



NEW MEDIA PERCEPTION AND FRAMING OF DOMESTIC VIOLENCE AGAINST MEN IN NIGERIA

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Abstract

Domestic Violence has become a menace in Nigerian society which needs critical attention. The problem of violence against women and men in Nigeria has not been given adequate attention both at the individual and government levels because it is not a topic discussed freely or openly until the emergence of the new media. Contrary to the general assumption that women are the only victims of domestic violence, men are also victims of domestic violence even though they will not come out publicly to share it. Many factors are liable for this shortage of public discussion of domestic violence, especially against men; the chief of which is fear of stigmatisation. The media also have not helped in disseminating enough information on the possible effects of domestic violence on victims and how to handle it. This has further empowered silence among male victims. This study, therefore, analysed the social media framing of domestic violence against men by reviewing and analysing cases of domestic violence among intimate partners on social platforms (Facebook, Twitter and YouTube) as well as the perception and framing of men in such reported cases. It also examined the influence of this framing on the perception of the audience on the issue as well as how to handle it. The researcher found that the following themes were used in framing domestic violence against Nigerian men; ignorance, blame, silence due to the desire to save marriage, weakness and patriarchy. The research also found that the audience significantly perceived men negatively even when they are the victims. The research therefore recommended that social media should be used better on reporting cases of domestic violence against men. This is especially important as new media platforms are often consulted first before other mass media.

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Introduction

Domestic violence is a serious issue that negatively affects the peaceful coexistence of individuals in all kinds of relationships, especially in intimate relationships. Although this issue has been around for decades, there have been increases in its occurrence globally, hence, many pieces of research have focused on this issue primarily to explore solutions that may curb such increased occurrence (Kolbe & Büttner, 2020).

Carlyle et al. (2014) and the World Health Organisation (2017) cited in Adekoya and Olaseinde-Fayomi (2020) noted that 38% of all murders of women are committed by intimate partners, 35% of women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence, while 28.5% of men have experienced physical or sexual intimate violence. The International Rescue Commission (2012) and World Health Organization (1996) cited in Thomas (2015), also show that domestic violence knows no boundaries to race, educational level, or ethnicity. It is a general problem that has matured from a social issue to a public health concern. Some facts that can be gleaned from the statistics above include; (1) men and women experience violence from their partners (2) a significantly lower percentage of men have experienced violence relative to women (3) everyone is at risk of experiencing domestic violence.

Even though men and women experience domestic violence, more emphasis is placed on domestic violence against women (Kolbe & Büttner, 2020). Although this is understandable after all, women experience it more, however, men are also victims; hence, the issue should be represented as it is for women. Enakele (2019) emphasised that the challenge of domestic violence against men has remained largely unreported because of the shame and fear which has amounted to silence (p.32). Hence, men are reluctant to report violence from their intimate partners. Unfortunately, the few experiences of domestic violence against men do not get enough traction in the media. Anisur and Najuwa (2022) stated that the media does not effectively report domestic violence against men.

Statement of the Problem

Despite the widespread domestic violence against men and women, the media does not effectively report this issue for men as it does for women. Most media talks and campaigns focused on domestic violence have majorly presented the male gender as the perpetrators and the female gender as the victims. According

to Thomas (2015), most researchers project the problem as the battle of men against women in which men always harm women. This highlights that pieces of research that portray domestic violence while focusing on men as the victims are scanty. Furthermore, the media does not report domestic violence against men effectively (Anisur & Najuwu, 2022).

Unfortunately, this poor reportage and framing of domestic violence against men culminate in poor audience perception of media framing of domestic violence against men (Adekoya and Olaseinde-Fayomi, 2020). This corroborates Kim et al. (2016) who stated that the media, particularly news media, has so much influence that it can determine how news consumers perceive critical societal issues. This implies that, in a way, how the media report problems determine the perceptions of issues and the public reaction to such problems. This underscores the power which the media holds over the public.

