

An Analysis of the Use of Facebook to report Gender Based Violence Cases by Women during the Covid-2020 pandemic: Case of Kibera Settlement Scheme, Nairobi City County.

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DECLARATION

I declare that this project is my original work and has not been presented for the award of a degree in any other University or college.

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DEDICATION

This research project report is dedicated to my family for their support and encouragement throughout my study. In addition, I also dedicate this project to my late parents who played a very important role in my life and encouraged me always to further my education, sincerely thank them even if they are not here anymore.

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ABSTRACT

This research sought to analyse the Use of Facebook to report Gender Based Violence Cases by Women during the Covid-2020 pandemic in Kibera Settlement Scheme, Nairobi City County. The study was guided by three specific objectives which are to analyze the content of GBV messages reported via Facebook by women in Kibera, Settlement Scheme, to determine the types of GBV being perpetuated against women on Facebook in Kibera Settlement Scheme and to analyze the accessibility level of Facebook as a channel used by women in Kibera Settlement Scheme to report GBV during Covid-19. The study focused on women and effects of gender-based violence on them, therefore women from the age of 18 years and above years were interviewed. Only active Facebook users were targeted in the study. This study used a descriptive research design. This study used content template as the method of data collection. In addition, semi structured questionnaire was used to collect data from women in Kibera Settlement Scheme. The population for this study was GBV cases uploaded on Facebook groups that contains or encourages violence against women from December 2020 to December 2021, a period of 12 months. Qualitative data was analyzed using content analysis. The GBV cases posted on Facebook was documented according to the key thematic objectives of the study. The key themes were content of Facebook messages shared via Facebook, types of GBV being perpetuated against women on Facebook and accessibility of the Facebook as a channel in reporting GBV by women in Nairobi County. In addition, descriptive statistics comprising the frequencies and percentages were employed to understand the accessibility level of Facebook as a channel used by women in Kibera Settlement Scheme to report GBV. The finding of the study established that GBV was propagated by spouses frequently and it accounted 42.5% of the cases. Facebook reporting only accounted 56.8% of GBV cases and this received 76.8% affirmation from the victims as the right thing to do. The study discovered that 65.9% of GBV cases have been reported on Facebook and this received attention from responsible authorities. Family members and government formed the integral part in helping the GBV victims. The accessibility of using Facebook in fighting GBV is determined by social economic factors such as marital status, age, education attainment, income level and number of children. This was backed by 80.1% of GBV victims with smartphones and 85.1% have valid Facebook accounts. It was affirmed by 58.3% of the victims who used Facebook at least three times a week and 76.3% of them can afford internet connectivity by their own. The study concluded that many of the GBV cases are attributed to spouse conflict. Majority of the GBV cases are reported by victims on Facebook. In addition, increased accessibility to Facebook is fueled by significant number of people owning smart phones and have registered valid Facebook accounts. The study recommends that guidance and counselling of spouses and enhance more sensitization on problem solving to avert crowding out of problems. Social actors, government and human right organization to enhance their presence in Facebook by setting up a reporting center which can deal with GBV cases. Sensitization will provide a roadmap on how GBV ought to be fought and averted before occurrence. There is need for the regulator to formulate a policy that restrict bullying within the social media so as to avoid abuses and negativity that has encouraged social media.

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ABBREVIATIONS AND ACRONYMS

COVID-19-	Coronavirus Disease 2019
GBV-	Gender Based Violence
HIV AIDS-	Human Immunodeficiency Virus Acquired Immunodeficiency Syndrome
KNBS-	Kenya National Bureau of Statistics
UN-	United Nations

DEFINITION OF TERMS

Gender Based Violence- Any form of physical, psychological, or sexual violence perpetrated against an individual or group on the basis of gender or gender norms.

Social media- refers to a set of interactive internet applications that facilitate (collaborative or individual) creation, curation, and sharing of user-generated content.

CHAPTER ONE: INTRODUCTION

1.0 Introduction

The section presents the background of the study. The research problem was examined in this section comprehensively. The section also presented the research objectives and questions. Likewise, the section highlighted the significance of the study on practice, policymakers and areas of improvement in research. Additionally, the scope of the study was discussed.

1.1 Background Information

The use of social media sites such as Facebook, YouTube and other online blogging sites have become part of people lives in Kenya (Nyagah, *et al.*, 2015). There are over 11 million social media users in Kenya and the usage has increased significantly over time. In the period 2020-2021, the country recorded 25% increase of social media users (Gentilini, *et al.*, 2020). Globally, social media platform has helped in fueling movements geared to strengthening social actors' ability to challenge and change power relations in the society, providing platform for debate, reflection, influencing and mobilizing people. The movements are led by youth on online platforms (Smith, *et al.*, 2017).

Social media movement is a choice of contemporary Kenyan society in conducting activism on ending gender based violence. Bennett, (2008) argued that youth activism on social media has the potential to balance the power of a government that is less effective in reaching certain issues that are not adequately addressed. Jackson (2018) observed that young feminist in the recent years have used social media in advancing issues relating to gender injustice. One of the most important issue that need to be raised on social media is gender based violence. The increase of gender based violence in Kenya has made human right groups and women parliamentarians to raise their voices on this retrogressive vice through various platforms and social media was singled out as the key channel that can be used to fight the vice because so many people consume information from social media in equal measures to traditional media mainstream (Miruka *et al.*, 2021).

The easier accessibility to social media by users has brought some new challenges to the youth. The right to enjoy social media with limited control demands one to develop the ability and capacity to negotiate media contents (Marwick, & Boyd, 2014). However, many of the youth driven by exuberant and adventurous style manifested in this stage of human growth maybe

insufficient. Thus, interaction on social media on content related with violence, unhealthy sexual practice and attitude is likely to be rampant (Young, 2019). It creates an uphill task to some youth cohorts who might transfer their experiences on social media and replicate it in day to day life (Olfman, 2009). One of this translation of behavior from social media is violence against certain group of people considered threat to individual interest (Frechette, & Williams, 2016). The continuity of social media interaction exposes young people to predators who can bully or implant negative behaviors to children.

Social media is an avenue where individuals submit their personal information and limited privacy is kept at some point (Guha, *et al.*, 2008). Although, some control measures exist guiding on the content an individual post but still some people fail to conform to the existing rules and regulations. According Bennet (2012) 25% of the Facebook users do not utilize any privacy control tools available for disposal while many of them publish a very risky information without due diligence and notwithstanding the security nature of the information. According to Young (2019) social media has been used by gangs and extremists to spread hate and expose the dark side of channel where its power is supposed to be stripped off.

Social media platform provides chat rooms that allow members to interact freely with each other, discuss events and bond together where traditional website could not have accommodated. Meleagrou-Hitchens, *et al.*, (2021) argued that collective responsibility offered by social media accelerate the achievement of certain course. Haimson, *et al.*, (2020) observed that agenda in social media thrives when individuals conceal their identities and use anonymous accounts as compared to using personal accounts. Anonymity free people from normative social behaviors and social constraints of behaviors thus provide impetuous of increased hostilities and inappropriate behaviors. Social media function as an echo chamber where user choses which opinions and content are viewed, isolating themselves with the dissenters and allowing the radical views to be amplified (Tucker, *et al.*, 2018). This will make users embrace new ideas and actualize with the reality so that the agenda can be universally accepted by the majority.

As social media movements grow, so as tendency of ending gender based violence campaigns develop gradually. Studies have found that gender-based violence spread online can be actualized by other social groups in the real world. Patton *et al.* (2013) pointed out that there is direct link between virtual hostility and actual violence witnessed in the real life. Social media remains a gray

area and few legislations have been enacted to regulate activities. Various government agencies across the globe have been putting measures to combat gender-based violence taking place on online platforms (John, *et al.*, 2020). However, success rate is still underwhelming since there no agreement on areas that enjoy free speech. This has embodied the groups advancing gender-based violence to migrate from one platform to another looking for another one that can help them advance their agenda very well.

The awareness and informing role created by information communication technology might affect how cultural structure of a community will be and how societies are going to cope with the change associated with. In Kenya there are various groups and sites that carry campaigns targeting gender-based violence. The campaigns address the issue of fear and silence, which feed the hidden world of lack of reporting (D'Ambrosi, *et al.*, 2018). However, social media promote other behaviors that are not socially acceptable thus creating challenges on its usage in sensitizing the public on the importance fighting complex issues such as gender-based violence (Pavan, 2017). Communication through social media becomes important on tackling the issue of gender-based violence where prevention is weak and more is explained on the effect of gender-based violence.

1.1.1 Facebook and Gender Based Violence Reporting

Society for long as considered women as the weaker vessel and this vice is replicated in Facebook. Facebook seems to have encouraged this vice going per uploads permeable in their platform. Facebook is one of the significant platform violence against women take place aided by anonymity that exist. Tompros, *et al.*, (2017) opined that decline in human interaction occasioned by internet usage and social media platforms as resulted people losing the ability to moderate their language. People who registered themselves as anonymous are not accountable to anyone and can participate in such aggressive behaviors knowing that nothing harsh will ever happen to them. Onifade, and Babarinde, (2020) remarked that many people across all the age groups spent more time in social media as compared to other communication platforms.

Violence against gender through Facebook manifest in many forms ranging from the use of words, photographs and physical injury resulting to deaths of victims. Zaleski, *et al.*, (2016) observed that with the increased usage of Facebook has resulted to rampant cases of gender-based violence. Cases of body shaming, stalking and sexual harassment in Facebook platforms have gradually increased, it is common among spouses or ex-lovers who hold grudge over one another (Naicker

& Singh, 2021). Ending gender-based violence requires deeper and broader cultural, societal, political buy in, political accountability, terminating misinformation in social media among others (Norris, 2021). Scholars have debated on shifting norms that are violent friendly to ones that can nurture peace and mutual coexistence in families.

The emergence of COVID-19 changed so many things including how people at work and various places reported and communicated. Increased usage of Facebook and more interaction with electronic entertainment channels during the COVID-19 era shifted some of the societal norms (Geni, *et al.*, 2021). The entertainment contents provided by these platforms changed behavior, attitude, beliefs and social desirability of a given set of behaviors (Summers, & Abd-El-Khalick, 2018; Polischuk & Fay, 2020). Despite availability of various reporting channels on gender-based violence many victims have not reported several incidences. Several rights groups have identified television and social media is an ideal platform of reporting gender-based violence (Skalli, 2016). These platforms are ideal for short term videos that can be packaged together with information regarding gender-based violence, empowerment and sexual harassment.

