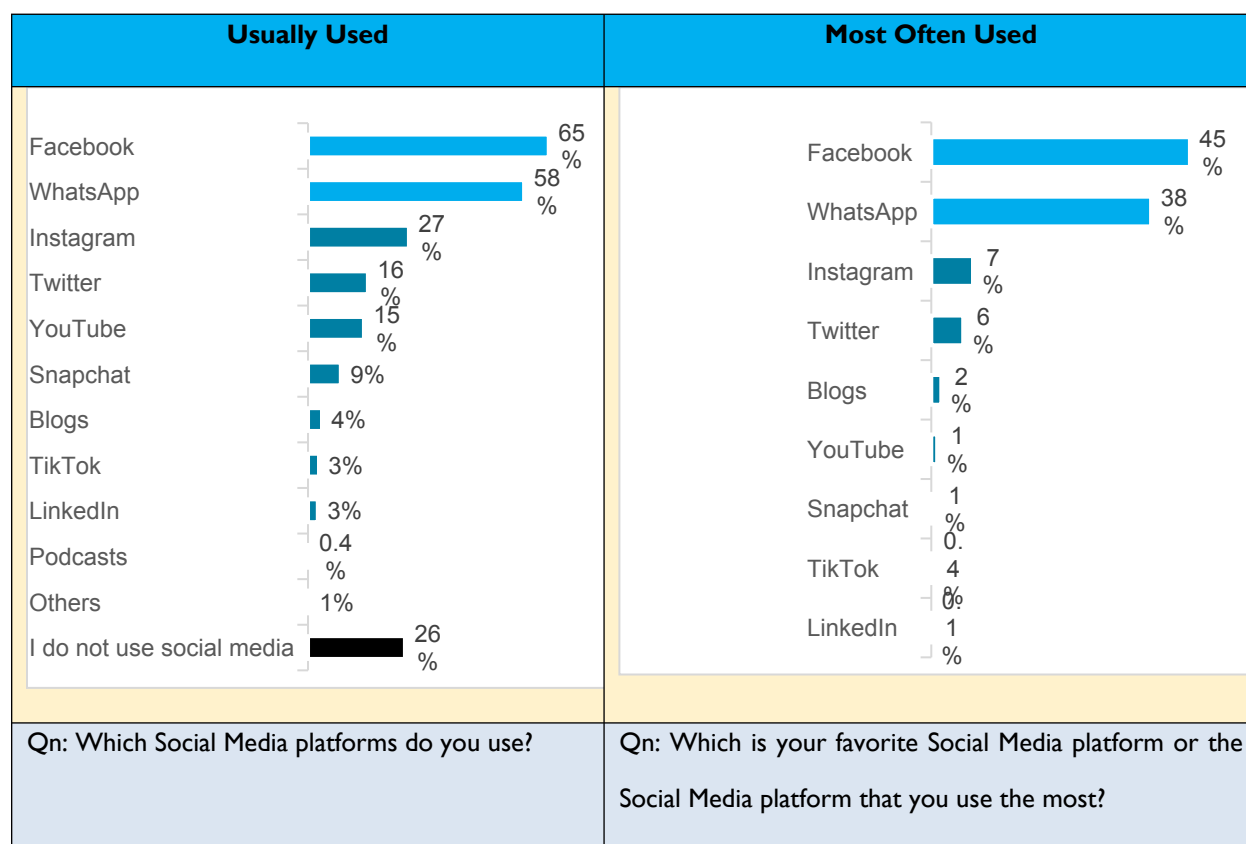


FIGURE 23: SOCIAL MEDIA PLATFORM USED

The table 11 presents key highlights on usage of social media platforms by State

TABLE 11: SOCIAL MEDIA PLATFORM USED BY STATE

	Anambra	Bayelsa	Edo	Ekiti	Kogi	Ondo	Osun	Abuja	Lagos	Total
Facebook	62%	56%	60%	47%	73%	62%	54%	64%	76%	65%
WhatsApp	53%	61%	60%	48%	55%	57%	57%	72%	60%	58%
Instagram	18%	32%	22%	11%	11%	22%	31%	26%	41%	27%
Twitter	5%	20%	8%	7%	14%	24%	18%	32%	17%	16%
YouTube	12%	29%	15%	10%	11%	19%	7%	13%	19%	15%
Snapchat	8%	23%	10%	8%	8%	8%	6%	-	11%	9%
Blogs	3%	32%	1%	-	-	2%	2%	2%	4%	4%
TikTok	-	-	2%	-	-	1%	4%	-	7%	3%
LinkedIn	-	15%	-	-	-	2%	1%	4%	4%	3%
Podcasts	-	8%	-	-	-	-	-	-	-	0.4%
Others	-	-	-	-	-	-	1%	2%	1%	1%
I do not use social media	35%	33%	33%	51%	26%	36%	41%	17%	10%	26%

Base n= 1000

Qn: Which Social Media platforms do you use?

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The survey established that social media is mostly used by the youthful population as compared to the non-youth. Further, there are no significant differences between usage of social media platforms across the two genders as presented in Table 12 below.

TABLE 12: SOCIAL MEDIA PLATFORMS USED BY GENDER AND AGE

	Age					Gender		Total
	18 to 24 Years	25 to 35 Years	36 to 45 Years	46 to 55 Years	Over 55 Years	Male	Female	
Facebook	76%	74%	56%	46%	30%	63%	67%	65%
WhatsApp	68%	66%	51%	37%	25%	58%	59%	58%
Instagram	36%	39%	16%	12%	5%	25%	29%	27%
Twitter	19%	19%	14%	12%	-	20%	12%	16%
YouTube	17%	21%	11%	7%	9%	14%	16%	15%
Snapchat	12%	12%	5%	7%	-	7%	11%	9%
Blogs	4%	4%	3%	5%	2%	3%	4%	4%
TikTok	5%	5%	1%	-	-	2%	4%	3%
LinkedIn	1%	5%	2%	2%	2%	2%	3%	3%
Podcasts	-	0.4%	1%	1%	2%	0.3%	0.5%	0.4%
Others	2%	0.4%	-	-	-	1%	-	1%
I do not use social media	13%	16%	37%	45%	70%	27%	25%	26%

Qn: Which Social Media platforms do you use?

The Figure below presents the key differences in usage of the different social media platforms for youth vs non-youth, where it is noted that there are notable differences in terms of usage of social media platforms with a skew towards the youth.

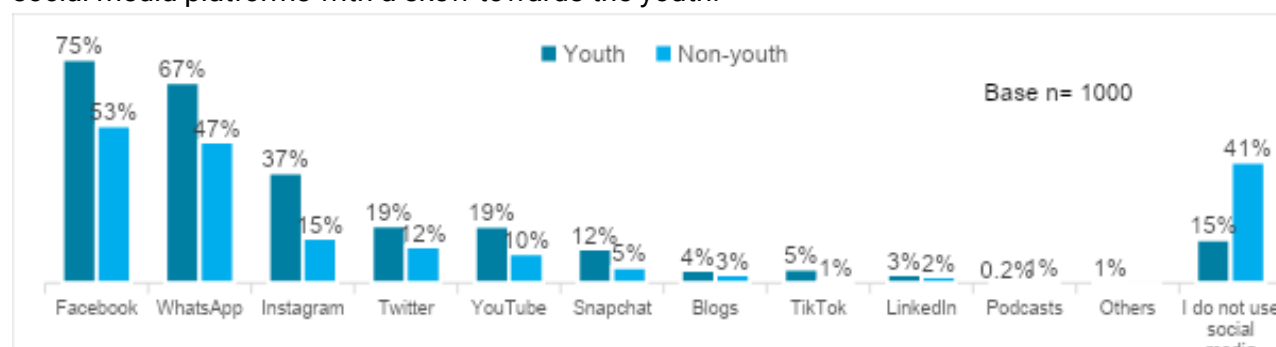


FIGURE 24: SOCIAL MEDIA PLATFORMS USED BY YOUTH VS NON-YOUTH

Qn: Which Social Media platforms do you use?

Figure 25 presents usage of social media platforms by PWD vs IDP with both categories reporting use of Facebook, WhatsApp and Instagram as the top mentions.

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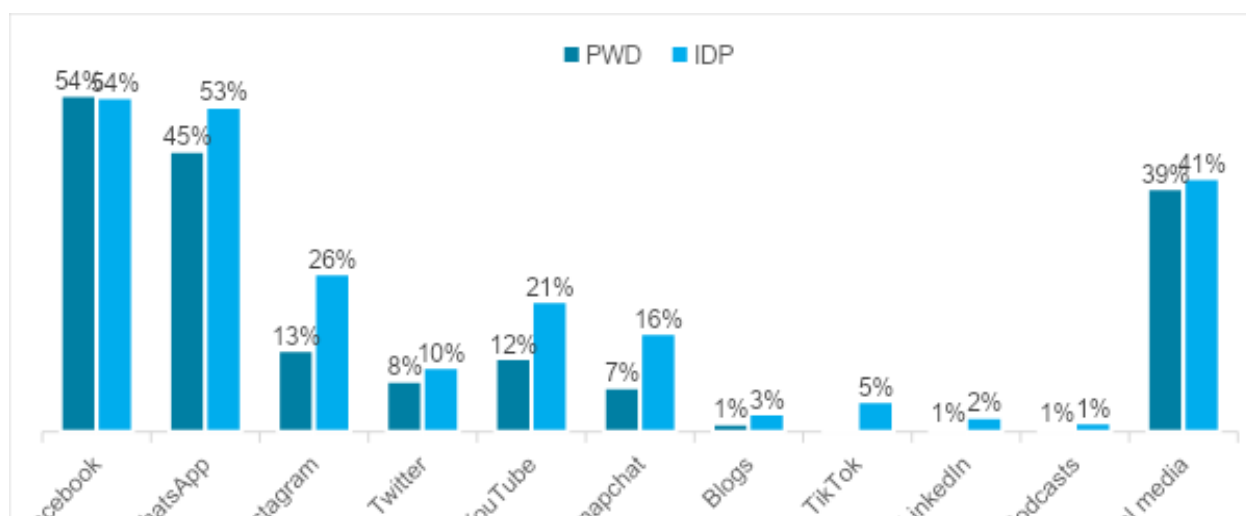


FIGURE 25: SOCIAL MEDIA PLATFORMS USED BY PWD AND IDP

Qn: Which Social Media platforms do you use?

3.3.1. Favorite Social Media Platforms

In terms of favorite social media platforms, the survey found that Facebook and WhatsApp stood out across all the regions with cumulative proportions of 45% and 38%, for the two platforms, respectively. Other platforms that are used though marginally include Instagram, Twitter and YouTube.

TABLE 13: FAVORITE SOCIAL MEDIA PLATFORMS BY STATE AND LOCATION

	States									Location		
	Anambra	Bayelsa	Edo	Ekiti	Kogi	Ondo	Osun	Abuja	Lagos	Urban	Rural	Total
Facebook	72%	47%	28%	27%	74%	41%	31%	26%	46%	44%	50%	45%
WhatsApp	24%	10%	66%	67%	26%	44%	48%	54%	31%	37%	43%	38%
Instagram	1%	10%	3%	2%	-	5%	7%	5%	13%	9%	2%	7%
Twitter	1%	-	1%	2%	-	5%	10%	13%	7%	6%	4%	6%
Blogs	-	31%	-	-	-	-	-	-	1%	2%	-	2%
YouTube	1%	-	-	2%	-	5%	-	3%	0.5%	1%	0.4%	1%
Snapchat	1%	-	1%	-	-	-	1%	-	1%	1%	-	1%
TikTok	-	-	1%	-	-	-	4%	-	-	0.4%	0.4%	0.4%
LinkedIn	-	2%	-	-	-	-	-	-	-	0.1%	-	0.1%

Qn: Which Social Media platforms do you use?

Verbatim comments:

"...Mine is social media, I don't use much of them but I prefer Twitter and YouTube..." – FGD Participant, Bayelsa

"...I get information on Facebook..." – FGD Participant, Bayelsa

"...Yes, you know Facebook is larger, like yesterday from a group I got information that there is a fight between Ukraine and Russia..." – FGD Participant, Osun

"...Through social media, WhatsApp, Facebook, twitter, Instagram and so on..." – FGD Participant, Osun

"...Due to my work I am always online, I get information from Facebook and twitter..." – FGD Participant, Ondo

"...Generally, I get my information via social media like Facebook, Instagram, WhatsApp..." – FGD Participant, Anambra

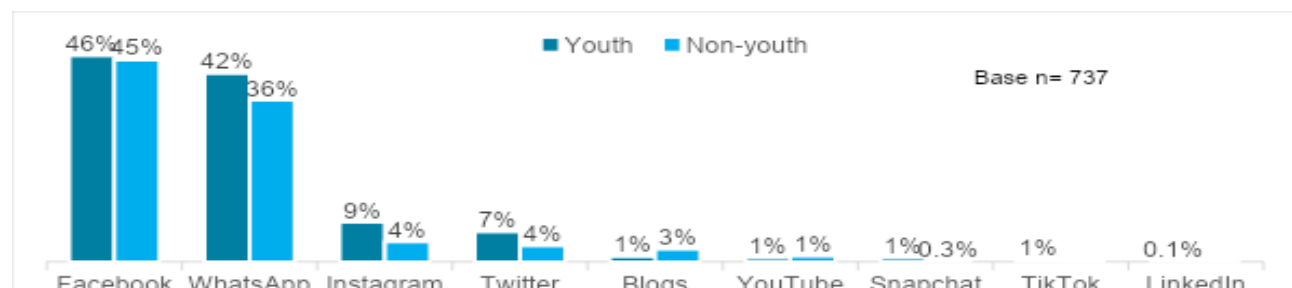
Findings, based on gender and age are in tandem with overall findings where across all age groups and genders, WhatsApp and Facebook stood out with immense preference across board.

TABLE 14: FAVORITE SOCIAL MEDIA PLATFORMS BY GENDER AND AGE

	Age					Gender		Total
	18 to 24 Years	25 to 35 Years	36 to 45 Years	46 to 55 Years	Over 55 Years	Male	Female	
Facebook	44%	46%	43%	48%	68%	47%	43%	45%
WhatsApp	36%	36%	45%	34%	25%	36%	41%	38%
Instagram	11%	7%	4%	6%	-	6%	9%	7%
Twitter	5%	8%	4%	3%	-	8%	3%	6%
Blogs	1%	1%	2%	7%	7%	2%	2%	2%
YouTube	-	2%	1%	2%	-	1%	1%	1%
Snapchat	1%	0.5%	0.3%	-	-	0.3%	1%	1%
TikTok	1%	-	-	-	-	-	1%	0.4%
LinkedIn	0.3%	-	-	-	-	-	0.2%	0.1%

Qn: Which Social Media platforms do you use?

Facebook and WhatsApp stood out significantly for the surveyed respondents as shown in Figure 26 below.



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FIGURE 26: FAVORITE SOCIAL MEDIA PLATFORMS BY YOUTH VS NON-YOUTH

Qn: Which Social Media platforms do you use?

The Figure 27 below presents findings by PWD vs IDP.

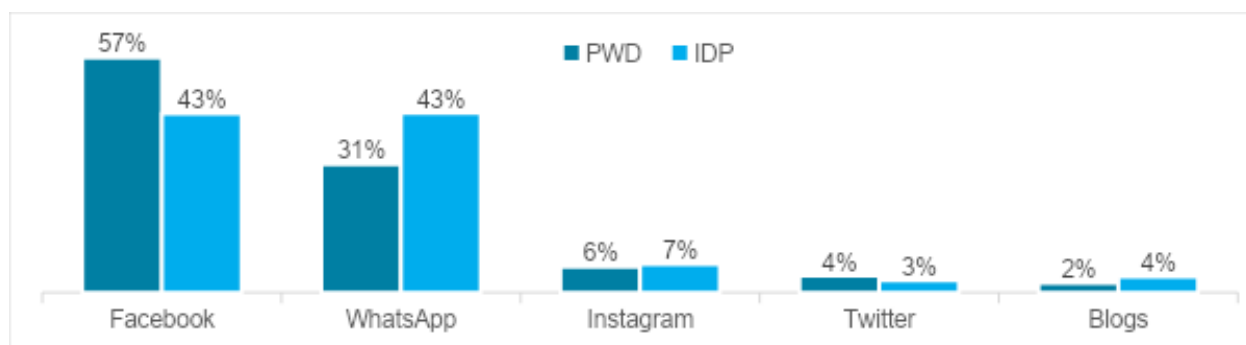


FIGURE 27: FAVORITE SOCIAL MEDIA PLATFORMS BY PWD AND IDP

Qn: Which Social Media platforms do you use?

3.3.2. Length of Time Spent on Social Media

From Table 15, as noted, most of the surveyed respondents subscribed to their favorite social media platforms for more than 6 hours in a week.

TABLE 15: LENGTH OF TIME SPENT ON SOCIAL MEDIA BY STATE AND LOCATION

	State									Location		
	Anambra	Bayelsa	Edo	Ekiti	Kogi	Ondo	Osun	Abuja	Lagos	Urban	Rural	Total
Less than 1 hour	1%	2%	2%	2%	-	-	6%	-	10%	6%	2%	5%
1 hour	3%	12%	3%	17%	4%	-	7%	-	18%	10%	8%	10%
1-2 hours	19%	16%	20%	8%	20%	10%	19%	3%	21%	15%	24%	17%
3-4 hours	42%	16%	26%	6%	40%	13%	18%	8%	16%	18%	28%	20%
5-6 hours	17%	16%	6%	6%	19%	20%	17%	23%	15%	16%	16%	16%
More than 6 hours	18%	40%	43%	60%	19%	57%	33%	67%	20%	36%	22%	33%

Qn: In the last one week (seven days), how much time did you spend on social media? Is it...?
(SINGLE RESPONSE – READ OUT)

Figure 28 highlights findings by age group, where it is noted that generally, regardless of the age group a considerable proportion of the surveyed respondents subscribe to their favorite social

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media platform for more than 6 hours in a week. Other respondents reported between 3 -4 hours for non-youth (21%) and youth (20%).

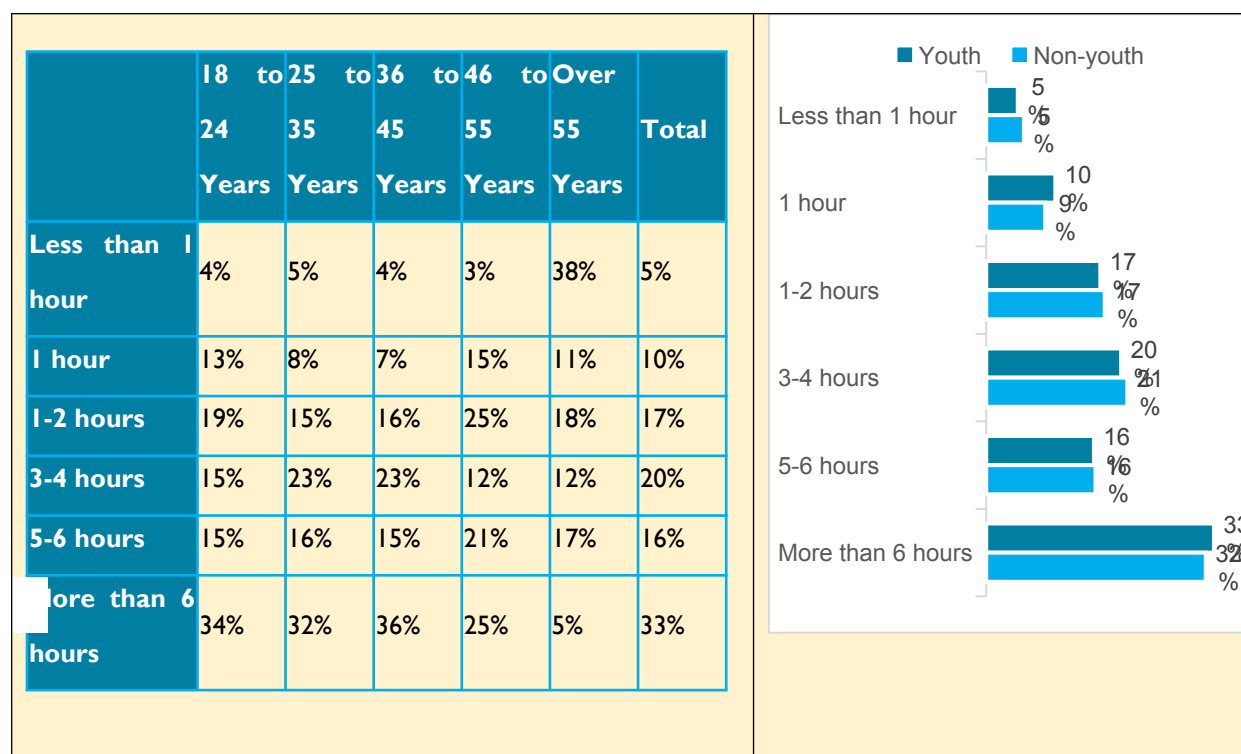


FIGURE 28: LENGTH OF TIME SPENT ON SOCIAL MEDIA BY YOUTH VS NON-YOUTH

Qn: In the last one week (seven days), how much time did you spend on social media? Is it...? (SINGLE RESPONSE – READ OUT)

Verbatim comments:

"...Facebook, Instagram, WhatsApp and many other social media, TikTok, it also passes information, YouTube, those are my source of information..." – FGD Participant, Kogi

"...Mine is Facebook and the information is up to date and very reliable..." – FGD Participant, Ondo

"...social media, Instagram, they are very fast, easy to catch up with news, they are fast in channeling information..." – FGD Participant, Osun

"...WhatsApp because it contains the contact you have on your phone..." – FGD Participant, Kogi

"...For me through social media like google, WhatsApp, Facebook..." – FGD Participant, Ekiti

Males more than their female counterparts spent more hours on their favorite social media platforms. It is noted that 36% and 30% of the surveyed males and females, respectively indicated that they spent more than 6 hours on their favorite social media platforms in a week. Additionally, 16% and 15% of the surveyed males and females, respectively noted that they had spent 5 – 6 hours on their favorite social media platforms in the past one week as shown below.

