



COGNITIVE DISPOSITION OF YOUNG COUPLES IN OGUN STATE

TOWARDS SOCIAL MEDIA FRAMING OF DOMESTIC VIOLENCE AGAINST MEN

**OMOWUMI BUKOLA OLASEINDE-FAYOMI; &
HELEN ODUNOLA ADEKOYA (Ph.D)**

*Department of Mass Communication, Babcock
University, Ogun State, Nigeria.*

Abstract

Recent incidents and reports on social media of women perpetrating domestic violence against men have indicated a shift in perpetration of domestic violence. This new dimension of domestic violence perpetration shows that domestic violence is taking another shape which needs to be addressed. It is on this premise that this study examined the cognitive disposition of young couples in Ogun State towards social media framing of domestic violence against men. Survey research design was adopted with questionnaire as instrument of data collection to elicit responses from 813 young couples out of the 3060 registered couples in the three senatorial districts which are Abeokuta South, Yewa South and Sagamu in Ogun State that constitutes the population of the study. The

study was anchored on framing and cultivation theories. Findings of this study showed that increased in social media framing of domestic

KEYWORDS:

*Domestic violence,
Social media,
Framing, Young
couples, Cognitive
disposition.*

violence using conflict frame, morality frame and economic frame lead to increase in young couples' cognitive disposition towards domestic violence. While increased social media framing of domestic violence using thematic/episodic/attribution of blame frame and human interest frame will reduce young couple cognitive disposition towards domestic violence. Therefore it

recommends that social media narratives of domestic violence should use more of thematic, episodic and attribution of blame and human interest frames to reduce young couples' cognitive disposition of domestic violence from the perspective of power and control, low self restraint, denigrating of spouse loss of self-worth, physical harm, psychological harm and manipulation.

INTRODUCTION

In Nigeria, studies have shown that the prevalence of domestic violence is on the increase across various settings in the society, (Benebo, Schumann & Vaezghasemi, 2018; Dauda, 2018; Okenwa-Emegwa, Lawoko & Jansson, 2016; Mbadugha, 2016; Folami, 2013; Owoaje & Olaolorun, 2012;). Benebo, Schumann & Vaezghasemi, (2018) in a multi level study conducted in different regions in Nigeria reported prevalence of domestic violence ranging from 42% in the North, 29% in the South West, 78.8 percentage (%) in South East and 41 percentage (%) in South South which implies that domestic violence cuts across regions in Nigeria.

Studies have shown that cultural barrier against reporting domestic violence is the cause of its rising prevalence. The cultural barriers range from gender inequality, social norms supportive of traditional gender roles and patriarchal male dominance to culture of silence and shame as no man will come out to say his wife beats, verbally abuse, shoves, or denied him sexually as they always want to be seen by the society as being in control of their homes always (Folami 2013; Simona, Muchindu and Ntalasha, 2015; Igwe, 2015 & Anolue and Uzoma 2017).

Social media as a powerful tool play a critical role in creating a space for all voices, enabling visibility to those that are misrepresented or overlooked, brings national attention to injustices and social issues that may not make headlines which domestic violence is one, (Haas, 2017). When social media report events, they often employ frames to give meanings to their reportage with a view to shaping public opinion. Social media framing is the selection and salience given to various pieces of information, allowing certain attributes to be highlighted and others to be excluded in communication context. Social media framing are cognitive make up through which individual interpret and organize the

selected and highlighted information (Entman, 1993, Scheufele, 2004 & Nicely, 2007).

Studies have shown that there have been focuses on domestic violence against women while little had been done on women perpetrating domestic violence against men. This cannot be far-fetched from the patriarchal nature of Nigerian society where women are on the receiving end (Morgan & Chadwick, 2009; Gracia, 2014; Douglas, Hines & Straus, 2014; Muchemi 2015; Adekoya & Olaseinde-Fayomi, 2020). Recent incidents and reports on social media of women perpetrating domestic violence against men have indicated a shift in perpetration of domestic violence. It may be said that new dimension of domestic violence perpetration shows that domestic violence is taking another shape which needs to be addressed (Lagos State Domestic Violence and Sexual Violence Response Team, 2018). This paper examines influence of social media framing of domestic violence on cognitive disposition of young couples in Ogun State.

