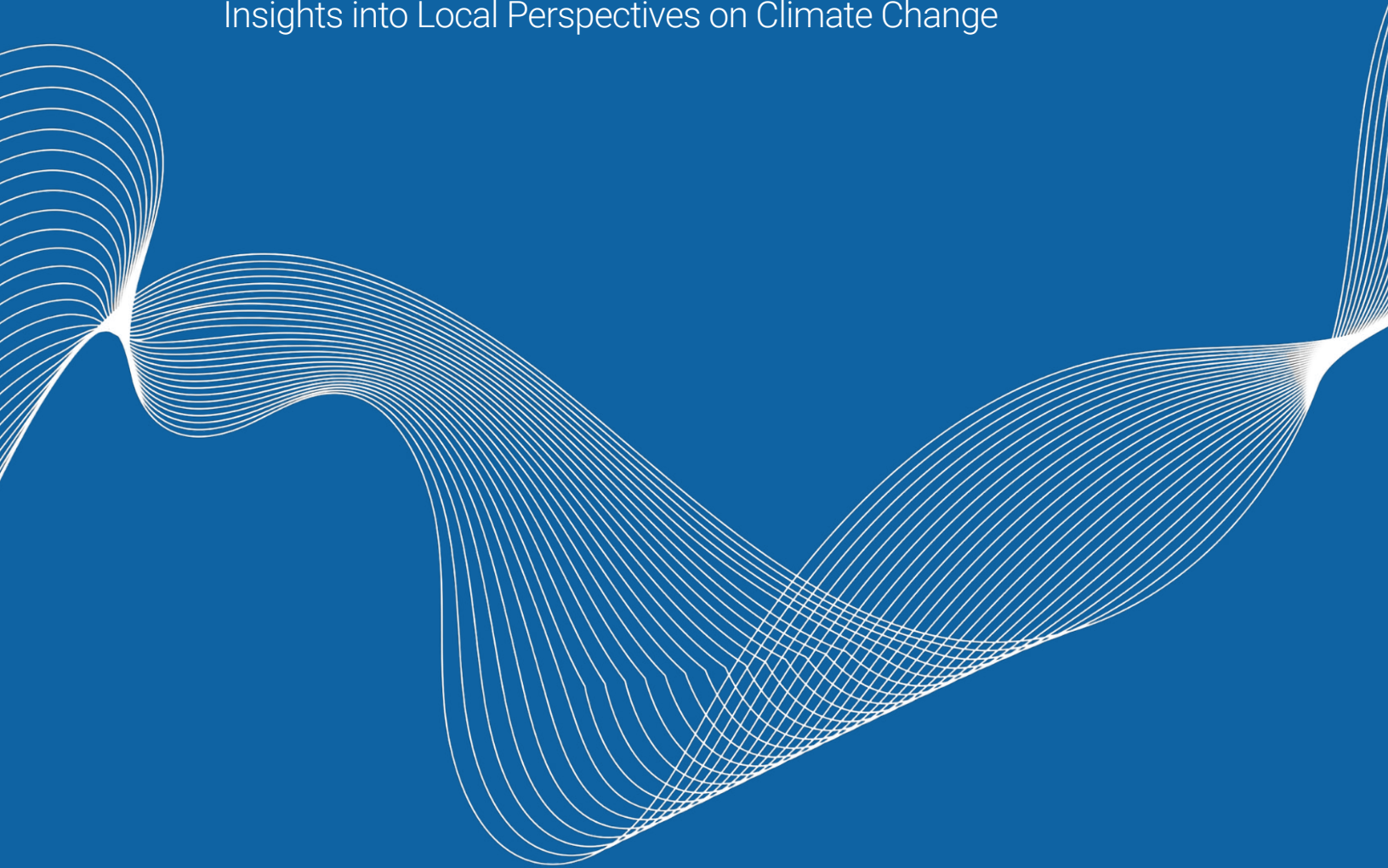


Tunani Insights Series

Dynamics of Climate Narratives in Nigeria

Insights into Local Perspectives on Climate Change



tunani

Dynamics of Climate Narratives in Nigeria: Insights into local perspectives on climate change
Produced by Tunani Initiative

About Tunani Initiative

Tunani Initiative is an independent, non-profit organisation established in 2025, driven by a vision to see a society where empowered citizens shape people-centred governance. Our mission is to cultivate an informed and active citizenry by equipping and propelling citizens towards purposeful civic engagement.

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Key definitions

Adaptation: Adjustments in response to climate change or its effects that moderate harm or exploit beneficial opportunities.

Climate change: Long-term shifts in temperatures and weather patterns. Human activities have been a main driver of climate change in the past century, primarily due to burning fossil fuels like coal, oil and gas. Natural processes can also contribute to climate change.

Digital platforms: Electronic tools that allow to exchange information, including digital news websites, social media platforms, search engines, blogs, messaging apps.

Disinformation: Deliberately misleading information disseminated to deceive, manipulate, or cause harm, sometimes in a coordinated manner.

Engagement: Measure of how many people interact with a specific type of content, includes number of likes, reactions, comments, replies and shares/retweets.

Foreign Information Manipulation and Interference (FIMI): Coercive or deceptive information activities conducted by foreign state or proxy actors to influence public opinion or undermine trust.

Generative AI: Also referred to as GenAI, is a tool that generates images, text, videos, and other media in response to inputted prompts from a user.

