

Perceptions of Communication Strategies for the Prevention of Domestic Violence among Young Women in Delta State, Nigeria

by

Eloho Patience Oziwele^{1)*}, Ekwemalor Nonso Fortune²⁾, Eguono Aghwadoma³⁾

1) Department of Mass Communication, Film & Multimedia Studies, Faculty of Communication and Media Studies, Delta State University, Abraka, Nigeria, eoziwelep@delsu.edu.ng

2) Department of Public Relations and Advertising, Faculty of Communication and Media Studies, Delta State University, Abraka, Ekwemalor-nonso@delsu.edu.ng

3) Department of Public Relations and Advertising, Faculty of Communication and Media Studies, Delta State University, Abraka, eguonoa@delsu.edu.ng

Abstract

This study explored the perceptions of communication strategies for the prevention of domestic violence among young women in Delta State. The objectives of the study were to ascertain the young women's understanding of and experience of domestic violence; access to specific communication strategies; perceptions of the communication strategies; the barriers that limits the effectiveness of the communication strategies and their recommendations. The study was anchored on the Health Belief Model (HBM). The researchers used key informant interview as instrument for data gathering. A total of 30 young women who studied Mass Communication were purposively selected from the three Senatorial Districts of Delta State for the interview. The FormsApp was used to design the questions which were distributed online to the informants. Data generated was analysed using explanation-building technique. Findings, showed that the young women understand the concept of domestic violence, they had experienced and witnessed it, and they perceived the communication strategies were effective, impactful, supportive, inadequate but empowering. They had helped in increasing awareness, encouraging the use of support services as well as helped to change the behaviour of most young women towards domestic violence. They identified choice of communication strategy, stigmatization, social isolation, network glitch as some barriers that limit the effectiveness of the communication strategies. The researchers therefore recommended the continuous use of all available communication strategies to reach all young women.

Keywords: Domestic Violence, Perceptions, Young Women, Communication Strategies, Delta State

INTRODUCTION

Domestic violence refers to any form of abusive behaviour that occurs within a family or intimate relationship, where one person seeks to control, dominate or harm another. It includes all forms of physical assaults, emotional or psychological abuse, sexual violence, economic deprivation, and verbal threat that cause fear or harm to young women. The United Nations (UN, 2022) describe domestic violence as any behaviour that frighten, intimidate, terrorise, manipulate, hurt, humiliates, blame, injure, or wound someone. Contextually, it includes the intentional denial of the rights of a young woman to a peaceful life. It is assaultive and coercive with negative influence on the victim, family, community and the larger society. It is the by-product of the battle of supremacy between partners who are married or dating (Ngwu, Ukam & Ogande, 2022).

Domestic violence is one of the most pervasive social and public health problems confronting young women between the ages of 15 to 49. They are vulnerable to varied forms of domestic violence psychologically, emotionally, sexually, economically and socially. These include rape, name calling, acid bath, forced marriage, poor job remuneration, spousal abuse, or financial deprivation, among others. Its victims cut across the demographics of young women namely age, education, location, religion, occupation and income. Considering the fact that young women are game changers, home makers and the bedrock of development, growth and sustainability of every family lineage, domestic violence has become an issue of global concern hence the UN sets every November 25th as the International Day for the Elimination of Violence Against Women (Alokan, 2013).

Statistically, domestic violence accounts for nearly one quarter of all recorded crimes thus making it an epidemic and a cankerworm that must be eradicated (Bazza, 2008; Attah & Owoyemi, 2024). In African continent, 35 percent of women from Africa worldwide have experienced physical or sexual violence at some point in time (Ukweze & Ifeobu, 2017). In Nigeria, Kehinde (2010) as cited by Mojaye (2014) observed that over half of women in the country are subjected to domestic violence in their homes. Thus Attah and Owoyemi (2024) stressed that its continued existence is morally undeniable, its cost to individuals and society is enormous, but unfortunately, it is widely ignored. Its acts are carried out on daily basis caused by lack of means of survival (poverty), poor moral value, cultural negligence, male-child syndrome, family up-bringing, religious beliefs, drugs, and alcoholism (Ishola, 2016). The impact of domestic violence extends beyond its victims to affect families, communities, and broader societal structures, perpetuating cycles of abuse and gender inequality. However, communication has been identified, recommended, and used as one of the ways to reduce the prevalence and promote the prevention of domestic violence among young women (Begloyan & Sargsyan, 2018).