Objectives of the Study

This study is guided by the following objectives which are to

- Investigate frequency of exposure of young couples to social media narratives on domestic violence against men.
- Assess the influence of social media framing of domestic violence against men on cognitive disposition of young couples in Ogun State

LITERATURE REVIEW

Social Media

Nwammuno (2013) As a web and mobile-based technologies which are used to turn communication into interactive dialogue among individuals, organizations and communities, social media are a powerful tool to reach and engage people around organization's mission and core values. The key applications possess by social media as web-based platforms offer opportunities for users to communicate and maintain social relationships with multiple individuals (Rasmussen, Joel & Ihlen, 2017). In maintaining the social relationships issues of interests like domestic violence are discussed.

Social media provide users with access to topics which are often suppressed in the media where they regularly read the news. Thus, social media has a dual nature of serving as both a conversation enabler and an information source for users (Veltri,2013; Wagler& Cannon, 2015). This was demonstrated by the multiple roles played by the social media in terms of promoting and boosting civic engagement; propelling public mobilization; enabling cyber-activism and citizen journalism; stimulating civil society; creating less-confined political spaces; promoting a sense of community and rallying support for political and social causes (Eltantawy& Wiest, 2011; Bardici, 2012).

Domestic Violence

Domestic violence, according to Anolue and Uzoma (2017) is a global burden with various public health and social implications. It is a menace that cuts across socio-economic, religious, cultural and class borders. Morgan and Chadwick (2009) view domestic violence as acts of violence that occur within intimate relationships and take place in domestic setting. It is also said to be any incident or pattern of incidents of controlling, coercive, threatening behavior, violence or abuse between those aged sixteen or over who are or have been intimate partners or family members regardless of gender or sexuality. The abuse can encompass, but is not limited to psychological, physical, sexual, financial and emotional.

Domestic violence has the potential to result in fear of physical and psychological harm to victims. It is intentional because it is aimed at achieving compliance from or control over the victim in intimate partner relationship either in current or former dating, married or cohabiting relationship of heterosexual, gay men and lesbians. Ganly (2019) says it is a problem of epidemic proportions with far-reaching consequences for individual victims, their children and their communities. Domestic violence is a serious public health problem that exists across nations, cultures, religion and class (Ilika, Okonkwo &Adogu, 2002; Dienne&Gbeneol, 2009). It is a serious problem in most societies throughout history. However, in most of the literature on the topic, the term is often used to imply violence against women. Domestic violence against men is a reality and includes violence acts committed against

men by their intimate partners. Obarisiagbon and Oimage (2019) confirm that domestic violence against men exists and it is in varied forms. His study refutes the age-long held belief that husbands are the ones that dealt treacherously and violently with their wives. Corroborating the above Ayodele (2017) argues that “saying violence by women is not a serious social problem is like arguing that cancer is not an important medical problem because many more die of heart disease”. Adebayo (2014) states that the tragedy is that men who find themselves in this situation hide and do not talk openly about their experience, as talking about it will bruise their ego and expose them to ridicule in a patriarchal society. “I was beaten by my wife” is a misnomer! It is unheard of in a male egoistic society. Hence, such men prefer to suffer in silence until it becomes critical to the point of death.

Attitude

Attitudes enable people to define how they view situations, as well as explain how they behave toward such situation or object. Attitude provides people with internal cognitions or beliefs and thoughts about situations, events, and objects. Attitude formation however, is a product of learning, modeling others, direct experiences with people and situations. Attitudes influence decisions, guide behavior and impact what people selectively remember (not always the same as what they hear). Societal or public attitude towards domestic violence has always been that the males or husbands are always the perpetrators of domestic violence or abuse while characterizing the females or the wives to be victims.

