



Social media as an informal educational tool for raising awareness of sexual harassment in urban communities

Emmanuel Olugbenga Sijuade^{1,*}

¹ Department of Journalism and Media Studies Faculty of Communication and Media Studies, Ajayi Crowther University, Oyo State P.M.B 1066, Nigeria.

*Correspondence: sijuadegbenga741@gmail.com

Received Date: May 27, 2025

Revised Date: November 20, 2025

Accepted Date: January 29, 2026

ABSTRACT

Background: The study examined the Perception of Social Media on Awareness of Sexual Harassment in Nigeria. The rationale behind the study were various type of social media used by residents of Festac Town, Lagos, identify to what extent respondents who use social media understand what sexual harassment means, determine how social media have helped in creating awareness on sexual harassment amongst residence of Festac town, Lagos and to determine the moral standards that social media platforms must adhere to when raising awareness of sexual harassment. The theories employed for the study are Perception theory and Developmental Media theory. **Methods:** The methodology for the study was survey and the research instrument used was the self-administered questionnaire to collect relevant information from the population, however a total of three hundred and seventy copies of the questionnaire were administered and sample random sampling was used to select the respondents. The data gathered were analyzed using Statistical Package for Social Sciences (SPSS) in form of tables, percentages and frequency count. **Findings:** The findings of the study disclosed that most respondents agreed that social media have helped in creating awareness among residents of Festac Town, Lagos and social media helps in letting messages out to the larger community which will hopefully inspire change, social media helps in calling the attention of government agencies to cases of sexual harassment. **Conclusion:** The study concluded that a large number of respondents think that social media have a positive impact on the Awareness of Sexual Harassment in Nigeria, the study also revealed that the Twitter and Instagram are the major social media platform that helps in raising awareness for sexual harassment. **Novelty/Originality of this article:** The study recommends that information on social media should be regulated by some regulatory bodies and caution is needed before such information is broadcasted to the people in order not to stiff up hatred and stereotype judgment on some people or societies.

KEYWORDS: awareness; perception; sexual harassment; social environment; social media.

1. Introduction

Sexual harassment as defined to Deady et al. (2019), is an unwelcome sexual advances, requests for sexual favours, and other verbal or physical conducts of a sexual nature when the conduct is made as a term or condition of an individual's employment, education, living environment or participation in a university community, and this has become a pressing issue. Recently, horrific reports of sexual harassment have been reported across the globe. If the news on the new media is not about reporting cultism, prostitution, baby making factories trending the nooks and crannies of the country, it will be about a woman or man,

Cite This Article:

Sijuade, E. O. (2026). Social media as an informal educational tool for raising awareness of sexual harassment in urban communities. *Asian Journal of Collaboration of Social Environment and Education*, 3(2), 172–191. <https://doi.org/10.61511/ajcsee.v3i2.2026.1890>

Copyright: © 2026 by the authors. This article is distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).



a girl or boy who has been sexually harassed. In many cases, it may be about a lecturer harassing the student or an uncle or aunty harassing his or her niece or nephew (Deane, 2024). Sexual harassment is a global issue that has permeated the world as long as humans (males and females) have reasons to interact. The continuous occurrence of sexual harassment and sexual assault lately in Nigeria have been a pressing issue for major concerned human right activists, legal practitioners, non-governmental organisations, government at various levels and other relevant parties. Due to the fact that the prevalence of sexual harassment keeps rising, it appears that despite all efforts, policies put in place to stop this criminal social menace have not been very successful. What is worse is that many of these cases are reported primarily as a result of cultural and social issues, most especially stigmatization, police, extortion, and lack of faith in the Nigerian judicial process (Omidoyin & Awosusi, 2021). The epidemic of sexual harassment in our societies and higher education system around the world has a significant negative impact on people, groups, and entire organisations. Sexual harassment is made possible by a number of factors, including precarious working condition, hierarchical organisations, a normalization of gender-based violence, toxic masculinities, a culture of silence, and a lack of active leadership. It causes much distress and discomfort for those who fall victim to it both physically and mentally (Marwick & Caplan, 2018). It is essential to report such cases of sexual harassment to address and document instances of unwanted behaviour or mistreatment (for evidence) in order to protect individuals from harm and create a safe environment. Reporting harassment serves several importance purposes such as accountability, by reporting sexual harassment, individuals hold the responsible party accountable for their actions and justice gained for the victim. This helps prevent the perpetrator from continuing their harmful behaviour and sends message that harassment will not be tolerated. It also gives opportunity for victims or witnesses to seek protection and support from relevant authorities or organisations, it allows victims to access resources such as counselling, legal assistance, or other forms of support to help them cope with the emotional, psychological, or physical effects of harassment among other purposes (Marwick & Caplan, 2018).

In most cases victims who report sexual harassment cases are those who have influential power in the society and their cases are taken up because of the kind of power they possess for those who have no powerful status at all are either left silent or await a miracle to happen, but with social media as a global village, that brings people from all over the world closer together and makes communication between individuals and groups much easier (Hendricks, 2022). In view of this submission, this study aims to examine the perception of social media on the awareness sexual harassment.

Social media platforms are increasingly serving as central sources of reference in people's daily lives worldwide. As of January 2023, the number of global internet users reached approximately 5.16 billion, accounting for 64.4% of the world's population. Of this total, 4.76 billion, or 59.4 percent of the world's population, were social media users (Petrosyan, 2023), while in Nigeria there is 122.5 million internet users at the start of 2023 with 31.6 million social media users equating to 14.3 percent of the total population (Kemps, 2023). The fact that social media has come to stay cannot be over emphasized; according to Al-Sharq et al. (2015), social media has become an integral part of the society, changing social norms and culture. Social media is frequently praised as a potentially revolutionary information source, this is because information is the driving force behind the emerging technologies in today's society. In the past year, information has increased significantly in a large variety of formats, the evolution and widespread adoption of the internet has made the acquisition, sharing and transfer of information easier and faster. Information and contents sharing are now a social desire (Lyngdoh et al., 2023; Majerczak & Strzelecki, 2022). Social media has provided the public with information through wide range of internet connectivity, and has enhanced communication and content sharing among people in the society. People can now take part in social discussions by leaving comments, uploading photos and photographs, exchanging ideas, and much more on different social media platforms. At this point, one can say that social media influence people's daily (Kaewkitipong, 2016). Due to the expansion of social media, there is an

increase in harassment, although it has been noted that the exact prevalence is currently unknown.

Social media can function as a platform for raising awareness about sexual harassment by spreading ideas, attitudes, and knowledge to a broad audience. It also provides a space where both survivors and perpetrators can be heard. Furthermore, social media can foster safer environments for sharing experiences and engaging in discussions that promote awareness of sexual harassment. Sexual harassment refers to unwelcome words or behaviors of a sexual or gender-based nature, affecting individuals from students to adults, and interfering with their ability to learn, study, work, or participate fully in activities. Victims are often dissatisfied in keeping their jobs (Bedera, 2022) showcase high levels of absenteeism and sometimes voluntarily leaves the company, increasing the turnover rate (Mc Laughlin et al., 2017). Harassment may take the form of written or spoken words, visual content, or unwanted physical contact of a sexual nature, including actions that target an individual based on their gender. Such behavior can cause individuals to feel embarrassed, fearful, sad, pressured, upset, uncomfortable, humiliated, or angry, and may interfere with their ability to concentrate on tasks or feel safe in environments such as school, the workplace, or even at home. Therefore, this study aims to critically look at the assessment of the role of social media in raising awareness about sexual harassment in Nigeria particularly those in Festac town, Lagos.