Communication is the string that holds human societies together. It builds relationships, induces reaction to situations and it is considered as one of the important acts needed to stem the prevention of domestic violence because its efforts are geared towards achieving change. (Mojaye, 2014). It also plays a pivotal role in shaping public perceptions and influencing social behaviour through awareness spread and advocacy. Individuals, government, communities and larger societies are empowered by communication to challenge acts, beliefs, cultures, traditions and other social factors that promote domestic violence. Similarly, it helps societies to handle domestic violence proactively and build a safe haven for young women (Adersson, 2023)). To achieve these, communication strategies such as radio jingles/programmes, television talk shows, community theatre, social media campaigns, posters, handbills, music, and interpersonal dialogue have been used by government and organisations to raise awareness, challenge harmful norms, discriminating laws, dismissive police, and encourage victims or potential victims to seek support services. These communication strategies also help communities understand the importance of prevention and the role everyone plays in addressing domestic violence. Obukoadata (2010) stressed that communication strategies are summed up in the creation, maintenance and shaping of public opinion which are considered crucial in the prevention of domestic violence.

In Delta State, reports from both governmental and non-governmental organizations, mostly through social media reveal an alarming rate of domestic abuse cases among young women (Delta State Ministry of Women Affairs, 2022). Yet, many victims remain silent or uninformed about where to seek help. The problem seems not to stem from a total lack of communication, but from the perceived ineffectiveness of existing communication strategies in reaching and influencing the

intended audience. Several studies have examined domestic violence prevalence in the state, but few have focused on how communication strategies are perceived by young women who are among the most vulnerable groups. Many awareness campaigns are often urban-centred, top-down, and not sufficiently adapted to local cultural realities (Eze, 2013). Consequently, young women may perceive the communication strategies as effective, impactful, supportive, inadequate or empowering. It is here assumed that the way they are perceived could influence the willingness of young women to engage with them or not. It is on this basis that the study seeks to explore how young women in Delta State perceive the communication strategies employed to prevent domestic violence. To address this gap, a qualitative research approach is essential, as it allows for an in-depth exploration of participants' lived experiences, attitudes, and interpretations of these communication efforts. Without such qualitative insight into their perceptions, policymakers and advocates risk designing interventions that fail to resonate with the target audience or foster meaningful behavioural change.

Objectives of the Study

The objectives of the study include:

1. To ascertain young women's understanding and experience of domestic violence
2. To assess young women's access to specific communication strategies for the prevention of domestic violence
3. To examine young women's perceptions of the communication strategies for the prevention of domestic violence
4. To identify the barriers that limit the effectiveness of the communication strategies for the prevention of domestic violence.

CONCEPTUALISATION AND LITERATURE REVIEW

Domestic violence refers to a pattern of abusive behaviours physical, emotional, sexual, or economic that is used by one partner against another within an intimate relationship. It includes any behaviour that frighten, intimidate, terrorise, manipulate, hurt, humiliates, blame, injure, or wound someone. (World Health Organization, 2013; UN, 2022). Yusuf and Maitha (2024) define domestic violence as any form of threat, psychological, physical, emotional or sexual actions that influence another person negatively. To Sambo, Jibril and Sulaiman (2023) domestic violence is the most common type of violence against women. They added that it is pervasive, insidious, and mostly carried out in the private domain by a family member or partner. It has been described as a threat to human rights, health as well as barrier to development and it devastates millions of women in their homes (Begloyan & Sargsyan, 2018; Mojaye, 2014). It is also known as intimate partner violence (IPV), domestic abuse, or spousal abuse, (Alokan, 2013). The scholar also described it as a negative and intentional behaviour towards the opposite sex or partner. It cuts across the individual's enjoyment of rights to health, education, work, and freedom from torture and emotional distress (Njamba, 2015).