Attitude has three main components which are cognitive, affective and conative, Haddock and Maio (2007). These components contribute to formation and expression of attitude. The cognitive component of attitude is looked into. The cognitive component is related in general to knowledge of an individual about a particular situation, event or object. It is the storage section where an individual organizes information that specifically links an object and attribute. It is an entity that evaluate an individual's opinion (belief/ disbelief) about situation, event or object as cognition is a process of learning or knowing (Jain, 2014).

Theoretical Framework

The paper based its arguments on the assumption of framing and cultivation theories. The assumptions of these theories were synchronized in relation to the paper's core variables, specifically social media framing, domestic violence and audience responses which have to do with how audience ascribed meaning, belief and think about domestic violence stories on social media thereby making sense of these stories as proposed by Erving Goffman in 1974 and George Gerbner and his colleagues in the 1960s.

Frames in news affect the behaviour and attitudes of audience as they are designed to enhance understanding of a particular issue or event by linking the story from a smaller picture to a bigger picture. It is how specified piece of information is shown by the media to audience and how it is organized or structured. Frame influences the mindset (perception) of people and impacts their decision making on the topic which is changed by media (Chong & Druckman 2007; Arowolo, 2019). Narratives of domestic violence stories on social media can influence the mindset of young couples in Ogun State thereby affecting their behaviour and attitude.

Like framing theory, cultivation theory focuses on the long-term effects of television on viewers. The theory proposes that the danger of television lies in its ability to shape not a particular view point about one specific issue but in its ability to shape people's moral values and general beliefs about the world. Gerbner and his colleagues in the 1960s say that cultivation is some sort of desultory learning that results from the accumulation of exposure to television. And what the viewer sees on the screen becomes the basis of a mental image that the individual forms about the social practical status of values, population characteristics, and the various cultural standards common by the society's classes, categories, and individuals. It can be said that what young couples are exposed to on social media becomes the basis of a mental image they form about domestic violence which enhance their belief and the way they think about domestic violence

Empirical Review

Yang (2015) also examined the Stereotypical Frames/Social Distance and Framing Effects. It explained the effects of Media Stereotype in the

social context. The researcher explain how stereotypical frames can activate the audiences' negative cognitive/affective responses. Two approaches were used to explain the mechanism through which these activated responses further influence people's social interaction patterns. The study found out that routinised specialization genre of frames reduces people's motivation to further seek or process information about stereotyped groups, the social categorization genre of frames primes people's awareness of the difference between dominant groups and stereotyped groups and that the threatening typification genre of frames, increase people's feelings of fear toward stereotyped groups, hence establishing that negative feelings increases people's willingness to keep large social distance with stereotyped groups and increased social distance.

Kepplinger, Geiss and Siebert (2012) conducted a study on effects of media framing on scandals across cognitions, emotions and opinions of audiences/recipients. Mechanisms underlying individuals' processing of scandal coverage were investigated. Framing theory was used in explaining how fragmentary media frames evoke particular inferences of individuals using triangulation method, content analyses of media coverage of four cases and surveys of potential recipients were conducted using a 5-point scale portrayal of each component measured. The study found out that audience do not simply learn media content, but draw conclusions based on elaborations and also that audience cognitive reactions are way more consistent than the impression conveyed by the media and people's cognitive reactions can be assigned to one of two clusters or frames.

Likewise on cognitive effects of media framing Schuldt and Roh (2014) investigated how media frames of global warming and climate change influences the cognitive accessibility across partisans' minds. Their study contributes to ongoing discussion by attempting to directly measure the cognitive concepts evoked by two media frames that are commonly employed in environmental communication, namely, global warming and climate change; by doing so in a political context, (USA) where climate issues are currently highly politicized. The study also reiterates the value of distinguishing the related concepts of media frames, audience frames and framing effects, with a special focus on illuminating

audience frames or “frames of thought” that may affect subsequent judgments of political import. Close-ended rating scale was used to target specific cognitive associations of interest of 400 US adult. Findings of the study revealed significant effect of media frames on the cognition of the audience.

