IMPACT OF MEDIA HATE SPEECH ON POLITICAL VIOLENCE IN KANO STATE, NIGERIA

MUSTAPHA DANJUMA HUSSEIN
Department of Sociology, Federal Univeristy Dutse, Jigawa State Nigeria.

ITARI ABDUL-RAZAQ RILWAN
Department of Economics and Development Studies, Federal Univeristy Dutse, Jigawa State Nigeria.
abdulrazaq.itari@fud.edu.ng +2348065396021

IBRAHIM MUHAMMAD ADAM
Department of Economics and Development Studies, Federal Univeristy Dutse, Jigawa State Nigeria.

JAMILU I. MUKHTARI
Department of Sociology, Federal UniveristyDutse, Jigawa State Nigeria.

DOI: https://doi.org/10.64633/wissj.v9i8.14

Keywords

Factor Analysis, Hate Speech Regulation, Kano State, Media Hate Speech, Political Violence

Abstract

Research Problem: *This study investigates the impact of media hate speech on political violence in Kano State, Nigeria, a region marked by complex ethno-religious dynamics and political volatility.*
Methods/Theory:*Adopts framing theory of mass communication, the studyused a mixed-methods approach, data were collected from 300 respondents - including the general public, politicians, media personnel, and civil society members - across Kano State through questionnaires and key informant interviews.*
Results: *The findings reveal that media platforms, both traditional and digital, are increasingly exploited to disseminate hate speech, which contributes significantly to political tension, psychological trauma, economic disruption, and social unrest. Factor analysis confirmed the existence of two major dimensions of impact, with one clearly representing the socio-political and psychological effects of media hate speech. The study also highlights that the most affected demographic comprises young, male, moderately educated individuals from lower-middle-income backgrounds, many of whom are highly active on social media. Despite the multifaceted consequences of hate speech, the research found a lack of clarity in public understanding of effective mitigation strategies.*
Conclusion: *The study concludes that media hate speech is a catalyst for political violence in Kano State and calls for comprehensive interventions*

including media literacy campaigns, educational reforms, and policy-driven regulatory measures. These initiatives must be multi-stakeholder in nature, engaging the government, media regulators, civil society, and traditional institutions to curb the spread and impact of hate-driven narratives.

Key Contribution to Knowledge: *The study provides one of the few data-driven examinations in Northern Nigeria showing that media hate speech across radio, TV, and social media significantly fuels political tension, physical violence, and community instability. Also, the use of factor analysis has contributed to the discourse reveals thatSocio-political destabilization (political tension, unrest, violence); as well as Psychological and socio-economic harm (fear, trauma, economic disruption).This theoretical categorization advances knowledge on how hate speech translates into violence.*

Recommendation: *The study recommends that the government should prioritize public education and media literacy especially among young adults, who are the most exposed group, and lacked awareness of hate speech's consequencesas well as launching a state-wide campaign (radio, TV, online) that teach citizens how to identify, resist, and report hate speech.*

1.0 Introduction

The role of media in shaping political discourse and influencing public opinion is both powerful and far-reaching. In both developed and developing nations, the dissemination of hate speech through media has become an increasingly dangerous phenomenon with the potential to incite violence and violate fundamental human rights. Therefore, political tension, ethnic diversity, and social fragility in country such as Nigeria, this influence becomes even more pronounced. While the media can serve as a tool for democratic engagement, civic education, and national integration, it can also become a platform for the propagation of hate speech, especially when used irresponsibly. Hate speech in media - whether through traditional platforms like radio and newspapers or through digital spaces like social media - has been linked globally to the incitement of violence, marginalization of groups, and breakdown of social cohesion. Notable historical cases such as the Holocaust and the 1994 Rwandan Genocide underscore the lethal potential of hate-driven propaganda in fuelling mass atrocities (USHMM, 2010; Mendel, 2010).

In Nigeria, the use of hate speech has become an entrenched feature of both ethno-religious tensions and political contests. Indeed, hate speech has become a growing concern in political and public life. Since the Civil War (1967–1970), the country has witnessed recurrent outbreaks of violence often rooted in identity politics and exacerbated by inflammatory rhetoric. Movements like the renewed agitation for Biafra, led by Nnamdi Kanu, have used modern media tools to spread divisive and sometimes violent messages drawing parallels to the methods employed by extremist groups like Boko Haram as well as the campaigns of political parties during elections, hate speech has been wielded as a strategic weapon to incite, mobilize, and discredit. Political actors increasingly exploit both traditional and new media to push narratives that demonize opponents, aggravate

ethnic and religious divides, and incite their followers toward aggressive or violent behaviors. In Kano State, this trend has manifested through inflammatory political rhetoric, unverified accusations, and personalized attacks that go beyond political critique, culminating in instances of violence and public disorder. Political campaigns have at times degenerated into hate-filled exchanges between major parties, often triggering clashes between supporters and contributing to the erosion of democratic norms.

However, hate speech is fertilised not only in the context of regional or religious contours because some sloganeering and campaigning of the political actors is embedded in a specific political context, which can instigate violence. As observed by Obikaeze and Ernest (2016), in the course of the campaign, the actors involved form coalitions, who then craft and communicate their messages (appeals) with the purpose of activating, mobilising and persuading the public. Their ultimate goal is to not only get the attention of the media and the general public, but to mobilise their support for their own cause. The depiction of the President as "Baba go slow" and the PDP members as "wailing wailers" is a kind of escapism that members of both PDP and APC resorted to, using the various media platforms to spread the fault of each other in order to win the support of the citizens.