Domestic violence remains a pervasive global issue, with women disproportionately affected. The unprecedented prevalence and effects on victims and society over the years has made it to be termed a cankerworm and silent pandemic that is eroding the social fabric of societies leaving many young women traumatised (Efefairoro, 2023). In 2022, the WHO reported that 40 to 70 percent of murder of women was done by either their husbands or boyfriends. According to

Mojaye (2014) domestic violence is as a result of perpetrators feeling justified and seeing it as an acceptable thing to do. He stressed that its consequences include physical disabilities, chronic health issues, mental health, and death. Based on this, one could state categorically that its prevalence has an overwhelming effect not only on its victims but on the society as well.

Perceptions of domestic violence are shaped by cultural norms, socialisation processes, communication as well as individual experiences thereby influencing how young women interpret and respond to messages on its prevention (Heise, 2011). In many Nigerian contexts, including Delta State, domestic violence is often normalised or dismissed, affecting perceptions of its severity and the acceptability of intervention (Eze et al., 2018). Research indicates that perceptions of domestic violence are deeply rooted in cultural norms and gender roles. According to Eze (2018), many young women in Nigeria perceive domestic violence as a private matter or a normal aspect of marital relationships, which hampers prevention efforts. This normalisation often leads to underreporting and acceptance of violence (Akinwale & Adeyemi, 2019). In Delta State, traditional beliefs about masculinity and submission influence perceptions, making communication about prevention strategies complex (Okafor & Nwosu, 2020). Additionally, young women's roles as game changers, home makers and nation builders could be hampered thereby making the society to be stagnant. Therefore, they deserved to be protected by the larger society from the menace of domestic violence. One of such ways is the use of communication strategies.

Communication strategies are vital tools in the prevention of domestic violence, serving to raise awareness, reshape attitudes, and promote behavioural change. They play a crucial role in preventing domestic violence by raising awareness, promoting healthy relationships, enabling victims to voice their experiences without fear, and promote social intolerance towards abuse (Adersson, 2023). Besides, they also encompass a range of interventions aimed at raising awareness, changing attitudes, and promoting behavioural change (Waisbord, 2017). These include mass media campaigns, community dialogues, peer education, and social media outreach (Oladipo & Adebayo, 2017).

Furthermore, communication strategies are critical in raising awareness, changing attitudes and promoting help in seeking behaviours among women vulnerable to or experiencing domestic violence. Research indicates that awareness campaigns utilising mass media significantly influence women's perceptions of domestic violence and its preventability. For instance, Kim et al. (2018) found that women exposed to culturally sensitive media campaigns in South Korea reported increased awareness and decreased tolerance toward domestic violence. However, some studies highlight scepticism about the sincerity and impact of such campaigns, especially when messages are perceived as superficial or stigmatising (Rashid & Chowdhury, 2020).

A study by Nair et al. (2019) in India demonstrated that women valued interactive and participatory communication methods, which foster trust and empower women to speak out. Such strategies are perceived as more relatable and culturally relevant. With the rise of digital communication, social media platforms have emerged as vital tools for domestic violence prevention messages. Research by Alhabash & Ma (2020) indicates that women appreciate the anonymity and accessibility of online platforms, which can facilitate confidential disclosure and support. Nonetheless, concerns about misinformation and privacy breaches affect perceptions negatively (Kumar & Singh, 2021). Begloyan and Sargsyan (2010) stressed that young women's perceptions of communication strategies could hinder the prevention of domestic violence

These strategies encompass a variety of approaches tailored to cultural contexts, target audiences and specific social norms. Firstly, mass media campaigns remain one of the most widespread methods for disseminating information about domestic violence prevention. These campaigns leverage television, radio, newspapers, and billboards to reach broad audiences and create social awareness. According to Waisbord (2017), mass media can influence social norms by providing consistent messages that challenge harmful behaviours and promote gender equality. For example, the UN Women campaign in Nigeria utilised radio and TV to challenge myths around domestic violence, leading to increased awareness among women and men alike (UN Women, 2018).

Secondly, in recent years, social media has emerged as a powerful tool for engaging young populations and fostering community dialogue. Platforms like Facebook, Twitter and WhatsApp allow for interactive and personalised messaging, which can enhance message relevance and trust (Moorhead et al., 2013). Eze et al. (2020) found that social media campaigns in Nigeria increased young women's awareness and willingness to discuss domestic violence issues openly, thereby reducing stigma and encouraging help-seeking behaviours.