Information behavior: How people approach and handle information.

Information gaps: Absence of accessible, timely, or relevant information needed for understanding or decision-making (e.g. lack of basic climate explanations).

Information seeking behavior: Act of actively looking for information to answer a specific question.

Misinformation: False or misleading information shared without intent to deceive (e.g. miscaptioned flood videos).

Mitigation: Interventions to reduce or prevent emission of greenhouse gases.

Social listening: Process of tracking, analyzing and synthesizing community inputs and conversations, both online and offline, to identify what circulates in a society

Trust dynamics: Levels of confidence in institutions, experts, media, and authorities, which shape how information is received and acted upon.

Vulnerability: Propensity or predisposition to be adversely affected by climate change.

Executive Summary

Nigeria is experiencing increasing climate impacts, including flooding, extreme heat, drought, and coastal erosion, which disproportionately affect vulnerable communities. Nigeria's National Vulnerability and Adaptation Assessment Report (2024) highlights the country's acute vulnerability to climate change's impacts. This vulnerability is due to the country's baseline climate conditions, contextualised within its capacity to implement adaptation strategies effectively. At the same time, climate action globally is being undermined by weaknesses in our shared information environments. This report explores the state of discourse on climate change by Nigerians, and frames that against the availability, quality and accessibility of climate science to Nigerians.

In June 2025, the Global Initiative for Climate Change Information Integrity, coordinated by UNESCO, launched its first call to organisations addressing key challenges related to climate information. Under Brazil's leadership COP30 recognised the vital role that information integrity plays to promote actions to fight climate change. This report is the outcome of initial research that was submitted to this call. This report is aimed at unpacking the way Nigerians discuss climate change, and what insights those discussions reveal about the climate-related narratives Nigerians are concerned with, what information gaps exist, and how mis- and disinformation shapes public perception, attitudes, and responses to climate change in Nigeria.

Drawing on social listening analysis across major digital platforms, review of fact-checks, and secondary survey data, the report finds that the significant drivers of Nigeria's climate information challenge include persistent information gaps, distrust in institutions, and the circulation of misleading content. **Only 27% of Nigerians report having heard of climate change**, and online search behaviour shows repeated attempts to understand basic concepts such as the meaning, causes, and impacts of climate change.

Periods of heightened climate stress, such as heatwaves and flooding, are associated with spikes in online information seeking, but also with increased circulation of rumours, miscaptioned visuals, and AI-generated or manipulated content. These dynamics are amplified by delayed or inconsistent official communication, low trust in institutions, and digital platforms that prioritise engagement over accuracy.

Climate narratives in Nigeria are strongly shaped by local context. Discussions frequently link climate impacts to poor infrastructure, urban planning failures, inequality, and governance. There is clear evidence of concern, and demand for solutions, particularly around food security, livelihoods, and energy access. The report concludes that strengthening climate action in Nigeria requires strengthening information integrity, in tandem with strengthening critical infrastructure and relief services.

Introduction

Climate change is a significant and multifaceted problem with severe consequences for the environment, human health, security, agriculture, and global stability. Climate mis- and disinformation is the spread of false or misleading information on climate science, impacts, and solutions. It obstructs effective understanding by the people affected and the necessary actions to take. Misinformation can lead to public doubt about the severity of the climate challenge, reduce support for climate action, reject scientific evidence, adopt harmful or ineffective solutions, and create polarization around the issue. The risk posed by disinformation to achieving climate goals has been recognised by the **Intergovernmental Panel on Climate Change (IPCC) which stated in 2022 that “deliberate undermining of science” was contributing to “misperceptions of the scientific consensus, uncertainty, disregarded risk and urgency, and dissent.”** There is not enough research however that unpacks the extent to which climate misinformation informs local perspectives on climate change.

The first-ever [UN Global Risk Report](#) (2024) named mis- and disinformation the world’s third most important risk, with climate change inaction first. If mis- and disinformation and climate change inaction are each assessed as severe global risks in their own right, their interaction is likely to produce effects that exceed those envisaged in the UN Global Risk Report. Today, climate change represents an existential risk to humanity’s long-term livelihood and biodiversity. Despite that however, formal and informal communications at national, regional and global levels have failed to generate the required climate actions. There appears to be a stark disparity between what we seem to know about climate change, and what we do about it, and this is fostered and maintained by the ways in which information about climate change is produced and circulated through contemporary media. In a recent systematic review of information integrity about climate science by the International Panel on the Information Environment (IPIE), which systematically reviewed 300 studies, it was found the current response to the climate crisis is “being obstructed and delayed by the production and circulation of misleading information about the nature of climate change and the available solutions”. Essentially, the existing climate crisis is itself exacerbated by a crisis of information integrity.

The scale of the problem cannot be under-estimated. The IPIE report found that climate action was actively obstructed by powerful actors which include corporations, governments and political parties. These actors intentionally spread misleading or inaccurate narratives about climate change that have resulted in a global decline in public trust and policy coordination. These effects are most acutely felt in the global south who face a combination of poor documentation and severe impact. That is the global context.

“being obstructed and delayed by the production and circulation of misleading information about the nature of climate change and the available solutions”

2 C. Huggel et al., “The existential risk space of climate change,” *Climatic Change*, vol. 174, no. 1–2, p. 8, Sep. 2022, doi: 10.1007/s10584-022-03430-y.

