



Evaluation of Cultural Mitigation Strategies in Climate Change Awareness Campaigns in Plateau State: A Pilot Study

Stephen Samson Wang¹ & Assoc. Prof., Mercy Tartsea-Anshase²

¹Department of Mass Communication, Faculty of Social Sciences, University of Jos, P.M.B. 2084, Plateau State, Nigeria

²Department of Film and Media Studies, Faculty of Communication and Media Studies, Bingham University, Karu, P.M.B. 005, Nassarawa State, Nigeria

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*Corresponding Author: Stephen Samson Wang

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Abstract

Climate change negatively affects the livelihoods and lifestyles of regions and nations at large, this in turn highlights the need for climate change communication strategies that have a wide reach. Missing pieces and insufficient information have led to numerous studies about climate change, there are publications that focus on culture and climate change, as well as awareness campaigns, but these do not focus on the integration of cultural mitigation strategies in climate change awareness campaigns on social media. There is a limited understanding of cultural mitigation strategies and their ability to enhance climate change awareness campaign efforts. A quantitative survey research design employing the non-paper-based online Google form Likert-type questionnaire with ordinal scales was adopted for the study, a sample size consisting of 77 respondents was used, primary and secondary data were employed. The framing theory provided a roadmap through which assumptions that align with the study were synthesized. The broad objective of this external pilot study was to measure the effectiveness of cultural mitigation strategies in terms of their ability to enhance climate change awareness campaigns on social media such as Facebook and Instagram, within Plateau State. This study shows that the instruments and methodology are feasible for assessing a larger study with a similar topic, and objectives. Based on the data collected, it is reasonable to conclude that cultural mitigation strategies have a potential to play the pivotal role of positively influencing climate change awareness on Facebook and Instagram.

Keywords: Awareness Campaign, Climate Change, Cultural Mitigation Strategies, Social Media.

Original Research Article

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Introduction

The climate change problem has become one of the biggest global challenges of our time, it is also difficult to ignore the harsh realities it has unraveled. Hu and Zhang (2018) explain that by the middle and late 1980's, climate change appeared on the public agenda, and has become an important global issue in

recent years. Shehata et al. (2022) affirm that across the globe, extreme weather events have brought climate change into people's daily lives. From extreme heat-waves, droughts, wildfires, heavy rainfall, flooding, and snowstorms, people on all continents are experiencing how the climate changes. Climate change is therefore an issue of serious concern and the need for urgent action against its



marauding effects cannot be overstated or pushed aside. Bernstein and Hoffmann (2019) explain that effective communication about the reality and effects of climate change has been identified as a crucial element of efforts to build broad engagement with climate change and its potential solutions.

A 2019 survey of 10,000 18-25 year olds across 22 countries by Amnesty International showed that 41% of the respondents said climate change is one of the most important issues facing the world (Ares & Bolton, 2020). Climate change negatively affects the livelihoods and lifestyles of regions and nations at large, emphasizing the need for climate change communication strategies that have a wide reach. The “Africa Climate Change Resilience Alliance (ACCRA)” campaign is an example of a climate change awareness campaign on Facebook and Instagram, employing cultural mitigation strategies through the use of African proverbs and folklore that convey climate change messages. The Climate and Traditional Knowledge Work Group CTKW (2014) point out that the Africa Climate Change Resilience Alliance (ACCRA) programme which is a DFID-funded programme, focuses on a high priority research area: ‘Adaptive capacity in rural livelihoods.’ The programme has had the general objective of promoting climate change resilience and mitigation among African countries such as Uganda, Mozambique and Ethiopia. Barihaihi and Jena (2016) explain that the Africa Climate Change Resilience Alliance (ACCRA) has been working since 2009 to influence climate change resilience policy, and bring out stories of change. These examples have shown that the integration of cultural mitigation strategies in climate change awareness campaigns often helps to narrow the gap between traditional beliefs and modern environmental practices.

In Nigeria, the United Nations International Children Emergency Fund (UNICEF) has been actively creating awareness about climate change through articles and reports on their website, which are also shared on their Facebook and Instagram platforms. The UNICEF campaign in Nigeria focuses on the impacts of climate change on children (UNICEF, 2023). Another example is the Ekiti State government in south west Nigeria, which has been

taking action against climate change through awareness campaigns on social media such as Facebook and Instagram. Its awareness campaign with Global Citizen in 2022 involved musicians such as Femi Kuti, Davido, and Tiwa Savage (Global Citizen, 2022). These examples do not only highlight the need for effective climate change awareness campaigns in Nigeria, and Plateau State in particular, they also highlight the need for the integration of cultural mitigation strategies in climate change awareness campaigns in regions such as Plateau State.

Climate change stimulates scientific, academic and media discussion across the globe (Galle, 2019). Markowitz and Guckian (2017) assert that over the last decade, this multidisciplinary field of study has exploded, providing the evidence base for more effective efforts at communicating climate change to the public. It is clear that climate change is an instigator of natural hazards and global challenges; and it is these challenges that have led to a quest for efficient and sustainable answers. It is unsurprising that climate change is an interdisciplinary field that draws scholars from various fields including communication, of which climate change awareness campaigns on social media such as Facebook and Instagram both fall. The intent of this study is to evaluate cultural mitigation strategies in terms of their ability to enhance climate change awareness campaigns on social media such as Facebook and Instagram, within Plateau State.