1.1 Statement of problem

Sexually harassment wherever it is found is problematic, as it is most often perpetrated by superiors against their subordinates, or between people of uneven status with one capable of taking advantage of the other or willing to exploit the other's vulnerability as inferior (Sadler et al., 2018). One of the consequences of sexual harassment is that the victims may experience psychological problems; victims with histories of sexual harassment have been found to experience depression and significantly elevated levels of PTSD (Einarsen & Nielsen, 2015). According to the National Violence Against Women Survey (NVAMS), 1 in 6 women and 1 in 33 men have experienced sexual harassment and sexual abuse. According to Oluwakemi Adelagun, Olanrewaje James popular known as Baba Ijesha a Nollywood star, was sentenced to jail for the sexual harassment and assault of a minor between 2013-2014. The minor who was 14 years old at the time, was the foster daughter of Princess the comedian, same as an undergraduate Uwa Omozuwa who was raped inside a parish of the redeemed Christian church of God on May 27, 2020, Iniubong Umoren wasn't left out a graduate of university of Uyo who came out in search of a job but was assaulted instead by her supposed employer Frank Ezekiel Akpan in 2021, Busola Dakolo the popular musician's wife who was sexually assaulted several times at age 18 by her pastor Biodun Fatoyinbo finally came out in 2019 and the current case of a 24 year old lady who came out to report a case of raped by a footballer Achraf Hakimi and so many other victim who have come out to report a case of assault but still there is continuous raise in sexual harassment, According to Enterpriseappstoday (2023), around 81% of women and 43% of men experience some form of sexual harassment in their lifetime and this numbers are much larger than suggested by other recent polls. Another survey by NPR shows that 77percent of women had experienced verbal sexual harassment, 51 percent had been sexually touched without their consent, about 41 percent said they had been sexually harassed online, 66 percent had been sexually harassed in public spaces and 27percent said they had survived sexual assault.

The first step in the problem-solving process is creation of awareness, which can be from within an individual or from outside sources. The adoption of technology globally has also impacted the process of education, including what we learn and how we learn them, it has helped significantly in creating awareness about different issues (Lakshme et al., 2020). Social media, one of the modern technologies has been found to be a veritable tool in creating awareness on issues as well as in disseminating information; example of this was how social media was deployed in combating the spread of COVID-19 pandemic (Chan et al.,

2020). There is no doubt that social media has gained wider acceptability and usability and is also becoming probably the most important communication tools and has also shown great impact on how people live their lives on the internet. Billions of people worldwide use social media as a means to share information and build connections with others. Social media allows you to communicate, learn new things, develop your interests, and be entertained (USF, 2023). Some of these social media include Facebook, Twitter, and Instagram. In this study, the role played by Social Media in creating awareness on sexual harassment will be investigated. The main objective of this study is to investigate the influence of social media on awareness of sexual harassment. Specifically, the study seeks to identify the various social media platforms used by residents of FESTAC Town, Lagos, and to examine the extent to which users understand the concept of sexual harassment. Furthermore, it aims to determine how social media contribute to raising awareness of sexual harassment among residents of FESTAC Town, Lagos. In addition, the study explores the moral standards that social media platforms should adhere to when promoting awareness of sexual harassment.

2. Methods

2.1 Research design

A survey method used to solicit data and information for this research work. A survey design is a research approach in which a population is examined by collecting and analyzing data from a smaller subset that is considered representative of the whole group. Survey research can use quantitative research strategies (using questionnaires, interviews etc), qualitative research strategies (e.g., using open-ended questions), or both strategies (i.e., mixed methods). As it is often used to describe and explore human's behaviour, survey is therefore frequently used in social and psychological research (Ponto, 2015). The sole purpose of this method is to obtain data that can be applied to a broader population from individuals by collecting information about attitudes, opinions, behaviours, and other characteristics of the population being studied. By asking a standardized set of questions, researchers can obtain a representative sample of the population's views on a particular topic.

2.2 Population of study

The population is the totality or aggregation of the experimental unities or items of interest in a statistical investigation. It is the sum total of every item in a universe of enquiry. Creswell (2012) also stated that the target population is a group of individuals (or groups of organisations) with some general characteristics that can be identified and studied by researchers. The population of this study comprises members of Feastac, Ojo Lagos, with about 697,000 population. The sample size for this study are 400, calculated using the appropriate statistical formula for survey research.

2.3 Sample size

Sample size refers to the number of observations or participants in study. The choice of sample size is a crucial decision in research, as it affects the reliability and generalizability of findings. According to Creswell (2014) sample size is the number of participants needed in a study to represent the target population with a reasonable degree of accuracy. Johnson & Christensen (2014) state that sample size is the number of observations that are made or the number of participants that are included in the study. In order to select the appropriate number of respondents, the researcher applied the Slovin's sample determinant formula. Slovin's sample size determination formula is a statistical formula used to determine the appropriate sample size for a research study. The formula helps give researcher an idea of

how large the sample size needs to be to ensure a reasonable accuracy of results. To get the sample size from the population, the Slovin's formula is in Equation 1.

$$n = \frac{n}{1+Ne^2} \quad (\text{Eq. 1})$$

Where n represents the sample size, N denotes the total population size, which in this case is 697,000, and e refers to the level of tolerance set at 0.05 (squared in the formula). Thus, the required sample size for this study is 400 respondents. Therefore, a sample of 400 is sufficient when applying a simple random sampling technique with a population of 697,000 and a margin of error of 0.05.

$$n = \frac{697,000}{1+697,000 (0.05)^2}$$

$$n = \frac{697,000}{1+697,000 (0.0025)}$$

$$n = \frac{697,000}{1+1,742.5}$$

$$n = 399.8 \approx 400 \quad (\text{Eq. 2})$$

3. Results and Discussion

3.1 Presentation of findings

Investigation was made to ascertain the usage of social media by participants. The response is presented in Table 1. This table shows that 334 (90%) of respondents responded, 'Yes', while 36 (10%) of the respondents' response was 'No'. This implies that majority of the respondents make use of the social media actively. This shows the obvious fact that social media give valid information about societal issues like sexual harassment.

Table 1. Usage of social media

Response Category	Frequency	Percent
Yes	334	90.3
No	36	9.7
Total	370	100.0

Table 2 presents the type of social media used by the participants who are Residents of Festac Town, Lagos State. Out of 370 respondents, 289 (78%) respondents use Instagram, although 221 (60%) respondents use X, while 216 (58%) use Snapchat. This therefore shows that the social media used by majority of the respondents is Instagram. The total frequency reaches 866, exceeding the total number of respondents (370), resulting in a cumulative percentage of more than 100%. This indicates that respondents were allowed to select more than one social media platform from the list. Therefore, it should be clearly stated that the data represent multiple responses, where each respondent may use more than one type of social media.

Table 2. Type of social media used

Item	Frequency	Percent
Facebook	140	37.8
Instagram	289	78.1
X	221	59.7
Snapchat	216	58.4

Respondents were asked to state how often they use the social media. The result obtained is presented Table 3, 185 (5%) respondents very frequently use social media, 151 (41%) respondents frequently use social media, 29 (8%) respondents occasionally use social media and 5 (1%) rarely use social media. Hence, the table shows that majority of the respondents use the social media very frequently and frequently. This shows that respondents are active users of the social media.

Table 3. Frequency of use of social media

Response Category	Frequency	Percent
Very Frequently	185	50.0
Frequently	151	40.8
Occasionally	29	7.8
Rarely	5	1.4
Total	370	100.0

Table 4 show the summary of responses on which social media platform is more effective in creating awareness on sexual harassment, 164 (44%) respondents agreed at various degrees that the effectiveness of Facebook in creating awareness on sexual harassment is high, while 100 (27%) respondents said its moderate, 106 (29%) respondents said it is low. 302 (82%) respondents agreed that the effectiveness of Instagram in sexual harassment is high, while 51 (14%) respondents said its moderate. About 305 (82%) respondents agreed that the effectiveness of X in creating awareness on sexual harassment is high, while 19 (5%) said it is low. 161 (44%) respondents agreed that the effectiveness of Snapchat in creating awareness on sexual harassment is high, 101 (27%) respondents said its moderate, while 108 (29%) agreed that it was low. However, it can be concluded with the table above that X is more effective in creating awareness on sexual harassment.