It is no gainsaying that there has been much focus on domestic violence against women while little has been done on women perpetrating domestic violence against men. Very few crimes were reported where men are victims of domestic abuse and even fewer such cases were highlighted in the media. This has given female abusers some sort of leniency despite the public zero tolerance for any kind of abuse; as they are automatically viewed as defending themselves. Asekun-Olarinmoye et al. (2019) argued that men in African countries such as Nigeria are less likely to admit their female partners are violent towards them because men are thought to be strong and invulnerable. This may also affect how the media perceives and frames this issue as there is access to scanty information.

Given that few researchers cover the issue of poor reportage and framing of domestic violence against men by the media, this paper will assess the new media, specifically social media perception and framing of domestic violence against men as well as its influence on the audience. Furthermore, the study is situated in the Nigerian context.

Research Questions

1. What are the available data on the perception and framing of domestic violence against men in Nigerian across YouTube, Instagram, and Facebook platforms?
2. What are the emerging frames and themes, covered by YouTube, Instagram, and Facebook platforms?
3. How do audience perceive social media framing of domestic violence against men across YouTube, Facebook and Twitter?

Justification for the Study

Adekoya and Olaseinde-Fayomi (2020) highlighted that there are very few pieces of research that focus on the media's portrayal of domestic violence. This explains why the issue is not getting much attention while its occurrence keeps increasing. This underscores the need for research that focuses on this issue and may recommend solutions to the issue through the use of media. Hence, the study is critical as it will close a research gap while situating the study in the Nigerian setting where the issue is rarely reported, hence, media coverage is poor and very few.

Theoretical Framework

News/Media Framing: This theory underpins the aim of the current research. D'Angelo & Shaw (2018) defines framing as the "analysis of journalism." This implies that discussions and news items are not similarly reported, instead, the messages therein are specifically encoded which gives the audience unique perceptions of the content. It can also be defined as "the process by which the media places the events and topics they report in a certain perspective or certain 'frames' (hence), through this process events are given a field of meaning within which they can be better understood" (IGI Global, n.d, p.1). Hence, it makes sense to highlight that up till now, social movements on issues such as gender equality, and domestic violence have been understood better as a result of frames. Therefore, based on this theory, the study anticipates that data would be analyzed for the specific framing used in discussions on domestic violence among Nigerian men.

Literature Review

Domestic violence can be defined as "any act of violence that results in physical, sexual, or psychological harm or suffering to women and in the context of wife battering, rape, commercial sexual exploitation, intimidation at workplaces, social exclusion, domestic abuse and violence, female genital mutilation or anything done by men to establish his authority over women socially, intellectually or economically" (Asekun-Olarinmoye et al., 2019, p.1). While the preceding definition states the ways domestic violence could occur, it leaves a gap as it is restricted to women. However, it has long been established that men and children also experience domestic violence.

More fitting, Huecker et al. (2018) defines domestic violence as the 'economic, physical, sexual, emotional, and psychological abuse of ... adults' (p.3). This implies that domestic violence could affect any gender and does not only manifest

as physical harm. Poor representation of domestic violence against men in the media is presented in Asekun-Olarinmoye et al. (2019) where the definition of domestic violence is restricted in to women. Much existing literature focus on domestic violence against women and men in developing countries like Nigeria are reluctant to report violence due to the shame and stigma that comes with it. As such, the media does not have many cases to report nor do they report available cases to establish it as a serious issue that needs attention similar to domestic violence against women (Menon et al., 2020).

Empirical Review

In Asekun-Olarinmoye et al. (2019) the occurrence of domestic violence among men in Nigeria was studied. The research highlighted that many were unaware that men experienced domestic violence in Nigeria. Through quantitative data collection and analysis processes, the researcher posited that domestic violence against men was a reality in Nigeria through scrutiny of media content. However, while the research highlighted domestic violence against men as a real issue through the media, specifically newspapers, it failed to access how such content is framed and perceived. Furthermore, it does not examine the new media which has been highlighted as a common tool is disseminating information and discussion on such topics.