Conceptual Clarification

Awareness campaigns: Awareness campaigns according to Tempowski and Jordan (2020) can be considered as activities that are meant to generate concern about an issue. The definition is used in the context of this study to paint a clearer picture of how these campaigns can be employed as a pathway for enhancing cultural mitigation strategies on social media.

Climate change: The Intergovernmental Panel on Climate Change IPCC (2017) state that climate change is an adjustment in the state of the climate that can be distinguished by changes in the mean as well as the fluctuation of its properties, which persist

for an all-inclusive period regularly, decades or more. The definition is used in the context of this study to paint a clearer picture of the phenomenon, as well as how cultural mitigation strategies can be employed for climate change awareness raising purposes on social media.

Cultural mitigation strategies: These refer to mitigation approaches that amplify cultural features such as local values, local norms and traditional beliefs, so as to maximize traditional wisdom and generate a sense of pride amongst the local population. The definition is used in the context of this study to paint a clearer picture in terms of how cultural mitigation strategies can be integrated into climate change awareness campaigns on social media.

Statement of the Problem

Considerable scientific knowledge as well as expert consensus about climate change is available, but the implementation of solutions has been woefully insufficient (Richards & Hoed, 2017). The United Nations Educational, Scientific and Cultural Organization [UNESCO] (2021) assert that culture has not been systematically integrated into the United Nations Framework Convention on Climate Change (UNFCCC), the Paris Agreement, or the Assessment Reports of the Intergovernmental Panel on Climate Change (IPCC).

There are several publications that focus on culture and climate change, as well as awareness campaigns, but these do not focus on the integration of cultural mitigation strategies in climate change awareness campaigns on social media. A limited understanding of cultural mitigation strategies in terms of their ability to enhance climate change awareness campaign efforts, has created a knowledge gap which has hampered the development of targeted and culturally relevant interventions.

A majority of social media related studies regarding climate change have mostly focused on Twitter, Facebook and YouTube, highlighting the need for more studies that are focused on other social media platforms such as Instagram amongst others. There is also a scarcity of empirical studies that focus on

climate change awareness campaigns on social media, in the context of integrating cultural mitigation strategies. This has impeded the formulation of evidence-based interventions aimed at effectively communicating climate change related issues.

There is an urgent need for climate change communication to go beyond its fixation on the information deficit model, towards a more pragmatic approach that focuses on convincing people to take practical action against climate change. Though an apparent climate change knowledge gap cannot be understated or pushed aside, information dissemination alone cannot be viewed as a one-size-fits-all solution to the climate change problem.

Review of Related Literature

Climate change awareness campaigns on social media

In the early 2000s, social media platforms such as Friendster, Myspace, Facebook, YouTube, and Twitter gained popularity, but the first companies to create web based technology were Classmates.com and SixDegrees.com, founded in 1995 (Anastaplo, 2024). It can be argued that this shift set the tone for a social media proliferation, which might have been in turn accelerated by the emergence of smart phones in the early 2000s. Social media platforms have become essential in the sense that they have been shaping and reshaping the globe, empowering the public, and helping them make life improving decisions (Dapoet & Bwakan, 2022). Social media provide interactive features such as feeds and profiles that enhance access and promote visibility to widen the network of common interest (Okocha & Dapoet, 2022). The advantages presented by social media such as Facebook and Instagram have also piqued the interests of awareness campaign planners and organizers from different fields. In essence, climate change awareness campaigns have not been left behind in the current scramble to leverage the inherent powers of social media engineered awareness campaigns.

A multinational survey by Newman et al. (2021) found that 66% of adult internet users get their news

on any topic from social media, with Facebook (32%), YouTube (20%), WhatsApp (17%), and Twitter (11%) as the most popular channels across twelve markets. Smith and Anderson (2018) explain that most Americans favor Facebook and YouTube over Twitter, while young adults lean toward Snapchat and Instagram. Leon et al. (2022) point out that the popularity of each social medium as a source of news varies across regions. For instance, Twitter is more popular in Africa (35%) than in the other regions, such as in North America (12%) and Europe (9%). These figures show that people may also try to access climate change information from internet based sources such as social media, and blogs. Campaigns that want to pursue a genuine cause can achieve such goals by mobilizing young people to support that cause through social media (Okocha et al., 2020). The topical nature of climate change suggests that a demand for climate change related information might be high on social media sites such as Facebook and Instagram. Ahmed et al. (2016) explain that Facebook may be the largest social media platform, but other platforms such as Viber with over 200 million users, Qzone with 639 million users, WhatsApp with 600 million users, Wechat about 468 million users, Snapchat with 100 million users, VKontakte with 100 million users are valuable assets.