3 Denton et al. 2014: Climate-resilient pathways: adaptation, mitigation, and sustainable development. In: *Climate Change 2014: Impacts, Adaptation, and Vulnerability. Part A: Global and Sectoral Aspects*.

4 Elbeyi et al., “Information Integrity about Climate Science: A Systematic Review,” Zurich, Switzerland: IPIE, 2025. Synthesis Report

Nigeria's Climate Vulnerability

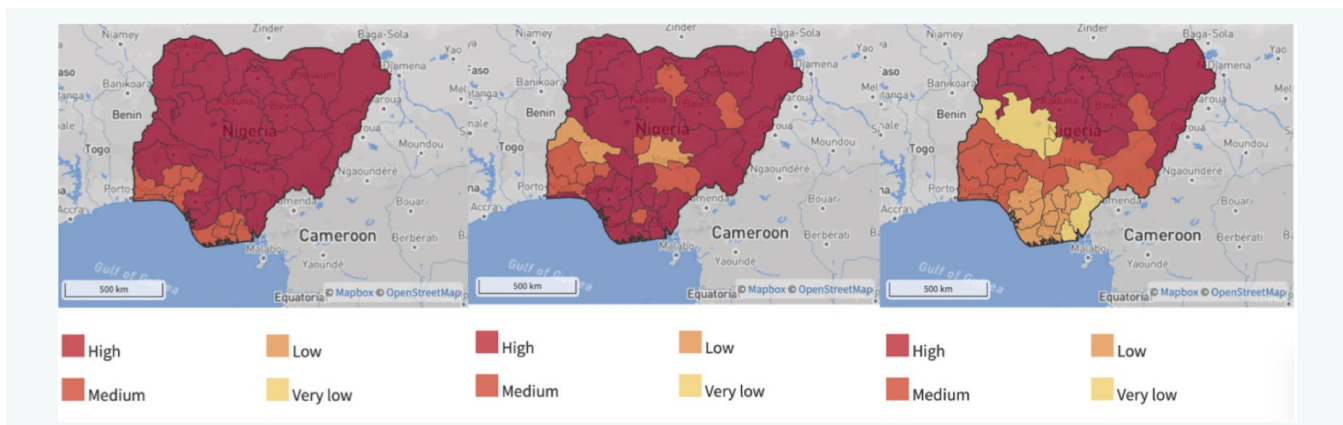


Figure 1: Risk of Extreme Heat (far left); Risk of Urban Flood (middle); Risk of Water Scarcity (far right)

Findings from Nigeria's Vulnerability and Adaptation Assessment (2024) indicate that climate change vulnerability is multisectoral. This vulnerability is due to the country's baseline climate conditions, combined with observed and projected changes to the baseline and contextualised within its capacity to implement adaptation strategies effectively. And failures in water and sanitation, energy availability, waste management and food systems will only exacerbate the impact of climate stress.

Statements from Nigeria's disaster management agency NEMA, say that since 2024 alone the country has experienced increasingly adverse climate-events such as widespread **flooding that to date has affected over 5 million people, displaced more than 1.2 million, and caused significant damage to homes, farmlands, and infrastructure across 31 states**. Other impacts included prolonged droughts, a severe heatwave with temperatures over 40°C, and increased risks from dam bursts and ecological degradation in the Niger Delta. In addition to that, the worst affected by climate disasters are usually the most vulnerable members of our society. Nigeria is increasingly vulnerable to extreme climate-related disruptions, such as desertification and droughts in the north, coastal flooding in the south, increasingly violent clashes between farmers and pastoralists, and unpredictable rainfall patterns affecting farming and food security.

Assessing Nigeria's climate vulnerability presents a number of challenging factors. The first issue is that climate change itself is poorly documented in Nigeria. In a systematic review of 701 published papers in Nigeria on climate change, only 4% were found to include experiments, whether laboratory or field research, 20% applied secondary data. In contrast, about 352 studies out of 701 approximately 50% relied on survey methods which may suffer limitations regarding accuracy and objectivity, and risk capturing perceptions of risk rather than the precise, empirical, biophysical impacts of climate change. There are significant observational data quality limitations and disagreements between climate models about precipitation trends in areas such as the Lake Chad Basin (Daoust, G., & Selby, J., 2023; Vivekananda, J. et al, 2019), revealing a constantly evolving landscape.

5 ThinkHazard! (2021). Nigeria. URL: <https://thinkhazard.org/en/report/182-nigeria>

6 Okon, E.M. et al. (2021). Systematic review of climate change impact research in Nigeria: implication for sustainable development. <https://doi.org/10.1016/j.heliyon.2021.e07941>

Why information integrity matters

As local and global communities become more connected and integrated, the quality of information that is contained within our information ecosystems becomes increasingly important. The increasingly complex effects of low-quality information, false and misleading information, distrust, opaque algorithms that shape our individual and collective information diets, all point towards an erosion of the quality of our information spaces. These combined factors can undermine people's ability to exercise human rights and can hamper efforts to address growing risks in a climate-threatened world.

Information integrity has in recent years come under the spotlight as researchers and policy makers become increasingly aware of the nature, function and importance of the information ecosystem we all inhabit. The World Health Organization, for example, described the infodemic as the overflow of information across physical and digital spaces that makes it difficult for people to find information during public health emergencies. While the infodemic typically refers to the state of our information environment during health crises, the stated problems of the infodemic can also describe other types of crises. The issue with finding accurate and accessible information on climate science in Nigeria is multifaceted. And as our analysis will go on to show, users' information behaviours indicate repeated attempts to find information about climate change, the factors involved, and impacts.