1.1.2 Gender Based violence, causes and consequences

Gender based violence targeting women is a deeply socially sanctioned and pervasive in the lives of girls and women. It is a form of violence where women and girls are subjected to because of their gender identity. This is a form of violence many women and girls are subjected to primarily because of their gender. The gender-based violence is rooted in the gender inequality, abuse of power and harmful norms. Gender based violence is considered serious violation of human rights, life threatening and issue of protection (Carpenter, 2017). Gender based violence include sexual, physical, mental and economic inflicted in public or private. Additionally, it also includes threats of violence, sexual violence, child marriage, female genital mutilation and heinous crimes (Mashiri, 2013).

Gender based violence occurs in different sites. Family is the primary site for gender-based violence. The institution of family prepares members for social life, forms gender stereotypes and perception of division of labour between the genders. This is the place where physical abuse such as spouse battering, sexual assault and psychological abuse occurs (Abeid, et al., 2014). Violence that occur within homes and households are ordinarily considered a private affair and information about it always remain scanty (Kline Pruett, & DiFonzo, 2014). Societies shares a common culture,

social, religious, ethnic belonging that perpetuates family power and existing inequalities in family and society (Heise, 2011). Some societies justify the inappropriate behaviors of male as an aim of taking control over women in the family and support traditional retrogressive practices such as battering and corporal punishment.

Gender based violence remains debatable across all the disciplines on the factors related to gender-based violence (Jiwani, 2011). Clinical psychologists and legal scholars have focused on individual level where traits and personality are considered the driving causes of gender-based violence. Sociological and feminist scholars' focuses on societal and situational level, these factors include power asymmetries, gender norms, roles, scripts, societal representation of women, armed conflicts among other crises. Paluck, (2009) argued that these societal and situational factors are ingredients to gender-based violence. The society is structured in a way that male members are assigned extra power which they end up abusing by engaging in activities that are related to gender-based violence. The society has assigned specific roles to a specific gender and male members tend to get powerful roles that are assertive and many males become dominant. While on the other hand women are assigned less powerful roles that are not influential hence they are passive, communal and responsive (Merchant, 2012). Fisher (2013) remarked that roles assigned to specific genders in the society is the major cause of gender-based violence experienced in the community. Other scholars have argued that masculine roles are defined by sexual access and dominance over women. Some societal norms have given male latitude to normalize some of the activities such as disciplining irresponsible wife through corporal punishment hence cultivating gender-based violence (Godwin, 2011). Wars and military operations have resulted to increased gender-based violence cases especially where military want to retrieve information by all possible means.

According to UNPA (2018) report gender-based violence deaths of people aged 15-48 years are more than cancer deaths. The deaths on women caused by gender-based violence surpasses malaria and accidents deaths combined. The gender-based violence adversely affect health of an individual and the generally body functioning (Palermo, et al., 2014). The primary effect of gender-based violence on an individual include poor health, lower social participation and economic productivity among others (Bulimic, et al., 2013). Physical abuse might result unplanned pregnancy, miscarriage and placental abruption. Non-pregnancy consequences that can be seen include fracture of body parts especially head and serious case can lead to death. Consequences of sexual abuse relating to reproductive health include sexual transmitted diseases, infertility and genital

injuries among others. Gender based violence causes psychological challenges to the victims that include post-traumatic stress, depression, anxiety that can result to drug abuse, risky sexual behavior and victimization (Opanasenko, et al., 2021). The gender-based violence has left many of the victims vulnerable to HIV/AIDs.

The increased number of gender-based violence creates hindrance to family harmony and unity. Children growing up in a violent environment are likely to inherit the violent traits and have behavioral problems in the future (Abraham, 2005). Violence against certain gender is also a threat to their job and career growth. The gender-based violence has economic cost especially a situation where productivity of employee is compromised or slowed down their performance thus resulting to a negative effect on gross domestic growth (Jewkes, et al., 2015). The violence meted against specific gender is also medical cost that burden resources allocation to gather over something that was avoidable. Gender based violence is regarded as impediment to the realization of the rule of law and adherence to the human rights principles that form a just society. Exclusion of one group of people from participating developing a country can slow or even paralyze the development agenda of such a country.

Young women within family settings who have abusive and controlling parents and sibling are prone and at increased risk of contracting HIV/AIDS and other sexually transmitted illnesses diseases due to an inability to have control over themselves or condom use when they are forced (Bue, 2014). The practices of early and forced marriages is a form of child exploitation and sexual violence because young females are forced into marriage and a sexual relationship and putting their health at risk, limiting their ability to obtain an education. Gender based violence is a violation of human rights, yet societies, communities and local people either experience it at first hand, witness it within their families, neighborhoods and feel there's nothing much they can do about it.

1.2 Statement of the Problem

In 1979 United Nations General Assembly adopted the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), which advocates the incorporation of women in all aspects of social, economic and governance structure. The rights of women were supposed to be protected just like their male counterparts. Kenya promulgated a new constitution in 2010 that outlined progressive laws on human rights and protection of individual lives from any form of harm. The constitution of Kenya guarantees all women equal opportunities with men and strict adherence to the bill of rights by any state organ including the presidency. However, gender-based violence is still rampant in the country despite having progressive laws and active rights movements fighting the vice.

Since the outbreak of the COVID-19 pandemic in Kenya, cases of gender-based violence have risen. Data from human rights watchdogs have indicated a 48% increase in GBV cases in the country following the emergence of the pandemic. It was further established that 92% of the cases were recorded in the months of January to June 2020 when the pandemic was taking root in the country. The Kibera Informal Settlement remains the largest informal settlement in Africa. Apart from the area lacking access to basic needs like good housing, food and medical facilities, the region has been reporting rising cases of GBV. According to Swart (2019), 85 percent of women have experienced GBV in Kibera informal settlement. During the COVID-19, the cases of GBV in Kibera Informal Settlement sharply rose.

The rising cases were attributed to alcohol, drug and substance abuse; poverty; family/domestic disputes; retrogressive cultural beliefs and practices; poor parenting/upbringing and moral decadence; identity crisis among the youthful population as well as an inadequate social support system (Jerving, 2021). The restrictive interventions by government to contain the virus exposed women and girls to GBV. The government was reluctant to address the problem when they imposed the restrictions, which significantly accelerated the cases of GBV. The government completely ignored GBV and focused on the pressures occasioned by the pandemic, most of the services such as prosecution and treatment of survivors were not prioritized (Human Rights Watch, 2021). The government's reactionary tactic to address the matter lacked sector-specific guidelines on how to tackle the matter. This resulted in confusion on how to address the issue on the ground.

The rising concern on government delay to address the matter received attention from the human rights watch dog and other stakeholders. For instance, a group of non-governmental organization wrote an open letter to the government to address GBV alongside the pandemic. Clearly, government policies undertaken to curb the pandemic revamped the GBV. GBV services were severely compromised and thus it became an ingredient to the violators to commit the act since there was a policy gap (Gordon, et al., 022). It was during this period most of the services upgraded to online. Many of the people who had social life disrupted by the pandemic resorted to online entertainment and social media platform become essential for such service (Jerving, 2021). The increased usage of Facebook for entertainment purposes also attracted some people who abused the platform by instigating GVB. Some youth took the advantage of bullying others online and propagating GBV.

With growing GBV menace, reporting the instances remains a problem among the victims. The Facebook platform has been growing as a significant platform to report GBV incidents. It is argued Facebook is a key enabler for people to discuss GBV issues. However, it is not evidently clear through empirical research the how the content of Facebook messages shared on social media impact GBV reporting, types of GBV being perpetuated against women on Facebook, the accessibility of the Facebook as a channel to report GBV by women.

Various studies were undertaken to ascertain the prevalence of the GBV in the country during the pandemic. Neetu, et al., (2021) observed that government turned its attention to GBV only after reports of rising GBV in the early months of the pandemic led to advocacy by GBV stakeholders. Even then, the government's response was ad hoc, and lacking sector specific guidelines to ensure availability of comprehensive GBV services and programmes. The National Policy in Kenya was designed to ensure; a coordinated approach in addressing GBV and effective programming; enhanced enforcement of laws and policies towards GBV prevention and response; increase in access to quality and comprehensive support services across sectors; and improved sustainability of GBV prevention and response interventions (National Policy for Prevention and Response to Gender Based Violence, 2014). This study hopes to support the National Policy for Prevention and Response to Gender Based Violence by establishing the impact of Facebook in reporting Gender Based Violence and recommending ways through which Facebook can be used to enhance the policy goals.

1.3 Research Objectives

This study was guided by the following specific objectives:

- i. To analyze the content of GBV messages reported via Facebook by women in Kibera, Settlement Scheme, Nairobi City County.
- ii. To determine the types of GBV being perpetuated against women on Facebook in Kibera Settlement Scheme, Nairobi City County.
- iii. To analyze the accessibility level of Facebook as a channel used by women in Kibera Settlement Scheme, Nairobi City County to report GBV.

1.4 Research Questions

This study was guided by the following research questions:

- i. What is the content of the GBV messages reported via Facebook by women in Kibera Settlement Scheme, Nairobi City County?
- ii. What are the types of GBV being perpetuated against women on Facebook in Kibera Settlement Scheme, Nairobi City County?
- iii. How accessible is Facebook for women in Kibera Settlement Scheme, Nairobi City County to report GBV?

1.5 Justification of the Study

This study served as an invitation to all people within those families that have victims of gender-based violence to join hands and collectively campaign against this scourge. Organizations that render services to abused women was also be enriched by the outcomes of this study. Hopefully, governments may be encouraged by the study to write more policies that may serve as a protective layer to those women who are at the receiving end of gender-based violence.

1.6 Scope and limitation of the Study

The study focused on women and effects of gender-based violence on them, therefore women from the age of 18 years and above years were interviewed. Only active Facebook users were targeted in the study. This study focused on gender-based violence and targets women in Nairobi County by narrowing down to Kibera Settlement Scheme. The Kibera Informal Settlement remains the largest informal settlement in Africa. Apart from the area lacking the access to basic needs like good housing, food and medical facilities, the region has been reporting rising cases of GBV. According to Swart (2019), 85 percent of women have experienced GBV in Kibera informal settlement. During the Covid-19, the cases of GBV in Kibera Informal Settlement sharply rose.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This chapter presents global, regional and Kenyan examples where social media has been used to report Gender Based Violence cases.