Social media platforms have been utilized to plan campaigns and movements about climate change as well as to coordinate rescue and relief efforts following climate change-related tragedies (León et al., 2021). Whitmarsh et al. (2013) as cited in Leon (2022) assert that campaigns play an important role in shaping local, national, and international policy agendas. There have been various international and local climate change awareness campaigns that emerged around the early 2000s, with some employing the use of social media and vice versa. For example, the UK Youth Climate Coalition (UKYCC) is a non-profit youth organization, led entirely by volunteers, formed in 2008 by bringing together a number of youth organizations and a coalition of non-governmental organizations, with the goal of mobilizing young people to take positive action for global climate justice (Raducu et al., 2020). Ares and Bolton (2020) point out that NGOs such as “Friends

of the Earth” and “Greenpeace” have been involved in climate change awareness campaigns and activism since the 1980s, while many more campaign groups formed in the 2000s, working and collaborating on climate change issues. Raducu et al. (2020) assert that the China Youth Climate Action Network (CYCAN) was formed in August 2007 from 7 youth organizations, with the mission to coordinate and provide services to organizations interested in promoting youth participation in climate change action related issues. These campaigns highlight the importance of climate change awareness campaigns’ in general and climate change awareness campaigns on social media in particular.

The nexus between culture and climate change awareness campaigns

The cultural implications of climate change are far and wide, culture has always had the potential to have a strong impact on the environment, and more so on climate action. The United Nations Educational, Scientific and Cultural Organization UNESCO (2021) assert that cultural heritage, natural heritage and creativity can all contribute to addressing the root causes of climate change. Climate change mitigation measures such as the construction of wide drainage channels for flood control, clearing all drainage ways for easy flow of water, dissemination of information about climate change in local dialects at the grass root, and avoiding land degradation amongst others can be adopted towards climate change resilience (Okoli & Ifeakor, 2014). Culture is gradually being recognized as a practical tool for climate action. However, despite the widely lauded, landmark Paris Agreement reached by the planet’s nations in 2015, serious questions and doubts about the international community’s ability to act in concert on climate change remain (Markowitz & Guckian, 2017). These views pinpoint the glaring need for the integration of culture in our approach towards climate change in general, and climate change communication in particular.

A good way of putting the vast array of digital tools that the internet and social media present to good use is by helping our community to become better,

whether through political participation, social activism, or any available means (Okocha et al., 2020). In essence, climate change awareness campaigns on social media present an enticing means of entrenching environmental consciousness and activism through the use of cultural mitigation strategies as a vehicle. Social media facilitate public awareness regarding climate change and have been adapted by individuals and groups for use in climate change activism, while equally fostering actions to tackle climate change (Mavrodieva et al., 2019; Titifanue et al., 2017; Vraga et al., 2015). This train of thought highlights the inherent power of social media to potentially tackle climate change through the integration of problem solving actions. It can also be argued that social media is not only a melting pot of cultures. Warren et al. (2018) point out that social media contains many different “platform cultures” arising from a combination of technical aspects and user behaviours. Gibbs et al. (2015) assert that these “platform cultures” consist of diverse vernaculars that arise from a combination of user practices and technical affordances that are often at play within any given digital medium. For example, Rogers (2017) explains that hashtags are key objects that organize content on both Twitter and Instagram, but Instagram's relative lack of constraints on hashtag usage enable far greater cross-pollination of content and conversations.

Campaigns are mostly initiated by governments and international organizations, scientists and scientific institutions, organizations, groups and people in civil society, public and intellectuals, political and religious leaders, as well as people of culture and entertainment (Raducu et al., 2020). Social media based campaigns like all other types of awareness campaigns, have distinct elements that function hand in hand to ensure a successful execution of such programmes. These elements include clear and specific objectives, a target audience, a communication platform, a content creation strategy, a community engagement approach, influencer partnerships, metric and analytics, as well as a monitoring and evaluation strategy. Furthermore, Wasserman (2024) affirms that in order for social media to pull the weight, there are four awareness

campaign steps that need to be followed, and they include: (1) Knowing your audience/ consumer; (2) Setting your goals; (3) Executing a plan and; (4) Monitoring.

Employing African indigenous knowledge for awareness campaigns

African indigenous knowledge is widely regarded as an essential part of African culture. Tantoh (2022) explains that the way of life of native groups are tied to the rhythms and flow of their surroundings. In essence, indigenous practices are an effective way to take care of the environment, since they are often tailored towards addressing the specific needs of a particular community, within a particular ecological niche. It can be argued that indigenous knowledge can help integrate local perspectives in awareness campaigns, and are helpful for cultural preservation purposes in the midst of a fast expanding globalization drive. Traditional indigenous knowledge are accumulated through experience, relationships, and are maintained through shared responsibilities towards other living beings and places (Climate and Traditional Knowledge Work Group [CTKW], 2014). Adeola et al. (2024) explain that national climate mitigation programmes throughout Africa might benefit from indigenous knowledge sources to achieve cost-effective, participative, and long-term outcomes. Integrating African indigenous knowledge into climate change awareness campaigns can potentially boost the efficacy of such programmes.