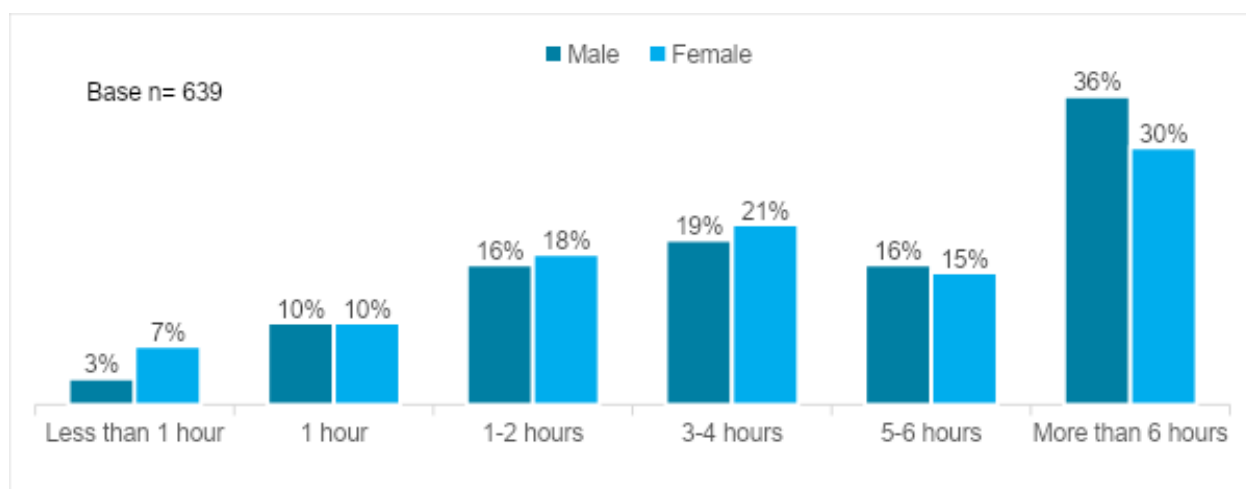


FIGURE 29: LENGTH OF TIME SPENT ON SOCIAL MEDIA BY GENDER

Qn: In the last one week (seven days), how much time did you spend on social media? Is it...? (SINGLE RESPONSE – READ OUT)

3.3.3. Social Media Platforms used to get/distribute news

Though in varying proportions, social media platforms such as Facebook and WhatsApp stood out as the most preferred platforms for receiving and distributing news. Detailed findings are presented in Figure 30 below.

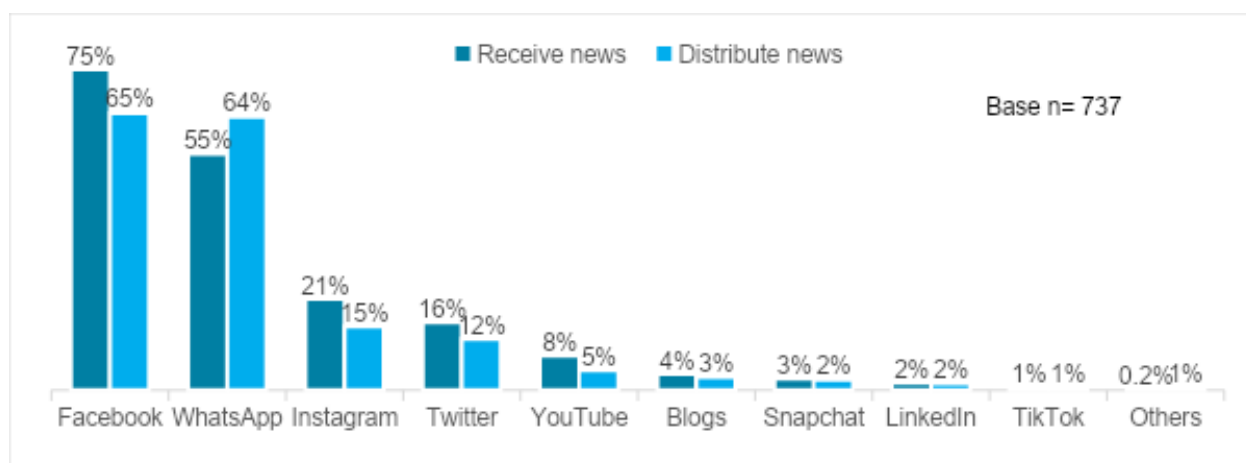


FIGURE 30: SOCIAL MEDIA PLATFORMS USED TO GET/DISTRIBUTE NEWS

Qn: Which Social Media platforms do you use to get or receive news about events or occurrences? /Which of the social media do you use to disseminate or distribute news about events or occurrences?

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Table 16 below presents detailed highlights by State and location on social platforms relied on to get news.

TABLE 16: SOCIAL MEDIA PLATFORMS USED TO GET NEWS BY STATE AND LOCATION

	State									Location		Total
	Anambra	Bayelsa	Edo	Ekiti	Kogi	Ondo	Osun	Abuja	Lagos	Urban	Rural	
Facebook	90%	83%	76%	75%	95%	87%	65%	49%	72%	74%	78%	75%
WhatsApp	48%	78%	63%	71%	67%	86%	30%	62%	45%	53%	63%	55%
Instagram	9%	36%	24%	6%	12%	33%	16%	13%	27%	24%	13%	21%
Twitter	2%	21%	10%	6%	16%	33%	18%	23%	15%	16%	14%	16%
YouTube	3%	24%	8%	4%	6%	30%	1%	3%	7%	9%	6%	8%
Blogs	5%	48%	1%	-	-	1%	-	-	2%	4%	2%	4%
Snapchat	-	9%	2%	6%	6%	12%	-	-	1%	2%	4%	3%
LinkedIn	-	22%	-	-	-	-	-	-	2%	2%	-	2%
TikTok	-	-	2%	-	-	1%	-	-	1%	0.5%	1%	1%
Podcasts	-	5%	-	-	-	-	-	-	-	0.3%	-	0.2%

Qn: Which Social Media platforms do you use to get or receive news about events or occurrences?

Analysis by gender shows that the key platforms are more relied on by females than their male counterparts. For instance, Facebook reported more number of females (78%) compared to (72%) of males who rely on it to get the news. On WhatsApp usage, 58% females and 52% of males indicated that they relied on the platform for news. In terms of age, there were marginal differences across the age bands for the two key platforms used.

TABLE 17: SOCIAL MEDIA PLATFORMS USED TO GET NEWS BY GENDER AND AGE

	Age					Gender		Total
	18 to 24 Years	25 to 35 Years	36 to 45 Years	46 to 55 Years	Over 55 Years	Male	Female	
Facebook	71%	74%	78%	77%	92%	72%	78%	75%
WhatsApp	51%	55%	59%	56%	67%	52%	58%	55%
Instagram	22%	26%	17%	15%	17%	17%	25%	21%
Twitter	13%	19%	16%	13%	-	19%	13%	16%
YouTube	4%	11%	9%	5%	32%	8%	8%	8%
Blogs	2%	4%	4%	9%	7%	4%	4%	4%
Snapchat	3%	3%	2%	5%	-	2%	3%	3%
LinkedIn	1%	2%	2%	3%	7%	2%	2%	2%
TikTok	2%	-	0.3%	-	-	1%	0.4%	1%
Podcasts	-	-	1%	1%	-	-	0.5%	0.2%

Qn: Which Social Media platforms do you use to get or receive news about events or occurrences?

3.3.4. Social Media Platforms used to get News

The figure below presents the social media platforms relied on to get news by PWDs and IDPs and further mirrors the overall findings.

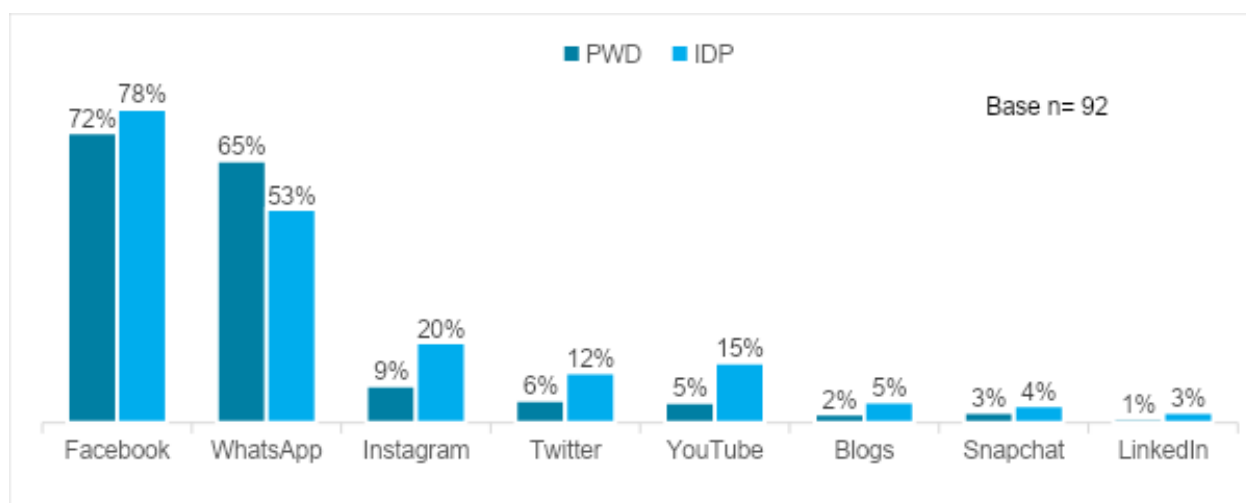


FIGURE 31: SOCIAL MEDIA PLATFORMS USED TO GET NEWS BY PWD AND IDP

Qn: Which Social Media platforms do you use to get or receive news about events or occurrences?

3.3.5. Social Media platforms used to distribute News

It is noted that Facebook and WhatsApp are not only relied on for getting news but also stood out across all the states as social media platforms relied on for distributing information as presented in Table 18 below.

TABLE 18: SOCIAL MEDIA PLATFORMS USED TO DISTRIBUTE NEWS BY STATE AND LOCATION

	State									Location		Total
	Anambra	Bayelsa	Edo	Ekiti	Kogi	Ondo	Osun	Abuja	Lagos	Urban	Rural	
Facebook	86%	81%	70%	58%	91%	86%	38%	31%	61%	62%	75%	65%
WhatsApp	50%	62%	82%	77%	57%	89%	62%	74%	56%	62%	69%	64%
Instagram	5%	22%	21%	2%	10%	31%	5%	3%	20%	17%	8%	15%
Twitter	1%	16%	5%	4%	10%	28%	8%	26%	11%	13%	9%	12%
YouTube	-	12%	2%	4%	5%	30%	-	-	2%	5%	4%	5%
Blogs	1%	47%	1%	-	-	1%	-	-	2%	4%	1%	3%
Snapchat	-	10%	1%	4%	6%	12%	-	-	0.5%	2%	3%	2%
LinkedIn	-	14%	-	-	-	-	-	3%	2%	2%	-	2%
TikTok	-	-	-	-	-	1%	-	-	1%	1%	0.4%	1%
Others	-	-	-	-	-	1%	1%	-	1%	1%	-	1%

Qn: Which of the social media do you use to disseminate or distribute news about events or occurrences?

For PWDs and IDPs it is noted that while the two platforms (Facebook and WhatsApp) are still relied on for distributing information, the trends are skewed towards IDPs as compared to PWDs, with more IDPs reporting that they use Facebook, WhatsApp, Instagram and Twitter as compared to their PWD counterparts.

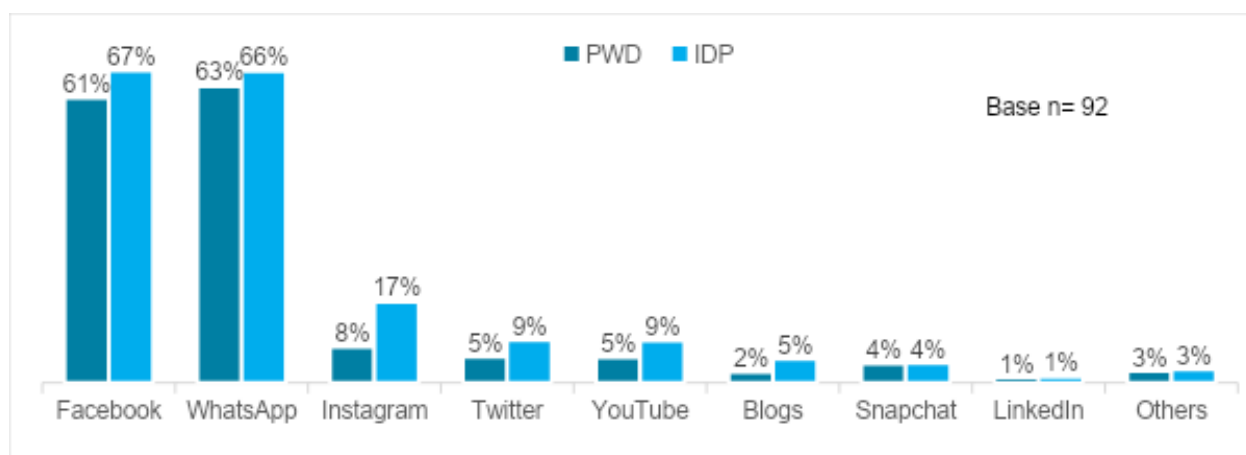


FIGURE 32: SOCIAL MEDIA PLATFORMS USED TO DISTRIBUTE NEWS BY PWD AND IDP

Qn: Which of the social media do you use to disseminate or distribute news about events or occurrences?

3.3.6. Social Media Activities

The survey established that the main social media activities engaged in, are mainly entertainment (23%) and networking with other people (23%). Other activities include catching up with breaking news (16%), pass time (11%), self-branding (10%), research (9%) and gossip (8%).

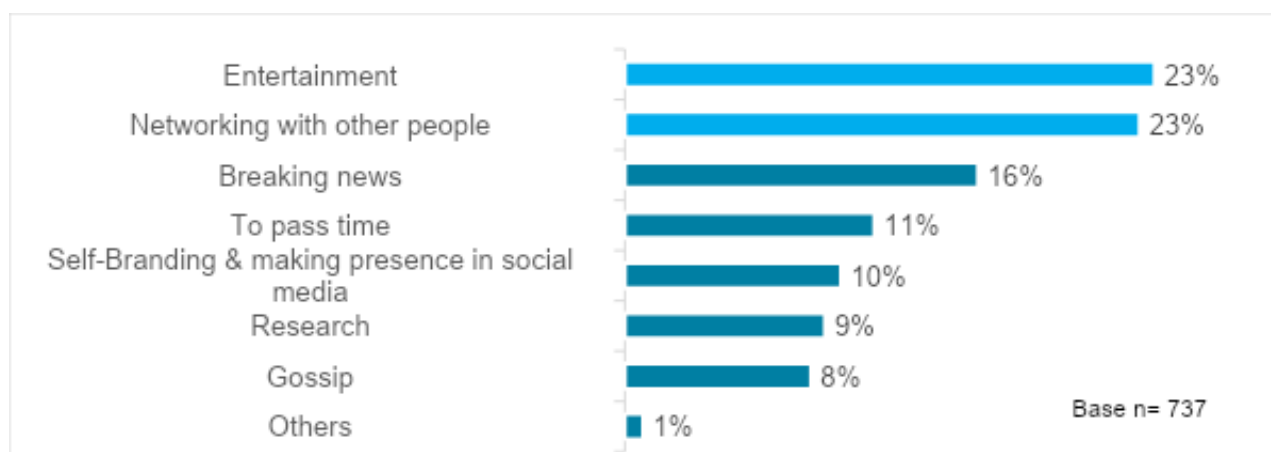


FIGURE 33: SOCIAL MEDIA ACTIVITIES

Qn: What do you mostly use social media for?

Analysis across the states shows that social media is mainly relied on for entertainment as shown in Table 19 below.

TABLE 19: SOCIAL MEDIA ACTIVITIES BY STATE AND LOCATION

	State									Location		Total
	Anambra	Bayelsa	Edo	Ekiti	Kogi	Ondo	Osun	Abuja	Lagos	Urban	Rural	
Entertainment	27%	20%	23%	30%	21%	25%	24%	6%	28%	22%	26%	23%
Networking with other people	26%	17%	20%	24%	16%	19%	26%	32%	22%	24%	20%	23%
Breaking news	19%	20%	12%	15%	17%	19%	16%	6%	16%	15%	16%	16%
To pass time	9%	10%	13%	4%	17%	16%	4%	20%	7%	10%	14%	11%
Self-Branding & making presence in social media	4%	8%	14%	4%	13%	4%	11%	18%	9%	10%	9%	10%
Research	7%	12%	12%	10%	5%	6%	8%	11%	9%	9%	7%	9%
Gossip	6%	13%	6%	14%	11%	11%	9%	6%	7%	9%	7%	8%
Others	1%	-	-	-	-	-	3%	-	2%	1%	1%	1%

Qn: What do you mostly use social media for?

3.4. Confidence in Media

A significant proportion of the surveyed respondents portrayed some level of confidence in the media. Twenty percent noted that they had a lot of confidence, 36% had some confidence, 32% had little confidence while 10% indicated lack of confidence. Figure 34 presents a summary outlook.



FIGURE 34: CONFIDENCE IN MEDIA

Qn: How much confidence do you have in the media? Is it...?

Table 20 below presents findings by state, where as noted, confidence levels are highest in Bayelsa, Anambra, Kogi, Edo and Osun state. Lagos, Ondo and Abuja reporting highest numbers of no confidence at all attributed to issues such as fake news and misinformation by select media outlets.

TABLE 20: CONFIDENCE IN MEDIA BY STATE

	No confidence at all	Little confidence	Some confidence	A lot of confidence
Kogi	4%	23%	30%	44%
Ondo	16%	26%	33%	26%
Edo	4%	25%	48%	23%
Osun	6%	30%	41%	23%
Bayelsa	-	33%	45%	22%
Abuja	15%	26%	40%	19%
Lagos	17%	39%	26%	18%
Anambra	2%	31%	49%	18%
Ekiti	11%	38%	39%	11%
Total	10%	32%	36%	22%

Qn: How much confidence do you have in the media? Is it...?

Comparisons of confidence levels by urban vs rural are as presented in Figure 36 below.

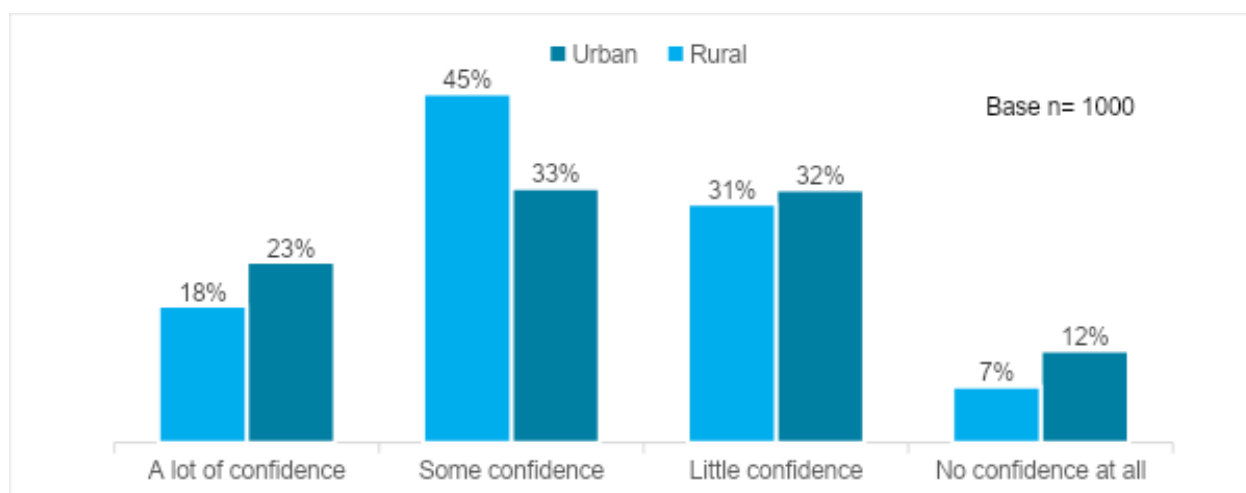


FIGURE 35: CONFIDENCE IN MEDIA BY URBAN AND RURAL

Qn: How much confidence do you have in the media? Is it...?

