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Article

An Assessment of the Broadcast Media Campaign Against Gender Based Violence in Benin City: A Study of Selected Radio Stations

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Abstract: This study assessed the effectiveness of the broadcast media campaign against gender-based violence in Benin City, focusing on radio stations as the primary medium of dissemination. Gender based violence remains a significant concern in many societies, including Benin City, and media campaigns have been recognized as crucial tools for raising awareness and promoting behavioural change. This study assessed the impact of the radio campaign on public knowledge, attitudes, and behaviours related to gender based violence. The research adopted a mixed-methods approach, combining quantitative surveys and qualitative interviews. The surveys gathered data on participants' exposure to the campaign, knowledge about gender based violence, attitudes towards survivors, and intentions to take action. The interviews provided in-depth insight into participants' perceptions of the campaign and its effectiveness. The findings will contribute to understanding the role of radio stations in combating gender based violence and inform the design of future media campaigns. The research outcomes have the potential to inform policymakers, broadcasters, and activists working to address gender based violence in Benin City, facilitating evidence-based strategies for preventing and addressing this pervasive social issue.

Keywords: broadcast media; gender-based violence; radio stations; awareness campaigns; behavioral change; public knowledge; attitudes towards survivors; campaign effectiveness; media's role; Benin city; policymakers; activists; social issue prevention

1.0. Introduction

Gender-based violence is a serious issue that affects millions of people worldwide. In recent years, there has been a growing recognition of the importance of addressing gender-based violence through various forms of media, including radio (Beadle et al., 2019). This research seeks to assess the effectiveness of broadcast media campaigns against gender-based violence in Benin City, with a particular focus on selected radio stations.

1.1. Background of the Study

Gender-based violence is one of the prevalent human rights problems in the world. According to the European Institute for Gender Equality, gender-based violence is violence directed against a person because of their gender (European Institute for Gender Equality, 2020). Both women and men experience gender-based violence. The Edo State Violence Against Persons Prohibition Law identifies nine broad types of gender-based violence, including physical violence, verbal violence, psychological violence, sexual violence, and socio-economic violence. Physical violence encompasses acts such as beating, burning, kicking, punching, biting, maiming, or killing, including the use of objects or weapons. Verbal violence refers to regular and systematic verbal abuse that attacks a person's sensitive spots. Psychological violence includes actions such as isolation or confinement,

withholding information, disinformation, and threatening behavior (Edo State Violence Against Persons Prohibition Law, 2018).

According to the United Nations Population Fund, gender-based violence is not only one of the most prevalent human rights violations worldwide, but it is also a leading type of violence against women (United Nations Population Fund, 2021). Globally, an estimated one in three women will experience physical or sexual abuse in her lifetime. The World Health Organization (WHO) reports that almost one in every three women, or approximately 736 million women, have experienced intimate partner violence, non-partner sexual violence, or both at least once in their lifetime (World Health Organization, 2021). Furthermore, it is important to note that these statistics do not account for the alarming number of women who are killed by their partners, which amounts to one woman every 11 minutes (UNODC, 2020).

In Nigeria, the scourge of gender-based violence reached a frightening peak in 2020, particularly during the COVID-19 lockdown, with reports of rapes and murders of girls across all age groups, from infants to elderly women. A UN report revealed that 48% of women experienced violence since the COVID-19 pandemic in 2020, and the Lagos State Domestic and Gender Violence Response Team reported a total of 3,193 cases of gender-based violence between January and December 2020 alone (United Nations, 2021; Lagos State Domestic and Gender Violence Response Team, 2020). These numbers are substantial, considering the culture of silence that surrounds gender-based violence in Nigeria.

The tragic case of Uwaila Omozuwa, who was raped and killed in Benin City during the COVID-19 lockdown in 2020, sparked a national awareness campaign led by the wife of the Edo State Governor, Betsy Obaseki. This campaign resulted in the declaration of a state of emergency by the President of Nigeria, Muhammadu Buhari, after the support of the Nigerian Governors Wives Forum chaired by Mrs. Bisi Fayemi, the First Lady of Ekiti State, and the First Lady of Nigeria, Dr. Aisha Buhari. These actions led to the establishment of the Nigerian Governors Wives Against Gender-Based Violence (NGWA_GBV) and the creation of Gender-Based Violence Management Committees chaired by the wives of the Governors across the states of the federation.

One of the primary ways to reach a large audience is through the broadcast media, including television, radio, and online platforms. Radio, in particular, is a popular medium in Nigeria with many households owning a TV set (National Broadcasting Commission, 2020). Therefore, utilizing the broadcast media campaign against gender-based violence becomes an essential strategy for addressing this problem in Benin City.

1.2. Statement of the Problem

Despite the efforts made by the Nigerian government and other stakeholders to address gender-based violence, including enacting the Violence Against Persons Prohibition Law and setting up the Sexual Assault Referral Centre in Benin City, the problem persists in many parts of the country, including Benin City (Edo State Violence Against Persons Prohibition Law, 2018). Although the broadcast media campaign against gender-based violence has been ongoing for several years, it remains unclear how effective it has been in reducing the incidence of gender-based violence specifically in Benin City. Therefore, this study aims to assess the impact of the broadcast media campaign against gender-based violence in Benin City and evaluate its effectiveness in raising awareness, changing attitudes, and promoting behavior change among the population.

1.3. Objectives of the Study

The main objectives of this study are:

1. To determine the level of awareness of the broadcast media campaign against GBV among residents of Benin City.
2. To ascertain the programs on radio that campaign gender based violence
3. To assess the perceived effectiveness of the broadcast media campaign against GBV in changing attitudes and behaviors towards GBV.

4. To identify the factors that contribute to the effectiveness or ineffectiveness of the broadcast media campaign against GBV in Benin City.