Just like in Kano State, the electioneering contest, at some point, is also degenerated into a string of hate campaigns leading to allegations and counter allegations between the two frontline political parties and their candidates. Accordingly, in the course of the electioneering campaigns, the political gladiators went beyond stipulated and acceptable norms and practices in some of their actions and inactions (Obikaeze& Ernest, 2016).

In Kano State, also, some politicians are using the media to make outrageous allegations against opponents that they involve in magical practice; that they are children of foreigners; that they are controlled by their wives; that they are thieves; that they are plotting to harm their god-fathers, etc. But the fact that such verbal attacks are turning into physical clash and use of dangerous weapons is an indication that the situation is getting out of hand and requires rectification. The Emir of Kano State, Sanusi Lamido Sanusi, on 24th October, 2024, has also called on the political leaders to caution their political henchmen against political violence and thuggery. He also urged government to create employment and empowerment schemes for the youths in the country in order to reduce the economic hardship being faced in the country (Premium Times, 2017). This is instrumental in curbing political violence emanating from hate messages. However, overcoming the problem of hate speech requires a multi-agency effort by the policymakers, criminal justice, the community/traditional leaders and intellectuals.

The present study is one of such efforts at reducing the use of hate speech in the media in Kano State. The basic assumption of the study is that media can be used to promote and propagate peace, but wrong usage of it through hate speech can escalate violence.

2.0 Literature Review

2.1 Conceptual Issues

Hate speech is a broad and contested term. However, to come up with a rich definition of hate speech, there should be conformity to international instruments and foreign law definitions of the concept. This is because any definition of hate speech shall have its foundation in the International Convention on the Elimination of All Forms of Racial Discrimination (ICERD) of 1965 in which Article 4 relates to banishing all forms of discrimination, amongst which declares: an offence punishable by law all dissemination of

ideas based on racial superiority or hatred, incitement to racial discrimination, as well as all acts of violence or incitement to such acts against any race or group of persons of another colour or ethnic origin, and also the provision of any assistance to racist activities, including the financing thereof.

According to Freedom of Expression Institute (2013), hate speech can be described as:

any speech, gesture or conduct, writing, or display which is forbidden because it may incite violence or prejudicial action against or by a protected individual or group, or because it disparages or intimidates a protected individual or group. (p. 13)

In simple terms, hate speech is a speech that it incites others to hatred or advocacy of hatred on the bases on gender, race, nationality or religion. It is useful to distinguish four different aspects of the hate speech obligations provided for in CERD, found in its Article 4(a). Which are:

dissemination of ideas based on racial superiority;

dissemination of ideas based on racial hatred;

incitement to racial discrimination; and

incitement to acts of racially motivated violence.

2.2 Theoretical Literature Review

This study adopts framing theory of mass communication to explain how media hate speech leads to violent confrontations between members of different political parties in the Kano State, Nigeria. Framing theory is an off-shoot of Agenda-Setting Theory- one of the most influential and powerful theories in the field of communication studies (McCombs, et al., 1997; Berger & Freeman, 2011).

2.3 Empirical Literature Review

The study of Igwe (2021) focused on the psychosocial and societal impact of hate speech in fragile states, especially in Nigeria. He emphasizes that hate speech goes beyond public discourse and can deeply harm individuals' mental health - manifesting in anxiety, fear, mistrust, and internalized trauma. The study also connects these psychological effects to wider patterns of political instability, arguing that when hate speech is normalized or unaddressed, it contributes to polarization and violence.

Ojebuyi and Ojebode (2020) examined the dynamics of misinformation titled; theorizing the journalism model of disinformation and hate speech propagation in a Nigerian democratic context and highlights that fake news and hate speech, especially during electoral periods, exploit social media's virality to incite unrest, with manipulated content reaching audiences at alarming speeds.

Iyekekpolo (2020) explores how ethnic and religious violence in Nigeria is shaped both by state actions (or inactions) and by media influences, particularly how political actors instrumentalize identity-based divisions for power, and how media amplifies or mitigates these divisions.

Umejei (2018) examines how media practices in Nigeria's fragile democracy contribute to the spread of hate speech and political instability. The study highlights the media's capacity, whether through biased reporting or incendiary narratives to exacerbate tensions along ethnic, religious, or political lines.

Using the media to incite violence and hate crimes is a trend that must be prepared in the twenty first century's Nigeria, because post-modernity is an information age (Ibrahim & Mukhtar, 2017). In Kano State in particular, there are youths who are paid by prominent politicians to have opportunity of protecting the images of their sponsors in various FM

radios. These youths, commonly known as sojojinbaka (literally translated as soldiers of the mouth), are often making comments that cross the limit of hate speech code and their comments are sometime flaming the ember of violence, just as it was witnessed in the by-election which took place at the end April in 2016.

Benesch (2012) defines dangerous speech as any form of communication; spoken, written, visual, or even symbolic (like clothing) that increases the likelihood that one group will condone or commit violence against another. Benesch's dangerous speech model offers a more predictive lens for identifying rhetoric likely to escalate into violence. The paper argues that monitoring shifts in the prevalence or intensity of dangerous speech, such as through media analysis, can serve as an early warning system to prevent outbreaks of political violence.

Matsuda (1989) argues that hate speech functions as a tool of subordination and psychological harm, especially when it is used to marginalize ethnic, religious, or political groups. Matsuda emphasizes that repeated exposure to hate speech causes internalized oppression, anxiety, and a breakdown in self-worth.