Though the climate crisis is a global problem, every problem tends to have a local solution, and indigenous knowledge provide unique avenues for spurring climate action. Indigenous lands make up about 20% of Earth's territory, while containing 80% of the planet's remaining biodiversity, which shows that indigenous peoples are effective stewards of the environment (Tantoh, 2022). Traditional indigenous knowledge are often passed down generationally from elder to youth through oral histories, stories, ceremonies, and land management practices (Climate and Traditional Knowledge Work Group

[CTKW], 2014). Climate scientists and others are often urged to explain the problem to audiences outside of the scientific community in a way that is understandable, more relatable to their experiences, and motivates them to take action (Corner & Clarke, 2017). It is easy to argue that the integration of indigenous knowledge in awareness campaign messages stimulates climate change action oriented efforts. Tantoh (2022) also explains that traditional indigenous knowledge can provide solutions to many global challenges. It is reasonable to infer that African indigenous knowledge present relatively cheap, as well as culturally relevant problem solving options.

Africans believe that man is supposed to live in harmony with things in his environment, since the environment is part of his life. Hence, there are immutable laws, customs and sanctions to guide human actions in relation to the environment (Onah et al., 2016). Media in general and social media such as Facebook and Instagram in particular can serve as vehicles for building networks between local indigenous peoples, the scientific community, and other partners for better solutions (Tantoh, 2022). Wilson et al. (2015) explain that indigenous knowledge can contribute to the understanding of hydrologic change by; (1) providing long-term data when Western scientific data is unavailable; (2) identifying new areas of inquiry by observing changes previously unidentified by Western science, and; (3) being used in conjunction with Western methods across different scales. Indigenous knowledge can spur climate action if well communicated on social media such as Facebook and Instagram. Content creators focused on producing climate change action oriented messages can take advantage of cultural and traditional knowledge systems to create and share problem solving information on social media, using short documentaries, still images, texts, and infographics amongst others. It is reasonable to infer that incorporating traditional knowledge in awareness campaign messages spurs sustainable practices that align with indigenous cultural values of the local population.

Theoretical Framework

Climate change is an area that is characterized by competitions among industry, scientists, NGOs, and policy makers, with each aiming to frame the issue according to their particular agenda (Koteyko et al., 2015). This underpins the fact that the way climate change messages are framed, subsequently determines the direction of climate action. The framing theory was propounded by Gregory Bateson in 1972 (Arowolo, 2017). Bateson (1972) viewed psychological frames as a spatial as well as temporary bounding of a set of interactive messages. In this context, cultural mitigation strategies can be bound together with climate change communication for a robust approach, thereby engineering climate change awareness campaigns that will spur climate action. McCombs (2004) explains that a frame is the central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion and elaboration. In essence, the media create meaning from events, thus the manufacturing of meaning by the media subsequently leads to what is referred to as 'media frames.' In a broad sense, frames influence how people perceive as well as interpret information.

There is no doubt that knowledge about the framing theory is crucial for planning media campaigns in advertising, public relations, and political sectors (Volkmer, 2009). The framing theory has a broad range of applications in areas such as health communication, environmental communication, advertising and marketing amongst others. Volkmer (2009) points out that the framing theory is utilized by spin doctors for the tailoring of political issues in election media research in journalism and political communication. The framing theory is helpful when it comes to analyzing imbalances and underlying power structures that mediate political issues. Furthermore, the framing of issues can be different in conservative or liberal media outlets. This suggests that frames are shaped by cultural and ideological factors, just as much as they influence these factors. Scheufele (1999) asserts that within the realm of political communication, framing is operationalized on the basis of social constructivism.

The broad applications of the framing theory

highlight its effectiveness in terms of shaping public opinion. The framing theory assumes that Framing leads to the construction of social reality which is also referred to as social constructivism. The fact that realities are constructed through framing highlights the importance of appropriately tailoring the frames of climate change messages on social media. Frames have to be considered as schemes for both presenting and comprehending news, which in turn lead to two dimensions of framing, namely media frames and the individual frames (Scheufele, 1999). This pinpoints the fact that the framing theory assumes that there are media and individual frames. There is no doubt that both 'media frames' and 'personal frames' exist, and sometimes clash.

The framing of climate change messages can exert significant effects on audience support for policies or motivate people to take actions (Bolsen et al., 2019; Bain et al., 2016). For instance, framing climate change as a threat to personal wellbeing can help engineer public engagement. Gertner (2022) explains that focusing the communication, or 'framing' it, can significantly influence the reaction to it. This underpins the fact that through the framing of messages, climate change awareness campaigns on social media can maximize awareness levels, mobilize support, engineer policy making, as well as boost sustainable behaviours within Plateau State.

The framing theory has been criticized for the fact that long term behavior change, especially as it concerns complex problems such as climate change, require sustained efforts that go beyond the framing of messages alone. Some scholars have however suggested the incorporation of specific solutions as well as adaptation and mitigation actions into the framing of climate change, so as to engage the public and increase the materialization of its support (Corner et al., 2015; National Endowment for Science and Technology Association [NESTA], 2008; Moser & Dilling, 2004). Climate change awareness campaigns on social media can therefore leverage the advantages of framing by employing techniques that resonate with particular groups such as farmers, market women, and young people amongst others, since it recognizes the relevance of tailoring messages to suit its audience.