Our information environments are increasingly shaped by non-transparent [algorithms](#) that show different pictures of the world to different populations and geographies. Sponsored content, cleverly hidden ads, [AI slop](#), different information seeking [behaviours](#) and increasingly worse performance from search engines all contribute towards dynamics that make it more and more difficult to find information and navigate digital spaces. The National Information Technology Development Agency (NITDA) has earmarked 2030 as the time when it hopes to achieve 95% [digital literacy](#). That goal remains optimistic considering adult literacy rates in the country hover around [60%](#). In the interim, Nigeria remains vulnerable to the harmful effects of a polluted information ecosystem. For instance, some Nigerians believe climate change is 'God's punishment', a Western hoax, or unrelated to local environmental issues like flooding or deforestation. Such beliefs not only prevent individuals and communities from taking preventive actions but also weaken public pressure on the government to implement climate policies. Understanding how populations think and talk about climate change, and the impact it has on public behavior, perception, and policy engagement, is therefore essential. Without this understanding, efforts to tackle climate misinformation in Nigeria may fall short.

Methodology

This report draws on a mixed-methods approach combining digital social listening, secondary data analysis, and desk-based review. Social Listening was conducted across major digital platforms used in Nigeria, including Facebook, TikTok, X (formerly Twitter), and YouTube, covering the period January–September 2025. Analysis focused on publicly available posts, videos, comments, and engagement signals related to climate change, flooding, heatwaves, energy transition, and related keywords. The aim was to identify dominant narratives, recurring questions, information gaps, and instances of mis- and disinformation.

Secondary Data: The analysis incorporated a review of 15 climate-related fact-checks published by Nigerian fact-checking organisations during the same period. These were used to identify recurring false claims, manipulated media, and emerging misinformation trends, including AI-generated content. The report also draws on survey data from Afrobarometer, Google Trends search data, and existing academic and policy literature on climate change, information integrity, and disinformation.

Limitations

Digital bias

Social listening primarily captures the views and behaviours of internet users, who may not be representative of the wider population, particularly in rural or low-connectivity areas.

Language limitations

Analysis focused largely on English-language content, with limited coverage of Hausa, Yoruba, Igbo, and Nigerian Pidgin, which may underrepresent important narratives.

Engagement bias

High engagement does not necessarily indicate widespread belief or impact; viral content may reflect algorithmic amplification rather than consensus.

AI detection constraints

Identifying AI-generated or manipulated content relies on available tools and fact-checks, which may not capture the full scale of synthetic media in circulation.

These limitations underscore the need to interpret findings as indicative patterns rather than definitive measures of prevalence or belief.

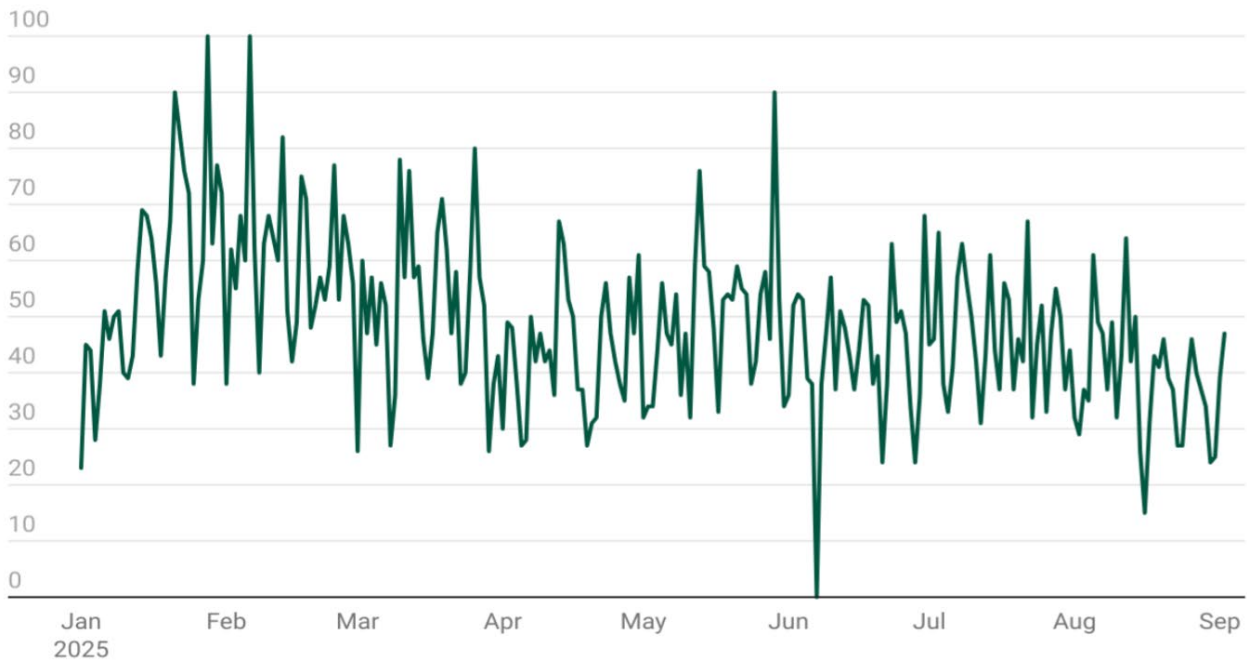
⁷ Social listening refers to any form of data collection and analysis activity conducted across social media, traditional media, and when integrated with other data sources, such as user search trends, digital discourse, socio-behavioural data etc. It yields insights to identify, categorise, and understand the concerns and narratives expressed around a certain issue, with the goal to identify questions, concerns, information voids, mis- and disinformation. Insights from social listening, triangulated with other data sources such as primary research data, can contribute to social and behavioral sciences evidence.

