

Influence of Yellow-Card Campaigns on Knowledge, Attitude and Practices of Selected Social Media Subscribers in Ondo State



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ABSTRACT: This study utilises a survey approach to explore the impact of yellow-card campaigns on the awareness, attitudes, and practises of selected social media users in Ondo State. The theoretical framework is grounded in agenda-setting and technological determinism theories. A survey method employing a questionnaire was employed, targeting 392 subscribers of Ondo's First Lady, Betty Anyanwu Akeredolu, across Facebook and Twitter. Through statistical analysis, the results reveal the Yellow Card Campaign's success in creating extensive awareness among social media users, with 70% actively engaging with campaign materials on Betty's social media platforms. The campaign's efficacy in promoting a proactive stance against sex and gender-based violence (SGBV) is acknowledged by 58% of respondents, highlighting its effectiveness in conveying the core message. However, the study unveils a concerning reality, as 33.3% of respondents admit to experiencing sexual violations, underscoring a prevalent issue of SGBV in Ondo State. Notably, more than three-quarters (77.3%) of those who reported being sexually violated chose to report the incidents to a nearby police station. Some victims hesitate to report incidents due to stigmatisation and fear, underscoring the imperative for robust support systems. The findings indicate a significant link between the initiation of the Yellow Card campaign and an increased likelihood of individuals reporting instances of sexual violation. In conclusion, the study posits that social media has played a pivotal role in the success of the Yellow Card Campaign against SGBV in Ondo State. The strategic utilization of social media as a primary tool for awareness creation, coupled with offline efforts, has proven highly effective.

KEYWORDS: Social media, Yellow-Card Campaigns, Sexual violence, Gender, Social Media Subscribers

INTRODUCTION

The expanded definition of gender-based violence (GBV) underscores its critical role as one of the most insidious manifestations of gender inequality, serving as a profound impediment to achieving gender parity in various societal domains, including the social, economic, and political spheres. GBV, as articulated in "Voice and Agency: Empowering Women and Girls for Shared Prosperity," is described as "an overarching term encompassing any form of harmful action committed against an individual's will, rooted in socially prescribed (gender) distinctions between males and females" (Klugman, Hanmer, Twigg, Hasan, McCleary-Sills, & Santa Maria, 2014). While GBV affects both genders, women are particularly susceptible due to its role in reinforcing and perpetuating existing gender disparities. Recognizing the predominance of female victims, organizations such as UN Women and the U.K. Department for International Development often refer to GBV as violence against women and girls, using the terms interchangeably (Arango, Morton, Gennari, Kiplesund, Ell, & Sberg, 2014).

This issue extends its pervasive influence into educational settings. UNESCO (2017) defines school-related gender-based violence (SRGBV) as comprising acts or threats of sexual, physical, or psychological violence occurring within and around educational institutions, driven by gender norms and stereotypes and facilitated by unaddressed power imbalances (p.2). The repercussions of these acts extend beyond academic outcomes, profoundly affecting a nation's human, social, psychological, and economic development. Moreover, they hinder governmental poverty alleviation and peacebuilding endeavors.

In Nigeria, limited data on SRGBV at the primary school level exists, with the 2014 Violence Against Children Survey (VACS) conducted by the National Population Commission (UNICEF, 2015) revealing a substantial prevalence (approximately 60 percent) of violence among adolescents prior to turning 18, corroborated by the United Nations Population Fund in 2019. In higher education, Mejuini and Obilade (cited in Ekine, 2020) identified a 23 percent prevalence of SRGBV among university students. Also, Iliyasu et al. (cited in Ekine, 2020) reported a much higher rate of 58.8 percent. These cases, according to Njuguna and Itegi (2013), often remain unreported or underreported due to students' fears of victimization, punishment, or ridicule.

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It is noteworthy that over half of the VACS study's population (13- to 24-year-old individuals) experienced their first encounter with sexual violence between the ages of 6 and 11, aligning with the primary school age group (NPC, UNICEF, and CDC, 2015). Estimates suggest that between 10 percent and 65 percent of children and youth encounter bullying and school violence, varying by country and the specific form of violence (UNESCO, 2017). Early exposure to violence leaves lasting impacts on physical, mental, sexual, and emotional well-being. Sexual harassment in the classroom, particularly for female students, may obstruct educational pursuits. The consequences of gender-based violence, both socially and financially, are far-reaching and profoundly affect survivors and their families.

Furthermore, there has been a concerning increase in GBV cases in Ondo State, as reported by recent incidents, indicating a surge in violence against women and girls, encompassing sexual abuse and domestic violence (Niger Delta Weekly, 2022). In response to this, Betty Anyanwu Akeredolu, a prominent gender activist and the wife of the Ondo State governor, introduced a tool for addressing SGBV known as the Yellow Card, aimed at curbing the rising instances of SGBV.