Objectives of the Study

The general objective of the study is to evaluate cultural mitigation strategies in climate change awareness campaigns within Plateau State. The specific research objectives are to:

1. Identify the cultural mitigation strategies employed for climate change awareness campaigns on Facebook and Instagram within Plateau State.
2. Examine the cultural factors that influence climate change awareness within Plateau State.
3. Assess the effectiveness of cultural mitigation strategies in terms of enhancing climate change awareness on Facebook and Instagram within Plateau State.
4. Assess the common narrative strategies employed for climate change awareness campaigns on Facebook and Instagram within Plateau State.

Methodology

In order to obtain preliminary insights, the study employed a quantitative survey research design using the questionnaire method, so as to evaluate the effectiveness of cultural mitigation strategies in climate change awareness campaigns within Plateau State. The researcher obtained data using the non-paper-based online Likert-type questionnaire for the collection of data.

The study adopts the non-probability sampling technique while using a non-random sampling approach, the river convenience method was used to sample respondents using a nineteen item questionnaire. The link was helpful in terms of directing respondents to the online survey questionnaire through a click, the eligibility criterion for the online survey questionnaire was attached to the prompt on the link. The questionnaire was electronically shared to respondents through hyperlinks on WhatsApp channels, such as groups and private accounts. The geographic scope of the study is Plateau State.

Research Instruments

A quantitative survey research design employing the questionnaire method was adopted for this pilot study. The questionnaire had three sections, section 1 collected demographic information from respondents, section 2 collected close ended answers that were directly related to the study objectives and research questions, while section 3 collected open ended answers that were also directly related to the study objectives and research questions. Contents of the questionnaire were drawn from a questionnaire guide, using research objectives from the study. The contents of the questionnaire were the same as those on the questionnaire guide, and were framed within the context of the topic. The data obtained was subjected to data management, and statistical analysis, employing descriptive statistics presented as simple percentages and frequency counts.

Sample Size

A calculated sample size of 385 respondents was adopted for the larger study based on a population that is too large for a census, using the Cochran

sample size calculator. Therefore, 20% of the sample size from the larger study is appropriate for a pilot study of this nature. Connelly (2008) points out that for a pilot study, the sample size should be 10% of the projected sample for the larger study. Hill (1998) asserts that 10 to 30 participants are enough for a pilot study. Furthermore, Treece and Treece (1982) suggest that 10% of the projected sample size is sufficient for a pilot study. This pilot study therefore used 20% of the projected sample for the larger study, which is still within the prescribed range. Based on the above information, the sample size for this pilot study is approximately 77 respondents.

In order to obtain preliminary insights, a sample size consisting of 77 respondents was used for this pilot study. 77 copies of the questionnaire were administered for the collection of quantitative data, using the non-probability approach. The convenience river sampling technique was used to sample respondents from of Plateau State (Plateau North, Plateau Central, and Plateau South). A questionnaire guide, was used for the formulation of questionnaire questions.

Results

Section A: Demographic information

Table 4. 1: Demographic characteristics of respondents

S/N	Characteristics	Options	Frequency	Percentages (%)
1	Gender	Male	34	44
		Female	43	56
TOTAL			77	100%
2	Age-Range	18-27	26	34
		28-37	16	21
		38-47	15	19
		48-57	12	16
		58 years and above	8	10
TOTAL			77	100%

3	Location	Plateau North	28	36
		Plateau Central	26	34
		Plateau South	23	30
		TOTAL	77	100%
4	Occupation	Civil Servant	19	25
		Trader	14	18
		Banker	10	13
		Farmer	10	13
		Student	24	31
		TOTAL	77	100%
5	Education	Uneducated	6	8
		Neutral	17	22
		Educated	24	31
		Very Educated	30	39
		TOTAL	77	100%

Source: Field Survey, 2025

The data in table 4.1 provide the demographic characteristics of respondents such as gender, age-range, location, occupation, and education. Data on the gender distribution of respondents, reveal an almost equal representation, with female respondents constituting (56%) and male respondents making up (44%) of the sample. This gender distribution implies that there were more females than males. The slight predominance of female respondents could indicate greater female engagement on WhatsApp, where the survey was conducted.

Data regarding the age distribution of respondents, shows that the largest proportion of respondents were aged 18-27 (34%), (21%) fall within the 28-37 age bracket, followed by 38-47 (19%), in the 48-57 range (16%), while 58 years and above represented (10%) of the population. The age distribution implies that young adults are more engaged in climate change discussions, possibly due to their greater social media usage.

Data regarding the geographic distribution of respondents across Plateau State's three main geo-political regions show that: (36%) are from Plateau North, (34%) are from Plateau Central, and (30%) are from Plateau South. The higher representation from Plateau North could reflect greater population density, better internet accessibility, or stronger institutional presence facilitating survey participation.

Data regarding the occupation of respondents, reveals that students are the largest group (31%), followed by civil servants (25%), traders (18%), farmers (13%), and bankers (13%). The significant student participation likely reflects their digital literacy and accessibility to online surveys.