Theoretical Framework

The paper based its arguments on the assumption of framing and cultivation theories. The assumptions of these theories were synchronized in relation to the paper’s core variables, specifically social media framing, domestic violence and audience responses which have to do with how audience ascribed meaning, belief and think about domestic violence stories on social media thereby making sense of these stories as proposed by Erving Goffman in 1974 and George Gerbner and his colleagues in the 1960s.

Frames in news affect the behaviour and attitudes of audience as they are designed to enhance understanding of a particular issue or event by linking the story from a smaller picture to a bigger picture. It is how specified piece of information is shown by the media to audience and how it is organized or structured. Frame influences the mindset (perception) of people and impacts their decision making on the topic which is changed by media (Chong & Druckman 2007; Arowolo, 2019). Narratives of domestic violence stories on social media can influence the mindset of young couples in Ogun State thereby affecting their behaviour and attitude.

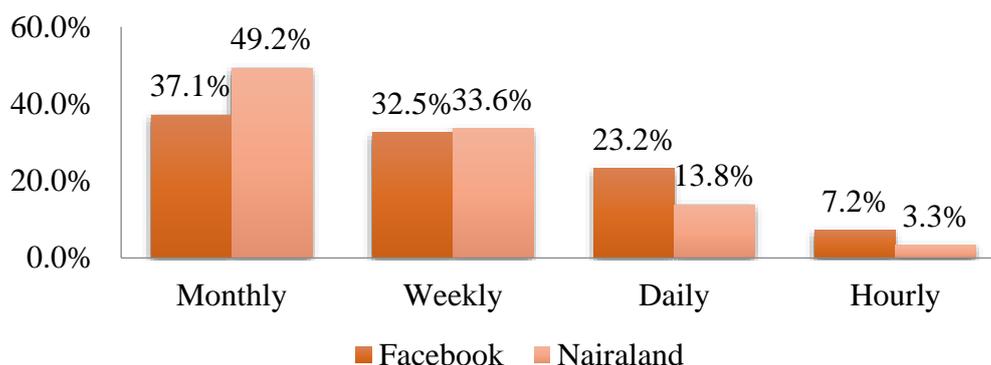
Methodology

Survey research design was adopted for the study, while questionnaire was used as the instrument for collecting data. 3060 registered couples in the three senatorial districts which are Abeokuta South, Yewa South and Sagamu in Ogun State constitute the population of the study. The sample size of 625 the study with 30% (188) of the derived figure to take care of incomplete or invalid responses added. Hence the sample size for this study is 813. This was arrived at using Krejcie and Morgan (1970) formula with the aim of achieving 95% confidence interval and 0.05 degree of accuracy. Multistage sampling technique sampling procedure

was used to determine the respondents to the items on the questionnaire. Data collected from the field was analysed using both descriptive (Percentages and Mean) and inferential statistics (regression analysis).

Analysis and Discussion

Frequency of exposure of young couples to social media narratives on domestic violence against men?



Source: Field Survey 2020

Fig. 1.1 depicts that more young couples were exposed monthly to domestic violence against men issues on *Nairaland*(49.2%)than *Facebook* (37.1%). Slightly more young couples were exposed weekly to domestic violence issues on *Nairaland*(33.6%)than *Facebook* (32.5%). However, more young couples were exposed daily to domestic violence against men issues on *Facebook* (23.2%) than *Nairaland*(13.8%). Finally, more young couples were exposed hourly to domestic violence issues on *Facebook* (7.2%) than *Nairaland*(3.3%). This suggests that more young couples were exposed to domestic violence issues monthly and weekly compared with the proportion of young couples who were exposed to domestic violence issues daily and hourly on both *Facebook* and *Nairaland*.

