

# **IMPACT OF SOCIAL MEDIA CAMPAIGN AGAINST ALCOHOLIC GIN CONSUMPTION AMONG COMMERCIAL RIDERS IN ILORIN METROPOLIS**

**BY**

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## **CERTIFICATION**

This is to certify that this research work has been read and approved as meeting the requirement for the award of Higher National Diploma (HND) Mass Communication Department, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin.

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## **DEDICATION**

This research work is dedicated to almighty Allah, the giver of knowledge my parents Mr and Mrs AKANGBE, My supervisor Mr Mohammed Bako RUFAI and those who ignore their selfish interest to work for the success and interest of the less privileged people

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## ABSTRACT

*The study examines the influence of social media advertisements on the drinking behavior of commercial riders. The study was anchored on the persuasive theory. The survey design was used to fulfill the objectives of the study. The population of the study was the total number of registered commercial riders in Ilorin Metropolis, Ibadan. One hundred and twenty copies of the questionnaire were administered to the same number of respondents (purposive sample). The study finds there are significant alcohol advertisements and the drinking behavior of youths. The study recommends that alcoholic drink advertisements on social media should be reviewed to discourage heavy drinking by the youth. The social media platforms should also maintain high ethical standards in advertising alcoholic drinks so that negative adverts on alcoholic drinks will be reduced on social media. The study reveals that exposure to alcoholic content on social media has both positive and negative impacts. Positively, it raises awareness, provides emotional support, and empowers victims by connecting them with resources and communities. Negatively, it can also trigger emotional distress and fears of privacy invasion. Thus, the perception of domestic violence on social media varies among married women. Many view it as a vital tool for breaking the silence and fostering community support. However, concerns about the authenticity of information and the potential for retraumatization are prevalent. Social media is seen as a double-edged sword; while it offers a platform for awareness and support, it also exposes users to potential harm. Social media plays a crucial role in the lives of married women dealing with domestic violence, offering both support and challenges. There is a need for more robust, secure, and supportive online environments that can mitigate the negative effects while enhancing the positive impacts. Further research should focus on developing guidelines for safer and more effective use of social media for domestic violence awareness and support.*

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF STUDY**

Alcohol is a drug that is mostly classified as a depressant that causes a slowing down of vital functions of the human body such as slurred speech, unsteady movement, and disturbed perception among others. The amount of alcohol consumed however determines the types of effect one gets. The consumption of alcohol has some effects on the human body, especially the brain, heart, liver, pancreas and the immune system. The adverse effects of the consumption of alcohol affects all age groups but, the effects are more pronounced in children and adolescents than in adults (Silveri & Spear, 2020). There is also the fact that adolescents later becoming alcoholics during adulthood is strongly linked to age of onset of drinking, thus the earlier the age of onset of drinking, the more likely it is for a person to become an alcoholic (Grant, 2010; Jenkins et al., 2011). Lifetime alcohol dependence and abuse is also closely related to the age at which individuals start consuming alcohol as the earlier a person starts drinking, the more likely he/she is to become a lifetime dependent or abuser (Grant & Dawson, 2017). Alcohol is also known to cause memory and neurological problems in adolescents' than in adults as the adolescents' brain is still undergoing some essential development (Brown, Tapert, Granholm, & Delis, 2000; Giancola & Mezzich, 2015; Squeglia, Spadoni, Infante, Myers, & Tapert, 2009).

Young people and older ones are exposed to a lot of alcohol advertisements. In fact, over 40,000 ads per year on social media platforms, such as Instagram and Facebook, alone. That's an issue because alcohol advertising has been linked to young people starting to drink at earlier ages and to binge drinking. These ads often link alcohol with good feelings, friendship and success. This can be dangerous as young people may not get the full picture about alcohol risks. Popular social media platforms such as TikTok, Facebook, Snapchat and Instagram have provided alcohol companies with new, cheaper ways to promote alcohol to young people.

Nearly all kwara state commercial riders who are teenagers and older ones (90%) also see regular online ads which provide easy access to buy alcohol through the 'shop now' button, often without requiring age checks. Advertisers also use young people's data to make more targeted and personalised online alcohol ads which are 'dark', or only visible to the user, and fleeting. Facebook, for example, uses algorithms to assign more alcohol ads to children who show an interest in this content. According to FARE, 93% of 16 to 25-year-olds have seen alcohol ads on Facebook. We need better advertising standards when it comes to alcohol products. These standards should be developed by the government and represent the community's interests.