Findings

Information Behaviours

Information behaviors are related to how people approach and handle information. This includes information seeking such as using search engines, as well as information creation such as posting on social media, information sharing and engagement, such as forwarding a message on WhatsApp or putting a like on a Facebook post, and information exposure, for example from sponsored content on social media. In these first paragraphs, we look at a series of online signals that can help understand how users in Nigeria approach and handle information about climate.

Search interest on “Climate” topic over time, Google



Created with Datawrapper

Figure.1 Google trends

only 27% of Nigerians say that they have heard of climate change

8 Source: Google Trends, Interest over time. The topic “Climate” is pre-set in the Google Trends dashboard to include various languages and account for spelling variations, as well as multiple names for the same thing. Numbers represent search interest relative to the highest point for a given country in the timeframe Jan-September 2025. A value of 100 indicates the peak popularity for a topic.

9 https://www.afrobarometer.org/wp-content/uploads/2025/04/News-release_Earth-Day_Africans-say-climate-change-is-making-life-worse_Afrobarometer-22apr25.pdf

The peak period of queries on climate in Nigeria coincided with the hottest period of the year (February), where temperatures typically reach and exceed 40C, especially in the northern region of the country.

According to recent continent-wide surveys by Afrobarometer, only 27% of Nigerians say that they have heard of climate change. This was the lowest across the 28 countries surveyed. This is a startlingly low level of awareness, especially compared to the 28-country average level of 58%. This level of awareness of climate change is borne out in the kinds of searches we see from Nigerians online (shown in figure 2).

Table of search interests related to the “climate” topic on Google

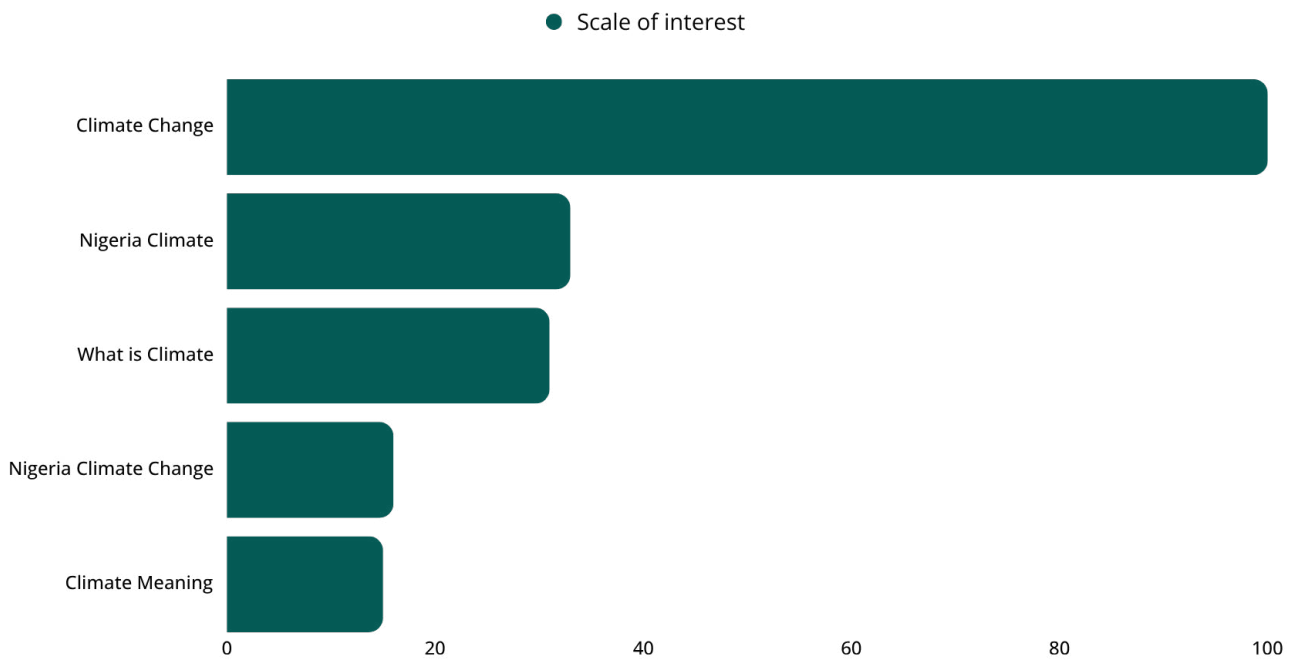


Figure.2 Google trends

Note on searches

These are the top queries on google from January - September 2025. The queries were similar for most users, with most of the keywords being related to the meaning of climate change, with users often looking for information on what climate change is, and the impact of climate change.