Table 1.2 Influence of Social Media Framing of Domestic Violence against men on Cognitive Disposition of Young Couples to Domestic Violence

Variables	Coeff.	Std. Error	r	t-stat.	Prob.
<i>C (Constant)</i>	66.505	2.317		28.702	0.000

<i>Thematic/Episodic/Attribution of blame frame</i>	-0.676	0.125	-0.175	-5.418	0.000
<i>Human Interest frame</i>	-0.416	0.182	-0.075	-2.289	0.022
<i>Conflict Frame</i>	0.952	0.227	0.161	4.194	0.000
<i>Morality Frame</i>	1.942	0.218	0.349	8.913	0.000
<i>Economic Frame</i>	0.369	0.159	0.085	2.319	0.021
<i>R²</i>	0.256				
<i>Adj. R²</i>	0.251				
<i>F-Statistic (Joint)</i>	53.879				
<i>Prob.(F-Stat)</i>	0.000				

Dependent Variable: Cognitive Disposition of Young Couples to Domestic Violence

Source: Field Survey 2020

Table 1.2 show that social media framing of domestic violence significantly influence cognitive disposition of young couples in Ogun State towards domestic violence against men with ($F(5, 782)= 53.879$, $Adj. R^2= 0.251$, $p<0.05$). This findings show the overall significance of social media framing of domestic violence against men on young couples attitude to domestic violence against men having adjusted for degree of freedom ($F(5, 782)= 53.879$, $Adj. R^2= 0.251$, $p<0.05$).The model from the relative perspective shows that on the individual level conflict frame ($B= 0.952$, $t= 4.194$, $p<0.05$), morality frame ($B= 1.942$, $t= 8.913$, $p<0.05$) and economic frame ($B= 0.369$, $t= 2.319$, $p<0.05$) positively influenced cognitive disposition of young couples towards domestic violence in Ogun State. While thematic/episodic/attribution of blame frame ($B= -0.676$, $t= -5.418$, $p<0.05$) and human interest frame ($B= -0.416$, $t= -2.289$, $p<0.05$) negatively influenced cognitive disposition of young couples towards domestic violence in Ogun State. This suggests that increased social media framing of domestic violence against men using conflict frame, morality frame and economic frame will lead to an increase in young couples' cognitive disposition towards domestic violence against men from the perspective of power and control, low self restraint, denigrating of spouse loss of self-worth, physical harm, psychological harm and manipulation. While on the other hand, increased social media framing of domestic violence against men using thematic, episodic, attribution of blame frame and human interest frame will make young couple to see domestic violence against men less from the perspective of power and control, low self restraint, denigrating of spouse loss of self-worth, physical harm, psychological harm and manipulation.

Furthermore, the model shows that social media framing of domestic violence against men could explain 25.1 percent ($Adj.R^2= 0.251$) variation in young couples cognitive disposition towards domestic violence against men. Therefore, the null hypothesis which states that social media framing of domestic violence does not significantly influence cognitive disposition of young couples in Ogun State was rejected.

This is in convergence with Schuldt and Roh (2014) who asserted that media frames have significant effect on the cognition of the audience towards various societal issues including domestic violence. Supporting the above, Yang (2015) reports that routinised specialization genre of frames reduces people's motivation to further seek or process information about stereotyped groups, the social categorization genre of frames primes people's awareness of the difference between dominant groups and stereotyped groups and that the threatening typification genre of frames, increase people's feelings of fear toward stereotyped groups, hence establishing that negative feelings increases people's willingness to keep large social distance with stereotyped groups and increased social distance. Yang's report further elucidates on findings of this study which enunciate the role different social media frames play in young couples cognitive disposition towards domestic violence as conflict frame, morality frame and economic frame make them to increasingly think about domestic violence in terms of power and control, low self restraint, denigrating of spouse loss of self-worth, physical harm psychological harm and manipulation. While thematic frame, episodic frame attribution of blame frame and human interest frame make young couple to think less about domestic violence in terms of power and control, low self restraint, denigrating of spouse loss of self-worth, physical harm psychological harm and manipulation

This means social media narratives of domestic violence against men have influence on the way young couples think about domestic violence as having knowledge of domestic violence through social media brings to their mind power and control, low self restraint, denigrating of spouse loss of self-worth, physical harm psychological harm and manipulation. It can be said that social media framing bringing power and control, low self restraint, denigrating of spouse loss of self-worth, physical harm psychological harm and manipulation to the mind of young couples

through conflict frame, morality frame and economic frame brings about feelings of perpetrating domestic violence and this may lead to increased domestic violence in the society.