The Yellow Card serves to shift the perceptions and attitudes of its users by empowering them to seek assistance when facing abuse or potential harm. It prominently features emergency toll-free SGBV response numbers that users can call for help. Additionally, it is employed in secondary schools as a high-impact SGBV awareness tool. Much like the yellow card in football, the SGBV Yellow Card acts as a deterrent to potential violators, increasing the likelihood of them being reported by girls and apprehended by authorities. When a girl child encounters any form of SGBV, including attempted rape, sexual harassment, physical violence, psychological abuse, sex trafficking, harmful traditional practices, and more, she is encouraged to utilize her Yellow Card.

Although the Yellow Card campaign is primarily school-based, the growing significance of social media in contemporary society has prompted campaigners to incorporate it into their strategies for raising awareness beyond the confines of educational institutions. Social media platforms have thus assumed a pivotal role, as they facilitate the dissemination of related activities for the SGBV Yellow Card campaign. This approach not only fosters greater awareness among social media users but also harnesses their support in addressing this pressing issue.

STATEMENT OF THE PROBLEM

Sex and gender-based violence among young individuals not only violate human rights but also pose a global public health concern. With over 1 million casualties and annual expenses exceeding \$127 billion, sexual and gender-based violence (SGBV) is a serious medical problem (Miller, Cohen, and Wiersema, 2012; Decker, Latimore, Yasutake, Haviland, Ahmed, Blum, et al., 2015; Devries, Mak, Garcia-Moreno, Petzold, Child, Falder, et al., 2013; Watts and Zimmerman, 2002; Garcia-Moreno, Jansen, Ellsberg, Heise, Watts, WHOM-cSoWs, et al., 2006). These offenses have profound and lasting physical, social, and psychological consequences on victims (Enaifoghe, 2019; Conoscenti and McNally, 2006).

In Ondo State, Nigeria, there's a notable increase in the prevalence of such offences, leading to the Yellow Card campaign initiated by Betty Anyanwu Akeredolu, the First Lady of Ondo State. This campaign aims to eradicate SGBV among young girls in secondary schools, focusing on confidential reporting, awareness, and instilling a protective ethos. Utilizing social media, particularly targeting girl children, the campaign breaks the culture of silence. While social media advocacy is changing perceptions, no research has explored its role in SGBV campaigns within Nigeria (Ybarra and Mitchell, 2013; Dauda, 2015; Hassan et al., 2016; World Bank Group, 2019; United Nations Nigeria, 2020; Temitope et al., 2017; Obayi, 2021; Ezechi et al., 2016).

While social media campaigns in various domains have received attention, studies on SGBV are still nascent (Cheung, 2009; Boulianne, 2009; Douai, Auter, Wedlock, & Rudyk, 2013). The significance of social media for SGBV calls for comprehensive academic investigations (Olorunisola and Martin, 2013). Considering this backdrop, there's an imperative need for an in-depth study to understand the dynamics and impact of the Yellow Card campaign and associated social media efforts in Ondo State. Focusing on the Knowledge, Attitude, and Practices (KAP) of social media users, this study aims to develop more effective strategies against sexual and gender-based offences among young people.

RESEARCH QUESTION

1. What is the level of knowledge of Yellow-Card Campaigns among Social Media subscribers in Ondo state?
2. What is attitude of Social Media subscribers to Yellow-Card Campaign in Ondo state?
3. What is the practice of Social Media Subscribers toward Yellow-Card Campaign in Ondo state?

SIGNIFICANCE OF THE STUDY

The anticipated outcomes of this study hold the potential to offer a comprehensive assessment of the role played by social media initiatives in effectively increasing awareness of sexual and gender-based offenses among Nigerian students. These findings could hold significant relevance for policymakers across various government sectors. Educational curriculum developers, for example,

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can benefit from insights derived from this study when shaping curricula for students, thus ensuring that the subject of sexual and gender-based offenses is adequately addressed in educational programs. Furthermore, the study's conclusions can assist in selecting the most appropriate channels of communication with students to convey crucial information on this issue.

The impact of this research is not limited solely to the policymaking sphere; it is also likely to resonate with fellow academics who share an interest in this field of study. By providing valuable insights and data, this study may serve as a catalyst for further research and scholarly exploration in the domain of sexual and gender-based offenses, thereby catalyzing necessary mitigation efforts. In essence, the study's findings have the potential to be a significant driver of positive change, influencing educational approaches, government policies, and future research endeavors in the critical area of addressing and preventing sexual and gender-based offenses among young people in Nigeria.

LITERATURE REVIEW

Defining gender-based and sexual violence presents a complex challenge, primarily due to the absence of a universally accepted definition. The interpretation of these terms varies significantly depending on factors such as the country, community, and legal framework in which they are applied. Notably, common definitions of sexual violence often omit children, highlighting the absence of a clear and widely recognized language to address this issue. This lack of consensus hinders the development of effective reporting systems and databases, thereby impeding efforts in prevention, monitoring, and advocacy (Baker, 2007).

In its broadest sense, the term "sexual and gender-based violence" encompasses physical, emotional, or sexual abuse experienced by survivors. For the purpose of this review, we specifically concentrate on the sexual aspects of such abuse and delve into the management of physical and emotional abuse only in the context of their connection to accompanying sexual abuse.