Data regarding the educational attainment of respondent's shows that (31%) of respondents are 'educated,' (22%) are 'neutral,' (39%) are 'very educated,' while (8%) are 'uneducated.' This distribution suggests a largely educated sample

population, with a majority having at least basic literacy levels that enable them to engage with

climate change information on social media such as Facebook and Instagram.

SECTION B: Close ended questions

Table 4.2: Respondents' awareness about climate change awareness campaigns on Facebook and Instagram.

Options	Frequency	Percentage (%)
Very Unaware	9	12
Unaware	28	36
Neutral	14	18
Aware	16	21
Very Aware	10	13
TOTAL	77	100%

Source: Field Survey, 2025

Table 4.2 presents respondents' awareness of climate change awareness campaigns on social media such as Facebook and Instagram, and (36%) of the respondents reported being 'unaware' of such climate change awareness campaigns, with only

(21%) indicating awareness and (13%) being 'very aware.' This striking lack of awareness suggests significant gaps in the reach and effectiveness of current digital climate change awareness campaigns in Plateau State.

Table 4.3: Integrating cultural mitigation strategies in climate change awareness campaigns on Facebook and Instagram.

Options	Frequency	Percentage (%)
Very Unimportant	5	6
Unimportant	14	18
Neutral	19	25
Important	25	33
Very Important	14	18
TOTAL	77	100%

Source: Field Survey, 2025

Table 4.3 presents the perceived importance of cultural mitigation strategies. The data indicate a strong consensus regarding the value of integrating cultural mitigation strategies in climate change awareness campaigns, with (33%) considering it

‘important’ and (18%) ‘Very important.’ Only a small minority (6%) viewed cultural mitigation strategies as unimportant. The result implies an endorsement of the integration of cultural mitigation strategies in awareness campaigns.

Table 4.4: Bridging the gap between traditional beliefs and modern environmental practices through awareness campaigns.

Options	Frequency	Percentage (%)
Strongly Disagree	4	5
Disagree	8	10
Neutral	13	17
Agree	36	47
Strongly Agree	16	21
TOTAL	77	100%

Source: Survey, 2025

Table 4.4 presents the role of climate change awareness campaigns in terms of bridging the gap between traditional and modern practices. A significant majority (47%, agreeing and 21% strongly agreeing) believe climate change awareness campaigns on social media effectively connect traditional beliefs with modern environmental

practices. This positive perception indicates that current efforts are successfully framing climate action in ways that boost local traditions while equally promoting contemporary solutions. The small disagreement rate (10%) suggests minimal resistance.

Table 4.5: The involvement of traditional rulers in climate change awareness campaigns.

Options	Frequency	Percentage (%)
Very Important	2	3
Unimportant	12	16
Neutral	5	6
Important	40	52
Very Important	18	23

TOTAL	77	100%
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Source: Field Survey, 2025

Table 4.5 presents the value of traditional rulers to climate change awareness campaigns on social media such as Facebook and Instagram. An overwhelming (75%, combining “important” and ‘very important’ responses) recognize traditional

rulers as crucial to climate awareness efforts, with only (7.5%) dismissing their relevance. This near-universal acknowledgement underscores the central role of indigenous authority in terms of mobilizing community action.

Table 4.6: *Engaging social media influencers for climate change awareness campaigns on Facebook and Instagram.*

Options	Frequency	Percentage (%)
Very Unlikely	4	5
Unlikely	12	16
Neutral	14	18
Likely	42	55
Very Likely	5	6
TOTAL	77	100%

Source: Field Survey, 2025

Table 4.6 presents respondents’ believe about whether social media influencers can drive positive behavioural change. Most respondents (55%) believed social media influencers are likely to drive

climate action, with an additional (6%) considering this ‘very likely.’ The low scepticism rate (13.8%) suggests high receptivity to influencer-led climate change messaging.

Table 4.7: *Respondents’ perception about integrating diverse cultural perspectives in climate change awareness campaigns on Facebook and Instagram.*

Options	Frequency	Percentage (%)
Very Unlikely	4	5
Unlikely	7	9
Neutral	10	13
Likely	46	60

Very Likely	10	13
TOTAL	77	100%

Source: Field Survey, 2025

Table 4.7 shows the perception of respondents' regarding the integration of diverse cultural perspectives in climate change awareness campaigns on Facebook and Instagram. An overwhelming (73%, combining 'likely' and 'very likely') believe that incorporating diverse cultural viewpoints would enhance climate change awareness campaigns. This near-unanimous consensus crosses demographic boundaries, indicating widespread recognition of

Plateau State's cultural diversity as an asset rather than a challenge to climate change communication. The minimal opposition (5% 'very unlikely' and 9% 'unlikely') further strengthens the case for developing multicultural climate change narratives that respectfully incorporate and represent various ethnic groups, traditions, and local knowledge systems.

Table 4.8: Respondents' perception about integrating local languages for climate change awareness-raising purposes.