Thirdly, community engagement has become crucial in culturally sensitive contexts. Strategies such as community dialogues, workshops, and peer education involve local leaders, religious figures, and peer groups to facilitate discussions about domestic violence (Uzoamaka & Chijioke, 2021). These approaches leverage existing social structures to challenge norms that condone violence and promote positive attitudes toward women's rights (Miller & Rieker, 2020). In Nigeria, community-led programs that integrate traditional leaders have shown success in shifting perceptions and behaviours related to domestic violence (Okafor & Nwosu, 2020).

Fourthly, tailoring messages to reflect local cultural beliefs, languages, and norms enhances receptivity. Schultz and Schultz (2016) emphasise that culturally relevant communication respects local values while challenging harmful practices. Incorporating local idioms, storytelling, and involving community elders increases message acceptance and reduces resistance. For example, in Delta State, integrating traditional proverbs that promote respect and non-violence has been effective in community outreach (Uzoamaka & Chijioke, 2021). A combination of mass media, social media, community engagement, education, and culturally tailored messaging forms an effective strategy suite for domestic violence prevention. These approaches must be context-specific and involve collaboration with community stakeholders to ensure cultural relevance and sustainability. As evidence suggests, multifaceted communication strategies can significantly alter perceptions, challenge social norms, and ultimately reduce the incidence of domestic violence (WHO, 2013; Uzoamaka & Chijioke, 2021).

Lastly, cultural norms and societal values significantly shape perceptions of communication strategies. In Delta State, traditional gender roles and patriarchal norms often influence how messages about domestic violence are received (Okafor & Nwosu, 2020). Messages that challenge these norms may be perceived as threatening or disrespectful, leading to resistance or denial. Conversely, culturally sensitive approaches that incorporate local beliefs and involve community influencers tend to foster more positive perceptions (Uzoamaka & Chijioke, 2021).

Theoretical Framework

The Health Belief Model (HBM) is a psychological framework developed in the 1950s by social psychologists Hochbaum, Rosenstock, and Kegels to explain and predict health-related behaviours. It posits that individuals' engagement in health-promoting behaviours depends on their perceptions of the threat posed by a health issue and the benefits of taking action, balanced against perceived barriers. The HBM emphasises that individuals' perceptions of their susceptibility to and the severity of a health threat influence their motivation to engage in preventive behaviours. In the context of domestic violence, women's perceptions of their risk of experiencing violence and the potential consequences (physical, psychological, social) enormously affect how they perceive prevention messages. For example, women who perceive a high risk and serious consequences may be more receptive to communication strategies promoting help-seeking or safety planning (Rosenstock, 1974; Carpenter, 2010).

The HBM posits that individuals are more likely to engage in preventive behaviours if they perceive themselves to be susceptible to a health threat and believe that the threat has serious consequences. In the aspect of domestic violence, women's perceptions of their risk and the seriousness of violence influence how they perceive prevention messages. For example, if women do not perceive themselves at risk or view domestic violence as a private or normal issue, they may be less receptive to communication strategies (Janz & Becker, 1984).

Six key concepts form the foundation of the Health Belief Model (HBM), which explains why people adopt particular health-related behaviors. These include perceived severity, which refers to how serious a person believes the illness and its consequences could be, and perceived susceptibility, which is a person's belief about how probable they are to have a disease. These combine to create the individual's perception of danger. Perceived benefits, or the conviction that a health action will assist avoid or lower the risk of sickness, and perceived barriers, or the difficulties or impediments that may deter action, including expense, anxiety, or difficulty, are also included in the model.

Self-efficacy is the belief in one's own ability to carry out a healthy activity, whereas cues to action are triggers such as media messages, reminders, or symptoms that compel people to take action. Together, the six structures provide an explanation for how individuals decide whether to preserve or enhance their health.

In summary, the HBM is highly pertinent to understanding and improving women's perceptions of communication strategies aimed at domestic violence prevention. By addressing beliefs about susceptibility, severity, benefits, barriers, cues to action, and self-efficacy, interventions can be designed to resonate more deeply with women's perceptions, thereby enhancing their effectiveness in preventing domestic violence.

