Examining the Impact of ICT on Citizen Journalism through the Lens of End SARS and Bring Back Our Girls Protests

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Abstract
The advent of information and communication technology (ICT) has significantly transformed various aspects of human activity, including journalism. By empowering ordinary citizens to actively participate in the journalistic process, ICT has revolutionized the production, dissemination, and consumption of news. Grounded in the Technological Acceptance Model (TAM), this study examines the impact of ICT use by citizen journalists on journalism practice and its implications for traditional media in Nigeria, using the #BringBackOurGirls and #EndSARS movements as case studies. The study highlights the evolving dynamics between ICT and citizen journalism. Findings reveal that ICT-enabled citizen journalism surpasses traditional media in terms of reach and speed, facilitating global awareness, mobilizing international support, and exerting pressure on leadership. The study recommends that traditional media integrate the strengths of citizen journalism to enhance news production and dissemination. Additionally, it emphasizes the importance of rigorous verification processes by citizen journalists to maintain relevance, integrity, and credibility.

Keywords: ICT, citizen journalism, traditional media, social media, hybrid news model

Introduction

Information and Communication Technology (ICT) has brought about a revolution in communication and media studies It has given rise to citizen journalism—where ordinary citizens collect, report, and disseminate news in diverse formats across different platforms. ICT encompasses digital technologies such as the internet, mobile devices, and social media platforms, which have resulted in the democratisation of information production and distribution. ICT tools enable people to cover and share events instantly, beyond what traditional media can do. The proliferation of social media platforms like Facebook, X (formerly Twitter), Instagram, and YouTube has further enabled the rise of user-generated content (UGC), marking the era of participatory journalism (Uche, et al. 2021a; 2021b; Uche & Obiora, 2016; Bowman & Willis, 2003).

In 2014 and 2020, Nigeria witnessed two major social movements; namely: the Bring Back Our Girls campaign and the End SARS protests. During these events, citizens leveraged mobile devices and social media to provide real-time updates and eyewitness accounts. Using hashtags: #BringBackOurGirls and #EndSARS, posted on platforms like X and Facebook, the issues became a global concern. Furthermore, platforms like YouTube hosted videos and photos that provided raw and unedited perspectives on these protests. This is in line with the principles of citizen journalism, which according to Uche et al. (2022), is a practice open to anyone,

regardless of background or training, that allows individuals to cover and share news, either as a hobby or a profession using internet-enabled devices such as smartphones to share information freely, both locally and globally. Thus, ICTs can impact the quality, quantity, and speed of information production and dissemination, influencing individuals and society alike.

The #EndSARS movement and the #BringBackOurGirls campaign provide case studies of how ICT has enabled citizens to drive social change, amplify the voices of the marginalised and hold authorities accountable. These protests emerged in response to systemic injustices: #EndSARS, being led by Nigerian youths focused on dismantling the Special Anti-Robbery Squad (SARS) accused of police brutality, while #BringBackOurGirls sought global attention for the rescue of over 200 kidnapped Chibok schoolgirls by the dreaded Boko Haram, an insurgent group in northern Nigeria. Both movements thus, relied on and utilized ICTs to mobilize support, document events, and generate global solidarity. Citizen journalists played a pivotal role by live-streaming protests, sharing graphic evidence of human rights abuses, and coordinating online activism. These platforms not only circumvented traditional media's limitations but also enabled real-time interaction and feedback, fostering a sense of collective ownership and urgency.

This paper therefore seeks to examine the impact of ICT on citizen journalism through the lens of these two events. Through the exploration of how digital technologies facilitated and enhanced the staging, organisation, documentation as well as amplification of the Bring Back Our Girls Campaigns and End SARS protests, this study aims to highlight the interplay between technology, citizen engagement, and social change.

Statement of Problem

The rapid advancement of ICT has transformed journalism, enabling ordinary citizens to actively engage in news reporting and dissemination—a phenomenon known as citizen journalism. This shift has become particularly evident in Nigeria during social movements such as the End SARS and Bring Back Our Girls protests, where citizen journalism significantly influenced public debate and shaped public opinion. However, this paradigm shift has disrupted the traditional media landscape, challenging its ability to adapt to a reality where audiences demand instant, diverse, and unfiltered media content. While ICT tools offer numerous benefits, including the democratization of information and the amplification of marginalized voices, issues surrounding credibility, accuracy, and adherence to ethical standards persist in the realm of citizen journalism. This poses critical questions: How can traditional media remain relevant in a society dominated by user-generated content fuelled by ICT? Can Nigeria's traditional media integrate and collaborate with citizen journalists while maintaining the quality, credibility, and trust of its audience? This study seeks to address these challenges by exploring how ICT has shaped citizen journalism and examining the implications of this transformation for the future of traditional media in Nigeria.