In terms of comparison by gender, it is noted that marginally, more males than their female counterparts reported some level of confidence in the media. On the other hand, the younger surveyed respondents portrayed more levels of confidence as compared to their older counterparts. Key highlights are as presented in Figure 36 below.

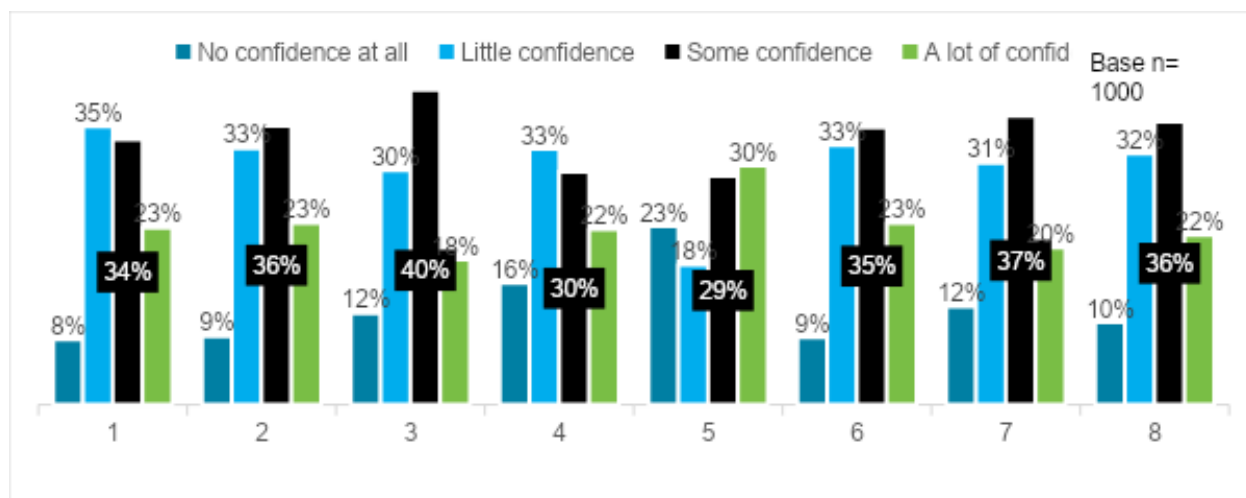


FIGURE 36: CONFIDENCE IN MEDIA BY GENDER AND AGE

Qn: How much confidence do you have in the media? Is it...?

3.5. Trust in Media

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The survey established that exceeding trust levels were highest for social media (42%), followed by internet/websites (37%), radio (34%), television (30%) and newspapers (14%) as presented in the Figure below.

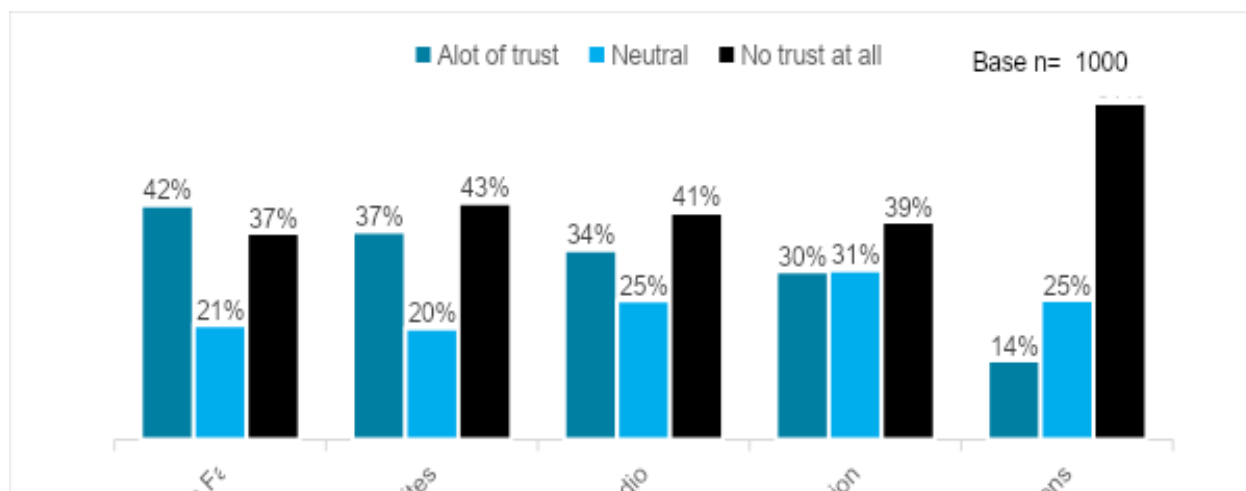


FIGURE 37: TRUST IN MEDIA

Qn: On a scale of 1 – 10 where 1 is no trust at all and 10 is a lot of trust, how much trust do you have in the following media platforms?

In terms of trust of the media by state, the survey noted that for radio, trust levels were highest in Ondo (64%) and lowest in Kogi (8%). Television reported high trust levels in Edo (56%) and lowest for Ekiti (13%). Newspaper publications had the highest trust levels in Bayelsa and Edo at 20% and lowest in Ekiti (4%). For social media, trust levels were highest in Kogi (77%) and lowest in Edo (33%) whereas trust for internet/websites was highest in Abuja and Kogi at 55% and lowest in Anambra (21%), as presented below.

TABLE 21: TRUST IN MEDIA BY STATE

Alot of trust	Radio	Television	Newspaper/ Publications	Social Media	Internet/ Websites
Ondo	64%	41%	19%	46%	29%
Osun	51%	28%	8%	40%	37%
Bayelsa	48%	36%	20%	43%	47%
Ekiti	47%	13%	4%	37%	24%
Edo	45%	56%	20%	33%	36%
Anambra	34%	21%	8%	38%	21%
Abuja	30%	36%	17%	55%	55%
Lagos	21%	25%	17%	34%	38%
Kogi	8%	29%	12%	77%	55%
Total	34%	30%	14%	42%	37%

Qn: On a scale of 1 – 10 where 1 is no trust at all and 10 is a lot of trust, how much trust do you have in the following media platforms?

More than their younger counterparts, the older surveyed respondents (above 36 years) trust radio, television and newspapers/publications; whereas those between 18 -35 years trust social media and internet/websites, as presented in Table 22 below.

TABLE 22: TRUST IN MEDIA BY AGE

Alot of trust	Radio	Television	Newspaper/ publications	Social Media such as Facebook, Twitter, WhatsApp etc	Internet/ Websites
18 to 24 Years	24%	29%	11%	48%	40%
25 to 35 Years	26%	26%	12%	45%	40%
36 to 45 Years	45%	33%	15%	36%	35%
46 to 55 Years	45%	28%	22%	37%	30%
Over 55 Years	61%	50%	37%	39%	36%
Total	34%	30%	14%	42%	37%

Qn: On a scale of 1 – 10 where 1 is no trust at all and 10 is a lot of trust, how much trust do you have in the following media platforms?

3.5.1. Most Trusted Media Platforms

Overall, the most trusted media platforms are social media (39%), radio (36%), television (16%), internet/websites (6%) and newspaper/publications (2%) as shown in Figure 38 below.

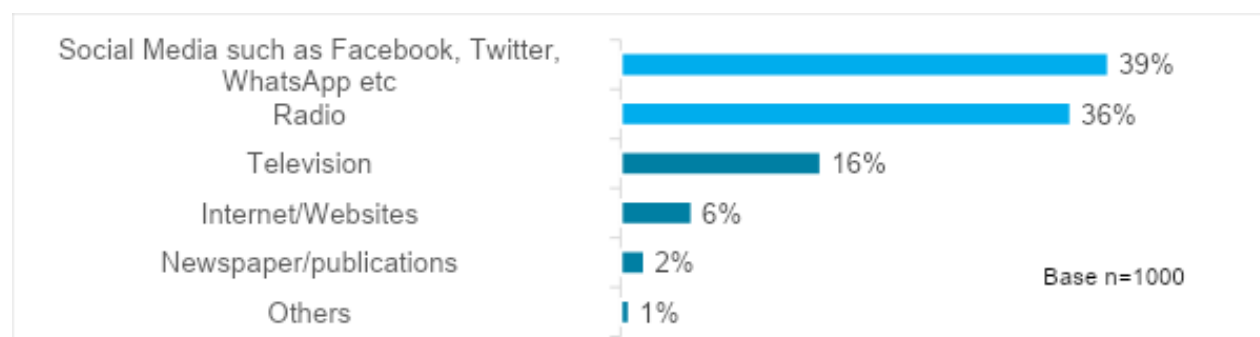


FIGURE 38: MOST TRUSTED MEDIA PLATFORMS

Qn: Which ONE of the following media channels do you trust the most?

State wise, the most trusted platforms are radio as reported by indigenes surveyed of Osun (51%), Bayelsa (48%), Ondo (45%), Anambra (41%), and Abuja (40%). Television stands trusted more for surveyed residents of Edo (47%); social media platforms are most trusted in Kogi (70%) and Lagos (52%). Notably, surveyed residents from rural areas mostly trust radio (45%)

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while those from urban states (41%) trust social media platforms such as Facebook, Twitter and WhatsApp, as shown below.

TABLE 23: MOST TRUSTED MEDIA PLATFORMS BY STATE AND LOCATION

	State									Location		Total
	Anambra	Bayelsa	Edo	Ekiti	Kogi	Ondo	Osun	Abuja	Lagos	Urban	Rural	
Social Media such as Facebook, Twitter, WhatsApp etc	29%	17%	22%	29%	70%	43%	31%	21%	52%	41%	34%	39%
Radio	41%	48%	20%	69%	13%	45%	51%	40%	28%	33%	45%	36%
Television	22%	13%	47%	-	15%	6%	7%	23%	13%	16%	17%	16%
Internet/Websites	1%	22%	9%	2%	-	5%	8%	6%	6%	7%	2%	6%
Newspaper/publications	6%	-	-	-	-	1%	1%	9%	1%	2%	2%	2%
Others	1%	-	2%	-	2%	1%	1%	-	1%	1%	1%	1%

Qn: Which ONE of the following media channels do you trust the most?

Table below presents trusted platforms by PWD vs IDP.

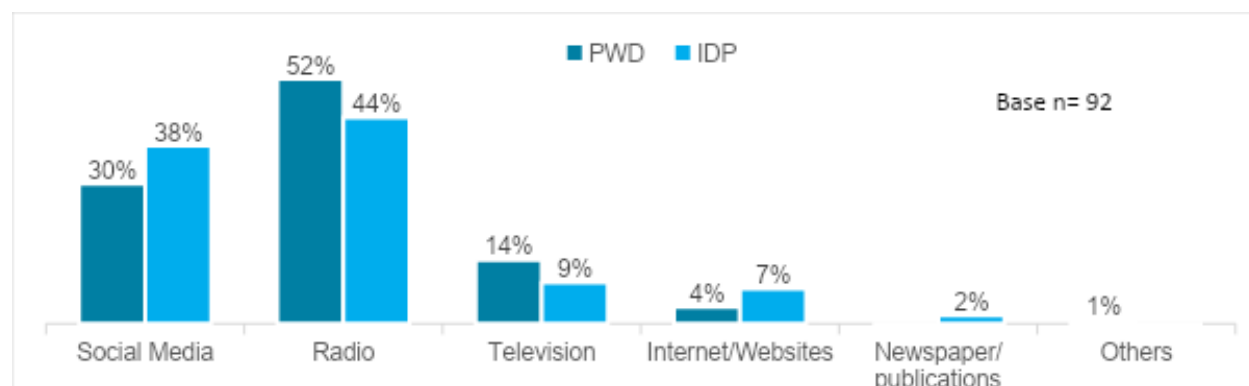


FIGURE 39: MOST TRUSTED MEDIA PLATFORMS BY PWD AND IDP

Qn: Which ONE of the following media channels do you trust the most?

The main reasons for trust in media platforms include the fact that they provide current news/breaking news (24%) especially with social media (34%) as rated by respondents. Consistency (18%) and particularly for internet/websites at (25%) as compared to the other platforms, reporting of important issues (18%) as mentioned by radio users at (24%) compared to other platforms, as shown below.

TABLE 24: REASONS FOR TRUSTING MEDIA PLATFORMS

	Radio	Television	Newspaper publications	Social Media	Internet/Websites	Total
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It provides current news/breaking news	16%	19%	14%	34%	22%	24%
It is consistent	17%	17%	20%	20%	25%	18%
Reports important issues	24%	21%	14%	13%	7%	18%
It reports local news/about local people	15%	7%	4%	8%	3%	10%
Well known/been reporting news for long	10%	14%	31%	4%	1%	8%
Other specify	5%	6%	-	5%	10%	6%
It puts out logical stories/stories that make sense	5%	3%	4%	6%	11%	5%
It is independent/does not allow interference	1%	5%	10%	7%	15%	5%
It has knowledgeable staff/presenters/reporters	3%	7%	3%	2%	4%	3%
It is publicly funded	2%	0%	-	2%	2%	2%
It respects our leaders	1%	0%	-	0%	-	1%

Qn: Thinking now about the media organization you trust the most, which is the MAIN reason why you trust it more than others?

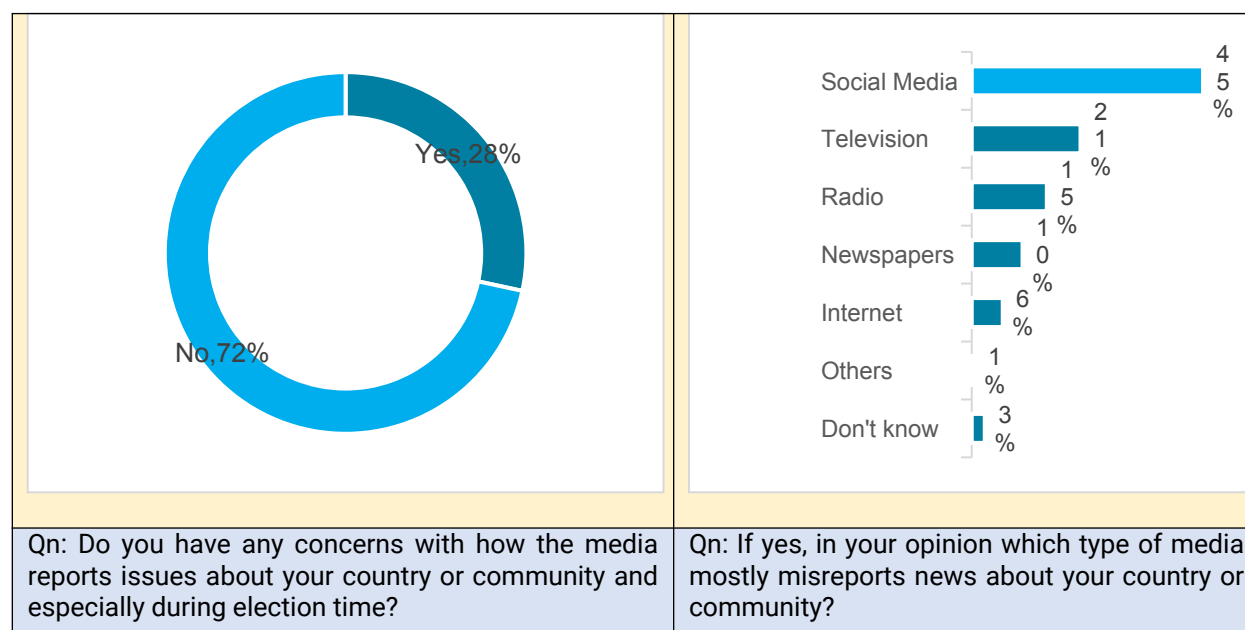
3.6. Misreporting News

A considerable proportion, approximately 3 in 10 (28%) indicated that they were concerned about how the media reports issues about their country or community and especially during election time. Of these, 45% indicated that social media mostly misreports news about their country/community, 21% and 15% mentioned that television and radio, respectively mostly misreports about their country/community as detailed in Figure 40 below.

FIGURE 40: MISREPORTING NEWS

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3.6.1. Main Source of News in the Last Week

The survey found that, in the last 7 days almost half (46%) used social media, 34% listened to radio while 13% relied on television as the main source of news. Findings are as highlighted in Figure 41 below.

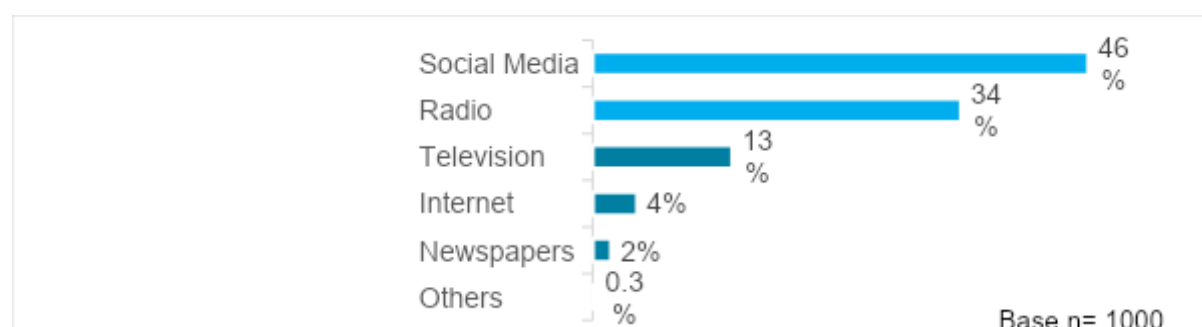


FIGURE 41: MAIN SOURCE OF NEWS IN THE LAST WEEK

Qn: Overall, which of the following did you use as a main source of news in the last 7 days?

Findings by state mirror the overall findings. Social media stood out more with the surveyed respondents of Kogi state (67%), radio listenership recording high numbers among the surveyed respondents of Ekiti (70%). Table 25 below presents the detailed findings.

TABLE 25: MAIN SOURCE OF NEWS IN THE LAST WEEK BY STATE AND LOCATION

State	Location
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	Anambra	Bayelsa	Edo	Ekiti	Kogi	Ondo	Osun	Abuja	Lagos	Urban	Rural	Total
Social Media	36%	22%	40%	29%	67%	41%	35%	49%	59%	50%	38%	46%
Radio	41%	44%	20%	70%	15%	45%	57%	28%	24%	31%	44%	34%
Television	17%	13%	35%	1%	18%	6%	6%	19%	9%	13%	13%	13%
Internet	1%	22%	4%	-	-	7%	2%	-	6%	5%	2%	4%
Newspapers	5%	-	1%	-	-	1%	-	4%	2%	1%	2%	2%
Others	-	-	1%	-	1%	-	-	-	0.4%	0.3%	0.3%	0.3%

Qn: Overall, which of the following did you use as a main source of news in the last 7 days?

Table 26 presents the key highlights by gender and age. There were marginal differences between males and females across the different platforms. Age wise, social media stood out more for the youthful respondents whereas radio and television were more preferred by those aged above 36 years.

TABLE 26: MAIN SOURCE OF NEWS IN THE LAST WEEK BY GENDER AND AGE

	Age					Gender		Total
	18 to 24 Years	25 to 35 Years	36 to 45 Years	46 to 55 Years	Over 55 Years	Male	Female	
Social Media	63%	57%	33%	18%	2%	46%	47%	46%
Radio	22%	24%	46%	58%	70%	37%	32%	34%
Television	10%	11%	16%	16%	23%	12%	14%	13%
Internet	3%	6%	4%	5%	4%	4%	5%	4%
Newspapers	2%	2%	1%	4%	-	2%	2%	2%
Others	1%	-	0.4%	-	-	0.1%	0.4%	0.3%

Qn: Overall, which of the following did you use as a main source of news in the last 7 days?

The figure below presents findings by PWD vs IDP.