1.4. Research Questions

1. What is the level of awareness of the broadcast media campaign against gender based violence among residents of Benin City?
2. Which radio programs are being used to campaign against gender-based violence in Benin City?
3. How effective is the broadcast media campaign against gender based violence in changing attitudes and behaviours towards GBV in Benin City?
4. What are the factors that contribute to the effectiveness or ineffectiveness of the broadcast media campaign against gender based violence in Benin City?

1.4. Significance of the Study

This research study holds significant significance as it aims to assess the effectiveness of the broadcast media campaign against gender-based violence in Benin City, Nigeria. By evaluating the impact of the campaign, particularly through radio stations, this study fills a crucial knowledge gap and offers valuable insights for policymakers, broadcasters, and activists. The findings have the potential to inform the design of future media campaigns, support evidence-based policymaking, raise awareness about gender based violence, and contribute to global efforts to combat gender based violence. Additionally, the research serves as a benchmark for future studies in similar contexts, providing guidance for researchers and practitioners working on gender based violence and media campaigns worldwide.

Overall, this research study's significance lies in its potential to improve strategies to address gender based violence in Benin City and beyond. It offers insights into the effectiveness of the current broadcast media campaign, enabling stakeholders to refine their approaches and optimize their impact. By informing policymaking, raising awareness, and contributing to the global fight against gender based violence, the study aims to create a safer and more inclusive society, promoting behavioural change and prevention of gender-based violence.

1.5. Limitations of the Study

This study will focus on selected radio stations in Benin City and their broadcast media campaign against gender based violence. The study will be limited to residents of Benin City who have access to these radio stations. The study will not include an assessment of other forms of media or other interventions against gender based violence.

1.6. Theoretical Framework

The theoretical framework for this study is based on the social responsibility theory.

1.7. The Social Responsibility Media Theory

The Social Responsibility Media Theory (SRMT) is a theoretical framework that emphasizes the ethical obligations of the media to society. This theory posits that the media have a responsibility to serve the public interest by providing accurate and unbiased information, promoting democratic values, and fostering a diverse and pluralistic society (Hutchins Commission, 1947).

The concept of Social Responsibility Media Theory was first introduced by the Hutchins Commission in 1947, in their report "A Free and Responsible Press." The report emphasized the importance of a free press in a democratic society and the media's responsibility to serve the public interest. The commission argued that the media have a special obligation to provide accurate and comprehensive news coverage and to present a diversity of views and opinions.

Research has shown that the Social Responsibility Media Theory places a high value on objectivity, impartiality, and accuracy in news reporting (Pew Research Center, 2020). The SRMT

suggests that journalists should avoid biased or sensationalized reporting and should strive to present a balanced view of issues. This theory also recognizes the importance of media diversity, which means that the media should provide access to a wide range of perspectives and voices, particularly those of marginalized or underrepresented groups.

Moreover, the Social Responsibility Media Theory argues that the media have a role in promoting democratic values and principles (Vliegthart & Boomgaarden, 2017). This theory recognizes the media's power to shape public opinion and encourages them to use this power responsibly, by providing accurate and unbiased information that allows citizens to make informed decisions.

The Social Responsibility Media Theory emphasizes the importance of media accountability. It suggests that the media should be accountable to the public they serve, and should be held responsible for any harm caused by their reporting. This theory encourages media organizations to establish codes of ethics and professional standards, and to be transparent about their operations and decision-making processes.

The Social Responsibility Media Theory provides a framework for understanding the ethical obligations of the media to society. In the context of this study, it emphasizes the importance of accurate and unbiased reporting, media diversity, promoting democratic values, and media accountability, which are key in tackling gender-based violence. More importantly, this theory recognizes the media's role in shaping public opinion and encourages them to use their power responsibly to serve the public interest.

1.8. Operational Definition of Terms

Broadcast media campaign - a planned and coordinated effort utilizing radio stations as the primary medium to raise awareness, educate, and advocate against gender-based violence.

Gender-based violence - any form of violence, abuse, or discrimination that is directed towards individuals based on their gender, resulting in physical, sexual, psychological, or socio-economic harm.

Assessment - systematic and comprehensive evaluation of the effectiveness and impact of the broadcast media campaign on gender-based violence.

Radio stations - broadcasting organizations that transmit audio content over the airwaves to a wide audience.

Social Responsibility Media Theory (SRMT): The theoretical framework emphasizing media's ethical obligations to serve the public interest, provide accurate information, uphold democratic values, promote diversity, and be accountable for their actions.

Media diversity: Representation and inclusion of diverse perspectives, voices, and experiences in media content, reflecting the societal diversity and addressing underrepresented groups.

Media accountability: Responsibility of media organizations to answer for their actions, decisions, and content by adhering to ethical codes, standards, and being transparent about their operations and impact.

Literature Review

2.0. Introduction

This chapter reviews the relevant literature on the broadcast media campaign against gender-based violence in Nigeria and other countries. The review includes the theoretical framework, the role of the media in addressing Gender based Violence, and previous studies on the effectiveness of media campaigns against it.

2.1. Conceptual Framework

The conceptual framework of this study is based on the Social Responsibility Media Theory, which highlights the ethical obligations of the media to serve the public interest, promote accurate and unbiased information, foster media diversity, and encourage accountability in addressing

gender-based violence through broadcast media campaigns. This has been discussed in chapter one under theoretical framework.

2.2. Gender-Based Violence: An Overview

Gender-based violence refers to any harmful action that is directed towards an individual based on their gender. It encompasses various forms such as physical, sexual, emotional, and psychological violence.

The forty-eighth session of the UN General Assembly, in its resolution in 1994 on the Declaration On The Elimination Of Violence Against Women, recognized that violence against women is a manifestation of historically unequal power relations between men and women, which have led to domination against women by men. It urged states to pursue by all appropriate means and without delay a policy of eliminating violence against women and, to this end, should consider ratifying or acceding to the Convention on the Elimination of All Forms of Discrimination against Women or withdrawing reservations to that Convention. Secondly, states should refrain from engaging in violence against women, and thirdly, they should exercise due diligence to prevent, investigate, and punish acts of violence against women, whether perpetrated by the State or by private persons (UN General Assembly, 1994).

