THE ROLE OF PRINT AND SOCIAL MEDIA IN SOCIAL MOVEMENTS:

THE CASE OF BRING BACK OUR GIRLS

A Thesis Submitted for the Degree of Master

By

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December 2017

Strategic Media Development

MALMÖ UNIVERSITY, SWEDEN

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Abstract

This thesis critically examines the impact of print and social media in a social movement by using Bring Back Our Girls as a case study, which depicts the abduction of girls by warlords in Africa. Today, due to social inequality, activists do not possess the same budget as larger companies for advertising and mass communications. Social movement campaigners depend on media coverage to gain public attention so that their voice can be heard. This study explores the role of print and social media in a social movement - the case of Bring Back Our Girls in Nigeria.

A digital signage prototype was designed and developed to solve the issue of digital divide experienced by the Bring Back Our Girls advocacy group during the campaign. However, the digital signage turns the four stages of conventional social movements, which are Emergence, Coalescence, Bureaucratisation, and Decline. For example, if the movement is on bureaucratisation and a new channel is added, people will go back to emergence stage. This prototype, when fully developed, could be used to create awareness and to reach people in rural areas.

This study used two research paths, primary and secondary. Primary research is conducted using two main methods: interviews (focus group interview) and a questionnaire. The focus group consisted of fifteen people, fourteen males and one female, although many female activists were invited, only one attended the meeting because of the socio-economic factor in Nigeria and the focus questions were open-ended. In addition, a questionnaire was designed for the evaluation of the prototype. The focus group interview focused on the examination of the role played by the print and social media platforms during the BBOG campaign and the questionnaire focused on the digital signage. The study also examined how a prototype of digital signage is designed by using the Microsoft PowerPoint Application.

Secondary research was conducted using literature, online material, articles, e-books, etc., to gain an in-depth understanding of the role of print media, social media, social movement, design science, prototype design, resource mobilisation theory (RMT), social mobilisation, and digital divide.

Specific research methods were identified based on the theoretical perspective chosen by the author. Both quantitative and qualitative data gathered in this study suggest that print and social media have some positive impacts on social movement and some of the participants claimed
that they had been informed of Boko Haram’s rampage and the abduction of the Chibok girls through print media, such as newspapers, magazines, roadside posters, and billboards.

Moreover, some participants claimed that they became aware of the BBOG campaign through social media like Facebook, Twitter, etc. The focus group interviews led to identification of six key themes. These were, information and intelligence gathering, social and print media education, information sharing, religious or tribal sentiment, communication, and networking and advocacy.

Also, there are a number of sub-themes, which are discussed at length within the analysis of the report. The general findings are that the BBOG campaign movement was first noticed on electronic media, but became viral and sporadic in print and social media. Despite the cultural and religious differences in Nigeria, the campaigners came together to solicit for the rescue of the Chibok Girls.
Acknowledgements

First of all, I would like to thank my thesis advisor and supervisor, Dr. Bahtijar Vogel, Malmo University, Sweden for his time, support, endurance, inspiration, and encouragement. Whenever I ran into trouble or had a question about my research study, Dr. Bahtijar Vogel was always there for me his spirit kept me from quitting and he has been a consistent source of support, motivation, and encouragement. He ensured that this paper was my own work, but directed me to the right direction whenever the need arose.

I would also like to thank Dr. Maria Engberg, as the second supervisor and the reader of this thesis, for her guidance, support, and advice. I am greatly indebted for her very valuable feedback on this thesis.

I am also indebted to Dr. Sven Packmohr, Dr. Sara Leckner, Dr. Daniel Spikol and Dr. Dipak Surie for their advice, support, and feedback. I would also like to express my appreciation to the following lecturers: Dr. Yuanji Cheng and Dr. Bo Peterson and all the lecturers from other departments that taught me during this programme. I thank you all for your time and the knowledge that you all gave me.

I also thank Mr Johan, the CEO of Vertiseit Company in Varberg, Sweden, for his moral and technical support during the design, development, and implementation of the digital signage prototype.

I also thank all the focus group participants and the moderator during the primary research study for their time, thoughts, and opinions during the focus group interview in Lagos, Nigeria. I thank you all for your support in making this study a reality.

Finally, I must express my very profound gratitude to my wife and children for their support and endurance throughout my years of study. This accomplishment would not have been possible without them. Thank you!
Key words

- Bring Back Our Girls (BBOG)
- Resource Mobilisation Theory (RMT)
- Social Movement and Social Mobilisation
- Advocacy
- Information Gathering
- Information Sharing
- Digital Signage
- Print and Social Media
- Boko Haram
- Chibok Girls
- Communication and networking
Dedication

Dedicated to my late father, Alhaji Kareem Majekodunmi; my mother, Mrs. Iyabo M. Majekodunmi; my wife, Abibat Abimbola Kareem and my children Ahmed Kareem, Akeem Kareem, Azeezat Kareem and Ali Kareem
Declaration

I declare that this thesis is my own independent work, and the primary and secondary sources are acknowledged as required.
Table of Contents

1. Introduction ........................................................................................................................................ 1
   1.1 Background and Motivation ........................................................................................................ 2
       1.1.1 Digital Divide ......................................................................................................................... 4
   1.2 Significance of the research ........................................................................................................ 5
   1.3 Aim of the study .......................................................................................................................... 5
   1.4 Research objectives ....................................................................................................................... 5
   1.5 Research Questions ...................................................................................................................... 6
   1.6 Figure 1: Structure of the thesis ................................................................................................... 7
   1.7 Scope of the Study ......................................................................................................................... 8
   1.8 Limitations ..................................................................................................................................... 8
   1.9 Summary ........................................................................................................................................ 9

2. RESEARCH APPROACH AND SETTINGS .............................................................. 10
   2.1 Methodologies ............................................................................................................................ 10
       2.1.1 Participants and Study Context ............................................................................................. 10
   2.1.2 Prototype as a Design Process ............................................................................................... 12
   2.2 Ethical Consideration .................................................................................................................. 13

3. Literature review: theoretical perspective ......................................................................................... 14
   Figure 2: Map of Nigeria (Source: Bate et al. 2005) ...................................................................... 14
   3.1 Print Media .................................................................................................................................... 16
   3.2 Social Media ............................................................................................................................... 16
   3.3 Social Movements ....................................................................................................................... 17
   3.4 Four Social Movement Stages .................................................................................................... 17
       3.4.1 Emergence ........................................................................................................................... 18
       3.4.2 Coalescence ......................................................................................................................... 19
       3.4.3 Bureaucratisation ............................................................................................................... 20
       3.4.4 Decline .................................................................................................................................. 21
   3.5 Resource Mobilisation Theory (RMT) ......................................................................................... 22
   3.6 Social Mobilisation ..................................................................................................................... 23
       3.6.1 Facebook ............................................................................................................................ 25
       3.6.2 Twitter .................................................................................................................................... 25
       3.6.3 Other social media platforms ............................................................................................... 25

4. DESIGN SCIENCE AND VISUAL CULTURE .................................................. 27
   4.1 Design Science ............................................................................................................................ 27
   4.2. The Digital Prototype: design, development and implementation ........................................ 27
4.3. Process of Prototype Design ..................................................................................................... 28
   4.3.1. Identification of Needs and Requirements ........................................................................ 28
   4.3.2. Building of Interactive Systems for Communication and Assessment ......................... 29
   4.3.3. Development of alternative models that conform to requirements ................................. 29
   4.3.4 Evaluation of the design process ...................................................................................... 29
4.4. Visual Culture .......................................................................................................................... 30
4.5. Human Perception .................................................................................................................... 31
5. Prototype ..................................................................................................................................... 32
   5.1. Digital signage .................................................................................................................... 32
   5.2. BBOG people think on digital signage as a complement to print ....................................... 32
   5.3. Ethical issues of digital signage .......................................................................................... 33
   5.4. Functionalities ....................................................................................................................... 33
   5.5. Using PowerPoint as a prototype ......................................................................................... 34
       5.5.1. Designing digital signage using MS PowerPoint ......................................................... 35
       5.5.2. Brief overview of prototype ......................................................................................... 36
   Figure 3: Advocacy Group ........................................................................................................... 37
   Figure 4: Digital Signage Screen ................................................................................................. 38
   Figure 5: BBOG Executive and others ....................................................................................... 38
   Figure 6: Relief Materials to Internally Displaced Peoples (IDPs) ............................................ 39
   Figure 7: Data collection, Lagos-Nigeria ..................................................................................... 40
6. Data analysis and presentation of results .................................................................................... 41
   6.1. Participants ............................................................................................................................ 41
   6.2. Transcripts ............................................................................................................................ 41
   6.3. Process of analysis ............................................................................................................... 41
       6.3.1. Information and Intelligence Gathering ......................................................................... 42
       6.3.2. Social and Print Media and Education ....................................................................... 44
       6.3.3. Information Sharing ..................................................................................................... 45
       6.3.4. Religious or Tribal Sentiment ...................................................................................... 47
       6.3.5. Communication and Networking ............................................................................... 48
       6.3.6. Advocacy ..................................................................................................................... 49
   6.4. Statistical Analysis ............................................................................................................... 51
   6.5. Summary of finding .............................................................................................................. 51
   6.6. Prototype Evaluation .......................................................................................................... 52
       6.6.1. Probability test and Statistical Analysis for the Field Study ......................................... 52
       6.6.2. Presentation of Demographic Information ..................................................................... 53

Table 4.1a: Demographic Distribution of Respondents Based on Geopolitical Zones in Nigeria.... 53
Table 4.1a: Probability test of Respondents Based on Geopolitical Zones in Nigeria .......... 54
Table 4.1b: Demographic Distribution of Respondents Based on Gender .......................... 54
Table 4.1c: Demographic Distribution of Respondents Based on Profession as far as BBOG Campaign is Concerned ................................................................. 55
6.6.3. Probability test and Descriptive statistics ................................................................. 55
        Answers to Research Questions .................................................................................... 55
Table 4.1d: Descriptive Statistics of Respondents’ Response to Items on the Digital Signage Prototype Evaluation (DSPE) .................................................................................. 56
Table 4.1e: Descriptive Statistics of Respondents’ Response to Items on the Relevance and Needs of Digital Signage to Social Movements as far as BBOG is concerned .................. 58
Figure 8: Bar graph representation of Descriptive Statistics of Respondents’ Response .... 59
7. Discussion and conclusion ................................................................................................. 61
    7.1 Introduction .................................................................................................................. 61
        7.1.1 Effect on the usage of the Digital Signage............................................................... 61
        7.1.2 Effect of Profession on Digital Signage ................................................................. 61
        7.1.3 Effect of Digital Signage in BBOG Movement ...................................................... 61
        7.1.4 Effects of Digital Signage over BBOG ................................................................. 62
    7.2. Linking with Objectives ............................................................................................. 62
        7.2.1 Objective 1: To analyse how the campaign Bring Back Our Girls can affect the people of Nigeria ............................................................................................. 62
        7.2.2 Objective 2: To analyse how the print media will be used by Bring Back Our Girl's campaign ................................................................................................. 63
        7.2.3 Objective 3: To analyse the role of the digital divide and use of the digital signage in the Bring Back Our Girls campaign ......................................................... 64
        7.2.4 Objective 4: To analyse the nature of coverage of the Bring Back Our Girls campaign  .... 66
    7.3 Recommendation ........................................................................................................ 67
    7.4 Future Scope ............................................................................................................... 68
    7.5 Conclusion ................................................................................................................... 68
Reference ............................................................................................................................. 73
INTERVIEW QUESTIONS ..................................................................................................... 81
Digital Signage Prototype Evaluation .................................................................................. 84
Annex ................................................................................................................................... 85
List of tables

Table 4.1a: Demographic Distribution of Respondents Based on Geopolitical Zones in Nigeria

Table 4.1a1: Probability test of Respondents Based on Geopolitical Zones in Nigeria

Table 4.1b: Demographic Distribution of Respondents Based on Gender

Table 4.1c: Demographic Distribution of Respondents Based on Profession as far as BBOG Campaign is Concerned

Table 4.1d: Descriptive Statistics of Respondents’ Response to Items on the Digital Signage Prototype Evaluation (DSPE)

Table 4.1e: Descriptive Statistics of Respondents’ Response to Items on the Relevance and Needs of Digital Signage to Social Movements as far as BBOG is concerned
List of figures

Figure 1: Structure of thesis .................................................................7
Figure 2: Map of Nigeria .................................................................14
Figure 3: Advocacy group ...............................................................37
Figure 4: Digital signage screen ...................................................38
Figure 5: BBOG Executive and others ..............................................38
Figure 6: Relief materials to IDPs ...................................................39
Figure 7: Data collection, Lagos-Nigeria .............................................40
Figure 8: Bar graph representation ...................................................60
CHAPTER ONE

1. Introduction

In this chapter, an overview of print and social media, as well as social movements has been discussed. Observers of social movements have agreed that new media provides new opportunities for collective action at a global level (Van Aelst and Walgrave, 2002). Fighting against military dictatorship and the entrenchment of democracy, in addition to corruption and social movements, are some of the ways positive roles have been portrayed in the mass media in Nigerian society (Kur, Agudosy and Orhewere, 2015). Along with the mass media, social networking sites and internet are equally important for social movement (Goodwin and Jasper, 2009). A large number of theoretical work has been discussed to create a relationship between mass media and social networking sites. The Bring Back Our Girls campaign has taken an active and inactive plan to make their campaign free from any religious or political affiliation in the social movement. The BBOG campaign is neither a religious group nor a tribal group, but rather it is ‘a diverse group of citizens’ that advocate ‘for speedy and effective search and rescue’ of the kidnapped Chibok Girls (bringbackourgirls, 2014). Social media platform, such as Facebook, Twitter, and YouTube, as well as blogs, have provided individuals with a voice they may not otherwise have. Social movements rely on the media (print and social media) to gain public attention in order to achieve their aim or agitation (Lopes, 2014). The impact of the print and social media in the social movements will be explored in this study.

This study will focus on the four stages of the Bring Back Our Girls social movement, namely: (1) emergence, (2) coalescence, (3) bureaucratisation, and (4) decline. Therefore, this study will consider earlier social movements in Nigeria before the Bring Back Our Girls campaign, such as Ali-Must-Go and Occupy Nigeria. The aim is to compare and contrast, evaluate, and determine how the Bring Back Our Girls global campaign has attracted the international community (Olutokun et al., 2015).

To test the hypothesis, this study will use a qualitative focus group interview in Nigeria, to investigate the role of print and social media. Also, this study will use a computer-based research approach for the prototype development of the digital signage using Microsoft PowerPoint.
1.1 Background and Motivation

This study will focus on the impact of print and social media on the BBOG campaign, given that Mass media can be an agent of both positive and negative change (Kur, Agudosy and Orhewere, 2015). According to Dictionary.com, an online dictionary, media is defined as ‘the means of communication, such as radio and television, newspapers, magazines, and the Internet, that reaches or influences people widely’ (Dictionary, 2017). Today, the significance of the mass media is globally recognised (Oso and Akhagba, 2014). The media creates social awareness and informs the public about their social rights and duties. On December 17, 2010, 26-year-old Mohamed Bouazizi set himself on fire because of frustration. Immediately, the news was spread on facebook, twitter, online newspaper and print media.

Consequently, this induced a revolution in Tunisia and, according to Fox, young Tunisians began organising themselves on Facebook and Twitter. The Arab Spring led to the Syrian uprising, the Libyan revolution, the Egyptian revolution, and the Bahraini uprising. Both the conventional (print media) and new media (social media) have been used as a means of communication for the mobilisation of social movements (Fox, 2011).