Objectives of the Study

This study aims to examine how ICT use by citizen journalists has influenced the practice of journalism in Nigeria, focusing on its implications for traditional media. Using the #BringBackOurGirls (BBOG) campaign and the #EndSARS protests as case studies, the study explores the transformative impact of ICT-driven citizen journalism on news production, dissemination, and public engagement.

Information and Communication Technology (ICT)

Farnham (1999) and Stewart (1994) cited in Uche, et al. (2021) described information and communication technology as consisting of software, hardware, workstations, robotics, telecommunication networks and smart chips. ICT entails the collection, processing, storage and transmission of information by electronic means. To Ezoem (2015), any human action that draws them closer to nature through the acquisition of technological skills is ICT. Information and communication technology (ICT) is an amalgam of telecom and computer to information

systems, services and products. Information and communication technology (ICT) refers to the utilisation of computing as well as telecommunication technologies, and tools to facilitate the creation, collection, processing, storage and transmission of information. ICT is the infrastructural components that enable and facilitate modern computing including communication technologies, the internet, cell phones, wireless networks, computers, social networking, video conferencing and other media services and applications (McCarthy, et al. 2023).

There is no universally accepted definition of ICT as the term keeps on evolving. Components of ICT cannot be exhaustive; several of which include telephones and computers, digital TVs, smartphones, and robotics among others. Obiora and Uche (2024) describe any infrastructure, technological device or component that enables the sharing of data, communication and connectivity between humans and others including machines as ICT. ICTs enable users to access, store, retrieve, transmit and manipulate information in a digital format (McCarthy et al. 2023; Onyia, 2021).

The Concept of Citizen Journalism

Citizen journalism or online citizen journalism (Nip, 2006) is the practice of journalism by non-professionals. These untrained individuals in the art of journalism are often keen to post whatever they fancy anywhere and at any time. They are not restricted to particular beats or deadlines though some of them can carve a niche for themselves and stick to it by posting particular content especially those who are bloggers. This journalism practice has been described in various ways such as publish and filter journalism (Uche et al., 2021b) citing Moretzsohn (2006); participatory journalism (Bowman & Willis, 2003); journalism of the people (Salawu, 2013) and we journalism (Dare, 2011). Thus, as the name implies, citizen journalism is for the people, that is, the masses since it welcomes all participants without discrimination of gender, profession, qualification, race, beliefs, complexion or creed. Individuals irrespective of their status play the role of newsgatherers, analysts, commentators and disseminators. As noted by Uche et al. (2021a), citizen journalism is often practised by young people. These young adults are described by Uche, et al. 2017) as online fellows, citizens of the now, cyber stars, Internet champs, cyber stalkers and cyber nymphs. These appellations indicate that this set of individuals is not only computer literate but also proficient in the use of information and communication technology (ICT) and digital tools. The citizen journalists are internet-savvy and social media content creators.

Empirical Review

Ologundudu (2020) in an essay on Hashtag Activism: The Mediation of the #BringBackOurGirls Movement In the Rescuing of the Abducted Chibok (Nigeria) Girls, the author critically appraises the #BBOG movement's role in mediating for the release of the abducted Chibok girls, drawing on the theoretical frameworks of protest logic and the Mediation Opportunity Structure. It argues that the movement effectively leveraged solidarity activism and resource mobilization to achieve its objectives. Through strategic contentious actions, #BBOG captured global attention, mobilized resources, and sustained advocacy efforts, forcing the Nigerian government to act and holding it accountable for its constitutional duty to protect citizens. While the movement succeeded in securing the release of some of the girls—raising awareness of their plight and fostering global solidarity—it also faced substantial challenges. These included government attempts to suppress their efforts, the complexities of reintegrating rescued girls into society, and lingering questions about the true freedom of those released. Despite these issues, #BBOG stands as a testament to the power of media-driven activism to transcend slacktivism and create meaningful political and social impact. As the struggle continues for the remaining abductees, the movement's legacy highlights the importance of sustained advocacy in addressing systemic failures and demanding justice.