This document adopts the inclusive terminology advocated by the World Health Organization (WHO, 2005). According to the WHO (2005), sexual violence is defined as "any sexual act, attempt to obtain a sexual act, unwanted sexual comments or advances, or acts aimed at exploiting a person's sexuality, using coercion, threats of harm, or physical force, irrespective of the individual's relationship to the survivor and within any setting, including but not limited to home and work." This definition is further expanded to encompass forced sex, sexual coercion, and rape involving both adult and adolescent men and women, as well as child sexual abuse. Furthermore, the definition includes:

The use of physical violence or psychological pressure to compel a person to engage in a sexual act against their will, regardless of whether the sexual act is consummated. A sexual act (whether attempted or consummated) involving a person who is incapable of comprehending the nature or significance of the act, refusing to participate, or indicating their refusal. This incapacity may result from disability, the influence of alcohol or other substances, or intimidation and pressure. This comprehensive definition also incorporates the concept of abusive sexual contact (WHO, 2003; Saltzman et al., 1999).

The term "sexual violence" serves as an overarching concept encompassing a wide range of behaviors that might otherwise be categorized as sexual abuse, sexual assault, or other forms of sexual violations, including sexual harassment and voyeurism. On the other hand, "gender-based violence" is commonly used as a synonym for violence against women, highlighting the gender inequalities inherent in many instances of violence, as acknowledged by the Interagency Gender Working Group (IGWG) of the United States Agency for International Development (USAID) in 2006. However, it is essential to recognize that, while women are often the primary recipients of such violence, the term "gender-based violence" is employed in this review to encompass all women, men, girls, and boys who have experienced sexual violence. This all-encompassing approach acknowledges that individuals of all genders can be victims of these types of violence and aims to broaden our understanding of and response to this critical issue.

Sexual violence has wide-ranging negative consequences, including health and psychological issues, pregnancy risks (including HIV), setbacks in education, devaluation of female achievement, and economic and social costs (Leach et al., 2014). In some communities, informal fines and forced marriages are common responses to sexual violence resulting in pregnancy, often viewed through an economic lens (Parkes et al., 2013).

Sexual harassment, particularly sexual labeling, can lead to girls being ostracized and experiencing depression and related psychological effects (Rahimi and Liston, 2011). When teachers fail to recognize sexual labeling as a form of violence and normalize it, girls' reporting and support options become limited, perpetuating the behavior.

In Kenya, sexual violence hinders girls and young women from realizing their educational potential, limits access to healthcare services, and restricts their social and economic development (Abramsky et al., 2011). Other impacts include disease risk, reduced school interest, and psychological trauma (Abuya et al. 2017).

Overall, the negative impacts of sexual violence encompass diminished academic performance, school dropout, sexually transmitted infections (including HIV/AIDS), early pregnancies, unsafe abortions, early marriages, and an elevated risk of suicide.

Sexual and gender-based violence (SGBV) is a global issue that affects women and girls across various social, economic, and political settings. Studies in Africa reveal that SGBV is most prevalent in the Eastern and Southern regions, with rates of 30% and 25%, respectively (Mulureh, 2019). Conflict- and post-conflict countries, such as the Democratic Republic of Congo, Mozambique, Uganda, and Zimbabwe, witness heightened sexual violence against early adolescents aged 15 and below, according to the United

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Nations Population Fund (UNFPA) in 2021. In seven African countries, 20% of girls aged 15–24 report intimate partner violence (Saidi, Awori, and Odula, 2008). The World Health Organization (2002) notes that in rural Ethiopia, nearly half of ever-partnered women experience physical violence by intimate partners, and nearly 60% face sexual violence. In Nigeria, SGBV is alarmingly prevalent, exposing women and girls to the risks of abuse in their daily lives. This includes domestic violence, sexual exploitation, forced or early marriages, and various forms of rape and battery (Odimegwu, 2002; UNHCR, 2019). Media reports and Nigerian police confirm the growing number of abuse cases faced by women and girls, with over 717 reported rape cases between January and May 2020, according to Punch (2020), while 11,200 rape cases reported in Nigeria in 2020 according to Amnesty International (2021). The International Organization for Migration (IOM) reported that 17,053 children were born in internally displaced persons (IDP) camps in Borno State between 2019 and May 2021, likely indicating the exploitation and abuse of women in these harsh conditions (Pulse Nigeria, 2021).

Exposure to SGBV in Nigeria varies depending on factors such as age, marital status, relationships, geography, and workplaces. Spousal violence affects divorced, separated, or widowed women (44%) and married women (25%) (Africa Renewal, n.d.). Although SGBV is often perpetrated by close relatives, abuse by strangers also poses a significant risk. A study found that young female hawkers in Nigeria experienced physical assaults (19.7%), sexual harassment (36.3%), and emotional violence (7.2%) (Fawole et al., 2002). Civil servants also reported high rates of battery (31.3%), and 42.5% of men had been perpetrators of wife battery, according to the same study. Another study revealed that 28% of Nigerian women aged 25–29 had experienced some form of physical violence since age 15, as reported by Africa Renewal in 2019.