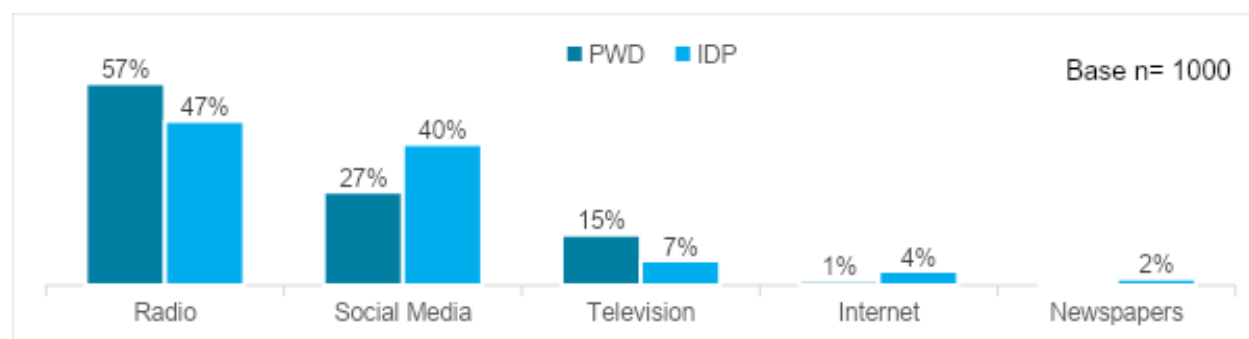


FIGURE 42: MAIN SOURCE OF NEWS IN THE LAST WEEK BY PWD AND IDP

Qn: Overall, which of the following did you use as a main source of news in the last 7 days?

3.7. Misinformation and Hate Speech

3.7.1. Hate Speech Awareness

The survey established that approximately 3 in every 10 (32%) of the surveyed respondents were aware of the term hate speech. Of these, a considerable proportion (42%) mentioned that they had barely heard of it. About four in ten (36%) indicated that they have heard of it frequently whereas only 10% have heard it very frequently, as presented in Figure 43 below.

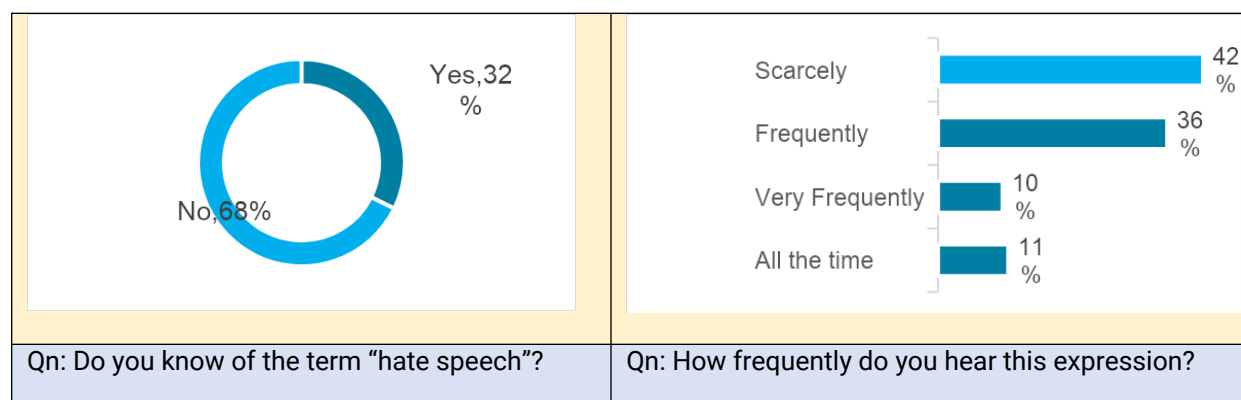


FIGURE 43: HATE SPEECH AWARENESS

On further probing and by providing definition of hate speech, a sizeable proportion (17%) reported that they might have used hate speech words without their knowledge, while 10% could not tell if they have ever used hate speech words.

Overall, hate speech awareness stood at 49% i.e. after review of the term hate speech.

		OVERALL HATE SPEECH AWARENESS
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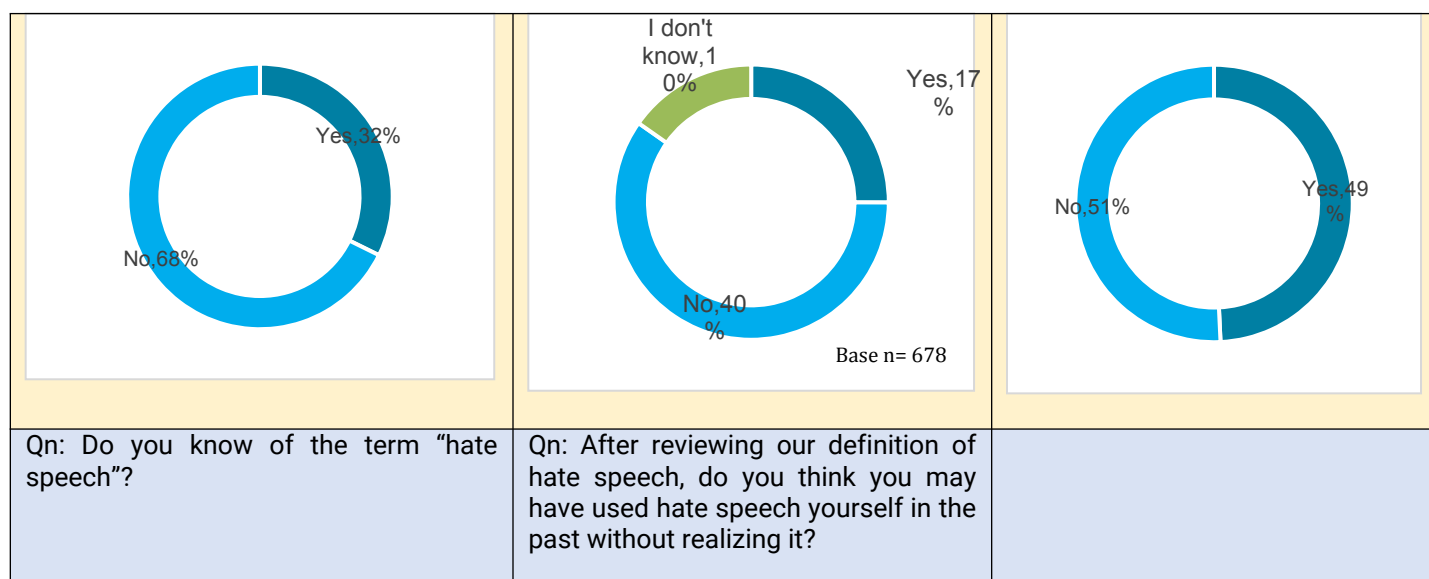


FIGURE 44: HATE SPEECH AWARENES DETAILED

Verbatim comments about hate speech:

“...It is a condemning language, an attack to someone else, it can be on religion or ethnicity...” - FGD Participant, Bayelsa

“...It is when you use abusive words or slandering words on someone...” - FGD Participant, Women Bayelsa

“...It means using foul words, things that are uncalled for, negative words on other people...” - FGD Participant, Osun

“...Hate speech is when you speak bad about the government or people...” - FGD Participant, Ondo

“...It is like informing people wrongly about a person or subject, it is like cooking up lies on something that never happened...” - FGD Participant, Anambra

“...Speaking negatively about a person, a particular subject or country or location, whichever depending on the contest...” - FGD Participant, Kogi

“...Hate speech is everywhere, not only government it happens to individuals too...” - FGD Participant, Ondo

The survey shows high awareness levels on hate speech in Anambra (74%), Bayelsa (63%) and Edo (60%). On the flip side, Osun (49%), Abuja (39%) and Lagos (19%) reported the lowest numbers, below average as shown in Figure 45 below.

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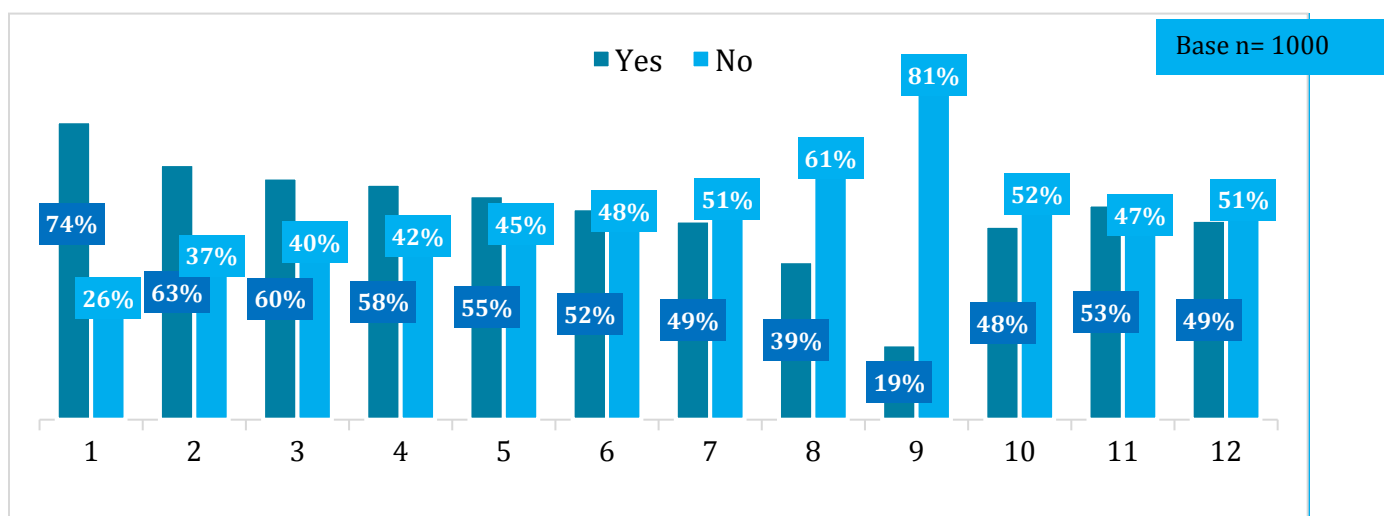


FIGURE 45: HATE SPEECH AWARENESS BY STATE

Qn: Do you know of the term “hate speech”?

Analysis by gender established that slightly more males (52%) than their female counterparts (46%) were aware of the term hate speech. Further analysis by age shows that the youth (18 – 45) recorded slightly higher awareness proportions as compared to their older counterparts (those above 46 years) as presented in Figure 46 below.

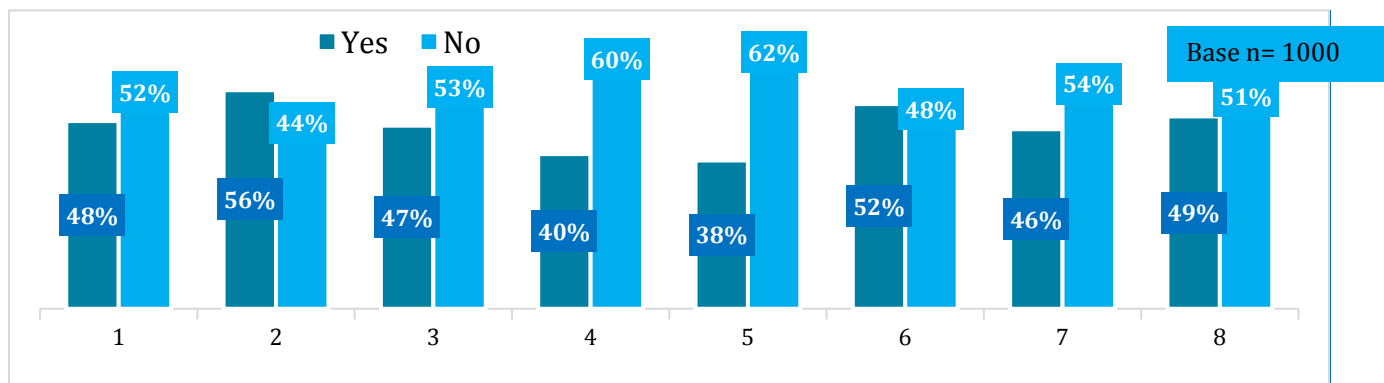


FIGURE 46: HATE SPEECH AWARENESS BY GENDER AND AGE

Qn: Do you know of the term “hate speech”?

IDPs (42%) more than PWDs (36%) are aware of the term hate speech as presented in figure 47 below.

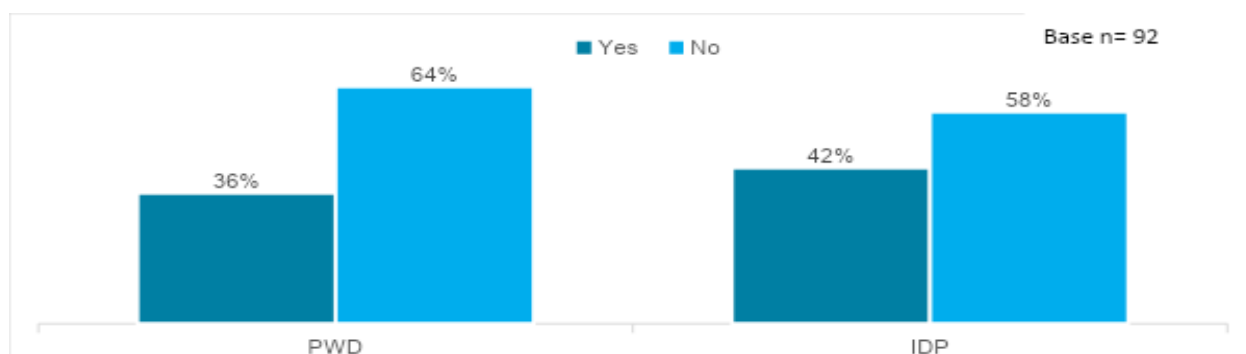


FIGURE 47: HATE SPEECH AWARENESS BY PWD AND IDP

Qn: Do you know of the term “hate speech”?

In terms of frequency of usage of the term hate speech. Analysis by gender shows that both males (46%) and females (47%) have heard the expression. Age wise, it is noted that those aged 36 – 45 years (51%) and those aged 25 - 35 years (49%) recorded the highest frequencies of respondents who have heard of the expression.

NB: Frequencies reported above are a summation of both frequently and very frequently.

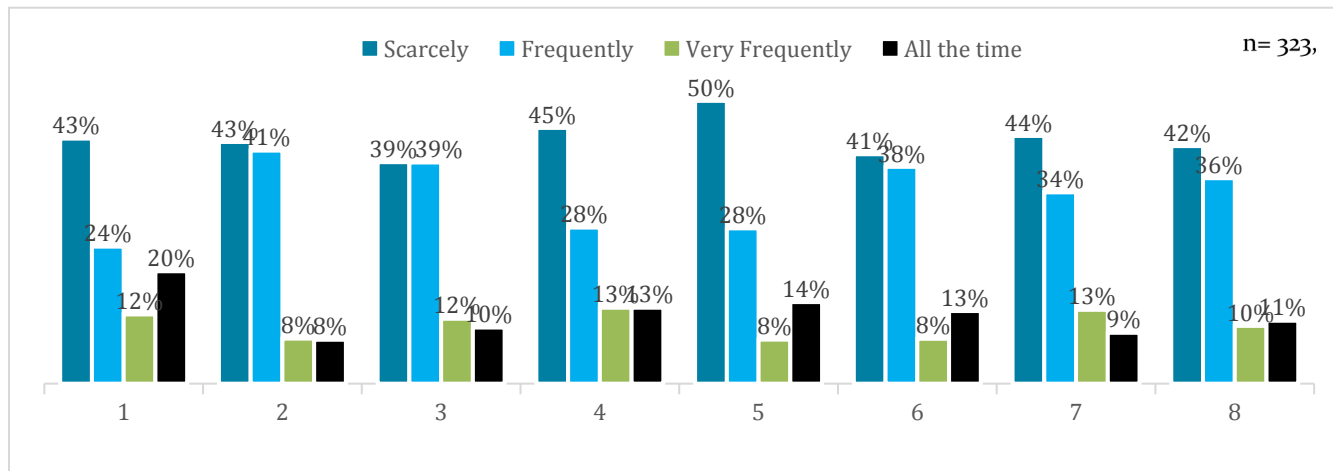


FIGURE 48: FREQUENCY IN WHICH RESPONDENTS HAVE HEARD THE EXPRESSION

Qn: How frequently do you hear this expression?

3.8. Cases and Instigators of Hate Speech

The survey found that a significant proportion (62%) of the surveyed respondents who mentioned that they were aware of hate speech had experienced it at some point. Of these, 29% indicated that it was posted/said by someone from social media. Another, 23% indicated that it was mentioned by a politician whereas 15% associated it with the social influencers. Other

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mentioned instigators include, community leaders (9%), religious leaders (8%), radio (5%), newspapers (3%) and television (2%) as presented in Figure 52 below.

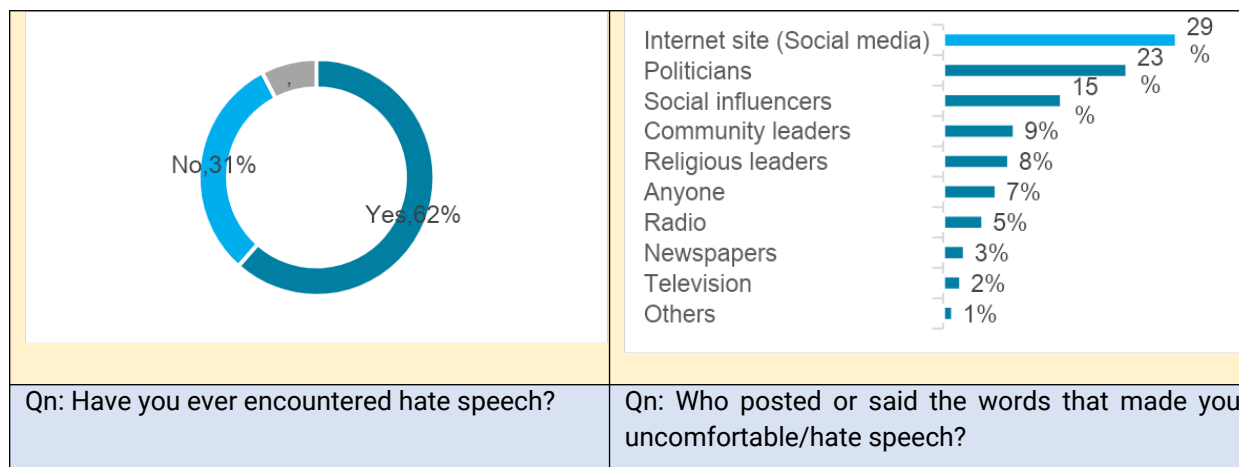


FIGURE 52: CASES AND INSTIGATORS OF HATE SPEECH

3.8.1. Cases of Hate Speech

Sentiments from the surveyed respondents indicate that hate speech cases were highest in Osun (89%), Ekiti (72%) and Ondo (71%). Lagos (50%), Abuja (50%) and Bayelsa (48%) recorded the lowest cases. Rural dwellers (67%) reported the highest cases as compared to their urban (59%) counterparts as presented in Figure 53 below.

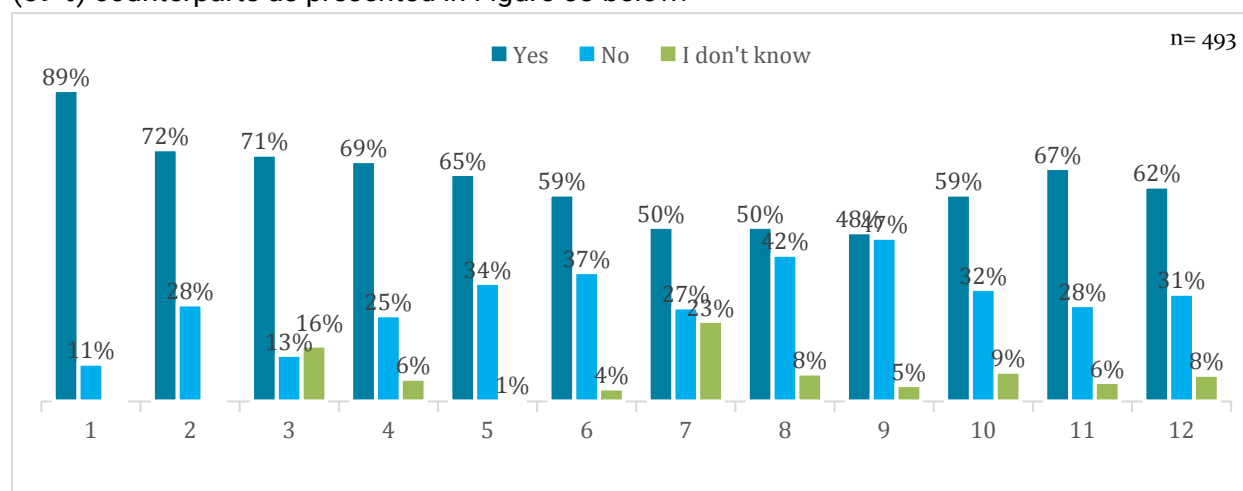


FIGURE 53: CASES OF HATE SPEECH BY STATE

Qn: Have you ever encountered hate speech?