Table 4. Most effective social media platform in creating awareness on sexual harassment

Item	Very high	High	Moderate	Low
Facebook	89 (24.1%)	75 (20.3%)	100 (27.0%)	106 (28.6%)
Instagram	149 (40.3%)	153 (41.4%)	51 (13.8%)	17 (4.6%)
X	210 (56.8%)	95 (25.7%)	46 (12.4%)	19 (5.1%)
Snapchat	89 (24.1%)	72 (19.5%)	101 (27.3%)	108 (29.2%)

Result obtained with regards to how residents of Festac Town, Lagos State understand the portrayal of sexual harassment through the social media is presented in Table 5. Finding shows that 214 (58%) respondents strongly agreed that sexual harassment is touching without one's consent, while 126 (34%) respondents agreed to the statement, 28 (8%) respondents disagreed. 203 (55%) respondents strongly agreed that sexual harassment is having sexual intercourse with a person without his/her consent, 129 (35%) agreed to this statement, however 28 (8%) disagreed to this statement.

Table 5. Understanding of sexual harassment from the use of social media

Sexual harassment is	Strongly Agree	Agree	Disagree	Strongly Disagree
Touching without one's consent	214 (57.8%)	126 (34.1%)	28 (7.6%)	2 (0.5%)
Having sexual intercourse with a person without his/her consent	203 (54.9%)	129 (34.9%)	28 (7.6%)	10 (2.7%)
Making verbal sexual advances	140 (37.8%)	195 (52.7%)	30 (8.1%)	5 (1.4%)
Sending inappropriate pictures	141 (38.1%)	141 (38.1%)	77 (20.8%)	11 (3.0%)

Based on Table 5, as many as 140 (38%) respondents strongly agreed that sexual harassment is making verbal sexual advances, 195 (53%) respondents agreed to this statement, although 30 (8%) respondents disagreed. 141 (38%) respondents agreed and strongly agreed that sexual harassment is sending inappropriate pictures, however 77

(21%) respondents disagreed, while 11 (3%) respondents also strongly disagreed. Therefore, it can be deduced that majority thinks of sexual harassment as touching without one's consent and having sexual intercourse with a person without his/her consent.

The forms of sexual harassment respondents were familiar with are presented in Table 6. Table 6 presents respondents' perceptions of the familiarity of different forms of sexual harassment. The data indicate that unwanted physical contact or advances—such as touching, grabbing, caressing, kissing, or hugging without consent is the most recognized form, with 52.4% rating it as “very high” and 33.2% as “high,” totalling 85.6% awareness. This suggests that respondents are highly conscious of direct physical harassment. Sexual favours or advances in exchange for work or academic benefits are also widely recognized, with 45.7% rating it as “very high” and 34.9% as “high,” amounting to 80.6%. This indicates a strong awareness of coercive sexual practices linked to power dynamics. Verbal harassment, including unwanted sexual comments, jokes, or innuendos about a person's appearance, was rated as “very high” by 35.9% and “high” by 43.5%, totalling 79.4%. Similarly, non-verbal harassment, such as leering, indecent gestures, and sexually suggestive looks, was rated “very high” by 33.5% and “high” by 47.8% (81.3%). These figures show that respondents are fairly familiar with verbal and visual harassment. Unwelcome sexual conduct or behaviour that creates a hostile environment without direct coercion received slightly lower awareness, with 30.5% rating it “very high” and 46.5% as “high,” totalling 77%.

Table 6. Familiar forms of sexual harassment

Items	Very high	High	Moderate	Low
A sexual comment, jokes, or innuendos that are unwanted or offensive about a person's dressing or body, made in the presence or directed to a person	133 (35.9%)	161 (43.5%)	57 (15.4%)	19 (5.1%)
A sexual leering, staring, lascivious looks, repeated winks, indecent exposure or making sexually suggestive gestures	124 (33.5%)	177 (47.8%)	52 (14.1%)	17 (4.6%)
An unwanted physical contact or advances, such as touching, grabbing, caressing, kissing or hugging without consent	194 (52.4%)	123 (33.2%)	34 (9.2%)	19 (5.1%)
A sexual favour or advances in exchange for work benefits such as promises of promotion, higher pay, academic advancements etc.	169 (45.7%)	129 (34.9%)	48 (13.0%)	24 (6.5%)
An unwelcoming sexual conduct, comments or behaviour that makes work unbearable for a person without them being promised or denied anything	113 (30.5%)	172 (46.5%)	62 (16.8%)	23 (6.2%)

Overall, respondents demonstrate high awareness of various forms of sexual harassment, with physical contact and quid-pro-quo sexual advances being the most recognized. Verbal and non-verbal harassment are also well acknowledged, though slightly less than direct physical or coercive forms. This suggests that while overt and coercive behaviour are more easily identified among the residents of Festac town, subtler forms of harassment such as creating a hostile environment may be less readily recognized. The data highlight the need for continued awareness programs emphasizing all forms of sexual harassment, including non-physical and less overt behaviours.

Respondents were further asked if actions of individuals can result into sexual harassment. Responses obtained is presented below. Out of the total respondents, 261 (70.5%) believe that one's actions or inactions can contribute to sexual harassment, while 109 (29.5%) disagree. This indicates that a significant majority of respondents perceive that behaviour, decisions, or responses of individuals may influence the likelihood of harassment. Such perceptions may reflect a belief that certain actions—like dressing in a

particular way, being alone in unsafe settings, or failing to assert boundaries could trigger harassment. However, it is important to note that this view can also reflect victim-blaming tendencies, which wrongly shift responsibility from the perpetrator to the victim. The fact that nearly 30% of respondents disagreed suggests that a portion of the population recognizes that sexual harassment is primarily the fault of the harasser, independent of the victim's actions. Overall, these results highlight a mixed perception among residents, showing both awareness of potential situational risks and the need for continued education on the principle that sexual harassment is never justified by the victim's behaviour. Table 7 shows respondents' opinions on whether a person's actions or inactions can be a reason for sexual harassment.

Table 7. Contribution of individual's actions and inactions to sexual harassment

Response Category	Frequency	Percent
Yes	261	70.5
No	109	29.5

Findings related to ways in which social media have helped in creating awareness on sexual harassment among residents of Festac Town, Lagos State is presented in this section. A large majority of respondents agreed that social media brings attention to sexual harassment, with 45.9% strongly agreeing and 51.1% agreeing, totalling 97% positive responses. Similarly, 48.1% strongly agreed and 47% agreed that social media helps disseminate messages to the larger community to inspire change (95.1% positive). Respondents also recognized the role of social media in sharing content that enhances awareness. For sharing images, 41.6% strongly agreed and 51.9% agreed (93.5% positive); for sharing stories, 44.3% strongly agreed and 50.5% agreed (94.8% positive); and for sharing videos, 41.6% strongly agreed and 53.2% agreed (94.8% positive).