Typology of Climate-related Information Behaviour

Phenomenon	Core Characteristics	Examples
Information Gaps	<p>Absence of accessible, timely, or understandable information needed for decision-making; high uncertainty; first-contact queries dominate</p> <p>Unequal access to information across geography, language, literacy, or connectivity; reinforces vulnerability</p>	<p>Widespread searches for “what is climate change”; lack of clear explanations linking flooding to climate drivers; limited locally relevant climate explainers in major Nigerian languages</p> <p>Urban audiences access climate reporting while rural communities rely on informal networks; limited Hausa/ Yoruba/Igbo climate content; low access to early warning information in flood-prone areas</p>
Misinformation	<p>False or misleading information</p> <p>Genuine information shared out of context or selectively to cause harm or mislead</p>	<p>Miscaptioned flood or hail videos shared as recent Nigerian events; claims that heatwaves are “normal weather”; inaccurate advice about heat exposure or flood safety</p> <p>Old flood footage reshared during new disasters to exaggerate impact or assign blame; selective use of climate data to deny long-term trends</p>
Trust Erosion	<p>Religious explanations of climate change</p> <p>Declining confidence in institutions, experts, or media; shapes how all information is interpreted</p>	<p>Framing floods and droughts as “God’s punishment” or “end times”</p> <p>Public scepticism of NiMet warnings; questions such as “who should we believe?”; perception that alerts arrive too late or serve political interests</p>
Algorithmic Amplification	<p>Platform systems prioritise engagement, accelerating emotionally charged or misleading content</p>	<p>Viral TikTok videos of floods or extreme weather out-perform official advisories; sensational climate content dominates timelines</p>
Synthetic & AI-Enabled Manipulation	<p>AI-generated or altered content increases scale, speed, and plausibility of false narratives</p>	<p>AI-generated “snow in Nigeria” videos; manipulated weather visuals shared during heatwaves or floods</p>

¹⁰ Source: Google Trends, Interest over time. The topic “Climate” is pre-set in the Google Trends dashboard to include various languages and account for spelling variations, as well as multiple names for the same thing. Numbers represent search interest relative to the highest point for a given country in the timeframe Jan-September 2025. A value of 100 indicates the peak popularity for a topic.

¹¹ The numbers in the scale represent search interest relative to the highest point for a given country in the timeframe Jan-September 2025. A value of 100 indicates the peak popularity for a topic.

Taxonomy of Climate Conversations

This section analyzes online engagement around climate-related issues by subtopics to understand which specific issues around climate change have been driving most interest among users and explore how conversations around drivers, impacts, mitigation and adaptation strategies are approached in digital spaces in Nigeria. The five interconnected areas of climate issues in the IPCC framework are drivers, impacts, vulnerability, mitigation, and adaptation. These categories encompass the scientific consensus on climate change, from the human activities causing it to the ways societies and ecosystems are affected and how we can respond to reduce emissions and cope with the changes already underway. Further categories on faith and mis/disinformation have been included to account for discourse and context that narratives that indicate meta-discussions about the 'reality' of climate change.

Here's a breakdown of each area:

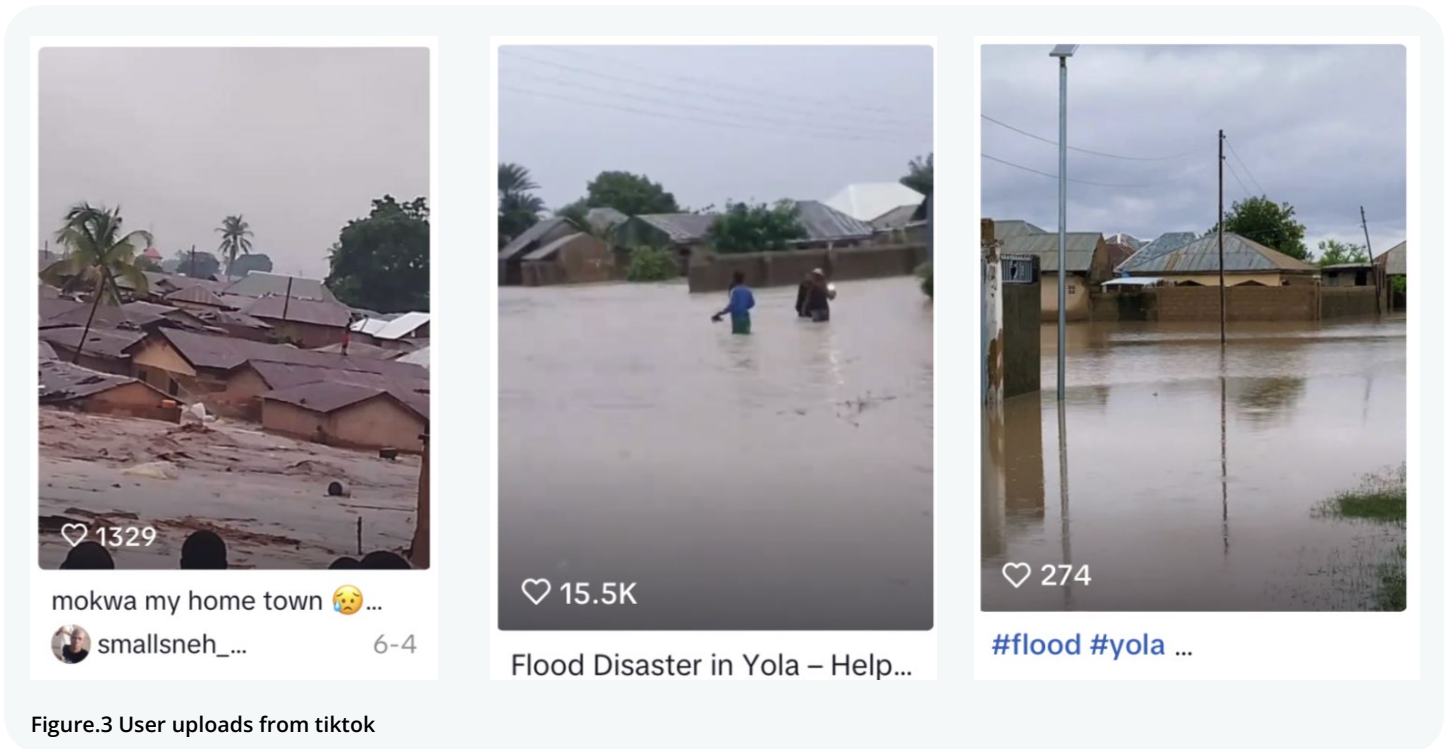
- **Drivers:** This area focuses on the human activities that cause climate change, primarily the emission of greenhouse gases from burning fossil fuels, industrial processes, and deforestation.
- **Impacts:** This refers to the effects of climate change on the environment and human societies, such as extreme weather events (heatwaves, droughts, floods), rising sea levels, and threats to ecosystems, water resources, food security, and human health.
- **Vulnerability:** This area examines the susceptibility of human and natural systems to the negative impacts of climate change, considering factors like geographic location, socioeconomic conditions, and existing inequalities that can exacerbate harm.
- **Mitigation:** This refers to actions taken to reduce greenhouse gas emissions and remove carbon dioxide from the atmosphere, aiming to slow down or halt climate change.
- **Adaptation:** This involves adjusting to actual or expected future climate impacts, such as developing drought-resistant crops, building flood defenses, and improving early warning systems to protect communities from hazards.