In a study by Shehu (2017) titled Why Girls? A Content Analysis of the #BringBackOurGirls Movement, the research explored why the Chibok kidnappings gained significant global attention compared to other atrocities by Boko Haram. The study employed a content analysis approach to investigate social media narratives and transnational advocacy. Findings revealed that the movement successfully utilized digital platforms to amplify local advocacy and bypass traditional media, fostering a global advocacy network. Shehu concluded that digital tools empower grassroots movements and recommended that future campaigns invest in such tools for enhanced impact.

Another empirical investigation by the Partnership for African Social and Governance Research (PASGR, 2019) in collaboration with the Centre for Democracy and Development and the University of Ibadan analyzed the #BringBackOurGirls campaign's role in promoting accountability. This research adopted a mixed-methods approach, including online content analysis, ethnographic fieldwork, and focus group discussions. The study found that the movement transcended societal divisions, such as ethnicity and gender, creating a unified advocacy force. The findings emphasized the effectiveness of blending online activism with physical protests to sustain public pressure. It recommended integrating citizen-led advocacy movements into formal governance frameworks to enhance accountability in fragile contexts. In 2019, The Institute of Development Studies (IDS), in its report Beyond Tweets and Screams: Action for Empowerment and Accountability in Nigeria, examined the BBOG movement's role in fragile and violence-affected settings. Using qualitative interviews, surveys, and event analysis, the study highlighted that the movement, led primarily by women, demonstrated the transformative potential of blending traditional advocacy with digital activism. The report concluded that inclusivity and a hybrid approach to activism are crucial for effective advocacy and recommended external support for grassroots movements to sustain their impact without compromising autonomy.

Jibril (2017) investigated how Nigerian online newspapers framed the #BringBackOurGirls (BBOG) campaign. A total of 71 editions from Daily Trust, The Punch, Sahara Reporters, and Vanguard newspapers, published between April and October 2014, were analyzed using qualitative and quantitative content analysis methods. The research focused on the extent of coverage, the nature of reporting, and the dominant sources and themes shaping the portrayal of the campaign in these publications. The findings revealed that the newspapers provided predominantly favourable coverage of the BBOG campaign, with 59 out of 71 stories (83.1%) presenting the movement positively. Campaigners and their sympathizers were identified as the primary sources for these stories, reflecting the media's alignment with the movement's objectives during the study period. Additionally, the analysis showed that the newspapers prioritized straight news reporting over other story types in their coverage of the campaign. Unlike the often status quo-oriented framing observed in Western media's treatment of social movements, Nigerian online newspapers demonstrated a concerted effort to highlight and support the advocacy of the BBOG campaign. The study concludes that this positive framing underscores the role of local media in amplifying the voices of grassroots movements and fostering public discourse around critical national issues.

Makinde (2024) in his study titled International Political Contexts, Digital Technologies, and Political Outcomes in Nigeria's #EndSARS Movement, analysed how digital technologies shaped the protests. Social media platforms like X and Instagram were found to be crucial for organizing and amplifying awareness, although the government's efforts to suppress online freedoms highlighted challenges to sustainability. Recommendations included protecting digital rights and fostering effective online activism.

Uwazuruike (2020) in a work titled "#EndSARS: The Movement Against Police Brutality in Nigeria", studied the human rights implications of the #EndSARS protests in Nigeria, focusing on systemic abuses by the Special Anti-Robbery Squad (SARS). The study

revealed widespread police brutality and government failure to address core issues, even after SARS was officially disbanded. Recommendations included implementing transparent investigations, training law enforcement on human rights, and addressing socioeconomic inequalities.

Dambo et al. (2020) in their study titled Nigeria's #EndSARS movement and its implication on online protests in Africa's most populous country, instead of evaluating the success of the #EndSARS movement, as many academic studies tend to do, their research critically examines the limitations of the #EndSARS campaign. It explores how Nigeria's political environment may serve as a significant impediment to the effectiveness of such movements. By addressing two key questions—what are the dominant themes in Nigeria's #EndSARS campaign? and What are the limitations to activism in Nigeria? The study found that modern connectivity tools have empowered disadvantaged youth worldwide to share experiences, highlight challenges, and develop collective strategies to resist marginalization. This phenomenon has sparked a significant debate between tech optimists and tech pessimists. While tech optimists argue that social media dismantle barriers and empower ordinary citizens, tech pessimists contend that these platforms often discourage deeper, sustained engagement in the quest for change. Their study sheds light on the broader challenges of leveraging social media activism to bring about systemic change in politically constrained environments.