Although Nigeria signed this treaty on the 23rd of April 1984 and ratified it on the 13th of June 1985, it was not until 2017 that the law was passed by the Edo State House of Assembly after spending more than eight years on the floor of the house without being attended to.

Its passage was dramatic, as it coincided with a protest led by the First Lady of Edo State, Mrs. Betsy Obaseki, in response to a news item about gender-based violence on a young woman who had pepper inserted in her vagina by her would-be lover, which aired on ITV Benin. The incident sparked outrage in Benin City, leading women from all walks of life to take to the streets in protest. The law was passed while the protest was still ongoing and was handed over to the governor during his address to the protesters. This underscores the patriarchal nature of society and the lack of attention given to such issues.

The law was enacted by the Edo State Government in 2017 and amended in 2021 to reflect the provisions that address the issue of frustrating investigations. This amendment was made in response to reports by the Edo State Gender-Based Violence Management Committee, indicating that parents of many victims, who are minors or young adults, withdraw their cases in court or refuse to provide witnesses either after receiving gratification or due to threats and intimidation from the perpetrators.

The Violence Against Persons Prohibition Law, amended in 2021, outlines twenty-seven offenses recognized as violence against persons. These offenses include rape, indecent assault, physical injury, coercion, female circumcision, genital mutilation, forceful eviction from home, deprivation of personal liberty, property damage, forceful financial dependence, stalking, abandonment of children, spousal battery, emotional/verbal/psychological abuse, abandonment of children, spouse and other dependents without means of sustenance, stalking, intimidation, inhuman treatment of widows, harmful traditional practices, attack with harmful substances, political violence, violence by state actors, incest, indecent exposure, and embarrassing or humiliating acts. These acts cover emotional, physical, economic, psychological, political, and sexual violence. The law provides for punishments ranging from fines and imprisonment for months or years to life imprisonment, depending on the severity of the crime (Edo State Government, 2021).

2.4. Impact of Gender-Based Violence on Society

The impact of gender-based violence extends beyond the individual and has far-reaching consequences for society and development efforts at the national and global levels. The United States Department of Health and Human Services identifies short-term effects of gender-based violence, including vaginal bleeding or pelvic pain, unwanted pregnancy, sexually transmitted infections (STIs) such as HIV, and sleep disturbances or nightmares.

However, the long-term physical effects of violence encompass conditions such as arthritis, asthma, chronic pain, digestive problems like stomach ulcers, heart problems, irritable bowel

syndrome, nightmares, sleep disturbances, migraine headaches, sexual problems such as pain during sex, stress, and compromised immune system functioning. Additionally, there is a significant risk of physical abuse resulting in concussion and traumatic brain injury from blows to the head or falls, leading to symptoms such as headaches or pressure sensations, loss of consciousness, confusion, dizziness, nausea and vomiting, slurred speech, memory loss, difficulties concentrating, and sleep disturbances.

Studies also indicate that gender-based violence has mental health effects, including post-traumatic stress disorder (PTSD), depression, and anxiety.

Considering that one in three women is a victim of gender-based violence, and accounting for the perpetrators as well, it becomes evident that a substantial portion of the global population, both men and women, experiences the detrimental effects of gender-based violence. If we estimate that men make up just 10 percent of the victims, in addition to the 30 percent of women who are victims and 10 to 20 percent who are perpetrators, it can be deduced that half of the world's population is affected by the impact of gender-based violence, either as victims or as perpetrators. This realization underscores the significant societal and developmental consequences of gender-based violence.

In its report on gender-based violence against women and girls (2019), the World Bank highlights the staggering numbers associated with this issue to justify its investments in combating this menace:

- 35% of women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence.
- Globally, 7% of women have been sexually assaulted by someone other than a partner.
- As many as 38% of murders of women globally are committed by an intimate partner.
- 200 million women have experienced female genital mutilation/cutting.

The World Bank further emphasizes that gender-based violence not only devastates survivors and their families but also incurs significant social and economic costs. In some countries, violence against women is estimated to cost up to 3.7% of GDP, exceeding double the amount spent on education by most governments. Failing to address this issue also carries a significant cost for the future, as studies consistently demonstrate that children growing up with violence are more likely to become survivors or perpetrators of violence themselves. Consequently, the World Bank has provided support of over \$300 million in development projects aimed at addressing gender-based violence since 2013, with additional projects initiated since 2018 (World Bank). These efforts are directed towards combating a preventable menace that can be curtailed through media advocacy.

2.4.1. The Role of Media in the Campaign Against Gender-Based Violence

A study titled "The Role of Media in Domestic Violence" by Okoli B. C. (2018) concluded that the media possess the power to contribute to the creation of healthy communities by portraying constructive and healthy relationships. The study emphasizes that by increasing access to confidential resources and information about sexual assault, dating and domestic violence, stalking, and improving communication between law enforcement jurisdictions, the media play a critical role in ending violence against women and girls.

Based on the findings, the study recommends several measures for effectively addressing domestic violence in Nigeria. These measures include:

1. Uncovering cases of domestic violence perpetrated by various individuals, such as husbands, brothers, in-laws, gangs/boys, sects, etc., and following up on such cases in the court of law.
2. Intensifying efforts to raise awareness about domestic violence.
3. Giving prominence to the reportage of domestic violence cases and dedicating a special page for discussing domestic violence (in the case of print media).
4. Organizing debates to enlighten the public about violations of women's and girl-child rights.
5. Conducting in-depth analyses of issues related to domestic violence.
6. Implementing improved surveillance systems, such as closed-circuit television systems installed in strategic places like parks, churches, markets, schools, and other public areas.
7. Alerting the government about possible outbreaks of violence, among other measures.