Verbatim comments:

"...Politicians are fond of using hate speech, especially during elections time in order to divide people, here it's very common..." – FGD participant, Kogi

"...There is a very close friend of mine that used hate speech on me, I felt bad because it targeted our tribe..." – FGD participant, Ekiti

"...I was looking for a primary assignment place, so I went to a Christian organization, I was wearing 'Hijab' and they were like they cannot take me because I am a Muslim..." – FGD participant, Osun

"...Yes, like the issue of people with disabilities, when we are trying to select our spouses that is when we hear hate speech like when we go to the family of our intending spouse..." – FGD Participant, PWD Ondo

The figure 54 below presents detailed findings on hate speech cases by gender and age.

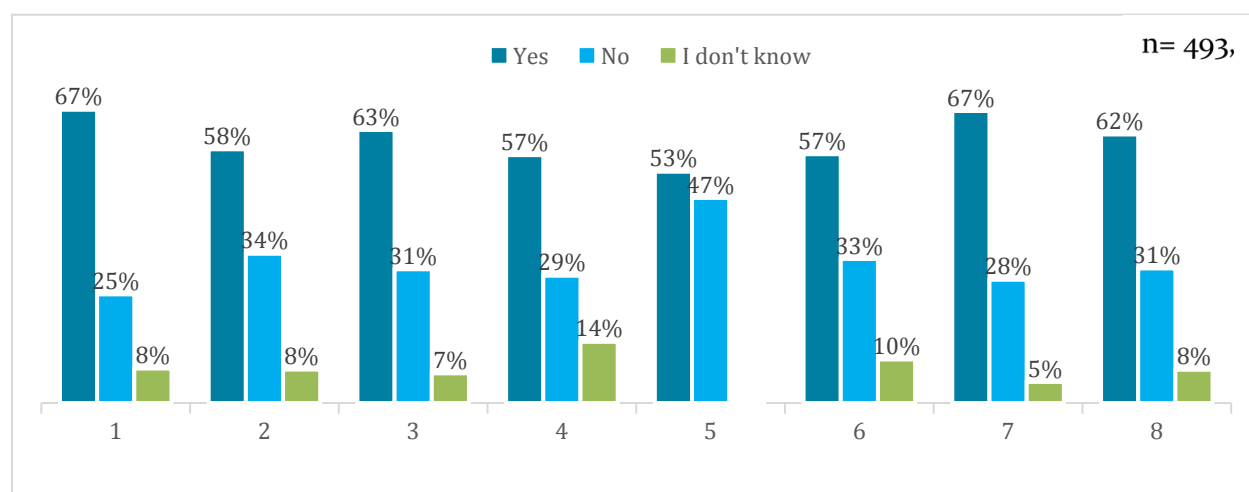


FIGURE 54: CASES OF HATE SPEECH BY GENDER AND AGE

Qn: Have you ever encountered hate speech?

3.8.2. Targets of Hate Speech

The survey established that the key targets of hate speech were women (16%), persons with disabilities (15%), the poor (14%) and LGBT (9%). The figure below presents detailed findings on the targets of hate speech.

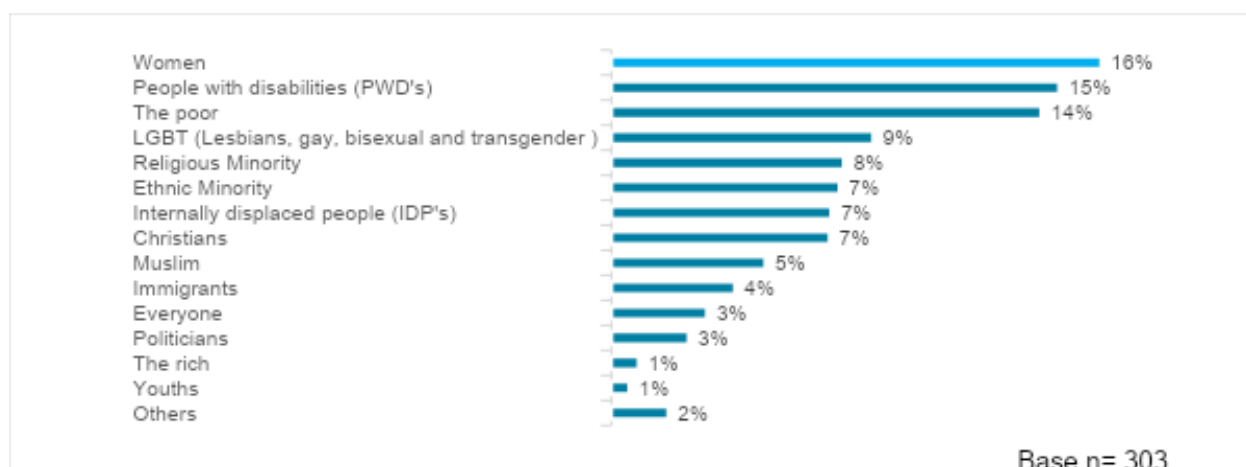


FIGURE 55: TARGETS OF HATE SPEECH

Qn: Who are the targets of hate speech?

Verbatim comments:

"...I think most time it is women that are more affected because there are some positions that you are qualified for but they will give it to men because they think the men will perform better. ..." – FGD Participant, Bayelsa Women

"...Albino, because people believe they are bastard and because of their skin colour, people believe their colour is not normal and they are not common. ..." – FGD Participant, Osun Women

"...Politician, government individual sometimes targets other sub-tribes..." – FGD Participant, Bayelsa

"...Yes, although there is freedom of speech but that is where it happens most, even the celebrities, they dragged them, they usually say a lot of things especially on minority groups..." – FGD Participant, Ondo

"...The vulnerable and the powerless, when you are powerless you are prone to hate speech..." – FGD Participant, Kogi

"...Politicians, because people do complain about them, when they are doing the right thing they will talk, when they are doing the wrong thing they will also talk..." – FGD Participant, Bayelsa

3.8.3. Channels of Hate Speech

Findings on channels of hate speech mirror overall findings. It is noted that internet/social media (44%), politicians (15%) and through social influencers (11%) are the three key channels used to propagate hate speech. Other channels include community leaders (9%), religious leaders (7%), radio (5%), word of mouth (4%), television (4%) and newspapers (3%) as presented in figure 56 below.

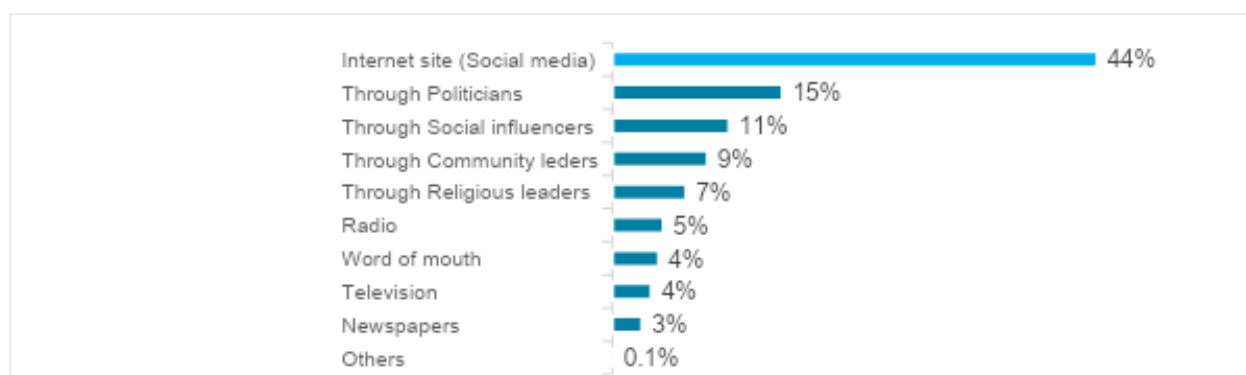


FIGURE 56: CHANNELS OF HATE SPEECH

Qn: What channels is hate speech mostly spread currently?

3.8.4. Response towards Hate Speech

In case of hate speech, the survey established that a considerable proportion (44%) of the surveyed respondents would ignore it, 35% would reply and react whereas 11% would ask for advice. Other responses include reporting to authorities (7%), passing on to a friend (4%) and joining a campaign project (3%).



FIGURE 57: RESPONSES TOWARDS HATE SPEECH

Qn: What do you do in response to hate speech?

Verbatim comments:

"...For politicians or any other person just ignore in fact don't even attend their rallies or meetings..." – FGD Participant, Youth Bayelsa

"...I just called the person, I did not disclose those that said it, I just said this is what people are saying about you and whatever they talk about you speak volumes..." – FGD Participant, Ekiti

"...No, I did not shy away from confronting them. You must stand out no matter what..." – FGD Participant, Osun

"...I will fight them..." – FGD Participant, Woman Bayelsa

"...It depends on the relationship that I have with such a person, if it is someone close to me, I will warn them not or report to the authority..." – FGD Participant, Ondo

"...I left the scene because I cannot fight, the best thing was just for me to leave..." – FGD Participant, Anambra

3.8.5. Hate Speech Utterances

A quarter (25%) of the surveyed respondents indicated that they use hate speech. Of these, a majority (75%) hardly use hate speech, 15% use the words frequently, 7% use it very frequently while the remaining 3% reported to use hate speech all the time as shown below.

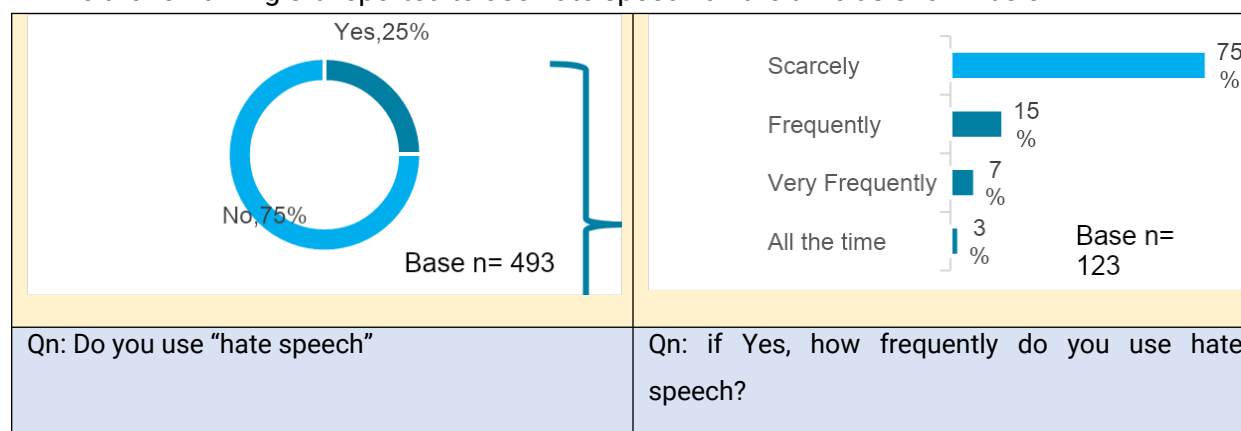


FIGURE 58: USAGE OF HATE SPEECH UTTERANCES

3.8.6. Dealing with Hate Speech

The survey established that of the surveyed respondents who were aware of hate speech, a considerable proportion (35%) would want it to be controlled and monitored, 27% would want perpetrators to be punished. Other recommended ways of dealing with hate speech include forbidding it (8%), opposing and fighting it (7%) and encouraging civic education (5%), among others as presented in figure 59 below.

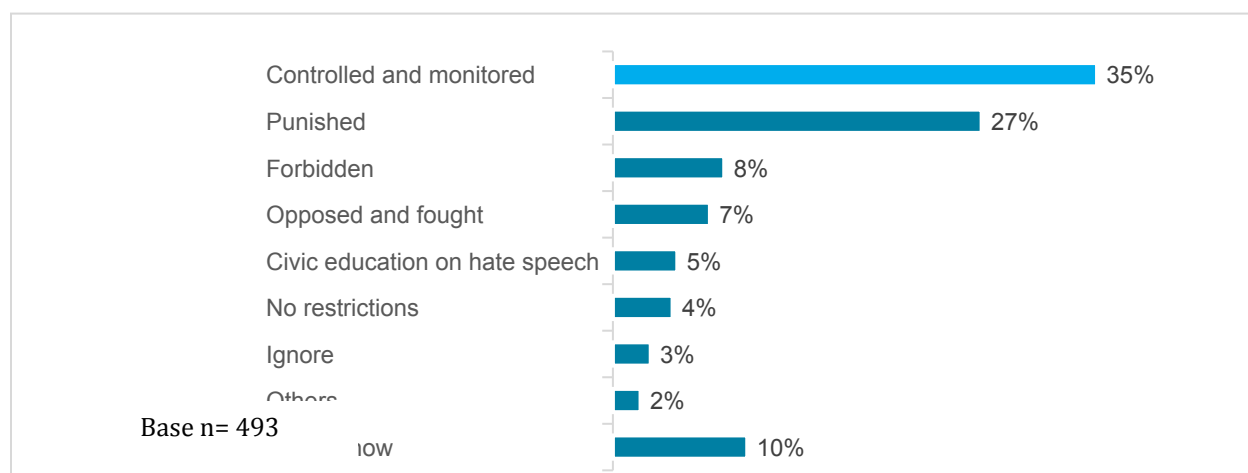


FIGURE 59: BEST WAYS OF DEALING WITH HATE SPEECH

Qn: According to you, what do you think is the best way to deal with hate speech?

Verbatim comments:

"...They should start the hate speech campaign from secondary school..." – FGD Participant, Ondo

"...They should do programs on hate speech so that people can be aware..." – FGD Participant, Bayelsa

"...They should have sensitization against hate speech, there should be a regulation or rule..." – FGD Participant, Ondo

"...They should educate them..." – FGD Participant, Anambra

"...In Nigeria we are good in policy formulation but we don't implement it..." – FGD Participant, Kogi

In terms of analysis by age and gender, it is noted that sentiments are almost similar across the top key ways recommended to deal with hate speech as presented in Table 30 below.

TABLE 30: DEALING WITH HATE SPEECH BY GENDER AND AGE

	Age						Gender		Total
	18 to 24 Years	25 to 35 Years	36 to 45 Years	46 to 55 Years	Over 55 Years		Male	Female	
Controlled and monitored	38%	34%	35%	25%	36%		37%	33%	35%
Punished	23%	29%	27%	29%	30%		27%	27%	27%
Forbidden	11%	4%	8%	17%	24%		9%	6%	8%
Opposed and fought	7%	5%	8%	13%	5%		5%	9%	7%

Civic education on hate speech	3%	3%	7%	7%	-	5%	4%	5%
No restrictions	4%	6%	4%	-	-	4%	5%	4%
Ignore	4%	4%	0.4%	2%	6%	3%	3%	3%
Others	2%	2%	3%	-	-	2%	2%	2%
I don't know	8%	14%	8%	7%	-	8%	12%	10%

Qn: According to you, what do you think is the best way to deal with hate speech

3.9. Government in Fighting Hate Speech

A significant proportion, approximately 3 in every 5 (59%) of the surveyed respondents think that the government/state is not doing enough to fight hate speech. The figure 60 below presents summary findings.

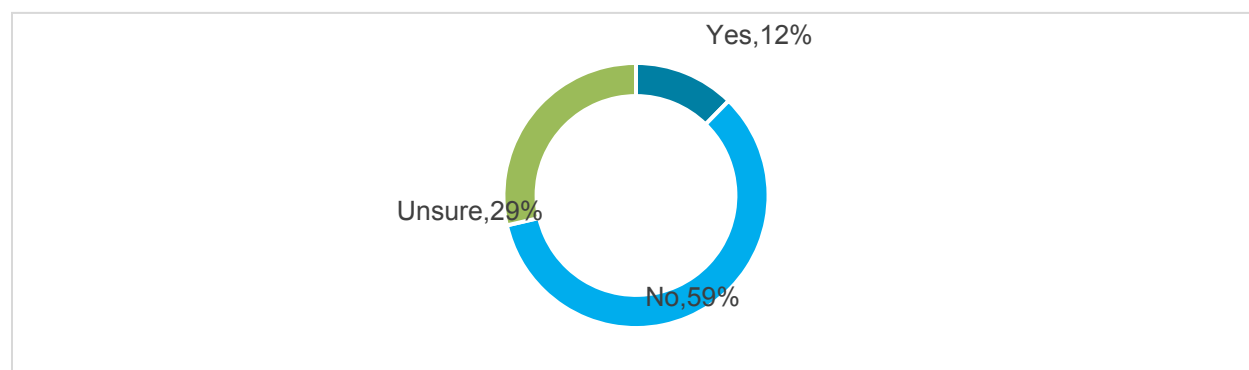


FIGURE 60: ADEQUACY OF GOVERNMENT EFFORTS TO FIGHT HATE SPEECH

Qn: Do you think the government/state is doing enough to fight hate speech?

Verbatim comments:

"...No, because the government is also involved in hate speech, I mean those people in power, because of their political post and selfish interest and because they want to remain in power they use it as weapon...." – FGD Participant, Bayelsa Youth

"...The government is not doing enough, we cannot see their impact...." – FGD Participant, Bayelsa Women

"...The government is not doing anything about it...." – FGD Participant, Ekiti

"...I don't think so because we are in Nigeria and it is full of corruption...." – FGD Participant, Anambra

"...Government is not doing anything and they are only effective when anybody says anything bad against them...." – FGD Participant, Osun

"...For me I will say the government is doing well on hate speech...." – FGD Participant, Kogi

"...For me the government are the ones instigating hate speech...." – FGD Participant, Anambra

3.9.1. Government in Fighting Hate Speech by Region

The figure below presents findings on efforts by the government to fight hate speech. It is noted that surveyed respondents from Ekiti (79%) and Kogi (72%) accounted for the highest proportion of surveyed respondents across all states who felt the government had not done enough. On the other hand, urban (62%) more than their rural (52%) counterparts felt that the government had done inadequately in the fight against hate speech.

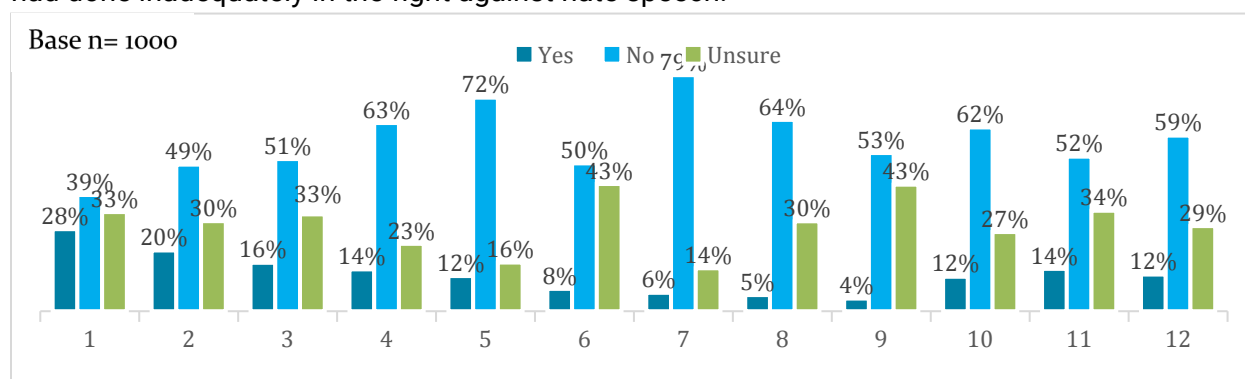


FIGURE 61: ADEQUACY OF GOVERNMENT EFFORTS TO FIGHT HAT SPEECH BY STATE

Question: Do you think the government/state is doing enough to fight hate speech?

The Figure 62 below presents findings by gender and age.

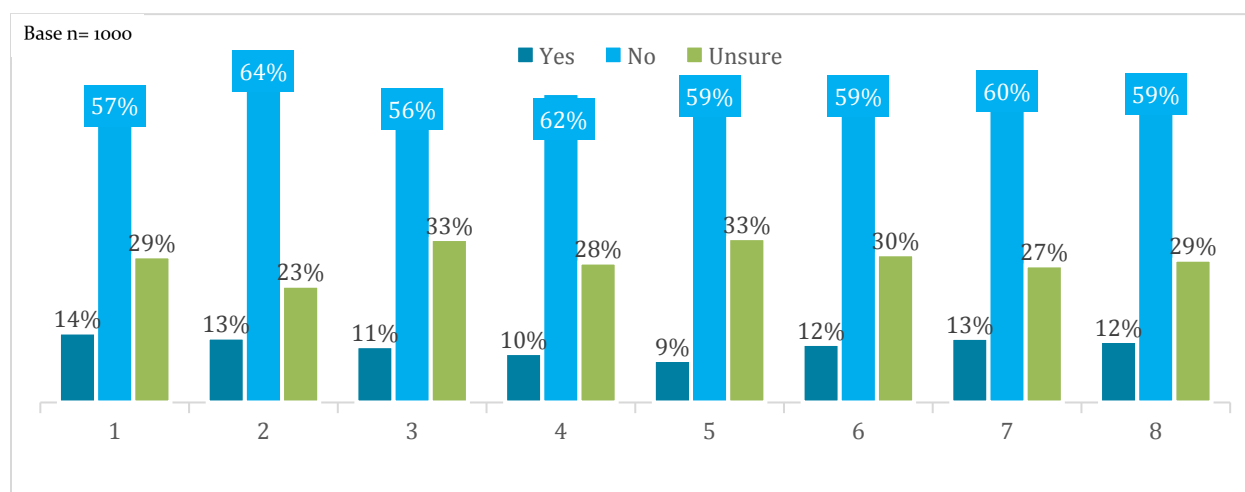


FIGURE 62: ADEQUACY OF GOVERNMENT EFFORTS TO FIGHT HATE SPEECH BY GENDER AND AGE

Question: Do you think the government/state is doing enough to fight hate speech?