In the article #EndSARS 2020: The Social Movement that Rebirth Activism in Nigeria, Agbashi et al. (2021) examined the youth-led nature of the protests, framing it as a generational awakening for accountability and governance reform. Drawing comparisons to global movements like #BlackLivesMatter, the study recommendations focused on voter education, grassroots mobilization, and youth inclusion in leadership roles to sustain momentum.

Although the above studies pointed to the need for the use of digital platforms, especially social media, there was no direct mention of citizen journalists who were really the drivers of the protests that became global campaigns across social media platforms. Furthermore, there was no attempt in their studies to compare or contrast the coverage of the #EndSARS protests or the #BBOG campaign by the traditional media vis-à-vis the social media. These gaps this present study sought to fill.

Theoretical Framework

This study is underpinned by the Technology Acceptance Model (TAM), developed by Davis (1989), which provides a framework for predicting user acceptance of information and communication technology (ICT). TAM's core constructs—Perceived Usefulness (PU) and Perceived Ease of Use (PEOU)—affect Attitude toward Using (ATU) and Behavioural Intention to Use (BI). Recent expansions of the model also include factors such as social influence and facilitating conditions (Venkatesh, Thong, & Xu, 2016). In this study, TAM is utilized to analyse how ICT adoption influences citizen journalism and its implications for traditional media. By exploring the attitudes and intentions of citizen journalists toward ICT tools, the study highlights the factors driving the widespread acceptance and use of these technologies. It also examines how these dynamics impact the traditional media, particularly in the context of the #EndSARS protests and #BringBackOurGirls campaign. This theoretical framework provides a lens through which the interplay between ICT, citizen journalism, and traditional media can be understood, offering insights into the opportunities and challenges posed by ICT adoption in modern journalism.

Methodology

This study adopts a case study approach to analyse two significant events in Nigeria that transcended ethnic, racial, and national boundaries, evoking widespread emotional and social reactions. These events are the #BringBackOurGirls campaign in 2014 and the #EndSARS protests in 2020. Both movements gained international attention, catalysing substantial outcomes, including the disbandment of the Special Anti-Robbery Squad (SARS)

and intensified efforts to secure the release of abducted schoolgirls. By examining these cases, the study highlights the role of ICT-enabled citizen journalism in driving social movements and its implications for traditional media practices.

Data Presentation

Case Study 1: End SARS Protests

The End SARS protest was a series of anti-police public demonstrations in 2020 across various states in Nigeria, especially Lagos state. This serves as a glaring example of the transformative impact of ICT in citizen journalism. The mass protest which was against police brutality aimed at persuading the Federal Government to disband the police Special Anti-Robbery Squad (SARS). The police special unit was accused of extortion, extrajudicial killings and other abuses. Through various social media platforms, Nigerians especially youths mobilized themselves and coordinated the protest. X and Facebook played crucial roles in the protests. Real-time updates and videos of the protests were posted on various media platforms beyond the traditional media. It had a great impact on the traditional media as they could not just ignore the level of the protest and its impacts on the citizens and infrastructure. Initially, government-owned media outlets were sceptical about the coverage. Nonetheless, seeing that the citizen journalists were almost circumventing them and resorting to social media platforms and some private media stations made them rethink their stand. Although the government tried to suppress the truth and turn the narrative in their favour her agents could not manage the public perception. Citizen journalists kept the Nigerian masses including the international community abreast of the protest beyond the government's effort to gag the press through censorship and misinformation. Through the deployment of ICT, the protesters' voices were amplified so much so that international attention was drawn to the human rights abuses thus pressuring the government to address the protesters' demands to the chagrin of the government of the day.

According to a BBC report on how the #EndSARS Protests gained global attention, the anti-police brutality protests in Nigeria attracted international attention after Chinyelugo, an X (Twitter) user, posted a message that was retweeted more than 10,000 times. The brand ambassador Azakaza Sarah later posted the alleged police shooting of a young man on Instagram. When media strategist Rinu Oduala convinced fellow protestors to camp out overnight in front of a Lagos government house, the demonstration gained steam. It was allegedly the intention of the protests to publicly shame journalists and brands by tagging their X (Twitter) handles in messages. Wizkid and Davido, well-known Nigerian musicians, also tweeted their support. The #EndSARS hashtag became popular all over the world, peaking on October 11 with 661,340 tweets (BBC, 2020).