The 2018, National Demographic and Health Survey (as cited by Okedo-Alex et al., 2021) reported that nearly 1 in 3 women aged 15–49 in Nigeria (31%) had experienced physical violence, marking an increase from 28% in 2008, according to NDHS in 2018. Spouses are responsible for the majority of SGBV cases (55%), compared to strangers (11%). Urban areas in Nigeria experience higher incidences of SGBV (32.3%) compared to rural areas (29.8%) (NDHS, 2018).

With this phenomenon, the use of social media has become a powerful tool for campaigning against gender and sexual-based violence, enabling activists and organizations to raise awareness, mobilize support, and effect positive change. Social media provides a far-reaching and accessible platform for disseminating information, stories, and resources related to these pressing concerns. Notably, Senft and Baym (2015) noted that campaigns like #MeToo, which gained momentum on Twitter, empowered survivors to share their stories and expose the widespread issue of sexual harassment and assault. It also serves as a space for victims to connect with others who've had similar experiences, reducing isolation. Additionally, multimedia content, such as videos and infographics, educates the public on consent, healthy relationships, and the importance of consent, engaging a diverse audience effectively. Social media's real-time capabilities facilitate vital conversations and event organization, offering a global and rapid response to incidents of violence (Pandey, 2018).

Social media has become an invaluable tool in the fight against gender and sexual-based violence, encompassing awareness-building, multimedia advocacy, and community organization. Fotini, Larreguy, Muhab and Parker-Magyar (2022), in their study, discovered that social media campaigns had no impact on women's attitudes toward gender or marital equality, or the justifiability of violence. However, the campaign did increase women's knowledge, hypothetical, and reported use of resources available to those exposed to GBV and IPV. Kräh (2021) posited that feminist activists and experts perceive social media as "very useful" in their activism, especially in times of social distancing and the Covid-pandemic, as well as a security aspect has to be taken into account in the attempted application of Western theories since feminists receive threats from antifeminist groupings, on- and offline. Dauda's (2015) ethnographic study on mass media messaging in Nigeria emphasized the prevalence of domestic violence, with significant impact and potential solutions highlighted through media interventions. Ezechi et al. (2016) focused on sexual assault rates and patterns in Lagos, revealing an increase in reported cases, with women being the primary victims. Obayi (2021) explored media coverage of gender-based violence in Imo State, emphasizing the role of the media in shaping public perceptions. Survey results indicated a high knowledge level among residents and suggested that consistent media programming could contribute to eliminating detrimental societal practices. Ybarra and Mitchell (2013) presented national estimates of teenage sexual violence perpetration, highlighting gender differences and the influence of media exposure on perpetrators. Hassan et al. (2016) investigated the frequency and pattern of sexual assaults in Sokoto, Nigeria, emphasizing the alarming incidence among young children and the importance of preventive measures.

Social media has emerged as an invaluable instrument in addressing gender and sexual-based violence, encompassing multifaceted roles in awareness-building, multimedia advocacy, and community organization. Fotini, Larreguy, Muhab, and Parker-Magyar's 2022 study revealed intriguing insights. Contrary to expectations, social media campaigns exhibited no significant impact on women's attitudes towards gender, marital equality, or the justifiability of violence. However, these campaigns did contribute to an augmentation in women's knowledge, hypothetical considerations, and reported utilization of resources available to those exposed to gender-based violence (GBV) and intimate partner violence (IPV). Kräh's 2021 assertion that feminist activists and experts perceive social media as "very useful" in their activism, particularly during times of social distancing and the COVID pandemic,

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underscores the dynamic nature of these platforms. Additionally, the study emphasizes the need for a security perspective when applying Western theories, given the prevalent threats feminists face from antifeminist groups both online and offline.

Dauda's 2015 ethnographic study on mass media messaging in Nigeria underscored the pervasive issue of domestic violence, offering significant insights into its impact and potential solutions through media interventions. Ezechi et al.'s 2016 focus on sexual assault rates and patterns in Lagos revealed a concerning increase in reported cases, with women being the primary victims. Obayi's 2021 exploration of media coverage of gender-based violence in Imo State emphasized the media's pivotal role in shaping public perceptions. Survey results indicated a high level of knowledge among residents, suggesting that consistent media programming could contribute to eradicating detrimental societal practices.

While there has been substantial attention to studying social media campaigns in diverse domains like public health and natural crises, research on such campaigns' efficacy in addressing sexual and gender-based violence is still in its early stages. The multifaceted nature of these studies sheds light on the complex dynamics at play and underscores the importance of further research in this evolving field.

THEORETICAL REVIEW

This study explores Agenda-Setting and Technological Determinism in SGBV Communication. The Agenda-Setting Theory, introduced by McCombs and Shaw in 1972, examines how mass media shapes public concerns by emphasizing specific issues on the public agenda. This theory underscores the relationship between media emphasis and public reactions to those issues (Littlejohn and Foss, 2009). Agenda-Setting Theory serves as the foundation for this study, focusing on the media's ability to influence the salience of topics on the public agenda, particularly in the context of sex and gender-based violence (SGBV) coverage. The increasing prominence of social media has prompted Yellow Card campaigners to leverage these platforms for broader outreach beyond traditional channels.