The media has influence and can work for or against a political system. A country’s economy can be improved or halted by media reports. Additionally, the media can facilitate social equality and change, or seek alternatives to the status quo (Egbon, 2001). However, for a society that is a developing nation, dependence on internet and digital technology for the spread of media and mass communications could create a digital gap between people who can afford it and those who cannot. Therefore, access to online news or social media would be limited. According to bring back our girl’s website, 276 girls were abducted by a group called Boko Haram on the 14th of April, 2014. The girls were kidnapped from a secondary school in Chibok, a north-eastern region of Nigeria. In order to protest against this abduction of the school girls, the Nigerians took to the streets of Abuja and their demand was to return the school girls. The name of their protest campaign was Bring Back Our Girls. The campaign was made viral within two weeks’ time of the campaign.

Nigeria has a population of 178,516,904 as of July 2014, with different ethnic groups and languages (Worldometers, 2017). In other words, Nigeria is a heterogeneous and secular society, but due to frustrations and social factors like corruption, injustice, high illiteracy rate, insecurity and so forth, Nigerians came together to advocate. A heterogeneous society should come together to stand for each other during crisis. This advocacy was for the speedy and
effective search and rescue of the abducted Chibok girls and to demand for immediate government response and the quelling of insurgency in Nigeria (bringbackourgirls, 2014).

Historically, the Ali Must Go movement was organised by university students in 1978, while the June 12, 1993 movement was because of the ‘annulment of the election result’ and, according to Jaye Gaskia, *Premium Times* of Nigeria. ‘During a political crisis, mass media protest can be coordinated and organized by mass movements whose intention is for the cessation of military dictatorships and polity democratization’ (Gaskia, 2013).

The Ali Must Go and the June 12 movements had little publicity compared to the Bring Back Our Girls movement because the Nigerian media landscape was limited to traditional media, i.e. print media, TV, radio, and analogue telephone. In addition, in 1993, the rate of Internet connectivity globally was limited, therefore, Nigeria’s Internet connectivity was slow when compared to the present global broadband speed. The global attention of foreign governments has been gained by the Bring Back Our Girls campaign. The success that the Bring Back Our Girls campaign gained with twitter raised awareness among the people of Nigeria and along with mass media, social network sites helped the campaign for the social movements. The social media serves as a vehicle for the social movement.

The Bring Back Our Girls movement has been acknowledged ‘to be one of a kind in world history’ because, regardless of cultural, gender, ethnic, and religious differences, the members and volunteers were able to come together as one entity due to the effective media campaign. The BBOG members and their sympathizers effectively used the power of the internet for interactions with one another, as well as sharing the visual images and the videos of the Chibok Girls on Social media to promote global media coverage. The media (print and social media) played a major role in this social mobilisation (Olutokun et al., 2015). Today, the movements are gaining public support and sympathy due to media attention (Lopez, 2014).

The new media has afforded opportunities to the less privileged and less advantaged people to express themselves freely, provided they are connected through social media, blogs, and websites, to mention a few. Clark (2012) observes that the ‘striking feature of this new method of communication is its ability to bypass the bias of official sources and the mass media’.

The new media, as well as information and communication technology, (ICT) have posed some challenges in developing nations. Idowu and Esere (2013) identify some of the challenges of Information and Communication Technology in Nigeria, as follows:
a) Inadequate ICT infrastructure, including computer hardware, software, and bandwidth/access
b) Lack of qualified ICT personnel
c) Epileptic service delivery and unbearable high bills
d) Resistance to change from traditional methods to a more innovative and technology-based system

Hence, these challenges have increased the rate of the digital divide in developing nations.

1.1.1 Digital Divide

The digital divide is a term used to define the difference between people who have access to resources such as the internet, and those who do not (Beal, 2015). Digital divide exists primarily between those who live in urban areas and those who live in rural regions; between the uneducated and educated; between different socio-economic groups; and, on a global scale, between developed and developing nations (Rouse, 2014).

In 2012, the BBC stated that Nigerian poverty had increased, with nearly 100 million people having to survive on less than a $1 (£0.63) a day (BBC Africa, 2012). Therefore, due to social inequalities and the high illiteracy rate in the developing nations, many Nigerians have no access to digital technology because of the gap between the rich and the poor, as well as the high cost of Smartphones, the high rate of Internet services and high digital illiteracy rate. Computers and the Internet are present in the homes of the rich but not the poor because of the high cost of computers and expensive Internet access. Although the prototype does not provide access to Internet, it provides an essential step towards the digitisation of Nigerian society.

On one hand, only a few people can afford a laptop or PC and broadband services, while on the other, many Internet users in Nigeria use their affordable Smartphones to chat on Facebook, WhatsApp and Twitter, similarly, they use their mobile phones to download and upload images or pictures on the web. The digital divide separates those at opposite ends of the economic scale in Nigeria for competing in the global economy, communication, and gathering information.

This study will design and prototype a digital signage to see how it could be used to reduce the digital divides issue. If a digital signage is installed in a strategic place in a rural or remote area, then the inhabitants in those remote communities may be well informed about the activities of the Bring Back Our Girls campaign. This may encourage them to join the campaign and
participate fully in the movement, and this will help to achieve the aim of this study in terms of the mobilisation, communication, and organisation of Bring Back Our Girls.

1.2 Significance of the research

The Nigerian people have started an interesting campaign for the social movement. Through the Bring Back Our Girls campaign, many Nigerians voluntarily joined the campaigned group to express their anger and frustrations. Moreover, for a country like Nigeria, which is not yet in the post-industrial stage (Investopedia, 2016), it was a good initiative by the citizens of Nigeria. The social movement was very interesting however, it also includes strong leadership quality and strategic coordination along with proper discipline.

The protest would not have been possible without proper leadership and discipline among the Nigerians as the protest campaign was a broad issue. The campaigners protested in the streets of Nigeria by wearing white and red dress, which was the sign of protest against the abduction of the girls. Though it was not the objective to maintain proper discipline in the campaign, the protesters maintain the discipline inside the campaign program for the school girls who were kidnapped from the secondary schools. The protest went viral through the social networking sites. Lots of tweets and re-tweets helped the topic go viral. The hash tag #BringBackOurGirls went viral within two weeks of protest.

1.3 Aim of the study

The aim of this study is to examine the impact of print and social media and its influence on the Bring Back Our Girls movement in terms of mobilisation, communication, and organisation. In addition to this main aim, the study has two sub aims; the first is to study the habits, strategies, and documents that the Bring Back Our Girls Campaigners used and the second is in exploring whether digital signage could be used in the future to complement print and social media, to span the digital divide in Nigeria. Digital divide can be bridged by using the prototype model of digital signage in which people can make up their own presentation and present via the digital signage. Using PowerPoint as a model of digital signage is one of the cheapest methods of advertisement, requiring only access to a computer with PowerPoint installed and a basic knowledge of PPT creation.

1.4 Research objectives

To analyse how the Bring Back Our Girls campaign can affect the people of Nigeria
To analyse how the print media was used by the Bring Back Our Girls campaign.
To analyse the role of the digital divide and use of the digital signage in the Bring Back Our Girls campaign.

To analyse the nature of coverage of the Bring Back Our Girls campaign.

1.5 Research Questions

In this study, the research questions will be based on the usage of print and social media by BBOG, as well as the design and prototype of the digital signage. Therefore, the following research questions were formulated:

1. What will be the influence on the people of Nigeria by Bring Back Our Girls campaign?
2. How do Bring Back Our Girls campaigners use print media, such as flyers, T-shirts and banners, as well as social media platforms to promote the awareness of their campaign in terms of frequency of use?
3. What is the role of the digital divide? How could digital signage be used to complement print and social media in the ongoing Bring Back Our Girls campaign in Nigeria?
4. What is the nature of coverage in media regarding the BBOG campaign?
1.6 Structure of the thesis

Figure 1: Structure of thesis (Source: Created by the author)
1.7 Scope of the Study

This study focuses on how the Bring Back Our Girls campaigners utilise the print and social networking sites to mobilise, organise, and communicate with one another, both before and during the movement. Due to the digital divide, this study will also focus on the design and prototyping of digital signage to see if it could be used to complement print and social media in any future social movement campaign. In addition, how it could be used to create awareness as well as entertain the inhabitants in remote villages about the activities of the BBOG. This paper does not intend to compare and contrast the importance of print and social media, but rather, it will look into the earlier social movements in Nigeria before the Bring Back Our Girls campaign as well.

For this study, the following approach was adopted. The first question, “What will be the influence on the people of Nigeria by Bring Back Our Girls campaign?”, will be explored by reviewing the literature. The second question, “How do Bring Back Our Girls campaigners use print media?”, will be examined by the data collected from the stakeholders. The third question, “What is the role of the digital divide?”, will be analysed based on the design of the prototype. Finally, for the fourth question, “What is the nature of coverage in media regarding the BBOG campaign?”, the relevant publications, literature, and studies will be reviewed to get in-depth knowledge.

1.8 Limitations

The most recurring limitation that a research based on social science faces is the bias of the participants. As in the case of the BBOG movement, the participants will be the affected parents and the government authorities. The perspective provided by both will vary drastically. Because, the parents would directly feel the impact of their missing children while the government would see the situation as national threat. Moreover, the secondary data on the basis of this research is conducted is general in nature and not specific to the scenario.

Moreover, the data presented is also the presentation of the mere fact there is no comparison or analysis of the effectiveness of mass media over print media. The limitation of the research can also be pointed out from the fact that the research is based on analysing the impact of mass media on a social movement based on a particular movement. However, the sentiments, issues, and participants in every case make it different from one another.
1.9 Summary

The chapter can be concluded with the fact that there are well designed research questions with a focus on the usage of print and social media by BBOG as well as the objective that allow the proper achievement of the research aims. This section has also presented a well-described research aim that will analyse the flow of the research. The background and the scope of the research have allowed the presentation of a clear view of the scenario and the platform on the basis of which the discussion will be done.
CHAPTER TWO

2. RESEARCH APPROACH AND SETTINGS

2.1 Methodologies

This study will use a mixed method research approach and a focus group interview (qualitative data). A computer-based research approach will be used for the design and prototype of a digital signage and a survey (quantitative data) will be used to evaluate the prototype. Focus group or focus group interview is a qualitative method for data collection. A focus group is a group of individuals with particular characteristics focused on discussion of given issues or topics (Anderson, 1990). A focus group is defined as a collection of people consisting of smaller groups of people, normally numbering 6-9 people, brought together through the use of a trained moderator to discover ideas, feelings, perceptions, and attitudes about a topic (Denscombe, 2007).

The design of a survey offers insight into quantitative or numeric trends, opinions, and attitudes of a population by focusing on a sample of the given population (Creswell, 2009). More so, a self-completion questionnaire offers an inexpensive way of collecting data, rather than using personal interviews (May 2001). As such, both the qualitative and quantitative research methodologies aim at collecting data from a sample population in a social environment (Patton, 2002).

The prototype will demonstrate how it can be used to complement the print and social media in communication, social interaction, social movement, and entertainment. In order to be able to examine, analyse, and evaluate this prototype, and to develop the scientific knowledge, understanding, and the skills required to conduct a media-related prototype within the field of media technology, a self-completion questionnaire will be designed and distributed to the viewers of the digital signage prototype for feedback.

2.1.1 Participants and Study Context

To achieve answers to the research questions, this study will also conduct a focus group interview with participants in Nigeria, as interviews can provide an insight into people’s attitudes, feelings, aspirations, values, opinions, experiences, and biographies (May, 2001).
This study will use mixed methods as the following preliminary factors have been considered: ‘the philosophy, theory, resources and the research problem’ (John W. Creswell et al. n.d.) to present the findings obtained from the selected professionals, activists and scholars, and the survey (prototype evaluation). Then, it will interpret them in the context of the above stated research questions. Mixed method will be adopted as this approach helps to gain more in-depth information and knowledge of the problem. This method helps to provide rich datasets. This approach is best for integration. Major technologies like social media, print media, usage of digital signage, and social movement are integrated here. All these are the advantages of this mixed method over the two independent studies.

Mixed method has been adopted because this is the best approach for integration. The integration done here is on a massive level and covers the major key technologies like social media, social movement, print media, and usage of digital signage to integrate into a common vertical line of systems adopted for making the whole movement a success. Mixed method offers powerful tools for investigating a complex process. Integration at the study design level occurs through three basic mixed method designs: exploratory, explanatory, and convergent. Understanding these principles of integration can help the researchers leverage the strengths of mixed methods.

This method, including the interview and survey, will focus on group discussions and interactions with professionals, such as journalists, bloggers, political activists, researchers, lawyers, religious leaders, teachers, students, bankers, and the military, concerning “dialogue, storytelling, and collective action” (Kindon et al. 2007).

Hence, it provides better opportunities to generate information and to share knowledge between the participants and the researcher for a better understanding of the research topic. Data can provide a rich insight into impressions, feelings, thoughts, and perceptions of people in their own words (Stewart and Shamdasani, 1990).

The following six guidelines, as described by Anderson (2013), are used to develop the questions for the focus group:

i. The focus questions are open-ended.

ii. The questions are of a “qualitative nature” and are quantifiers, e.g. as in how much is avoided.

iii. The issues that have a possible ‘yes’ or ‘no’ answers are avoided.

iv. The ‘why’ question is generally not asked.
v. A great number of questions were outlined through brainstorming, and reduced down to the desired questions.
vi. The questions are sequenced in a natural flow.

Lazarsfeld and Merton’s research forms part of a history of utilizing focus groups in qualitative research: (a) the capturing of people’s contemporary responses in the context of face-to-face interactions and (b) focusing strategically on interview prompts (Kamberelis and Dimitriadis, 2005). This has its basis in themes which are produced in face-to-face interactions and which researchers consider to be important. Focus group interviews are “focused” on a specific topic or set of issues (Wilkinson, 2004). The group discussions focus on the role of print and social media in social movement a case study of the BBOG campaign in Nigeria.

Three of the participants were working fulltime in print media, three of the participants were teachers, and two worked in reputable marketing companies, a clergyman (Christian preacher), an Imam (Islamic preacher), two activists, a legal practitioner, a journalist, and a military man.

The participants lived in different parts of the country, such as Abuja, Lagos, Abeokuta, Maiduguri, etc. All the participants were gathered at a local restaurant that had a room for conferences, meetings, etc. The restaurant was located along Abeokuta Express Road, PWD-Ikeja, Lagos, Nigeria. The meeting was a face-to face interview with open-ended questions.

2.1.2 Prototype as a Design Process

The media content for the prototype includes the images, videos, and pictures of the participants during the focus group interview in Nigeria. The product will be tested and evaluated by distributing a survey question to the viewers (participants) in Nigeria. The participants will be asked to view the prototype and give feedback. The participants will fill in a questionnaire based on their experiences, and in addition, the product will be tested and evaluated for any failure. In this part, the general theory of epistemology will be helpful. Epistemology involves the study of knowledge. Epistemologists will arrange a number of tasks, which are sorted into two categories. According to the first category, the participants are made known about the nature of the prototype. Secondly, the human knowledge about the topic will be encountered.

The digital media, such as videos, images, texts, or animations, will not only be edited on video and image editing software, but also the colour will be enhanced, the image and video will be resized to suit the layout, and a good background effect will be used to attract the attention of the participants and increase user engagement. In the process, scientific knowledge
and methods may be developed as a way of contributing to science and academia. This study will ensure flexibility in the delivering of the media content.

2.2 Ethical Consideration

During data collection, the participants will receive full details of the nature of this study, the risks involved, and an opportunity to ask questions. The study will seek the consent of the participants regarding the use of their photos and images during data analysis and their data rights will be protected. The integration is done here with the help of some of the key technologies like social media, online newspapers, and print media. Those technologies are used in order to integrate into a common vertical line of adopted systems for making the whole movement successful.
CHAPTER THREE

3. Literature review: theoretical perspective

Figure 2: Map of Nigeria (Source: Bate et al. 2005)

North Eastern Nigeria is a subdivision of Nigeria. Three states depicted as the epicentre of these problems are Adamawa, Borno and Yobe. Yobe was previously a part of Borno state.