3.9.2. Awareness of Misinformation

Half (50%) of the surveyed respondents mentioned that they were aware of the term misinformation. Of these, 3 in 10 (32%) indicated that the main source of misinformation was internet sites/social media, 15% noted that politicians are the main source whereas 11% noted that it was propagated by social influences. Other sources include television (9%), radio (9%), community leaders (8%), newspapers (8%) and religious leaders (7%), as shown in Figure 49 below.

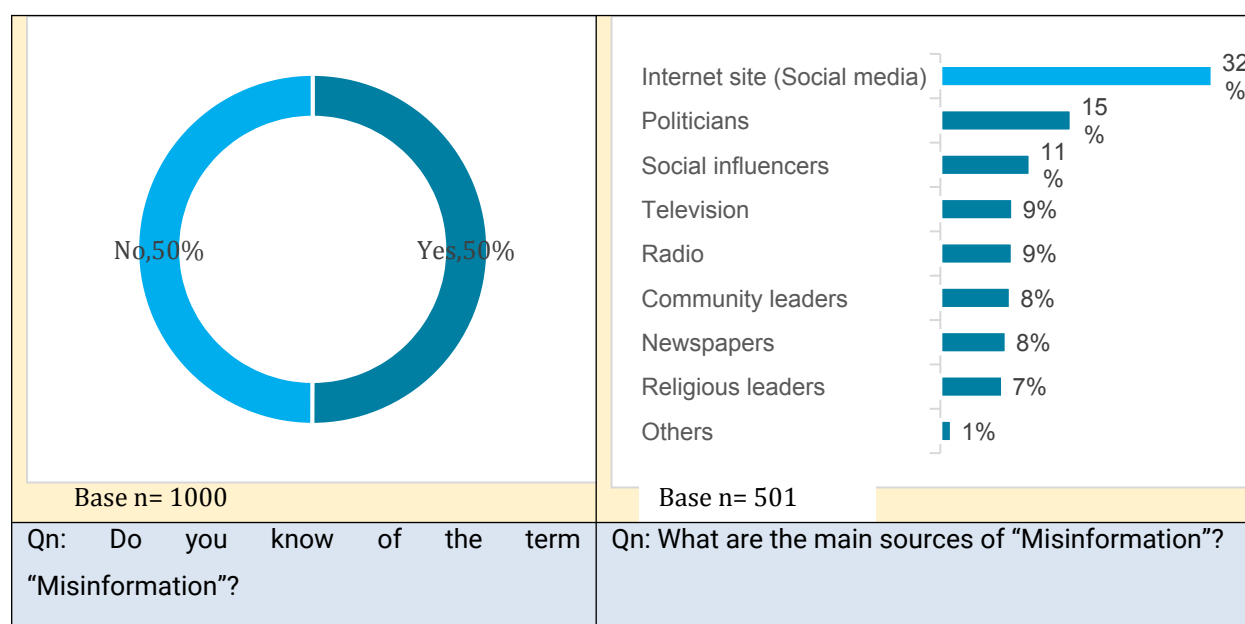


FIGURE 49: AWARENESS OF MISINFORMATION

The survey further established a considerable proportion (90%) of the surveyed respondents who were aware of misinformation could tell the difference between hate speech and misinformation as shown in Table 27 below.

TABLE 27: AWARENESS OF MISINFORMATION VIS A VIS HATE SPEECH

Do you know of the term "Misinformation"?	Do you know of the term "hate speech"?		
		Yes	No
		Yes	No
Do you know of the term "Misinformation"?	Yes	90%	31%
	No	10%	69%
TOTAL		100%	100%

Do you know of the term "Misinformation"? / Do you know of the term "hate speech"?

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In terms of analysis by respective states, it is noted that awareness of misinformation was highest for Bayelsa (76%), Anambra (75%) and Abuja (68%), but lowest in Edo (39%), Kogi (39%) and Ekiti (15%), respectively. In terms of location, the survey found that there were higher awareness levels for urban dwellers (51%) as compared to their rural (47%) counterparts.

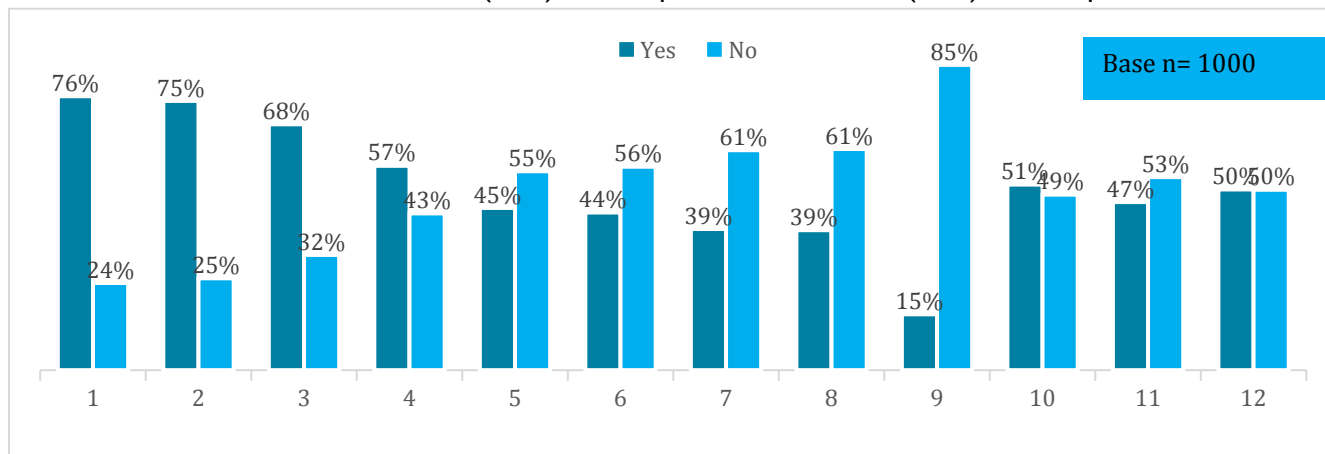


FIGURE 50: AWARENESS OF MISINFORMATION BY STATE

Qn: Do you know of the term “Misinformation”?

Awareness levels were equal for members of both male and female genders, where half of the members of both genders are aware of misinformation. In terms of age, the survey found that awareness levels were higher for those aged 18 – 45 in comparison to those aged 46 years and above, as presented in figure 51 below.

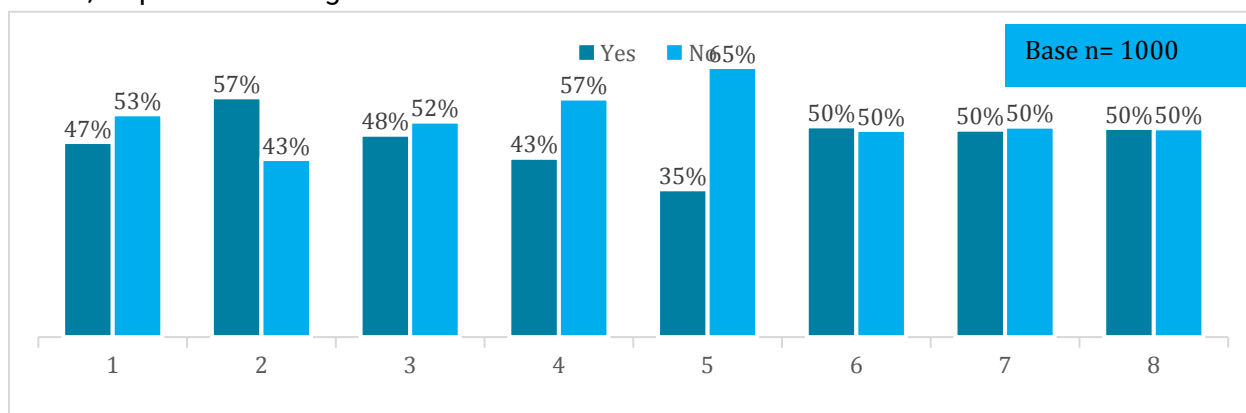


FIGURE 51: AWARENESS OF MISINFORMATION BY GENDER AND AGE

Qn: Do you know of the term “Misinformation”?

3.9.3. Main source of Misinformation

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The survey established that the main sources of misinformation were the Internet (32%), politicians (15%), social influencers (11%), Television (9%) and radio (9%), respectively.

TABLE 28: MAIN SOURCES OF MISINFORMATION BY STATE

	State									
	Anambra	Bayelsa	Edo	Ekiti	Kogi	Ondo	Osun	Abuja	Lagos	Total
Internet site (Social media)	45%	20%	19%	36%	20%	21%	30%	34%	42%	32%
Politicians	14%	23%	17%	25%	20%	22%	9%	7%	14%	15%
Social influencers	10%	18%	23%	4%	13%	5%	4%	13%	7%	11%
Television	9%	9%	10%	11%	10%	9%	14%	6%	6%	9%
Radio	3%	13%	3%	14%	2%	17%	21%	1%	9%	9%
Community leaders	5%	1%	8%	-	14%	7%	4%	17%	8%	8%
Newspapers	7%	14%	5%	7%	8%	9%	8%	11%	4%	8%
Religious leaders	5%	2%	13%	4%	12%	8%	3%	9%	8%	7%
Others	2%	-	1%	-	-	1%	6%	1%	1%	1%

Qn: What are the main sources of “Misinformation”?

On gender analysis, the survey established that there was a slight difference between the main sources of misinformation across both genders. Similar trends were evident in terms of analysis by specific age group, key to note is that the internet/social media stood out as the main source of misinformation for the youth (18 – 35 year), this is occasioned by the fact that the platform is used by youth as compared to the non-youth. Detailed findings are presented in Table 29 below.

TABLE 29: MAIN SOURCES OF MISINFORMATION BY GENDER AND AGE

	Age					Gender		Total
	18 to 24 Years	25 to 35 Years	36 to 45 Years	46 to 55 Years	Over 55 Years	Male	Female	
Internet site (Social media)	42%	34%	27%	25%	9%	30%	34%	32%
Politicians	12%	15%	16%	16%	28%	15%	15%	15%
Social influencers	9%	11%	12%	7%	6%	10%	11%	11%
Television	8%	6%	10%	13%	12%	8%	9%	9%
Radio	10%	6%	10%	11%	12%	8%	9%	9%
Community leaders	6%	9%	8%	9%	16%	9%	7%	8%
Newspapers	7%	6%	9%	13%	9%	9%	7%	8%
Religious leaders	5%	10%	7%	5%	3%	8%	6%	7%
Others	1%	1%	1%	1%	3%	1%	1%	1%

Qn: What are the main sources of “Misinformation”?

3.10. The Place of Civic Education

A considerable proportion (48%) of the surveyed positively rated the statement that civic education encourages electoral participation and optimal electoral conduct, with 14% and 5% disagreeing and strongly disagreeing, respectively as presented in Figure 63 below.

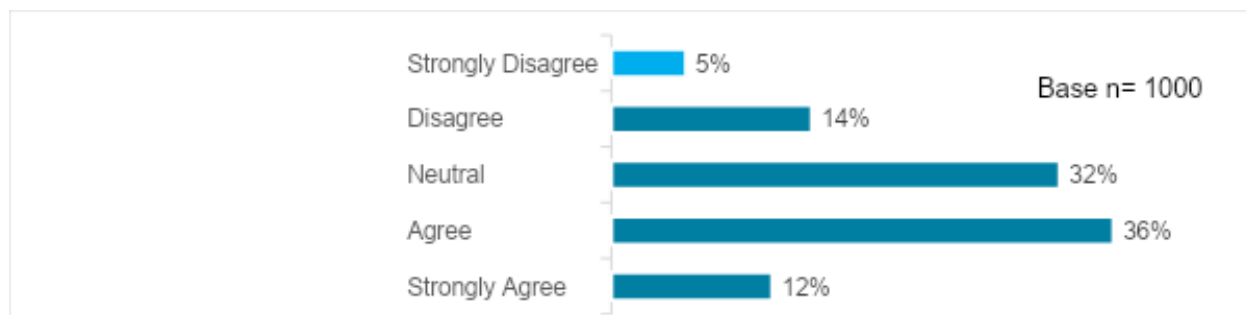


FIGURE 63: ROLE OF CIVIC EDUCATION IN ENCOURAGING ELECTORAL PARTICIPATION

Qn: On a scale of 1-5 (where 1 is Strongly Agree and 5 is Strongly Disagree, how would you rate the following statement). Civic education encourages electoral participation and optimal electoral conduct?

Verbatim comments:

"...Yes, when people understand their civil rights, they will be motivated to participate but the Nigeria political system does not give room for participation..." – FGD participant, Youth Kogi

"...With the current reality, it is possible on paper but not in reality..." – FGD participant, Youth Bayelsa

"...When we do civic education from school, you know we will groom the children from young age and by the time they are adults they will participate in election..." – FGD participant, Women Bayelsa

"...when people know their right they will participate in election and electoral process, many people don't know their right and that is why ignorance is affecting so many people..." – FGD participant, Osun

"...Yes, it encourages, when you educate our people they will know their right, they will know who to vote for, they will know that buying election is not good..." – FGD participant, Ondo

"...Yes, It can help, it is very important, it is when you know your right that you know what to do..." – FGD participant, PWD Ondo

Table 31 below presents findings on ratings of civic education in encouraging electoral participation and optimal electoral conduct by state and further mirrors overall findings as shown below.

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TABLE 31: RATING OF CIVIC EDUCATION IN ENCOURAGING ELECTORAL PARTICIPATION AND OPTIMAL ELECTORAL CONDUCT BY STATE

	State									Location		
	Anambra	Bayelsa	Edo	Ekiti	Kogi	Ondo	Osun	Abuja	Lagos	Urban	Rural	Total
Strongly Disagree	-	3%	1%	4%	30%	8%	8%	2%	2%	4%	8%	5%
Disagree	3%	8%	14%	13%	41%	16%	8%	-	19%	15%	13%	14%
Neutral	35%	51%	25%	20%	18%	40%	26%	26%	39%	31%	36%	32%
Agree	41%	34%	42%	59%	10%	36%	37%	60%	28%	37%	35%	36%
Strongly Agree	21%	3%	19%	4%	1%	2%	20%	13%	12%	13%	8%	12%

Qn: On a scale of 1-5 (where 1 is Strongly Agree and 5 is strongly Disagree, how would you rate the following statement). Civic education encourages electoral participation and optimal electoral conduct?

The table below presents feedback on ratings of civic education in encouraging electoral participation by gender and age.

TABLE 32: RATING OF CIVIC EDUCATION IN ENCOURAGING ELECTORAL PARTICIPATION AND OPTIMAL ELECTORAL CONDUCT BY GENDER AND AGE

	Age					Gender		
	18 to 24 Years	25 to 35 Years	36 to 45 Years	46 to 55 Years	Over 55 Years	Male	Female	Total
Strongly Disagree	6%	5%	6%	6%	6%	6%	5%	5%
Disagree	18%	16%	11%	11%	6%	15%	14%	14%
Neutral	27%	32%	34%	41%	44%	31%	33%	32%
Agree	37%	35%	38%	31%	32%	34%	39%	36%
Strongly Agree	12%	12%	12%	11%	11%	14%	9%	12%

Qn: On a scale of 1-5 (where 1 is Strongly Agree and 5 is Strongly Disagree, how would you rate the following statement). Civic education encourages electoral participation and optimal electoral conduct?

3.10.1. CSOs Effectiveness in promoting Civic Education

The survey established that almost 2 in every 5 (35%) of the surveyed respondents felt that CSOs engaged effectively in promoting civic education. 37 per cent were of the contrary opinion

while 28% were unsure whether civil society organizations were effective in promoting civic education.

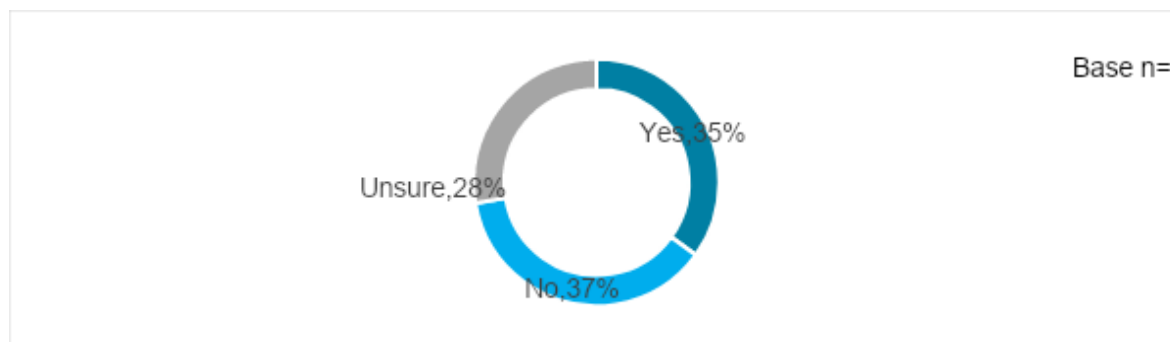


FIGURE 64: ENGAGEMENT OF CSOS IN PROMOTING CIVIC EDUCATION

Qn: Have the civil society organizations engaged effectively in promoting civic education?

Verbatim comments:

"...Are they really doing that! They are not that common here, I don't see that in my community..." –

FGD participant, Kogi

"...We don't see them, for instance presidential election is next year, by now the civil society organizations are supposed to be active, educating people, doing rallies..." – **FGD participant, Anambra**

"...They are effective but their impact is not showing at all..." – **FGD participant, Ekiti**

"...We are not seeing their work, they are not effective..." – **FGD participant, Osun**

In terms of states, the highest proportion of surveyed respondents who felt that the civil society had not adequately been involved in promoting civic education were from Kogi (81%), Lagos (51%) and Ekiti (51%). On the contrary, those who felt that the CSOs engaged effectively in promoting civic education were from Abuja (57%), Osun (48%), Anambra and Edo (43%) as presented in Figure 65 below.

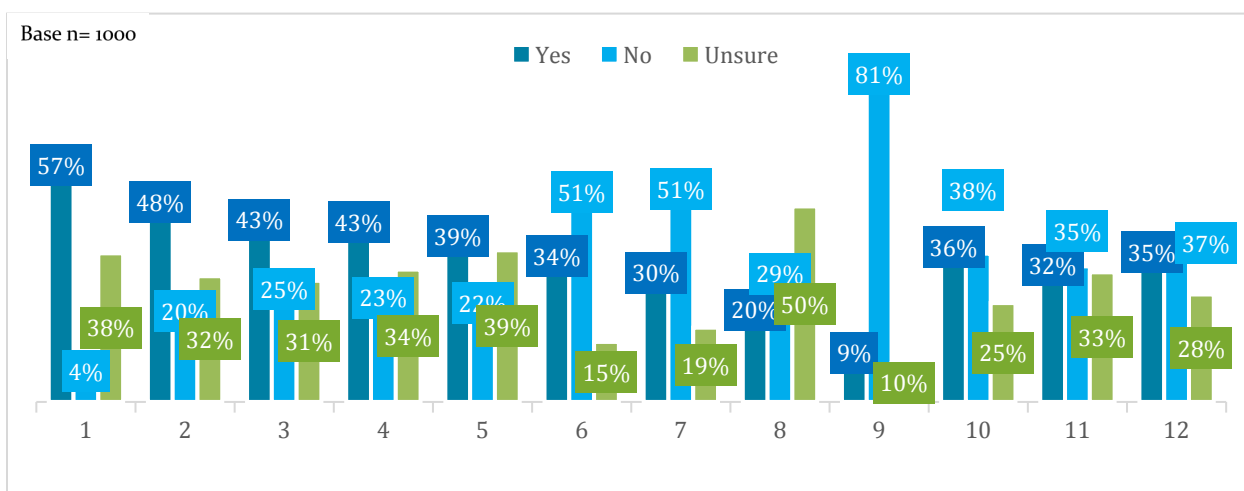


FIGURE 65: ENGAGEMENT OF CSOS IN PROMOTING CIVIC EDUCATION BY STATE

Qn: Have the civil society organizations engaged effectively in promoting civic education?