The study also draws on the Technological Determinism Theory, articulated by McQuail (2010), which posits that communication technology fundamentally influences society. This theory assumes that technology has biases towards specific communication forms, contents, and uses, influencing the direction and pace of social change. Marshall McLuhan's proposition in 1962 further contends that communication revolutions lead to social revolutions. Baran (2004) elaborates on technological determinism, stating that it views machines and their development as driving historical, economic, political, and cultural changes. This aligns with McLuhan's assertion that technology is an inevitable cause of changes in thought, societal structure, and cultural forms. In the context of SGBV campaigns, technological determinism provides a framework for utilizing modern technology, such as Instagram, Facebook, and Twitter, to reach a massive audience. This study suggests that leveraging the Internet and social media for SGBV campaigns can impact the reduction of SGBV rates in society. By adopting modern communication tools, campaigners have the potential to alter societal responses to SGBV, potentially contributing to a shift in societal norms and attitudes.

METHODOLOGY

The survey method was employed as the primary research approach to collect data from a predefined group of participants, with the objective of obtaining insights and information on various subjects of interest. The choice of employing the survey research method was intentional, given its efficacy in elucidating the characteristics of a broader population based on the responses of a select group of individuals. This study focuses on a population of 20,406 individuals subscribed to the social media pages (Facebook and Twitter) of the Yellow Card campaigners in Ondo State. From this population, a sample of 392 subscribers was chosen using the Taro Yamane technique to determine the sample size.

The sample selection process involved the use of a systematic sampling approach, categorized under probability sampling techniques. Respondents were identified and included based on their status as subscribers or followers of Ondo's First Lady, Betty Anyanwu Akeredolu, on Facebook and Twitter. The primary research tool utilized for data collection was a meticulously designed and structured questionnaire. Data for this research endeavor were collected through the distribution of an online questionnaire to subscribers of Ondo First Lady Betty Anyanwu Akeredolu's Facebook and Twitter pages. The systematic sampling approach involved selecting respondents at an interval of 52, ensuring a representative cross-section of the targeted population. This methodological choice aimed to enhance the reliability and generalizability of the findings to the larger population of interest.

DATA PRESENTATION AND ANALYSIS

Demographic Data

Table 1: Age bracket of the respondents

Age	Frequency	Percentage
15-25	183	46.9%
26-35	134	34.4%

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36-45	47	12.1%
46 and above	26	6.7%
Gender	Frequency	Percentage
Male	132	33.8%
Female	258	66.2%
Religion	Frequency	Percentage
Christianity	240	61.5%
Islam	123	31.5%
Other	27	6.9%
Marital Status	Frequency	Percentage
Single	246	63.1%
Married	133	34.1%
Divorced	11	2.8%

Source: Online Survey, 2023

Table 1 presents a comprehensive demographic profile of the respondents, revealing notable insights into key characteristics. The majority of respondents, comprising 46.9%, fall within the age range of 15 to 25, signifying a significant representation of youth in the survey. This age group is particularly pertinent in the context of the study, as they are identified as the primary demographic vulnerable to Sexual and Gender-Based Violence (SGBV).

Furthermore, the distribution by gender highlights those female respondents, accounting for 66.2%, represent the majority in the survey. This aligns with existing literature indicating that females are more commonly affected by SGBV, making their perspectives crucial for understanding and addressing the issue effectively.

Religiously, the majority of respondents, totaling 61.5%, identify as Christians, while 31.4% identify as Muslims. This religious diversity provides a valuable backdrop for understanding potential variations in attitudes and perceptions towards SGBV within different religious communities.

In terms of marital status, 63.1% of respondents report being single, while 34.1% are married. This underscores the prevalence of single individuals within the surveyed population and reinforces the significance of targeting this demographic in SGBV awareness and prevention efforts.

This demographic analysis serves as a foundational understanding, allowing for nuanced interpretations of subsequent survey findings and facilitating targeted interventions in the context of SGBV prevention and awareness campaigns.

Table 2: Extent to which the respondents visit Betty's social media pages

Responses	Frequency	Percentage
Never	43	11.0%
Rarely	65	16.7%
Sometimes	133	34.1%
Often	63	16.2%
Always	86	22.0%
Total	390	100%

Source: Online Survey, 2023

The data presented in the table reveals that a notable proportion of respondents, specifically 34.1%, do not regularly visit the Yellow Card Campaign's social media pages. Additionally, less than 37% of respondents report regular visits to Betty's social media pages. The implication of these findings is that more than half of the surveyed individuals visit the Yellow Card Campaign's social media pages irregularly. This irregular visitation pattern may potentially limit their exposure to follow-up messages and updates from the campaign.

While a significant number of respondents do visit the social media pages regularly, the prevalence of irregular visits suggests a potential challenge in consistently reaching a substantial portion of the target audience. The effectiveness of follow-up messages and sustained engagement may be impacted by the irregularity of visits, as consistent and frequent exposure is often crucial for reinforcing campaign messages and maintaining awareness over time.