3.0 Methodology

3.1 Study Area

The study area is Kano State. The 2006 population census of Kano State is 10,810,340 people. Of this figure, 51% (5,958,736) are male and 49% (5,851,734) are females (Yar'zever& Said, 2013). However, as of 2022 with annual population change of 3.2 per cent, the projected population of Kano State stood at 15, 462, 200 people.

3.2 Population of the Study

The target population of this study includes all residents in Kano State or members of the public-male and female, from 18 years and above, politicians, media persons, civil servants, members of the civil society organizations and other state – and federal – governmentestablished law enforcement agents.

3.3 Sample Size and Sampling Technique

The sample size for the study was 300 respondents. Out of the total sample, 288 respondents will be used to collect quantitative data and 12 respondents was used to collect qualitative data. Multi-stage sampling technique will be adopted in the study. In the first stage, cluster sampling technique was employed to divide Kano State into 3 areas (each senatorial district representing a cluster). In the second stage, purposive sampling technique was used to select 2 Local Government Areas (LGAs) where there is radio or TV station from each cluster (i.e. 6 LGAs). In the third stage, simple random sampling technique was used to select 2 political wards from each LGA (i.e. 12 political wards). In the fourth stage, simple random sampling technique was used to select 2 streets from each political ward (i.e. 24 streets). In the final (fifth) stage, availability/accidental sampling was used to select 12 respondents from each street. The total respondents for quantitative data is therefore (3x2x2x2x12=) 288.

In addition, purposive sampling technique was used to select 12 respondents for qualitative data, i.e. Key Informant Interview (KII). Thus the sum total of the quantitative and qualitative data subjects will be (288+12=) 300 respondents.

3.4 Sources of Data

Primary and secondary data are to be used. The primary sources include questionnaire and Key Informant Interview (KII). The secondary sources of data include textbooks, journal

articles, conference papers and proceedings, newspapers, magazines and monographs.

3.5 Instrument and Method of Data Collection

Three instruments used for data collection were questionnaire guide, Focus Group Discussion (FGD) and Key Informant Interview (KII) that were employed during the data collection exercise. Thus, quantitative and qualitative methods of data collection were used. Questionnaire schedule, with open and closed ended questions, was used as an instrument for collecting quantitative data, while the KII will give the researchers an opportunity for gathering the information that might not be found using the quantitative technique. Hence both methods complement each other.

3.6 Method of Data Analysis

The study employed the use of two methods of data analysis including descriptive and factor analysis. The first method is basically descriptive statistics using frequency tables, and charts; while the second method is the use of factor analysis. Before embarking on the analysis, the primary data obtained from the three hundred (300) questionnaires administered were cleaned and coded by technical assistants and then recorded in Microsoft Excel spreadsheet application package. Thereafter, the empirical analysis was carried out using the Statistical Package for the Social Science (SPSS) econometric software application package.

4.0 Results and Discussion

4.1 Descriptive Analysis

4.1.1 Gender of the Respondents

The gender distribution of respondents who participated in the study is revealed in Table 4.1 Understanding the demographic composition of the sample is essential for interpreting the findings accurately, especially in a region where gender dynamics may influence both media consumption and political participation. The Table 4.1 reveals a significant gender disparity among participants, which may reflect broader societal patterns in access to or engagement with political discourse and media platforms in Kano State.

Table 4.1: Gender of the Respondents

Gender	Frequency	Percent
Female	24	8.0
Male	276	92.0
Total	300	100.0

Source: Field Survey, 2025.

Table 4.1 revealed that of the total respondents, 276 are male, making up 92% of the sample, whereas the outstanding are female. The data shows a significant gender imbalance, with male respondents heavily dominating the study sample. This reflected that male respondentsare more accessible and more willing to discuss issues related to media hate speech and political violence in the cultural and political context of Kano State.

4.2.2 Age of the Respondents

Age is a critical demographic variable in understanding the extent to which individuals are exposed to and influenced by media hate speech, especially in relation to political violence.The age distribution of the respondents is depicted in Table 4.2.

Table 4.2: Age of the Respondents

Age	Frequency	Percent
18 - 27 Years	61	20.3
28 - 37 Years	133	44.3
38 - 47 Years	57	19.0
48 - 57 Years	38	12.7
58 and Above	11	3.7
Total	300	100.0

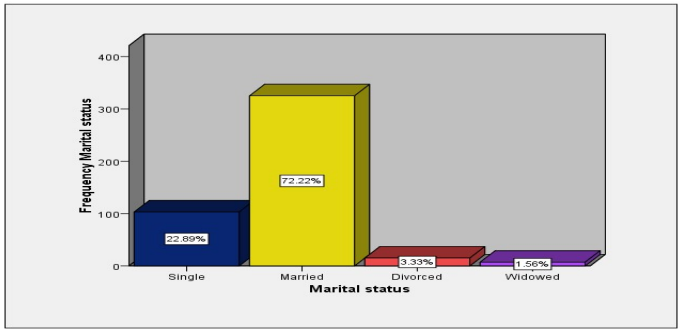
Source: Field Survey, 2025.