The study highlights the role of the media in preventing gender-based violence, which distinguishes them from other agencies such as security and judiciary, whose roles come into play after the incident has occurred. The media's role in raising awareness can prevent acts of violence, while also keeping other agencies accountable and reporting on incidents after justice has been served, thereby building public confidence.

The study emphasizes that despite the existence of laws and their severity, gender-based violence can persist without adequate knowledge of the provisions of the law, supported by media campaigns.

2.4.2. Sixteen Days of Activism

To underscore the importance of media in the prevention of gender-based violence, the United Nations introduced the Sixteen Days of Activism Initiative, one of the United Nations' longest-running advocacy initiatives. The 16 Days of Activism against Gender-Based Violence is an annual international campaign that begins on 25 November, the International Day for the Elimination of Violence against Women, and concludes on 10 December, Human Rights Day. This campaign was initiated by activists at the Women's Global Leadership Institute's inauguration in 1991 and continues to be coordinated annually by the Center for Women's Global Leadership. It serves as an organizing strategy for individuals and organizations worldwide to call for the prevention and elimination of violence against women and girls.

In support of this civil society initiative, the United Nations Secretary-General launched the UNiTE by 2030 to End Violence against Women campaign in 2008, which runs parallel to the 16 Days of Activism. Each year, the UNiTE Campaign focuses on a specific theme. To promote the UN campaign and encourage public engagement, UN Women launched Say NO–UNiTE to End Violence against Women as a social mobilization platform in 2009.

During its first phase, over 5 million people signed a global petition to prioritize ending violence against women worldwide. Between 2009 and 2013, the campaign generated over 5 million actions in collaboration with more than 900 civil society organizations globally. These actions showcased advocacy efforts by civil society, activists, governments, and the UN system, including online petitions, social media campaigns, grassroots national awareness initiatives, outreach

2.6. Effectiveness of Broadcast Media Campaigns Against Gender-Based Violence

Research has shown that media campaigns can be an effective way to raise awareness about gender-based violence and to change attitudes and behaviors. For example, a study conducted in Delta State of Nigeria found that women in Delta State have a high awareness level of television programs aimed at preventing violence against women. A majority of the respondents have heard of media messages to prevent violence against women, and the primary sources of information were radio and television. The study also revealed that the rate of violence against women in Delta State has reduced due to television broadcasts, and a significant percentage of the respondents believe that the reduction was due to the intervention messages from Radio, Television and other mass media (Odeyemi et al., 2018).

Another study conducted in Adamawa State suggests that the media can play a crucial role in creating grassroots campaigns against domestic violence. The media can raise awareness about domestic violence and reach out to communities through various channels. The lack of conversation about domestic violence is a contributing factor to the epidemic (Bako & Akpan, 2019).

2.7. Programs on Radio That Campaign Against Gender-Based Violence

In Benin City, some radio programs that campaign against gender-based violence include:

1. "Today's Woman" hosted by Super FM 88.1
2. "Man Around Town Program" hosted on ITV Radio
3. "Village Square Program" hosted on Vibes FM
4. "Dialogue" hosted on KU FM.

2.8. Factors Contributing to the Effectiveness or Ineffectiveness of the Broadcast Media Campaign Against Gender-Based Violence

Broadcast media campaigns have been used as a tool to combat gender-based violence as highlighted. However, the effectiveness of these campaigns can be influenced by various factors, including message design and content, reach and frequency of the campaign, target audience, source credibility, and appropriateness of the message.

2.8.1. Content

According to Rimal and Real (2003), messages that are personally relevant, emotional, and contain stories and narratives can be more effective in changing attitudes and behaviors towards gender-based violence.

2.8.2. Reach and Frequency

Dardis et al. (2015) found that exposure to a campaign on multiple media channels and repeated messages over time can increase its effectiveness in changing attitudes and behaviors. Additionally, Cody et al. (2002) suggest that campaigns tailored to the needs and characteristics of the target audience, such as age, gender, and socio-economic status, can be more effective.

2.8.3. Credibility and Trustworthiness

Slater et al. (2006) found that messages delivered by a credible source, such as a celebrity or a respected public figure, can be more effective in influencing attitudes and behaviors towards gender-based violence. Richardson et al. (2013) found that campaigns produced by tobacco control bodies are more effective in preventing tobacco use among youths than those produced by the tobacco industry.

2.8.4. Appropriateness

Byrne et al. (2014) and Mozaffarian et al. (2015) emphasize that the message needs to have relevance for the target audience and to have the right content, format, tone, and level of complexity. The reviews suggest that campaigns need to take into account the age, sex, culture, level of engagement in the target activity, and personal characteristics, such as sensation-seeking, of the intended audience.

2.9. Conclusion

This literature review has examined the broadcast media campaign against gender-based violence in Benin City, Nigeria, with a focus on radio stations. It has highlighted the importance of addressing gender-based violence, provided an overview of the problem, and discussed the historical and cultural factors that contribute to its persistence. The review has also examined the Media Social Responsibility theory and its implications for the media's role in addressing gender-based violence.

Furthermore, the effectiveness of broadcast media campaigns against gender-based violence was examined, with a focus on their impact on changing attitudes and behaviors towards GBV among residents of Benin City. The review identified the various radio programs that have been used to campaign against gender-based violence in Benin City, including "Today's Woman" hosted by Super FM 88.1, "Man Around Town Program" hosted on ITV Radio, "Village Square Program" hosted on Vibes FM, and "Dialogue" hosted on KU FM.

The factors contributing to the effectiveness or ineffectiveness of broadcast media campaigns against gender-based violence were also discussed. These factors include message design and content, reach and frequency of the campaign, target audience, source credibility, and appropriateness of the message.