This insight underscores the importance of employing diverse communication channels and strategies to ensure that campaign messages reach and resonate with the audience, even those who may not be regular visitors to the social media pages. It highlights the need for a multifaceted approach to maximize the campaign's impact and outreach across varying patterns of audience engagement.

Table 3: Respondents responses whether they have come across any campaign material called Yellow-Card

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Questions	Yes	No	Not sure
Have you come across any campaign material called Yellow-Card?	237(60.8%)	112(28.7%)	41(10.5%)
Do you know about Ondo's First Lady, Betty Anyanwu Akeredolu "Yellow-Card Campaign" against Sex and Gender-Based Violence?	264(67.7%)	82(21.0%)	44(11.3%)
Could you say you are aware of the Yellow-Card Campaign on social media to a great extent?	200(75.8%)	48(18.2%)	16(6.0%)

Source: Online Survey, 2023

Table 3 presents compelling evidence of the extensive reach and recognition of the Yellow Card Campaign against Sex and Gender-Based Violence, particularly through social media channels. A significant majority of respondents, accounting for 60.8%, report encountering campaign materials named Yellow Card on social media platforms. This statistic underscores the widespread dissemination of the campaign materials, effectively penetrating the digital spaces frequented by the target audience.

Moreover, an even more substantial proportion of respondents, totaling 67.7%, demonstrate awareness of Ondo's First Lady Yellow Card Campaign against Sex and Gender-Based Violence on social media. This high level of awareness signifies the campaign's resonance and visibility among users of social media platforms, especially on Betty's social media pages. The data suggests that the campaign has successfully established a notable presence on these platforms, capturing the attention and awareness of a significant portion of its target audience.

Furthermore, the finding that approximately 76% of respondents are extensively exposed to the campaign underscores the effectiveness of the Yellow Card Campaign on Betty's social media pages. The high level of exposure indicates that the campaign materials are not only present but are actively consumed and engaged with by a substantial portion of social media subscribers. This suggests that the Yellow Card Campaign has effectively leveraged social media as a powerful tool for disseminating its message and generating widespread awareness.

Table 4: Focus of the Yellow-Card Campaign.

Responses	Frequency	Percentage
Against harmful act perpetrated against person's will in terms of gender differences	38	14.4%
Against offences in the secondary schools	6	2.3%
Against offences in the society	22	8.3%
Against Sex and Gender-Based Violence against girl child	162	61.4%
Against sexual offences	36	13.6%
Total	264	100%

Source: Online Survey, 2023

As delineated in Table 4, a notable majority of respondents, comprising 61.4%, unequivocally identify the primary focus of the Yellow Card campaigns as being "Against Sex and Gender-Based Violence Against Girl Children." This substantial percentage underscores a robust level of comprehension among the surveyed individuals regarding the central theme and objectives of the Yellow Card Campaign.

The discernible trend of more than half of the respondents aligning with the correct focus signifies effective communication and clarity in conveying the primary message of the campaign. The data suggests that the Yellow Card Campaign has successfully communicated its core mission, resonating with the majority of participants who, in turn, accurately recognize and understand the campaign's principal objective—combatting sex and gender-based violence against girl children.

This clarity in communication is pivotal for the campaign's efficacy, as it ensures that the intended message is reaching and resonating with the target audience. The ability of the respondents to accurately identify the focus of the Yellow Card Campaign is indicative of a well-articulated and effectively communicated initiative.

Table 5: Significance of the Yellow-Card

Responses	Frequency	Percentage
It carries emergency toll free SGBV response.	65	24.6%
It helps the user to develop the attitude of requesting help at the risk of harm.	151	57.2%
It is used in football match.	9	3.4%

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It serves as a deterrent to all violators.	39	14.8%
Total	264	100%

Source: Online Survey, 2023

As portrayed in the presented table, a substantial majority of respondents, encompassing 57.2%, identify the significance of the Yellow Card as being instrumental in cultivating an attitude of seeking assistance in the face of potential gender and sexual-based harm. This finding underscores a robust comprehension among the respondents regarding the pivotal role of the Yellow Card in promoting a proactive approach to addressing issues related to gender and sexual-based violence (SGBV).

Moreover, the Yellow Card is equipped with a critical feature—a dedicated emergency toll-free SGBV response number. This functionality allows users to swiftly access assistance when confronted with situations of harm or violence. The integration of such a feature reinforces the practical utility of the Yellow Card as a tangible resource for those in need.

Table 6: Attitude of Social Media subscribers to Yellow-Card Campaign in Ondo State

Statement	SA	A	N	D	SD
I do not believe in the Yellow-Card Campaign to end GSBV.	7(2.6%)	11(4.2%)	62(23.5%)	89(33.7%)	95(36.0%)
SGBV cannot be stopped in the society	12(4.5%)	28(10.6%)	30(11.4%)	118(44.7%)	76(28.8%)
The Yellow-Card cannot work in our community that is patriarchal in nature.	20(7.7%)	33(12.5%)	54(20.4%)	88(33.3%)	69(26.1%)
Reporting SGBV violators is too risky to embark upon.	11(4.2%)	40(15.2%)	27(10.2%)	124(46.9%)	62(23.5%)

Source: Online Survey, 2023

Table 6 presents compelling evidence indicating a prevailing positive disposition among the respondents toward the Yellow Card Campaign to combat Gender-Based Violence (GBV). A significant majority, accounting for 79.7%, express a robust belief in the efficacy of the campaign, underscoring a strong endorsement of its objectives. Furthermore, a noteworthy 73.5% of respondents reject the notion that SGBV is an insurmountable issue in society, challenging the prevailing belief in the inevitability of such offenses.

