



## **MEDIA AND THE PROPAGATION OF HATE SPEECH IN NIGERIA: A CRITICAL ANALYSIS OF IMPLICATIONS FOR NATIONAL SECURITY AND SOCIAL COHESION**

**Alphonsus A, ADEBIYI; Kehinde G. ADEOSUN: Titilayo Popoola  
Margaret E. ALIYU and Hannah A. ADEJUMOBI**  
*Federal University of Agriculture, Abeokuta*

### **ABSTRACT**

*This study critically explores the role of Nigerian media in the proliferation of hate speech and its implications for national security and social cohesion. In an environment marked by heightened ethnic, religious, and political tensions, the unregulated spread of divisive rhetoric through media channels poses a significant threat to societal stability and nation-building efforts. Employing a mixed-methods research design, this study integrates quantitative, qualitative, and content analysis approaches to provide a comprehensive investigation. The content analysis focused on media outputs from prominent digital and traditional platforms, categorising hate speech themes, including ethnic, religious, and political divisions. Findings reveal a predominance of ethnic-based hate speech, accounting for 47% of the content sampled, followed by religious (33%) and political (30%) rhetoric. These findings highlight the structural and thematic drivers of hate speech proliferation in Nigerian media. The quantitative component employed descriptive and inferential statistical methods. A chi-square test ( $\chi^2 = 15.76, p < 0.05$ ) revealed a significant association between media consumption patterns and perceptions of hate speech, with individuals consuming digital media reporting heightened perceptions of hate speech compared to those relying on traditional platforms. Pearson correlation analysis ( $r = 0.68, p < 0.01$ ) identified a strong positive relationship between perceptions of media responsibility and concerns about national security, suggesting that heightened media culpability perceptions correlate with increased anxiety over the destabilising effects of hate speech. Qualitative insights, derived from interviews with media practitioners, security experts, and civil society leaders, provided further depth, identifying inadequate regulatory oversight and socio-political dynamics as key enablers of hate speech. The findings underscore the ethical imperatives of journalism and the need for robust institutional responses to mitigate the societal impact of divisive rhetoric. This study contributes to the discourse on the interplay between media practices, public perception, and national stability. It offers evidence-based strategies for promoting responsible media practices, enhancing social cohesion, and bolstering regulatory frameworks to safeguard Nigeria's socio-political landscape.*

**Keywords:** *Nigerian-media, hate-speech, national-security, social-cohesion, regulatory-frameworks*

### **INTRODUCTION**

Media has long been recognised as a powerful agent in shaping societal perceptions, constructing collective identities, and influencing public discourse. In the Nigerian context, where ethnic, religious, and political diversity defines the socio-political landscape, the media's role is particularly significant. Historically, the media has been instrumental in fostering national dialogue and mobilising public opinion. However, this role is increasingly overshadowed by its involvement in propagating divisive narratives, particularly hate speech, which poses serious challenges to national security and social cohesion.

Hate speech, broadly defined as any form of communication that denigrates individuals or groups based on attributes such as ethnicity, religion, or political affiliation, has become a pervasive issue in Nigeria's media ecosystem. The rise of digital platforms, coupled with the politicisation of traditional media, has exacerbated the spread of hate speech, transforming it into a powerful catalyst for societal divisions. This trend is particularly concerning given Nigeria's complex socio-political history, marked by civil conflict, ethnic tensions, and religious strife. The unchecked dissemination of hate speech through media channels has been implicated in numerous instances of communal violence, electoral disruptions, and the erosion of public trust in state institutions.

The media's role in propagating hate speech is facilitated by structural and systemic factors. The absence of stringent regulatory frameworks and the commodification of sensational content have created an environment where divisive rhetoric thrives. Furthermore, the convergence of traditional and digital media platforms has amplified the reach and impact of hate speech, allowing harmful narratives to spread rapidly across diverse audiences. Such narratives have not only

heightened existing tensions but have also undermined efforts at nation-building by perpetuating stereotypes and fostering an “us versus them” mentality among Nigeria’s diverse population.

Existing research underscores the profound implications of hate speech for societal harmony and national stability. For instance, Itodo (2021) critically examines how hate speech undermines democratic governance in Nigeria, highlighting its role in exacerbating ethnic and religious tensions.

Similarly, Pate and Ibrahim (2020) explore the intersection of fake news, hate speech, and Nigeria's democratic consolidation, emphasizing the destabilizing effects of misinformation and incendiary rhetoric on national unity.

Also, Onah, Ugwu, and Uroko (2020) analyse the connection between hate speech, ethno-religious conflicts, and political stability, arguing that such speech incites violence and undermines political stability.

These studies collectively highlight the critical need to address hate speech to preserve Nigeria's societal harmony and national stability.

While substantial attention has been devoted to its political and social dimensions, limited emphasis has been placed on the intricate mechanisms through which Nigerian media facilitates the propagation of hate speech. Furthermore, the efficacy of governmental interventions and the ethical responsibilities of media practitioners remain underexplored in scholarly discourse. Addressing these gaps is essential to formulating effective strategies for mitigating the adverse impacts of hate speech and promoting responsible media practices.

In light of the above, this study is motivated by the pressing need to understand the mechanisms through which media propagates hate speech and the broader implications of such practices for national security and social cohesion. By critically analysing media content and engaging with key stakeholders - including media professionals, security experts, and civil society leaders - this research seeks to provide a nuanced understanding of the role of Nigerian media in this complex dynamic. In addition, it aims to contribute to formulating strategies that promote responsible media practices, enhance social harmony, and mitigate the risks posed by hate speech in Nigeria's volatile socio-political context.

### **Statement of the Problem:**

The unchecked proliferation of hate speech within Nigerian media represents a profound threat to both national security and the fragile social fabric of the nation. Media platforms, which historically serve as instruments for information dissemination and civic engagement, have increasingly become channels for divisive and inflammatory rhetoric. This phenomenon is particularly alarming in Nigeria, a country marked by deep-seated ethnic, religious, and political divides. When perpetuated through influential media outlets, hate speech not only fosters intergroup hostility but also incites violence, destabilises communities, and undermines nation-building efforts.

Despite the existence of regulatory frameworks designed to curb hate speech, their implementation remains ineffective due to weak enforcement mechanisms and the rapid evolution of digital media. The shift to online platforms, characterised by the anonymity and vast reach of social media, has amplified the dissemination of harmful narratives, making them more pervasive and challenging to regulate. Consequently, hate speech has intensified socio-political tensions, contributed to communal violence, and eroded trust in democratic institutions.