In the same vein, Nwachukwu and Affen (2022) also examined the framing of domestic violence in the media through an examination of how it is presented in Nollywood movies. Data was collected using questionnaires and analysed through frequency distribution and percentage for easily comprehend. The results showed that men were often framed as the perpetrators, not the victims. Hence, women were more aggressive towards men. As would be noted, the research focused on television media even though it analysed how this framed domestic violence in Nigeria. Due to a gap in the research that analyses the framing and audience perception of internet media content on the issue of domestic violence against men in Nigeria, this research aims to close this gap by analysing content on the topic using three case study internet media namely YouTube, Facebook, and Instagram.

Overview of the Mass Media

The media is a link between the state and the public. It informs, promotes, and motivates the audience to live healthy and well-informed lives (Apata & Azeez, 2018). This indicates that the media's role cannot be overemphasized. Its effect is so profound that it affects how the audience perceived information. That is why

media is often said to have a critical role in the provision of authentic and quality news. To this effect, the media plays the role of analyzing critical occurrences and events and then giving detailed and accurate reports (Tanikawa, 2017).

No doubt, the media exists to uphold true and accurate news. It is more than an avenue to propagate jokes or laughs (Anyawu et al., 2022). Given the characteristics of the media, many people trust it as a means to access information on a variety of issues both recent and old (Stromback et al., 2019). There are four kinds of media as highlighted by Mercadé-Melé et al. (2017) namely print, internet, broadcast, and outdoor. The most recent of these is the internet media. Otherwise called new media, the internet media “can be understood as such newly developed technologies that use specific computer technologies to process information and communicate it to the audience Yujie et al. (2022, p.2).

Yujie et al., 2022 also highlighted a variety of internet media namely “emails, chat rooms, social media services, instant messaging” among others (p.3). New media is critical to the process of information supply as it “establishes worldwide socio-political dialogues and framing sociological structures across the disciplines” (Yujie et al., 2022, p.3). Hence, new media is a significant tool for examining societal issues, especially regarding how these are framed. This research will focus on the social media aspect of new media, specifically Facebook, Twitter, and YouTube. It will analyze how information or news about domestic violence against Nigerian men is perceived and framed by these social media platforms.

Media Roles in Society

The mass media, social media inclusive, are a means of effective communication, information sharing, and an avenue to express and share views, ideas, and opinions. This indicates that the roles of mass media include disseminating information, orienting, and educating the public. Hence, individuals that share information or sensitise through any of the media avenues are faced with the responsibility of accuracy and ethical consideration which must be adhered to especially since the information being disseminated often has to deal with human affairs.

There is often the tendency for the audience to view the broadcast, print, and outdoor media as more appropriate to spread the news and discuss serious societal matters ahead of the internet media. This may be because when internet media is mentioned, often, social media more readily comes to mind (Vermeer et al., 2020). Hence, there may be skepticism about the credibility of sources and the accuracy of information being dispersed.

However, Vermeer et al (2020) highlighted that internet media has as many roles to play as other kinds of media. Newman et al. (2019) highlighted that people have increasingly used the internet as their primary source of information because it offers “an enormous amount of available information sources and channels, as well as greater opportunities for interaction and co-creation among news consumers” (p.1114). Hence, people actively search the internet for news through social media pages and other search engines. Therefore, the roles of internet media in disseminating news and discussions on social media issues cannot be underemphasised.

History of the New Media

The history of internet media started with the advent of the Advanced Research Projects Agency Network (ARPANET) in 1969 and the creation of the World Wide Web between 1989 to 1990 (Alves de Castro et al., 2020). Alves de Castro et al. (2020) also stated that with the advent of the web, the internet has been effectively leveraged. For instance, “the number of active internet users worldwide was estimated to be 4.57 billion as of July 2020, comprising 59 per cent (%) of the entire world population, (and) as the web has become more accessible and popular, smartphones utilising new technologies such as 4G, 5G and very soon 6G, became the vital channel for internet access worldwide as mobile internet users account for 91 per cent (%) of total internet customers” (p.35).