Options	Frequency	Percentage (%)
Strongly Disagree	7	9
Disagree	11	14
Neutral	12	16
Agree	43	56
Strongly Agree	4	5
TOTAL	77	100%

Source: Field Survey, 2025

Table 4.8 shows the critical role local languages play. An overwhelming (61%, combining 'agree' and 'strongly agree') affirm the importance of local languages in climate awareness, with only (9% 'strongly disagreeing' and 14% 'Disagreeing')

expressing neutrality or disagreement. This overwhelming preference underscores language as a practical necessity in effective climate change message delivery.

Table 4.9: Respondents' perception about the cultural mitigation strategies being employed in climate change awareness campaigns on Facebook and Instagram.

Options	Frequency	Percentage (%)
Very Dissatisfied	16	21

Dissatisfied	25	32
Neutral	23	30
Satisfied	6	8
Very Satisfied	7	9
TOTAL	77	100%

Source: Field Survey, 2025

Table 4.9 shows the level of satisfaction with current cultural mitigation strategies in climate change awareness campaigns on Facebook and Instagram. The high dissatisfaction levels (53%, combining ‘dissatisfied’ and ‘very dissatisfied’) which was in contrast with limited satisfaction (17% combining ‘satisfied’ and ‘very satisfied’), implying a

significant public dissatisfaction with existing cultural mitigation strategies in climate change awareness campaigns on social media. This dissatisfaction gap suggests that while respondent’s value cultural mitigation strategies in principle their implementation falls short of expectations.

Table 4.10: *The effectiveness of climate change awareness campaigns on Facebook and Instagram, in terms of integrating cultural mitigation strategies.*

Options	Frequency	Percentage (%)
Very Poor	8	10
Poor	42	55
Neutral	0	0
Acceptable	20	26
Very Good	7	9
TOTAL	77	100%

Source: Field Survey, 2025

Table 4.10 shows the perceived effectiveness of climate change awareness campaigns on Facebook and Instagram in terms of integrating cultural mitigation strategies. The predominance of negative assessments (65%, combined ‘poor’ and ‘very poor’)

versus positive ones (9%, ‘very good’ and 26% ‘acceptable’) paint a concerning picture regarding the efficacy of climate change awareness campaigns on Facebook and Instagram.

Table 4.11: *Fostering climate action through the integration of cultural mitigation strategies in climate change awareness campaigns on Facebook and Instagram.*

Options	Frequency	Percentage (%)
Strongly Disagree	6	8

Disagree	13	17
Neutral	8	10
Agree	20	26
Strongly Agree	30	39
TOTAL	77	100%

Source: Field Study, 2025

Table 4.11 shows the climate action outcomes from the integration of cultural mitigation strategies. While a majority (65%, ‘agree’ and ‘strongly agree’) agree that current strategies foster climate action,

(25%, ‘disagree’ and ‘strongly disagree’) suggests doubts. This implies that climate change awareness campaign efforts may be driving awareness without translating this into tangible climate action.

Table 4.12: Respondents’ perception about climate change awareness campaigns on Facebook and Instagram in terms of minimizing climate change.

Options	Frequency	Percentage (%)
Very Poor	9	12
Poor	41	53
Neutral	0	0
Acceptable	22	29
Very Good	5	6
TOTAL	77	100%

Source: Field Survey, 2025

Table 4.12 shows the impact of awareness campaigns on Facebook and Instagram in terms of minimizing climate change. The overwhelming negative perception (65%, combining ‘poor,’ and ‘very poor’) regarding the impact of awareness

campaigns in terms of minimizing climate change or driving climate action reflects skepticism about their effectiveness. However, a combined (35%) of the respondents believe that the impact of climate change awareness campaigns is far and wide.

Table 4.13: Respondents’ perception about narrative strategies in terms of enhancing climate change awareness campaigns on Facebook and Instagram.

Options	Frequency	Percentage (%)
Strongly Disagree	7	9
Disagree	10	13
Neutral	14	18

Agree	42	55
Strongly Agree	4	5
TOTAL	77	100%

Source: Field Survey, 2025

Table 4.13 shows the perception of respondents' concerning narrative strategies and how they enhance awareness campaigns on Facebook and Instagram. The strong endorsement (60%, combined 'agree' and 'strongly agree') of narrative strategies highlights storytelling as a particularly effective

communication method. The minimal opposition (22%, combining 'disagree' and 'strongly disagree') further confirms narrative strategies as culturally congruent pathways for climate change awareness messaging in Plateau State.

Table 4.14: *Amplifying the reach of climate change awareness campaigns on Facebook and Instagram through community leaders.*

Options	Frequency	Percentage (%)
Strongly Disagree	4	5
Disagree	8	10
Neutral	9	12
Agree	49	64
Strongly Agree	7	9
TOTAL	77	100%

Source: Field Survey, 2025

Table 4.14 shows the role of community leaders in terms of boosting the reach of climate change awareness campaigns on Facebook and Instagram. The recognition (73%, combined 'agree' and 'strongly agree') of community leaders underscores

their unmatched potential as information conduits. With minimal disagreement (15%), these data present a clear mandate for integrating community leaders in climate change awareness campaigns.