Drivers and Impact

The volume of online conversations on the drivers of climate change were low. However netizens expressed significant fears and concerns around the impact of climate change, particularly heatwaves and the ability to work during the latter stages of the dry season (Jan - Mar). The Nigerian Meteorological Agency issued several warnings around this time despite false [claims](#) alleging otherwise. This inspired fact-checkers publish [pre-bunks](#) to possible claims nationwide states of emergency.

Vulnerability

Floods, forecasts and poor urban planning were significant themes that highlighted the vulnerability of significant parts of the population to climate change. Clips from Mokwa (Niger State) and Yola (Adamawa) dominated TikTok, Facebook, and YouTube showcasing the extent of the damage to infrastructure.



Wide discussion on social networks was happening alongside national and [international](#) outlets reporting the deadly impacts of flooding in Mokwa (May–June) and Adamawa (late July). These threads consistently raised questions from residents who asked, “how much is climate vs how much is planning?”

Mitigation

Coastline Erosion, Lagos Shoreline & Displacement

In the south, particularly in Lagos State, the narratives and questions centred on whether groynes (a wall or barrier built out from a riverbank or seashore to control erosion) save coastlines. There were significant concerns about possible displacement and who the ultimate beneficiaries would be if such infrastructure was built. Signals from social media & [press](#) included Lagos state officials and business media amplifying news of a 3 trillion groyne plan. Residents used platforms like [TikTok](#) to raise awareness of street-level flooding and loss.

Energy Transition & Equity

A popular theme in public discourse is the idea of “solar for the rich”, with netizens asking if renewables are only for elites. Businesses and traders expressed concern about the storage of perishable goods during the rains. There was anger expressed in [viral reactions](#) to new solar installations at Aso Villa (the presidential complex) with users questioning the 10 billion reportedly allocated for the project.

Additional Categories on Climate Discourse

Climate & Faith

In Nigeria, religion has an important influence on public opinion. Scholars studying the awareness and perception of climate change amongst church leaders in Nigeria, show that although church leaders were aware of climate change, their understanding of it was limited and influenced by denominational differences ([George C Niche 2019](#)). There are also substantial religious framings of global warming both in online and offline conversations. For example, droughts and floods are frequently seen as signs of the “end time”, or even as a punishment for sins, rather than the consequences of man-made drivers of climate change and greenhouse gas emissions. [Reports](#) of ‘end times’ and fatalistic beliefs influence how climate impacts are understood, with many interpreting them as fulfillment of prophecies rather than the outcome of human actions. The dangers of these kinds of narratives give room for mis- and disinformation to thrive, hence weakening and decreasing community-level mitigation and adaptation strategies.

Misinformation & (Dis)Trust

Questions and concerns that remain unanswered risk populations turning towards misinformation. Factcheckers and debunkers such as [Dubawa](#), traced and responded to viral AI-generated videos of ‘snow’ clips and miscaptioned hail videos spreading across social platforms. Trust, or lack thereof in science and institutions is a recurrent theme, as Nigerians often asked, “Who should we believe?” and “Why do alerts arrive late?”. The dangers of low information integrity coupled with low trust create powerful conditions for mis- and disinformation to thrive. Expert analysis shows that, “Climate disinformation is an existential risk for many on the continent: misinformation can decrease support for effective mitigation policies and also significantly limit effective adaptation measures.”