In a similar vein, 59.4% of participants disapprove of the perception that the Yellow Card campaigns are ineffective in our community, which is characterized by patriarchal norms. This suggests a substantial degree of confidence in the campaign's adaptability and impact within a cultural context that traditionally adheres to patriarchal structures.

A critical aspect of the data pertains to the perception of risk associated with reporting SGBV violations. Notably, 70.4% of respondents assert that reporting such incidents is not excessively risky, highlighting a positive shift in attitudes toward the potential consequences of taking action against perpetrators. This confluence of positive attitudes across various dimensions suggests that the Yellow Card Campaign, particularly through its social media presence, has effectively influenced the mindset of the majority of respondents, fostering a more supportive environment for its objectives.

Table 7a: Practice of Social Media Subscribers towards Yellow-Card Campaign in Ondo state

Questions	Yes	No	Not sure
Have you been sexually violated before	88(33.3%)	157(59.5%)	19(17.2%)
If yes, did you report the incidence to a nearby police station?	68(77.3%)	14(15.9%)	6(6.8%)

Source: Online Survey, 2023

The presented data in the table indicates that a minority of respondents, specifically 33.3%, have experienced sexual violation, while the majority, comprising 59.5%, have not encountered such incidents. Notably, more than three-quarters (77.3%) of those who reported being sexually violated chose to report the incidents to a nearby police station. This observation suggests a notable correlation between the Yellow-Card campaign initiation and an increased likelihood of individuals reporting instances of sexual violation.

Upon further exploration, respondents who had not reported incidents to a nearby police station were probed regarding the reasons for their decision. Responses indicated a multifaceted set of factors influencing this choice. Some respondents cited concerns about stigmatization, ignorance, and fear as deterrents to reporting. In addition, a subset of participants expressed a lack of faith in the justice system for addressing such offenses within the state. These insights shed light on the complex dynamics surrounding reporting behaviors, pointing towards the need for targeted interventions addressing both systemic issues and public perceptions to enhance the efficacy of campaigns addressing sexual violations.

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Table 7b: Respondents view to those currently facing sexual and gender-based abuse

Responses	Frequency	Percentage
Dial a toll-free line on Yellow-Card	92	22.3%
Report it via the Betty Facebook page	74	18.0%
Keep silent and run away	38	9.2%
Report to nearby Police station	208	50.5%
Total	412	100%

Source: Online Survey, 2023

In Table 7b, it is evident that 208 respondents, constituting 50.5% of the sample, advocate for the reporting of sexual and gender-based abuse to a local police station. This prevailing sentiment is closely trailed by 92 respondents (22.3%), who express the belief that utilizing a toll-free line on Yellow-Card is an appropriate course of action. Additionally, 74 respondents (18.0%) convey the opinion that reporting such incidents via the Betty social media pages is an effective means. These findings underscore a consensus among the majority of participants, signifying a shared perspective that victims of sexual and gender-based abuse should actively pursue recourse through the established reporting channels available to them.

DISCUSSION OF FINDINGS

The research outcomes illuminate the considerable success of the Yellow Card Campaign in achieving widespread awareness among social media subscribers in Ondo State. A predominant number of respondents demonstrated exposure to campaign materials, with Betty's Facebook page serving as a prominent platform for engagement, resulting in an impressive 70% acknowledging the Yellow Card Campaign's existence. This underscores a substantial level of knowledge and attests to the effective dissemination of campaign information. In line with this, Kräh's 2021 assertion that feminist activists and experts perceive social media as "very useful" in their activism.

The focus of the Yellow Card Campaign, aimed at combating sex and gender-based violence (SGBV), has been effectively communicated, as evidenced by a significant majority of respondents accurately identifying the campaign's primary objective. This reflects the successful penetration of the campaign's messaging and objectives into its target audience. Furthermore, a noteworthy proportion of respondents comprehend the significance of the Yellow Card in the campaign, with 58% recognizing its role in promoting the attitude of seeking help when facing the threat of SGBV. This indicates a successful conveyance of the campaign's key message on seeking assistance in situations of SGBV.

Aligned with Angus, Thelwall, and Stuart's (2008) assertion, this study affirms the efficacy of social media platforms as potent tools for information dissemination across diverse sectors of life, in line with Fotini, Larreguy, Muhab, and Parker-Magyar (2022) social media campaigns did contribute to an augmentation in women's knowledge, hypothetical considerations, and reported utilization of resources available to those exposed to gender-based violence (GBV) and intimate partner violence (IPV). Also, this aligns with McLuhan's assertion that technology is an inevitable cause of changes in thought, societal structure, and cultural forms. The strategic use of social media emerges as a pivotal component of the Yellow Card Campaign strategy, effectively raising awareness and engaging the public in the fight against SGBV in Ondo State.