2.1 Social Media and GBV reporting

GBV is one of the most prevalent form of human right violation globally. GBV is defined as any form of violence that result in or can amount to physical, sexual or psychological harm or suffering of women, including threat of acts such as coercion and deprivation of liberty whether occurring in private or in public (UN, 1993). The rapid expansion use of internet and communication has resulted in some changes where social interaction is not only mediated by technology but increasingly supported by technology. The use of technology as significantly affected personal life. However, concerns have been raised on the abuse of the technology where users involve themselves and others experience online harassment.

Jatmiko, et al., (2020) argued that interventions such lockdowns during the COVID-19 pandemic has shifted the orientation of community sexual violence to technology-facilitated sexual abuse. Social media networks become a trajectory of changes in sexual violence that was initially physical into online sexual violence. Women have been the most victimized cohorts by cyber bullies online, toxic masculinity has encroached technology thus becoming a vehicle of creating online sexual harassment. Reduction of distance and time occasioned by technological aspect has formed series of repeated attacks on online users targeting the vulnerable genders and thus the victims become inertia. GBV is a complex issue that is deeply rooted in culture, religion and social behaviors thus technology is just a mere facilitator not a cause of the problem.

From the research conducted by Ratnasari, et al., (2021) observed that social media play a critical role in digital activism on campaigns geared to reducing cases of GBV. The digital activism conducted through social media platforms offers credible information, facilitate a movement, mobilization, and self-mediation and advocacy. The campaign message is supposed to be the main source of reference for other organization which fighting for women and gender issues. This campaign also has online classes with comprehensive material on digital security awareness on online GBV.

A study conducted by Suzor, et al., (2019) pointed out that GBV has become rampant online ranging from harassment of women with prominent personality to stalking intimate partners using purpose-built apps. Online users have normalized misogyny and abuse of other users using social media pages thus reflecting system inequalities. However, telecommunication companies have been slow in handling GBV adequately maintaining a point of neutrality. This is because there is no law that empowers them to mitigate this complex challenge. There is little consensus on the point they should take or how they should handle the matter.

Avis, (2017) pointed out that social media is an effective tool of mobilizing youth and promoting conversation and reflecting on key topics that can influence a positive behavior. The campaigns will result to varying levels of awareness, attitudinal behavior and social norm change. However, there is inadequate evidence that indicate that social media is the only effective tool of fighting GBV. Attitudinal or behavioral changes are more enriched by engaging on more interpersonal activities.

D'Ambrosi, et al., (2018) observed that online awareness raising advocacy, social publicity campaigns differ from those designed for previous media channels. The social media campaigns are dramatic which create room for positive approach and testimonies that help in creating awareness. The platform provides an interesting perspective on which to work especially greater involvement that can offer adequate relation with the user. Additionally, online platform can be an educative platform, education of combating violence can be initiated in social media platform and users are involved in comparative practice thus information reaching largest number of people in a short period of time.

ElSherief, et al., (2017) opined that increased engagement with GBV related topics on social media platform such twitter hashtags generated conversation as compared to topics that are not related to GBV. The vulnerable group are encouraged to speak in one voice using the social media for their voice to be heard because there exist blended experience of non-anonymous self-reported assault stories and the online community rally support behind such victims who end up getting justice. The social media creates a social movement that increases the level of awareness on the vice and provide people from different background to participate. The ultimate form of influence is to promote collective action via social networks; this was visible in the Black Lives Matter (BLM) movement (De Choudhury et al. 2016) and the Arab Spring (Lotan et al. 2011).

2.2 Facebook and GBV Reporting

The founder of Facebook Zuckerberg coined a statement that there exist intersection of technology and socialization. Traditional media such as television have established handles in Facebook to intersect with social groups so as to carry out their key mandate of informing the society (Phiri, 2019). The emergence of fragmentation in traditional media has shifted more interest in Facebook to inform and sensitize the society on thorny issues such as GBV. Facebook page anticipating that other users can be of help in finding solutions to problems that could be affecting people such as GBV could be crucial in scaling down this vice (Liou, 2013). Facebook has led to a massive and rapidly expanding of a real time focus group that was initially not possible during the pre-social media and old media (Kapoor, et al., 2018). Facebook platform offers an interaction of several audiences from different areas simultaneously in a single platform hence issues and topics can be canvassed easily.

Facebook has a robust platform where ideas or progressive conversations can take place especially when certain subject are coined to suit a given agenda for instance initiating the GBV campaigns. In 2016 journalist in Ukraine published a story related to speaking up against GBV using her Facebook page (Teggarty, 2016). The story attracted a lot of interest from different right groups and this forced several women across Ukraine and Russia to share their story on GBV. The entire debate attracted public figures and political leaders to initiate a conversation on the need to end GBV (Westminster Foundation for Democracy, 2020). The debate on the position of Women in Ukraine emerged especially in a country where a leading presidential candidate opined that position of women in society is in kitchen (Teggarty, 2016).

GBV campaigns through Facebook is becoming a critical in negating the vice from taking more roots in the community. Facebook creates an avenue where there is greater individual engagement making hence social movement can rely less on formal institutions for mobilization and collective identity formation (Raab & Rocha, 2011). The connective action as dictated by logic indicate that personalized action and technology is an important component in sharing information through Facebook. Many social movements today still rely on collective action frames that thrives well in Facebook as compared to effort from formal institution which rely on resources mobilization or building identity over time (Wall, 2007). Connective action is more fluidity and scalable of active individuals that rely on Facebook as means of organizing and take advantage of the reduced costs

and increased speed and quality of communication over other networks (Nabukeera, 2021). The act of taking part in networked movement or protest emerges as an act self-expression and self-validation for the individual. Facebook media is an important platform that underpin civil and political action and how they affect personalization of political discourse.

A number of studies have examined the usage of Facebook in advancing political and civil discourses. Technological affordances have been considered critical in sharing information and advancing issues related with GBV (Makinde, et al., 2016). Internet cost has reduced significantly making the use of Facebook affordable to many thus encouraging more users to share their stories and experiences on GBV (Sharma, et al., 2021). Facebook afford individuals engaging in public discourse that as monumental impact on generational change and informing the society (ElSherief, et al., 2017). Several feminism scholars are in consensus that Facebook is much affordable and feminism movement can blossom through such platform in advocating against GBV.

According to Thrift (2014) feminist movement are able to disrupt dominant discourse and have their own discourses capture the imaginations of Facebook users hence amplifying the need to address the matter as urgent and consequential. Boyd (2010) opined that Facebook can transform public interest into a new phenomenon that have invisible audience, collapsing social contexts and overall blurring of public and private in online discourse. Facebook affordances for social activism such as fight against GBV might lead to different outcome that constraints as much as mobilization is concerned, self-expression and sustainability and longevity of networked movements or campaigns.

2.2.1 Content of GBV messages reported via Facebook by women

De Costa, (2021) opined that sexual orientation and abuse women are subjected to on Facebook depict how the body and sexuality of women are disciplined and controlled. This is realized by deconstructing the meanings and attributes of Sinhala injurious content which vilify and denigrate women by subjecting them to abuse, ridicule, and harassment. Thus, it is necessary to deconstruct the socio-cultural definitions associated with this derogatory address. This enables the scrutinizing of the dominant ideological frameworks which constitute the subject positioning imposed upon this particular woman. Thus, the dominant ideologies behind the address are important as the characteristic of certain abusive phrase is associated with hegemonic masculinities.

Tsay-Vogel, (2016) observed that Facebook members perceived its influence to be negative, the more noticeable the difference in estimated Facebook effect between self and others. Specific patterns also emerged indicating that the more users deemed the impact of Facebook as unfavorable, the more their estimates of its effects on themselves and on others diminished. However, the decrease in the perceived effect of Facebook was slightly more magnified on the self than on others as unfavorable perceptions of Facebook increased. These results support the notion that desirability of the medium has a bearing on the strength of third person effect and that third person effect is situation-specific. In particular, self-serving bias and self-enhancement motivations may have led to a greater decrease in reporting Facebook's influence on users themselves than when the context was in reference to "others." However, users did not report greater Facebook impact on themselves as compared to others when they perceived the medium as desirable.

Daspe, et al., (2018) opined that as they continue to become ingrained in our daily lives, it is crucial to develop a deep awareness of the many ways in which they can influence relationships. On the one hand, Facebook use appears to be a normative behavior that can lead to positive relational outcomes. On the other hand, an increasing body of research highlights potential relational issues associated with Facebook use. Facebook jealousy emerged as a significant mediator of the relationship between Facebook use and intimate partner violence. Interaction between both partners' Facebook jealousy, underlining the dyadic context in which Facebook jealousy is most likely to contribute to intimate partner violence perpetration in young couples.

From a study Ferrier, et al., (2018) opined that online harassment result to emotional stress that require legal and technological interventions. Perpetrators can use a combination of online and offline attacks that threatens the employment and safety of journalist. Women writers have been the focal point of these attacks orchestrated online by perpetrators on Facebook geared to silence their voices on the fight against GBV. Consequently, this cause fear and erodes freedom and liberties of the members of the press.

2.2.2 Types of GBV being perpetuated against women on Facebook

Temitope, Seunayo and Ekweme (2017) investigated the facebook group analysis of violence against Women using content analysis on 334 Facebook users. The study's specific objectives included to find out contents on Facebook groups with violence against women and to find the types and forms of such uploads. Uses and gratification as well as symbolic interaction theory were used as theoretical framework. Coding sheet was used as an instrument of data collection. Findings show that there are contents on Facebook groups portraying violence against women. There are also different types of violence against women and it comes in various forms. However, the study did not indicate the accessibility level of Facebook as a channel used by women to report GBV indicating conceptual gap.

While undertaking a study Stabile, et al., (2020) established that social media has been touted as a transformative force in social movements, affecting the influence and interplay of actors in advocacy networks, and their entrepreneurship in shaping policy. It has been said that social media has transformed how social movements unfold around the globe, as evidenced by the role of social media in the Arab Spring. Simões and Campos (2016) note that social media facilitates movement-specific activities along eight dimensions, including “debate and reflection,” “organization and logistics,” “mobilization,” “communication,” “advertising and public representation of the collective,” “social networks,” and “events.” And, Kaun (2017) argues that social movements that take place almost entirely on social media, such as the Occupy movement, allow for “digital immediacy. The GBV encompasses an array of violent activities targeting women like online harassment, hateful messages against women, and sexual harassing messages. The study however, did not analyze the content of GBV messages reported via Facebook by women.