The highlighted development of the internet informs the argument of Akintayo and Ekeh (2020) who stated that the advent of new media, has made it possible for everyone to enjoy the benefits of high-technology mass media which are not only faster than the old-school mass media but also have a large range. The internet has opened up several new opportunities for mass communication through e-mail, websites, podcasts, e-forums, e-books, blogging, and internet TV among many others. Social networking sites like Facebook, Twitter, Instagram, YouTube and LinkedIn, have further revolutionised the communication field. These have made communication easier, more interesting, engaging, entertaining and interactive.

It should be noted that the use of internet media is not restricted to developed countries, developing countries are equally leveraging the use of internet media to access news, information, and enlightening discussions on arising issues. Nigerians before the advent of the new media got informed about events in the society and country via the early morning newspapers which got improved with the birth of the broadcast media (radio and television), especially with the re-

diffusion of network news and later on with the proliferation of private broadcast media. However, the advent of new media has made live updates reach citizens effortlessly and wherever they are (Akintayo & Ekeh, 2020).

The internet has inspired interaction and connectivity among Nigerians and the world globally through its social networking medium. This has greatly impacted the mainstream media in that many traditional media now have their presence also on the internet so as not to lose their audience. People do not bother too much when events or programmes are missed on the traditional media as they can go back to watch them on the internet.

Overview of Selected Social Media Platforms

Facebook (Meta)

Facebook is an online community, a social network service and website (www.facebook.com) launched in February 2004 by Mark Zuckerberg and his fellow college students, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes (Stieger, 2019). The Harvard College students founded it with the original intention to serve as a digitised version of the 'face books' held by Harvard's various colleges, which were paper directories containing images and personal information about students. In October 2021, Facebook was renamed to Meta and as of the third quarter of 2022, the number of Facebook users was 2.934 billion worldwide (Statista, 2022).

Facebook users may create a personal profile, add other users as friends, exchange messages, including automatic notifications when they update their profile, and join common-interest user groups (Stieger, 2019). Facebook has grown rapidly worldwide, with almost every country having Facebook users due to easy access to the platform. The platform has also helped political campaigns and discuss, deliver news, and organize movements and protests among many other activities. Its use goes beyond continents. In fact, in Africa, Nigeria was ranked as Facebook's biggest market with 33 million active monthly users and 16 million active daily users (Statista, 2022).

Twitter

Twitter is an online microblogging service for distributing short messages among groups of recipients via personal computers or mobile telephones. Created by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams in March 2006 and launched in July of that year under the San Francisco-based podcasting company called Odeo, it was originally launched as 'Twtr', inspired in part by bird sounds and was later changed to 'Twitter' six months later with 140-character maximum

limit for the message which was later increased to 280 characters (Logghe et al., 2016).

Though not as widely used as Facebook, Twitter has increasingly become a source of breaking news and information, especially for younger users. This has also made social and national issues easily accessible to the public. In developing countries like Nigeria, it has also been heavily utilised to spread information.

Youtube

Youtube is an excellent tool for disseminating information as it combines both audio and visuals. Founded in 2005 by Steve Chen, Chad Hurley, and Jawed Karim, it was designed for video-sharing purposes where content creators design and upload content to be viewed and shared by their target audience (Werner et al., 2019).

Since its inception, hundreds of media houses have created pages or accounts through which they post news and discussions to be consumed by interested or affected individuals. In Nigeria, it is quite common for new agencies, radio stations, and television, to have debates via their accounts which can be accessed by anyone and they can also access feedback on this content in the comment section. Hence, issues such as domestic violence can be discussed.

Methodology

The qualitative research method has been selected for the present study. Pathak et al. (2013) describe the qualitative methodological choice as one that does not use numeric data, instead, it relies on textual data to obtain knowledge. Pathak et al. (2013) stated that this is "used to understand people's beliefs, experiences, attitudes, behaviour, and interactions" (p.192). Hence, the qualitative methodology allows researchers to gain access to knowledge through the interactions or experiences of humans. This methodological choice was made because it gives the researcher the chance to examine textual data for specific information that fits the aims of the research as opposed to attempting to calculate the significance of the data. Furthermore, it will be recalled that the research aims to identify frames from internet media reports or discussions of domestic violence against Nigerian women. This can be achieved only if data is textual and can be read through such that the researcher can infer what frames have been used. Hence, the qualitative methodological choice is more suitable as opposed to the quantitative one.