BBOG campaign will definitely influence sentiments of citizens of Nigeria because the common people support against those barbaric acts of abduction. Print media, flyers, t-shirts, and banners, as well as social media, are very effective because they create mass social awareness among the citizens of Nigeria. North-eastern Nigeria being a disputed area for abduction of pupils has become a burning example of barbaric backward practices among the terrorists. It not only affects the reputation of Nigeria but also the image of Africa overall is at stake. Most importantly, the BBOG campaign is another example of Africa’s success in trying to protect people from terrorists, and their safety is provided by these campaign reformers. Several media strategies have been adopted to mitigate this issue and are still being assessed on a mass scale.
The NHS Modernisation Agency describes social movements as changes ‘involving collective action by individuals who have voluntarily come together around a common cause; they often involve radical action and protest, which may lead to conflict with accepted norms and “ways of doing” things’ (Bate et al. 2005).

However, a social movement is not an individual affair; it is a collective approach, as no single actor, whether powerful or not, can lay claim to representing a whole movement (della Porta and Diani, 2006). The institutions, both private and public, and individuals from different walks of life, are increasingly using social media for communication and to monitor and coordinate issues on a national and international level (Mozorov, 2009).

Today, social networking sites have been used as agents of change for mass mobilisation by exchanging messages, pictures and images, and also retweeting and sharing information within a social group on Facebook, Twitter, Instagram, and LinkedIn. This new media is Motivated by different technologies of information communication (Ibrahim, 2013). On the Nigerian-led Bring Back Our Girls social movement campaign, writing in The Guardian, Maeve Shearlaw (2015) identified Oby Ezekwesili as one of the three actors who organised the movement with hashtag bringbackourgirls (# bringbackourgirls) and used both print and social media for the mobilisation, coordination, and organisation of the campaign. Her motivating factor was because of a lack of commitment on the part of the government to rescue the girls from the kidnappers (Shearlaw, 2015). In this aspect, the framing theory will also be applied. Framing assumes that the characterization of an issue in online news reports can influence the audience. It states that, media transfers the salience of particular attributes to issues or some events. This theory can also be depicted as political identity.

During the Arab Spring, a consistent narrative from Arab civil society leaders has demonstrated that social media, the internet, and mobile phones can make a difference (Howard and Hussain, 2011). Similarly, the Bring Back Our Girls campaigners utilise the Internet, mobile technology, and social media platforms to promote awareness of their campaign. With these digital technologies, those who are interested in democracy can create ever growing networks, participate in the creation of social capital, and organize political action more rapidly than ever before. Additionally, Kipphan (2001) stated that social media uptake has grown worldwide.

The Bring Back Our Girls global campaign, a social movement campaign, was launched to create a global awareness so that the Nigerian government, led by the then president, Jonathan, would respond appropriately to rescue the girls immediately (Olotokunbo et al., 2015).
Ultimately, the print and social media played a prominent role in the campaign to gain global awareness.

3.1 Print Media

The contemporary surveys on the use and importance of print media has proven that globally there is a greater need for print media (Kipphan, 2001). Print media includes magazines, books, newspapers, and even T-shirts, as a form of ‘one-way communication’ (Biagi, 2013). In other words, the message is from sender to receiver only. The Bring Back Our Girls campaigners used both online and offline communication strategies to reach their target audiences.

Print media has a huge influence on the characteristics of society as it can reach people who are lacking facilities to connect to digital media or electricity through newspapers and posters (Mozorov, 2009). It has ability to provide a detailed analysis of the incident and can create a bias toward a particular side. However, print media can create a negative impact towards any incident by serving distorted news that can affect the reputation of individuals or organisations and generate negative sentiments among people.

Print media is used in this campaign as it helps to connect to people living without electricity and create awareness among them about the security conditions of Nigeria. It also helps highlight the actions taken by government in bringing the girls back from the militants. Through this media, people are able to communicate to other people and provide news. However, in some cases, it can also act as two-way system as many print media asks for questions and reviews through letters from its audience, which are published in the same print media.

3.2 Social Media

This new media uses digital platforms to create awareness and social interaction. Social media could be used for information, education, and entertainment. Hence, social networking sites, according to Al-Harrasi and Al-Badi (2014), ‘has become a basic practice in students’ daily routines. They use different social networking sites, such as Facebook, Twitter, YouTube, Academia, and MySpace, spending a long time on such sites’.

The use of social media is not limited only to students’ daily routines, but is also used for business transactions, advertising, and social movement campaigns. This is ‘a two-way digital system’ (Biagi, 2013). In other words, an interactive system enables users to give feedback.
However, there is a gap between the digital users and non-users, and perhaps, this could be because of social inequality. The advances in technology gives social media users opportunities to express their feelings and thoughts in any situation they find themselves. Through social media platforms, the messages are instantly spread, shared, and retweeted by users.

Social media plays an important part in connecting communities from around the world. It helps mix the cultures of different peoples, and due to time spent on social media, users view many topics and provide their outlook on it. Since social media has formed a habit for many users it is influential in changing their view towards an incident (Barkan, 2016). Social media is also useful for campaigns, as it allows communication between users at fast speed.

3.3 Social Movements
Today, people do not only rely on political parties and the electoral process to express their preferences, but also on demonstrations, protests, campaigns, petitions, marches, and organizations which can help them achieve their social change goals (Johnston, 2011). The opportunity structure needs to consider how a social movement is driven by grievances (Lopes, 2014).

These grievances can be caused from a change or deterioration of political, social, and or economic situations (Lopes, 2014). Social movements rely on the print and online media to mobilise and gain public support, as movements depend on the media to generate public sympathy for their challenges (Lopes, 2014). Technologies have provided an opportunity for people to mobilise and organise themselves. Social media tools such as Facebook, Twitter, YouTube, email, text messaging, and photo sharing have enhanced social interactions, communications, and public participation in social movements.

3.4 Four Social Movement Stages
According to Christiansen (2009), ‘one of the earliest scholars to study social movement processes was Herbert Blumer, who identified four stages of a social movement's lifecycle’. The four stages he described were “social ferment”, “popular excitement”, “formalization”, and “institutionalization”.

Christiansen says that, today, the four social movement stages are known as:

- Emergence
- Coalescence
• Bureaucratization
• Decline

Thus, social movements need organisation and resources for mobilisation and social, economic, and political factors cause people to mobilise one another for social change. The working classes were a core participant in industrial society conflicts, not just because of its size or economic function relevance, but also because of a wider range of structural factors (Della Porta and Diani, 2006).

As stated earlier, the focus of this study is related to the emergence of the BBOG group and its collective actions; thus, I will review the scholarly works on the four stages of the social movement, namely: (1) emergence, (2) coalescence, (3) bureaucratisation and (4) decline. The social mobilisation and resource mobilisation theory in social movements will be discussed as well.

3.4.1 Emergence

Blumer (1969) describes the emergence of a social movement as the “social ferment” stage. Barkan (2016) writes that, at this stage, ‘social movements begin’ due to social, economic, or political reasons that result in public grievances or divisions in a society. This is a preparatory stage in social movements, and therefore, ‘there is little to no organization’ (Christiansen, 2009).

This marks the beginning of a social movement organisation. Participants in potential movements may not be happy with some policies or social conditions, however they haven’t taken any action to address their grievances, or if they have, it is more probable that it is not collective action, but individual action (Christiansen, 2009). Isolated citizens who are unhappy may gather around shared grievances or demands (Johnston, 2011).

The participants come together to express their discomforts or grudges and to deliberate on what to do. Similarly, at this phase, the participants would feel that the challenge is to diffuse ideas of political movements and of society itself (della Porta and Diani, 2006). Then, this would increase the media coverage as the watchers of social movements have agreed that new media offers a new opportunity for collective action on a global level (Aelst and Walgrave, 2002). According to Shearlaw (2015), writing in The Guardian, ‘as Nigerians marched to the capital Abuja to demand action the global social media community rallied around a call to #bringbackourgirls.’
Print media helped in bringing the information about the abduction of Chibok girls by militants of Boko Haram. It highly influenced the sentiments of people as it provided the reactions of relatives of girls who were abducted. It provided information about helplessness of the government along with previous similar incidents. This non-reactive government stance resulted in reaction among the people of Nigeria, which later emerged as a Social Movement. Social media also plays an important role in generating social response to an incident. It has the ability to create and quickly organise movement among users (Barkan, 2016). As social media has become a habit, many users have allowed the influence of social media over their life. In the case of BBOG, news of abduction of Chibok girls generated comments and replies among the users in Nigeria. These feelings of insecurity among social media users lead to the generation of the BBOG campaign. Users can also plan their demonstration place and communicate the roles that each individual may need to play at the demonstration site. Social media helped BBOG campaigners vent their anger and frustration over government and helped them to make a collective decision. Many supporters of the campaign were located at different parts of Nigeria and they were able to communicate their feelings related to Chibok girls only due to the presence of social media. Social media also act as platform for the users to hold discussions related to the issue. Through social media, users can understand the view of other users and can easily select a side on discussions.

3.4.2 Coalescence
At this stage, the leaders of a movement need to decide how to promote the recruitment of new members and decide on a strategy for achieving their goals (Barkan, 2016). Thus, the participants may wish to invite their family members and friends to the movement in order to boost their social networks and to gain media support, as a social network not only facilitates but also produces collective action (della Porta and Diani, 2006). This stage is characterized by a clear sense of discontentment (Christiansen, 2009).

Therefore, this stage would be based on the formulation of collective strategies and actions that would help the participants achieve the organisation’s objective. Moreover, they might use news media to gain publicity and get the public on board to support their cause (Barkan, 2016).

At this level, a movement is more important as it is a key agent for enabling societal change (Crossley, 2011). Additionally, leadership can emerge and success strategies are configured (Christiansen, 2009). Since the participants aim for social change, they would put different
strategies, such as media coverage, public demonstration, etc. in place for their voices to be heard in order to gain public attention.

In this stage, both print media and social media are used to increase the number of those who provide support to the campaign by joining the demonstrations held by campaigners. Print media is useful as people without reach to the digital world need to be connected to the campaign. Most of the girls belong to this segment of people, which is the reason that people from this segment are important for the campaign. Print media also helps people to identify the different aspects related to the campaign, such as changes that can occur in policy of government and changes in security facilities of the people. Social media is highly useful because it is another means of communication to reach people and solicit for their support during the movement. It is also useful as all communications and decisions can be made instantly. Social media is also useful as awareness about the campaign can be generated at a faster pace (Olotokunbo et al., 2015). It also helps in generating awareness among the international community about the campaign, which results in pressurization of government by the international community. During the BBOG campaign, social media was useful in generating awareness among the users from other countries. Since large-scale discussions on the same topic can also influence international leaders about the topic, the ineffectiveness of the Nigerian government was criticised by international leaders and was forced to take actions against the militants. Social media is also useful to generate funds for supporting campaigns, as many users readily donate funds to support the cause.

3.4.3 Bureaucratisation

According to Barkan (2016), at this stage, a social movement organisation becomes ‘bureaucratized, as paid leaders and a paid staff replace the volunteers that began the movement. It also means that clear lines of authority develop, as they do in any bureaucracy. More attention is also devoted to fund-raising.’ An effective leadership is constituted in other words, a leadership that could represent the movement in any future political or social gathering for any possible dialogue or peace talk in respect of their social demand is in place. At this stage, social movements cannot simply rely on a mass rally or an inspirational leader to advance their objectives and build a constituency; instead they need to rely on staff who have been trained to perform functions of the organization (Christiansen, 2009)

The social movement campaigners and its leadership focus more on ‘fund-raising’ (Barkan, 2016) to print posters, flyers, banners, and also to subscribe for Internet services for effective
digital interaction. During the revolution in the mid-1600s, during the period of turmoil, print media such as posters and pamphlets were used to communicate with people (Moe, 2010). Internet technologies offer a many-to-many mode of communication. Thus, the information and communication technologies would be used effectively (print and social media) during the demonstration and negotiation to keep the members and non-members informed in order to promote the social struggle as technology is capable of provoking people into participating. Examples include the internet, texting, and mobile phones (Johnston, 2011).

Print media is useful in this stage, as paid staffs are hired by providing advertisement. It is also useful to publish posters asking for funds from the people to support the cause. Print media also enhances the campaign as paid news is published in print media that support the campaign. The print media is used to provide advertisement related to fund raising for the campaign and such advertisement are made by paid staff with expertise to create advertisements. Print media is also useful as campaigners can hire staff members of print media for its print campaign (Christiansen, 2009). Social media plays an important role in the bureaucratisation of campaign; campaigners can also reach many people who are willing to donate for the cause.

Social media allows campaigners to draw its staff members from a vast pool of talents. Campaigners of BBOG understand the importance of social media and its influence in bringing changes, due to which it created a dedicated staff for social media that continuously keeps communication with other users and provides them information about the success of campaign. The hired staff members provide users information about the progress of the campaign along with promotion to new users and asking for donations. The hired staff can also approach popular celebrities to provide their support for the cause, which can help in generating more awareness among the people.

3.4.4 Decline

The final stage in the social movement life cycle is decline. This does not necessarily mean failure for social movements, though. Rather, Miller (1999) argues that there are four ways social movements can decline: repression, co-optation, success, and failure (cited in Christiansen, 2009). Macionis (2001) adds establishment with mainstream as another way in which they decline. Eventually, social movements decline for various reasons (Barkan, 2016). However, when Oby Ezekwesili was asked about the progress of BBOG, she said, if one person still holds a candle for the kidnapped, we have not failed. One person’s voice can eventually evolve into millions (Shearlaw, 2015).
With the decline of a movement, importance of print media and social media decreases, however, they remain relevant as they provide information about the success or failure of the movement. Print media provides information about the reasons for the final ending of movement. It also helps in analysing the consequences of social movement and chances of any uprising related to the movement. Print media also provides information related to incidents that occur within the period of movement. Print media is useful as campaigners can understand their mistake in making their campaign successful and later avoid such mistakes (Olotokunbo et al., 2015). Print media also provides news related to any changes that occurred in movement that changed the fate of the movement. It also provides the stands taken by different stakeholders involved with the movement. Social media is useful as people get information about the fate of BBOG and actions taken by the government. Social media also provides users insight into reactions among the activists related to BBOG. Through social media, users can discuss the reasons related to the movement, such as reasons for failure or reasons for changes in goals of the movement. Users can hold discussions about the ideal results of the movement that can occur if the proper course of the movement had been followed.

3.5 Resource Mobilisation Theory (RMT)

According to Kipchumba, Zhimin, and Chelagat (2013, p.5), ‘Resource Mobilization Theory works very effectively to explain social movements because it explains the actions of individuals by just looking at selfish behaviour and does not see it assume sort of deviant, unexplained mechanism to force individuals to behave altruistically’. Members and volunteers for effective social mobilisation pull resources together.

Then, the main issue in resource mobilisation theory is that resources such as money, time, material, logistic support, organisational skill, and other socio-political needs are essential and they promote the efficiency and effectiveness of social mobilisation movements (Olotokunbo et al., 2015).

Social movement organisations may attempt to mobilize greater support from the public, and thus, essential resources can be used for campaign enhancement. Such a campaign can be enhanced by reaching many people, by the improvement of communication strategy, and by gathering logistics as well as by maintaining a semi- or quasi-professional group (della Porta and Diani, 2006). Although contribution of resources may be voluntary in a social movement, the prominent or influential members among the campaigners may be taxed to donate a fixed
amount of money or material in order to fulfil financial obligations, as well as to achieve their main objective of social change.