Lauren, (2016) observed that using violent representations of women in advertising contributes to the weakening of the taboo of violence against women. By representing women as sexualized, zoomorphic and subjugated beings, a rape culture is highlighted in which treating women in degrading ways through the use of violence is considered acceptable. In turn, the taboo of violence against women is not only weakened but questioned. By imparting that it is acceptable to dominate, sexually touch and assault women, these representations undervalue the right of a woman to say no. Moreover, they create effects at a cultural level that counter the broader efforts of legislation, the media and social marketing campaigns to combat violence against women.

Storer, and Rodriguez, (2020) remarked that despite advocacy from social service organizations and increased efforts from Social Work and Public Health researchers to challenge social norms regarding the acceptability of abuse, there still exists considerable misinformation regarding intimate partner abuse. The typical public response to GBV was exemplified by the outrage conveyed across social media when Janay Rice reunited with her abuser and husband, Ray Rice. One of the primary issue-framing narratives of the #WhyIStayed campaign was to challenge the enduring question of why individuals “stay” in abusive relationships (Storer & Rodriguez, 2020). This campaign reinforced that asking individuals why they stay minimizes the barriers to exiting abusive relationships and functions as another form of victim-blaming. Therefore, such scenario underscores the potential for digital social movements to rewrite enduring social scripts regarding the barriers to safely exiting abusive relationships and to subvert dominant representations of GBV that often minimize the structural determinants of GBV while privileging individual-level narratives that often hold victims/survivors responsible for terminating abusive relationships.

Nwafor, et al., (2022) observed that media, especially social media, have witnessed myriad of reports about husbands being battered and some in cases being murdered by their wives. However, there seems not to be enough reportage by the mainstream media about domestic violence against men, thereby resulting to low awareness of the social menace. It was also discovered that there was a negative perception about domestic violence against men over marital infidelity as majority of the respondents condemned the act. Although social media have been instrumental in creating awareness of this violence against men, it has not succeeded much in raising awareness on domestic violence against men as it is only reported when the husband has been killed, attempted to be killed or battered.

Mosavel, et al., (2012) opined that risk factors for violence, as well as other social problems, are inextricably linked. However, the impact of gender violence reported in this study indicates the need to prioritize interventions in this specific area. Several problems were identified as the cause of GBV presented in low-income neighborhoods. The limited employment opportunities, daily financial struggles in poor households, prevalence of crime, dysfunctional schooling systems, the absence of recreational facilities and the dangers associated with organic recreational spaces, like jukeboxes, were just some of the processes that impacted the well-being of youth. In context which gender-based violence occurs is amidst cultural constructions of love, sex and entitlement to which girls are expected to submit, and highlight the need to critically engage young people about

patriarchal gendered relations. Sexual violence was commonly being perpetuated against women on Facebook. However, the study did not indicate the accessibility level of Facebook as a channel used by women to report GBV.

Women were subjected to GBV, particularly sexual and physical violence to include acts of pushing, insults, slapping, kicking, knocking, hitting, throwing objects and violent sexual behaviors as per Mtaita et al. (2021). Mtaita et al. (2021) remarked that despite good knowledge about what constituted GBV knowledge about the roles and availability of GBV health services was limited and utilization of GBV health services remained low. However, victims of GBV had poor perceptions of and experiences with GBV health services such as emergency contraception and post-exposure prophylaxis, as well as psychological and referral services. Victims were aware of the availability of HIV screening services following rape but were unaware of post-exposure prophylaxis for HIV prevention hence highlighting a gap in GBV awareness and mitigating measures.

2.2.3 Accessibility of Facebook as a channel by women to report GBV

Sharma et al. (2021) did a study on gender-based violence risks for women in Myanmar during COVID-19 and a coup. This was a literature-based review study. It was established that Facebook was more accessible to women in conducting and organizing awareness campaigns on GBV. Through the Facebook channel, GBV survivors could access much needed support. However, the study did not indicate to what extent were the women using Facebook to report GBV in the study region. This study sought to analyze the accessibility level of Facebook as a channel used by women in Kibera Settlement Scheme, Nairobi City County to report GBV.

Sayadi and Houerbi (2020) conducted a study on violence against women in digital spaces, particularly on Facebook. It was established that women were reporting increasing unwanted, harassing messages after reporting GBV they go through the Facebook online platform. Further, countless testimonies of #EnaZeda campaign members illustrate the rampant online harassment Tunisian women faced after posting their testimonies online. Though Facebook has been accessible by women to report GBV, it has turned out to be a platform to extent GBV violence through intimidation and threats. This raises queries about the reliability of Facebook as a platform to report GBV.

Akudolu et al. (2023) did a study on global rise in gender-based violence against women and girls during COVID-19 lockdown in Africa. Most of them were reached through Facebook and various social media platforms, while some were engaged in face-to-face interactions. Facebook and WhatsApp were more accessible in reporting GBV. It was also established that although the use of Facebook facilitated the reporting of GBV, it did not imply an increase in reporting of cases during the pandemic as the social media had been in existence before then.

Sundani, Mangaka and Mamokhere (2022) conducted a study on social media as a campaign tool against online gender-based violence in South Africa. This was a systematic review was employed using qualitative approach. The NVivo software was used to identify common, repetitive and different themes. It was established that social media campaigns on sites such as Facebook, was being heavily used by women all over the world to help combat the scourge of GBV. However, the study did not indicate the level of accessibility of Facebook as a channel in reporting GBV.

Christia, et al. (2022) did a study on media campaigns to empower women facing gender-based violence amid COVID-19. The study randomized the mode of implementation of an intervention conducted by an Egyptian women's rights non-governmental organization seeking to support women while accommodating social distancing amid COVID-19. It was found that Facebook as a channel for reporting GBV was more accessible compared to other social media. However, this is an empirical gap as other scholars (Sundani et al. 2022) argue that WhatsApp was more accessible to women to report GBV.

2.3 Theoretical Framework and Conceptual Framework

This research relied on the Gratification Theory and Feminist Theory.

2.3.1 Gratification Theory

This theory was propounded by Katz Elihu and Blumer Jay G. in 1970. The theory is of the view that media consumers influence the entire process of communication because they select messages based on their needs, beliefs or preferences, Folarin (1998, p. 65). The focus here is not just on media production and disseminations but on audience and consumption. Katz (1974) cited in Okunna (2002, p. 20) says “uses and gratification theory is concerned with the social and psychological origin of needs which generates expectations of the mass media or other sources

which leads to differential pattern of media exposure (or engagement in other activities), resulting in need gratification and other consequences, mostly unintended ones”.

The relevance of uses and gratification theory to this study lies in the fact that Facebook as social medium can be used by its subscribers to satisfy certain needs. Facebook users can use the medium to satisfy the need to reinforce self-image. Image reinforcement in the context of this work can be seen in two folds. On one side are the perpetrators of violence using the Facebook groups to upload their escapades to reinforce the image of authoritativeness and boldness; through Facebook groups, they can project themselves as being daring and in charge. On the other side are the women against whom violence had been carried out. Facebook can be a medium to be used for image reinforcement and redemption. In the light of this theory, Facebook group users can acquire and shape knowledge, information regarding violence against women, have post on Facebook group that can help to determine how people perceive and react to issues concerning women.

2.3.2 Feminist theory

Feminist theory has a fairly long history, it did not receive wide acceptance until 1970s (Baird, 1992). Although feminist perspective has its limitation as it tends to confine itself within the fulcrum of male-female binary without cognizance to others whose gender is neither male nor female like transgender, but since our work is concerned with male-female relationship, this theory seems perfect. A feminist perspective however provides a deeper understanding of how gender-based violence is connected to male dominated society, which is patriarchy.

Patriarchal views therefore legitimize gender-based violence against women and girls as a normal phenomenon, but feminism is a struggle and a philosophy against male dominance over female folk, emphasizing that all are created equal, and should be treated equally. According to Ferguson (2017), feminist theory shifts its lens and focus from male viewpoint towards women predicament in order to “shine light on social problems, trends and issues that are otherwise overlooked or misidentified by the historically dominant male perspective within social theory”. Nonetheless, Feminist theory has been misunderstood (Dietz, 2003). Many people misunderstand feminism to be advocate to female superiority but this is not true; the primary goal of feminism is to establish a common pedestal both for men and women in society, in other words, gender-equality.

The theory is relevant to the study. Feminist theory is important since it helps to address and better understand unequal and oppressive gender relations. It promotes the goal of equality and justice

while providing more opportunities for women. True feminism benefits men too and is not only applicable to women. Based on the above theories, the researcher’s conceptual framework is that, social media can be used/enhance GBV reporting. For the reporting to be successful, Grice’s maxims should be observed.

Independent Variable	Intervening variable	Outcome
Use of Facebook as social media channel to report Gender- Based Violence <ul style="list-style-type: none"> • Nature of GBV messages shared via Facebook • GBV Content delivered via Facebook • Usage of Facebook <p style="text-align: right;">→</p>	Quality of posts Quantity of posts Relevance of posts Manner of posts <p style="text-align: right;">→</p>	Investigation and action against perpetrators GBV awareness Protection of victims and witnesses Polices supporting the fight against GBV Support by general public e.g. media houses, men, organizations etc.

Figure 2.1: Conceptual Framework

CHAPTER THREE: METHODOLOGY

3.0 Introduction

This chapter presents the research design, target population, sampling method, data collection methods, and data analysis methods.

3.1 Research Design

According to Thakur (2021), research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. The study adopted the descriptive research design. Descriptive research design enabled the researcher to get information that describes the existing phenomena by asking respondents about their knowledge, perceptions, attitudes and values. This design reports things the way they are. In this regard, the descriptive research design allowed the researcher to describe issues surrounding GBV among women in Nairobi and communication as they are.

The study also used mixed methods approach. Mixed methods approach involves the collection or analysis of both quantitative and/or qualitative data in a single study in which the data are collected concurrently or sequentially, are given a priority, and involve the integration of the data at one or more stages in the research process (Guttman & Hanson, 2002). This approach enabled the researcher to answer questions that cannot be answered using only quantitative or qualitative methods alone.

Quantitative research method aims to give answers to questions like who, what, when, where, and how many? Due to the fact that part of the questionnaire had close-ended questions, the results of quantitative surveys can easily be transformed into numbers, stats, graphs, and charts. According to Bloomfield and Fisher (2019), a quantitative study enables researchers to explore and describe various concepts regarding the subject under study. In this context, the quantitative approach taken helped the researcher determine respondents encounters with GBV and the how Facebook reporting adopted in to bring to and end the practice in the community. This approach is essential in knowing the specific number of respondents who provided a certain number of answers, which and was used to make conclusions regarding the questions asked.