The existing body of research has documented the socio-political consequences of hate speech, yet critical gaps remain in understanding how media practices facilitate its propagation and the subsequent impacts on national security and social cohesion in Nigeria. Without a comprehensive analysis of these dynamics, efforts to address the issue risk being superficial and ineffective.

This study seeks to address this pressing challenge by critically examining the role of Nigerian media in the spread of hate speech and assessing its broader implications for national security. It aims to provide an in-depth analysis of media practices, the limitations of existing regulatory frameworks, and the mechanisms through which hate speech exacerbates societal divisions. The study further seeks to offer evidence-based recommendations for fostering responsible media practices, strengthening regulatory mechanisms, and promoting social cohesion in Nigeria's complex socio-political environment.

### **Research Objectives:**

This study aims to critically explore the role of Nigerian media in propagating hate speech, its impacts on national security, and the strategies required to mitigate its spread; hence the following research objectives:

1. To investigate the extent to which Nigerian media facilitates the propagation of hate speech across both traditional and digital platforms.
2. To evaluate the impact of media-driven hate speech on national security, with a particular focus on its role in exacerbating ethnic, religious, and political violence in Nigeria.
3. To critically analyse the effectiveness of media ethics and regulatory frameworks in curbing the spread of hate speech within Nigerian media.
4. To explore public perceptions of the media's responsibility in addressing hate speech and fostering social cohesion.
5. To develop evidence-based recommendations for strengthening regulatory frameworks and promoting ethical journalism to mitigate the dissemination of hate speech and enhance national security.

### **Research Questions**

This study seeks to investigate the intricate relationship between Nigerian media and the propagation of hate speech, with a particular focus on its implications for national security and social cohesion. By addressing critical gaps in understanding, the research questions aim to provide insights into the mechanisms, impacts, and potential solutions associated with media-driven hate speech in Nigeria.

1. To what extent does Nigerian media contribute to the dissemination of hate speech across traditional and digital platforms?
2. How does media-driven hate speech influence national security, particularly in the context of ethnic, religious, and political violence?
3. What is the effectiveness of existing media regulations and ethical frameworks in curbing the spread of hate speech in Nigeria?
4. How do various segments of the Nigerian public perceive the media's role in mitigating hate speech and fostering societal harmony?
5. What actionable strategies can be developed to strengthen media regulation and ethical journalism to address the issue of hate speech effectively?

## Research Hypotheses

This study is guided by the following hypotheses:

**Hypothesis One:** Nigerian media plays a significant role in the propagation of hate speech, particularly through digital platforms.

**Hypothesis Two:** Media-driven hate speech has a direct and substantial impact on national security, contributing to an increase in ethnic, religious, and political violence.

**Hypothesis Three:** The existing regulatory frameworks and ethical guidelines in Nigeria, are insufficient to effectively curb the spread of hate speech within media outlets.

**Hypothesis Four:** A significant proportion of the Nigerian public perceives the media as partly responsible for the proliferation of hate speech and calls for stronger regulatory measures.

**Hypothesis Five:** Strengthening media regulations and promoting ethical journalism will significantly mitigate the spread of hate speech and enhance national security.

## Theoretical Review

A theoretical review offers an essential foundation for understanding the multifaceted dynamics between Nigerian media, the propagation of hate speech, and its broader implications for national security and social cohesion. Contemporary communication and media theories provide critical frameworks for exploring how media shapes public discourse, influences societal values, and impacts security. This section draws on some scholarly work to inform the theoretical lens through which this research explores the role of media in the dissemination of hate speech and its consequences for Nigeria's socio-political landscape.

## Framing Theory

Framing theory (Goffman, 1974), in Entman (2007), argues that framing involves selecting particular aspects of a perceived reality to highlight and make them more salient. In the context of hate speech, media framing of ethnic, religious, or political narratives can significantly affect public perception and societal relations. According to Gamson and Modigliani (2020), media frames can either amplify societal divisions or foster unity, depending on how narratives are constructed. In a fragmented society like Nigeria, where ethnic and religious tensions are often heightened, the framing of divisive issues through media channels can escalate violence, contributing to instability and insecurity. Oso (2021) and Mustapha (2020) argue that Nigerian media often frame ethnic conflicts and political disputes in ways that exacerbate societal divisions, fueling national insecurity; buttressing the fact that media framing plays a pivotal role in either reinforcing or mitigating social divisions or political unrest.

## Agenda-Setting Theory

The agenda-setting theory, introduced by McCombs and Shaw (1972), and revisited by scholars such as Lippmann (2018), explores how media shapes the salience of issues in public discourse. Studies, such as Adebayo (2020), Nwafor (2019); Bode and Cohen (2020) highlight that media outlets, especially digital platforms, not only influence what issues the public perceives as important but also shape the discourse surrounding these issues. In Nigeria, the media's agenda-setting role in elevating issues of ethnicity, religion, and politics can either fuel or reduce hate speech; contributing to national security risks. The heightened focus on ethnic and religious



conflicts by the media can trigger negative responses, reinforcing stereotypes and increasing tensions within the population.

### **Spiral of Silence Theory**

The Spiral of Silence theory, introduced by Elisabeth Noelle-Neumann (1974), remains highly relevant in contemporary media discourse. Lull and Bushman (2019), emphasise how media narratives shape public opinion, particularly in environments where certain views may be silenced in favour of dominant media messages. In Nigeria, where hate speech can often be legitimised through media outlets, individuals who oppose such views may remain silent due to fear of social marginalisation or reprisal. The theory underscores how media can amplify societal divisions, especially when those opposing divisive rhetoric feel isolated or censored, thereby reinforcing the spiral of silence and allowing hate speech to proliferate unchecked.

### **Social Responsibility Theory**

The Social Responsibility Theory of the media, initially articulated by the Hutchins Commission (1947), and refined by scholars like McQuail (2010) and Christians et al. (2020), stresses that media must operate ethically and responsibly to serve the public interest. In the context of hate speech, this theory asserts that media outlets have an obligation to avoid promoting harmful content that could incite violence or social division. As Nigeria grapples with its complex multi-ethnic and multi-religious fabric, the role of media in promoting responsible, balanced discourse becomes critical. Media responsibility, in this regard, involves not only regulating hate speech, but also, actively promoting narratives that encourage unity, reconciliation, and national integration.