3.10.2. Marginalized groups Participation in the Electoral Process

Approximately 2 in every 5 (39%) of the surveyed respondents noted that the marginalized groups such as youth, women, PWDs and IDPs have increasingly participated in the electoral process. However, 37% were of the contrary opinion whereas 23% were not sure, as presented in the Figure 66 below.

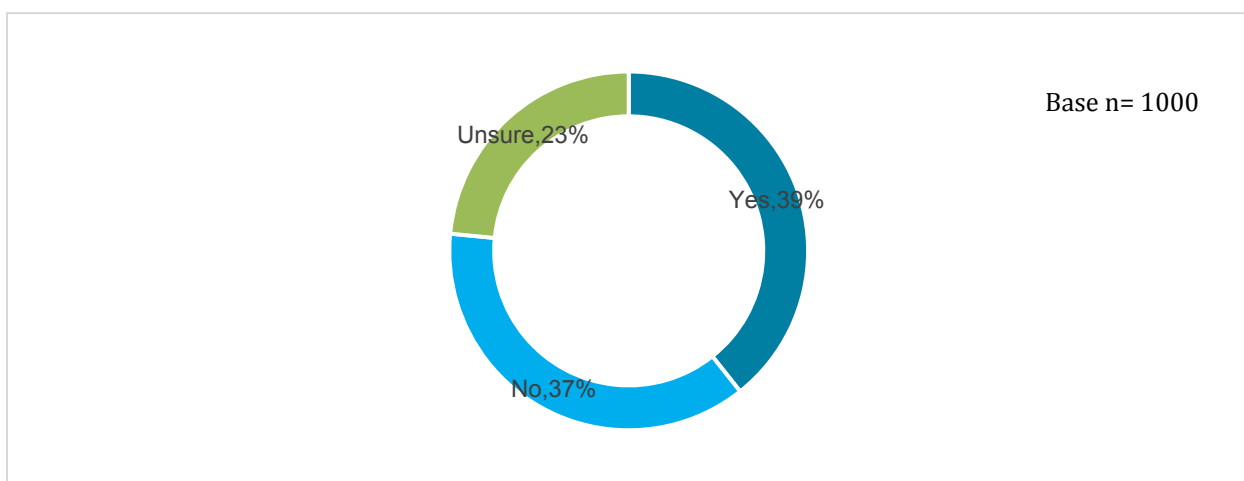


FIGURE 66: PARTICIPATION OF MARGINALIZED GROUPS IN THE ELECTORAL PROCESS

Qn: Do marginalized groups (youth, women, PWDs and IDPs) increasingly participate in the electoral process

Verbatim comments:

"... Women participation is decreasing..." – FGD Participant, Osun

"...Youths are backing out, like me I am not interested because our vote does not count..." – FGD Participant, Youth Bayelsa

"...The PWDs are getting a voice, during the last election, they were mobilized to vote which resulted to the high number of votes from them..." – FGD Participant, Kogi

"...I think it has reduced, like the PWDs, some that cannot walk there is no provision for them to get to the polling unit, no vehicle to convey them..." – FGD Participant, Women Bayelsa

"...For me the PWD, they are also trying their best to engage politically..." – FGD Participant, Ondo

"...Not really, in this part of the world they are not encouraged to go into politics, they see them as minority, they don't count..." – FGD Participant, Anambra

Figure 67 below presents sentiments on participation of marginalized groups by state. Most of the surveyed respondents who agree that the marginalized have increasingly participated in the electoral process are from Edo (66%), Osun (61%) and Kogi (55%). On the other hand, rural (47%) more than urban (36%) surveyed respondents agreed that the marginalized groups such as youth, women, PWDs and IDPs have increasingly engaged in the electoral process. On the other hand, literature indicates that over time, few women have maintained a prominent role in Nigerian politics, and so the place of women in Nigeria's political and social firmament has always been more or less weak⁹. Still, for PWDs, stigma and discrimination continue to be a widespread phenomenon affecting all facets of their lives in Nigeria. These phenomena manifest themselves in the political arena, family life, personal home, work, and even at the societal level. Further, in Nigeria, there are about 61.3 million Nigerians aged between 19 and 35, yet they are totally underrepresented in government, characterized by voter apathy. This suggests that approximately 33% of the federation's population is inadequately represented in governance¹⁰.

⁹ Ake Modupe et al., 2019

¹⁰ <https://businessday.ng/politics/article/leveraging-technology-to-end-nigerian-youths-voter-apaty/>

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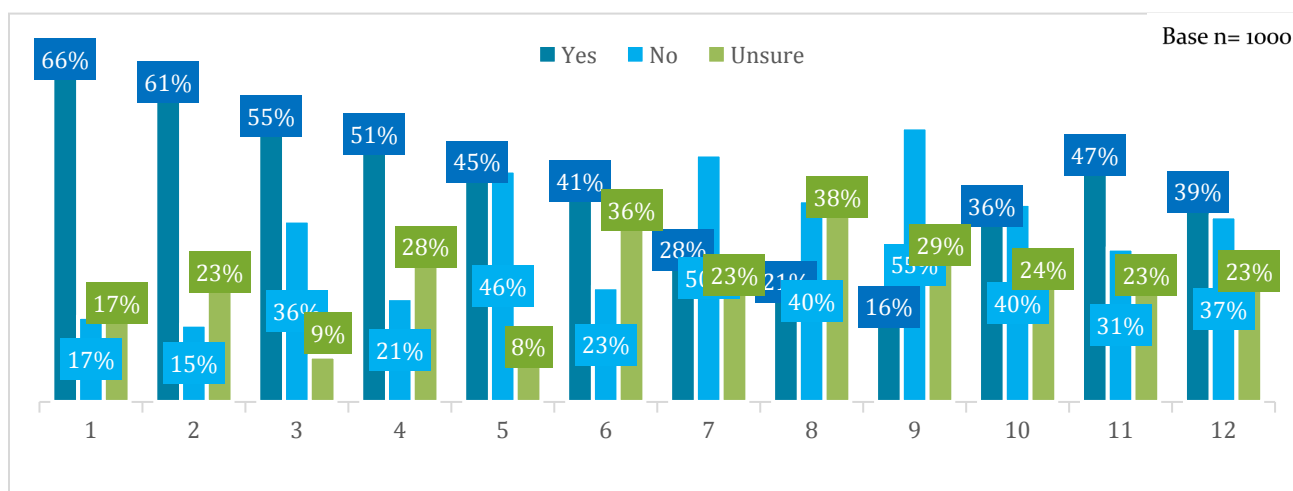


FIGURE 67: PARTICIPATION OF MARGINALIZED GROUPS IN THE ELECTORAL PROCESS BY STATE

Qn: Do marginalized groups (youth, women, PWDs and IDPs) increasingly participate in the electoral process

On gender analysis, the figure below presents findings that survey findings show that more females (41%) than males (38%) believe that the marginalized groups (youth, women, PWDs and IDPs) have increasingly participated in the electoral process.

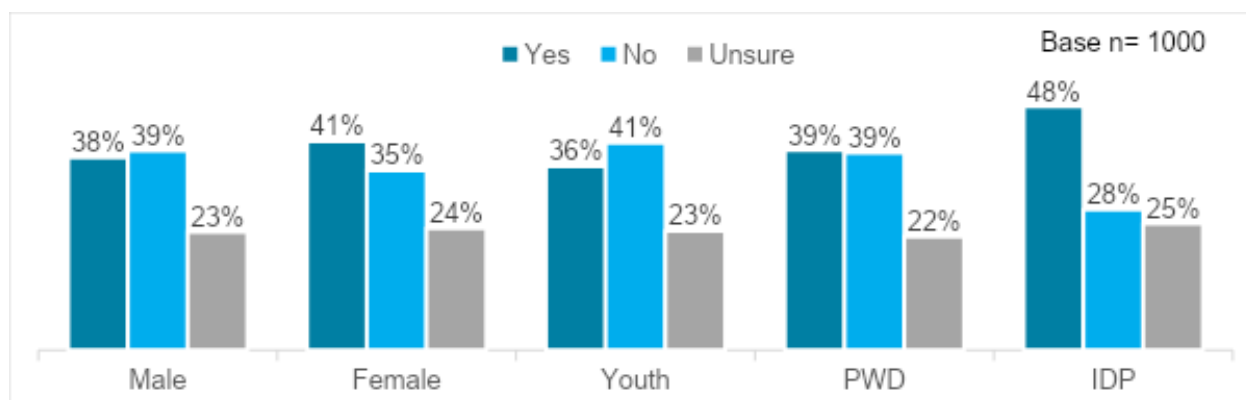


FIGURE 68: PARTICIPATION OF MARGINALIZED GROUPS IN ELECTORAL PROCESS BY GENDER AND PWD VS IDP

Qn: Do marginalized groups (youth, women, PWDs and IDPs) increasingly participate in the electoral process

3.10.3. Civic Education Effectiveness in Countering Misinformation

Two-in-Five (40%) of the surveyed respondents indicated that civic education helps in countering misinformation and hate speech by the state. Thirty-seven per cent were of the contrary opinion whereas 23% were not sure as shown in Figure 69 below.

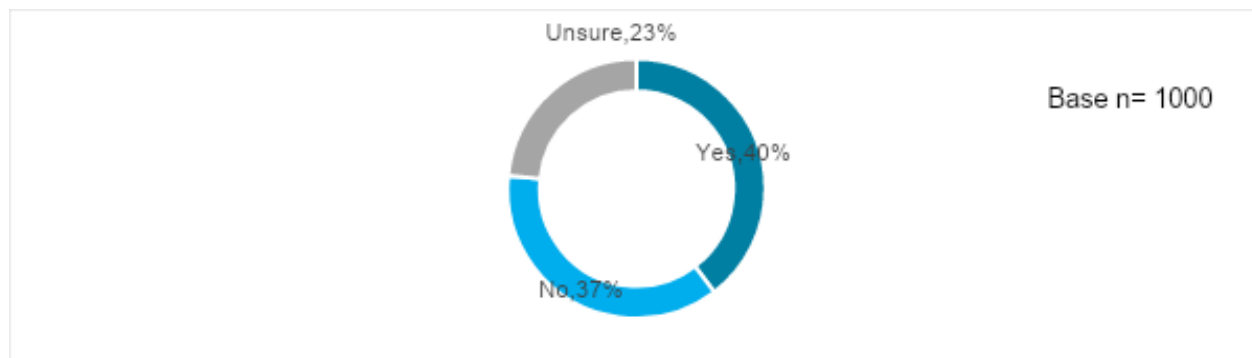


FIGURE 69: ROLE OF CIVIC EDUCATION IN COUNTERING MISINFORMATION AND HATE SPEECH

Qn: According to you does civic education help counter misinformation and hate speech?

Overall, the highest proportions of those who felt that civic education had been effective were recorded in Abuja (83%), Edo (53%) and Anambra (52%) whereas the lowest numbers were reported in Ondo (6%) and Kogi (18%) as shown below.

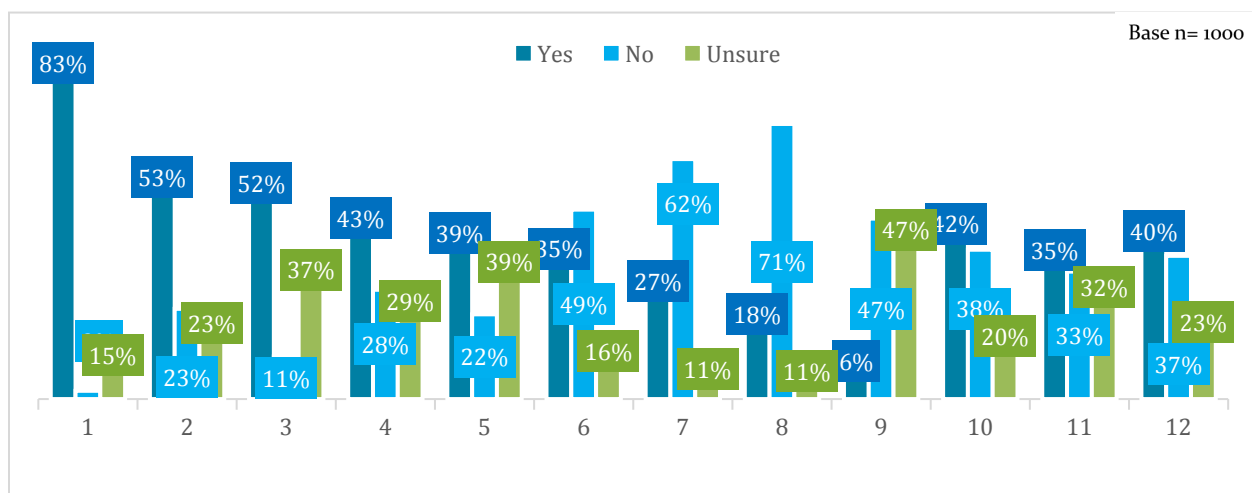


FIGURE 70: ROLE OF CIVIC EDUCATION IN COUNTERING MISINFORMATION AND HATE SPEECH BY STATE

Qn: According to you does civic education help counter misinformation and hate speech?

4.0. EXPERT OPINION

Representative and Accountable Institutions and Processes

Sentiments from the surveyed key informants shows that the electoral reforms initiated in the country to guarantee free and fair elections have been effective to ensure the will of the people is upheld and respected. In essence, the key informants noted that there have been various developments such as the electronic transmission of results and the enactment of the electoral act. This election has thus created an environment where free and fair elections are conducted.

Verbatim comments:

"...Just 2 weeks ago the president attended to the new electoral act, what will it do for us, it is a way forward, the 2019 and 2015 elections all had their issues, in some locations the card reader was not there, what the electoral bill recognized before now is the manual, a situation where people come and they are accredited and they vote manually..." - KII Political Leader

"...Yes, I can say there has not been free and fair election in the past especially in 2015 but talking about 2019 election, it was never free and fair ..." - KII Blogger

"...It was but with some reservation, the electoral act that has been passed by the government, I look at what is there that if it can be strictly adhered to, Nigeria will be good to go..." - KII Journalists

"...Secondly there is electronic transmission of result, in 2015 / 2019, after the election people had to carry the result manually from the polling unit to their ward, from ward to LGA center, from LGA center to local government center..." - KII Political Leader

"...Now the result does not have to move that way, before and after the election, 2 weeks they are still counting results, while moving on the road they can doctor the results, they can do anything while moving on the road which will not represent the will of the people..." - KII Political Leader

"...But the new electoral act has mandated every official to forward results electronically, so after election the result would be transmitted electronically and it will go into the data base and results will be announced immediately and that is to say that election can be done today and result would be announced immediately, it is a step forward for Nigeria..." - KII Political Leader

Equal participation for both women, men and marginalized groups in decision-making is a democracy, justice, equality, respect for human rights and good governance matter. Equality between men and women in the field of decision-making is critical to better reflect the composition of the society, reinforce democracy and promote its efficient functioning. Further, it is likely to benefit the economic growth and competitiveness of any economy. Generally, the key informants noted that women, Youths, PLWDs and IDPs did not have equal opportunities especially when it came to vying for electoral positions, this given the fact that only a few

women had occupied any elective position. The key constraining factors mentioned include cultural/religious barriers, gender stereotypes, political party systems/structures, lack of finance for campaigns, inadequate exposure to education. However, on a positive perspective, key informants noted that the environment was conducive for women to vote and that the state not only guarantees but advocates for the constitutional rights of women to vote.

Verbatim comments:

"...They have equal opportunities as voters but not as candidates, you can see for yourself what happened in the general assembly. The number of women, youths and other marginalized groups like you have mentioned PWDs..." - KII Journalists

"...They don't have equal opportunity, today is women day, I was invited to speak in a women development centre on that subject matter, in this part of the world we know how to talk and we don't act, there is no modality on ground for women to fight for political position, even appointment is 60:40..." - KII Political Leader

"...No... .. Because there are ways of running things in this country that is not really as expected, there are dubious ways that they run things so it is not as expected..." - KII CSO

"...When it is time for election, how many women, youth and marginalized communities are out there, how many men encourages their wives to fight for political appointment, there should be an improvement in that area because what a man can do a woman can do better..." - KII Political Leader

"...In the government of this nation you cannot even see 20: 80, women are not given an opportunity, unless they have a key relation within government..." - KII Political Leader

"...You will see community development union gathered and it is only men all through, they make decisions without considering the input of women that is discrimination..." - KII Political Leader

Findings from interviews conducted with the key informants indicate that elections are still not free, since they are plagued by corruption, intimidation as well as external interference.

Verbatim comments:

"...We are still battling with corruption, you can see intimidation everywhere, you can see the government, if you are in power you do all it takes to hinder the opposition candidate to take power from them, corruption and intimidation is everywhere..." - KII Journalists

"...No, there is corruption when it comes to electoral process, the way they run the election is not free, INEC, compare to the foreign country, here in Nigeria it is not free..." - KII CSO

"...They are not free from corruption and intimidation, right from the time that the country has been having election, it has been full of corruption, like this is the candidate that we want and at the end we would not have them as the candidate that is elected, so I can say that it is not free and fair..." - KII Blogger

"...It is not, there is no election anywhere in the world that will be free from corruption, interference and intimidation but every day we are fighting to reduce external interference, corruption, intimidation, violence, people try to buy vote, people try to lobby for their own interest, why, because the electorate has not been properly sensitized to know their right and how to secure it, most of them are out there looking for candidate with highest money, they vote for the highest bidder..." - KII Political Leader

Further, a majority of the key informants noted that disputes or allegations of election fraud were not being peacefully addressed and resolved to the satisfaction of all concerned, highlighting issues such the lack of a smooth court process and lack of adherence to the constitution. However, they still noted that there seems to be light at the end of the tunnel, especially with the new election law.

Verbatim comments:

"...Had it been it is effective, things will not be going this way, had it been they are being addressed things will not be getting worse, it is not been addressed, we are in 2022 and things are worsening, things are not fine as expected so it is not well addressed..." - KII CSO

"...It has not been addressed, like I said the new electoral act, if it is strictly adhered to the punishment there if it is enforced, but as it is it has not be addressed, you can see what happened in 2019 election, bullion van everywhere, it has not been addressed..." - KII Journalists

"...I can say we don't have a clear way we can address this issue at all, the issue of dispute and allegations we don't... Sometimes they address it peacefully but to resolve it is the challenge that we have in Nigeria..." - KII Blogger

"...It is been addressed, thank God to the new electoral law, it is time to put it into practice and then we believe it is a step forward, it is been addressed but before this time it is nothing to write home about..." - KII Political Leader

"...The court process is not smooth, you can see what happened in Ondo state in 2020..." - KII Journalists

"...There is no constitution in government, if people are part of the government they will support what they are doing but when they are not part of the government they will be against the government but with the new electoral act, it is a step forward for the people..." - KII Political Leader

The survey established that significant strides still need to be made to ensure full integration of the vulnerable populations such as youth, Persons with Disability and Internally Displaced Persons in order to ensure they are adequately represented.

"...They are not adequately represented. Look at the man on wheel chair, because our election is usually violent, how would you expect him to go and cast vote, in the process when there is gunshot how would he run but they can be well represented if the security is guaranteed, the bottom line is security, a vulnerable person would not want to be exposed to more vulnerability..." - KII Political Leader

"...No, they are not..." - KII CSO

"...Not at all, they are not adequately represented..." - KII Journalists

In terms of the initiatives that would guarantee improved representation, key informants noted that the government needs to anchor them around curtailing violence in order to ensure optimal exercise of rights, introducing special seats for the vulnerable groups and increasing awareness on the need of the vulnerable to vie for political positions.

"...When vote is counted and if the issue of thugs and violence is addressed by the INEC then people will be free to exercise their rights, they will be free from harassment..." - KII Journalists

"...It's in government hand, if the government can see to it, they should care about all these groups the way it supposed to be, then it will be better..." - KII CSO

"...We can increase their representation by going to them, letting them know of it, creating awareness, I think because they are not aware that is why they are not fully represented..." - KII Blogger

The most appropriate communication channels for disseminating information for varying demographics such as the (Youths, women, IDPs, and PWDs) include leveraging on mass media platforms such as radio, television and newspaper, digital and social media platforms such as WhatsApp, Facebook and Instagram as well as physical forums. Some of them had this to say:

"...Town hall meeting, forget about the town hall meeting, everybody is corrupted, anyone can wake up and post anything and that is why people are scared, they will post violence of what happened so many years ago as what is happening now and you see people running up and down. It is town hall meeting, people should be engaged in their communities, their villages where they would be able to air their view and talk to the government..." - KII Political Leader

"...Radio station, most especially social media..." - KII Blogger

"...Instagram, WhatsApp and Facebook..." - KII CSO

"...We are in the era of digital most youths are on the internet, you can reach 90% of them on internet, they are internet compliance, someone of them use Facebook, Instagram, Whatsapp..." - KII Journalists

"...Radio because the women are always busy but they listen to radio and watch TV..." - KII Journalists

The most effective channels to circulate information on election and democratic processes among (Youths, women, IDPs, and PWDs) include billboards, internet, social media and mass media platforms such as radio and Television.