Table 8. How the use of social media helps in creating awareness on sexual harassment

Items	Strongly Agree	Agree	Disagree	Strongly Disagree
Social media brings about awareness of sexual harassment	170 (45.9%)	189 (51.1%)	7 (1.9%)	4 (1.1%)
Social media helps in letting messages out to the larger community which will hopefully inspire change	178 (48.1%)	174 (47.0%)	12 (3.2%)	6 (1.6%)
Social media helps in sharing images necessary in creating awareness on sexual harassment among members of the public	154 (41.6%)	192 (51.9%)	20 (5.4%)	4 (1.1%)
Social media helps in sharing stories to create awareness on sexual awareness among members of the public	164 (44.3%)	187 (50.5%)	12 (3.2%)	7 (1.9%)
Social media helps in sharing videos necessary in creating awareness on sexual harassment among members of the public	154 (41.6%)	197 (53.2%)	13 (3.5%)	6 (1.6%)
Putting pressure on government agencies is responsible for addressing sexual harassment.	155 (41.9%)	156 (42.2%)	50 (13.5%)	9 (2.4%)
Social media helps in calling the attention of government agencies to cases of sexual harassment	135 (36.5%)	200 (54.1%)	29 (7.8%)	6 (1.6%)

These findings indicate that multimedia content on social media such as images, stories, and videos is considered crucial for educating the public about sexual harassment. Social media is also viewed as a tool for advocacy and government accountability. Regarding putting pressure on government agencies to address sexual harassment, 41.9% strongly agreed and 42.2% agreed (84.1% positive), while 36.5% strongly agreed and 54.1% agreed that social media helps draw government attention to harassment cases (90.6% positive).

Overall, respondents perceive social media as a highly effective platform for raising awareness, disseminating information, sharing experiences, and promoting advocacy on sexual harassment. The high levels of agreement across all items highlight social media's potential to mobilize communities and influence both public perception and institutional action.

Table 9. Ethical guidelines for social media in promoting sexual harassment awareness

Items	Strongly Agree	Agree	Disagree	Strongly Disagree
Protection of identity of people sharing their stories by not using their real names	144 (38.9%)	143 (38.6%)	79 (21.4%)	4 (1.1%)
Protection of identity of people sharing their stories by not using their real pictures	202 (54.6%)	138 (37.3%)	24 (6.5%)	6 (1.6%)
Social media should avoid identifying the victim's location shelter, counselling centres etc	217 (58.6%)	133 (35.9%)	16 (4.3%)	4 (1.1%)
Sufficient detail should be changed to ensure that the source of the information cannot be identified	212 (57.3%)	136 (36.8%)	17 (4.6%)	5 (1.4%)

This section presents finding as regards the ethical standards social media platforms must adhere to when raising awareness of sexual harassment. Finding shows that 287 (77%) agreed at various degrees that social media should protect identity of people sharing their stories by not using their real names should be adhered too, while 83 (23%) disagreed. 304 (92%) agreed at various degrees that social media should protect identity of people sharing their stories by not using their real pictures (such as blurred or taken from behind) although 30 (8%) respondents disagreed. 350 (94.5%) agreed that social media should avoid identifying the victim's location shelter, counselling centres etc, however 20 (5%) respondents disagreed. 348 (94%) respondents agreed that sufficient details should be changed to ensure that the source of the information cannot be identified, while 22 (6%) disagreed. Overall, respondents strongly believe that social media campaigns on sexual harassment must prioritize the privacy and safety of victims. Measures such as anonymizing names and images, withholding sensitive locations, and modifying identifiable details are widely considered essential ethical practices. These findings highlight the need for social media platforms to adopt and enforce clear ethical guidelines to protect contributors while effectively raising awareness.

3.2 Conceptual overview of social media

In general terms, social media is an internet-based communication medium used for personal, business, and political purposes. Over the past two decades, it has combined interactive communication with the advanced capabilities of the internet, becoming an integral part of everyday life for many individuals. Social media tools or services utilize the internet to enable communication and facilitate conversations, incorporating both web-based and mobile technologies that transform communication into interactive dialogue, allowing individuals to express their opinions in various ways. Social media empowers people to engage with other people (Gibbs, 2017). Nwafor et al. (2013), social media is an internet-based tools and services that allows users to engage with each other, generate contents, distribute and search for information online. The concept of social media is built on the idea of social networking, which involves creating and maintaining relationship with other people.

Social media platforms offer features that enable users to create personal profiles, connect with friends and family, and participate in groups or communities centered around shared interests. Social media can also be described as a form of interaction among

individuals, where they create, share, and exchange information and ideas within virtual communities and networks. Examples of these social media platforms both on the web and mobile application include Facebook, Twitter, YouTube, WhatsApp, TikTok, Instagram, blogs etc. Additionally, social media depends on mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, comment, discuss and modify user-generated content Chiemela et al. (2015). With social media people can undertake several activities like collaborating, exchanging information, sharing and sending messages over an electronic medium, engaging collectively and interacting, sharing contents like ideas, text, photos, images and video and their creators and co-creators of this material Thackeray et al., (2008).

Social media possesses distinctive characteristics that differentiate it from traditional forms of media. One key feature is participation, as social media encourages input and feedback from all users who have access and are interested in particular issues, campaigns, or online activities. In this context, audiences are not only consumers but also active contributors of content. Another important characteristic is openness, where most social media platforms allow and even promote user involvement through comments, information sharing, and interactive features such as voting or reactions.

In addition, social media is defined by conversation, contrasting with traditional print and broadcast media that primarily deliver content in a one-way manner. Social media, instead, facilitates two-way communication, enabling continuous interaction between users. Lastly, connectedness is a fundamental aspect, as social media platforms rely heavily on networks and links to other websites or online resources, allowing users to easily access, share, and expand information across various digital channels.

3.3 Uses of social media

Social media has become an integral part of lives, and its uses are diverse and widespread and are being used in different aspect of the world today. Social media platforms such as Facebook, Twitter, and Instagram have become widely used channels for communication. People use these platforms to connect with friends and family, share news and updates, and exchange messages (Liu et al., 2017). These platforms also empower people around the world to demand basic human rights. Social movement of today employ the use of

Social media has been increasingly used to raise awareness about issues such as police brutality, which appears to be on the rise. Hashtags, in particular, have transformed how audiences access, shape, and influence information, while also mobilizing support for various causes. Following reports that several white police officers involved in the fatal shootings of unarmed Black men were acquitted, activists turned to social media as a platform to amplify awareness and advocacy. On May 25, 2020, George Floyd, a 46-year-old African American man, died after being restrained by a white police officer, Derek Chauvin, in Minneapolis. Searing video footage capturing his death circulated widely on social media, promoting demonstrations across the United States (Buchanan et al., 2020). Protests united under the banner of #BlackLivesMatter (BLM), a movement established in 2013 to combat racial injustice and police brutality in the United States by activists Alicia Garza, Patrisse Cullors, and Opal Tometi. The movement emerged in response to the indictment and subsequent acquittal of George Zimmerman, who fatally shot teenager Trayvon Martin. The #BlackLivesMatter hashtag was tweeted 13,000 times within one hour. There have been other hashtags that were created such as #ICantBreathe (in remember of Eric Garner) and #HandsUpDontShoot; however, #BlackLivesMatter is still the most popular hashtag for addressing the problem of systematic racism and police brutality (Weedson, 2014; Dillon, 2015).

It has also become an essential tool for marketers to reach and engage with their target audience. Platforms like Instagram, Twitter and Facebook allow business to promote their products and services, build brand awareness, and generate leads (Thackeray et al., 2008). Customer feedback obtained through social media is highly valuable, as it reduces

the need for extensive research to assess brand performance. This is because customers naturally share their opinions and experiences through online conversations, allowing businesses to observe these interactions and gain meaningful insights into their performance. Many multinational companies now leverage social media to engage directly with their customers, as reflected in the widespread use of active social media profiles to communicate and interact with their audiences. For examples, Zenith bank Nigeria has almost a million followers on Twitter, United Bank of Africa (UBA) has over 400 thousand followers on Instagram, GLO Nigeria has over 600,000 twitter followers, Twitter itself has over 56 million twitter followers, BBC News World has over 25 million. Notable personalities also have massive following on Instagram like footballer, Christian Ronaldo with 573 million followers, David O music artist with 26.7 million followers, Dwayne Johnson and actor with 373 million followers, Kylie Jenner reality star and business mogul with 386 million followers. These celebrities are also brand ambassadors and they also use their profile to advertise for multinational brands. These social media platforms have also become an increasingly important tool in recruitment, for both employers and potential employees to demonstrated their credentials (Nisbet & Vidal, 2025). Social media platforms such as Twitter, Facebook, Instagram etc have become important sources for journalists to gather news and information, it enables journalists to report on events in real-time and connect with sources and witnesses.