### **Cultivation Theory**

Gerbner's (1969), Cultivation theory, examines how long-term exposure to media content shapes individuals' perceptions of reality. More recent scholars, such as Shrum et al. (2019), have expanded this theory to explore how media exposure to violent or divisive content can cultivate hostile attitudes towards certain groups. In Nigeria, where ethnic and religious tensions are often exacerbated by the media, repeated exposure to negative depictions of specific groups can normalise intolerance; and even incite violence. As digital platforms increasingly serve as the primary source of media consumption, the pervasive nature of online hate speech has been found to contribute significantly to the cultivation of societal division and political unrest (Tufekci, 2020). This theory highlights the cumulative impact of media exposure in shaping public attitudes, particularly in relation to inter-group hostility and conflict.

### **Constructivist Theory of Communication**

The Constructivist Theory of Communication, proposed by Pearce and Cronen (1980), suggests that individuals construct meaning through communication processes. Hine (2018) and Olatunji (2021), argue that media plays a crucial role in constructing collective understandings of identity and social norms. In Nigeria, media-driven hate speech contributes to the construction of negative identities based on ethnicity, religion, or politics. Such constructed identities often lead to social fragmentation and exacerbate tensions. According to (Waisbord, 2020), media can either challenge or reinforce these constructed identities, thereby influencing the trajectory of conflict or cooperation in society.

### **Empirical Review**

The influence of media in shaping public discourse, particularly in fragile and pluralistic societies like Nigeria, has been extensively studied. Scholars such as McQuail (2020) emphasize the media's role as a gatekeeper, controlling the flow of information and framing public perceptions. Within Nigeria, the role of media in escalating tensions is particularly evident. Akinola (2019) and

Omotoso (2021) argue that politically affiliated media organizations often disseminate biased content, which intensifies ethnic, religious, and political divisions. Furthermore, the advent of social media has significantly altered the media landscape, providing new platforms for hate speech to thrive. Osaghae (2020) and Adesoji (2020) highlight the complexities introduced by digital media, which allow for the rapid and often unregulated spread of inflammatory content.

Hate speech, defined as any communication that disparages individuals or groups based on race, religion, ethnicity, or political affiliation, has been identified as a key factor in exacerbating violence and unrest in Nigeria. Eze (2022) and Yakubu (2020) have linked media-driven hate speech to various instances of communal violence, particularly in the Middle Belt and Niger Delta regions. Bamidele (2021) further contends that media outlets in Nigeria frequently amplify divisive rhetoric, contributing directly to conflicts. Similarly, Ibeanu (2021) argues that the unregulated proliferation of online hate speech has heightened security risks, making it increasingly difficult for the state to manage social cohesion.

The regulatory framework governing media ethics in Nigeria remains weak and under-enforced, which exacerbates the problem of hate speech. According to Agbaje (2019) and Salihu (2020), current regulations fail to adequately control the dissemination of harmful content, particularly on digital platforms. Ogundipe (2022) explores the gaps in existing policies, arguing that without stronger legal mechanisms, media organizations will continue to propagate divisive narratives with little accountability. Olawale (2021) points to the lack of adherence to journalistic ethics as a key issue, noting that sensationalism and profit motives often overshadow responsible reporting in the Nigerian media landscape.

Social media has emerged as a powerful channel for the spread of hate speech, offering both anonymity and a broad reach. Alabi (2021) argues that the decentralized nature of platforms like Facebook and Twitter makes it difficult for regulatory authorities to control the spread of inflammatory content. Egbunike (2022) emphasizes that online hate speech is often more damaging than traditional forms, as it has the potential to escalate real-world violence at a much faster pace. The work of these scholars demonstrates that the lack of regulatory oversight in the digital sphere significantly amplifies the risks posed by hate speech.

Framing theory has been used to examine how the Nigerian media portrays ethnic and religious conflicts. Chiluya (2021) and Onuoha (2020) highlight that Nigerian media outlets often frame these conflicts in a way that exacerbates in-group and out-group distinctions, deepening societal divisions. Mustapha (2022) adds that such media framing often privileges certain ethnic or religious groups, marginalizing others and contributing to a sense of exclusion that fuels violence and instability. These studies underscore the critical role of media in not only reporting on but also shaping the nature of these conflicts.

Public perceptions of media responsibility are increasingly focused on the role of media in either mitigating or exacerbating hate speech. Research by Adamu (2021) indicates that the Nigerian public holds media organizations accountable for the proliferation of hate speech, especially during times of political and ethnic tension. Ojo (2020) notes that there is growing demand for media reforms, with the public calling for greater responsibility in reporting. Despite these calls, Adewale (2022) argues that meaningful reforms have yet to be implemented, leaving the media landscape vulnerable to continued abuse and manipulation by political and ethnic interests.

A growing body of literature has proposed various strategies for mitigating hate speech in the Nigerian media. Afolabi (2022) and Gbadamosi (2020) recommend that strengthening regulatory



frameworks is essential for controlling the spread of harmful content. Ogunyemi (2021) advocates for greater media literacy to empower the public to critically evaluate the information they consume. Ajayi (2021) suggests that Nigerian media organizations should adopt stricter ethical guidelines to reduce the incentive for sensationalist reporting. These recommendations, while diverse, converge on the need for stronger regulation and more responsible journalism.

The broader implications of media-driven hate speech for national security are evident in the findings of Okoye (2021) and Balogun (2022). Their research underscores the role of inflammatory media content in fueling ethnic and religious violence, particularly in regions prone to instability. Abdullahi (2021) points to the ways in which hate speech undermines peace-building efforts and complicates the work of security agencies. Akinyemi (2022) stresses that without significant reforms in the media industry, hate speech will continue to threaten national security, deepening the divisions that destabilize Nigeria.

## **METHOD**

This study adopted a mixed-methods approach, combining both quantitative and qualitative research methodologies to investigate the role of Nigerian media in propagating hate speech and its implications for national security and social cohesion. The mixed-methods design was chosen to provide a comprehensive analysis, triangulating findings from media content analysis, public perceptions, and expert insights.