The Table 4.2 shows that the majority of respondents (44.3%) fall within the 28–37 years age bracket. This suggests that young to middle-aged adults were the most engaged demographic in this study.The dominance of respondents aged 18–37 years (making up nearly 65% of the total sample) suggests that younger adults are more likely to be exposed to or influenced by media content, including hate speech.This age groupsare also more active on social media and digital platforms, which are key sources of media hate speech and political messaging in Nigeria.Since political violence often involves or is influenced by the youth, their strong representation enhances the relevance of the study's findings to real-world dynamics in Kano State.

4.2.3 Marital Status

Marital status can help frame how different social groups perceive and are affected by hate speech in political media. The Figure4.1 provides a demographic foundation to understand how marital status might shape respondents' perspectives on the influence of media hate speech and political violence in Kano State.

Figure 4.1: Marital Status



Source: Field Survey, 2025.

Figure 4.2 revealed that the majority of respondents (72.22%) are married.This group may have a stronger interest in peace and political stability, making them potentially more sensitive to the dangers of hate speech that could incite violence and disrupt their households and communities.The dominance of married individuals suggests the findings reflect concerns about family security, social cohesion, and political stability in Kano State.

4.2.4 Educational Level

Education plays a crucial role in shaping individuals' understanding, interpretation, and response to media content, including hate speech. In the context of political violence,

education contributes to building critical thinking skills, media literacy, and awareness of democratic values—all of which can help individuals recognize and reject divisive or inflammatory messages. In a region like Kano State, where media is a powerful tool for political communication, the level of education among the population significantly influences how people react to hate speech and whether such content leads to political tension or violence. Table 4.3 reveals the educational level attained by respondents in Kano state.

Table 4.3: Educational Level of the Respondents

Educational Level	Frequency	Percent
Primary	27	9.0
Secondary	122	40.7
Tertiary	85	28.3
Others (Tsangaya, skills acquisition, etc.), specify please	66	22.0
Total	300	100.0

Source: Field Survey, 2025.

The Table 4.3 on educational attainment reveals that the highest number of respondents in the study were 122 individuals, representing 40.7% of the total sample and they had attained secondary education. This indicates that a significant portion of the participants possess a moderate level of formal education, which positions them as a critical group in understanding the influence of media hate speech on political violence in Kano State, Nigeria. Their educational level suggests that they are likely to engage with a range of media content and may be particularly vulnerable to emotionally charged or persuasive political messaging. As such, their role in either perpetuating or resisting media-induced political violence is especially important in assessing the broader impact of hate speech within the region.

4.2.5 Religion of the Respondents

Understanding the religious background of participants is important, as religion often plays a significant role in shaping individual worldviews, social identity, and responses to politically charged or inflammatory media content. In regions where religion is deeply intertwined with politics and social life, such as Kano State, it becomes essential to assess whether media hate speech leverages religious narratives to incite or justify political violence. The Table 4.4 presents demographic data on the religious affiliation of the respondents in relation to the influence of media hate speech on political violence study in Kano State, Nigeria.

Table 4.4: Religion of the Respondents

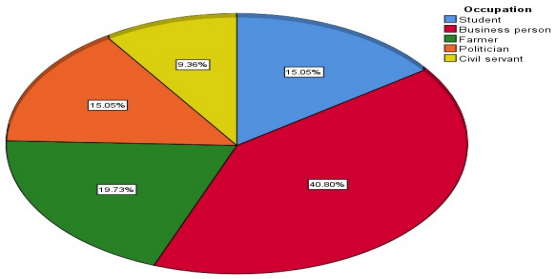
Religion	Frequency	Percent
Islam	300	100.0

Source: Field Survey, 2025.

Table 4.4 shows that all 300 respondents (100%) in the study identified as Muslim. This homogeneity in religious affiliation is significant in the context of the study on "The Influence of Media Hate Speech on Political Violence in Kano State, Nigeria", as it reflects the religious composition of the region, which is predominantly Islamic. Given that hate

speech can often be framed along religious or ethno-religious lines, understanding the religious background of the respondents is essential. In a context where media messages may exploit religious sentiments to incite political division or violence, the uniformity in religion among respondents highlights the importance of examining how intra-religious dynamics, rather than inter-religious tensions, may be manipulated by political actors or the media to fuel conflict. It also suggests that political violence in this setting may be driven more by sectarian, ethnic, or political affiliations rather than religious differences.

Figure 4.2:
Occupation of the Respondents



Source: Field Survey, 2025.

Figure 4.2 presents the occupational distribution of respondents in the study on the influence of media hate speech on political violence in Kano State, Nigeria. The majority of participants were business persons, accounting for 40.8% of the valid responses, followed by farmers at 19.7%. Students and politicians each constituted 15.1% of the respondents, while civil servants made up the smallest group at 9.4%. These figures suggest that the sample comprises a diverse range of occupational backgrounds, with a strong representation from the informal and private sectors, which may influence perceptions and experiences related to media-driven hate speech and its link to political violence.

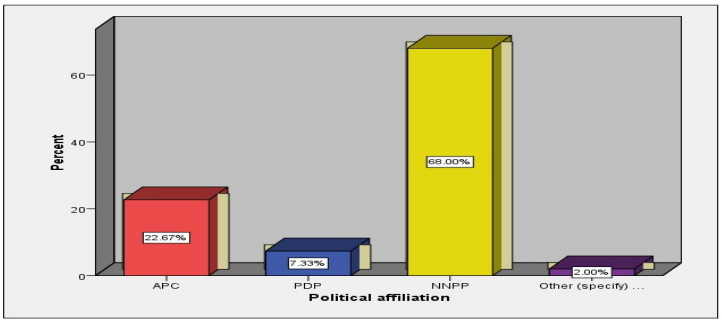
4.2.6 Occupation of the Respondents

Understanding the occupational background of respondents is essential, as it offers insight into the social and economic contexts that may shape their exposure to and interpretation of media content, particularly hate speech.The Figure 4.2 presents demographic data on the occupation of the respondents in relation to the influence of media hate speech on political violence in Kano State, Nigeria.