Qualitative research method, on the other hand, aims to give answers to why and how something is happening. Qualitative research most commonly revolves around open-ended survey questions

and highly descriptive answers that are hard to quantify and express through numbers. It is a great way to collect more complex information and explore people's thoughts and behavior. It is often used to find ideas, formulate predictions, and explain the numbers. In this context, qualitative approach helped the researcher gain understanding of how the Facebook reporting approaches are applied in lowering GBV cases in the modern society.

3.2 Target Population

Population is a group of individuals, items or objects from which samples are taken from measurement (Kombo, 2005). Population is therefore the entire group of individuals, events or objects having a common observable characteristic. The study focused on women and effects of gender-based violence on them, therefore women from the age of 18 years and above years were interviewed. Only active Facebook users were targeted in the study. This study focused on gender-based violence and targets women in Kibera Informal Settlement. According to Swart (2019), 85 percent of women have experienced GBV in Kibera informal settlement. During the Covid-19, the cases of GBV in Kibera Informal Settlement sharply rose.

Kibera Informal Settlement is made up of 5 wards that include Sarang'ombe, Woodley, Makina, Laini Saba and Lindi. According to World Vision International (2022) 728 cases of GBV were reported in Kibera Informal Settlement in the period March to December 2020 when Covid-19 emerged in Kenya. The reported GBV cases against women included 176 GBV cases against women in Sarang'ombe, 108 in Woodley, 159 in Makina, 148 Laini Saba and 137 in Lindi (World Vision International, 2022). Burns and Grove (2003) define eligibility criteria as a list of characteristics that are required for the membership in the target population. The criteria for inclusion in this study was: women who have suffered GBV from the area under research study and are active Facebook users.

3.3 Sample size

A sample is a smaller group of subject drawn from the population in which a given study was conducted for a purpose of drawing conclusions about the population targeted. Yamane (1967) simplified formula was used to obtain the number of GBV cases in the eight identified regions. This is calculated as shown in the formula.

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = sample size

N = population size

e = the level of precision

1 = Constant

Where:

n = sample size

N = population size

e = the level of precision
1 = Constant

This formula assumes a degree of variability (i.e. proportion) of 0.05, the level of precision of 5% and a confidence level of 95%.

Sample size for; $n = 728 / \{1 + 728(0.05)^2\}$

= 258.16 = 258

$n = 258$ GBV victims were interviewed. However, only GBV cases reported via Facebook were sampled.

3.3.1 Sampling Technique

The sampling technique used in this study is multi stage sampling. First and foremost, the researcher purposively chose Facebook groups relating to violence against women because they were considered to be in better position to provide information on the subject matter. Only active Facebook users were targeted in the study. This study sampled GBV against women reported in Nairobi County only.

Secondly, stratified random sampling was used to obtain a sample of the GBV cases reported via Facebook across the study regions in Kibera Informal Settlement. The strata were 5 wards that include Sarang'ombe, Woodley, Makina, Laini Saba and Lindi. The selection of the GBV cases comprised all forms of GBV directed toward women during the Covid 19 period. Table 3.1 depicts the sampling frame and sample size.

Table 3.1: Sampling frame and sample size

Ward	GBV cases	Sample size
Sarang’ombe	176	62
Woodley	108	38
Makina	159	56
Laini Saba	149	53
Lindi	137	49

Source: World Vision International, 2022

3.4 Data collection tool

The study employed two techniques to collect the data. The data collection techniques were the content analysis technique for the researcher to collect information related to content of GBV messages reported via Facebook by women and types of GBV being perpetuated against women on Facebook platforms in the study locale and a semi structured questionnaire for women to analyze the accessibility level of Facebook by women to report GBV in Kibera Settlement Scheme.

Using content analysis technique, the researcher scrutinized, document and collect the gendered visual representations of abusive and misogynistic content as well as verbal expressions, terminologies, words, metaphors, signs and symbols being shared on Facebook that perpetuate GBV towards women. These explorations were based on a manifest content analysis of memes, comments, images and posts which were predominantly based on GBV messages targeting women between the period December 2020 to December 2021, a period of 12 months. This was during the Covid-19 pandemic that GBV cases spiked up in the study region (World Vision International, 2022). These were taken from public Facebook groups, pages and personal accounts where women posted any GBV messages targeting them in the study locale. The content analysis as the method of data collection was also employed by Temitope, Seunayo and Ekweme (2017) while

investigating the Facebook group analysis of violence against Women on 334 Facebook users and De Costa, (2021) on gendering abuse against women on Facebook.

Further, the study employed a semi structured questionnaire for women in Kibera Settlement Scheme to collect data the accessibility of Facebook to report GBV. With this tool, the questionnaire was used to collect sociodemographic information of the women in the stud region, access to mobile devices or any other digital devices like computer and tablet to access the internet, ability to buy internet bundles among other items.

3.5 Data collection procedure

The data collection procedure for this study started with a permit letter from the University allowing the researcher to collect data. The researcher documented the GBV cases posted on Facebook using content analysis tool (Appendix II). The consent of the Facebook users was also sought before information is viewed on their Facebook profiles. The GBV reported by women or messages perpetuated towards women were taken from public Facebook groups, pages and personal accounts. The GBV messages targeting women collected covered the period December 2020 to December 2021, this is the period GBV against women went up during the Covid-19. The researcher scrutinized, document and collect the gendered visual representations of abusive and misogynistic content as well as verbal expressions, terminologies, words, metaphors, memes, imagery, signs and symbols that perpetuate GBV towards women being shared or reported by women on Facebook.

Furthermore, using semi structured questionnaire more information was collected from women in Kibera Settlement Scheme. Before the actual day for data collection, research permit from the National Commission for Science and Technology was requested. A date for actual data collection was set which took a period of one month. During the actual data collection exercise, the consent of the women in the study area was first be sought. They were assured of respect and dignity during data collection, privacy and confidentiality of the information and solemn assurance that the information to be collected are for purposes of academic research only and was not used against them or to expose them. The semi structured questionnaire was distributed to 62 women Sarang'ombe, 38 Woodley, 56 Makina, 53 Laini Saba and 49 Lindi. With this tool, the

questionnaire was used to collect sociodemographic information of the women in the stud region, access to mobile devices or any other digital devices like computer and tablet to access the internet, ability to buy internet bundles among other items.

3.6 Data processing and analysis

This study heavily relied on qualitative data. Content analysis approach was employed to analyze qualitative data. Content analysis is a research method concerned with the generation of themes from data that has been systematically collected and analyzed (Glaser, & Strauss, 1967, p. 237). It is used to uncover such things as social relationships and behaviors of groups, known as social processes. An analysis with content analysis approach begins with a question, or even just with the collection of qualitative data. As researchers review the data collected, repeated ideas, concepts or elements become apparent, and are tagged with codes, which have been extracted from the data. As more data is collected, and re-reviewed, codes can be grouped into concepts, and then into categories.

Qualitative data was analyzed using a software program called NVivo software version 12 for qualitative analysis of large bodies of textual and audio and based on content analysis. Content analysis involves identifying, analyzing and interpreting patterns of meaning within qualitative data and reporting them in prose form. Qualitative data was transcribed through replaying the tape-recorded interviews and transcript conversations from the focus group discussions. The text transcript was thoroughly read and audio from recording was played where similar ideas were together based on the themes outlined in the research objectives.

The GBV cases posted on Facebook was documented according to the key thematic objectives of the study. The key themes were content of GBV messages shared via Facebook, types of GBV being perpetuated against women on Facebook and accessibility of the Facebook as a channel to report GBV by women in Nairobi County. Inductive meanings were extracted and described in narratives using well said verbatim of participants. The verbatim of participants were transcribed independently to confirm the reliability of the finding. Results based on qualitative data was presented in prose form. Quotation of key statements as said by respondents was done. The

quotations of statements shall contain date when data collection happened and unique identifiers of participants.

For quantitative data, descriptive statistics was employed to analyze them. The descriptive statistics entailed frequencies and percentages. The frequencies and percentages depicted the accessibility level of Facebook as a channel used by women in Kibera Settlement Scheme to report GBV by documenting the number and percentages of GBV cases perpetuated against women, access to digital devices mobile devices, computer and tablet to access the internet, ability to buy internet bundles and frequency of using Facebook as a channel to report GBV cases among other items.

3.7 Ethical considerations

To ensure adherence to ethics, the researcher sought clearance from the University to collect data. The researcher was honest during data collection and also consent was sought before embarking on the data collection, given the private and sensitive nature of the issue of GBV. Additionally, no force was used during data collection; participation by respondents was on voluntary basis and all information collected from the respondents was kept confidential. The researcher assured respondents on the privacy of the information they provided by not divulging to other community members, and conducting interviews in a private environment. Names of the respondents was not attached to their responses and opinions on the study subject matter. The researcher also assured respondents that the information provided was only for academic purposes.

CHAPTER FOUR: FINDINGS AND DISCUSSIONS

4.0 Introduction

The questionnaire response rate and demographic features of the population are presented in this chapter. Descriptive output including averages and standard deviations are presented. The study also triangulated quantitative and qualitative findings. Thereafter, discussion on specific themes as per the study objectives.

4.1 Response Rate

An aggregate of 258 questionnaires was distributed to respondents. An aggregate of 183 questionnaires were properly filled and resent back. An aggregate of 183 questionnaires were properly filled indicating a 70.9% percent return rate. Bailey (2000) established that return rate of more than 50 percent is adequate. Thus, a return of 70.9% showed in this study was excellent enough to draw satisfactory conclusions.

4.2 Analyze the Content of GBV Messages Reported Via Facebook by Women

The first objective of the study was to analyze the content of GBV messages as reported in the Facebook account by victims. At onset, the researcher began by enquiring from the victims about the responsible people that committed GBV against them and responses are presented in Table 4.1.