Data Gathering Procedure

Data for the research was gathered from YouTube, Twitter, and Facebook. Search strings such as "Nigerian domestic violence," "Domestic violence cases from

Nigeria,” “Domestic violence against Nigerian men,” and “Male domestic violence cases in Nigeria,” were input in search boxes on these platforms. Items that popped up were further scrutinized for suitability to the research aims and research title. Using this process, ten news reports and discussions were shortlisted and randomly selected from YouTube, Twitter, and Facebook. More cases were found on YouTube likely because YouTube allows for the upload of longer discussions. The data were both spoken and written. Critical aspects of spoken data were transcribed and analysed for the frames and audience perception.

Data Analysis

To analyse collected data, the research method selected is qualitative content analysis, which is a method designed to identify and interpret meaning in recorded forms of communication by isolating small pieces of the data that represent salient concepts and then applying or creating a framework to organise the pieces in a way that can be used to describe or explain a phenomenon (Kleinheksel et al., 2020, p. 127). Hence, the method allows researchers to identify specific texts that contribute to the knowledge related to the research. This analysis choice is suitable because it can be used to identify the framing used in social media representation of domestic violence against men and how it affects the perception of men. Furthermore, large data would be obtained via the three selected social media platforms, hence it makes sense to use simplify the data by highlighting specific aspects that are relevant to the research. In analysing data obtained for the research, the researcher carefully looked at the framing and perception of domestic violence against men in Nigeria. The contents were assigned themes or frames and the response of comments under the cases were also analysed to reveal the influence of such framing on the audience.

Discussions

Available data on the perception and framing of domestic violence against men in Nigerian across YouTube, Instagram, and Facebook platforms

Ten news reports and discussions on domestic violence against men in Nigeria were shortlisted and randomly selected from YouTube, Twitter, and Facebook, using search strings such as “Nigerian domestic violence,” “Domestic violence cases from Nigeria,” “Domestic violence against Nigerian men,” and “Male domestic violence cases in Nigeria.” More cases were found on YouTube likely because YouTube allows for the upload of longer discussions. The data was both

spoken and written. There were also audience discussions on such cases which formed perceptions.

The emerging frames and themes, covered by YouTube, Instagram, and Facebook platforms

From the analysis of the collected data, several frames were highlighted. The emerging frames identified as covered by YouTube, Instagram, and Facebook platforms include: blame, men being the weak victims, patriarchy, ignorance and silence.

Frame of Blame

For instance, one of the cases accessed on YouTube revealed the frame of blame. The synopsis of the case highlights a woman who beats and slaps her husband regularly. Before this, the husband was financially stable and was bringing women home, being intimate with them in front of the wife while asking her to learn. However, his finances soon crashed, he lost his job and his wife became the breadwinner. Hence, all the resentment she has built up for him started unleashing on him through physical abuse. Therefore, the discussion framed men as the ones to blame for the abuse that they experience due to sexual immorality which they may have committed in the past.

Similarly, the frame of blame was also highlighted in a different report. In this case, a lady slapped her boyfriend because he cheated on her and while she was verbally reacting negatively and he requested that she calm down, she got even angrier and slapped him again. Hence, in this case, the abuse was excused, after all, he cheated on her and the guy had said something that to aggravate her. The audience also perceived this as fair claiming that sometimes, people can get beaten or hit because of their words just as some women also get beaten by their men because of what they say. Hence, even though the man has faced the abuse, the circumstances have been reversed and the abuse against the man was excused based on the fact that it could also happen to women.