4.2.7 Political Affiliation of the Respondents

The political affiliation is a key variable in understanding the influence of media hate speech on political violence in Kano State, Nigeria. Political affiliation often determines individuals' media preferences, perceptions of political messages, and reactions to hate speech, especially in highly polarized environments. By identifying the political parties respondents align with, the Figure 4.3 helps to contextualize how partisan loyalty may shape susceptibility to inflammatory media content and the potential for politically motivated unrest.

Figure 4.3:
Political Affiliation of the Respondents



Source: Field Survey, 2025

The Figure 4.3 shows that the majority of respondents (68%) are affiliated with the New Nigeria People's Party (NNPP), indicating a strong political leaning that may influence how media hate speech is perceived and potentially linked to political violence in Kano State, followed next to NNPP is theAll Progressives Congress (APC) with 22.7%, and People's Democratic Party (PDP) with 7.3%, while a small fraction (2%) identified with other parties.This overwhelming support for NNPP reflects the current political landscape in Kano State and is crucial to the study, as it suggests that political loyalty may shape how respondents interpret and respond to media content. In such a context, hate speech targeting opposing parties could intensify political polarization and increase the risk of politically motivated violence. The dominance of a single party among respondents also raises the possibility of biased media consumption and reinforces the need to examine how partisan media messages contribute to political tensions in the state.

4.2.8 Income Per Month of the Respondents

Table 4.5 provides a breakdown of respondents according to their income range, shedding light on the socio-economic background of individuals who participated in the study.

Table 4.5: Income per month of the Respondents

Income Range	Frequency	Percent
N15,000-N34,999	75	25.0
N35,000-N54,999	82	27.3
N55,000-N74,999	75	25.0
N75,000-N94,999	68	22.7
Total	300	100.0

Source: Field Survey, 2025

Table 4.5 present the income group with the highest representation is those earning between N35,000 and N54,999, with a frequency of 82 respondents, accounting for 27.3% of the total sample size of 300. This indicates that a significant portion of the study's participants falls within the lower-middle-income bracket. The prominence of this income group is crucial in analyzing the influence of media hate speech on political violence, as it suggests that people within this economic range may be more exposed to, or

more vulnerable to, the impacts of politically charged media content. Middle-income earners often have greater access to media platforms such as radio, television, and social media compared to lower-income groups, potentially increasing their susceptibility to political narratives and hate speech disseminated through these channels. Moreover, individuals in this bracket may also be more politically active or opinionated, making them key agents in the transmission or resistance to political violence incited by hate speech. Therefore, understanding their media consumption patterns and political perceptions is essential to evaluating how media hate speech may influence political tension and violence in Kano State.

4.3 Impact of Media Hate Speech on Political Violence in Kano State

In recent years, the proliferation of hate speech through media platforms has become a significant driver of political violence in many parts of Nigeria, particularly in Kano State—a region marked by deep ethno-religious diversity and a complex political landscape. Media outlets, including traditional and digital channels, have often been used to disseminate divisive rhetoric that exploits existing cultural, religious, and economic tensions.This section therefore, reports the impact of media hate speech on political violence in Kano State.

4.3.1KMO and Bartlett's Test for Impact of Media Hate Speech on Political Violence

The Kaiser-Meyer-Olkin (KMO) Test and Bartlett's Test of Sphericity are two key measures used to determine whether factor analysis is appropriate for a dataset. The KMO value ranges from 0 to 1, with higher values indicating that factor analysis is more suitable.

Table 4.6:KMO and Bartlett's Testfor Impact of Media Hate Speech on Political Violence

Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.607
Bartlett's Test of Sphericity	Approx. Chi-Square	158.535
	df	15
	Sig.	.000

Source: Authors Computation, 2025

The Table 4.6 revealed that A KMO of 0.607 falls into the "mediocre" category (according to Kaiser's classification), meaning that although not ideal, a value of 0.607 suggests that the sample is adequate for factor analysis, and the correlations between variables are sufficient to proceed.

Table 4.6 further revealed that in the Bartlett's Test of Sphericity, the Chi-Square value of158.535, with the p-value (.000) is statistically significant, meaning the null hypothesis (that the correlation matrix is an identity matrix) is rejected.In simple terms, this shows that there are enough significant relationships among the variables to justify using factor analysis. Therefore, together, the KMO and Bartlett's Test results confirm that factor analysis is appropriate for this study examining the influence of media hate speech on political violence in Kano State. The adequacy of the sample (KMO = .601) and the presence of statistically significant correlations (Bartlett's Test: $p < .001$) indicate that the variables are sufficiently interrelated to explore underlying factors.This supports the validity of the factor structure used to examine the study.These statistical findings strengthen

the reliability of the study's conclusions and help guide targeted policy recommendations.

4.3.2 Inverse Correlation Matrixfor Impact of Media Hate Speech on Political Violence

The Inverse of the Correlation Matrix, also known as the precision matrix, provides deeper insight into the unique relationship between each pair of variables, controlling for the influence of all other variables. In essence, it shows partial correlations - which are useful for detecting multicollinearity and understanding the structure of inter-variable relationships.