Table 4.1 Content of GBV Messages

Variable	Category	Frequency	Percentage
Who are the perpetrators of GBV against you?	Spouse	47	42.5
	Relatives	46	25.1
	Strangers	49	26.8
	others	41	6.6
	Total	183	100
Regarding the GBV message you shared on Facebook, were you seeking help	Yes	104	56.8
	No	79	43.2
	Total	183	100
Level of urgency in the message	Not		
	urgent	34	31.7
	Urgent	32	30.6
	Very urgent	38	37.7

	Total	104	100
If yes, how helpful is Facebook in reporting battling GBV against women	Yes	110	60.1
	No	73	39.9
	Total	183	100

Based on the finding from the study 42.5% of GBV cases are attributed to spouses' conflicts (husband), 26.1% cases of GBV have been associated with strangers and 25.1% of the cases are caused by relatives while 6.6% of the cases are occasioned by other people such as wives and colleagues at work.

Facebook user 1, "My husband often threatened to take my life at the slightest provocation. Moreover, a 12-year girl posted on Gender Based Violence page about defilement that she has been undergoing with his uncle."

"I have been in abusive marriage for over 10 years. I have wounds to show for it, plus traumatized children. My husband often threatened to take her life at the slightest provocation". Macline Mokeira (shared to say no to gender-based violence page, 2020)

The cases of GBV seem to affect every member of a household thus no one is safe. This is evident from the content analysis where many cases of spouses are involved GBV and women were more vulnerable. This has been common in many areas across the world. This is attributed to nature of society setup where men enjoy more responsibilities in leadership space over women. The excessive power and entitlement that come with this responsibility is at times abused by some men through engaging in GBV whenever disagreement arise with their spouses. The disagreement can be occasioned by lack of consensus on approaching family issues especially financial management. Men find themselves dictating on how things are done even when they are wrong and their counterparts are a better position to advice and make sound judgement.

The physicality nature of men has been abused by some men who involve themselves in GBV. The nature posits that this physical strength endowed with men is supposed to be used elsewhere where it is deemed productive but some groups abuse them by fighting their spouses or other family members who are in disagreement on array of issues that can be solved by consensus.

Reporting of the GBV is important for mitigation actions to be undertaken. It was noted that 56.8% of the GBV victims have reported these cases on Facebook while the remaining 43.4% have

reported these cases elsewhere. Individuals fear to report GBV cases on public platforms such as Facebook because of stigma that is associated with making it public. Some even chose not to report these cases by the virtue of protecting their families.

“A woman reported to this page, I have been under abusive and violent marriage for over 15 years. My husband beats me. I have contemplated suicide”. Gender Violence Recovery Centre; Nairobi Women's Hospital, page 2019

“A 12-year girl posted on Gender Based Violence page about defilement that she has been undergoing with his uncle”. Gender based Violence page, 2020

For those who posted messages on Facebook regarding their experience with GBV received mixed reactions. The study finding deduced that only 37.7 percent of those GBV victims who posted on Facebook saw this has very urgent while 31.7 percent of the victims did not see the level of urgency of posting these messages on the Facebook. It was further deduced that only 30.6% of the victims that reported their experiences with GBV acknowledged that reporting these cases in public platform are urgent. According to them it is important to make these abuses public since it helps in sensitizing the members of the public on how to avert abuses which are related to gender-based violence.

The rapid expansion and growth of internet has changed reporting and communication of issues by many institutions. Emergence of Facebook has been key in many social activism because of its efficiency and ability to reach many people in different places within a shorter time. The use of technology as significantly affected personal life. However, concerns have been raised on the abuse of the technology where users involve themselves and others experience online harassment. The use of these networks become more rampant during the COVID-19 period. However, the Facebook platforms were used by many people during this period.

“During Covid, my husband stopped providing for family arguing that there is no work. He started abusing an insulting me. He threatens to beat me and send me back to my parents. He did not do this before the onset of Covid-19”. Beyond Gender Based Violence page, 2020.

Similarly,

“During COVID 19, several women reported GBV to their Facebook page. The women many in informal settlements in Kenya experience rising physical assault, girls experience rising sexual abuse”. Peace-Net Kenya Gender Based Violence Awareness page, 2021

During the pandemic many people lost their livelihoods and this increased some level of struggles within families especially on the economic front. The struggle easily triggered stress which was converted to GBV. This level of stress was also extended to Facebook where many people experienced bullying targeting certain gender. The change of social life especially entertainment resulted to isolation of individuals in a restricted environment where isolation become necessary that fueled GBV within this period. Many women have been victims of social media bullying especially men who have been oriented differently. Reduction of distance and time occasioned by technological aspect has formed series of repeated attacks on online users targeting the vulnerable genders and thus the victims become inertia. GBV is a complex issue that is deeply rooted in culture, religion and social behaviors thus technology is just a mere facilitator not a cause of the problem. According Ratnasari, et al., (2021) pointed out that digital activism conducted through social media platforms offers credible information, facilitate a movement, mobilization, and self-mediation and advocacy.

Moreover, it was established that 60.1 percent of the respondents acknowledged that reporting GBV cases on Facebook was important in sensitization and fighting to reverse the current trends. However, 39.9% of the respondents had reservation of posting individual experience on public platforms. Some argued that justice system operates differently from digital platforms. According to them threshold evidence is required to pass judgement to any culprit of GBV. Social media platform may only create sensation headlines which may not be proved in the justice system to warrant imprisonment or deserved judgement for the offender. The justice system is still evolving and use of electronic evidence is still inadmissible in the law courts.

In a Beyond Gender Based Violence page, a woman reported,

“My husband impregnated my daughter. I chose to go to Saudi Arabia”. Beyond Gender Based Violence page, 2020.

Similarly, a man posted in the, Beyond Gender Based Violence page

“I have been married for over 50 years, I loved my wife so much but she paid back with cruelty, she has been beating me for all the years and I feel a lot of exhaustion at 90, I can only ask you to run away from toxic partners as early as the behavior is detected”.

The Facebook platform has been instrumental in advancing a given course especially progressive ideas. Facebook platform has been adopted by several organizations in advancing the fight against

GBV through sensitization programs. This was the case in Ukraine where a gender-based violence victim fought through Facebook platform by publishing a related story covering gender-based violence. Such movements can inspire many people across the world to joining the fight against GBV. The mobilization in digital platforms such as Facebook can be a stimulant in policy making and formulation on ways of mitigating GBV.

The use of Facebook in campaigning against GBV is regarded as the most effective means since many of the people who are affected severely are the active users of Facebook. When good messaging is done against this vice then it will be easier in sensitizing the members of the public on this vice. One of the important strategy in campaigning against this vice is tailoring message to personalize individual traits. Connective action is more fluidity and scalable of active individuals that rely on Facebook as means of organizing and take advantage of the reduced costs and increased speed and quality of communication over other networks (Nabukeera, 2021). The act of taking part in networked movement or protest emerges as an act self-expression and self-validation for the individual. Facebook media is an important platform that underpin civil and political action and how they affect personalization of political discourse.

4.3 Accessibility Level of Facebook as a Channel Used by Women in Kibera Settlement Scheme

The accessibility of Facebook among its users is important in propagating the campaign against gender-based violence among the online users. The accessibility of Facebook is determined by internet availability, ownership of smartphone and money that is required to purchase internet usage on the need basis. The study examined various factors that influenced accessibility of Facebook in the fight against GBV.

4.3.1 Social economic factors

Gender based violence are commonly occasioned by factors that are intrinsically related with the contemporary social economic environment. Level of disagreement attached to social economic factors could trigger stress which is leading cause of GBV.

Table 4.3 Social economic factors

Variable	Category	Frequency	Percentage
Age	Below 18 years	15	8.2
	19 – 30 years	72	39.3
	31 – 40 years	61	33.3
	41 – 50 years	21	11.4
	50 years and above	14	7.7
	Total	183	100
Education attainment of the respondent			
	None	16	9.1
	Primary	19	10.4
	Secondary	66	36.2
	Polytechnic	51	28
	University	30	16.4
	Total	183	100
Marital status			
	Single	11	6.2
	Cohabiting	65	35.7
	Married	78	42.5
	Divorced	18	9.8
	Widowed	11	5.8
	Total	183	100
Number of children if married			
	None	33	17.8
	1-3 children	80	43.5
	4-6 children	40	21.9
	7and above	31	16.8
	Total	183	100
Monthly household income in KES			
	Less than 10,000	29	15.7
	10,001-20,000	42	22.8
	20,001-30,000	56	30.4
	30,001-40,000	37	20.2
	Over 40,000	20	10.9
	Total	183	100

Based on the finding in Table 4.3, 39.3% of the GBV were aged 19-30 years. This is the most reproductive age and many relationships and marriages take off at this stage. Followed by the age group of 31-40 years which recorded 33.3 percent of GBV cases while the age the group 41-50

years accounted 11.1 percent of GBV cases. It was also noted that 8.2 percent of GBV cases affected people below the age group of 18 years and 7.7 percent of the GBV cases affected people above the age groups of 50 years. The age groups 19-30 years recorded the highest percentage of GBV cases followed by 31-40 years, this the most reproductive age and many people engage in relationships and others formalize their marriages. Given that it's the most active social engagement age group where relationships are formed. This relationships and active social engagements of people come also with its own unique challenges. The challenges are exhibited in GBV and many people within this age groups fall the pray of the circumstances.

On education level, 36.2 percent of the victims of GBV possess secondary education while 28% have polytechnic certificate. Further, 16.4 percent of the victims are university degree holders and 10.4 percent are primary certificate holders. In addition, 9.1% of the victims have no formal certificate. It can be deduced that many of the respondents possess secondary and polytechnic certificates constituting 64.2 Education is essential in seeking justice and reporting any form of GBV. Highly educated individuals are informed about their rights and any possible abuse will necessitate them to report to the respective authorities.

The cases of GBV are common among people in relationship or at some point the phenomena become extreme and one of the parties may walk away from the union as a mitigation measure of avoiding weighty consequences that may be related with extreme GBV. It was established that 42.5% of the GBV are married while 35.7% are cohabitating with their respective partners. Moreover, 9.8% of the GBV victims are divorcees while 6.2% are single and 5.8% of them are widowed. Majority of the GBV victims are married followed by those cohabiting with their spouses. This imply that many of these cases happen to those in relationship.

Since many of the victims who are affected by GBV are either married or cohabiting with their partners naturally many are likely to have children. It was noted that 43.5% of the GBV have children ranging from 1 to 3 while 21.9% of the respondents have 4-6 children and 17.8% of the victims have no children. On the other hand, only 16.8% of the GBV have more than 7 children. The highest number of GBV victims have an average of 1-3 children within their household.