Conclusion and Recommendation

Base on the findings above, this study concludes that increased social media framing of domestic violence using conflict frame, morality frame and economic frame lead to increase in young couples' cognitive disposition towards domestic violence by making them to increasingly belief and think about domestic violence in terms of power and control, low self restraint, denigrating of spouse loss of self-worth, physical harm psychological harm and manipulation. However, increased use of thematic, episodic, attribution of blame frame and human interest frame reduce young couples' view of domestic violence against men from the perspective of power and control, low self restraint, denigrating of spouse loss of self-worth, physical harm, psychological harm and manipulation.

This study hereby recommends that social media narratives of domestic violence should use more of thematic, episodic, attribution of blame frame and human interest frame to reduce young couples' view of domestic violence from the perspective of power and control, low self restraint, denigrating of spouse loss of self-worth, physical harm, psychological harm and manipulation

References

- Adebayo, A.A. (2014). Domestic violence against men: balancing the gender issues in Nigeria. *American journal of sociological research*, 4(1), 14-19.
- Adekoya, H.O., & Olaseinde-Fayomi, O.B. (2020). A textual analysis of audience responses to social media framing of domestic violence against men. *SAU journal of management and social sciences*. 5(20), 213-221
- Ayodele, J.O. (2017). "The socio-cultural causes of male victimisation in domestic content in Lagos, Nigeria. A qualitative analysis. *international journal of criminal justice sciences (ijcjs)* Vol. 12(2): 252-269 DOI:10528/Zenodo. 1034670.
- Arowolo, O. (2019). An exposition on framing. A paper submitted for bibliography of mass communication. School of communication, Lagos State University.
- Bardici, M. V. (2012). A discourse analysis of the media representation of social media for social change: The case of Egyptian revolution and political change, (June), 68
- Benebo, F. O., Schumann, B., & Vaezghasemi, M. (2018). Intimate partner violence against women on Nigeria: a multi level study investigating the effect of women's

- status and community norms. *Bmc women's health. Open access*, 117. <https://doi.org/10.1186/2905/0106287>
- Chong, D. & Druckman's, J. N. (2007). Framing theory integrated with accessibility experiences as information theory. *Annual review of political science*, 10(10), 103-126.
- Dauda, B., (2013) "Mass media Messages And Domestic Violence in Nigeria. *Africa. Journal for the Psychological study of social issues* vol. 18.No. 1
- Dienye, O.P., &Gbneol, K.P., (2008). Domestic Violence Against Men in Primary Care in Nigeria.' *American Journal of Men's Health*. Available at: <http://jah.sagepub.com/content/3/4/333>
- Entman, R.M., (1993). Framing: Toward Clarification of a Featured Paradigm. *Journal of Communication, Autumn*, 43 (4), 002199100219916
- Folami, O. M. (2013). Survey of Unreported Cases of Domestic Violence in two Heterogeneous Communities in Nigeria. *International Review of Law: dv. 4* <http://dx.doi.org/10.5339/irl/>.
- Garcia, E. & Lila M. (2015). Attitudes Towards Violence Against Women In The EU, European Commission, <http://europa.eu/doi:102838/045438>
- Haddock, G. & Maio G.L. (2007). Contemporary perspectives on the psychology of Attitudes. New York, Psychology press.
- Igwe, B. O. (2015). Overcoming Cultural, traditional and Religious Practices in Understanding and combating Domestic Violence in Nigeria. *The International Journal of Innovative Research and Development* 4 (13)
- Ilika, A.L., Okonkwo, P.I., & Adagu, P. (2002). In Bamatpe partner, Violence among women of Child bearing age in a primary health care centre in Nigeria. *African Journal of Reproduction Health*, 6:53-58.
- Jain, V. (2014). 3D Model of Attitude. *International Journal of Advanced Research in Management and Social Sciences*, Vol 3(3). Retrieved from www.graph.co.uk on 28/01/2020
- Karimi, E. (2018). Characterizing domestic violence against men: insight from karinyaga central ward. A research paper submitted to the institute of anthropology, gender and african studies in partial fulfillment of the requirements for the degree of master of arts in gender and development of University of Nairobi.
- Kepplinger, H.M., Geiss, S. & Siebert S. (2012). Framing scandals: cognitive and emotional media effects. *Journal of communication*, ISSN 0021-9916 Retrieved from <http://www.journalofcommunication.com> on 3/5/2018.
- Kohlman, S., Baig, A., Balice, G., DiRubbo C., Placencia, L., Skale, K., Thomas, J., Flitter, J., Mirzad, F, Moeckler, H. & Aquino S. (2014). Contribution of Media to the Normalization and Perpetuation of Domestic Violence. *Austin Journal of Psychiatry and Behavioral Sciences*, vol 1, (4) Retrieved from [w.w.waustinpublishinggroup.com](http://www.waustinpublishinggroup.com)
- Mbadugha, E. I. (2016). Intimate Partner Violence and sexual violence against women: Any end in sight? *International Journal of Medicine and Biomedical Research*
- Morgan, A. & Chadwick (2009). Key issues in domestic violence. Australia's national research and knowledge centre on crime and justice. 1836-9111.
- Muchemi, L.W. (2015). Media coverage of domestic violence in Kenya: a perpetuation of gender stereotypes abstract. *International journal of humanities and social studies*. 3(5), 84-90.