Looking at healthcare sector social media is being used to connect patients with doctors and other healthcare professionals, provide support and advice to patients, and disseminate health information. The coronavirus pandemic first emerged in Wuhan in late December 2019. It quickly spread to other cities in China and subsequently affected more than 200 countries worldwide. The World Health Organization declared COVID-19 a Public Health Emergency of International Concern on January 30, 2020, and later classified it as a pandemic on March 11, 2020. During the covid-19 pandemic, people used social media more than usual routine because they rely on news sources from online sources to seek health information for themselves and their loved ones (Abbas et al., 2020). Indeed, social media was of great help in providing easy information, which empowered people to evaluate health-related risks and manage global health concerns on the pandemic. Essentially, social media platforms were of great help during the covid-19 pandemic lockdown of 2020, most healthcare organisation like World Health Organisation (WHO), Nigeria Centre for Disease Control (NCDC) etc, where able to pass important information to the people and the people were also able to get updated information about the disease and its preventive measures and for those who were getting symptoms of the disease were able to communicate through the use of social media platforms, it ensured a two way communication from the healthcare professionals to the people as social media was the main source of communication. Social media has also become an important tool for political campaigns and activism. Platforms like Twitter and Facebook are used to organise political rallies, connect with supporters, and mobilize voters. Barack Obama's 2008 presidential campaign is widely regarded as the first to effectively leverage social media in a political context. His campaign team successfully mobilized public support and raised more than three-quarters of a billion dollars. Today, social media are integral part of grassroots campaigns (Ocak, 2025). The use of social media for political communication can also be seen in Nigeria's current 2023 general elections. Political parties and their affiliates used social media to engage with voters and seek support, while voters, in turn, utilized these platforms to share their experiences and access information related to elections.

Social media has also transformed the ways in which audiences communicate and collaborate in teaching and research activities. They ensure that users are updated with subjects of their interests, involved in activities that are out-of-reach and cannot be attended in person, and to grow international connections (Nisbet & Vidal, 2025). It also exposes the societal ills, for example the Endsars protest of October 10, 2020 where innocent citizens were killed by the police. Generally speaking, social media has been of immense help in the daily growth of today's world.

3.4 *Concept of sexual harassment*

Sexual harassment is a violation of human right and a serious public health problem. Sexual harassment has significant effects on physical, social, and mental health, both in the short term and long after the incident. Globally, it is a complex issue rooted in structural inequalities between men and women, which sustain enduring power imbalances between the sexes. A recent inquiry in the United Kingdom into sexual harassment and violence in schools revealed that harassment of girls was often normalized as part of everyday life, with some teachers dismissing it as “just banter” (Women and Equalities Committee, 2016). The expression of hegemonic masculinity manifests in various ways; beyond physical violence and intrusive behavior, perpetrators often assert dominance through acts of control and humiliation. Verbal harassment is among the most commonly reported forms, including sexualized jokes and comments, while non-verbal harassment involves behaviors such as leering and suggestive gestures. More recently the use of social media or other electronic media for the purpose of spreading sexual rumours or sexually explicit images has been highlighted (Alonso- Ruido et al., 2015). The report defines sexual violence as rape, attempted rape, sexual threat, sexual exploitation, unwanted sexual touching, unwanted sexual remarks, and other forms of sexual harassment (Pastor-Moreno, 2022). In the context of sexual violence and social media, it is essential to understand sexual violence as existing along a continuum that encompasses emotional, psychological, and verbal abuse, in addition to physical harm. It is increasingly recognized as a major public health issue and a serious violation of fundamental human rights. As defined by the Centre for Disease Control and Prevention (2012). Sexual violence includes a non-consensual completed sex act i.e., rape, attempted non-consensual sex act, unwelcome non-penetrative abusive sexual contact, as well as non- contact sexual abuse, like sexual harassment, threatened sexual violence, or exhibitionism (Basile et al., 2009; Centre for Disease Control and Prevention 2012).

3.5 *Forms of sexual harassment*

Sexual harassment can occur in many forms and exists along a spectrum ranging from seemingly minor transgressions to more severe behaviors. In its subtler forms, it may involve sexual jokes, innuendo, or unwanted and repeated gestures or displays of affection. In more extreme cases, it can intrude significantly into a person’s life, escalating to stalking, physical assault, including attempted or actual rape, and even murder. Although many instances occur through direct interpersonal interactions, sexual harassment is increasingly prevalent through online technologies as well. Email, blogs, social networking sites, chat rooms, dating platforms, and mobile text messaging are all potential channels through which sexual harassment can occur. This form of abuse, often referred to as “cyber-harassment,” may be perpetrated by various individuals, including co-workers, supervisors, housing providers, tenants, teachers, school staff, or even strangers. The rapid advancement of technology has created unprecedented opportunities for the widespread dissemination of online comments, images, and videos. Additionally, the anonymity provided by many digital platforms can further facilitate such behavior. Nevertheless, organizations governed by relevant codes have a responsibility to ensure environments free from harassment. Accordingly, they must remain vigilant regarding the potential discriminatory impacts of improper use of online technologies within their spaces. of choice for harassers. But broadly speaking, sexual harassment is defined as any unwelcome sexual behaviour or advances that create a hostile or offensive working environment. Here are some of the most common forms of sexual harassment.

Verbal harassment, this includes sexual comments jokes, or innuendos that are unwanted or offensive about a person’s dress or body, made in their presence or directed toward them. They may also involve repeated propositions, unwanted requests, or persistent personal invitations to go out. For example, a colleague commenting on a co-worker’s body or making sexual jokes at work. Verbal harassment can be just as damaging

as physical harassment, as it can create a hostile work environment and contribute to feelings of fear and anxiety.

Physical harassment, this involves unwanted physical contact or advances, such as touching, grabbing, caressing, kissing or hugging without consent. Physical harassment can also include unwanted sexual gestures or behaviours, like exposing oneself or making sexual advances. Non-verbal harassment: This can take many forms, including leering, staring, lascivious looks, repeated winks, indecent exposure or making sexually suggestive gestures. Non-verbal harassment can also include displaying sexually explicit materials, pictures, and objects like pornography, screensavers or posters as well as sexually explicit e-mails, notes or SMS messages (Ha Noi, 2015).

Quid pro quo harassment, this type of harassment literally means “this or that” in this concept means seeking sexual favours or advances in exchange for work benefits such as promises of promotion, higher pay, academic advancements etc. This form of sexual harassment often places women in a vulnerable position, where refusing to comply with such “requests” may lead to retaliatory actions, including dismissal, demotion, negative evaluations, a damaged work record, or unfavorable working conditions. Basically, Quid pro quo harassment involves a person in a position of power, such as a supervisor, requesting sexual favours in exchange for a job benefit. This type of harassment is illegal under federal law. (vikaspedia, 2021)

A hostile work environment represents a more subtle yet pervasive form of sexual harassment. It typically involves workplace conditions or behaviors that make it difficult or uncomfortable for an individual to remain in that environment. Although no explicit promises or threats are made, unwelcome sexual conduct or behavior is still present. This occurs when unwelcome sexual conduct, comments or behaviours create an intimidating, offensive, or hostile work environment. This can include a pattern of behaviour or a single incident that is severe enough to create a hostile work environment.