The study deduced that 30.4% of the GBV victims earned income that range between 20001 and 30000 KES while 22.8 percent of the victims received a monthly income of 10,001 to 20,000. It

was also established that 20.2% of the victims earned over 30,001 to 40,000 shillings. Moreover, 15.7% of victims earned income of less than 10,000 shillings while 10.7% earned more than 40,000 shillings. Majority of the GBV victims are low income earners thus hard economic hardship might be the cause of disagreement within the household level.

According to Facebook user 3 “During COVID 19, several women reported GBV to their Facebook page. The women many in informal settlements in Kenya experience rising physical assault, girls experience rising sexual abuse”

Lack of adequate and sustainable income can paralyze operations of families. When family operations are paralyzed by inadequate income there is likelihood that disagreements might turn violent and one of the party is affected. This was common during the pandemic period when many households lost their livelihoods since pandemic shattered several income generating opportunities. The loss of income and employment opportunities affected the most vulnerable groups adversely.

4.3.2 Usage of Facebook

The usage of Facebook has increased steadily since its development. It has attracted the younger generation which they have used it as socializing tool while commercial entities have taken this advantage to advertise their brands. Moreover, many human rights organization and other justice groups have also used the platform to advance equality and fight against injustices. The study investigated how the society has used and individuals in general leveraged faced book in advancing the fight against the GBV and finding is presented in Table 4.4.

Table 4.4 Usage of Facebook

Variable	Category	Frequency	Percentage
Do you have a smartphone that can access internet?			
	Yes	148	80.9
	No	35	19.1
	Total	183	100
Do you have Facebook account?			
	Yes	156	85.6
	No	26	14.4
	Total	183	100
Can you access to internet bundles surf on Facebook			
	Yes	140	76.4
	No	43	23.6
	Total	183	100
How frequently to you visits Facebook?			
	Daily	67	36.7
	thrice a week	40	21.9
	twice a week	37	20.2
	weekly	20	11.0
	not at all	19	10.4
	Total	183	100

The usage of Facebook is aided by a given infrastructure and this include the access to smart phone and internet. It is against this background that this investigation inquired the number of people have full access on this critical enabler to usage of Facebook. It was noted that 80.9% of the GBV victims own smart phone while paltry 19.1% does not have access to smartphones. It was further noted that 85.6% of the victims have Facebook accounts while only 14.4% have not registered their accounts.

Access of Facebook account is aided by internet thus it was important for the researcher to understand how the victims are exposed to this critical resource. It was found out that 76.4% of the victims have access to internet contrary to 23.4% of the victims that rarely access internet. On frequency of accessing internet, 36.7% of the GBV victims' access internet on daily basis while 21.9% of the victims accessed internet thrice a week and 20.2% accessed online services twice a week. Moreover, 11.0% of the victims access internet weekly while only 10.4% of the victims does not have internet access completely. Majority of the GBV victims accessed internet and owned

smart phone thus involvement in digital campaigns and reporting is convenient. Facebook require use of smart phones and internet connection thus these are the basic requirement for one to undertake activism at Facebook level.

Facebook is more open in conducting awareness against GBV and more accessible to the victims since it only requires a smart phone and internet. The engagement in the Facebook platform may require a daily engagement so that victims may receive assistance. This platform can be of help to the victims in accessing justice. According to Sayadi and Huerbi (2020) digital spaces such as Facebook are ideal in fighting vices GBV. This is because it reaches many people within a short time. Despite this strategy of reporting GBV experiences on Facebook being the most appropriate in fighting GBV and creating awareness. The victims still face bullying from other members of the society who view GBV as norm of punishing stubborn people. This was the case in Tunisia where an activism against GBV spearheaded by women faced backlash from the members of the public. Sundani, Mangaka and Mamokhere (2022) opined that social media campaigns on sites such as Facebook, was being heavily used by women all over the world to help combat the scourge of GBV.

4.3.3 Cost of Facebook Activism

Accessing Facebook is a cost and in most cases users are the bearers of these costs. Therefore, Facebook activism requires some level of financing for it to be sustainable starting from user owning a smart phone and also the ability to support the course through daily engagement that require internet support. The study therefore sought information regarding the affordability of internet by users and are presented in Table 4.5.

Table 4.5 Cost of Facebook Activism

Variable	Category	Frequency	Percentage
Do you afford daily bundles?			
		Frequency	Percent
	Yes	133	72.8
	No	50	27.2
	Total	183	100
How frequent do you buy internet bundles?			
	Daily	83	45.1
	twice a week	17	9.1
	thrice a week	37	20.1
	weekly	14	7.7
	not at all	32	18
	Total	183	100

The finding of the study revealed that 72.8% of people involved in GBV can afford internet and are able to sustain Facebook activism frequently and 27.2% are unable to afford bundles frequently and support the course as expected.

The frequent use of internet is aided by having adequate internet bundles to sustain the activism in Facebook and also allow victims in making follow ups and progress of their cases. It was found from the finding of the study that 45.1% of the GBV victims bought internet bundles daily while 20.1% of the GBV victims bought internet data bundles thrice a week and 18% of the victims were not able to purchases internet bundles at all. Moreover, it was noted that 9.1% of the respondents bought bundles twice a week and 7.1% of the victims managed to bought bundles weekly for their own consumption.

Facebook activism requires continuous campaigns and affordability of internet is what defines sustainability of such activities on daily basis. Many of the victims are low and middle income and their daily expenditures may be disadvantaged the usage of internet. Thus, some victims may find themselves making hard decisions on choosing between purchasing internet bundles and meeting daily basic needs required to support life.

4.4 Types of GBV being perpetuated against women on Facebook in Kibera Settlement Scheme

The cases of GBV varies from one victim to another. Most of the cases oscillate around physical, emotional and psychological ramifications that victims suffer from as a result GBV. The study examined various cases of gender-based violence individuals face in the society and are presented in Table 4.6.

4.4.1 Cases of Gender Based Violence

The cases of gender-based violence are exhibited in various forms and affect victims mentally, physically and emotionally. The study sought to investigate how victims of GBV share their experiences with the legitimate authorities and what exactly happens thereafter as examined in Table 4.6.

Table 4.6 Cases of Gender Based Violence

Variable	Category	Frequency	Percentage
Have shared you ever shared a GBV perpetuated against you on Facebook?			
	Yes	120	65.9
	No	63	34.1
	Total	183	100
If yes, did you get help and how were you helped?			
	Yes	78	65
	No	42	35
	Total	120	100
Which party/individual came to intervene the intervention?			
	Professional	27	9
	Government authorities	36	30.1
	Family members	44	38.1
	Friends	35	16.2
	Strangers	40	6.6
	Total	120	100

Based on the finding in Table 4.6, it was discovered that 65.9% of the GBV victims have shared their experiences on Facebook while 34.1% have not shared violence perpetuated against them on any public platform. For those who shared information in public platforms such as Facebook 65% of them were accorded different forms of help and 35% did not receive any form of help after

sharing their plights to the members of the public. When affected victims shared their cases on public platform several individuals came on board to assist them overcome the current plight affecting them. After reporting the cases in public platform 38.1% of the GBV victims received help from family members and 30.1% received assistance from government authorities and 16.2% of the victims were assisted by friends. Moreover, some of the victims (9%) were assisted by professionals while 6.6% received help from strangers.

According to Facebook user 4 ‘I have been in abusive marriage for over 10 years. I have wounds to show for it, plus traumatized children.’

The use of Facebook in reporting GBV case has been considered a progressive strategy in fighting predominance of GBV in the society. This has been enhanced by the continuous reduction of internet cost in the country shaped by increased competitiveness among telecommunication players. Facebook convenience especially in allowing mass discourse is a game changer in the fight against GBV. According to ElSherief et al. (2017) Facebook afford individuals engaging in public discourse that as monumental impact on generational change and informing the society.

4.4.2 Categories of Gender Based Violence Experienced

The study sought to investigate which form of violence are meted on the victims of GBV and finding is presented in Table 4.7.

Table 4.7 Forms of Gender based violence

Variable	Category	Frequency	Percentage
Indicate the type of GBV you have experienced? Tick all that apply to you.			
	Beating/ battering	51	27.8
	Kicking	25	14.1
	Clapping	23	12.6
	Verbal Abuse	37	20.1
	Psychological torture	9	4.8
	Sexual violence and harassment	26	14
	Denial of economic opportunities	12	6.6
	Total	183	100

Table 4.8: Type of GBV case reported via Facebook Pages

Facebook page/user	Type of GBV case reported by the Facebook user
Macline Mokeira (shared to say no to gender-based violence page, 2020)	Physical violence, battering and assault
Gender based Violence page, 2020	Defilement, sexual assault and abuse
Gender Violence Recovery Centre; Nairobi Women's Hospital, page 2019	Physical assault and beating, emotional assault
Peace-Net Kenya Gender Based Violence Awareness page, 2021	Sexual assault, emotional abuse and physical assault
Beyond Gender Based Violence page, 2020	Economic abuse, physical and verbal insults

According to the finding of the study 27.2% of GBV victims recorded beating and battering as a form of GBV inflicted on them, 20.1% of the respondents received verbal abuse and 14.1% received kicks from their victimizers. It was also noted that 14% of the victims experienced sexual harassment and violence. Moreover, 12.6% of the victims suffered from clapping while 6.6% were denied economic rights. Further, 4.8% of the GBV received psychological torture.

According to Facebook user 9, 13 and 17 “GBV experienced were in the form of physical violence, battering and assault, defilement, sexual assault and abuse, emotional abuse and physical assault and economic infringements.”

The forms of violence targeting are witnessed in the Facebook include body shaming and bullying and use of abusive language against the victims. Some of the contents in the Facebook such as graphics and pictures are used to abuse women in the social media. This kind of behaviors inflict psychological torture on women especially those individuals that may use artificial intelligence to manipulate the all situation and portray the victims in a bad image. According to Nwafor, et al., (2022) social media have reported myriad of cases about husbands being battered and some in

cases being murdered by their wives. There seems to no adequate coverage by the mainstream media on this subject comprehensively. This trend has been on the upward trajectory where men are also abused by their wives especially the empowered women since they are economically secured and they cannot depend on anyone.

This level of violence meted on genders through social media or other physical means can be contained. This is because social media channels are transformative in a way since it can fuel social movements that can be a game changer in transforming the nation. According to Simões and Campos (2016) social media facilitates movement-specific activities along debates, mobilization, and communication, advertising and collective responsibility. Social movements that take place almost entirely on social media, such as the Occupy movement, allow for “digital immediacy. The GBV encompasses an array of violent activities targeting women like online harassment, hateful messages against women, and sexual harassing messages.