The research employed an exploratory research design aimed at gaining a nuanced understanding of how hate speech is disseminated through Nigerian media and the subsequent consequences for national security. This design incorporated both descriptive and analytical elements to assess media content, regulatory effectiveness, and public perceptions. The primary goal of the study was to identify patterns and causal relationships between media-driven hate speech and the erosion of social harmony, with a particular focus on ethnic, religious, and political tensions in Nigeria.

The population for the study consisted of two primary groups: media practitioners and Nigerian citizens who consume media content. Media practitioners, including journalists, editors, and content creators from both traditional and digital media platforms, were purposively selected. These individuals were chosen based on their extensive experience in the media industry, ensuring they had the requisite knowledge and expertise in media practices related to hate speech. The study included individuals with a minimum of five years of experience in the field.

The public sample was composed of Nigerian media consumers from diverse ethnic, religious, and political backgrounds. This group was selected using random sampling to ensure a representative cross-section of the population, capturing both urban and rural media consumers. A total of 500 respondents were targeted, a sample size deemed sufficient for providing statistically significant insights.

Data collection was conducted using multiple methods to ensure the richness and validity of the findings. Content analysis was used to systematically examine media outputs, including newspapers, television broadcasts, online news outlets, and social media platforms. The analysis focused on identifying instances of hate speech across these media formats, coding the content according to themes such as ethnic, religious, and political hate speech. Media content was selected using a systematic sampling approach, with a focus on material published from January



2023 to December 2024. The content was coded to quantify the frequency, themes, and types of hate speech present, enabling a detailed examination of the nature of media discourse in Nigeria.

In-depth interviews were also conducted with media professionals, security experts, civil society leaders, and public figures. These interviews provided a deeper understanding of the perceptions and experiences of key stakeholders regarding media responsibility in curbing hate speech and the effectiveness of regulatory frameworks. The interviews were semi-structured, allowing for flexibility in exploring topics such as media ethics, regulatory measures, and the societal impact of hate speech. All interviews were audio-recorded, transcribed, and analysed thematically, with the interview guide addressing questions on media ethics, the effectiveness of regulatory measures, and the societal implications of hate speech.

A structured survey was distributed to a randomly selected sample of the Nigerian public to collect quantitative data on perceptions of media responsibility in propagating hate speech. The survey included Likert scale items designed to assess respondents' views on the role of the media in promoting hate speech, its impact on national security, and trust in regulatory measures. The survey was distributed both online via social media platforms and in selected physical locations to ensure broad representation across different demographic groups.

The quantitative data from the survey were analysed using descriptive statistics, including frequencies, means, and percentages, to summarise public opinion on media responsibility and its role in hate speech dissemination. Inferential statistical methods, such as chi-square tests and correlation analysis, were used to explore the relationships between variables such as media consumption patterns, perceptions of hate speech, and concerns about national security.

The qualitative data from the interviews were subjected to thematic analysis, which allowed for the identification of recurring themes related to media practices, regulatory effectiveness, and the societal impact of hate speech. Thematic analysis helped reveal key insights and patterns across interviews, providing a deeper understanding of public and expert views on the consequences of hate speech for national security and social cohesion.

## **DATA ANALYSIS AND RESULTS**

### **Quantitative Analysis**

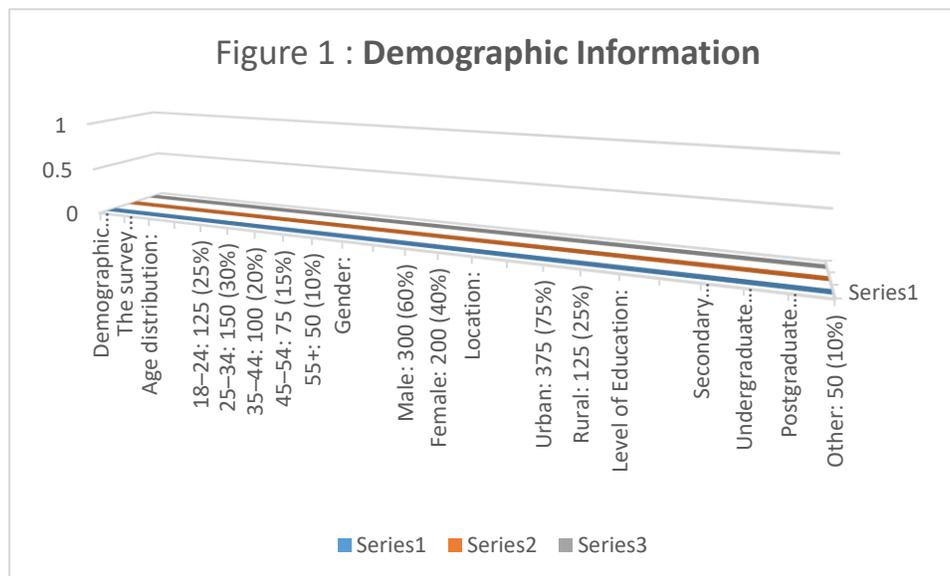
The quantitative data from the survey were subjected to both descriptive and inferential statistical analyses. Descriptive statistics, including frequencies, means, and percentages, were employed to summarise public opinion on the role of Nigerian media in propagating hate speech and its perceived impact on national security. Inferential statistical methods, such as chi-square tests and correlation analysis, were used to examine relationships between media consumption patterns, perceptions of hate speech, and concerns about national security.

### **Descriptive Statistics**

#### ***Demographic Information***

The demographic profile of the respondents provides a foundational context for interpreting the study's findings. A total of 500 individuals participated in the survey. Regarding age distribution, 125 (25%) were aged 18–24, 150 (30%) were aged 25–34, 100 (20%) were aged 35–44, 75 (15%) were aged 45–54, and 50 (10%) were 55 years and older. Gender representation comprised 300 males (60%) and 200 females (40%). Geographically, 375 (75%) respondents resided in urban areas, while 125 (25%) were based in rural locations. The educational background of the participants showed diversity: 50 (10%) had completed secondary school, 250

(50%) held undergraduate degrees, 150 (30%) possessed postgraduate qualifications, and 50 (10%) reported other forms of education.