In case of BBOG, after the recruitment of hired staffs and paid workers, the efficiency of the campaign improved as proper utilisation of funds along with time and resources were made. Proper logistics support was provided to campaigners as trucks with resources reached the capital city, Abuja. Since many demonstrators were from outside of Abuja, logistics included food supply, tents, and basic need materials (Christiansen, 2009). The protestors also needed financial support, as funds were required to pay for their food and clothing. Funds were also required for the transportation cost of demonstrators and the purchase of banners and posters. Other logistics, such as social media and print media are necessary as these media helps in broadcasting to people about the plans of the campaign. As the theory mentions that resource mobilisation is two-stage process, campaigners of BBOG first acquire the resources by involving the social campaign for fund raising where the campaigners approached users (Johnston, 2011). Resources acquired for the campaign involved funds through fund raising events, and logistic support by creating logistics centres where staff broadcast their message motivating the other campaigners and instructions related to the next steps to be taken in the campaign. After acquiring the resources required, the second stage of the theory applies as the campaigner initiates the mobilisation process, which involves sending demonstrators towards the capital. The resources required to support the mobilisation are utilised in this stage to provide the demonstrators with basic needs, such as shelter and food during their stay in Abuja. As the campaign can also elongate, a continuous supply of resources is necessary, otherwise, the resource will dry out.

3.6 Social Mobilisation

New communication technology can be an important tool in social mobilization (Sreberny and Khiabany, 2010). Hence, social mobilisation provides a foundation for a collective behaviour in order to achieve social change. Social mobilization is the foundation to a participatory approach in the development of communities for either conflict resolution or disasters (Olotokunbo et al, 2015). Therefore, mobilisation could be defined as the act of organising participants together for social or protest actions. This is targeted at influencing public opinion and gaining media attention (Johnston, 2011).
The organisers adopt different communication strategies during the mobilisation in order to gain public support. Social media can instantly get the message out to the masses, without space and time restrictions (Harlow, 2011).

Social mobilisation helps campaigners of BBOG to engage volunteers for the cause at different levels. It helps generate awareness about the BBOG and demand actions from the government over the abductions of Chibok girls. Through social mobilisation, different partners of the campaign can provide their support in a way in which volunteers may be interrelated and provide efforts that are complementary to each other (Storck, 2011). Through social mobilisation, campaigners can reach out to people and communicate their message in a planned and coordinated manner both to and from volunteers at different times. In social mobilisation, people from different walks of life are assembled to provide their views on the campaign and provide motivation to other volunteers.

On the other hand, dissemination of instant messages during social mobilisation is not only limited to social media, but also other media, such as print media, newspapers, radio and television, which offer rapid coverage by using both traditional means and new media platforms. During the 2011 Arab Spring movement, Twitter, Facebook, and YouTube personal blogs were effectively used for the mobilisation and organisation of the campaigners towards changing the status quo and information and messages were shared across these social platforms for social actions.

Mobilisation in BBOG occurred rapidly due to use of social media by the campaigners, which helped them to communicate the venue of protest rapidly to different volunteers. With the campaign on social media, through crowdfunding or volunteers, the organisers were also able to provide information on how to raise or issue logistic support quickly (Harlow 2011). These volunteers were ready to provide IT logistics support to campaign through continuous communication with other volunteers and continuously motivating the volunteers. Through this mobilisation, volunteers are able to provide the real-time information about the scenario of the protest.

It does not need to be stated that this is not the first time an innovation in technology has been used to facilitate change (Storck, 2011). The advent of Gutenberg’s printing press in the 15th century played a crucial role in weakening the power of the medieval church and led to the Renaissance, and later the Reformation and Scientific Revolution.
3.6.1 Facebook
Facebook can be used as an effective platform to display the social movement. There is no initial cost for implementation of Facebook as a strategy for making BBOG a success. Social media has been a very widely adopted tool for promoting media content these days to gather a huge number of followers. Most of the people in Africa have a Facebook and it becomes easier to reach them as they are often online at their leisure time. Hence, Facebook can be used as an effective tool to promote BBOG with hashtag #BBOG and gather followers. In addition, Facebook groups can be created and various polls organised so that BBOG has more views. Facebook group can also be used as a tool to reach the mass group of youngsters who can promote and support this movement and make it a success. Facebook has the potential of sharing experiences, thoughts, and ideas, which makes it a good choice for socialising this social movement on a mass scale.

3.6.2 Twitter
Twitter is another option for making BBOG a success through hash tagging and making it viral on twitter. Often, twitter is considered for making hashtags viral for other social media platforms. If #BBOG has been tweeted on twitter, it will be promoted to numerous followers at the same time. The various tweeting methods used for this kind of situation are essential for promoting events on a large scale. Hence, twitter should be used as a method of effective marketing strategy for promotion of #BBOG. The best part of twitter is that it enables everyone to have a clear view on each perspective of #BBOG. Twitter also helps with promotion in an innovative way since it has a tendency of getting re tweeted for viral hashtags. Hence, the various methods adopted by twitter to track other users or following them make it essential part of social movement using social media. Lastly, twitter has the ability to create a trending topic and hence can be used by #BBOG as a powerful way for making it a trending topic.

3.6.3. Other social media platforms
Various other social media platforms have been used as effective methods for promoting the success of the social movement. Social media platforms often promote cross-platform sharing, which allows a larger audience to be reached quickly across multiple platforms. Social media platforms are often the best way for promoting social movements because social media is the only place nowadays where social gatherings happen. In the age of digital technology, social media has gathered priority and has opened a new level of infrastructure to social movement success rate. The social movement success rates are higher because they often require huge amount of human support. Digital signage also enables a good resource for creating social
movement success achievement. These social media platforms are also very efficient and effective, as it requires no monetary funding for such kind of execution. Blogging, wikis, and message boards are great ways for creating social movement awareness.
CHAPTER FOUR

4 DESIGN SCIENCE AND VISUAL CULTURE

4.1. Design Science

This study will also use a design-based approach to prototype a digital signage. This is to enable the researcher to use multiple methods which intend to produce new theories, applications and artefacts which account for teaching and learning in educational methodology (Barab and Squire, 2004). An additional concern is how to understand which activities people carry out when using the product (Sharp, Rogers and Preece, 2002). This artefact focuses mainly on technology-based design (Hevner et al., 2004). Because a digital signage technology prototype may be used to complement the print and social media platforms for mobilisation of people during social movements it can also be seen to influence the world we inhabit, teach, and learn in (Spikol et al., 2012).

Furthermore, digital signage communicates effectively via digital media screens and Smartphones, provides higher visibility and also creates attention. This study will explore design science to prototype a digital signage. This prototype was initially tested by using a dedicated software from the Versait company in Sweden for a comparative analysis with the PowerPoint application software so that the comparison would help the researcher to come up with a design and prototype that will improve communication, interactions and media sharing. The PowerPoint application software was chosen for this project for its flexibility and cost-effectiveness as well as for academic needs.

This study will focus on technology-based design (Hevner et al., 2004). The main goal of an information system is to design and develop an artefact that is usable (Hevner et al., 2004). By this, it is generally meant as being easy to learn, effective to use and providing an enjoyable user experience.

4.2. The Digital Prototype: design, development and implementation

The most simple digital signage systems can be made on a desktop computer using simple software such as Adobe Acrobat and PowerPoint…… however, special features which render programs of interest of digital signage applications, e.g. looping and playlists are used infrequently. (Lundstrom, 2008). The design of digital signage systems is based on different methods of televisions and computers in addition to other display devices which can
efficiently offer information and advertising to people in public areas (Arsan, Parkan and Konu, 2014). A prototype is described, for example, as scale models of bridges and buildings, or perhaps software. Similarly, prototypes may be a paper-based outline of a screen(s), a task video simulation, an electronic "picture", a 3D cardboard and paper representation of an entire workstation, or a simple stack of hyperlinked screenshots, amongst others. (Sharp, Rogers and Preece, 2002).

As a result of technological advancements, as in the dedicated digital signage software, digital products have been improved and innovated to a great level. At present, there is a shared concept in industry to seek software support based on large fields of knowledge, information, and data (Fischer and Countellier, 2006). For the most part, PowerPoint can be utilised for ‘manual’ slide presentations (Lundstrom, 2008). Yet, dedicated software for digital signage is needed to create dynamic and complex digital content as it is vital to retain control over layers and regions (Lundstrom, 2008). Digital signage could serve the following purposes: entertainment, advertising and promoting products, corporate announcements, corporate messaging, corporate communications, public information systems e.g. headlines, news, weather, and menu information which could be digital menu boards providing information on pricing, nutrition, and ingredients (Arsan, Parkan and Konu, 2014).

This digital signage will display a variety of content, such as images, pictures, videos and animations on the screen. This technology would engage the audience and, therefore, it can be used to mobilise a target audience in the case of any social movement. Hence, this will be used to test this study’s prototype digital signage concept.

4.3. Process of Prototype Design

This study identifies and explores the design processes’ “opportunities and problems in an actual application environment” (Hevner, 2007). Sharp, Rogers and Preece (2002) have described four core activities of design science. They are:

(1) Identification of needs and requirements
(2) Development of alternative models that conform to the requirements
(3) Building of interactive systems for communication and assessment
(4) Evaluation of the design process

4.3.1. Identification of Needs and Requirements

This study identified the need for a digital signage prototype to complement print and social media because the Scientists use various channels, such as movies, apps, television,
billboards, video games, magazines, posters, websites, and blogs. Each has its own specific interface—either printed or digital—they are all potentially powerful tools to communicate with: they share a visual language (Estrada and Davis, 2015).

The main purpose of mass media is in disseminating messages, either in visual or print format, for an effective communication. Therefore, the construction of this prototype will consider the needs and requirements for testing of this project in the early stages to the finished product (Vogel, 2011).

4.3.2. Building of Interactive Systems for Communication and Assessment

The viewers have no direct interaction with the digital signage prototype; in other words, an interactive interface is not embedded into the system. It is important to note that an interactive design process is beyond the scope of this study. This project is only meant to engage, inform and entertain the users or viewers because prior to the installation of a digital signage system, there is a need to agree on the purpose of the system and how it is to be used (Lundstrom, 2008).

This prototype will solve the question of how it can be used to complement print and digital media in the BBOG movement for effective mobilisation in order to reduce the digital divide in Nigeria.

4.3.3. Development of alternative models that conform to requirements

Due to the feedback received from the company supervisor, verseit digital company, the prototype with PowerPoint Application Software was designed and developed as an alternative to comply with the aim of this study. More so, to see how, in this study, a real digital signage design and prototype with PowerPoint Application Software could complement the print and social media in social mobilisation. During the redesigning process, a well-designed prototype provides opportunities for innovation and creativity.

4.3.4. Evaluation of the design process

The digital signage initially designed and developed with the dedicated software application was evaluated by Mr Johan, my company supervisor, via his official email, and his observations, were based on three different issues, as follows:

(1) The information
(2) The region
(3) The caption
The feedback that I received from the company supervisor during the design and development of the prototype with a dedicated software enhanced my knowledge and skills. Thus, when prototyping the digital signage with a PowerPoint application, the information was well-arranged having considered the feedback and the principle of design; the Balance, Emphasis, Movement, Pattern, Rhythm, Repetition, Variety and Unity as well as visual theory to make it more user-friendly. The region was dependent on the PowerPoint Slides and the playlist to ensure quality media product and user satisfaction.

Finally, I used ‘Bring Back Our Girls’ as a caption throughout the PowerPoint Slides rather than ‘The Role of Print and Social Media in Social Movements in Nigeria’, since BBOG is the case study and for evaluation purposes.

The design choice was made because of the simplicity, cost-effectiveness and flexibility of the PowerPoint Software Application, as the most simple digital signage systems can be made on a desktop computer using simple software such as Adobe Acrobat and PowerPoint. (Lundstrom, 2008).

4.4. Visual Culture

Visual culture concerns visual events where information, pleasure, or meaning is looked for by customers in a visual technology interface (Mirzoeff, 1999). What is the prospect of visual culture? In the world around us, visual images or visual data are everywhere, such as academic environments, commercial and government organisations, sports halls, industries, and communities, to mention just a few.

The visual images or visual data are found everywhere in the form of still images, pictorial messages, in digital format or in video format. Also, visual images are displayed both in indoors and outdoors as signages, billboards, digital signages and TV displays for visual communication, as these have been the practice in the world around us today. A design science research needs the creation of an innovative, meaningful and purposeful artefact (Hevner et al., 2004). To obtain design science knowledge, visual image and visual data construction is designed and developed based on visual perception, human cognition and behavioral knowledge, and considering the cognitive abilities, personal preferences, and audience value systems (Frasca, Meurer, Toorn, & Winkler, 1997).
4.5. Human Perception

The audience perceives the visual images, video and visual data as a process of defining, examining, interpreting and analysing the visual messages. Thus, explanatory theories are a set of theoretical statements which offer explanations (Gregor, 2006) for artefacts. Therefore, if a digital signage prototype embedded with videos, images, pictures and texts were displayed by the BBOG campaign group as visual messages in the remote areas, these would enhance people’s perceptions and understanding and also increase their awareness as well as informing and educating them. In turn, this would reduce the digital divide gap between the people in the urban and rural areas.

Similarly, the digital signage would also enhance the communication strategy, as peoples’ experience has become more visual than it has been, from satellite pictures to medical images of the human body’s interior. In times of visual screens, the viewpoint is critical (Nicholas Mirzoeff, 1999). The concept of this digital signage prototype is to deliver visual messages for the BBOG campaign group, as predictive theories are a set of theoretical statements which offer predictions (Gregor, 2006). Generally, a theory’s purpose is to explain and predict (Walls et al. 1992). Hence, this prototype would complement the print and social media in a social movement such as BBOG, since digital signage has its roots in varying methods via the use of television and computer screens (Lundstrom, 2008). Although it requires additional cost, it would increase the efficiency of the campaign and offer information and advertisements to people in public places (Lundstrom, 2008).

Meanwhile, visualisation of images, pictures and motion videos through a digital screen or smart screen would increase the media attention because digital signage has become a powerful tool in the developed nations for marketing, education, information and campaigns. Similarly, it could be found at different airports for entertainment, message sharing, navigation, and information, as social media has become a digital tool that both the privileged and less privileged use to express themselves to the global community.

However, in Nigeria, the impact of digital signage is not felt so much because of social and political factors, such as poor electricity supply, the digital divide and level of technology. Therefore, digital signage technology would improve its communication and information strategies if BBOG adopted it in its campaign as well as improving the effectiveness and efficiency of the BBOG campaign. This prototype would be user-friendly because it would be designed to educate, inform and entertain the target audience.
5. Prototype

Prototyping can be demonstrated as a theory or idea, which forms an essential part of a development procedure. The business prototype gains feedbacks based on customer interaction on various issues like ergonomics, aesthetics, themes, cost analysis and marketing research to gain and promote development in their business. Engineers use prototyping for assembly and manufacturing of various units and for detailed investigation of development and analysis of the system integration and testing its efficiency in simulation of real world. Prototyping in social movements include matters of displayed pictures of interest, which influences the completely social movement through electronic media such as digital signage. Prototyping has gained popularity in recent times as the rise of social media has flourished to a massive new level. Various prototypes of digital signage are used for creating awareness among individuals for socializing a national movement that started as a social movement.

5.1. Digital signage

Digital signage is an electronic method of signage, which uses technologies like using of LED, LCD and overhead projection technologies for digital streaming of videos, images, information and media. This kind of digital signage is used in various transportation system, stadiums, hotels and other vantage points where strong influence on people can be gathered. Scrolling texts, images, videos, interfaces that are interactive and other interfaces consists of digital signage. Digital signage is a complement to print as print media provides useful resources and data to integrate the social movement demand but supporting it contains lots of digital signage where the data are shown and highlighted through ways that are more attractive. Thus, most of the digital signage complements print media in ways that print media cannot overcome or contain in its path.