Table 4.7 Inverse of Correlation Matrix for Impact of Media Hate Speech on Political Violence

	Does media hate speech contribute to increased violence political in Kano State?	How does media hate speech affect political activities in Kano State?	What are the psychological effects of hate speech on targeted individuals?	Can media hate speech influence political instability in Kano State?	How does hate speech impact economic development in Kano State?	Are there documented cases of hate speech leading to violence in Kano State?
Does media hate speech contribute to increased violence political in Kano State?	1.009	.040	.081	-.047	.022	-.057
How does media hate speech affect political activities in Kano State?	.040	1.060	-.128	-.061	-.056	-.118
What are the psychological effects of hate speech on targeted individuals?	.081	-.128	1.239	-.146	.099	-.470
Can media hate speech influence political instability in Kano State?	-.047	-.061	-.146	1.269	-.491	-.113
How does hate speech impact economic development in Kano State?	.022	-.056	.099	-.491	1.252	-.202
Are there documented cases of hate speech leading to violence in Kano State?	-.057	-.118	-.470	-.113	-.202	1.287

Source: Authors Computation, 2025

From the Table 4.7, values close to 1 are expected. However, very high values (e.g., 1.269, 1.287) can indicate weak correlations with other variables or low communalities in the factor model. These may affect factor extraction quality.Small off-diagonal values (close to zero) indicate low partial correlation, meaning that the relationship between two

variables is weak once the effects of other variables are removed, while larger absolute values indicate stronger partial relationships. The implication of these values are that; if many off-diagonal values were large (positive or negative), it might suggest multicollinearity, which can distort factor solutions.In this case, most off-diagonal values are relatively low, which is favorable for factor analysis, as it suggests that variables are not excessively redundant and each contributes unique information to provide answers to impact of media hate speech on political violence in Kano State.

The inverse correlation matrix supports the validity of conducting factor analysis for the study, it shows that: most variables are not strongly dependent on each other, ensuring a stable factor extraction. Also, there are a few notable partial relationships (e.g., between psychological effects and documented violence), indicating important insights about how individual experiences with hate speech relate to broader political violence patterns when controlling for other factors.In sum, the inverse matrix confirms that the variables used in the study are appropriately interrelated, but not overly collinear, thus supporting the structure and integrity of factor analysis.

4.3.3Total Variance Explained for Impact of Media Hate Speech on Political Violence

The Total Variance Explained provides insight into how much of the overall variability in the dataset is accounted for by the extracted factors using Principal Axis Factoring. This helps determine how well the underlying constructs (factors) represent the original data related to media hate speech and political violence in Kano State.

Table 4.8: Total Variance Explained for Impact of Media Hate Speech on Political Violence

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.881	31.348	31.348	1.291	21.518	21.518
2	1.118	18.626	49.974	.574	9.569	31.087
3	.988	16.474	66.448			
4	.870	14.497	80.945			
5	.625	10.411	91.356			
6	.519	8.644	100.000			

Extraction Method: Principal Axis Factoring.

Source: Authors Computation, 2025

Table 4.8 reported that initial eigenvalues for Factor 1 has an eigenvalue of 1.884, explaining 31.4% of the total variance, while Factor 2 has an eigenvalue of 1.118, accounting for 18.6% of the variance.Combined together, the first two factors account for 50.03% of the cumulative variance before extraction.According to Kaiser's criterion (which retains factors with eigenvalues > 1), only the first two factors are considered significant enough to retain for interpretation.

4.3.4 Factor Matrix using Principal Axis Factoring

The Factor Matrix presented in this analysis attempts to reduce several variables related to the influence of media hate speech on political violence in Kano State, Nigeria into two underlying factors using Principal Axis Factoring. However, it's important to note that

the extraction did not fully converge even after 25 iterations, indicating potential instability or complexity in the data structure. Nonetheless, some patterns can still be interpreted.

Table 4.9: Principal Axis Factoringfor Impact of Media Hate Speech on Political Violence

Responses	Factor	
	1	2
Does media hate speech contribute to increased violence political in Kano State?	-.010	.062
How does media hate speech affect political activities in Kano State?	.276	-.086
What are the psychological effects of hate speech on targeted individuals?	.549	-.483
Can media hate speech influence political instability in Kano State?	.534	.252
How does hate speech impact economic development in Kano State?	.557	.477
Are there documented cases of hate speech leading to violence in Kano State?	.564	-.197

Extraction Method: Principal Axis Factoring.

a. Attempted to extract 2 factors. More than 25 iterations required. (Convergence=.003). Extraction was terminated.

Source: Authors Computation, 2025

The Table 4.9summarizes the loadings of six variables on two extracted factors, showing how strongly each item correlates with the underlying dimensions that were statistically derived from respondents' perceptions.Factor 1 appears to capture the direct socio-political and psychological impact of media hate speech, as variables like:"What are the psychological effects of hate speech on targeted individuals?" (.549),"Can media hate speech influence political instability in Kano State?" (.534),"How does hate speech impact economic development in Kano State?" (.557),and "Are there documented cases of hate speech leading to violence in Kano State?" (.564). All show moderate to strong positive loadings on this factor. This suggests a coherent grouping around the harmful consequences of media hate speech, both on individuals (psychological) and the state (political violence and economic destabilization).