3.6 Causes of sexual harassment

Sexual harassment is a pervasive problem that can occur in various settings, including workplaces, educational institutions, and public spaces. Several factors contribute to its occurrence. One major factor is power imbalance, where harassment often arises in situations involving unequal authority between the perpetrator and the victim. For instance, individuals in positions of power, such as supervisors or employers, may exploit their authority to harass subordinates (Ryan & Oestreich, 2018). Another contributing factor is the influence of drugs and alcoholism. Deviant behaviors associated with substance abuse can increase the likelihood of sexual harassment, as individuals under the influence may lose self-control and become a danger to others. As noted by Oladimeji & Oyejid (2025), substance abuse—including alcohol, narcotics, and stimulants—can lead to harmful behaviors, often exacerbated by peer influence and negative social environments.

Gender inequality also plays a significant role. In many societies, patriarchal norms position men as dominant figures while women are expected to be submissive. This imbalance increases women’s vulnerability to sexual harassment, as societal expectations often reinforce male authority and discourage resistance (Cortina et al., 1998). Cultural norms further contribute to the issue. In some contexts, particularly within strongly patriarchal societies, cultural and religious interpretations are sometimes used to justify or normalize harassment. For example, beliefs that men are entitled to control over women or that women must always be submissive can perpetuate harmful practices. However, it is important to note that many cultural values also promote respect and dignity, which contradict such abusive behaviors (Gutek & Koss, 1993).

A lack of awareness and education is another key factor. Many individuals do not fully understand what constitutes sexual harassment, which can lead to its continuation. Increasing awareness through education and campaigns is essential to promote understanding and prevention (Rospenda et al., 2009). Finally, organizational culture significantly influences the prevalence of sexual harassment. In environments where there

are no clear policies, weak enforcement mechanisms, or a culture that tolerates inappropriate behavior, harassment is more likely to occur. Organizations that fail to establish and enforce strict guidelines inadvertently allow such conduct to persist.

3.7 *Consequences of sexual harassment*

Sexual harassment behavior is often a manifestation of power dynamics, where perpetrators exploit their authority or economic advantage to lure, coerce, or sexually intimidate victims, and it may involve individuals of either the same or opposite sex. Sexual harassment has a number of consequences one of which can be emotional distress. Emotional distress for the victim, includes anxiety, depression, and post-traumatic stress disorder (PTSD). According to study published in the journal of interpersonal violence, victims of sexual harassment are more likely to experience symptoms of PTSD than non-victims (Koss et al., 2014). Another consequence can be loss of employment, victims of sexual harassment may also face negative consequences in the workplaces, including loss of employment or opportunities for career advancement. In a survey conducted by the Equal Employment Opportunity Commission, more than one in four women reported experiencing sexual harassment in workplace. Also, in some studies victims reported feeling anger, annoyance, embarrassment, shame and fear. Over the long term, victims may experience heightened vulnerability, anxiety, and difficulties in relationships and sleep. Sexual harassment can also significantly restrict an individual's freedom of movement, limit access to education and opportunities, and adversely affect their health, well-being, and participation in social and public life. The impact is also gendered suggest that men report fewer impacts, although if they are targeted, for some who are gay the pattern is more similar. Where harassment serves to reinforce positions of inequality the impacts are more extensive.

No doubt, a theory is one of the essential ingredients in explaining communication matters and events. Therefore, understanding theory helps in a great number of ways to under communication, research, and many other human behaviours because theory depends on research to provide proof of the theory's correctness. Anaeto et al. (2008) when stating the importance of theory, opined that theory is what gives studies a required footing. Also, Babbie (2013) cited in Anaeto et. al. (2008) stresses the three elements of social science research as theory, research and statistics. These constructs are based on the fact that theory generates research and research generates and refined theory.

3.8 *Perception theory*

Perception theory explores how individuals interpret and make sense of sensory information, including visual, auditory, and textual cues. Perception theory can play a significant role in understanding the perception of social media on the awareness of sexual harassment. In the context of social media and sexual harassment awareness, perception theory can shed light on how users perceive and process information related to this issue. One aspect of perception theory that is relevant to the perception of social media and sexual harassment is selective attention. Selective attention refers to the process by which individuals focus on specific stimuli while filtering out others. In the context of social media, users are bombarded with vast amount of information and content. Their attention is limited, and they selectively engage with certain posts, articles, or discussions. This selective attention can influence how much attention users pay to messages or stories related to sexual harassment, as well as the impact and awareness of such issues (Hancock et al., 2018).

Additionally, perception theory considers the role of schemas and mental frameworks in interpreting information. Schemas are cognitive structure that organized knowledge and help individuals make sense of the world. In the context of social media and sexual harassment awareness, users bring their pre-existing schemas and beliefs about gender, power dynamics, and social norms. These schemas can shape how users perceive and

interpret information related to sexual harassment on social media. For example, individuals with a strong gender equality schema may be more sensitive to posts discussing sexual harassment, while those with a victim-blaming schema may be more inclined to dismiss or downplay such issues (McQuail, 2010).

The influence of social media algorithms on perception is another important aspect to consider. Algorithms determine the content that users see on their social media feeds, often based on their previous interactions, interests, and online behaviour. This personalized content curation can create filter bubbles or echo chambers, where users are exposed to a limited range of perspectives. In the context sexual harassment awareness, social media algorithms may contribute to the reinforcement of existing beliefs or biases, as users are primarily exposed to content that aligns with their viewpoints. This can affect the perception and understanding of sexual harassment issues, either by reinforcing existing awareness or by limiting exposure to diverse perspectives (Dijck, 2013).

3.9 Developmental media theory

According to Dennis Mcquail 1987 developmental media theory concerns the way in which media contribute to or inhibit social and cultural change and development, especially in developing countries. This perspective assumes that the mass media are important agents of change and development, and that their influence is not necessarily negative or positive, but depends on the specific social and cultural context in which they operate. Developmental media theory provides a useful framework for understanding the complex relationship between media and human development, and it has important implications for how media is produced, distributed, and consumed in society (Livingstone & Blum- Ross, 2017).

Developmental media theory posits that media plays an important role in shaping the attitudes, beliefs, and behaviours of individuals over time. This theory is particularly relevant when examining the influence of social media on the awareness of sexual harassment. Social media platforms have become a powerful tool for raising awareness about sexual harassment, as well as for mobilizing social movements and providing a platform for survivors to share their experiences. A study conducted by Yang & Lim (2019) found that social media played a crucial role in raising awareness about the #MeToo movement and sexual harassment. Through the use of hashtags, social media allowed individuals to share their experiences and connect with others who had similar experiences. This, in turn, helped to create a sense of solidarity and mobilize individuals to take action.

Table 10. Key findings on the role of social media in sexual harassment awareness

No	Key findings
1	Twitter is seen as an effective social media platform for creating awareness and mobilization on issue
2	Sexual harassment means touching without one's consent, having sexual intercourse with a person without his/her consent, making verbal sexual advances and also Sending inappropriate pictures.
3	Social media as helped in calling the attention of government agencies to cases of sexual harassment and also letting messages out to the larger community which will hopefully inspire change
4	Social media should avoid identifying the victim's location shelter, counselling centres etc when rising awareness of sexual harassment. Also, the real picture of the victims should not be used so as to protect the identity of the people.

Another study by Rentschler, Hallgrimsdottir, and Jiwani (2018) found that social media can also be used to challenge dominant cultural norms and discourses surrounding sexual harassment. By providing a platform for marginalized voices and perspectives, social media can help to disrupt and transform existing power structures. Overall, developmental media theory provides a useful framework for understanding the role that social media plays in shaping attitudes and behaviors related to sexual harassment. By recognizing the

potential for social media to influence individuals and shape cultural norms, it helps to leverage these platforms to create positive social change. This study adopted questionnaire as a data collection instrument towards providing answers to the set research questions. The findings of this study were discussed and analysed on the basis of the four research questions posed in this study.