In another report, the framing of men being weak was identified. In this case, a man reported to his pastor that his wife abused him. The pastor, with the permission of the husband, called the wife to find out the cause of the issue and the possible solution. She owned up to beating him because she feels empowered after all she was the breadwinner of the family. She also claimed that he is a weakling and has no job, hence could not provide for his family's needs. She even threatened to beat him for telling the pastor about the abuse. The audience perceived this case as still in the favor of women because they have been abused for several years and now, they were revolting. Furthermore, women abused their husbands as an outburst of bottled-up emotions. Even though the man is facing abuse, it is quite irrational to think of it as being in the woman's favor and give the abuser excuses for the abuse. This further indicates that even though

men face abuse, they are not really viewed as victims, instead, their abusers feel somewhat 'entitled' to and empowered by the abuse.

In a different case, Nigerian men are also framed as weak victims whom their abusers can prey upon. In this report, a young male university graduate who was aspiring to be a musician was in a relationship with a working-class lady who always supported him financially in his musical career/path. Then, she began to compare him with other famous musicians in the industry, questioning his luck. She continued with the comparison, nagging, and condemnation until the relationship collapsed and the guy was left mentally and emotionally wrecked.

Frame of Men being Weak

Given the previous frame, men being viewed as weak while facing domestic abuse, an opposite framing was identified, patriarchy, that is, men are meant to be strong and protective of their women. This report details a woman who is physically bigger and taller than her husband and smashed a wooden chopping board on his face one morning. He waits till the afternoon for his doctor to arrive to treat his swollen face instead of going to the hospital. This man has been abused by his wife, however, societal patriarchy dictates that men are not to beat women, men are to protect women, men are to be macho, and accept everything done to them by a woman because she is a weaker vessel. Hence, he could not beat her because he felt she was a weaker vessel, and simultaneously, he could not drive out to go to the hospital to avoid being asked what happened to him. Therefore, as the 'stronger' vessel, the man is supposed to deal with the hurt from abuse without retaliation. From the man's decision to get treatment at home, it can be inferred that shame and societal stigmatization prevented him from seeking immediate help.

Frame of Patriarchy

In like manner, the framing of patriarchy was highlighted in a case with a local cab driver who got stones in his eyes and cheeks and got evicted from the apartment he shared with his wife of eight years. The reason given was that he was not giving her enough money. The abuse had started for a while and at first, he could not report it to the police because he feared what society would say. When he finally reported the case and they went to court, a court clerk told him that he had put the generation of men to shame because he got beat up by his wife. Hence, this case indicated that the abuse against men is not even viewed as abuse, instead, it is viewed as a shameful thing for a man to experience abuse from a woman. Unfortunately, whatever the response a man gives to abuse, it is even more shameful. If he does not retaliate, he is viewed as weak, and if he does retaliate, he is viewed as an animal.

In another case, a woman stabbed her husband to death because he cheated on her and did not meet her requests. She had requested that he make his will and will all his property to her which he refused. She did not have any child for him

but he had children outside of the marriage whom he took care of. This made her feel that she has lost everything; no child and no marriage. Hence, she stabbed him to death. In this context the blame frame is evident. The man cheated on her and she did not have anything to show for the years of marriage, hence, she revolted. It should be noted that although the man wronged her, it was not in the form of abuse. Yet, the audience excused the murder and perceived this case as the result of when a woman is denied economic power and then the man who has been providing starts to cheat on her. The woman can lose it and become abusive. However, would similar perceptions have been reached if roles were reversed?

Frame of Ignorance

Another frame that emerged from the cases analyzed through selected social media pages is ignorance. Excerpts such as "*many men may not even know that they are being a victim of a form of abuse (and) Women may not know that their behaviors are abusive*" highlight that men as victims of abuse are framed as ignorant that what they are experiencing can be tagged as abuse. This framing in a sense can be linked to the frame of patriarchy. Likely, the reason why men fail to identify what they experience as domestic abuse could be that society had tagged them as strong even invincible relative to women. This indicates that men may have a sense of invulnerability to domestic violence, hence, when they experience it, they do not identify it for what it is. On the other hand, the source highlighted that some women may also not know that they are being abusive. The question remains on if this is because they are often tagged as weak and not strong enough to abuse men. Hence, even when they do it, they do not know it for what it is. Either way, domestic violence against men is framed as men being ignorant.