- Namadi, M.(2016). Nature and prevalence of domestic violence against men in data local government area of Kano State. Nigeria. Retrieved on the 23th of february, 2018 from <https://www.oer.fukashare.edu.ng>.
- Nicely, S (2007). Media Framing of Female Athletes and Women’s Sports in Selected Sports Magazines. A communication Thesis submitted to the Department of Communication, Goergia State University. http://scholarworks.gsu.edu/communication_theses/31
- Obarisiagbon, E. I. & Oimage.M.I. (2019). Emerging trends in the culture of domestic violence against men in southern nigeria. *International Journal of Humanities and Social Science*. 9(3), 50-56.
- Okenwa-Emegwa, L., Lawoko, S. & Jansson, B. (2016). Attitudes Towards Physical Intimate Partner Violence Against Women in Nigeria. SAGE Open.
- Owoaje, E. T. & Olaolorun, M. (2012). Women at Risk of Physical Intimate Partner Violence: A Cross-sectional Analysis of a Low-income Community in Southwest Nigeria. *Afr J. Reprod Health*; 16(1).
- Rasmussen J. & Ihlen Ø. (2017).Risk, Crisis, and Social Media. A systematic review of seven years research. *Nordicom review* 1-17. Doi: 10:1515/nor-2017-0393.
- Uzoma,O.I. & Anolue,F.C.,(2017). Intimate partner violence: prevalence, contributing factors and spectrum among married couples in South East Nigeria. *International journal of reproduction, contraception obstetric sand gynecology*. 6(9):3748-3753.
- Schuldt, J.P. & Roh, S. (2014), Media Frames and Cognitive Accessibility: What Do Global Warming” and “Climate Change” Evoke in Partisan Minds? *Environmental Communication*. 8(4)529-548. Retrieved from <http://dx.doi.org/10.1080.1752403-2.2014.909510>
- Scheufele, D. A. (2004). Framing is a Theory of Media Effects’. International Communication Association.
- Simona, S. J., Muchindu, M. & Ntalasha, H. (2015). Intimate Partner Violence (IPV) in Zambia: Socio-demographic Determinants and Association with use of Maternal Health Care. DHS Working Papers.
- Veltri, G.A.(2013).Microblogging and nanotweets: nanotechnology on twitter. *Public understanding of science* 22(7)832-849.
- Wagler, A., & Cannon, K. J. (2015). Exploring Ways Social Media Data Inform Public Issues Communication: An Analysis of Twitter Conversation During the 2012-2013 Drought in Nebraska. *Journal of Applied Communications*, 99(2). <https://doi.org/10.4148/1051-0834.1047>
- Yang, A. (2015). Building a Cognitive Sociological Model of Stereotypes: Stereotypical Frames Social Distance and Framing Effects. *Howard Journal of Communications* 26(3)