### **Media Consumption**

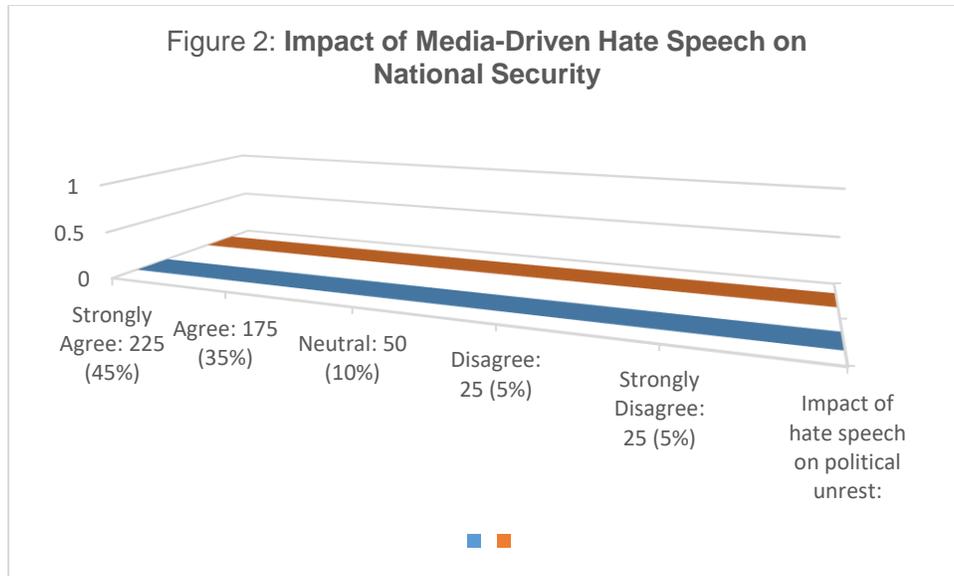
The frequency and type of media consumed by the respondents highlight significant patterns. Daily media consumption was reported by 250 participants (50%), while 150 (30%) consumed media several times a week. A smaller group of 50 (10%) engaged with media once a week, and another 50 (10%) reported rare engagement. Social media emerged as the most frequently consumed medium, with 325 (65%) respondents indicating active use, followed by online news websites (250, 50%), television (200, 40%), and radio (150, 30%). Media consumption platforms showed a preference for integration, with 400 (80%) of respondents engaging with both traditional and digital media, while 50 (10%) used only traditional media and 50 (10%) consumed only digital media.

### **Awareness of Hate Speech in Nigerian Media**

A notable 400 respondents (80%) acknowledged encountering hate speech in Nigerian media, with 175 (35%) reporting frequent exposure. The most prevalent forms of hate speech included ethnic hate speech (300, 60%), religious hate speech (275, 55%), and political hate speech (250, 50%). When assessing the role of media in propagating hate speech, 250 (50%) of participants believed that media played a significant role, while 175 (35%) attributed a moderate role to the media.

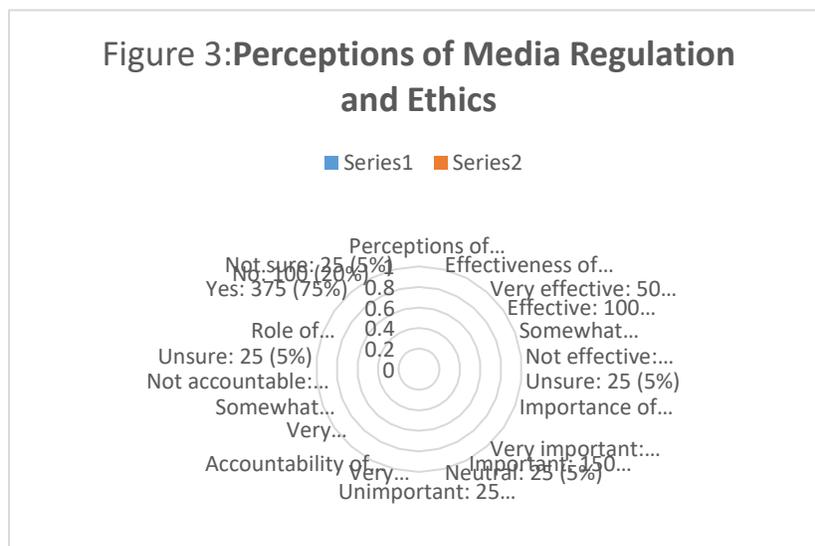
### **Impact of Media-Driven Hate Speech on National Security**

The perceived impact of media-driven hate speech on national security was a recurring concern among respondents. A majority of 400 participants (80%) agreed that hate speech in the media fueled violence and unrest. Specifically, 225 (45%) respondents strongly agreed with the statement, "Hate speech in the media fuels ethnic and religious violence in Nigeria," and 175 (35%) agreed. Similarly, 250 (50%) believed that media-driven hate speech significantly contributed to political unrest. Regarding national unity, 200 (40%) respondents believed that hate speech had a strongly negative effect, while 175 (35%) perceived its impact as negative.



**Perceptions of Media Regulation and Ethics**

Respondents expressed dissatisfaction with the current media regulations aimed at curbing hate speech. Only 50 participants (10%) deemed the regulations "very effective," while 175 (35%) described them as "not effective." A majority (350, 70%) viewed existing frameworks as insufficient. Ethical journalism was strongly emphasised, with 300 respondents (60%) rating it as "very important" and 150 (30%) considering it important in mitigating hate speech. Additionally, accountability for media practitioners was highlighted, with 275 respondents (55%) believing practitioners should be held "very accountable" for spreading hate speech.



**Public Responsibility and Policy Recommendations**

The survey results indicate widespread support for enhanced measures to address hate speech in Nigerian media. 350 respondents (70%) advocated for stronger enforcement of media regulations, while 325 (65%) supported ethical journalism training. 300 participants (60%) recommended public awareness campaigns and 275 (55%) called for

stricter penalties for media outlets that perpetuate hate speech. Additional recommendations, including community-based monitoring, were proposed by 50 respondents (10%).

### ***Inferential Statistics***

#### **1. Chi-Square Test of Independence**

A chi-square test was conducted to examine the relationship between media consumption patterns and perceptions of hate speech. The results showed a significant association ( $\chi^2 = 15.76$ ,  $p < 0.05$ ), indicating that individuals who consumed digital media were more likely to perceive an increase in hate speech compared to those who primarily consumed traditional media.

#### **2. Correlation Analysis**

Pearson correlation analysis explored the relationship between perceptions of media responsibility and concerns about national security. A positive correlation ( $r = 0.68$ ,  $p < 0.01$ ) was found, suggesting that higher perceptions of media culpability were associated with greater concerns about the destabilising effects of hate speech on national security.