5.2. BBOG people think on digital signage as a complement to print

The people who participated in BBOG movement think digital signage to be a very efficient method over print. However, on the contrary, few of the participants think that print media is more effective than digital signage.
Every people of a significant area can access the print media whereas a particular group of people who visualises it enthusiastically only sees the digital signage. BBOG people think that digital signage is an effective compliment because the digital signage can be customised as per the need of the people and the average demography. Normal print media is less effective as these cannot be customised and updated as per new statistics developed and hence these are statistic method. Whereas digital signage is a very effective method because the overall statistics can be updated as per needs and the information found from reliable resources regularly.

5.3. Ethical issues of digital signage
Digital signage has certain ethical issues for providing the highest service quality to consumers. Friendly and cordial relations should be maintained both inside and outside industry for promoting a standard and ethical business practice and competency. The visual and verbal claiming should not mislead the public in general and hence create a ripple effect of false data transfer to the public. The products and competitive service should not be compared on unfair grounds with disparage of goods. Ethical issues of digital signage should also include least amount of disturbance to public order and provide a criminal offense to the society. The third party’s private information should not be reflected on digital signage because of conspiracy and these files should not display error or improper content.

5.4. Functionalities
The functionalities of digital signage include various features like media adoption tool which contains highly attractive media contents directly transmitted from online and internet sources result in a high-quality signage. Attractive images can be added to the media content as per customer demand, which will create an effective social movement overall. The media content can also be useful as there is lot of attractive ways of representing the data regarding BBOG on large giant screens. Layouts can be customised as per choice of BBOG people as the screen can be divided into various zones containing multiple contents, which will create an effective attraction towards the sentiments of the mass for creating a successful social movement. The scheduling of various issue news and bulletin can also be done with digital signage effectively as the print media lacks since it cannot be updated as per the needs of the people fast and reliably. At any moment of time, the media content can be uploaded through various sources like pen drives and internets for streaming it online on digital signage. The publishing of contents on digital signage is also very easy as the contents contain various rich texts, which
can be eye catchy, and the overall strategies and key points of the BBOG movements can be displayed with attractive highlights. Managing and security of this digital signage is also very important as these form an essential portion for displaying the contents regarding BBOG to perform an effective content.

5.5. Using PowerPoint as a prototype

Microsoft PowerPoint has been used as the primary application for a computer-based digital signage prototype. It is an effective tool for making digital prototypes that is very much essential for cost saving rather than using other methods of prototype design for digital signage. Each step required for designing and developing the prototype has been shown with precision. Entire setup for digital signage is a very complicated process. PowerPoint as a prototype is used because PowerPoint requires very less infrastructure. Analysis can also be done which includes the various tools essential for presenting the value and data. PowerPoint is a very efficient tool for managing the various prototypes effectively and efficiently. Methods used for such kind of prototyping are essential because the PowerPoint does not require much importance of publishing the data and hence the whole structure can be arranged accordingly. The prototype used by PowerPoint is essential for managing the slides because it contains efficient methods of displaying the highlighted features present in a digital signage. The PowerPoint is also used for slide presentation manually and the basic desktop computer can be used as a server for creation of simplest signage systems. The playlists and looping are terms, which are used frequently, and these methods adopt installation of giant screen, which are efficient ways to advertise information in areas of public interest. The digital content used can be made and created more complex through special dedicated signage software to create innovation and uniqueness to the project. The dedicated Vertiseit application makes it easier for software application enabling the prototype for automation, which makes it possible for enabling the content distribution digitally and the management regarding it efficiently. PowerPoint can also be used as a prototyping method. The digital signage prototype is an interactive interface as it helps the users to create and update it as per their needs through Microsoft PowerPoint, which does not require much expertise. The digital prototype builds integration throughout various variables of the social movement such as social media in successful implementation of social movement. The added advantage is that it does not require much expertise to denote the fact of improvising the entire social reforming movement that will create awareness among the general mass regarding the movement of BBOG.
PowerPoint has been used as an effective prototyping tool as PowerPoint is very much flexible. Slides have been integrated in the PowerPoint prototyping and hence it creates a powerful prototype. The slides are just inserted into PowerPoint and used as a media to promote the digital signage.

5.5.1. Designing digital signage using MS PowerPoint
Designing and development of digital signage in MS PowerPoint is a very easy process. First step requires primary steps for creating a PowerPoint file in which the ‘file’ option has been clicked and a blank document has been selected. Next step includes clicking on ‘insert’ tab on top left side of the window and entire designing is done through usage of buttons featured in ‘insert’ settings. Various design methodologies include using of “text box”, “Word art”, “Clip art” and “Pictures” which helps in creation of an attractive digital signage that enables high possibility of creating a successful social movement. Next clicking on left side window a “new slide” was created and design procedures were followed to create attractive slides. This was continued until all the slides were created which was planned to be displayed on digital signage that needs to be displayed. Next ‘slide show’ button was clicked and a slide show was set up. Further “Browsed at Kiosk (Full Screen)” radio button was clicked under “Show type” heading and OK button was clicked. Finally, the ‘save’ button on the top of MS PowerPoint was clicked and the entire project was saved. This entire file was saved on an USB flash media for further usage and easy portability. A blank document is created for working on the presentation of digital signage. Insert tab is clicked for inserting various addition to the ppt.

Creating a digital signage has been executed through MS PowerPoint and its setting up requires a good and sound infrastructure for developing the social movement a success. The monitor of HDTV of spot where digital signage needs to be displayed is placed and a computer is set up nearby the monitor or HDTV. One end is connected to a DVI or VGA monitor cable with video card of computer. If required a HDMI cable is also allowed to be used sometimes for proper operation. The end of DVI, VGA or HDMIU cable being used is connected to input of the monitor or HDTV. Next step includes turning the monitor or HDTV on and connecting its video output mode activated which is analogous to type of monitor utilised for the project. After successful connection with the monitor, Microsoft PowerPoint is accessed and the file designed for presentation is opened. Finally, It is suggested to press the ‘start from beginning’ button on the PowerPoint to run the presentation in full screen mode so that the digital signage can be seen on the HDTV or monitor connected (smallbusiness.chron.com, 2016).
5.5.2. Brief overview of prototype

The learner has participated in the social movement through contemporary usage of digital signage prototyping through PowerPoint. Design theory includes the fundamentals and principles of creating visual communication. This theory involves an understanding of some tangible elements like form, space, proportion, colour, scale, grid structure and the texture. This theory also helps in describing how to arrange these tangible elements to achieve balance, rhythm, and pattern. Adversarial design involves an exploration of the political qualities of technology design. Here this design is appropriate as this will help in designing several technologies used in this aspect. Frame innovation uses some practices that are developed by expert designers.
The Social movement is considered more successful due to the fact that social media becomes more prominent thorough print media after it is complemented by digital signage. The major printed media gets attracted towards the major digital attraction.
The prototype of this media is essential, as majority of BBOG requires a vast portion of supporters to make the social movement a success.

The social movement can only have made a success if the majority of the printed media is complemented by BBOG supporter has personalised digital signage, which they can upload onto the internet through the various methods adopted these days.
Moreover, various methods are adopted, as these will make the entire social reforming movement streamlined through the usage of strategic development of initiatives that will control the entire system of flow in the channel.
The various methods used for digitalising the entire social reform movement are essential due to the fact of importance it is given by various other sources.
CHAPTER SIX

6. Data analysis and presentation of results

This section presents the data analysis using Focus Group Discourse Analysis and Binding Analysis of this study. It also gives the data analysis and presentation of results using Percentages and Frequency counts for the Quantitative Analysis. The respondents chosen for the focus group to participate in this research case study on the role of Print and Social Media in Social Movement pertaining to Bring Back Our Girls (BBOG) Campaign were recruited based on the following criteria:

- Job Designation
- Gender equality.
- Social Media Usage (users)
- Marital status (married men and women)

6.1. Participants

The group consisted of fifteen people. Three of the participants were teachers. The other three participants were working full time in Print media. Two worked as a salesperson for reputable marketing companies; one was an Imam of a Muslim group and one was a clergyman. Two of the participants worked with an advocacy group for the Bring Back Our Girls (BBOG) Campaign. Another of the participants was a legal practitioner and a press official from a renowned daily newspaper company as well as one retired military man.

6.2. Transcripts

The interviews were all conducted in English; however, there were some Nigerian Yoruba words that were translated during the transcription of the interviews. The interview was effectively transcribed, as, during the interview, ‘audio taping is used’ to prevent loss of information during the process. The transcribing process was tedious and long, as the recordings had to be listened to receive the messages often carefully and actually.

6.3. Process of analysis

This study used the following six steps for data analysis in qualitative research as indicated by (Creswell, 2009, p.185):

(1) Organising and preparing the data for analysis
(2) Reading all the data
(3) Detailing the analysis with coding process
(4) Using the coding process for analysis
(5) Presenting the themes in qualitative narrative
(6) Making interpretation of the data

This section provides answers to research question two, as well as five sub-research questions, which were subdivided into seventeen questions (Appendices A). Also, different concepts (codes) were used during the interview. The following codes were extracted from the interview transcripts:

Information and Intelligence Gathering

Social and Print Media and Education

Information Sharing

Religious or Tribal Sentiment

Communication and Networking

Advocacy

6.3.1. Information and Intelligence Gathering

All the participants agreed that road operatives would have the best information on the possible movements of Boko Haram through the use of some sophisticated and utility vehicles within the territory.

A participant opined that “agents and Special Forces could be introduced into such territories where there seems to be a possible threat or previously attacked areas to understand the actions and antecedent behavior of the terrorist group before an attack is launched.” He emphasized that “necessary motivation and protection should be given to such areas, which could be a useful incentive for members of such communities to release information, which could be used as an aid to tracking down the terrorist group.”

According to a participant, “At evening time, I sent my son to pick up a friend who will be on a visit and spend the night at my home of residence, He got to the bus stop and was questioned why he was at the bus-stop at that particular time by the motorcyclists. He explained to them that he was sent by his father to pick up his father’s friend who will be staying over at their place and might be lost due to the dark hour and the nature of the road”. He further emphasized that if there were any form of attack on his community, then the motorcyclists would be the
first to know or become aware of such before any other members of a particular community, such as the Chibok. Incompetence and the lack of intelligence by the Nigerian security in their approaches rescuing the kidnapped girls as covered by the social media, the use of police to dislodge the campaigners from where they mounted a permanent sit-in, also formed part of the Ineptitude Frame.

Furthermore, some of the participants claim to have been informed of Boko Haram’s rampage and the abduction of the Chibok girls through print media such as newspapers, magazines, Bring Back Our Girls (BBOG) campaign shirts, roadside posters and billboards.

Some of the participants also mentioned a variety of media through which public awareness of the terrorist group’s operations came to their notice, such as social networking sites (SNS) as Facebook, Twitter and Google+, WhatsApp group messages, BBM (BBOG) campaign channels, and online newspapers. Other participants claimed they did not have time to adequately visit or utilise social networking sites or buy newspapers/ magazines, but followed news reports and updates on television stations such as Channels, Africa Independent Television (AIT), Silverbird and public stations such as the Nigerian Television Authority (NTA), Television Continental (TVC) and numerous radio stations through the use of mobile phones. In Ignorance frame, the protesters were depicted as ignorant or uninformed. Overall, the media coverage of both the protests, nearly one in five (19%) news packages portrayed the protestors as ignorant or naïve. In Amalgam of Grievances frame, protesters were accused of fighting for too many disparate issues. Roughly one in four news stories feature this frame.

In summary, four questions were discussed under this concept, which concerns information gathering about the BBOG campaign. The participants were of the opinion that security agents could be used to infiltrate the terrorist group and that this could be done if they acted as motorcyclists for a period in order to get to know the nooks and crannies of the community and terrorist target areas.

They also said that they became aware of Boko Haram's abduction of the Chibok girls through electronic media, but this was nothing compared to the sporadic increase through the print and social media and their accessible platforms. However, they blamed the failure of information gathering on the Chibok girls on the topography, landscape and dispersed population settlement.

The issues identified for this process was that while motorcyclists could be used as a mean to infiltrate the terrorist group, there would still be certain risks related to it. The major issue was
that if security agents managed to infiltrate the terrorists still there would be a high chance of job failure resulting to casualties of hostages.

6.3.2. Social and Print Media and Education

One participant misinterpreted the question by saying that social media is not a school which should teach or educate people about the state of northern insurgency and the BBOG campaign. However, the moderator explained that education in this perspective had to do with how informed we become and how efficiently we get the information that is being dispatched through social and print media. In the light of that explanation, another participant from the focus group emphasized that "the elites are more accurately informed than the masses because they patronize telecommunication data bundles for Internet subscriptions, which enables them to be on numerous social media and social networking platforms at the same time."

However, the differentiation of opinion on social networking sites gives more information on the emerging status of the BBOG campaign and the success and challenges encountered since it was initially set-up. This form of enlightenment brings education to the elites and makes them more informed than other groups of people. A female participant supported the previous participant, arguing that the poor masses should be educated on the BBOG campaign by special programmes through electronic media, both television and radio stations. However, this can only be effective depending on the availability of power supply at different places of residence. Meanwhile, some people are being educated through print media, such as reading newspaper front pages and headlines on the road sides or via newspaper vendors.

The effects of social media and print media can be understood through the social mobilization theory as social media and print media are very useful to broadcast the opinion to various members of community. As per the social mobilization theory, members of community connected through the social media and print media can be from different strata of community. However, the cause can help them to connect only if they gain proper education about it. The cause also helps the people to forget about their status and volunteer for it. As social mobilization can help in motivating people, many users in social media are encouraged to join the movement. Through the use of social media, campaigners are also able to educate people about the reasons for movement and their objective for starting their movement.

The majority of the participants believed that irrespective of education about the BBOG campaign, the reports of the disappearance of the ‘Chibok girls had been filtered’ before presented to the public. Hence, they believe that the media, whether print, social or electronic,
has the responsibility of disseminating and broadcasting information that will educate the populace. Furthermore, one participant was of the opinion that the filtered cases or issues of the insurgency or abduction of the Chibok girls would not continue unless the Military Press became effective at delivering effective broadcast messages. This, he said, "would lead to other categories of media disseminating the right information, which would educate the populace on the kidnapping, abduction and Bring Back Our Girls (BBOG) Campaign."

In conclusion, the elites, populace and citizens within the country who have access to Internet facilities were more informed and educated about the BBOG campaign due to the different dispositions from multifaceted social media platforms than those who restricted themselves to print and electronic media. The elites faced fewer challenges in accessing the Internet because of the availability of mobile Internet platforms provided by the telecommunication companies. Thus, social and print media have empowered the people about the current and emerging trends, which are instigated with each BBOG campaign. In 2015, the mobile phone internet user penetration rate indicates that 52.7 percent of the world mobile population uses their mobile phone to access the internet. Asia and Africa had more than average mobile traffic rate with 65.1 percent and 59.49 percent of mobile usage respectively (statista.com, August 2015).

6.3.3. Information Sharing

The moderator directed this question to one of the participants who said that information sharing on the BBOG campaign was helpful and increased public awareness by campaigners distributing fliers to people so they could become aware. Also, it is a strategy to sensitize the population and join the activists against the evil being perpetrated against the students, who are the children being abducted. Some of these campaigns have been carried out close to notable sites such as local Government Councils, the State House and Capital and the Federal Capital Territory (Abuja).

The BBOG campaign around the places mentioned has won the heart and gained the attention of electronic media (television and radio stations), print media (newspapers) and social media (multiple social networking sites). One participant added that discussions about the BBOG campaign has effectively gained audiences on Facebook and Twitter and had been effectively retweeted on individual BBOG campaign handlers. He also added that the campaign has gained audiences in online newspaper forums and discussion rooms.