Frame of Silence

Furthermore, like it is for women, cases of domestic violence against men reported on new media platforms also carry the frame of keeping quiet in hopes of salvaging the situation. Such was obtained from the case of Twitter user "@Rosanwo" who had faced abuse in differing ramifications from his marriage mate for years but had kept quiet hoping that it would stop and save his marriage. Hence, this case report bears the framing of silence for the sake of their marriage.

Audience perception of domestic violence stories against Nigerian men based on the frames identified on YouTube, Instagram, and Facebook platforms and

The audience perceived this discussion in favour of women, rationalizing that women have been through a lot of emotional abuse which makes them become abusers themselves and that women abuse their husbands emotionally and psychologically so much that such men become physically abusive of them. This framing indicates that women abuse men because they have also been abused, this raises the question.

In these cases, three features recur; (1) domestic violence against men is often excused, (2) the man is not viewed as a victim, and (3) the abuser is not viewed as a danger to the man. When a man faces abuse, it is more likely that the fault is still pinned on him because society assumes that a man is too strong to put himself at risk of domestic abuse from a woman. Hence, when he experiences this, it is because he allowed it, hence, his fault.

Summary of Findings

1. Nigerian men are framed as the guilty party in the event that they face domestic abuse
2. They are more likely to be accused of being weak if they report domestic violence from their female spouses due to societal patriarchy
3. Cases of domestic violence against men are also framed as men choosing to be silent
4. Men are framed as ignorant of the fact that they are experiencing domestic violence
5. Nigerian men are often framed as being weak when they face domestic violence
6. In cases of violence against men in Nigeria, the abuser is less likely to be viewed as such
7. Social media framing of domestic violence against men is largely negative, which also implies that the perception of the audience would equally be negative.

Conclusion and Recommendation

From the analysis of the study, these frames do not portray the men in a positive light even though they are the victims. This ties in with the claims of Nwachukwu and Affen (2022) who highlighted that men are more likely to be portrayed as the perpetrators even when they are the victims. Since the frames are all negative, audience responses and therefore perception were also tending towards the frames. It was also revealed that domestic violence against men in Nigeria includes verbal, emotional and psychological which later result into the physical abuse.

In the cases analysed above, three features recur; domestic violence against men is often excused, the man is usually not viewed as a victim, and in rare cases where he is viewed as a victim, he is resented for being one; the abuser is not viewed as a danger to the man. Given the issues highlighted above, it is critical to note that the new media also has a role to play in the poor representation and awareness of domestic violence against men.

As stated by Akintayo and Ekeh (2020), the new media has become the first go-to tool that individuals visit to gain information. This indicates that there is a high chance that the first impression that people have when cases of domestic violence against men in Nigeria are accessed via new media platforms is negative. Hence,

the framing such new media platforms use to present the case would affect how the audience would perceive both abusers and victims. This research has highlighted that the framing of domestic violence against Nigerian men is largely negative. Therefore, new media users have access to the negative frames of domestic violence against men in Nigeria first, before they can access news from other kinds of mass media to either correct the perception or leave them indecisive. No doubt, the new media's role is pivotal in ensuring that the right frames are used in reports of domestic violence against men in Nigeria.

Therefore, it is recommended that new media platforms are leveraged as tools to correct the misconceptions about domestic violence against men in Nigeria.

More importantly, the research recommends that reports on domestic violence against men in Nigeria should be framed exactly as it is; without giving excuses for the abuse when it comes to the men being the victims. This would increase awareness of fact that men also commonly experience domestic violence and may motivate more individuals to speak since their chances of gaining support triggered by correct information properly framed increases.

Also, as would be recalled, one of the issues is ignorance for both parties (victim and abuser) which hinders them from identifying abuse. Hence, the researcher also recommends that new media platforms produce more content to inform the audience about what constitutes abuse in all ramifications.

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