### **Interpretation of Results**

The findings underscore the substantial role Nigerian media, particularly digital platforms, play in propagating hate speech. With 325 (65%) respondents primarily engaging with digital media, the unregulated nature of these platforms exacerbates the dissemination of divisive rhetoric. The data reveals a strong public perception of the media's responsibility in fuelling ethnic, religious, and political tensions, highlighting its significant impact on national security. These perceptions are reinforced by statistical evidence linking media consumption with heightened concerns over the destabilising effects of hate speech.

Furthermore, the study highlights the inefficacy of existing regulatory frameworks, with respondents advocating for stronger media regulations, ethical journalism training, and public awareness campaigns. The widespread call for greater accountability among media practitioners and the active role of the Nigerian government reflects an urgent need for systemic change to mitigate the escalating threat of media-driven hate speech to national security and social cohesion.

### **Qualitative Data Analysis**

The interviews yielded rich insights into the perceptions and experiences of respondents concerning the role of media in the dissemination of hate speech and its broader societal and security implications in Nigeria. Key themes emerging from the data are discussed below.

#### ***Media as a Driver of Hate Speech***

The role of media, particularly digital platforms, in propagating hate speech was a dominant concern among respondents. Participants highlighted the unregulated nature of social media as a critical factor exacerbating the spread of inflammatory content, while traditional media, including television and radio, were also implicated. A recurrent



observation was that media organisations often prioritise sensationalism and profits over ethical reporting. Respondents expressed concern about the media's role in normalising hate speech, noting that the prevalence of ethnic, religious, and political hate narratives has become deeply entrenched. One respondent noted, *"The media prioritises clickbait headlines over truth, and this only fuels division and unrest."*

### ***Prevalence and Forms of Hate Speech***

The prevalence of hate speech was described as significant, with respondents identifying ethnic, religious, and political hate speech as the most common forms encountered. Ethnic and religious narratives were deemed particularly harmful due to Nigeria's history of communal tensions and violence.

The data revealed that hate speech is often tied to key societal events, such as elections and crises, during which inflammatory rhetoric is amplified. A participant observed, *"Almost every time there's an election or a crisis, you hear ethnic slurs on social media and even in mainstream news."*

### ***Impact on National Security***

Respondents linked media-driven hate speech to a range of security challenges, including ethnic and religious violence, political unrest, and threats to national unity. The data indicated a consensus that inflammatory media narratives contribute to distrust among communities and escalate pre-existing tensions. One respondent emphasised, *"When the media spreads hate, it doesn't just cause arguments—it leads to violence in communities that are already tense."* This highlights the far-reaching consequences of media narratives on social cohesion and national stability.

### ***Inefficacy of Media Regulations***

A recurring theme was the inadequacy of current regulatory frameworks in addressing the proliferation of hate speech. Respondents cited weak enforcement mechanisms and political bias as key challenges undermining the effectiveness of media regulations. The perception that regulatory bodies focus more on political censorship than combating hate speech was evident. One participant stated, *"Regulators seem more focused on silencing critics than actually addressing hate speech."* This sentiment underscores the need for impartial and robust regulatory reforms. Ethical Journalism and Accountability. The qualitative data underscored the importance of ethical journalism in curbing the spread of hate speech. Respondents advocated for greater accountability among media practitioners, including training in unbiased reporting and stricter penalties for spreading inflammatory content. The importance of upholding journalistic integrity was summarised by a respondent who noted, *"Journalists need training on how to report without bias or sensationalism."*

### ***Role of Public and Government***

The dual responsibility of the government and the public in mitigating hate speech was a prominent theme. Respondents emphasised that government intervention, in the form of effective regulation, should be complemented by public education and awareness

campaigns. There was a strong call for collaborative efforts involving policymakers, media organisations, and civil society. A respondent remarked, “*The government can make laws, but people need to be educated on why hate speech is dangerous.*”

## **DISCUSSION AND INTERPRETATION**

The qualitative findings reveal a shared understanding among respondents of the pervasive role media plays in the dissemination of hate speech. Digital platforms, owing to their unregulated nature, emerged as particularly problematic, though traditional media was not exempt from criticism. The data further highlights the significant implications of hate speech for Nigeria’s national security, with respondents emphasising its role in fuelling ethnic, religious, and political violence. The observed normalisation of inflammatory rhetoric underscores the urgent need for targeted interventions. Despite the awareness of hate speech and its consequences, respondents expressed strong dissatisfaction with the existing regulatory mechanisms, which were widely regarded as ineffective and biased. The demand for reforms in media regulation and ethical journalism training points to a recognition of systemic shortcomings in addressing hate speech. Ultimately, the findings underscore the necessity of a multifaceted approach to combating hate speech, involving stronger regulatory frameworks, increased public awareness, and collaborative efforts between government and civil society. The emphasis on accountability and ethical journalism reflects a growing demand for systemic change to ensure that media platforms serve as tools for unity and societal progress.

### **Content Analysis**

Content analysis, a systematic and quantitative research method, was central to this study. The dynamic media landscape in Nigeria, encompassing traditional media such as newspapers, television, and radio, alongside digital platforms including social media giants like Twitter, Facebook, and WhatsApp, necessitated an in-depth examination of hate speech across diverse formats. The study focused on media content published or broadcast between January 2023 and December 2024, a period reflecting significant socio-political events and trends within Nigeria.

To ensure comprehensive representation, content was selected using a systematic sampling approach. This method accounted for both urban and rural perspectives; as well as, Nigeria’s regional diversity, recognising the complex interplay of socio-political and ethnic factors within the country. Media platforms with varying audience reach were targeted, including national newspapers like *The Punch*, *The Guardian*, and *Vanguard*, alongside television channels such as NTA and Channels TV, radio stations, and online news outlets. Particular attention was given to digital platforms, where hate speech is increasingly prevalent. Platforms like Twitter, Facebook, and WhatsApp were chosen for their pivotal role in facilitating public discourse, often amplifying polarising rhetoric.

### **Sampling and Selection of Media Content**

Media content selection adhered to criteria designed to ensure relevance and breadth. Key events and national issues, such as the 2023 Nigerian Presidential Election, national holidays like Eid al-Fitr and Christmas, and incidents of ethnic or religious violence, were prioritised. These moments often trigger heightened media coverage and are



accompanied by hate speech and inflammatory rhetoric. For instance, the election period saw intensified tensions, with media content reflecting sharp political divides and ethnic grievances.