Figure 1: Some Images of #EndSARS Protests







Credit: Newsdirect.ng

Themes Identified from #EndSARS Protest Pictures

The following themes are identified in the embedded pictures from the #EndSARS protest:

Activism: This is glaring from the number of people who trooped out to protest police brutality across the country from Lagos to Abuja, Warri to Port Harcourt and other cities. This protest was spearheaded by young people thus, it could be described as Youth-led activism. The pictures show young Nigerians holding placards with various inscriptions but mainly the hashtag #EndSARS. Being at the forefront, these youths represent a generational call for a systemic change in Nigeria regarding policing and organised society.

Brutality Awareness: The posters, signs and symbols were all aimed at drawing public awareness of police brutality in Nigeria. Some of the victims' stories were captured and depicted through the visuals. One of the placards had the inscription #WereDey Disguise. This indicates that ethnic nationalities including Yoruba youths were part of those youth calling public attention to the act of brutality by the police. *Were* in Yoruba means mad. In other words, madness tries to disguise itself. Note the acronym stands for Special Anti-Robbery Squad. Nonetheless, the message should ring out loud and clear with the image of a red aloud speaker beside the word SARS which was written to mean 'Special Armed Robbery Squad.

Daring Resilience: In one of the pictures, a young person climbed the police traffic control booth holding and waving flags. This was so daring. It depicts resilience amid oppression. The protesters endured challenging situations to call the attention of the powers that be and the public to their plight in the hands of the law enforcement agents.

Patriotism and Nationalism: The showcasing of the national flag alongside the other flags shows the protesters' patriotic and nationalistic stance. The Nigerian national flag is a sign of the country's sovereignty and a symbol of national pride. The youth wanted to make it known beyond the country's borders that this was happening in Nigeria and not elsewhere.

Social Media and Use of Technology:The theme of social media and the use of technology is also depicted in the placards that reference hashtags like #EndSARS. Technology is seen as a tool for awareness creation, mobilisation and organisation.

Table 1: Themes identified with supporting Data

Theme	Description	Supporting Data
Activism	The use of ICT enabled mass mobilization for protests through viral hashtags and tweets	Tweets using #EndSARS with over 600K mentions (BBC, 2020); Facebook event pages for physical protests.
Brutality Awareness	Citizen journalists exposed police brutality through images and videos shared on social media.	Image of police crackdown from Newsdirect.ng; Viral video of SARS officers harassing youth (Twitter/X, October 2020).
Daring Resilience	Protesters remained steadfast despite threats and crackdown by the Nigerian police.	Image of a protester waving a flag atop a police booth (Newsdirect.ng, 2020).
Patriotism and Nationalism	The protesters waved the Nigerian flag indicating their stand as patriotic citizens who meant good for the country	Image of youths waving national flag and one covered with it (Newsdirect.ng, 2020).
Social media and use of technology	Social media remained a major means of creating awareness and mobilization as protests have writeups preceded with End SARS hashtags etc	Placards with hashtags #EndSARS

Case Study 2: Bring Back Our Girls

The abduction of Chibok school girls which took place on 15 April 2014 generated a lot of outcry and rightly so as over 200 schoolgirls were robbed of their rights. The social media campaign ensued to draw international attention to this dastardly act. Collins (2014) cited in Isharaza (2014) reports that the campaign to bring back the girls started after a speech calling the attention of the Nigerian government to that effect by the World Bank Country Representative. Not long after that, the campaign with the hashtag #BringBackOurGirls garnered over 1 million tweets with Facebook updates that surpassed 2 million. Through the power of ICT-enabled citizen journalism, the Bring back our girls' hashtag gained high level of support through social media advocacy. The campaign started in 2014 during the administration of Dr Goodluck Ebele Jonathan, the then-president of the Federal Republic of Nigeria following the abduction of 276 Chibok school girls by the terrorist group Boko Haram. The #BringBackOurGirls turned into a global movement, thereby drawing the attention of the international community to the plight of the abducted girls which criticized the Federal Government's handling of the situation. The citizen journalists' constant posts on social media platforms helped shape international perception and drive traditional media coverage. The campaign resulted in increased international pressure on the Nigerian government which devolved into various diplomatic and military efforts to rescue the abducted girls. This goes to show the impact of the use of ICT tools by citizen journalists to initiate and sustain social movements of gigantic proportions. Admittedly, not all the girls have been rescued, nonetheless, Isharaza (2014) citing Collins (2014) notes that the Bring Back Our Girls' hashtag with its accompanying pictures has without any equivocation placed the issue on global space.