"...Billboard and internet..." - KII CSO

"...Social media, women radio station and for PWDs and IDPs, radio station too..." - KII Blogger

"...Town hall meeting. Meet people in their village, it will be effective..." - KII Political Leader

"...Like I said most of them have attached their daily activities to the internet, for youths internet is the most appropriate channel to reach them..." - KII Journalists

"...Radio because most of them don't have access to TV but those we have visited we see them with transistor radio..." - KII Journalists

"...There are other channels but its corrupt, nobody know knows the genuineness of what is posted, if you use TV or radio what if there is no light..." - KII Political Leader

MISINFORMATION AND HATE SPEECH

Sentiments from key informants indicate that hate speech is the practice of using threatening or abusive statements or script that portrays prejudice against a particular group. Especially on the basis of choices, religion, race or sexual orientation. Further, they noted that it may trigger violence and are mostly negative and abusive. Some of them had this to say

"...When you want to promote violence, when you do anything that will increase violence then you are doing hate speech..." - KII Political Leader

"...Hate speech are speeches made to intentionally derogate, debate and abuse an opponent..." - KII CSO

"...Hate speech is deliberate act of information or deliberate miss information to people or group of people..." - KII Journalists

"...It is you saying negative words, e.g. when someone says "can you imagine, is that the way they supposed to do it" saying negative words about what someone has spoken..." - KII Blogger

The key stakeholders noted that the levels of misinformation and hate speech are surprisingly high and propagated by different individuals anchored by different mass media and social media platforms. They had this to say regarding the levels of misinformation and hate speech within the country.

"...It is on the increase, I have talked about social media a lot, they criticize those in power for no reason, how would you say "Buhari is stupid, are you alright, what makes him stupid" that is not a critical evaluation, if you say Buhari is not getting it right then you site examples, when you find a problem what are the solutions too, that is when we will know the difference between you and the person that you are criticizing, so you don't come outside and insult people, you are insulting them for no reason..." - KII Political Leader

"...It is on the high side because some people just share information on the internet without verifying whether it is true or not, we have information that is not correct and when you decide to share it, it can cause hate speech..." - KII Journalists

"...It is very high; Nigeria has different ethnic group and everyone is trying to protect the ethnic group they belong so the level is very high i.e. like the issue of herdsmen, Boko haram, ethnic differences, you know all these generate hate speech to the government, ..." - KII CSO

"...You see people call out office holders, they insult that, if you want to criticize someone, let's say this man is supposed to do this, if he did not do it you ask why, you criticize based on that..." - KII Political Leader

"...It is very high. 98%..." - KII Blogger

Sentiments from the in-depth interviews indicate that the key targets of hate speech could be anyone depending on their ethnicity, political affiliation and religion, political leadership and even the government.

"...Political office holders.... Because in this part of the world people believe that the government should do everything for them..." - KII Political Leader

"...Everyone... .. It is not directed to anyone in particular, everyone, it can be you or me, we are all human and because you say something or they don't like you, they can say hate speech about anyone..." - KII Blogger

"...Religion, political affiliation, ethnicity..." - KII CSO

"...Depending on the information, it can be government, individual especially the politicians..." - KII Journalists

The main channels used to propagate hate speech or where hate speech is domiciled is in social media platforms such as Facebook, WhatsApp and Twitter as well as some mass media platforms for instance radio. Some of them had this to say:

"...Social media, Facebook, Twitter, WhatsApp messages, they send terrible messages and they say "forward to many people" they don't even tell you where it is coming from, it can be voice note..." - KII Political Leader

"...Particularly now, in the 21st century, most of it come through internet, lots of misinformation..." - KII Journalists

"...Social media, it is the overall medium where you can disseminate hate speech..." - KII Blogger

"...Radio can be used, then it was radio but today we have handset and we have various platforms formed, some are formed for religious purposes and some political purposes so these ooze out from these channels..." - KII CSO

The impact of hate speech has been immense and mostly negative, mainly leading to the lack of peace and sometimes violence.

"...The impact is enormous, people are even using it to win election, they can black mail anyone and it goes viral, once it goes viral, nobody cares to do verification, is it true or not, rumors will go round and before you know it, it will give another person undue advantage..." - KII Political Leader

"...it is big we can see the impact, for example during the end of SARs, there was hate speech, during election as far back as from 2007 to 2019, it causes lots of riot..." - KII Journalists

"...The impact has been negative impact, it has not impacted positively at all... .. It does not increase the country, neither does it help the economy..." - KII Blogger

Sentiments from the in-depth interviews conducted indicate that the following needs to be done to deal with perpetrators of hate speech:

- Introduction of a legislation to sanction hate speech perpetrators
- Prosecution of perpetrators
- Arrest of suspects of hate speech

"...There should be legislation against hate speech, the last time the government want to do that, they said they want to ban social media, there should be a law against anybody that spread such message..." - KII Political Leader

"...The action should be severe that younger generation should know that it is dangerous to embark on hate speech, they should be charged in court because hate speech has the ability to destroy the entire nation..." - KII CSO

"...Those who perpetrate hate speech should be prosecuted to be example to others..." - KII Journalists

"...If there can be a way whereby they arrest the perpetrators it can decrease the numbers..." - KII Blogger

Further, key informants noted that the government is barely doing enough to sanction perpetrators of hate speech. The key initiatives that could be introduced include championing awareness programs to educate on hate speech and the consequences of participating in propagating hate speech, passing a bill that will ensure future prosecution of culprits among other initiatives as highlighted below:

"...They are not, they are afraid to do it because anything government does, it is seen as government is trying to protect itself and that is why it is not working..." - KII Political Leader

"...They are trying but the government is also part of hate speech, are they not part of the perpetrators..." - KII Journalists

"...The government should start by passing a bill in the house, the house of rep, they should introduce bills that fight against hate speech of various magnitude and by so doing we will achieve result..." - KII Political Leader

"...No, they are not, it is also political related because you see hate speech among the politicians and political parties so they cannot do anything about it..." - KII CSO

"...Like what I said before that they should be arresting the instigators..." - KII Blogger

"...Enlightenment programs, not only when you prosecute, let them know what they are doing is not good for the society, there are lots of fact checkers on the internet, when people say something go to fact checker, so enlightenment programs will reduce it to the bare minimum..." - KII Journalists

The in-depth interviews found that a majority of the key informants are of the opinion that civic education encourages electoral participation and optimal electoral conduct, by more or less

creating awareness on the importance of the electoral process. Some of the key informants had this to say

"...Yes, it does. When we talk about civic education you sensitize the people, let them know their right and obligation to participate in electoral process, if civic education is encouraging it will let people know their right, a lot of people don't care in this society, when you tell them..." - KII Political Leader

"...Yes it does... Most of the people don't understand their right but when they are civically educated they understand why they need to participate in electoral process..." - KII Journalists

"...I can say civic education does not encourage participation and optimal electoral conduct. Civic education obtains the rights and obligations of the citizen and here in our country where a citizen cannot say this is my right and this is my obligation, I can say it does not work..." - KII Blogger

"...Yes, it does... .. because if there is civic education, before the younger generation get to that level they are already configured with the way to conduct politics ..." - KII CSO

The key informants noted that the civil society organizations have not engaged effectively in promoting civic education as their impact is not felt and they can do better in mobilizing, educating and providing advice to the general public.

"...They have not, where are they, we need to feel their impact, when you talk about civil society organization you talk about NGOs and others, they should print flyers, they should engage the undergraduates, they should engage professional bodies, they should go out here and talk, we need to see their impact, they are not doing that, it is when the government brings out bad policy that you hear civil society organization telling you they will protest, at the end of the day they will be settled..." - KII Political Leader

"...No, they are not, everyone is weary about the situation of the country, no one wants to take action or stand to it..." - KII CSO

"...On their own they will say they are but for me they are not. Because from the past elections I have not been seeing people exercising their rights and obligations, it has not been working..." - KII Blogger

"...They are trying, I know so many civil society organizations mobilizing, educating people but my advice to them is that not only when election is coming that they should engage and enlighten people, even prior to election people should know their rights..." - KII Journalists

Equally the government has not done enough to enhance civic education. Some of the key stakeholders had this to say:

"...They are engaging but not effectively, they need to make civic education compulsory and when you go to the higher institution there is civic education and all these are geared towards effective dissemination of information to make people to be aware of their rights but it is not effective..." - KII Political Leader

"...I don't think they have done enough... .. You know when we decide to share our views and the education we are talking about it on a party line and it will not be effective, the election has been polarized and tailored towards parties..." - KII Journalist

"...They are not because if the citizens know their right and they are truly working towards their right and obligations it will affect them, take for instance, you are government and I am citizen, this is what they want me to do and I know this is my right, I will tell you I cannot do it because I know my right..." - KII Blogger

"...No, they are not doing enough... ... Because even if they are having civic education as part of their curriculum, it is not that emphasized, let us look at civic education as an agency of government, are they doing enough to enlighten people, they are not..." - KII CSO

Sentiments from the study indicate that civic education helps counter misinformation and hate speech. In a nutshell, if citizens become educated about what is expected of them they become enlightened on what not to do and the consequences of such actions. Some of the key informants had this to say:

"...Yes if civic education can be made effective then there would be proper dissemination of information, people will understand reasons not to be involved in hate speech..." - KII Political Leader

"...Yes... ... If people are educated about what is expected of them as citizen of the country, what is expected of them during election, what is expected of them during campaign they will know what to do at any given point in time..." - KII CSO

"...Yes.... It is what you know that will counter your action, if you are informed that will change your attitude towards a particular course..." - KII Journalists

"...No, it does not, in our government here in Nigeria, even when you know your rights that you are supposed to fight for things, lots of things are happening..." - KII Blogger

To improve the current trends the following needs to be done:

- Need for stakeholder engagement and inclusion of key groups in state decision making
- Need to enhance and encourage civic education as well as public participation
- The education curriculum needs to be fully expanded and integrated to cover topics on civic responsibilities and civic engagement in order to alleviate issues of hate speech and misinformation.
- Sanctions and punishment for hate speech perpetrators

Verbatim comments:

"...The curriculum in the education system should be expanded, the informal way of education should be encouraged..." - KII Political Leader

"...It is to continue with the way we are doing it now and improve on it by engaging all the stakeholders particularly the journalists, the community leaders, we should go down to the grass root, we should not limit it to the educated alone, let us go down to those in the market..." - KII Journalists

"...the only way to stop it is if there is punishment, some use it as a tool, so the best way is to give punishment for misinformation if not they will continue to do it..." - KII CSO

"...Let me put it this way, there is a way they can improve it but the corruption that we have now I will say it will still remain the same way..." - KII Blogger

"...The perception is that if you vote the vote will not count, if you vote they already know who will be there but if they know their right and why they should vote..." - KII Journalists

Public participation, on the perspective of key informants, is a key tenet in a democracy. However, it is not adequately practiced as a result of bad governance and poor leadership. This is what some of the said:

"...Yes, it is and that is why they say government for the people by the people, if people are allowed to participate then we say democracy is effective. People should be allowed to engage in the process..." - KII Political Leader

"...I can say yes and no, at a time they were participating and now they are discouraged because of bad governance and bad experience..." - KII CSO

"...At least to a reasonable extent because those representatives are from the society also, they are not from heaven they are part of the society..." - KII Journalist

In conclusion, the interviewed key informants noted that the youth, PLWDs and IDPs did not have equal opportunities especially when it came to vying for electoral positions. Further, they indicated that significant steps still need to be made to ensure full integration of the vulnerable populations in order to ensure they are adequately represented. On the flip side, the survey results indicate that 39% of the surveyed respondents were of the opinion that the marginalized groups have increasingly participated in the electoral process, nevertheless, 37% were of the contrary opinion.

Key informants noted that elections are still not free, since they are plagued by corruption, intimidation as well as external interference and that disputes or allegations of election fraud were not being peacefully addressed and resolved to the satisfaction of all concerned parties. The findings are in line with results from literature review, it is noted from findings by the Human Rights Watch that Nigeria has barely had a free and fair general election since the end of military rule; particularly during 1999 and 2003. The polls were characterized by corruption widespread violence, intimidation, bribery and vote rigging. Consequently, officials who came to office through that process have mostly not realized the hopes of Nigerians for better governance and socio-economic advancement¹¹.

¹¹ <https://www.hrw.org/legacy/backgrounder/africa/nigeria0407/1.htm>

The most appropriate communication channels for disseminating information for varying demographics such as the (Youths, women, IDPs, and PWDs) include leveraging on mass media platforms such as radio, television and newspaper, digital and social media platforms. These findings were in line with findings from the quantitative phase. Further, whereas the key stakeholders noted that the levels of misinformation and hate speech are surprisingly high and propagated by different individuals anchored by different mass media and social media platforms; survey findings noted that a significant proportion (62%) of the surveyed respondents who mentioned that they were aware of hate speech had actually experienced it at some point.

Sentiments from the in-depth interviews indicate that the key targets of hate speech could be anyone depending on their ethnicity, political affiliation and religion, political leadership and even the government. The quantitative phase, on the other hand found that the key targets of hate speech were predominantly, women, persons with disabilities, the poor and LGBT. On hate speech, key informants noted that the main channels used to propagate hate speech was in social media platforms such as Facebook, WhatsApp and Twitter as well as some mass media platforms for instance radio. On the other hand, the survey established that the main sources of misinformation were the Internet (32%), politicians (15%) , social influencers (11%), Television (9%) and radio (9%).

5.0. CONCLUSION

1. Social media, radio and television are the main channels relied on for information. Other key channels relied on are websites of news media organizations, print media and personal news blogs. Moreover, social media is mostly relied on by surveyed residents of Abuja, Lagos and Kogi. Radio is preferred by respondents from Bayelsa, Ekiti, Ondo and Osun, whereas television stands out more for surveyed residents of Bayelsa, Edo and Ondo as compared to the other states. Furthermore, females more than their male counterparts rely on social media and TV. On the other hand, slightly more males than females depend on radio and websites for information.
2. IDPs more than PWDs rely on social media for information. On the other hand, more PWDs than IDPs rely on radio.
3. Entertainment is the top information need for the surveyed respondents who watch television and radio, followed by political news which was more sought out in radio and television and sports which was slightly more sought out in TV than radio.
4. The youth rely on television for entertainment stories whereas the non-youth rely on the platform for political news. In terms of gender more females than males seek entertainment stories while members of the male gender are more inclined to political news and sports. For radio, surveyed youth rely on it for entertainment stories as compared to the non-youth. On the other hand, the non-youth rely on the platform for political news. In terms of gender more females than males seek entertainment information while members of the male gender source for political news and sports as compared to their female counterparts.
5. More youth than non-youth watch television for less than 4 hours whereas more non-youths subscribe to TV for more than 5 hours. Additionally, the survey established that TV is mostly watched between 6PM – 10 PM whereas radio is listened to mostly in the periods between 6AM and 10 AM.
6. Social media platforms that are usually used include Facebook, WhatsApp and Instagram, similarly those that are used most often are the three Facebook, WhatsApp and Instagram. Moreover, social media is mostly used by the youthful population as compared to the non-youth. Further, there are no significant differences between usage of social media platforms across the two genders. In terms of favourite social media platforms, Facebook and

WhatsApp stood out. Additionally, most of the surveyed respondents subscribed to their favourite social media platforms for more than 6 hours in the past week.

7. The main social media activities engaged in are entertainment and networking. Other activities include catching up with breaking news, to pass time, self-branding, research and gossip.
8. A significant proportion of the surveyed respondents portrayed have some level of confidence in the media. Additionally, the most trusted media platforms are social media, radio, television, internet/websites and newspaper/publications. The key reasons for trust in media platforms are that they provide current news/breaking news, are consistent and that they report important issues.
9. Nigerians are generally concerned on how the media reports issues about their country or community and especially during elections. Key platforms used for misreporting include social media, television and radio.
10. A considerable proportion of the surveyed are aware of the term hate speech. However a sizeable proportion of the surveyed respondents mentioned that they were not aware of the term hate speech. Of these, a majority indicated that after reviewing the definition of hate speech, they had actually not used hate speech without realizing it.
11. Most Nigerians are aware of the term misinformation. The main source of misinformation cited include internet sites/social media, politicians, and social influencers. Other sources include television, radio, community leaders, newspapers and religious leaders. Awareness levels were equal for members of both male and female genders. In terms of age, awareness levels are higher for those aged 18 – 45 in comparison to those aged 46 years and above.
12. A significant proportion of Nigerians who are aware of hate speech have encountered it. Those who have encountered hate speech encountered it when it was posted/said by someone from social media, by a politician, a social influencer, community leaders, religious leaders, radio, newspapers and television. Further, hate speech cases were highest in Osun, Ekiti and Ondo whereas on the flip side it was lowest in Bayelsa, Lagos and Abuja.
13. The key targets of hate speech are women, persons with disabilities, the poor and LGBT. When experiencing hate speech, the general public would ignore it, would reply and react or ask for advice. Other responses include reporting to authorities, passing on to a friend and joining a campaign project.

14. The key recommended reactions towards hate speech would be for it to be controlled and monitored, perpetrators to be punished. Other recommended ways of dealing with the vice include forbidding it, opposing and fighting it and encouraging civic education. However, the government/state is not doing enough to fight hate speech.
15. The survey established that civic education encourages electoral participation and optimal electoral conduct and aids in averting misinformation and hate speech by the state.

RECOMMENDATIONS

The following recommendations and suggestions resonate with the findings of this research.

1. There is a need to create an enabling environment that allows for the participation of the vulnerable groups to engage meaningfully in decision making processes in an effective and sustainable way that is free from violence and harassment of any kind. Search should therefore intensify the use of social media as a platform for sensitization campaigns and programs. Accessibility to social media has intensified in recent years and a significant percentage of young people spend their time on these platforms. As seen from In-depth interviews and desk review, the use of social media has played a key role in reaching out to the marginalized communities.
2. It is paramount for political parties to create a support network for aspiring individuals who fall under vulnerable groups such as women, youth, PWD and IDPs this can be actualized by pairing them with already established politicians who will play a critical role as role models and mentors and provide capacity building for the aspiring politicians so as to enhance and develop them ahead of subsequent elections.
3. Findings from interviews conducted with the key informants indicate that elections are still not free. To address this, there is a need for the government to step in and create a conducive environment for elections. This can be actualized through introducing appropriate sanctions for corruption, intimidation as well as external interference.
4. There is need to bolster awareness on hate speech and misinformation, this can be achieved through a multi-stakeholder approach involving both the government and the private sector, this can be achieved through leveraging on mass media platforms such as radio, television and newspaper, digital and social media platforms such as WhatsApp, Facebook and Instagram, that stand out as platforms used by the general public
5. In order to curtail misinformation as well as hate speech, there is a need for the government to prosecute hate speech perpetrators. This should be preceded by

introduction of appropriate legislation that sanction such behavior and succeeded by awareness creation on the perils of hate speech and misinformation and the consequences of engaging in the vices.

6. The survey found that a majority of the key informants are of the opinion that civic education encourages electoral participation and optimal electoral conduct, by more or less creating awareness on the importance of the electoral process. However, it is still noted that the government has performed dismally in properly integrating civic education. It is thus important for the government to fully take up this role in a bid to help counter misinformation and ensure full participation of the general public in state activities.
7. The survey found that civil society organizations have not engaged effectively in promoting civic education as their impact is not felt. As a result, it is important for the CSOs to step in their role of holding the government accountable for action and policies. Further, it is critical for the CSOs to step up in mobilizing, educating and providing advice to the general public.
8. The media should continue playing its role of keeping the citizenry abreast of current events and raising awareness of various issues in the country. This given that it has an extremely significant impact on the public's views and way of thinking. The media is the primary means through which public opinion is shaped and sometimes manipulated. Elections constitute a basic challenge to the media, putting its impartiality and objectivity to the test. The task of the media, especially national media outlets, is not and should not be to act as a mouthpiece for any particular candidate or government body. Its basic role is to educate and enlighten the public and act as an objective and neutral platform for free debate.
9. Organizations should intensify the use of social media as a platform for awareness campaigns and programs. Accessibility to social media has intensified in recent years and a significant percentage of young people spend their time on these platforms. As seen from In-depth interviews and desk reviews, the use of social media has played a key role in reaching out to people who are at risk when it comes to trafficking in persons.
10. The planning, designing, and implementation of awareness programs should be founded on comprehensive needs assessments and evidence. A comprehensive evaluation of the needs of the targeted population could lead to the development of effective and reliable awareness campaigns. Political and top community leaders should be included in the implementation of the awareness programs. Some leaders have been accused of being part of the syndicate, which adversely affects the process of change.
11. Search in collaboration with other like-minded CSOs should enhance their collaborative capacity to ensure that the awareness programs are multidimensional and

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comprehensive. The synergistic advantage stemming from collaboration enhances the impact as well as the scope of the awareness programs.

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Employment

7.0. ANNEX

Demographics