Factor 2, however, appears to be weaker and less coherent, as none of the variables load strongly onto it. For example, "Does media hate speech contribute to increased political violence?" (.062) and "How does media hate speech affect political activities?" (–.086) have very low or negative loadings. This suggests that this second factor does not represent a clearly interpretable dimension of the data.The analysis supports the idea that media hate speech in Kano State is perceived to have real and multifaceted impacts, particularly in: contributing to political instability, triggering psychological harm to targeted individuals, and disrupting economic development.These findings align with past research by Benesch (2012), who emphasizes the dangerous influence of inflammatory speech on societal cohesion, and Obikaeze& Ernest (2016), who highlight the connection between hate-filled political rhetoric and violence in Nigerian elections.

However, the lack of convergence and the unclear structure of the second factor suggest that further refinement of the measurement instruments or additional data may be necessary for a more robust factor solution. This could involve reviewing questionnaire items for clarity, increasing the sample size, or applying different extraction methods (e.g., Maximum Likelihood) to better understand the

dimensions of hate speech influence in Kano State.

5.0 Conclusion and Recommendations

The findings of this study underscore the complex and multidimensional impact of media hate speech on political and social dynamics in Kano State. The demographic profile of respondents predominantly young, male, married, Muslim, moderately educated, and economically situated in the lower-middle-income bracket points to a population both highly exposed to and significantly affected by hate speech, especially through online platforms such as blogs and forums.Statistical analysis further validates that media hate speech has a tangible and harmful influence on political violence, economic development, and psychological well-being. Factor analyses revealed that while public understanding is strongly aligned with the socio-political and psychological consequences of hate speech, there is less clarity and structure in how people perceive and prioritize mitigation strategies. Therefore, the study recommends that the government should prioritize public education and media literacy especially among young adults, who are the most exposed group, and lacked awareness of hate speech's consequences. Therefore, integrate media literacy into school curricula and adult education programs is key for improvement as well as launch a state-wide campaign (radio, TV, online) that teach citizens how to identify, resist, and report hate speech.

Acknowledgements:

The research team would like to express its gratitude to TETFUND and Federal University Dutse for the financial support as well as to the research assistants and all others who have contributed to the successful execution of the study.

References:

Anifowose, R. (1982). Violence and politics in Nigeria:The Tivand Yoruba experience, Nok Pub International

Barau, A. S. (2006). An account of the high population in Kano State. Research and documentation directorate, government house, Kano.

Benesch, S. (2012). Dangerous speech: A proposal to prevent group violence. World Policy Institute. Retrieved from https://dangerousspeech.org

Berger, L.,& Freeman, M. D. (2011). The issue of relevance of agenda-setting theory to the online community. Department of Communication Studies, Chapman University

Brison, S. (2013). Hate speech. The International Encyclopedia of Ethics. DOI: 10.1002/ 9781444367072.wbiee771

Brown, R. H. (2016). Defusing hate: A strategic communication guide to counteract dangerous speech.

Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. Journal of Communication, 43(4): pp. 51-58.

Falkheimer, J. (2007). Events framed by the mass media: Media coverage and effects of America's cup preregatta in Sweden. Event Management, 11, 81–88.

Freedom of Expression Institute (2013). Hate speech and freedom of expression in South Africa. Braamfontein: FXI. Retrieved from: www.fxi.org.za

Freyenberger, D. D. (2013). Amanda Knox: A content analysis of media framing in newspapers around the world. A Masters of Arts in Professional Communication Thesis presented to the faculty of the Department of

Communication, East Tennessee State University.

Gagliardone, I., Gal, D., Alves, T.,&Martines, G. (2015). Countering online hate speech. UNESCO (United Nations Educational, Scientific and Cultural Organization).

General Assembly Resolution (1965). International convention on the elimination of all forms of racial discrimination (CERD)

General Assembly Resolution 217A (III), 10 December 1948. Universal Declaration of Human Rights.

Gurr, T. R. (1970). Why men rebel. Princeton, NJ: Center of International Studies.

Hollander, (2007). Hate speech:A historical inquiry into the development of its legal status. Masters' Thesis. University of Groningen

Ibrahim, B., & Mukhtar, J. I. (2017). Media influence on terrorism: Analysis of boko haram as a product of postmodernism. Journal of Law, Policy and Globalization, 59, 139- 147.

Igwe, L. E. (2021). The psychosocial effects of hate speech in Nigeria's plural society. Journal of African Social Psychology, 8(2), 45–62.

Iyekekpolo, W. (2020). Ethnic and religious violence in Nigeria: The role of the state and media. African Conflict and Peacebuilding Review, 10(1), 1 – 24.

Kiai, M. (2010). Kenya. In United States Holocaust Memorial Museum (ed.) Hate speech and group-targeted violence: The role of speech in violent conflicts.www.ushmm.org

Klar, S. Robison, J.,&Druckman, J.(2012). Political dynamics of framing. Institute for Policy Research Northwestern University. Working Paper Series, WP-12-13.

Kurspahic, K. (2010). Bosnia. In United States Holocaust Memorial Museum (ed.) Hate speech and group-targeted violence: The role of speech in violent conflicts. www.ushmm.org

McCombs, M., & Shaw, D. (1972). The agenda-setting function of the mass media. Public Opinion Quarterly, 36, 176-187.

McCombs, M., Shaw, D.,& Weaver, D. (1997). Communication and democracy: Exploring the intellectual frontiers in Agenda-Setting Theory. Mahwah, NJ: Erlbaum.