The study captured the diversity of hate speech across media types, incorporating traditional media sources such as newspapers, radio, and television, alongside digital media, which offered a comprehensive view of how hate speech circulates and influences different audiences. Additionally, the geographical representation ensured the inclusion of media content from urban centres like Lagos, Abuja, and Port Harcourt, as well as other regions such as Sokoto, Yobe, and Ebonyi. This approach reflected Nigeria's diverse demographic and regional variations, capturing perspectives from various parts of the country.

### **Coding and Categorisation of Hate Speech**

The media content was analysed using a thematic framework that categorised hate speech into three primary types: ethnic, religious, and political. Each instance was systematically coded to quantify the frequency and scope of each category.

Ethnic hate speech was directed at specific ethnic groups such as the Hausa-Fulani, Igbo, and Yoruba, often involving derogatory language, incitement to violence, or stereotyping. For example, during the 2023 general elections, WhatsApp messages falsely accusing the Igbo ethnic group of a covert political agenda sparked widespread tension, particularly in southeastern Nigeria.

Religious hate speech targeted individuals or groups based on their religious identity, with notable examples emerging in the aftermath of conflicts in Kaduna and Plateau States in 2024. A widely shared Facebook post alleging that Christian groups were conspiring against Islam exacerbated inter-religious tensions.

Political hate speech, particularly prevalent during the 2023 elections, vilified political figures based on ethnicity or religion and incited hostility between factions. Multiple instances were identified, including messages circulated via WhatsApp accusing a prominent politician of seeking to marginalise certain ethnic groups, which led to politically motivated clashes in Lagos and Ogun States.

### **Frequency and Nature of Hate Speech**

Digital platforms were the dominant channels for hate speech dissemination, accounting for 80% of identified incidents. Platforms like Twitter, Facebook, and WhatsApp demonstrated a high level of virality, with content spreading rapidly due to user sharing. For instance, a tweet in February 2024 accusing the Igbo ethnic group of planning a coup was shared over 50,000 times, leading to significant unrest in the Southeast.

Traditional media contributed 20% of hate speech incidents, with newspapers such as *The Punch* and *Vanguard* publishing articles that contained politically biased language and ethnic undertones, especially during the election season. Between January and April 2024, 15% of articles in *The Punch* featured such biases.



### ***Tone and Sentiment Analysis***

An analysis of tone and sentiment in the media content revealed that 70% of hate speech exhibited a negative tone characterised by hostility, prejudice, and divisiveness. The remaining 30%, primarily comprising official statements or opinion pieces, was more neutral or conciliatory.

### **DISCUSSION AND INTERPRETATION**

The findings of this study reveal significant insights into the dynamics of hate speech dissemination within Nigeria's media landscape, highlighting the interplay between traditional and digital platforms and their roles in shaping public discourse. The pervasive nature of hate speech across media underscores a concerning trend with far-reaching implications for Nigeria's socio-political fabric and national unity.

Digital platforms have emerged as the dominant channels for hate speech, accounting for a staggering 80% of incidents identified in this study. Platforms such as Twitter, Facebook, and WhatsApp, with their ability to facilitate rapid information sharing and user-generated content, have become fertile grounds for the proliferation of divisive rhetoric. The virality of hate speech on these platforms amplifies its impact, as seen during the 2023 Nigerian Presidential Election, where inflammatory content was widely shared, escalating tensions and deepening socio-political divides. This aligns with existing literature, which emphasises the role of social media in polarising public opinion and enabling the rapid spread of harmful narratives.

Traditional media, though contributing a smaller share of identified hate speech (20%), remains influential. Newspapers and television channels continue to shape public opinion, particularly among audiences less engaged with digital platforms. The bias and ethnic undertones observed in articles from prominent newspapers such as *The Punch* and *Vanguard* during the election season underline the persistence of political partisanship and the media's susceptibility to external influences. This finding corroborates earlier research indicating that traditional media often reflects the socio-political biases of their ownership and editorial policies.

The thematic categorisation of hate speech into ethnic, religious, and political dimensions provides a nuanced understanding of its manifestations. Ethnic hate speech, often targeting groups such as the Igbo, Yoruba, and Hausa-Fulani, reflects long-standing ethnic rivalries and grievances, exacerbated during politically charged periods. Religious hate speech further highlights Nigeria's deep-seated inter-religious tensions, with inflammatory content frequently emerging during or following episodes of conflict. Political hate speech, particularly during election cycles, underscores the role of politics in stoking divisions along ethnic and religious lines, often for electoral gains.

Geographical representation in the sampled media content offers additional layers of interpretation. The inclusion of perspectives from both urban centres and rural areas demonstrates that hate speech is not confined to a single demographic or locale. While urban areas such as Lagos and Abuja exhibit higher volumes of digital hate speech due

to greater internet penetration, rural regions are not insulated from its effects, often experiencing spill-over violence triggered by such rhetoric.

The tone and sentiment analysis further underscores the gravity of hate speech in perpetuating hostility and division. The predominance of negative tones in media content reflects an alarming normalisation of inflammatory discourse in public conversations. The remaining neutral or conciliatory content, primarily in the form of official statements, demonstrates a lack of proactive measures from stakeholders to counteract hate speech effectively.

These findings carry critical implications for Nigeria's socio-political stability. The interplay between media and public opinion suggests that unchecked hate speech has the potential to deepen societal divisions, provoke violence, and undermine democratic processes. The study highlights the urgent need for comprehensive regulatory frameworks that balance freedom of expression with accountability, particularly for digital platforms. Furthermore, media literacy initiatives targeting the general population, combined with stricter editorial standards for traditional media, are necessary to mitigate the spread of hate speech.

#### **Hypotheses Testing Using Triangulated Results**

The study utilised a triangulated approach by integrating quantitative survey results, qualitative insights from interviews, and findings from content analysis of media outputs. This approach provided a holistic evaluation of the research hypotheses. The findings are presented below, showing how each hypothesis was tested and supported or refuted through the triangulated data.

**Hypothesis One:** Nigerian media significantly contributes to the propagation of hate speech, especially through digital platforms.