Credit: AP Photo/ Gbemiga Olamikan

Themes Identified from #BBOG Picture

Anguish and abandonment: The above picture depicts heartrending anguish and helplessness. The woman with uplifted hands was in a state of anguish not minding who might be watching. She was appealing to higher powers both human and heavenly to come to her rescue and help in the rescue of the abducted girls.

Unity and Solidarity: Women and men depicted in the picture also indicate the unity and solidarity in the #BringBackOurGirls movement. Diverse groups of people from different backgrounds, ethnicities, and social classes come together for a common cause; to rescue the abducted girls by the Boko Haram terrorist group in Nigeria. This is a demonstration of cooperation and a community spirit by concerned Nigerians.

Discussion of Findings

The findings show that social movements such as the #BBOG and #EndSARS are gender-sensitive. While the former was primarily led by women, both had members of society uniting to fight injustice, security and leadership concerns that transcend age, gender, creed and clime. Technology-driven activism and advocacy are championed by citizen journalism. Obiora and Uche (2024) posit that the inception of Information and Communication Technologies has brought a paradigm shift in every aspect of life. Citizen journalists' generated content gained traction during the #BBOG campaigns and #EndSARS protests so much so that traditional media could not ignore such but rather rely on the user-generated content for updates and firsthand news about the protests. It was reported that following the weeks of the protests, there was an outpouring of support for Nigerian protesters on X (Twitter) with various hashtags, but predominantly #EndSARS (BBC, 2020). This presents a shift in information generation and dissemination where traditional media sources rely on citizen journalists for breaking news and amplifying same.

ICT-enabled citizen journalism's ascent presents traditional media with both opportunities and challenges. On the one hand, it has broadened the scope of news reporting by offering a variety of viewpoints and up-to-date information straight from the witnesses (Bruns, 2018). However, it has also raised questions about veracity, accuracy, and the industry's professional standards for journalism (Singer, 2019). By using social media to spread news and incorporating user-generated content, traditional media companies must change with the times (Kperogi, 2021). They also have to contend with more competition for viewers' attention and advertising funds, which forces them to reassess their business plans and editorial policy (Cushion & Lewis, 2018). It was also found that protests have human rights implications both on the side of the government in power and the citizens (Uwazuruike, 2020; Dambo et al., 2020).

The activities of these citizen journalists often bypass traditional media gatekeepers (Allan, 2013). The End SARS and Bring Back Our Girls protests raised the matter of ethical practice associated with ICT-enabled citizen journalism. The unregulated flow of information often aids even hoodlums, tugs and terrorists who monitor social media for current happenstance for operational intelligence. Furthermore, the issue of accuracy poses a great challenge too as citizen journalists often have no patience needed to verify information or ascertain news sources before uploading to different social media platforms. More often than not, citizen journalists in their bid to be the first to break the news also break the rules. Silverman (2014) challenges journalists to balance the need to be the first and that of being accurate by employing rigorous verification in order to ensure the reliability of their reportage.

Conclusion

The #BBOG campaign and #EndSARS protests case studies show how digital tools, especially social media, have changed the way grassroots movements work and connect with people. They highlight the power of platforms like X and Instagram in mobilising people, sharing important stories, and gaining global attention. Even though governments tried to control the narrative and limit online freedom, citizen journalists used these tools to expose the truth and keep the world informed. The #EndSARS protests demonstrated how ordinary citizens could bypass traditional media and challenge government-controlled narratives by sharing real-time updates. This pushed traditional media to cover the protests more actively. Similarly, the #BringBackOurGirls campaign showed how citizen journalism can turn a local tragedy into a global call for action, pressuring governments and international bodies to act.

This study also addressed gaps in earlier research, such as the role of citizen journalists and the difference in how social media and traditional media covered these events. It is clear that citizen journalists, supported by digital tools, play a crucial role in driving awareness and creating meaningful change. These movements also showed the importance of combining online advocacy with on-the-ground actions to sustain momentum and achieve results.

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