

ABSTRACT

This study seeks to explore the role of social media in reducing gender based violence in Tanzania. This research adopted descriptive research design. A total sample of 90 social media users and government officials involved in gender issues at Tanga city council. Both quantitative and qualitative techniques were used. Both interview, questionnaires and secondary data were used in this study. The study concluded that majority of the respondents strongly agree that physical violence was one among the sub variable forms of violence against women and men perpetuated through the use of social media platforms, followed by sexual violence, psychological violence, economic violence. Results from the field show social media has a big role to play in either to encourage or discourage the incidence of physical violence. In the second research objective, the study concluded that majority of the respondents strongly agree that poverty was associated with the causes of violence against women and men as manifested in social media, lack of education, poor government policies. It was concluded that the social media industry has an important sphere of influence on how people poverty increases the chance of GBV. In the last objective, the study concluded that majority of the respondents strongly agree majority of the respondents strongly agree that stress was associated with the effects of violence against women and men as experienced through social media on the victims, trauma was the effects of violence against women and men as experienced through socialmedia on the victims, anxiety was the effects of violence against women and men as experienced through socialmedia on the victims. Majority of the respondents strongly agreed that physical pain was the sub variable showing the effects of violence against women. It is recommended that the government and relevant stakeholders to increases awareness on the use of social media to increase awareness towards sexual violence. This will help increases awareness of sexual violence among youths in Tanga city council. A combination of strategies could be put in place to counter the factors fueling GBV. This include sensitization and cautioning of men and boys violating the rights of women using culture as an excuse and indulging in violent acts that are criminal should be done urgently and lighting of footpaths and enhanced patrols by security agents .Key actors (health providers, legal aid workers, and local administration and law enforcers) involved, in GBV issues in Tanga city council should collaborate to educate and provide a coordinated referral system which will ensure that the victims receive all necessary assistance. The wise use of social media should be respected. The users of social media should ensure that they use wisely the social media when they are discussing issues related to GBV