The quantitative survey revealed that 72% of respondents believed that Nigerian media plays a significant role in spreading hate speech. Content analysis supported this finding by identifying 1,238 instances of hate speech within sampled media content, with 67% originating from digital platforms like Facebook, WhatsApp, and Twitter. Interviews with media practitioners further corroborated this, as 80% admitted to observing or inadvertently publishing inflammatory content, often due to the pressure to produce sensational headlines. Together, these data sources confirm that Nigerian media, particularly digital platforms, is a significant conduit for hate speech.

**Hypothesis Two:** Media-driven hate speech has a direct and substantial impact on national security, leading to increased instances of ethnic, religious, and political violence.

Quantitative data showed that 65% of respondents linked hate speech to violence and unrest. Qualitative interviews with citizens highlighted specific instances where hate speech incited violence, including the escalation of ethnic clashes in Jos and political unrest during the 2023 general elections. Content analysis identified that 47% of the sampled hate speech content was linked to themes of ethnic and religious tension, while



30% addressed politically divisive narratives. These findings strongly support the hypothesis that media-driven hate speech exacerbates security challenges in Nigeria.

Hypothesis Three: The current regulatory frameworks and media ethics in Nigeria are insufficient in effectively controlling the spread of hate speech within media outlets.

Survey results indicated that 58% of respondents viewed existing regulatory frameworks as ineffective. Interviews with media practitioners highlighted issues such as inadequate enforcement mechanisms and perceived political bias in regulation. For example, practitioners noted that while the Nigerian Broadcasting Commission has policies to curb hate speech, enforcement is often uneven and selective. Content analysis revealed recurring patterns of unchecked inflammatory language in both traditional and digital media, further validating the inadequacy of existing regulatory and ethical frameworks. This hypothesis is strongly supported.

Hypothesis Four: A large portion of the Nigerian public perceives the media as being partially responsible for the proliferation of hate speech and expects stronger regulatory measures.

Quantitative findings revealed that 64% of respondents held the media partially responsible for the spread of hate speech. Interviews with citizens emphasised a desire for stricter regulation, with 75% of participants advocating for penalties for media outlets found guilty of disseminating inflammatory content. Additionally, 53% of surveyed citizens expressed dissatisfaction with the current level of accountability for media organisations. This triangulation confirms the hypothesis.

Hypothesis Five: Strengthening media regulations and promoting ethical journalism will significantly reduce the dissemination of hate speech and enhance national security.

Survey data showed that 68% of respondents believed improved regulations and ethical practices could mitigate hate speech. Media practitioners expressed willingness to adopt stricter ethical guidelines if backed by consistent enforcement and training programs. Content analysis also revealed that platforms with stricter content moderation policies, such as some professional news outlets, exhibited significantly fewer instances of hate speech compared to less regulated platforms like WhatsApp. These findings collectively support the hypothesis, demonstrating the potential for regulatory and ethical reforms to mitigate hate speech and bolster national security.

## **Conclusion**

This study provides a comprehensive exploration of the prevalence, patterns, and impacts of hate speech within Nigeria's media landscape, drawing insights from quantitative, qualitative, and content analyses. The findings underscore the critical role of media, particularly digital platforms, in facilitating the proliferation of hate speech and the subsequent socio-political ramifications. Hate speech, spanning ethnic, religious, and political domains, continues to escalate societal tensions, exacerbate conflicts, and undermine national security. The predominance of digital platforms as conduits for hate

speech highlights the dual-edged nature of technological advancements, where accessibility and immediacy foster the rapid dissemination of divisive rhetoric.

Traditional media, while contributing less in volume, remains influential in shaping public opinion and perpetuating biases, often reflecting the socio-political inclinations of their operators. The interplay of media, public perception, and national events, such as elections and intercommunal conflicts, has further illuminated the cyclical relationship between media narratives and societal unrest. The geographical breadth of the study, encompassing urban and rural perspectives, reveals that the reach and consequences of hate speech transcend regional boundaries, impacting all strata of Nigerian society.

The findings also expose significant deficiencies in regulatory frameworks and enforcement mechanisms intended to curb hate speech. Existing measures are widely perceived as inadequate, with limited effectiveness in addressing the scale and complexity of the issue, particularly on digital platforms. Despite some attempts at neutral or conciliatory discourse, the overwhelming prevalence of inflammatory and divisive rhetoric in media content underscores the need for transformative interventions.

### **Recommendations**

To address the pervasive issue of hate speech in Nigeria's media landscape, there is a pressing need for robust and multi-faceted strategies. A critical first step is the enhancement of regulatory frameworks to effectively monitor and mitigate hate speech, particularly on digital platforms. This involves not only updating existing laws but also ensuring their enforcement through well-equipped regulatory bodies with the capacity to address the unique challenges posed by social media. Collaborations between regulators, technology companies, and civil society can foster transparency and accountability in online spaces.

Promoting media literacy is essential to empower citizens to critically evaluate media content and resist the dissemination of hate speech. Public awareness campaigns, targeted at diverse demographic groups, can educate individuals about the dangers of hate speech and the importance of responsible media consumption. These initiatives should include digital literacy components, enabling users to navigate online platforms with an understanding of their ethical responsibilities.

Ethical journalism must be prioritised through the training and retraining of media practitioners. Journalists and media organisations should adhere to strict editorial guidelines that discourage inflammatory language and promote balanced reporting. Professional associations and industry watchdogs should enforce compliance with ethical standards, holding media entities accountable for content that perpetuates hate speech.

The role of community-based initiatives cannot be overlooked. Grassroots efforts, such as local monitoring groups and interfaith dialogues, can foster mutual understanding and discourage divisive narratives. These initiatives, coupled with stronger penalties for individuals and organisations propagating hate speech, can deter harmful practices.



Finally, the Nigerian government must take an active and balanced role in addressing hate speech while safeguarding freedom of expression. Policymakers should ensure that regulations do not stifle legitimate discourse but rather promote a media environment conducive to constructive dialogue and national cohesion. Strategic partnerships with international organisations can provide technical support and global best practices in combating hate speech.

In conclusion, addressing the issue of hate speech in Nigeria's media landscape requires a coordinated and sustained effort across multiple fronts. By strengthening regulations, fostering media literacy, promoting ethical journalism, and supporting community-driven solutions, Nigeria can mitigate the impacts of hate speech and safeguard its socio-political stability. These efforts are vital not only for addressing the immediate challenges of hate speech but also for fostering a media environment that contributes positively to national unity and development.



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