In conclusion, broadcast media campaigns have shown potential in effectively addressing gender-based violence. However, it is essential to consider factors such as message design, reach and

frequency, credibility of the source, and appropriateness of the message to maximize their effectiveness. By understanding these factors and implementing strategies that cater to the specific needs and characteristics of the target audience, broadcast media can play a significant role in raising awareness and changing attitudes towards gender-based violence in Benin City and beyond.

Methodology

This chapter describes the methodology used in the study, including the research design, population and sample, data collection methods, and data analysis techniques.

3.1. Research Design

The research design for this study is the survey research design. Survey design is a procedure used in obtaining information from a sample or relevant population that is familiar with the ideas relating to the objectives of the study. In the opinion of Smith, T. W., & Kim, J. (2010), survey design is one which studies large or small population by selecting and analysing large (sample) data collected from the group through the use of questionnaire.

3.2. Population of the Study

The population for this study are the male and female residents of Benin City. Also it includes all the radio stations in Benin City. However of the eight Radio Stations in the City, Independent Radio and Super FM were selected based on the following criteria.

- Both stations have a wide reach
- Both stations have more program content
- Both stations are privately owned and therefore considered to enjoy editorial independence from the state powers.

3.3. Sample Size

Due to the limited time and resources available to the researcher, a sample size of 134 respondents was selected using online sampling technique covering 13 communities in Benin city.

3.4. Sampling Technique

The sampling technique adopted is convenience sampling. According to Bryman, A., & Bell, E. (2015) convenience sampling involves selecting individuals who are readily available and easily accessible for the study using the online platform. In this case, the researcher is reaching out to their own contacts located in a specific city through an online platform, which offers convenience and ease of access to the desired population for data collection.

3.4. Research Instrument

The research instrument that was employed is the structured questionnaire. The questionnaire consist of both closed-ended and open-ended questions. The closed-ended questions was used to obtain demographic information and assess the respondents' knowledge, attitudes, and behaviors towards gender based violence. The open-ended questions was used to gather qualitative information on the respondents' perceptions of the media campaign against GBV.

3.7. Method of Data Collection

Data was collected using a structured questionnaire. Copies of the questionnaire were sent by the researcher to the respondents. All the respondents were expected to give maximum cooperation, as the information on the questionnaire reflected items that revolve around the study. Hence enough time was taken to explain why responses from outside Benin will be irrelevant to the study and how to tick or indicate their opinion on the items stated on the research questionnaire.

3.8. Method of Data Analysis

The method of data analysis for this study was simple percentage distribution quantitative analysis. The data was collected and analysed with simple percentage. Data gathered were presented in cross tabulation format to analyse the research questions. However the responses to the open ended questions were grouped under sub heading and presented.

Data Presentation And Analysis

4.0. Introduction

This chapter presents the findings of data obtained through the administration of questionnaire. The data collected are presented in tabular form, bar charts and interpreted where necessary. A total of 200 copies of questionnaire were administered out of which 134 were returned. The returned 134 therefore formed the basis of this analysis.

4.1. Analysis

4.1.1. Table 1: Section A: Demographic representation of the respondents

Variables	Frequency	Percentage
GENDER		
Male	72	54.1
Female	61	45.9
Null	1	0
Total	134	100
AGE		
16 years - 21 years	16	11.9
22 years - 27 years	24	17.9
28 years - 33 years	27	20.1
34 years and above	67	50
Total	134	100
MARITAL STATUS		
Married	58	43.9
Single	71	53.8
Divorced	3	2.3
Null	2	0
Total	134	100
RELIGION		
Christianity	134	100

Muslim	-	-
Traditionalist	-	-
Pagan	-	-
Total	134	100
LOCATIONS IN BENIN CITY		
GRA	22	16.8
Ugbowo	27	20.6
Ugbor	9	6.9
Airport road	15	11.5
Ikpoba hill	6	4.6
Uselu	3	2.3
Aduwawa	5	3.8
Sapele road	7	5.3
Ekewan	9	6.9
Egor	2	1.5
Upper Sokponba	12	9.2
Oluku	3	2.3
Siluko road	2	1.5
New Benin	2	1.5
2nd East Circular	7	5.3
Null	3	0
Total	134	100

Table 1 shows the percentage of respondents by gender. From the table 72 respondents representing 54.1% were female while 61 respondents representing 32.97% were male. This indicates an almost even participation of both gender in the survey. No special consideration was intended for any gender in the distribution of the questionnaire. However the outcome is indicative of the willingness of both gender to participate showing almost equal interest from both gender in the subject matter.

It also shows the percentage of respondents by age. From the table, majority of the respondents, 67 of them representing 50% of those who participated were 35 years and above. This was followed by 27 respondents representing 20.1 percent who were within 28 years to 33 years. 24 respondents of ages between 22 years to 27 years accounted for 17.9 percent of the population while 16 respondents (11.9%) were between 16 years to 21 years .

Table 1 shows the percentage of respondents by marital status. Majority of the respondents, 71 of them representing 53.8% are single, 58 respondents representing 43.9% are married while 3 respondents representing 2.3% are divorced.

Table 1 also shows the religious background of the respondents. All 134 respondents indicated that they were Christians.

Table 1 also shows the distribution of the respondents across Benin City. From the table it will be observed that the respondents came from 15 communities representing the most part of Benin City. However the majority of the respondents were from Ugbowo and GRA. 27 respondents were from Ugbowo accounting for 20.6 percent of the respondents, 22 from GRA accounting for 16.8%, 15 from Airport Road accounting for 11.5%, 12 from Upper Sakponba representing 9.2%.

4.2. Section B: Questionnaire Items Proper

4.2.1. Research Question One: What Is The Level of Awareness of the Broadcast Media Campaign Against Gender Based Violence Among Residents of Benin City?

Table 2a. Shows the level of awareness of the broadcast media campaign against gender based violence among residents of Benin.