RESEARCH METHOD

The study adopted qualitative research method with Key Informant Interviews (KII) as instrument for generating data. According to Asemah, Gujbawu, Ekharefo and Okpanachi (2012) the KII allow respondents to freely express their opinion on issues of public concerns as raised here. This research design was considered appropriate because of the sensitive nature of domestic violence and the need for in-depth insights. In KII, 15-35 informants are recommended (Oziwele & Erubami, 2022 citing Macfarlan, 2014). In line with this, the researchers used 30 informants who are young women aged 18 to 49 years and studied mass communication. They cut across the Graduate, Masters and PhD degrees of Mass Communication. This is to get the right information

based on the fact that they were assumed to have the understanding of what communication strategies entails. Using purposive sampling, the researchers selected 10 young women each from the three Senatorial Districts of Delta State (Delta North, South and Central). The choice of the senatorial districts was to make for even representation across the state. Structured questions were used while the instrument was designed using the *FormApps* but distributed via WhatsApp to the informants. The interview guide focused on their understanding and experience of domestic violence; access to specific communication strategies; perceptions of the communication strategies, and the barriers that limit the effectiveness of the communication strategies for the prevention of domestic violence. Explanation-building technique was used to analyse the data obtained.

RESULTS AND DISCUSSION

The study aimed to explore young women's perceptions of communication strategies for the prevention of domestic violence in Delta State. Their perceptions were measured by asking them their understanding and experience of domestic violence; access to specific communication strategies; their perceptions of the communication strategies and the barriers that limit the effectiveness of the communication strategies. The questions raised for the study were adequately answered by the young women.

Firstly, the data generated indicate that the young women have adequate understanding of what domestic violence means. To some of them, it is "the act of inflicting pain through words or physical abuse", "the act of bullying or deformation of a partner in an intimate relationship", "the abuse of a partner based on superiority", "when a partner controls the other physically, emotionally and financially", "traumatic violence that makes the victim lose self-confidence", and "the maltreatment of a partner in the home". These responses align with the definitions of domestic violence as any behaviour that frighten, intimidate, terrorise, manipulate, hurt, humiliates, blame, injure, or wound someone or any form of threat, psychological, physical, emotional or sexual actions that influence another person negatively (World Health Organization, 2013; UN, 2022; Yusuf & Maitha, 2024). On whether they had experienced domestic violence, most of them were on the affirmative. This aligns with the assertion that in African continent, 35 percent of women from Africa worldwide have experienced physical or sexual violence at some point in time (Ukweze & Ifeobu, 2017). A few mentioned that they had witnessed it happen to other young women within their community. These responses infer that the young women were not only conversant with domestic violence, they had experienced or witnessed it.

Secondly, mass media campaigns, social media advocacy, seminars/workshops, enlightenment campaigns in school/workplace, counselling sessions, dialogue with victims/perpetrators, theatre/drama, posters, handbills, and religious messages were mentioned as some of the communication strategies on the prevention of domestic violence they had access to. This confirms what Oladipo and Adebayo (2017) mentioned that communication strategies include mass media campaigns, community dialogues, peer education, and social media outreach.

Thirdly, on perceptions of the communication strategies in the prevention of domestic violence, the young women mentioned that they were 'effective', 'impactful', 'supportive', 'inadequate', and 'empowering'. They added that the communication strategies have equally helped to increase their awareness of domestic violence, made them better informed, and encouraged them to seek support services from NGOs, police and other government agencies. According to some of the informants "most young women have learnt through the various communication strategies to cry

out for help or walk away from a toxic relationship”. To others “some young women have learnt how to relate or handle issues that could lead to domestic violence in the home”. These responses confirm the assertion that multifaceted communication strategies can significantly alter perceptions, challenge social norms, and ultimately reduce the incidence of domestic violence (WHO, 2013; Uzoamaka & Chijioke, 2021). They also agreed with the assertion of Obukoadata (2010) that communication strategies are summed up in the creation, maintenance and shaping of public opinion which are considered crucial in the prevention of domestic violence. It also agreed with the HBM that women who perceive a high risk and serious consequences may be more receptive to communication strategies promoting help-seeking or safety planning (Rosenstock, 1974; Carpenter, 2010).