4. Conclusions

In conclusion, this research project has provided valuable insights into the role of social media, particularly Twitter, in creating awareness and mobilization on the issue of sexual harassment. From the result of the study, the researcher concluded that a large number of respondents in Festac think that social media had a positive impact on the Awareness of Sexual Harassment in Nigeria. The study revealed that Twitter and Instagram are the major social platforms that help in raising awareness on sexual harassment, and an average of 87% of respondent understand what sexual harassment mean. However, social media platforms in raising awareness should protect the identify of people.

Twitter is recognized as an effective social media platform for raising awareness and mobilizing support for issues related to sexual harassment. Its wide reach and real-time communication capabilities enable users to disseminate information quickly and engage a broader audience in discussions surrounding the topic. Additionally, the study emphasizes the importance of not using real pictures of victims to safeguard their identities and prevent further harm. Overall, this research project contributes to our understanding of the power and potential of social media, particularly Twitter, in addressing the issue of sexual harassment. It underscores the importance of responsible usage to protect victims' privacy and safety, while harnessing the platform's capabilities to create awareness, mobilize support, and foster positive change in society.

Based on the study's findings, it is recommended that governments and relevant stakeholders enhance awareness initiatives by utilizing social media as a tool to promote understanding of sexual harassment. Such efforts can help raise awareness, particularly among young people. Social media should be utilised to properly educate young folks or youth the concept of sexual harassment, what it entails and the sanction that comes along when found wanting. Social media platform should regulate giving detailed information about persons, victims, or people whose stories are put out in this platform. The researcher also recommend that further research study should be done on this issue of use of social media in creating awareness for sexual harassment using another Population which has similar characteristics with the one used here. The future research could be done on this area by modified questionnaire and taking a larger sample, size. The study recommends that information on social media should be regulated by some regulatory bodies and caution is needed before such information is broadcast to the people in order not to stiff up hatred and stereotype judgement on some people or societies.

Acknowledgement

The author would like to express sincere gratitude to all parties who provided support and valuable insights during the completion of this research.

Author Contribution

The author was solely responsible for the conceptualization, data collection, analysis, and writing of the manuscript.

Funding

This research received no external funding.

Ethical Review Board Statement

Not available.

Informed Consent Statement

Not available.

Data Availability Statement

Not available.

Conflicts of Interest

The author declare no conflict of interest.

Declaration of Generative AI Use

During the preparation of this work, the author used ChatGPT Open AI to assist in improving grammar, clarity, and academic tone of the manuscript. After using this tool, the author reviewed and edited the content as needed and took full responsibility for the content of the publication.

Open Access

©2026. The author(s). This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made. The images or other third-party material in this article are included in the article's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the article's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder. To view a copy of this license, visit: <http://creativecommons.org/licenses/by/4.0/>

References

- Abbas, J., Wang, D., Su, Z., & Ziapour, A. (2021). The role of social media in the advent of COVID-19 pandemic: crisis management, mental health challenges and implications. *Risk management and healthcare policy*, 1917-1932. <https://doi.org/10.2147/RMHP.S284313>
- Ahn, J. (2011). The effect of social network sites on adolescents' social and academic development: Current theories and controversies. *Journal of the American Society for information Science and Technology*, 62(8), 1435-1445. <https://doi.org/10.1002/asi.21540>
- Alonso-Ruido, P., Rodríguez-Castro, Y., & Pérez-André, C. (2015). Estudio cualitativo en un grupo de estudiantes ourensanos/as sobre el fenómeno del Sexting. *Revista De Estudios E Investigación En Psicología Y Educación*, 13. <https://doi.org/10.17979/reipe.2015.0.13.319>
- Al-Sharqi, L., Hashim, K., & Kutbi, I. (2015). Perceptions of social media impact on students' social behavior: A comparison between Arts and Science students. *International Journal of Education and Social Science*, 2(4), 122-131. <https://doi.org/10.29333/ojcm/2574>
- Anaeto, S. G., Onabajo, O. S., & Osifeso, J. B. (2008). *Models and theories of communication*. African Renaissance Books Incorporated.
- Babbie, E. R. (2013). *The Practice of Social Research*. Wadsworth Cengage Learning.
- Babbie, E.R. (2016). *The practice of research*. Cengage learning.
- Basile, K. C., Espelage, D. L., Rivers, I., McMahon, P. M., & Simon, T. R. (2009). The theoretical and empirical links between bullying behavior and male sexual violence perpetration. *Aggression and Violent Behavior*, 14(5), 336-347. <https://doi.org/10.1016/j.avb.2009.06.001>

- Bedera, N. (2022). The illusion of choice: Organizational dependency and the neutralization of university sexual assault complaints. *Law & Policy*, 44(3), 208-229. <https://doi.org/10.1111/lapo.12194>
- Borders, B. (2009). A brief history of social media. *Copy Brighter Marketing*, 2.
- Buchanan, L., Bui, Q., & Patel, J. K. (2020). Black Lives Matter may be the largest movement in US history. *The New York Times*, 3(07), 2020. <https://www.nytimes.com/interactive/2020/07/03/us/george-floyd-protests-crowd-size.html>
- Chan, A. K., Nickson, C. P., Rudolph, J. W., Lee, A., & Joynt, G. M. (2020). Social media for rapid knowledge dissemination: early experience from the COVID-19 pandemic. *Anaesthesia*, 75(12), 1579. <https://doi.org/10.1111/anae.15057>
- Chiemela, C., Ovire, P., & Obochi, E. (2015). The influence of social media on modern marketing strategies. *International Journal of Digital Marketing*, 3(1), 112-127. <https://ijrpr.com/uploads/V6ISSUE5/IJRPR45009.pdf>
- Cobley, D. S. (2012). *Towards economic empowerment for disabled people: exploring the boundaries of the social model of disability in Kenya and India*. University of Birmingham.
- Cortina, L. M., Swan, S., Fitzgerald, L. F., & Waldo, C. (1998). Sexual harassment and assault: Chilling the climate for women in academia. *Psychology of Women Quarterly*, 22(3), 419-441. <https://doi.org/10.1111/j.1471-6402.1998.tb00166.x>
- Creswell, J. W. (2012). *Educational research: Planning, conducting, and evaluating quantitative and qualitative research (4th ed.)*. Pearson.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches (4th ed.)*. Sage.
- Deane, T. (2024). Situational Analysis of Gender-Based Violence and Femicide in South Africa. In *Gender-Based Violence and Femicide in South Africa* (pp. 89-122). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-61053-0_5
- Deady, P. E., Osgood, D. L., Rose, C. P., & Rosselló, J. (2019). Review of Sexual Misconduct Policies and Procedures (Focus on Faculty and Staff). University of Michigan. <https://president.umich.edu/wp-content/uploads/sites/3/2019/04/HMBRUM-report.pdf>
- Einarsen, S., & Nielsen, M. B. (2015). Workplace bullying as an antecedent of mental health problems: a five-year prospective and representative study. *International archives of occupational and environmental health*, 88(2), 131-142. <https://doi.org/10.1007/s00420-014-0944-7>
- Fraenkel, J. R., & Wallen, N. E. (1990). *How to design and evaluate research in education*. Order Department, McGraw Hill Publishing Co., Princeton Rd., Hightstown, NJ 08520.
- Gelfand, M. J., & Drasgow, F. (1994). Antecedents and consequences of sexual harassment in organizations: A test of an integrated model. In *LF Fitzgerald & CL Hulin (Chairs), Sexual harassment in the workplace. Symposium conducted at the Ninth Annual Meeting of the Society of Industrial and Organizational Psychology, Nashville, TN*. <https://doi.org/10.1037/0021-9010.82.4.578>
- Gibbs, P. (2017). *Transdisciplinary higher education*. Springer.
- Gutek, B. A., & Koss, M. P. (1993). Changed women and changed organizations: Consequences of and coping with sexual harassment. *Journal of vocational behavior*, 42(1), 28-48. <https://doi.org/10.1006/jvbe.1993.1003>
- Hancock, J.T., Landrigen, C. & Silver, C. (2018). The view from the crowd: an overview of research on the quality and consequences of crowd sourced information on social media.
- Hendricks, B. (2022). *Marshall McLuhan's global village: Overview and Concept*. <https://study.com/academy/lesson/marshall-mcluhan-the-global-village-concept.html>
- Johnson, B. and Christensen, L. (2014). *Educational Research: Quantitative, Qualitative, and Mixed Approaches. 5th Edition*. SAGE Publications.