SECTION C: Open ended questions

Table 4.15: *How to encourage the integration of cultural mitigation strategies in climate change awareness campaigns.*

Opinions	Frequency	Percentage (%)
Funding	11	14

Social Media	13	17
Community Participation	20	26
Advocacy	6	8
Traditional Rulers	8	10
Didn't Answer	19	25
TOTAL	77	100%

Source: Field Survey, 2025

Table 4.15 shows how the integration of cultural mitigation strategies can be encouraged. A majority of the respondents (26%) recommended community participation as a way of encouraging the integration of cultural mitigation strategies in climate change awareness campaigns, others recommended social media (17%), while the remaining respondents recommended funding (14%) traditional rulers (10%), and advocacy (8%). A relatively large portion (25%) of respondents did not respond to this open ended question since it wasn't compulsory. This implies that there is a reasonable believe that the use of community participation and social media can propagate the integration of cultural mitigation strategies in climate change awareness campaigns.

Discussion of Findings

For objective one, the aim was to identify the cultural mitigation strategies employed for climate change awareness campaigns on Facebook and Instagram within Plateau State. Based on the findings from the study, table (4.2) showed that a good proportion (36%) of respondents reported being 'unaware' of such climate change awareness campaigns, with only (21%) indicating awareness and (13%) being 'very aware.' This implies that there is poor awareness about climate change campaigns on social media. However, table (4.5) showed that an overwhelming (75%, combining 'important' and 'very important' responses) recognize traditional rulers as crucial to climate awareness efforts, with only (7.5%)

dismissing their relevance. This highlights the central role of cultural mitigation strategies in terms of mobilizing community action. In essence, respondents identified with the use of traditional rulers for this purpose. Tantoh (2022) shares a similar view by pointing out that traditional rulers are important for the purpose of mobilizing the community, and entrenching respect for land through traditional injunctions. We can therefore assume with a degree of confidence that there is a poor awareness about climate change campaigns, which may also be due to a poor social media presence.

For objective two, the aim was to examine the cultural factors that influence climate change awareness within Plateau State. Table (4.7) showed that respondents' believed in the incorporation of diverse cultural viewpoints. An overwhelming (73%, combining 'likely' and 'very likely') implies a near-unanimous consensus crosses demographic boundaries. The minimal opposition (5% 'very unlikely' and 9% 'unlikely') further strengthens the case for developing multicultural climate change narratives that respectfully incorporate and represent various ethnic groups. Furthermore, table (4.8) showed the critical role local languages play. An overwhelming (61%, combining 'agree' and 'strongly agree') believed in the use of local languages for the purpose of positively influencing campaigns. Therese (2024) shares a similar view by pointing out that language serves as a facilitator and a potential obstacle in terms of its influence on the dissemination of information, the understanding of

environmental issues, and the inclusivity of participation. We can therefore assume with a degree of confidence that local languages have the potential to play a critical role.

For objective three, the aim was to assess the effectiveness of cultural mitigation strategies in terms of enhancing climate change awareness on Facebook and Instagram within Plateau State. Sabra (2022) explains that the integration climate change awareness messages into cultural events, festivals, ceremonies, and traditions can effectively communicate the importance of environmental sustainability within the context of local cultures. Table (4.9) showed the high dissatisfaction levels (53%, combining ‘dissatisfied’ and ‘very dissatisfied’) which was in contrast with limited satisfaction (17% combining ‘satisfied’ and ‘very satisfied’). Based on this finding, we can assume with a degree of confidence that there is a significant public dissatisfaction with existing cultural mitigation strategies in climate change awareness campaigns on social media.

For objective four, the aim was to assess the common narrative strategies employed for climate change awareness campaigns on Facebook and Instagram within Plateau State. Table (4.13) showed the strong endorsement (60%, combined ‘agree’ and ‘strongly agree’) of narrative strategies which in turn highlights storytelling as an effective communication method. The minimal opposition (22%, combining ‘disagree’ and ‘strongly disagree’) further confirms narrative strategies as culturally congruent pathways for climate change awareness messaging. Winett and Niederdeppe (2022) affirm that stories can be powerful in terms of shaping how audiences think about social issues, as well as how policies can affect them. Culturally relevant stories help the audience relate to climate change issues better. Furthermore, table (4.14) showed the recognition (73%, combined ‘agree’ and ‘strongly agree’) of community leaders which underscores their unmatched potential as information conduits. We can therefore assume with a degree of confidence that narrative strategies that resonate with the local population include storytelling and the use of community leaders.

Conclusion

The pilot study shows that the instruments and methodology are feasible for assessing a larger study regarding the evaluation of climate change awareness campaigns on Facebook and Instagram, within Plateau State. Based on the data collected through questionnaire, it is reasonable to conclude that cultural mitigation strategies have the potential to play a pivotal role in influencing climate change awareness on social media. Furthermore, there is a wide believe in the effectiveness of cultural mitigation strategies such as the use of local languages and traditional rulers, which in turn highlights the need for climate change awareness campaigns that resonate with the values and traditions of the local population. The study’s limitations such as its small sample size amongst others will be adjusted in a larger study. The pilot study therefore supports proceeding with a larger study after minor adjustments.

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