	Positive	Negative	Percentage
Heard enlightenment against gender based violence	120 (90.2%)	13 (9.8%)	120 (100%)
Those who heard through broadcast media	97 (79.6%)	25 (20.5%)	122 (100%)
Heard campaign against gender based violence on radio	101 (75.9%)	32 (24.1%)	133 (100%)
	318 (81.9%)	23 (18.1%)	375 (100%)

Table 2 shows that majority of the respondents 97 which constitutes 79.6% of the respondents have heard campaign against gender based violence through broadcast media. 75.9% have heard campaign against gender based violence on radio specifically and 90.2% of the respondents have heard enlightenment against gender based violence in general.

Generally, 318 of the respondents representing 81.9% connoted a high level of awareness of broadcast media campaign against gender based violence.

The findings of this study disagrees with Anyanwu, Duru, (2020) which placed respondents awareness in Imo State a similar city at that the extent largely and moderately at 57%.

4.2.2. Research Question Two: Which Radio Programs Are Being Used to Campaign Against Gender-Based Violence in Benin City?

Table 2b. Showing Radio programs that broadcast campaign against gender based violence.

	Frequency	Percentage
Man Around Town	30	25.6%
Today's Woman	12	10.3%
News	27	23.1%
Advertisement	9	7.7%
Others	39	33.3%
Null	17	0%

Total	134	100%
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As indicated in Table 2, respondents indicated that 25.6% of them listened to campaign against gender based violence was broadcast more on Man Around Town programme on Independent Radio, as against 10.3% who listened to campaign against gender based violence on Super FM 88.1 which is a sponsored Radio Programme on gender based violence. News also accounted for 23% as against 7.7% on advertisement on gender based violence.

Table 2b. Showing Radio Stations that broadcast campaign against gender based violence.

	Frequency	Percentage
Super FM 88.1	8	7.5
Independent Radio	26	24.3
Others	35	32.7
All of the above	38	35.5
Null	27	0%
Total	134	100

4.2.3. Research Question Three: How Effective Is The Broadcast Media Campaign Against Gender Based Violence in Changing Attitudes and Behaviors Towards GBV in Benin City?

Table 3. Showing respondents who say broadcast media campaign is effective in changing attitudes and behaviour towards gender based violence.

	Positive	Negative	Percentage
Broadcast campaign effectiveness in changing attitudes towards gbv	102 (81%)	24 (19%)	126 (100%)
How often they heard radio campaign on gbv	80 (61.6%)	50 (38.5%)	130 (100%)
Respondents who found GBV Campaigns informative	101 (84.9%)	28 (15.2%)	129 (100%)
Respondents who took action based on campaign	75 (61%)	48 (39%)	123 (100%)
Total	358 (72.1%)	150 (27.9%)	508 (100%)

From the table above, majority of the respondents, specifically 102 respondents representing 81% were affirmative that broadcast campaign is effective in changing attitudes towards gender based violence. Also 101 respondents representing 84.9 percent found gender based violence campaign informative. 80 respondents representing 61.6% said they have heard radio campaign against gender based violence often and 75 respondents representing 61% even said they took positive actions following campaigns against gender based violence.

The findings agrees Musonda (2019) whose research found that 95% of the respondents indicated that media challenges attitudes towards gender based violence and that 90% said media campaign brought about behavioural modification.

4.2.4. Research Question Four: WHAT are the Factors That Contribute to the Effectiveness or Ineffectiveness of the Broadcast Media Campaign Against Gender Based Violence in Benin City?

Factors Contributing to Effectiveness

Several factors were identified by the respondents as contributing to the effectiveness of the broadcast media campaign against gender-based violence in Benin City:

1. Government and Institutional Support: Respondents emphasized the importance of government involvement and institutional support, including sponsorship and swift punishment for perpetrators.
2. Empathy and Emotional Connection: Factors such as parent literacy, personal experience as an anchor, upbringing, and passion were cited as contributing to the effectiveness of the campaign.
3. Communication Strategies: The use of local or Benin-based victims' stories, regular sensitization, the frequency of the message, language of conversation, and real-life examples were highlighted as effective communication strategies.

These factors collectively highlight the significance of government support, emotional connection, and well-designed communication strategies in enhancing the effectiveness of the broadcast media campaign against gender-based violence.

Factors Contributing to Ineffectiveness

On the other hand, respondents also identified several factors that contribute to the ineffectiveness of the broadcast media campaign:

1. Lack of Awareness and Understanding: Poor marketing campaigns, nonchalance, non-involvement of top news and social media agencies, lack of periodic reports on gender-based violence, unawareness, government ignorance, and false information were cited as barriers to effectiveness.
2. Resource Constraints: Inefficient funding, lack of practical demonstrations or workshops, failure to utilize other media platforms, lack of electricity supply, and poverty were identified as constraints that hinder campaign effectiveness.
3. Communication Challenges: Ineffective messaging design, reluctance or shame to share stories on camera, language barriers, cultural factors, and religious beliefs were mentioned as communication challenges affecting the effectiveness of the campaign.
4. Societal Attitudes and Mindset: Factors such as greediness, anger contributing to violence, societal mentality, poor mentality of the people of Benin, and bribery and corruption were identified as societal attitudes and mindset issues that impede the effectiveness of the campaign.
5. Operational and Structural Factors: Poor airtime allocation, busy schedules of people, lack of practical demonstrations or workshops, and erratic power supply were reported as operational and structural factors affecting campaign effectiveness.

These factors highlight the multifaceted challenges faced by the broadcast media campaign against gender-based violence in Benin City, including lack of awareness, resource constraints, communication difficulties, societal attitudes, and operational limitations.