Mendel, T. (2010). Hate speech rules under international law. Centre for Law and Democracy Publisher.

Mohammed, A. (2003). Chieftaincy and security in Nigeria: The role of traditional. institutions. In A. U. Adamu (ed.) Chieftaincy and Security in Nigeria: Past, present, and future. A Proceedings of the National Conference on Chieftaincy and Security in Nigeria. Organized by the Kano State Emirate Council (October, 2003).

Muhammed, H. (ed.) (2006). Concepts and issues in peace studies and conflict resolution. Kano: SK Production.

Mukhtar, J. I., Machina, I. M., Saleh, M.,& Mohammed, U. (2017). "The role of ethnicity in political violence in Nigeria". 3rd International Conference of Social Science and Law- Africa (ICSSL-Africa). Nile University of Nigeria (NUN), 10th-11th May, 2017.

Nielsen, L. B. (2004). License to harass: Law, hierarchy and offensive public speech. Princeton Publishers

Nigeria Peace and Security Working Group (2014). KanoState: Elections scenarios and recommendations. Produced December 7th, 2014.

Obikaeze, V. C.,& Ernest, U. (2016). Party politics and electioneering campaign of PDP/APC in the Nigeria's 2015 Presidential Election. African Journal of Politics and Society, p. 34- 60.

Ojebuyi, B.R., &Ojebode, A. (2020). Fake news, hate speech and the 2019 general elections – The redemptive role of the Nigerian media. Institute for Media and Society. Retrieved from https://imesoimeso.org/fake-news-hate-speech-2019-general-elections-redemptive-role-nigerian-media-ayobami-ojebode/

Premium Times (September 3, 2017). A day after Kano violence, Emir Sanusi asks politicians to caution followers. Retrieved from: www.premiumtimesng.com/

Saleh, M.,& Mukhtar, J. I. (2015). Social media and divorce, case study of Dutse LGA, Jigawa State. International Organization of Scientific Research (IOSR), 20 (5), 54-59.

Scheufele, D. A. (1999). Framing as a Theory of Media Effects. Journal of Communication, 49, 103-122.

Shea, P. J. (2003). Preface. In A. U. Adamu (ed.) Chieftaincy and security in Nigeria: Past, present, and future. A Proceedings of the National Conference on Chieftaincy and Security in Nigeria. Organized by the Kano State Emirate Council (October, 2003).

Smyth, F. (2010). Guatemala. In United States Holocaust Memorial Museum (ed.) Hate speech and group-targeted violence: The role of speech in violent conflicts. www.ushmm.org

Stauss, S. (2010). Rwanda. In United States Holocaust Memorial Museum (ed.) Hate speech and group-targeted violence: The role of speech in violent conflicts.www.ushmm.org

Umejei, E. (2018). The role of the media in Nigeria's fragile democracy: A case of hate speech and political instability. Global Media Journal, 16(30), 1 – 8.

USHMM (2010). Hate speech and group-targeted violence: The role of speech in violent conflicts. 100 Raoul Wallenberg Place, SW Washington, DC 20024-2126 ushmm.org

Yar'zever, I. S.,& Said, I. Y. (2013). Knowledge and barriers in utilization of maternal health care services in Kano State, Northern Nigeria. European Journal of Biology and Medical Science Research, 1(1), 1-14.

Appendix 1: Impact of Media Hate Speech on Political Violence in Kano State

Correlation Matrix[a]

a. Determinant = .585

Inverse of Correlation Matrix

	Does media hate speech contribute to increased violence political in Kano State?	How does media hate speech affect political activities in Kano State?	What are the psychological effects of hate speech on targeted individuals?	Can media hate speech influence political instability in Kano State?	How does hate speech impact economic development in Kano State?	Are there documented cases of hate speech leading to violence in Kano State?
Does media hate speech contribute to increased violence political in Kano State?	1.009	.040	.081	-.047	.022	-.057
How does media hate speech affect political activities in Kano State?	.040	1.060	-.128	-.061	-.056	-.118
What are the psychological effects of hate speech on targeted individuals?	.081	-.128	1.239	-.146	.099	-.470
Can media hate speech influence political instability in Kano State?	-.047	-.061	-.146	1.269	-.491	-.113
How does hate speech impact economic development in Kano State?	.022	-.056	.099	-.491	1.252	-.202
Are there documented cases of hate speech leading to violence in Kano State?	-.057	-.118	-.470	-.113	-.202	1.287

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.607
Bartlett's Test of Sphericity	Approx. Chi-Square	158.535
	df	15
	Sig.	.000

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.881	31.348	31.348	1.291	21.518	21.518
2	1.118	18.626	49.974	.574	9.569	31.087
3	.988	16.474	66.448			
4	.870	14.497	80.945			
5	.625	10.411	91.356			
6	.519	8.644	100.000			

Extraction Method: Principal Axis Factoring.

Factor Matrix[a]

	Factor	
	1	2

Does media hate speech contribute to increased violence political in Kano State?	-.010	.062
How does media hate speech affect political activities in Kano State?	.276	-.086
What are the psychological effects of hate speech on targeted individuals?	.549	-.483
Can media hate speech influence political instability in Kano State?	.534	.252
How does hate speech impact economic development in Kano State?	.557	.477
Are there documented cases of hate speech leading to violence in Kano State?	.564	-.197

Extraction Method: Principal Axis Factoring.

a. Attempted to extract 2 factors. More than 25 iterations required. (Convergence=.003). Extraction was terminated.