- Kaewkitipong, L., Chen, C. C., & Ractham, P. (2016). Using social media to enrich information systems field trip experiences: Students' satisfaction and continuance intentions. *Computers in Human Behavior*, 63, 256-263. <https://doi.org/10.1016/j.chb.2016.05.030>
- Kemp, S. (2023). *Digital 2023: Oman*. DataReportal, Global Digital Insights. <https://datareportal.com/reports/digital-2023-oman>
- Koss, M.P., Gidycz, C. A., & Wisniewski, N. (1987). The Scope of Rape: Incidence and Prevalence of Sexual Aggression and Victimization in a National Sample of Higher Education Students. *Journal of Consulting and Clinical Psychology*, 55,162-170. <http://dx.doi.org/10.1037/0022-006X.55.2.162>
- Lakshmi, Y. V., Das, J., & Majid, D. I. (2020). Assessment of e-Learning readiness of academic staff & students of higher education institutions in Gujarat, India. *Lakshmi, YV, Das, J., & Majid, I.(2020). Assessment of e-Learning Readiness of Academic Staff & Students of Higher Education Institutions in Gujarat, India. Indian Journal of Educational Technology*, 2(1), 31. <https://journals.ncert.gov.in/IJET/article/view/326>
- Liu, Z., Zhang, D. J., & Zhang, F. (2021). Information sharing on retail platforms. *Manufacturing & Service Operations Management*, 23(3), 606-619. <https://doi.org/10.1287/msom.2020.0915>
- Livingstone, S., & Blum-Ross, A. (2017). Researching children and childhood in the digital age. In *Research with children* (pp. 66-82). Routledge.
- Lyngdoh, T., El-Manstryly, D., & Jeessa, K. (2023). Social isolation and social anxiety as drivers of generation Z's willingness to share personal information on social media. *Psychology & Marketing*, 40(1), 5-26. <https://doi.org/10.1002/mar.21744>
- Majerczak, P., & Strzelecki, A. (2022). Trust, media credibility, social ties, and the intention to share towards information verification in an age of fake news. *Behavioral Sciences*, 12(2), 51. <https://doi.org/10.3390/bs12020051>
- Marwick, A., & Caplan, R. (2018). Reporting harassment on social media. A sociotechnical approach. *Mental Health America* (2019). Sexual Assault and mental Health. *Mental Health America*. Retrieved from <http://www.mentalhealth.america.net/conditoons/sexual-assault-and-mental-health>.
- McLaughlin, H., Uggen, C., & Blackstone, A. (2017). The economic and career effects of sexual harassment on working women. *Gender & society*, 31(3), 333-358. <https://doi.org/10.1177/0891243217704631>
- McQuail, D. (2010). *McQuail's mass communication theory*. Sage publications.
- Nisbet, B. G., & Vidal, N. (2025). Out of Reach: Social Connections and Their Role in Influencing Engagement Between Forcibly Displaced People and Police Scotland. *Social Sciences*, 14(5), 306. <https://doi.org/10.3390/socsci14050306>
- Nwafor, K. A., Odoemelam, C. C., Orji-Egwu, A., Nwankwo, S. U., & Nweze, S. (2013). Social media and political participation in Africa: Issues, challenges and prospects. *Communication and the New Media in Nigeria: Social engagement, political development and public discourse*, 64-84.
- Ocak, A. (2025). Co-Creation With Marginalized Communities: Marketing Lessons From a Grassroots Health Campaign. *Journal of Philanthropy*, 30(4), e70034. <https://doi.org/10.1002/nvsm.70034>
- Oladimeji, O. A., & Oyejide, O. T (2025). A Survey On Drug Abuse Among Undergraduate Students Using Warner Randomized Response Technique. *Journal of American Science*, 21(5), 17-28. <https://doi.org/10.7537/marsjas210525.03>
- Omidoyin, T. J., & Awosusi, B. D. (2021). Prevailing Acts of sexual Abuse In Nigeria looking in wards for the way forward. *Global Journal of Politics and Law Research*, 9(7), 47-60. <https://doi.org/10.37745/gjplr.2013>
- Pastor-Moreno, G., Ruiz-Pérez, I., Sordo, L., & Henares-Montiel, J. (2022). Frequency, types, and manifestations of partner sexual violence, non-partner sexual violence and sexual harassment: a population study in Spain. *International journal of environmental research and public health*, 19(13), 8108. <https://doi.org/10.3390/ijerph19138108>

- Petrosyan, A. (2023). Worldwide digital population 2023. *Statista Research Department*.
- Ponto, J. (2015). Understanding and evaluating survey research. *Journal of the advanced practitioner in oncology*, 6(2), 168. <https://pmc.ncbi.nlm.nih.gov/articles/PMC4601897/>
- Rospenda, K. M., Richman, J. A., & Shannon, C. A. (2009). Prevalence and mental health correlates of harassment and discrimination in the workplace: Results from a national study. *Journal of interpersonal violence*, 24(5), 819-843. <https://doi.org/10.1177/0886260508317182>
- Sadler, K., Vizard, T., Ford, T., Goodman, A., Goodman, R., & McManus, S. (2018). *Mental health of children and young people in England, 2017*. Trends and characteristics.
- Swim, J. K., Hyers, L. L., Cohen, L. L., & Ferguson, M. J. (2001). Everyday sexism: Evidence for its incidence, nature, and psychological impact from three daily diary studies. *Journal of Social issues*, 57(1), 31-53. <https://doi.org/10.1111/0022-4537.00200>
- Thackeray, R., Neiger, B. L., Hanson, C. L., & McKenzie, J. F. (2008). Enhancing promotional strategies within social marketing programs: use of Web 2.0 social media. *Health promotion practice*, 9(4), 338-343. <https://doi.org/10.1177/1524839908325335>
- USF. (2023). *Impact and Metrics: Library Tools and Services*. University of South Florida. <https://guides.lib.usf.edu/promotiontenure/socialmedia>
- Van Dijck, J. (2013). *The culture of connectivity: A critical history of social media*. Oxford University Press.
- Vikaspedia. (2021). Training module for Two Day Workshop on sexual harassment of women at workplace (prevention, prohibition and redressal Act, 2013).
- Women and Equalities committee (2016). Sexual harassment and sexual violence in schools. <https://publications.parliament.uk/pa/cm201617/cmselect/cmwomeq/826/826.pdf>

Biography of Author

Emmanuel Olugbenga Sijuade, Department of Journalism and Media Studies Faculty of Communication and Media Studies, Ajayi Crowther University, Oyo State P.M.B 1066, Nigeria.

- Email: sijuadegbenga741@gmail.com
- ORCID: N/A
- Web of Science ResearcherID: N/A
- Scopus Author ID: N/A
- Homepage: N/A