“Climate disinformation is an existential risk for many on the continent: misinformation can decrease support for effective mitigation policies and also significantly limit effective adaptation measures.”

The Climate Information Gap

Online search behaviour in Nigeria shows persistent attempts to understand the meaning, causes, and impacts of climate change. And considering that only 27% of Nigerians report having heard of climate change, the lowest level among countries surveyed by Afrobarometer, there is a critical gap that needs to be addressed.

Nigeria has been highlighted as among one of the top ten countries most at risk to the effects of climate change (World Bank, 2019). This stands starkly in contrast to the research output on the effects of climate change within Nigeria. While scholarly output on the impact of climate change in Nigeria broadly reflects the global trend in terms of increasing interest and focus, findings from systematic reviews (Okon et al. 2021) point to the remarkable scale of the difference in volume. Only 0.1% of the papers published between 1980 – 2012 on the impacts of climate change were from Nigeria. There is simply not enough research output on the impact of climate change in Nigeria. The effects of this lack of scientific output in an increasingly climate-affected world is concerning both in the short and long term.

Nigeria's Nationally Determined Contribution (NDC 3.0) — the country's official climate commitment document — reveals the scale of vulnerability and the lack of readiness. The reality is stark: Nigeria is the 62nd most-vulnerable country and the 20th least-ready country globally to adapt to climate change.

Nigeria is the 62nd most-vulnerable country and the 20th least-ready country globally to adapt to climate change.

Conclusion

Recurrent questions and concerns from Nigerians, in tandem with institutional inefficiency, corruption and create a multifaceted challenge in the fight against climate change. Low information integrity and misinformation surrounding climate change in Nigeria if left unaddressed can become a critical barrier to effective climate action, impacting various sectors and communities across the country. What has emerged most strongly are consistent concerns about the impacts and vulnerabilities of climate change, in tandem with a dearth of accessibility to relevant and local scholarly output on climate science. Unsurprisingly, conversations around climate change see a significant rise in volume following extreme weather events.

Questions and concerns from affected populations in Nigeria show that climate change presents not only an environmental and developmental challenge, but also an information integrity challenge. As climate impacts intensify, whether through flooding, extreme heat, coastal erosion, and food insecurity, the ability of individuals and institutions to respond effectively is increasingly shaped by the quality, accessibility, and credibility of information circulating in the public sphere. Nigeria's information environment on climate change is characterised by low awareness, persistent information gaps, and uneven access to trusted information. Online search behaviour, data, and digital discourse indicate that many Nigerians are still encountering climate change as a new or poorly understood concept, often during moments of crisis. These information voids create fertile ground for misinformation, narrative distortion, and, increasingly, AI-enabled manipulation.

Trust deficits in institutions, experts, and official communication channels interact with socio-cultural narratives to shape public understanding. Delayed warnings, inconsistent messaging, and limited local relevance of official climate communication have weakened confidence, prompting many citizens to rely on informal networks, social media, or religious interpretations. Emerging technologies further complicate this landscape. AI-generated and manipulated climate content, though still limited in scale, already exploits existing vulnerabilities by increasing the speed, plausibility, and emotional impact of false or misleading narratives. Although there is currently limited evidence of systematic foreign information manipulation targeting climate discourse in Nigeria, global trends suggest that climate narratives are increasingly contested and may become targets for strategic influence in the future, particularly during periods of political instability or climate-related emergencies.

Strengthening Nigeria's climate response requires a shift toward ecosystem-level information integrity, addressing structural weaknesses such as information gaps, communication failures, and trust erosion alongside mis- and disinformation. Effective interventions must prioritise climate education, timely and transparent risk communication, contextually grounded engagement with communities and populations. Ultimately, improving information integrity is not a peripheral concern but a foundational condition for climate resilience and action. Without credible, accessible, and trusted information, early warning systems fail, adaptation measures go unused, and public support for policy action weakens. By investing in information integrity as a core component of climate governance, Nigeria can better equip its citizens to understand climate risks, navigate uncertainty, and take informed action in an increasingly complex and contested information environment.

What Can We Do?

Address Climate Information Gaps.

Low awareness and persistent definitional queries indicate widespread information voids.

Actions:

- Develop simple, locally relevant climate explainers in major Nigerian languages
- Integrate climate basics into school curricula, community radio, and public service messaging
- Prioritise clarity over technical detail for first-contact audiences

Improve Timeliness, Credibility, and Coordination of Official Communication.

Delayed alerts and inconsistent messaging undermine trust in institutions and information. **Actions:**

- Strengthen coordination between meteorological agencies, disaster management bodies, and local authorities
- Standardise early warning communication protocols
- Use trusted local intermediaries to disseminate alerts

Build Resilience to Misinformation and AI-Generated Content.

Visual misinformation and synthetic media exploit low media literacy.

Actions:

- Introduce pre-bunking campaigns explaining common manipulation tactics
- Support fact-checkers and journalists with AI detection and verification tools
- Promote public awareness of synthetic media risks

Expand Communication Approaches towards Ecosystem-Level Information Integrity.

Debunking alone cannot address systemic vulnerabilities.

Actions:

- Invest in long-term information integrity strategies, including media development and trust-building
- Monitor emerging FIMI risks and integrate climate narratives into national information resilience planning
- Support ongoing research and social listening to inform adaptive responses

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