Information sharing is helpful to communicate any changes made by organizers to volunteers. As social mobilization theory states, social mobilization can be achieved through proper
sharing of information from the main campaigners to volunteers through social media. Campaigners can provide messages to volunteers and motivate the volunteers using social media. Funding can also be arranged using social media as transparent information about funding can be maintained and can be presented before the fund-providers. Social mobilization allows the users to provide information about the requirement of campaigners along with details of their movement can be provided to users.

There was an argument in which some participants speculated that the reports were viral only among the elites and not the entire country. They felt that if BBOG campaign were aired on electronic media for that the same length of time as political campaigns, it would have been more effective, and the awareness would have been less sporadic. One participant defined the scope of accordingly to mean “the range in which the broadcast coverage has been effective.” Of which she said, “it was good within Nigeria, but the media coverage outside Nigeria is very poor.”

However, a participant emphasized that the BBOG campaign was not done accordingly. He stated that, from his observation, it was one-week intensified campaign, especially in Abuja, just to get the attention of the Presidency about the state of insurgency, and for probable sponsorship support for that period. Another argument occurred due to the statements of the first and second participants. The third participant argued that the nation as a whole, and the federal government in particular, had made available and utilised considerable funds to ensure finding the Chibok girls’ location was in the spotlight and that they were rescued from abduction.

Another participant was keen to enlighten the group on his point of view, in stating, “there is no synergy between the security agents, the government and the press. The reason for this is because when one of the three groups (security personnel, government, press) learn some particular information which could be of benefit, it is hoarded. This creates a deficiency and a loophole in intelligence gathering”. Another participant's opinion concerned the hierarchy of information sharing, emphasizing that when the District Security Service (DSS) get any information on the whereabouts of the Chibok girls or a strong hint of a particular terrorist movement. The information flows through an upwards hierarchy, which could fall into the wrong hands since the terrorist group has infiltrated the security agents, government and press. Before any necessary action is decided by the government, the terrorist group would have changed their course of action.
Another participant supported the opinion stated above by saying groups want to take the glory all themselves, proving that they have been working to free the Chibok girls. This encouraged each of the three groups to keep unfiltered information to themselves and not make it public. Whereas, if there were proper information sharing rather than wanting to bathe in self-acclaimed glory, they would look to identify the moles among them (who infiltrate the government, security agents and press) and annihilate the root causes of all the problems in the tracking system employed to bring down the terrorist group.

One participant claimed that the federal government in general, and those occupying the seats, do not truly have a sense of patriotism. He continued by giving an instance of how France’s government and the media houses lowered the national flag as an act of mourning and how it was thoroughly broadcasted so that even if you did not have any Francophone friends on Facebook, the news was on your Facebook dashboard. This act showed a sign of remorse from the Francophone Government and a willingness to get to the root of the matter; however, when the former First Lady showed an act of remorse, she was mocked because of her lack of fluency in the English language. Instead of the Nigerians showing a sober reflection on the Chibok girls’ abduction, they made a mockery of the situation.

One participant also claimed to have seen a television programme showing a white lady, who was not a citizen of this country, campaigning on behalf of BBOG before it was officially adopted in Nigeria. He continued by saying, “The question is what were Nigerians doing when the Chibok girls were kidnapped and abducted?” The lack of patriotism is claimed as the reason for the little effort being made formally to adopt an effective national campaign through a compulsory act of Government concentrating on completely on disarming the terrorist group.

6.3.4. Religious or Tribal Sentiment

One participant opined that there was no religious view from his perspective, either from Nigerians or Boko Haram, neither were there any wrong notions about the campaign, but the fact remained that "there is a poor morale on BBOG campaign." Another participant spoke of his perspective, perception of the reason for the low morale regarding the campaign or the terrorist group and emphasized that the Nigerian people thought there was a hidden agenda, and that the government was using the terrorist group against other persons. However, with the continuous rampage of Boko Haram, Nigerians can now see that Boko Haram might be an independent group.
Anyway, most of the participants did not agree with the opinion of tribal sentiment, because the state of the insurgency is an issue for the north and someone who is not a northerner heads the BBOG campaign. Another participant reinforced this by quoting a proverb in the Yoruba Nigerian language, which says, “Whatever happens to the eye happens to the leg or the eyes because they are members of the same body.”

Summarily, the BBOG campaign was relevant in creating awareness in the main cities and at exclusive sites and locations, which made the federal government provide funds suitable for both campaigns and military research and investigation. It has also put all security agents, press and the government close to that location to check on promptness towards efficient job delivery irrespective of the loopholes, which the participants identified amongst the security agencies; this put the government at risk of the Chibok girls’ abduction being centered on a political strategy. Moreover, we can also conclude that the Chibok girls’ kidnapping and the BBOG campaign are based on neither religious nor tribal sentiments.

6.3.5. Communication and Networking

One participant opined that communication is a major factor and that any information that needs to be communicated concerning BBOG campaign (i.e. the Chibok girls’ release) should be conveyed through the appropriate channels to make it useful. He said that “a communication network is a channel through which information moves from one point of action to another.” He further stated that, “If the BBOG were to be effective these two conditions have to be taken as simultaneous concepts in application.”

One of the participants also was of the opinion that print and social media cannot affect communication and networking, but the reverse can be the case. He posited that, in other words, there is strength of communication and networking among security agents, since there are state security agents in all Local Government Areas of the country. Thus, security agencies in the western geopolitical zone will be able to communicate with other security agents in the northern geopolitical zone. It is then based on necessity as to whether the information acquired either by the security agency is made public or remains classified information.

The communication between the campaigners can be a major factor for initiating a social movement. As the social movement has four stages in which the first stage is related to the emergence of the movement. The communication is vital as movement can be started through collective efforts of the campaigners. For the grouping of similar minded- campaigners, organizers need to communicate the reasons for the grouping which helps them to group in.
The second stage of coalescence allows the campaigners to utilize their resource to achieve communication with the volunteers. Communication also remains important during the bureaucratization of movement, as communication is required to reach the experienced and paid staff members for handling the movement. Communication also plays a significant role when movement enters its decline phase where most of the members of the campaign leave the movement and move forward. During this period, remaining members of campaign provide their support to campaign by promoting the issue through communicating their view to other people and asking for their support. Communication also plays a role as the fate of the movement is communicated to the people by the print media along with thorough analyses about the fate of the movement.

Furthermore, a female participant supported the previous participant, saying that, based on an argument amongst the participants, the communication was not effective enough, stating that

“communication is a cycle that involves a sender transmitting information through a medium or media (network) to the receiver, and then a feedback mechanism is engaged to transmit a response through either a different medium or media or the same medium or media to the sender. Thus, since there is no effective response from the public it means the communication cycle of the BBOG campaign was not effective enough through the print and social media.”

One participant believed the feedback had been positive, because he emphasized that, during the campaign, the parents of the victims joined the protest against the abduction of the Chibok girls. ‘Quite a number of them took bows and arrows in search for them.’ They had not done this before the campaign rally, but afterward, parents were able to give voice that their daughters should be released and that the government should come to their aid.

In sum, communication and networking are perceived as an intertwined concept and yet different, and which must depend on one another for information to be transmitted from the sender (security agents and the press) to the receiver (the community, Nigerian citizens and the entire populace). It was also recorded that there had been no negative feedbacks about the BBOG campaign, although it had not been as effective as the participants expected.

6.3.6. Advocacy

One of the participants said that the advocacy on the BBOG campaign has led the public to be informed, through press reports of the state of security in the country and of intelligence gathered by security agents. The public, which had never heard of Chibok, had now gained
global awareness, and the place can now be easily spotted on the map of Nigeria in the northern region.

Then, the awareness has brought a form of enlightenment about Boko Haram terrorist attacks and their movement. Information, in most cases, has been communicated through print and social media platforms using a variety of networks. Not all this would have happened if not for the BBOG advocacy campaign. The Chibok girls’ abduction by Boko Haram is not the only terrorist case; however, it is the first time a Non-Governmental Organisation (NGO) is advocating for the abducted children and against the terrorist group.

Advocacy for the BBOG campaign is related to supporting the issue of ineffectiveness to tackle the menace of militancy of government. For advocating the issue, Resource mobilization theory can be used to understand advocacy of the campaign, as it requires evidence supporting the campaign such as effectiveness to tackle militancy, measures taken by government to restrain such incidents and frequency of occurrence of such incidents. As according to theory, acquiring of resource is necessary, firstly, the evidence is collected by sympathizers of the campaign, which is later presented before the media to communicate the evidence before people.

Also, another participant made mention of an observation that any time the advocacy group for the BBOG campaign is active, the press tends to rally round them. This gives the press the opportunity to dig deeper into intelligence information and properly educate the masses about the different dispositions of various groups of people. In addition, a participant opined that there were no legal consequences to the advocacy. It would later become a serious crime if the government claimed that the Boko Haram issue is a false notion. Then the government could then charge them for misleading the public about the kidnapping and abduction of Chibok girls by the Boko Haram terrorist group.

Another participant said that the social implication was borne on the awareness that sporadically hits the social media. He opined, “The Former President would not acknowledge the existence of Boko Haram until the BBOG campaign group began to rally round to gain public support.”

In conclusion, the agenda setting, which is the elements that constitute the advocacy of the BBOG campaign, has brought about global awareness, both local and international observers and the induction and inauguration of the BBOG campaign in different states in the country, as well as consistent press coverage and social recognition. Thus, the advocacy, which led to
the BBOG campaign, has been effective in its course, with no adverse legal implications on the part of the advocacy group.

6.4. Statistical Analysis

Statistics show that girls who were abducted from schools managed to escape. Only a few were lucky enough to escape their grip. Most of the terrorists are still holding a majority of girls abducted, approximately 219 of them. These terrorists might keep those girls alive as a hostage for demanding their personal claims. Majority issues arising are that these girls when abducted were students. Terrorists might have done certain kind of physical torture or harassments to these girls. Issues such as harm to these hostages, which might have caused extensive damage to these girls, are quite anticipated. Moreover, girls are abducted for other illegal purpose and might have been subjected to trafficking. If most of these girls comes into limelight through digital signage or any other media, it might fuel those terrorists and make them execute the hostages or cause harm to them. Thus, the pictures of the Chibok girls would not be displayed on the digital signage screen and their identities would be concealed for security and privacy reasons.

6.5. Summary of finding

This section provides the overview of the analysis of the BBOG campaign and is concentrated on giving an answer to research question two based on data collection, as follows:

Based on the interview question, “what is the impact of print and social media movements on the Bring Back Our Girls Campaign?” It reflected that, if the security agents want to infiltrate terrorist groups, they can pose as motorcyclists could use information gathering by the BBOG campaign. This will enable them to get an in-depth knowledge of the communities under attack. Awareness of BBOG campaign was first noticed on electronic media but became viral and sporadic in print and social media. Information gathering around affected communities is weak due to the topography, landscape and dispersed population settlement. This chapter reviewed the theoretical perspective of the study within the specific context of media framing of social movements. The chapter carried an extensive review of social media framing about the social movements. The review was generally on social movements and more specifically on protests which emphasize negative portrayal of protestors.

Similarly, based on another interview question, “How do social and print media groups affect the education provided about the Bring Back Our Girls Campaign?”, It emphasized that the elites, populace and citizens within the country who have access to internet facility were more
informed and educated about the BBOG campaign. It was due to the different dispositions of multifaceted social media platforms than those who restricted themselves to print and electronic media. The social and print media have empowered the people in the current and emerging trends, which tend to be instigated during each BBOG campaign.

The question on information sharing indicates that the result of the study emphasized that the BBOG campaign has been consistent in creating awareness in major cities and at specific sites and locations, which, in turn, has led the federal government to make available appropriate funds for both campaigns and military research and investigation. The Chibok girls’ abduction and the BBOG campaign are based on neither religious nor tribalistic sentiments.

Based on another interview question, “How has communication and networking among respective agencies assisted in the Bring Back Our Girls Campaign?” The result of the study is concerned with communication and networking, its perceived interwoven concepts, which are similar and yet different, and which depend on one another for information to be transmitted from the sender (security agents and the press) to the receiver (the community, Nigerian citizens and the entire populace). There was no negative feedback on the BBOG campaign, although it was not effective as the participants expected.

Also, on advocacy, the following question was posed, “Has the advocacy of the Bring Back Our Girls Campaign been effective in its course?” The result of the study indicated the opinion that agenda setting for the discussion are the elements that constitute the advocacy for the BBOG campaign and these have brought about global awareness, the induction and inauguration of the BBOG campaign in different states in the country as well as consistent media coverage and social recognition.

The advocacy, which led BBOG campaign, has been effective in its course, with no adverse legal implications on the part of the advocacy group.

6.6. Prototype Evaluation

This section presents the data analysis and presentation of results using Percentages and Frequency counts for the Quantitative Analysis of the Field Study

6.6.1. Probability test and Statistical Analysis for the Field Study

100 Questionnaires for 100 respondents were used for the field study to collect data for the Digital Signage Prototype Evaluation (DSPE). The results of DSPE are discussed under the following sub-headings:
6.6.2. Presentation of Demographic Information

<table>
<thead>
<tr>
<th>NIGERIA</th>
<th>VARIABLES</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondent location</td>
<td>North Central (Abuja)</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>South-South (Rivers)</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>South-East (Enugu)</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>North-East (Borno)</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>North-West (Kano)</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>South-West (Lagos)</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.1a: Demographic Distribution of Respondents Based on Geopolitical Zones in Nigeria

Source: Field Survey (DSPE, 2016)
Table 4.1a: Probability test of Respondents Based on Geopolitical Zones in Nigeria

Source: Field Survey (DSPE, 2016)

Table 4.1a shows that fifteen (15%) of the respondents are from North Central, South-South, South-East, North-East, and twenty (20%) of the respondents are from North-West and South-West.

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondent’s gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>50%</td>
</tr>
<tr>
<td>Female</td>
<td>50%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.1b: Demographic Distribution of Respondents Based on Gender

Source: Field Survey (DSPE, 2016)

Table 4.2a shows that 50 (50%) of the respondents are either male or female respondents from the geopolitical zones in Nigeria.

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents' Profession</td>
<td></td>
</tr>
<tr>
<td>Journalists</td>
<td>10%</td>
</tr>
<tr>
<td>Bloggers</td>
<td>15%</td>
</tr>
<tr>
<td>Political Activists</td>
<td>10%</td>
</tr>
<tr>
<td>Researchers</td>
<td>10%</td>
</tr>
<tr>
<td>Lawyers</td>
<td>15%</td>
</tr>
<tr>
<td>Religious Leaders</td>
<td>10%</td>
</tr>
<tr>
<td>Profession</td>
<td>Percentage</td>
</tr>
<tr>
<td>--------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Military Personnel</td>
<td>5%</td>
</tr>
<tr>
<td>Others</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.1c: Demographic Distribution of Respondents Based on Profession as far as BBOG Campaign is Concerned

Source: Field Survey (DSPE, 2016)

Table 4.3a shows that 10 (10%) of the respondents are either Journalists, Political Activists, Researchers, Religious Leaders as regards their profession, 15 (15%) of the respondents are either Bloggers or Lawyers, 5 (5%) of the respondents are Military Personnel, while 25 (25%) of the respondents are of other professions as far as BBOG is concerned.

6.6.3. Probability test and Descriptive statistics

Answers to Research Questions

Research Question 3:

What is the role of the digital divide? How could digital signage be used to complement print and social media in the ongoing Bring Back Our Girls campaign in Nigeria?