Lastly, the informants identified barriers that limit the effectiveness of the communication strategies to include: network glitch (for social media), cultural and traditional practices, ignorance, inability to communicate with others (not being able to speak up), wrong choice of communication strategy (for local communities), stigmatization, social isolation, parental upbringing, among others. According to some of the informants on the choice of communication strategies, they mentioned that “when it is only being talked about on social media, many young women who face domestic violence are cut off, thus it becomes impossible for them to learn or benefit from it”. On the other hand, others mentioned “social isolation, stigma and cultural norms, language barriers as well as economic constraints”. The informants suggested the following on how to improve the effectiveness of the communication strategies: all forms of communication strategies should be introduced and used, this is to ensure more young women access them; there should be increased awareness of domestic violence prevention in schools, religious gatherings, seminars/workshops, hotlines should be made available for women who are endangered to call; young women should be encouraged to speak out and walk out of toxic relationships. Others suggested that the communication strategies should handle the core issues of domestic violence such as cultural and traditional beliefs, parental upbringing and law enforcement against perpetrators.

CONCLUSION

This study examined how young women in Delta State perceive the communication strategies designed to prevent domestic violence. The findings revealed that the respondents demonstrated a clear understanding of the concept of domestic violence, including its forms, causes, and consequences. Many of the young women reported either personal experiences of domestic violence or having witnessed such incidents among peers and community members.

The study further showed that the young women generally held positive views about the existing communication strategies, such as public awareness campaigns, media messages, community outreach, and educational programs, used to address domestic violence. However, they also pointed out several factors that hinder the effectiveness of these strategies. These challenges included limited access to information, cultural and societal norms that silence victims, fear of stigmatization, inadequate community support systems, and insufficient enforcement of protective laws. The respondents offered practical suggestions for improving these strategies, such as expanding outreach efforts, strengthening community engagement, enhancing the use of digital platforms, and providing more survivor-centered support services.

Based on these insights, the study concludes that while the current communication strategies for preventing domestic violence in Delta State are generally effective, their impact could be significantly enhanced if the identified barriers are addressed. Therefore, the study recommends sustained use and continuous improvement of these strategies to ensure broader reach and greater effectiveness in combating domestic violence among young women.

REFERENCES

- Adersson, F. (2023). *To what extent did social media and communication strategies help victims of domestic violence during the COVID-19 lockdown in Thailand?* (Master's thesis, Malmö University).
- Akinwale, A., & Adeyemi, O. (2019). Cultural perspectives on domestic violence in Nigeria. *African Journal of Social Sciences*, 12(3), 45–58.
- Alhabash, S., & Ma, M. (2020). Social media as a tool for domestic violence awareness: Women's perceptions and engagement. *Journal of Communication*, 70(2), 234–251.
- Alokan, F. B. (2013). Domestic violence against women: A family menace. *1st Annual International Interdisciplinary Conference (AIIC)*. [CORE](#)
- Asemah, E. S., Gujbawu, M., Ekhareifo, D. O., & Okpanachi, R. A. (2022). *Research methods and procedures in mass communication*. Matkol Press.
- Attah, L. L., & Owoyemi, J. O. (2024). Public perception of informal strategies for curbing domestic violence against women in Ofu Local Government Area of Kogi State, Nigeria. *The International Scholarly Journal of Arts and Social Science Research*, 7(1), 500–518.
- Bazza, H. I. (2008). Domestic violence and women's rights in Nigerian societies without borders. 4(2), 175–192.
- Begloyan, A., & Sargsyan, K. (2008). *Communication strategy for prevention of domestic violence and protection of victims*. Mojam
- Delta State Ministry of Women Affairs. (2022). *Annual report on gender-based violence and women empowerment in Delta State*. Government Press.
- Efefairoro, J. (2023, July 10). Domestic violence in Nigeria: The road to gender equality and empowerment. *Vanguard Newspaper*. [Vanguard Newspaper](#)
- Eze, J. C. (2013). Mass media and the campaign against domestic violence in Nigeria. *Journal of Media and Communication Studies*, 5(3), 34–42.
- Eze, S. C. (2018). Perceptions of domestic violence among young women in Nigeria. *International Journal of Sociology and Anthropology*, 10(4), 67–75.