4.3. Discussion of Findings

4.3.1. Awareness of the Broadcast Media Campaign

The findings revealed a high level of awareness among the respondents regarding the broadcast media campaign against gender-based violence. The majority of the respondents (79.6%) reported that they had heard about the campaign through various media channels, with radio being the most prominent platform. This indicates that the campaign has been successful in reaching a significant portion of the population in Benin City. The findings align with the objective of the campaign, which aimed to raise awareness about gender-based violence and its detrimental effects on individuals and society.

4.3.2. Effectiveness of the Broadcast Media Campaign

The study also found that the broadcast media campaign has been effective in changing attitudes and behaviours towards gender-based violence in Benin City. The majority of the respondents (81%) believed that the campaign is effective in changing attitudes, while 84.9% found it informative. This demonstrates that the campaign has successfully influenced public opinion and fostered a better understanding of the issue. Moreover, a substantial number of respondents reported taking positive actions following the campaign, indicating a positive impact on behavioral change.

The findings of this study are consistent with previous research conducted by Musonda (2019), which highlighted the role of media campaigns in challenging attitudes towards gender-based violence and promoting behavioral modification. The alignment of findings suggests that media campaigns play a crucial role in addressing gender-based violence and can contribute to creating a safer and more supportive environment for individuals affected by such violence.

The findings from research question three also align with the research conducted in Delta State and Adamawa State, which support the effectiveness of broadcast media campaigns in changing attitudes and behaviors towards gender-based violence.

The study conducted in Delta State of Nigeria (Odeyemi et al., 2018) found that women in Delta State have a high awareness level of television programs aimed at preventing violence against women. The respondents in this study reported hearing media messages to prevent violence against women, with radio and television being the primary sources of information. Moreover, the study revealed that the rate of violence against women in Delta State has reduced due to television broadcasts, and a significant percentage of the respondents believed that the reduction was attributed to the intervention messages from radio, television, and other mass media.

Similarly, the study conducted in Adamawa State (Bako & Akpan, 2019) suggests that the media can play a crucial role in creating grassroots campaigns against domestic violence. This aligns with the findings from research question three, which highlight the effectiveness of the broadcast media campaign in changing attitudes towards gender-based violence in Benin City.

Therefore, the findings from research question three not only affirm the effectiveness of the broadcast media campaign in Benin City but also align with the empirical studies conducted in Delta State and Adamawa State, which support the positive impact of media campaigns on raising awareness and changing attitudes and behaviours towards gender-based violence.

4.3.3. Radio Programs that Broadcast Campaign Against Gender Based Violence

Radio programs that broadcast campaigns against gender-based violence play a crucial role in raising awareness and influencing attitudes. The findings of this research shed light on the effectiveness of different sponsorship approaches and the sources of information for the audience.

The research revealed that non-government sponsored programs had a greater resonance with the audience compared to openly sponsored programs. Specifically, 25.6% of the respondents reported being more positively influenced by non-government sponsored programs addressing gender-based violence, while only 10.3% expressed the same sentiment towards government-sponsored programs. This finding aligns with the study conducted by Alain and Pierre (1995), which concluded that philanthropic sponsorship has a more positive impact on corporate image compared to commercial sponsorship.

Furthermore, the research highlighted the significant role of news reports as a major source of information for the audience. Approximately 23.1% of the respondents cited news reports as their

primary source of information regarding gender-based violence campaigns. This finding underscores the influence of media in disseminating information and shaping public perceptions.

These findings not only contribute to the understanding of effective sponsorship strategies in broadcasting campaigns against gender-based violence but also support the Social Responsibility Media theory. According to this theory, media organizations have a responsibility to engage in socially responsible activities, such as promoting positive social values and addressing societal issues. The research findings reinforce the notion that media, particularly radio programs, can fulfill this responsibility by providing informative and impactful campaigns on gender-based violence.

Overall, the research emphasizes the importance of sponsorship approaches and the role of news reports in enhancing the effectiveness of radio programs that broadcast campaigns against gender-based violence. It provides valuable insights for media organizations, sponsors, and policymakers in designing and implementing impactful initiatives to combat gender-based violence and promote positive social change.

4.3.4. Factors that Determine Effectiveness or Ineffectiveness of Broadcast Media Campaign

Also, the findings related to research question four indicate several factors that contribute to the effectiveness of the broadcast media campaign against gender-based violence in Benin City. These factors were identified by the respondents and include:

1. **Government and Institutional Support:** Respondents highlighted the importance of government involvement and institutional support in the campaign, including sponsorship and the implementation of swift punishment for perpetrators. These findings align with previous empirical studies that emphasize the significance of government support in enhancing the effectiveness of media campaigns (Olaitan & Ali, 2000).
2. **Empathy and Emotional Connection:** The role of empathy and emotional connection, as identified by the respondents, is supported by empirical studies. Research suggests that messages containing personal stories and narratives can be more effective in changing attitudes and behaviors towards gender-based violence (Rimal & Real, 2003).
3. **Communication Strategies:** The effective communication strategies mentioned by the respondents, such as using local victims' stories, regular sensitization, and real-life examples, align with previous empirical studies. These studies highlight the importance of relevant and relatable content, as well as frequency of exposure, in increasing the effectiveness of campaigns (Dardis et al., 2015; Cody et al., 2002).

These findings from the empirical studies affirm the factors identified by the respondents, indicating that government support, empathy, and well-designed communication strategies contribute to the effectiveness of the broadcast media campaign against gender-based violence in Benin City.

In addition to factors contributing to effectiveness, respondents also identified several factors that contribute to the ineffectiveness of the campaign. Let's examine whether these findings contradict or affirm the empirical studies.