Facebook campaigns are reinforced by the idea of individuals minimize barriers existing on abusive relationships. Thus, these circumstances underscore the potential for digital social movements to rewrite enduring social scripts regarding the barriers to safely exiting abusive relationships and to subvert dominant representations of GBV that often minimize the structural determinants of GBV while privileging individual-level narratives that often hold victims responsible for terminating abusive relationships. According to Mosavel, et al., (2012) several problems cause GBV in low-income neighborhoods for instance lack of employment opportunities, daily financial struggles in poor households, prevalence of crime, dysfunctional schooling systems, the absence of recreational facilities and the dangers associated with organic recreational spaces, like jukeboxes, were just some of the processes that impacted the well-being of youth.

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

The section examined the summary of findings in the study. It also inferred conclusions from the summary of findings. The study concluded by making recommendations for practice, policy and suggested areas for further research.

5.1 Summary of Findings

The first objective of the study was to analyze the content of GBV messages as reported in the Facebook account by victims. It was established that GBV was propagated by spouses frequently and it accounted 42.5% of the cases. Only 56.8% of these cases were reported on Facebook. Moreover, 77.6% of the victims acknowledged that reporting of these cases on Facebook as urgent. In this regard, 60.1% of the respondents noted these cases are important and reporting them will help in reducing stigma and facilitate proper sensitization of public.

The second objective of the study aimed at determining types of GBV being perpetuated in Facebook against women. The study discovered that 65.9% of GBV have been reported on Facebook. The reported cases were accorded help or assistance in similar amount. The key support was from family members and the authorities responsible for violence. Beating and Battering accounted the highest number of cases women faced as result of GBV. Verbal abuses and kicking accounted also for substantial number of GBV.

The third objective of the study investigated the accessibility level of Facebook as a channel used by women. The accessibility of using Facebook in fighting GBV is determined by social economic factors such as marital status, age, education attainment, income level and number of children. This was backed by 80.1% of GBV victims with smartphones and 85.1% have valid Facebook accounts. It was affirmed by 58.3% of the victims who used Facebook at least three times a week and 76.3% of them can afford internet connectivity by their own. Moreover, 72.6% of the victims could afford daily internet bundles thus accessing Facebook daily may be likely high since a reasonable number are able to purchase their data bundles on daily basis.

5.2 Conclusions

The study concludes that many of the GBV cases are attributed to spouse conflict. Significant number of cases of GBV were reported on Facebook. Reporting these cases on Facebook are considered urgent since social movement are crucial in fueling change that can help in resolving the matter. It is also important to report these cases since help in sensitization of the public on the importance of averting GBV.

The study concluded that majority of the GBV cases are reported by victims on Facebook. The cases reported were addressed adequately by family members and authorities. It can further be concluded that beating and battering was mostly prevailing among GBV. Verbal, sexual assault and kicking were significant cases in GBV.

Accessibility of Facebook and fight against GBV is determined by social economic factors such as age, gender, marital status, education number of children and income. The increased accessibility to Facebook is fueled by significant number of people owning smart phones and have registered valid Facebook accounts. Many individuals are capable of purchasing daily data bundles and thus visit Facebook frequently hence it become easier to advance their course of fighting GBV.

5.3 Recommendations

The study made recommendations for practice, policy implications and suggestions for further research.

5.3.1 Recommendations for Practice

The major cause of GBV is wrangles among spouses. The wrangles among spouses may be addressed before letting the matter get out of hand and eventually to spontaneous point where GBV is the order of the day. The study recommends guidance and counselling of spouses and enhance more sensitization on problem solving to avert crowding out of problems. Guidance and counselling is essential in helping spouses close ranks and solving their prevailing/outstanding issues amicably. This is because some of the behaviors exhibited during the actions of GBV is associated with socialization process and can be addressed adequately through guidance and counselling that empowers individuals with skills and techniques on how to address certain prevailing social and economic challenges. Moreover, Facebook founders are supposed to find a

way of ensuring that social activism groups are supported through necessary infrastructure. For instance, this social activism group is supposed to enjoy a unique infrastructure where individuals can undertake sensitization easily and bullies are barred from advancing their retrogressive course of entrenching GBV in the society.

Technology has evolved over time and likewise to how people interact and relate to their daily challenges. Reporting of GBV cases in Facebook is gaining prominence and there is need for authorities to set and align their systems with technology. The study recommends social actors, government and human right organization to enhance their presence in Facebook by setting up a reporting center that can deal with GBV cases. This is can be done through opening a virtual office that specialize in dealing with GBV. The virtual reporting is important with the current generation that seems to be getting jittery with old way of doing things. Technology is efficient and effective when it comes reporting cases of GBV and thus its application will be important in reducing inefficiencies that have surrounded GBV justice systems. The human rights organization and other social actors should adopt a robust Facebook Reporting infrastructure to enhance efficiency and fighting this vice.

Accessibility to Facebook is important in fighting increased cases of GBV. There is need to foster more access to Facebook for the victims and also reversing the trends of GBV that are on upward trajectory. Sensitization of the victims on the actual sites in Facebook where reporting can be done may be instrumental in the fight against GBV. Sensitization provided a roadmap on how GBV ought to be fought and averted before occurrence. It also enlightens the people on what is supposed to be reported to the authorities. Increased knowledge informed the society the early signs and symptoms of GBV and how to avoid them in order avert more cases of GBV. The society will be knowledgeable about their rights and importance of being custodian to their rights. When the society is enlightened it may be difficult for the occurrence of GBV without being noticed.

5.3.2 Recommendation for Policy

Facebook is becoming an important communication tool that has many purposes. One of the critical purpose is the mobilization of individual to achieve certain goal. There is need for the regulator to formulate a policy that restrict bullying within the social media so as to avoid abuses and negativity that has encouraged social media. The code of conduct and language should be

regulated with an aim of reducing bullying and disruptive actions that may jeopardize the fight against GBV and justice for the victims in the social media.

5.4 Areas for Further Research

This study focused only on Facebook as the social media platform that can be used in the fight against the GBV. There are also other social media platforms that are more transformative in fighting against GBV. One of the most presumed effective social media platform used to fight GBV is twitter. Hash tags in this social media platform enjoy many following and any action that need to be addressed attract interest of all people in the society more conveniently as compared to Facebook. Many formal organizations use this social media platform to communicate messaging and any strategic communication. This tool is becoming strategic in a way and to combat GBV strategic communication is necessary.

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APPENDICES

Appendix I: Consent Letter

Dear Sir/Madam,

RE: REQUEST FOR DATA

I am a post graduate student pursuing masters in social media journalism of the University of Nairobi. I am required to conduct a study to assess the impact of Facebook on Gender Based Violence reporting by women in Nairobi during the Covid-2020 pandemic. You are kindly requested to willingly participate in the study. This information will be used purely for academic purposes and will be treated as confidential. No words nor actions that can harm you will be used or asked. Neither your name nor the name of your institution will be mentioned in the report. Your participation will be highly appreciated.

Thank you in advance.

Yours faithfully,

Grace Njoroge

Appendix II: Content Analysis Template for Researcher

1. Fill the Content Analysis Template capturing the content of GBV message reported on Facebook, type of GBV case reported by the Facebook user, number of times the Facebook user has ever reported GBV cases, device used to log in into Facebook and report the GBV and number of GBV cases you have reported via Facebook

Facebook User	Content of GBV message reported on Facebook	Type of GBV case reported by the Facebook user	Number of times the Facebook user has ever reported GBV cases	Device used to log in into Facebook and report the GBV	Number of GBV cases you have reported via Facebook
1					
2					
3					
4					
5					
6					
7					
8					

2. Who are the perpetrators of GBV against you?

Spouse (husband) { }

Relatives { }

Strangers { }

Others { } specify.....

3. Regarding the GBV message you shared on Facebook, were you seeking help?

Yes { } No { }

If yes, what sort of help or intervention were you seeking?

.....
.....

4. Level of urgency in the message?

Not urgent { }

Urgent { }

Very urgent { }

5. Did you get help after sharing the GBV perpetuated against you on Facebook?

Yes { } No { }

If yes, how helpful is Facebook in reporting battling GBV against women?

.....
.....

Appendix III: Semi Structured Questionnaire for Women

Section A: Sociodemographic Information

1. Age of the respondent

- Below 18 years { } 19 – 30 years { }
31 – 40 years { } 41 – 50 years { }
50 years and above { }

2. Education attainment of the respondent

- None { } Primary { } Secondary { }
Polytechnic { } University { }

3. Marital status

- Single { } Cohabiting { } Married { }
Divorced { } Widowed { }

4. Number of children if married

- None { } 1-3 children { }
4-6 children { } 7and above { }

5. Monthly household income in KES

- Less than 10,000 { } 10,001-20,000 { } 200,001-30,000 { }
30,001-40,000 { } Over 40,000 { }

Section B: Device Information and Facebook

6. Do you have a smartphone that can access internet?

Yes [] no []

7. Do you have Facebook account?

Yes [] no []

8. Can you access internet bundles to surf on Facebook?

Yes [] no []

9. How frequently to you visits Facebook?

Daily [] twice a week[], thrice a week[] weekly [] not at all []

10. Do you afford daily bundles?

Yes [] no []

11. How frequent do you buy internet bundles?

Daily [] twice a week[], thrice a week[] weekly [] not at all []

Section C: GBV reporting on Facebook

12. Have shared you ever shared a GBV perpetuated against you on Facebook?

Yes [] No[]

13. If yes, did you get help and how were you helped?

.....
.....

14. After sharing the GBV perpetuated against you on Facebook, what sort of intervention did you receive?

.....
.....

15. Which party/individual came to intervene the intervention?

Professional [] specific.....

Government authorities [] specify.....

Family members []

Friends []

Strangers []

Any other [] specify.....

16. Indicate the type of GBV you have experienced? Tick all that apply to you.

Type of GBV	Tick (√)
i. Beating/ battering	
ii. Kicking	
iii. Clapping	
iv. Verbal Abuse	
v. Psychological torture	
vi. Sexual violence and harassment	
vii. Denial of economic opportunities	
viii. Any other specify.....	

17. Have you ever reported GBV messages perpetuated against you or colleague on Facebook?

Yes [] no []

If yes, what was the content of the GBV messages?

.....

18. What is the importance of using Facebook as a media or communication tool to report GBV?

.....