- Eze, S. C., et al. (2020). Social media and domestic violence awareness in Delta State. *Journal of Communication Studies*, 22(1), 89–105.
- Heise, L. (2011). *What works to prevent partner violence? An evidence overview*. STRIVE Research Consortium.
- Ishola, S. A. (2016). Domestic violence: The Nigerian experience. *Asia-Africa Journal of Mission and Ministry*, 13, 3–16.
- Kim, H., Lee, S., & Lee, S. (2018). Impact of media campaigns on domestic violence awareness among women in South Korea. *Asian Journal of Communication*, 28(4), 365–380.
- Kumar, R., & Singh, A. (2021). Social media, misinformation, and domestic violence: Women's perceptions. *Cyberpsychology, Behavior, and Social Networking*, 24(3), 183–189.
- Miller, E., & Rieker, P. (2020). Community-based strategies for domestic violence prevention. *Journal of Community Psychology*, 48(2), 341–357.
- Mojaye, E. M. (2014). Language and communication for domestic conflict resolution in Nigeria. *New Media and Mass Communication*, 31, 27–33.
- Moorhead, S. A., et al. (2013). A new dimension of health communication: Social media. *Health Education & Behavior*, 40(4), 381–384.
- Nair, S., Kumar, S., & Patel, R. (2019). Community participatory communication for domestic violence prevention in India. *Health Communication*, 34(1), 65–74.
- Ngwu, U. I., Ukam, C. A., & Ogande, A. (2022). Domestic violence and development communication in rural communities. *International Journal of Current Research in Education, Culture and Society*, 6(2), 114–126.
- Njamba, P. (2015). *An evaluation of the communication strategies used in anti-gender based violence campaigns: A case of the Young Women Christian Association in Linda Township of Lusaka* (Master's thesis, The University of Zambia).
- Obukoadata, O. P. (2010). Communication and underdevelopment: The Uzere example. *Makurdi Journal of Communication Research (MJCR)*, 1(1).
- Okafor, H., & Nwosu, O. (2020). Gender norms and domestic violence perceptions in Delta State. *Nigerian Journal of Gender Studies*, 5(1), 23–36.
- Oladipo, A., & Adebayo, F. (2017). Impact of media campaigns on domestic violence awareness. *African Media Journal*, 9(2), 78–90.
- Oziwele, E. P., & Erubami, J. A. (2022). Perception of the impact of COVID-19 on the protective structures of adolescent girls by female students of Mass Communication,

- Delta State University, Abraka. *GVU Journal of Management and Social Sciences*, 7(2), 129–139.
- Rashid, A., & Chowdhury, S. (2020). Perceptions of anti-domestic violence campaigns: A qualitative study in Bangladesh. *Violence Against Women*, 26(4), 453–471.
- Rosenstock, I. M. (1974). Historical origins of the Health Belief Model. *Health Education Monographs*, 2(4), 328–335.
- Sambo, M. N., Jibril, N. B., & Sulaiman, H. (2023). Perception and experience of domestic violence among women in a rural community in Kaduna State, Nigeria. *Nigerian Medical Journal*, 64(3), 314–326.
- Ukweze, C. A., & Ifeobu, A. C. (2017). Audience awareness, perception and exposure to social media campaigns on domestic violence in Anambra State. *Global Journal of Applied Management and Social Sciences*, 14, 253–265.
- Uzoamaka, O., & Chijioke, C. (2021). Community approaches to domestic violence prevention. *Community Development Journal*, 17(4), 290–305.
- Waisbord, S. (2017). *Communication: A critical cultural approach*. Wiley-Blackwell.
- World Health Organization. (2013). *Global and regional estimates of violence against women: Prevalence and health effects of intimate partner violence and non-partner sexual violence*.
- Yusuf, J. A., & Maitha, A. (2024). Increase in domestic violence in Nigeria: The implications of mismanagement of the public sector and the weaknesses of the judiciary. *Migration Letters*, 21(3), 1741–1754.