<table>
<thead>
<tr>
<th>S/N</th>
<th>Items</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>How would you rate the video quality?</td>
<td>8</td>
<td>15</td>
<td>31</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8%</td>
<td>15%</td>
<td>31%</td>
<td>25%</td>
<td>11%</td>
</tr>
<tr>
<td>2</td>
<td>How would you rate the image quality?</td>
<td>10</td>
<td>29</td>
<td>33</td>
<td>21</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10%</td>
<td>29%</td>
<td>33%</td>
<td>21%</td>
<td>7%</td>
</tr>
<tr>
<td>3</td>
<td>How would you rate the playlists?</td>
<td>7</td>
<td>26</td>
<td>36</td>
<td>23</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7%</td>
<td>26%</td>
<td>36%</td>
<td>23%</td>
<td>8%</td>
</tr>
<tr>
<td>4</td>
<td>How easy was the signage in viewing?</td>
<td>4</td>
<td>25</td>
<td>34</td>
<td>21</td>
<td>16</td>
</tr>
</tbody>
</table>
Table 4.1d: Descriptive Statistics of Respondents’ Response to Items on the Digital Signage Prototype Evaluation (DSPE)

Source: Field Survey (DSPE, 2016)

Table 4.4a shows that 77 (77%) of the respondents rated the video quality of the digital signage to be good, 61 (61%) made a good report of the image quality of the digital signage while 67 (67%) made a good report of the playlists of the digital signage. Almost 71 (71%) made a good report on the ease of viewing the digital signage; 70 (70%) made a good report on the consistency of the multimedia content of the digital signage; 66 (66%) made a good report on the level of effectiveness in communication of the digital signage. Nearly 71 (71%) made at least a good report on the user-friendliness of the digital signage; 61 (61%) made a good report on their satisfaction with the viewing instructions of the digital signage; 67 (67%) made a good report on their satisfaction with the quality of the multimedia content of the digital signage.
Finally, 74 (74%) made a good report that they were satisfied with the digital signage in general.

**DECISION:** Since the video and image of the digital signage are both of high quality, the playlists are rated okay, the digital signage is easy to view, there is a high level of consistency in the multimedia content. The digital signage can be communicated effectively, the digital signage is user-friendly, the viewing instruction of the digital signage is satisfactory, and the digital signage is generally rated to be good, then the digital signage could be used to complement the print and the social media in social movements.

<table>
<thead>
<tr>
<th>S/N</th>
<th>Items</th>
<th>Strongly Agreed</th>
<th>Agreed</th>
<th>Disagreed</th>
<th>Strongly Disagreed</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The print and social media have achieved a lot for social movements.</td>
<td>15 (15%)</td>
<td>34 (34%)</td>
<td>11 (11%)</td>
<td>40 (40%)</td>
<td>100 (100%)</td>
</tr>
<tr>
<td>2</td>
<td>The print and social media in isolation are enough to create the awareness needed for effective social movements.</td>
<td>30 (30%)</td>
<td>10 (10%)</td>
<td>15 (15%)</td>
<td>45 (45%)</td>
<td>100 (100%)</td>
</tr>
<tr>
<td>3</td>
<td>The digital divide has no negative implication for social movements.</td>
<td>15 (15%)</td>
<td>10 (10%)</td>
<td>20 (20%)</td>
<td>55 (55%)</td>
<td>100 (100%)</td>
</tr>
<tr>
<td>4</td>
<td>To achieve more effective and better results for social movements, digital signage could be adopted.</td>
<td>28 (28%)</td>
<td>51 (41%)</td>
<td>15 (25%)</td>
<td>6 (6%)</td>
<td>100 (100%)</td>
</tr>
<tr>
<td>5</td>
<td>A better result will be recorded if digital signage complements print and social media in social movements, as in the BBOG campaign.</td>
<td>10 (10%)</td>
<td>60 (60%)</td>
<td>25 (25%)</td>
<td>5 (5%)</td>
<td>100 (100%)</td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
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<td></td>
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<tr>
<td>---</td>
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<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>There is need for government support for true realisation of the adoption and inclusion of digital signage.</td>
<td>15</td>
<td>55</td>
<td>25</td>
<td>5</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>55%</td>
<td>25%</td>
<td>5%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Digital signage could be used to complement the roles of the print and social media in the BBOG campaign.</td>
<td>19</td>
<td>51</td>
<td>27</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>51%</td>
<td>30%</td>
<td>3%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Digital signage will catch people's attention easily and stir up curiosity and spontaneous action faster.</td>
<td>14</td>
<td>63</td>
<td>18</td>
<td>5</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>63%</td>
<td>18%</td>
<td>5%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>The world will be a better Global Village with digital signage complementing the print and social media in social movements.</td>
<td>21</td>
<td>49</td>
<td>25</td>
<td>5</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>49%</td>
<td>25%</td>
<td>5%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Digital signage is the latest technological tool needed in social movements.</td>
<td>21</td>
<td>52</td>
<td>20</td>
<td>7</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>52%</td>
<td>20%</td>
<td>7%</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Table 4.1e: Descriptive Statistics of Respondents’ Response to Items on the Relevance and Needs of Digital Signage to Social Movements as far as BBOG is concerned

Source: Field Survey (DSPE, 2016)
Figure 8: Bar graph representation of Descriptive Statistics of Respondents’ Response to Items on the Relevance and Needs of Digital Signage to Social Movements as far as BBOG is concerned

Source: Field Survey (DSPE, 2016)

Table 4.a shows that only 34 (34%) of the respondents agreed "the print and social media have achieved a lot for social movements" and only 30 (30%) agreed, "the print and social media in
isolation are enough to create the awareness needed for effective social movements". Only 10 (10%) agreed, "The digital divide has no negative implication for social movements" and 51 (51%) agreed that "To achieve more effective and better results for social movements. Digital signage could be adopted". 60 (60%) agreed, "A better result will be recorded if digital signage complements print and social media in social movements, as in the BBOG campaign" and 55 (55%) agreed, "There is need for government support for true realisation of the adoption and inclusion of digital signage". Nearly 51 (51%) agreed, "Digital Signage should be used to complement the roles of the print and social media in the BBOG campaign". Almost 63 (63%) agreed, "Digital signage will catch people's attention easily and stir up curiosity and spontaneous action faster" while 49 (49%) agreed, "The world will be a better Global Village with digital signage complementing the prints and social media in social movements". Finally, 52 (52%) agreed, “Digital signage is the latest technological tool needed in social movements."

**DECISION:** The print and the social media cannot be effective in isolation; the digital divide has negative implication for an effect on social movements. The respondents believe digital signage can bring about better achievement and faster awareness for social movements and that it is the latest tool to make the world a better global village, thus the digital divide should be discouraged and digital signage should be adopted henceforth.
CHAPTER SEVEN

7. Discussion and conclusion

7.1 Introduction

The study is focused on digital signage, which affects many areas. Actually, digital signage is nothing but a subsection of signage, with the inclusion of new digital technology. It is very helpful for mass media nowadays. But at the same time, it plays a huge role in the restaurant businesses by helping them get reviews from the consumers and in this way, it enhances the service of the restaurants. Digital signage also has a positive effect on different sectors. There are some factors that can affect digital signage and they can be discussed.

7.1.1 Effect on the usage of the Digital Signage

It is significant to note that the area has a huge effect on the usage of the digital signage. It can be said that digital signage would not have the same effect in the US as it would in Nigeria. Even in Nigeria, there are different areas where different effects of digital signage can be experienced. For instance, digital signage is more affective in the North Western and the South-Western areas like Kano and Lagos. Whereas the South Eastern and the North-Eastern areas are not experiencing as strong an effect.

7.1.2 Effect of Profession on Digital Signage

In this manner, digital signage is having some effect in improving upon the communication of print and social media. It is also helping professionals build a proper network of media. It affects the printing and the social industry by improving video quality, image quality, playlists and voice quality. It also affects the quality of multimedia and provides information to the people. It can also be said that digital signage is having some effect on the social movement as it can affect the movement by making it more attractive to people pictorially.

7.1.3 Effect of Digital Signage in BBOG Movement

The recent survey states the effect of digital signage over the BBOG. In the survey, there were a few questions about print and social media and the survey was done by 100 people. Among them, some of the people strongly agreed to the question, and some just agreed. Some strongly disagreed with the point. The few people that strongly disagreed to the questions regarding the achievement, implications, and awareness created by the print and the social media did that on
the basis of digital signage. These points would be surely stating that there is a lot of potential in the characteristics of digital signage. However, the correct usage of digital signage can improve the world. It can also help to improve technology, social movements, and humanity in general.

7.1.4 Effects of Digital Signage over BBOG

The study shows that there are almost 70% participants that believe digital signage could be used to complement the roles of print and social media in the BBOG campaign. From this survey, it can be said that digital signage would help print and social media a lot while print and social media would greatly affect the BBOG campaign as well. It is also seen from the survey that 51% participants agreed that digital signage can be used to complement the role of social and print media in the case of the BBOG campaign. Though there are some participants who still believe that the BBOG would be more effective without the use of digital signage, but the overview of the majority of people agreed that digital signage would be the most useful aid of the BBOG campaign. It can be easily said that digital signage would have some effect on the BBOG campaign, as the digital signage technology has the facility of advanced technology to boost image and video quality. In other words, digital signage technology would improve the communication strategy of the BBOG campaign.

7.2. Linking with Objectives

7.2.1 Objective 1: To analyse how the campaign Bring Back Our Girls can affect the people of Nigeria

What will be the influence of the people of Nigeria from the Bring Back Our Girls campaign? In the year 2014, the kidnapping took place in Nigeria and in this incident about 276 girls were kidnapped. It affected Nigeria, as this incident happened in a huge manner. The BBOG campaign has highlighted the issue as a major one, thus aggravating the importance of the situation. Not only has it helped the Nigerian people to think about the kidnapping and the safety of their children in the society, moreover, it can be easily said that the BBOG campaign has affected the psychologies and the emotions of the Nigerian people as it pertained the safety of the girls. Through this movement, a large number of people became aware about the incident and provided their support to the campaign. The supporters were able to convince the people why their demands were reasonable. The people were also able to understand the influence of social media as foreign support arrived for the campaign. The people were influenced by the innovative ideas chosen by BBOG campaigner, such as printed T-Shirts that helped raise funds for the campaign.
The four stages of social movements give a vivid account on how the BBOG group emerged and influenced the people of Nigeria, both before and during the campaign, because the campaign has been devoid of tribal and religious sentiments, as described by all the participants during the primary study. The members wear similar T-shirts, share and re-share media and visual images, text on Facebook, and tweet and retweet media content on Twitter to draw the attention of members and non-members who are the online audience, and also, the members have a common goal and vision. This study has helped to understand that people were significantly affected by the influence of social media and print media to generate the movement. The BBOG campaign has helped people understand the importance of the social movement that has achieved the objective from the literature review.

7.2.2 Objective 2: To analyse how the print media will be used by Bring Back Our Girl's campaign

What will be the process of using print media for the Bring Back Our Girls campaign? In the BBOG campaign, a lot of print media were used. As a result, the campaign got the pictorial representation. The BBOG is a diverse group of citizens demanding the immediate rescue of all the abducted Chibok girls; therefore, this group applied different communication strategies and theories such as protests, information sharing, discussions, mass mobilisation, and resource mobilisation theory, and similarly, engaged in face-to-face campaigns, printing of T-shirts, banners, posters, broadcasting, and social mobilisation to promote the coverage of the campaign. According to the primary and secondary study, the nature of coverage of the BBOG campaign included: an online website (bringbackourgirls, 2014), social media platforms such as Facebook (www.facebook.com/bringbackourgirls), Twitter (#bringbackourgirls), WhatsApp messages, and online newspapers, as well as print media like posters, leaflets, T-shirts with inscriptions of BBOG logos, signage, and banners.

The BBOG group has used social media, online newspapers, print newspapers, and magazines to socially mobilise its members, both locally and internationally, as people rely on campaigns, protests, complaints, demonstrations, petitions, movements, and organisations to achieve their interests for social change (Johnson, 2011). Through these media, the BBOG group has gained public support and attention. A detailed description of how the print media was used to analyse the issues and different parts of the world united to overcome the problem has been discussed in the literature review. Thus, the objective was met.
7.2.3 Objective 3: To analyse the role of the digital divide and use of the digital signage in the Bring Back Our Girls campaign

Digital signage would reduce the impact of digital divide when it is used to complement the print and social media in the BBOG campaign because this is an advanced technology that could be used to access any high-quality video or image and it can also be used in a technical way. Hwang (2006) claims that the “rural communities in Nigeria, the most populous country on the African continent, have been victims of marginalization regarding Information and Communication Technology (ICT) that includes cell phones, personal computers, and Internet access. Keeping in mind the people who are not familiar internet surfing and social media, this digital signage prototype design with PowerPoint technology provided them with an opportunity to gain access to information technology. What is the role of the digital divide? How could digital signage be used to complement print and social media in the ongoing Bring Back Our Girls campaign in Nigeria? The third question of the thesis project was based on the design of the prototype, having examined and analysed the Microsoft PowerPoint application and the review of the literature. The digital signage technology could be a method of extending visual messages, videos, and visual data to the public, particularly to the people in rural areas who have no access to digital devices, the Internet, or mobile technology. This improves the users’ experience and reduces the digital dichotomy between the rich and the poor. Digital signage technology gives an opportunity to Properly editing and designing media requires time and experience, not in IT but in communication design, which to be effective, requires a degree or several years’ training and there are substantial costs to digital advertising. Someone has to purchase and install the digital screen. They recoup those costs by charging rent or ad fees to those who want to have their message on the board. But, unlike a printed sign, does not require reprinting if the content is marred with an error or if new news come up. This would save the BBOG group additional cost on printing.

According to the feedback from the prototype viewers in Nigeria, if this technology is designed, developed, and installed in strategic locations in both rural and urban areas in Nigeria, it would improve communication, information, education and entertainment. Also, it would encourage future campaigners to invest in this technology in order to boost their media reportage and user experience because it is user-friendly. Digital divide makes the importance of print media critical for successful movement, as people without reach to social media are not influenced by the campaign initiated on social media. Previous research also shows that
digital divide gives rise to print media as people without access to internet or social media opt for print media and are dependent on it.

As in case of social media, information is transmitted at fast rate, and reactions occur at very fast speed. However, in real conditions, people do not react to causes unless they are educated about the influence on their real life. Therefore, using the print media, campaigners are able to educate people about the movement and their objectives for organising this movement. In addition, digital signage helps provide information in a broadcasting manner. Through digital signage, people are informed about the ongoing activities related to the movement. Although, if care is not taken, the criminal terrorist could plant an explosive device around this technology. Therefore, an adequate security measure should be taken during and after the installation of this digital signage in any location.

People are provided with information about the movement as news channels through digital signage broadcast real time information. Indeed, that is the beauty of democracy because the fundamental human rights of the citizen are respected.

Moreover, using Proposition 8 in the state of California as a case study, a researcher posed a question to his sampling population as to “whether digital media can be effective in creating social change?” The response was, “With careful strategizing and intense focus, digital media actually can influence social or political movements” (James, 2014). Previous studies have shown that social movements have been used to effect social changes, give people opportunities to express their feelings about government policies, and also, improve the economic well-being of the people. Technologies have greater influence on social interactions, social activities either in the public or private places. Since the world has been seen as ‘global village’, globally, government activities are interconnected with one another socioeconomically to enhance performance.

Digital signage may be used to complement the print and social media in the social movement. In the case of BBOG, during the campaign, before the elections, print media, such as flyers, posters, T-shirts, stickers, banners, and much more, were printed, pasted on the walls, shared between members and non-members and worn as clothing to communicate with one another and the public at large. As, Dodgson, Gann and Salter (2008) argue, ‘using technological innovation improves capacity to meet objectives’. Thus, digital signage could be used to increase the mobilisation, effectiveness, and efficiency of social movements. This is because digital signage creates a visual depiction of the situation, which is very effective and creates a
serious impact on people’s minds. In addition to which, it is not only meant for indoor purposes, but could also be placed outside in strategic locations. It can be said that the digital signage had a massive effect on the social media and the social movement as it contains high-quality images and high-quality videos.