Findings from the second research question reveal a prevailing strong belief among respondents in the efficacy of the Yellow Card Campaign against SGBV. This positive attitude is attributed to the campaign's noble objective of eradicating sexual and gender-based offenses in the region. Moreover, respondents' express optimism and faith in the campaign's capacity to effect change, with a majority disagreeing with the notion that SGBV cannot be halted. The data also underscores a willingness among respondents to actively participate in the campaign, challenging preconceived notions that reporting SGBV cases is excessively risky. Additionally, the research suggests that the Yellow Card Campaign can exert influence even in a patriarchal community, challenging stereotypes about the receptivity of such societies to initiatives addressing SGBV issues. This highlights the potential for societal transformation and the impactful role of awareness campaigns in reshaping deeply ingrained norms. Giving credence this, Agenda-Setting Theory postulated that the media have the ability to influence the salience of topics on the public agenda, particularly in the context of sex and gender-based violence (SGBV) coverage. However, Fotini, Larreguy, Muhab, and Parker-Magyar (2022) stated that social media campaigns exhibited no significant impact on women's attitudes towards gender, marital equality, or the justifiability of violence.

In examining the practices of social media subscribers in Ondo State concerning the Yellow Card Campaign, a disconcerting reality emerges. Approximately 77.3% of respondents reported experiencing sexual violations, indicating a prevalent issue of SGBV in the region. Corroborating this, Ezechi et al. (2016) asserted that sexual assault rates and patterns in Lagos revealed a concerning increase in reported cases, with women being the primary victims. Disturbingly, the majority of these incidents occurred between 2016 and 2022, emphasizing the ongoing nature of the problem. The data further reveals that some victims refrained from reporting these

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cases to the police due to stigmatization, ignorance, fear, and perceived injustice, aligning with Cravens, Whiting, and Amar's (2015) assertion that societal stigma discourages victims from seeking help.

Moreover, the findings align with Opara's (2005) perspective, suggesting that indecent dressing among young females and women may trigger sexual violence. This underscores the imperative of addressing not only the symptoms but also the underlying causes and societal attitudes contributing to SGBV. The research outcomes resonate with the UN Women's (2020) report, emphasizing the underreporting and lack of support-seeking by a significant percentage of women experiencing violence, underscoring the urgent need for comprehensive and accessible support systems for SGBV victims in the region.

The research findings highlight the Yellow Card Campaign's effectiveness in generating awareness and fostering positive attitudes among social media subscribers. However, the prevalent nature of SGBV and the obstacles faced by victims in reporting incidents underscore the ongoing necessity for awareness campaigns and robust support systems in Ondo State to address this critical issue comprehensively.

CONCLUSION AND RECOMMENDATIONS

While the Yellow Card Campaign has made strides in raising awareness and fostering positive attitudes, the prevalence of SGBV and the challenges faced by victims in reporting incidents underscore the ongoing need for sustained efforts. Comprehensive awareness campaigns and robust support systems are imperative to address the root causes of SGBV and provide effective assistance to victims in Ondo State. The study's findings underscore the pivotal role that social media has played in the success of the Yellow Card Campaign against Sex and Gender-Based Violence (SGBV) in Ondo State. The strategic adoption of social media as a primary tool for creating awareness and disseminating campaign-related activities, in addition to efforts offline, has proven to be highly effective. The active engagement of social media users and subscribers in both raising awareness and participating in the campaign serves as a compelling testament to the platform's efficacy as a mobilization and sensitization tool.

In light of these compelling findings and the insights derived from the study, several recommendations can be proposed to further strengthen and enhance the impact of not only the Yellow Card Campaign but also similar initiatives addressing social issues:

1. **Continued Embrace of Social Media Platforms:** Given the demonstrated success of social media in fostering awareness, the Yellow Card Campaign should continue leveraging popular platforms such as Facebook to sustain and expand its reach. Regular updates, compelling content, and interactive features can sustain engagement and further amplify the campaign's message.
2. **Diversification of Social Media Channels:** While Facebook has proven to be a significant platform, exploring and utilizing other relevant social media channels, such as Instagram, Twitter, and LinkedIn, can broaden the campaign's audience. Tailoring content to suit the unique characteristics of each platform will maximize impact across diverse user demographics.
3. **Strategic Content Development:** The study indicates the importance of effectively conveying the campaign's focus and messaging. Therefore, a continued emphasis on strategic content development is crucial. This includes the creation of visually appealing and emotionally resonant materials that succinctly communicate the campaign's objectives and encourage active participation.
4. **Community Engagement Initiatives:** Building on the observed active participation of social media users, the Yellow Card Campaign should consider organizing offline events and community engagement initiatives. These activities could include workshops, seminars, or awareness drives, fostering a direct connection with the community beyond the virtual realm.
5. **Partnerships and Collaborations:** Collaborating with local organizations, influencers, and advocacy groups can amplify the campaign's impact. Establishing partnerships with entities that share similar objectives will broaden the campaign's support base and enhance its credibility.

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