1. **Lack of Awareness and Understanding:** The factors mentioned by the respondents, such as poor marketing campaigns and lack of periodic reports, suggest a lack of awareness and understanding among the target audience. This aligns with previous empirical studies that emphasize the importance of relevant and well-executed marketing strategies to increase campaign effectiveness (Olaitan & Ali, 2000).
2. **Resource Constraints:** The respondents' identification of resource constraints as a factor hindering campaign effectiveness is consistent with previous empirical studies. Studies highlight the significance of adequate funding and utilization of multiple media platforms in maximizing the impact of campaigns (Olaitan & Ali, 2000).
3. **Communication Challenges:** The communication challenges identified by the respondents, such as ineffective messaging design and language barriers, align with previous empirical studies. Research indicates that messages should be tailored to the characteristics and needs of the target audience to ensure effectiveness (Byrne et al., 2014; Mozaffarian et al., 2015).

4. **Societal Attitudes and Mindset:** The factors related to societal attitudes and mindset mentioned by the respondents, such as societal mentality and bribery and corruption, are consistent with previous empirical studies. Research highlights the influence of societal factors on campaign effectiveness and suggests the need to address deep-rooted attitudes and beliefs (Olaitan & Ali, 2000).
5. **Operational and Structural Factors:** The operational and structural factors identified by the respondents, such as poor airtime allocation and erratic power supply, are in line with previous empirical studies. Research emphasizes the significance of proper implementation and operational considerations in enhancing campaign effectiveness (Olaitan & Ali, 2000).

Therefore, the findings from the empirical studies generally affirm the factors identified by the respondents regarding the ineffectiveness of the broadcast media campaign against gender-based violence in Benin City.

4.4. Conclusion

In conclusion, the data analysis presented in this chapter provides valuable insights into the awareness, effectiveness, and factors influencing the broadcast media campaign against gender-based violence in Benin City. The findings indicate a high level of awareness among the respondents, with a significant majority having heard about the campaign through various radio programs. Moreover, the effectiveness of the campaign in changing attitudes and behaviors towards gender-based violence was acknowledged by the majority of the respondents.

The data also shed light on the radio programs and stations that play a crucial role in broadcasting the campaign, with non-sponsored programs having a more significant impact on the audience. This information can inform future campaign strategies and resource allocation to maximize the reach and effectiveness of the broadcast media campaign.

Furthermore, the factors contributing to the effectiveness or ineffectiveness of the campaign were identified. Government and institutional support, empathy and emotional connection, and effective communication strategies were highlighted as factors that enhance campaign effectiveness. Conversely, factors such as lack of awareness and understanding, resource constraints, communication challenges, societal attitudes and mindset, as well as operational and structural factors were identified as barriers to campaign effectiveness.

These findings provide valuable insights for policymakers, campaign organizers, and stakeholders involved in combating gender-based violence. By understanding the strengths and weaknesses of the current campaign, efforts can be directed towards addressing the identified challenges and optimizing the impact of the broadcast media campaign.

Summary, Conclusion, and Recommendations

5.0. Introduction

This chapter focusses on the summary, conclusion and recommendation as suggestion for further studies.

5.1. Summary

This research project aimed to assess the level of awareness, effectiveness of the broadcast media campaign against gender-based violence in Benin City, identify the radio programs that broadcast gender based violence campaigns and identify the factors that contribute to the effectiveness or ineffectiveness of broadcast media campaign against gender based violence.

Through the administration of questionnaires, data were collected and analyzed to evaluate the level of awareness, radio programs used, effectiveness of the campaign in changing attitudes and behaviours, and factors contributing to its effectiveness or ineffectiveness. A total of 121 respondents participated in the study, providing valuable insights into the campaign's impact.

The findings revealed a high level of awareness among the respondents, positive perceptions of the campaign's effectiveness, and various factors influencing its success. However, challenges such

as resource constraints, communication difficulties, societal attitudes, and operational factors were identified as areas that require attention and improvement.

5.2. Conclusion

Based on the analysis of the data and the discussions in Chapter Four, several conclusions can be drawn regarding the broadcast media campaign against gender-based violence in Benin City. Firstly, the campaign has successfully raised awareness among the residents, with a significant majority of respondents indicating exposure to the campaign through various media channels. Additionally, the campaign has had a positive impact on attitudes and behaviors related to gender-based violence, as evidenced by the respondents' perceptions of its effectiveness and reported positive actions taken in response to the campaign. Furthermore, the study identified key factors contributing to the campaign's effectiveness, including government and institutional support, empathy and emotional connection, and effective communication strategies. However, the study also highlighted various challenges that hinder the campaign's full potential, such as lack of awareness, resource constraints, communication difficulties, societal attitudes, and operational factors.

5.3. Recommendations

Based on the findings and conclusions of this research project, the following recommendations are put forth to enhance the effectiveness of the broadcast media campaign against gender-based violence in Benin City:

1. Strengthen collaborations: Foster closer partnerships between government agencies, civil society organizations, media outlets, and community leaders to ensure a coordinated and unified approach to combating gender-based violence.
2. Enhance empathy-driven storytelling: Emphasize the importance of personal stories and experiences that evoke empathy and emotional connection among the audience. This can be achieved through the inclusion of survivor testimonials and real-life examples in the campaign.
3. Improve communication strategies: Develop and implement communication strategies that employ local stories, regular sensitization, and impactful messaging. Utilize a variety of media platforms, including radio, television, social media, and community events, to reach a wider audience and reinforce the campaign's messages.
4. Increase funding and resources: Advocate for increased funding and resources to support the campaign's activities, including production costs, airtime allocation, and community engagement initiatives. Efforts should be made to secure sustainable funding from both governmental and non-governmental sources.
5. Address societal attitudes and mindset: Conduct awareness programs, workshops, and educational campaigns to challenge societal attitudes and beliefs that contribute to gender-based violence. Collaborate with community leaders, religious institutions, and educational institutions to promote gender equality and respect.
6. Monitor and evaluate the campaign: Establish a monitoring and evaluation framework to assess the long-term impact of the campaign and identify areas for improvement. Regularly collect and analyze data on campaign reach, audience perceptions, and behavioral changes to inform future strategies and interventions.

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