With this technology, therefore, the BBOG campaigners would be able to reduce the digital divide by using digital signage. This has met the objective from the literature review and the primary study.

7.2.4 Objective 4: To analyse the nature of coverage of the Bring Back Our Girls campaign
What is the nature of coverage in media regarding the BBOG campaign? The coverage of the BBOG campaign affected social media as the coverage had lots of pictorial and video representation on the internet. Thus, the coverage of the BBOG campaign has paved the way for many social movements to make good use of print and social media, as the coverage of the BBOG Campaign has effectively used the print and social media.

The campaigners created banners and posters that indicate the helplessness of Chibok tribal people and motivate the people to join the movement. BBOG movement also found audience in social media as many users extend their support to the cause of Chibok girls. From the statistics, it can be stated that nearly 276 school girls were abducted by Boko Haram in the northern part of Nigerian village. It was just like the event of assault in the village of Baga in January. Due to this case, outraged Nigerians tugged at the world’s heart. As Nigerians merged to the capital Abuja in order to demand action, the global social media community rallied around a call to Bring Back Our Girls. The girls’ plight received international attention via the social media campaign #BringBackOurGirls and support from well-known figures like activist Malala Yousafzai and US First Lady Michelle Obama (2009-2017), but this might not have been possible without the use of social media platforms. Social media is very useful for the movement as it helps create communication between the users and helps democracy, as social media transfers the power of authority directly under the hands of citizens of the country.

Through social mobilisation, campaigners were able to contact users from different locations and gather resources that helped in successful campaigning for the Chibok girls. The campaign helped people from different status of life to collectively help the campaign through continuous funding and motivating other users about joining the movement. The active use of social media allowed campaigners to reduce chances of converting the campaign into a rivalry between the religions in Nigeria. However, this same platform could be used to spread hate speech and fake
news. The campaigners also promoted the cause by encouraging the users to wear dresses specially denoting the cause of the movement as a sign of unity and according to a saying ‘united we stand and divided we fall’. During the protest march toward Abuja, protestors were provided with T-Shirts specially created for the movement to distinguish the campaigners from the general public and also to draw the attention of the media, the government, and the public to their demands. This study has shown the path to other social campaigns hence the objective has been achieved.

7.3 Recommendation

- It can be recommended that digital signage can be used in any of the social movements as digital signage has the advanced use of print media.
- As digital signage has the characteristics that can affect many areas together it can obviously be a very important tool to make a difference in many matters.
- Digital signage is blessed with the advanced technology of high-quality images, high-quality videos, good quality texts and animations. It can be very useful for advertisement, to reach people directly, and also in conjunction with social media.
- Digital signage can be a very useful weapon that can help the campaign organizers by making the backbone of the campaign through a network. It can also be a blessing to a campaign as it can navigate the route maps and the campaigners can decide where to go and how to achieve the goal.
- It can also be said that through the network, the campaign can create recognition among the people. The more involvement of the people, the more the movement can be recognized, which is more significant to the campaigners.
- It has been observed that the political leaders are now using digital signage to a lesser degree.
- However, it can be recommended that making the correct usage of the advancements of digital signage can make the campaign attractive and it would make the campaign acceptable to everyone.
- Making good use of the network, the campaign can attract more people to the campaign and that can make a huge difference in the social movement.
7.4 Future Scope

The discussion above has helped to understand that there is a useful technology for BBOG campaign. Though there are lots of problems and misleading information on the ways of using digital signage, it can be said that it has a bright future ahead. It can even be said that it can help create a useful network for any social movement. It can also make good use of high-quality images and videos to make them a useful tool for the campaign. It also makes social media useful for social campaigns. Digital signage would make advancement easier, which can affect social movements in the coming eras.

7.5 Conclusion

This study focuses on the role of print and social media during the Ali Must Go, June 12, Occupy Nigerian, and Bring Back Our Girls movements and also on how a prototype digital signage can be constructed to complement the print and social media in any future campaign. Because of technological advancements, the Internet, broadband and World Wide Web have changed the media industry with digital platforms, new processes, methods of communication, and interaction, and in turn, the new media have boosted business opportunities, governance, education, sport, social movements and much more (Idowu and Esere, 2013)

Internet and mobile communication technologies played a crucial role in the case of rising social movements regarding to the subject matter. These technologies help in opening new spaces and modes of social interaction that includes decentralized structures, online and offline participation of general people in the case of the related topic. Here, a survey is presented in order to focus on the digital signage prototype feedback. This BBOG campaign provides a framework regarding a set of concepts, hypothesis, methods, and questions that will help to accumulate the study and comprehensive collective action in social movements.

Furthermore, the messages that were shared via the Internet on social media platforms and online newspaper channels were delivered instantly and the members of the BBOG group or its sympathisers re-shared the messages for wider coverage. These technologies have given an opportunity for people to organise and mobilise themselves to challenge the status quo.

This study used resource mobilisation theory (RMT) to examine and evaluate how the BBOG group generates its resources such as money, material needs, and technological support as well as other resources required for the success of the movement, such as time, logistic support, skills, and other socio-political needs which are important in order to enhance the effectiveness and efficiency of movements (Olotokunbo et al., 2015).
These strategies enhanced its social mobilisation and support, both in terms of morale and financially, because both members and non-members pulled their resources together to aid the campaign. Thus, the resource mobilisation theory (RMT) would help the BBOG group to gain financial, material, and technological support, both at home and abroad.

Furthermore, the abduction of the Chibok girls took place during the democratic government of President Jonathan, and with the National Constitution in place and the judiciary also at work, and with the support of international communities, Nigerians were encouraged and inspired to effectively mobilise and organise one another for this movement’s Bring Back Our Girls campaign. Social media platforms ‘have created massive networks that not only connect the entire world, but also give people the ability to easily publicize opinions at low cost, to the speed and scale of group coordination’ (Lopes, 2014).

However, politically, both Ali Must Go and June 12, 1993 happened during the military eras of General Olusegun Obasanjo and General Babangida, respectively. During this period, Nigerian government was governed by military Decree and, during these eras, the Nigerian Constitution was not respected, the military governed the country by force, and there was no respect for human rights, no freedom of information or freedom of association, judiciaries were under the control of the military junta, and many media houses were closed as well. In other words, the earlier social movements that held in Nigeria during military government did not have the kind of support and media attention that the BBOG movement has today.

The Intelligence gathering process about the movement of militant can be understood by resource mobilisation theory. For taking actions against the militant, the government needs to acquire the required resources to track the militant. Other resources, such as vehicles to track them and the purchase of new and sophisticated weapons are mandatory for effective counter-terrorism operations. This is not the focus on this study.

Therefore, mobilisation of funds is also necessary because the resources may not be sufficient. Help can be taken from organisations such as World Bank to help the government build a proper security infrastructure. In mobilisation of resources, the government would start tracking the militants by putting their activities and operations under surveillance.

In addition, Intelligence gathering processes can also be understood by social movements because gathering of data and information about the locations and whereabouts of the abducted girls would help in the rescue missions. This would also attract the attention of the wider public and raise popular awareness of the economic inequality alarms, stoking the moral outrage of
ordinary citizens, and transforming the national political conversation. Some observers are confused with the lack of conventional demands of that protest. Social media played an important role in the movement; the influence of the mainstream media on the public was still significant. Hence, the intelligence is directly related to the social movements.

These four stages of social movements, as described by Christianen (2009), are emergence, coalescence, bureaucratisation, and decline and these formed the basis of the BBOG movement. As soon as the 276 school girls were kidnapped by the terrorist group known as Boko Haram on April 14, 2014, the BBOG group emerged and become known, gaining the limelight through media coverage and attention. The abduction of the Chibok girls inspired the movement and the campaigners interacted to express their anger and frustration in order to come up with a strategic plan on what to do and how they might achieve their objectives. According to the study, they marched to the federal capital, Abuja, and the Hashtag ‘bring back our girls’ was used on Twitter to create public awareness.

At the second stage of the movement, the strategic planning on what to do and also how they could achieve their aim and objectives became a matter of discussion. This gave the group opportunities to come together as single entity. The purpose of the campaign was well-defined in order to bring about social change and communication strategies were put in place to improve its coverage. In addition, the executive members came together in the bureaucratisation phase in order to build leadership that could represent the interests of the group in any social-political gathering. Personalities like Dr. Oby Ezekwesili, Mrs. Aisha Yesufu, Jeff Okoroafor, and others are among the BBOG’s executive members.

These people run the day-to-day activities and administrative bureaucracy of the campaign group. The final stage in a social movement’s life circle is the decline phase, which is when movement is ending. However, in the case of BBOG, the demand for the rescue of the Chibok girls remains an ongoing campaign. According to Dr. Oby Ezekwesili, “If one person still holds a candle for the kidnapped, we have not failed.” Although the physical movement may have decreased, the online campaign is still felt on social media platforms like Facebook, Twitter, LinkedIn, YouTube and its own website. Therefore, the BBOG campaign is still in progress at the third social movement circle stage.

In conclusion, unlike the military dictatorships, democratic features such as freedom of expression, freedom of association, fundamental human rights, rule of law, and separation of powers were respected. Thus, the democratic system encourages social movements such as
protests, demonstrations, and political rallies in a society. The three arms of government also performed their duties according to the constitution. If the Bring Back Our Girls campaign had taken place under a military government, it would have been a different scenario, because the impact of the print and social media would not have been felt as much and the military would have done everything possible to clamp down or arrest anybody who attempted to lead the mobilisation, as in the case of Ali Must Go and June 12 that were held in 1978 and 1993 against the government’s educational and electoral policies respectively.

If common ways were not adopted for fighting such injustice to global citizens, humanity would be rather petrified. The major issues addressed for social movement and its influencing factors like social media would be great in one perspective. From the perspective of terrorists, it might enrage them, thus making them perform genocide on these abducted women. However, it has a bright side to it, as most social media has a positive impact in creating a successful social movement.

A successful social movement largely depends on mass awareness; thus, if people of Nigeria together carry out a social media movement of a larger level it might ripple across the nation toward the whole world making BBOG a global social movement. Indeed, that is the beauty of democracy because the fundamental human rights of the citizenry are respected. This thesis has helped to understand that the influence of social media and print media significantly affected people to generate the movement, therefore, adoption of the digital signage technology to complement the mass media would not only enhance the information and communication strategy but also help to reduce digital divide.

Finally, it can be concluded from the discussion that there would be lots of effects of digital signage on the BBOG campaign. Not only with the BBOG campaign, but good use can be made of digital signage in any type of social campaigns, as it affects print and social media as well. One of the main limitations that can be experienced here is the absence of internet and the knowledge about internet. In the country, it can be seen that there are lots of limitations in the usage of the digital signage because of the above reasons. There are many areas in the country that do not have internet access. As they do not have internet access, they would not be facilitated with the digital signage facility. Hence it can also be seen that there are lots of economic and social differences in the country that may also be responsible for the cause of digital divide. In the survey, it can also be seen that several people have given their opinion that the digital signage is useful in any medium of the social movement. That can help the
researcher to conclude that there are lots of people who have the knowledge about the internet and digital signage. On the other hand, the wrong use of the technology can make the technology dangerous and harmful to mankind such as fake news, sharing hate speech, as well as posting nude pictures and videos to create hate and malice. These limitations make the technology fearsome to mankind and may stop people from using the technology in a proper way. However, it can also be said that the positive impact of social media, print media, digital signage, and its success cannot be ignored in the context of social movement. The more a movement is able to mobilize the people, the higher the chances of gaining success.
CHAPTER EIGHT

Reference


Mobile phone internet user penetration worldwide from 2014 to 2019.


INTERVIEW QUESTIONS

Question 1
What is the impact of print and social media movements on the Bring Back Our Girls Campaign?

Interview Question 1
Social Media in general (information gathering): Do you agree that lack of exchange of information is not helping the issues concerning Bring Back Our Girls (BBOG)? (Moderator)

Interview Question 2
“Which particular group of people or person(s) in the community would you expect to have useful information on the activities of Boko Haram?” (Moderator)

Interview Question 3
Through which media did you become aware of Boko Haram’s rampage for intelligence gathering? (Moderator)

Interview Question 4
In what ways is intelligence gathering coordination failing? (Moderator)

Question 2
How do social and print media groups affect the education provided about the Bring Back Our Girls Campaign?

Interview Question 5
“Do you think social electronic and print media are educating the population on the issues of Boko Haram attacks, the Chibok girls’ kidnapping and Bring Back Our Girls (BBOG) Campaign?” (Moderator)
Question 3
How has information sharing by relevant organisations assisted in ensuring awareness of Bring Back Our Girls?

Interview Question 6
On Information sharing: “In what ways do you think information sharing has helped or aided the Bring Back Our Girls (BBOG) Campaign?” (Moderator)

Interview Question 7
Is the BBOG campaign in print and social media carried out (i.e. broadcast) accordingly?

Interview Question 8
How do security organisations use information sharing to assist intelligence gathering for the BBOG campaign? (Moderator)

Interview Question 9
Some of you think the government is to be blamed for the Chibok girls’ abduction. Do you think it is a political strategy? (Moderator)

Interview Question 10
Do you think that the populace has the wrong idea about the BBOG campaign? Also, is there religious sentiment? (Moderator)

Interview Question 11
Do you think there is a tribal sentiment to the BBOG campaign?

Question 4
How has communication and networking among respective agencies assisted in the Bring Back Our Girls Campaign?
Interview Question 12
How do you think communication and networking can help the BBOG campaign? (Moderator)

Interview Question 13
How do print and social media affect communication and networking about issues relating to the BBOG campaign? (Moderator)

Interview Question 14
Has there been positive or negative feedback to those advocating for the BBOG campaign? (Moderator)

Question 5
Has the advocacy of the Bring Back Our Girls Campaign been effective in its course

Interview Question 15
What do you have to say about the advocacy of all the agenda setting that has been discussed since this discussion began? (Moderator)

Interview Question 16
What are the legal implications of the BBOG advocacy campaign? (Moderator)

Interview Question 17
What are the social implications of the BBOG advocacy campaign? (Moderator)
Digital Signage Prototype Evaluation

SURVEY QUESTIONEER

Poor    Good    Extremely Good

Do you like the video quality?

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Do you like the image quality?

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How would you rate the playlists?

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Was the signage easy to view?

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Was there any inconsistency in the multimedia content?

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Was the signage communicated effectively?

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How user-friendly is the digital signage project?

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How satisfied are you with the viewing instructions?

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How satisfying is the quality of the multimedia content?

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Rate your overall satisfaction

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ANNEX

BBOG Advocacy Group’s Images (Source: Bringbackourgirls.ng)
#BringBackOurGirls

Advocacy Shirt

Make Our Schools Safe For Girls!

#BringBackOurGirls
The Pictures of the focus Group Members, during the Focus Group Meeting in Lagos, Nigeria (Source: Self captured)
Designing digital signage using Dedicated Software (Source- Vertiseit Company in Varberg, Sweden)
What are we asking? The truth, nothing but the truth!

What are we demanding?
#BringBackOurGirls Now & Alive

#BRING BACK OUR GIRLS

780
DAYS ON
#ChibokGirls
#NeverToBeForgotten
Information about the movie
Designing digital signage using MS PowerPoint (Source: Self captured)
"Pictures" and "Clip Art."

Step 4
Right-click the left side of the window and select "New Slide" to add another slide to the PowerPoint signage. Repeat Step 3 to create a design for the additional slide.

Step 5
Continue to make new slides until everything that needs to be displayed in the digital signage is included in the PowerPoint presentation.

Step 6
Click the "Slide Show" tab and select the "Set Up Slide Show."

Step 7
Click the "Browse at Kiosk (Full Screen)" radio button under the "Show Type" heading and then click the "OK" button.

Step 8
Click the "Save" button at the top left corner of the Microsoft PowerPoint window. Choose a file name and folder and click the "Save" button. If you are