Advertisements seek to increase the customer base of any product. Over the years, producers of alcoholic products have made use of several advertisement techniques, including



the use of celebrities, to market their products. Advertisers of alcoholic products argue that the main aim of advertising is to increase their market share and not to encourage under aged drinkers to consume alcohol. There is, however, substantial evidence to prove that the advertisement of alcohol encourages the youth to drink especially when connected to attributes that are important to the youth (Grube & Wallack, 2019). The advertisement of alcoholic products has taken a different dimension by the use of cartoon characters (Lieber, 2010), themes of rebellion and youth humour (Collins, Ellickson, McCaffrey, & Hambarsoomians, 2007).

Alcohol according to researchers is one of the most advertised products in both developed and developing economies (Endicott, 2021; Saffer & Dave, 2018). The health and social implications (fatal car crashes, risky sex, alcohol addiction; poor grades; impaired decision making; loss of memory; suicide and depression; impaired brain development) of taking alcohol especially among the youth have generated a lot of debate in the literature about alcohol advertising (Leslie et al. 2020). Snyder et al. (2022) established that students who are exposed to more alcohol advertisements on average drank more (each additional advertisement seen increased the number of drinks consumed by 1% (event rate ratio, 1.01; 95% confidence interval, 1.01-1.02). Youth in markets with greater alcohol advertising expenditures drank more (each additional dollar spent per capita raised the number of drinks consumed by 3% (event rate ratio, 1.03; 95% confidence interval, 1.01-1.05). Examining only the youth younger than the legal drinking age of 21 years, alcohol advertising exposure and expenditures still related to drinking.

Some policy makers call for a ban on alcohol advertising, especially adverts that are exposed to the youth and the underage. Studies (Nelson & Young, 2019; WHO, 2010; Makowsky & Whitehead, 1991; Ogborne & Smart, 2015) have established that alcohol ban has no significant effect on the consumption of alcohol. Alcohol advertising influences alcohol consumption among the youth in developed economies and developing economies, alcohol advertising induces alcohol drinking and also increases consumption.

In their study youth in markets with more alcohol advertisements showed increases in drinking levels into their late 20s, but drinking plateaued in the early 20s for the youth in markets with fewer advertisements. Control variables in the study included age, gender, ethnicity, high school or college enrollment, and alcohol sales. The writers concluded that alcohol advertising contributes to increase in drinking among the youth.

Anderson et al. (2009) embarked on a review of empirical studies on the effect of alcohol advertising on consumption and established that advert leads to onset of drinking amongst non-drinking youth; increased levels of consumption and also revealed evidence of a dose-relationship in relation to advertising exposure.

## 1.2 STATEMENT OF RESULTS

Alcohol intake, particularly to cope up with stress and depression experienced by commercial drivers during the peak of the COVID-19 pandemic, is alarming as a rise in sales has been reported in certain countries during the quarantine. Alcoholism leads to malnutrition, either because those involved consume an insufficient amount of essential nutrients or because alcohol and its metabolism prevent the body from properly absorbing, digesting, and using those nutrients. This study was carried out to assess the association of alcohol use and dietary lifestyle of commercial motor drivers(Sadder 2020).

Several studies have examined the relationship between alcohol consumption and the experience of road rage. For example, Fierro, Morales and Álvarez (2021) examined the relationship between alcohol consumption and the experience of road rage victimization and perpetration among drivers and non-drivers among the people living in Castile and Leon (Spain). It was found that drivers driving under the influence of alcohol and/or cannabis during the previous year that preceded the survey were associated with being a perpetrator of road rage. Further studies have also revealed that heavy drinkers and consumers of illicit drugs are often perpetrators and victims of aggressive behaviour on the road, as well as being “at fault” in traffic crashes (Chipman, Macdonald, & Mann, 2003; Macdonald, Anglin-Bodrug, Mann, Erickson, Hathaway, Chipman, & Rylett, 2003). Indeed, studies have consistently revealed that aggressive driving and road rage simultaneously influenced each other (Yu, Evans, & Perfetti, 2020), and thus resulting to road crashes. In their study as an instance, Drummer and colleagues (2020) noted that the involvement in drugs among drivers of vehicles results to killing of people in Nigeria.

Social Media helps businesses market their products including alcohol. However, there seem to be a lot of contradictions as to whether alcohol advertisements have an impact on adolescents’ drinking behaviour. While public health practitioners have insisted there is a link between advertisement and adolescent drinking behaviour, companies both in advertising and alcoholic production have rejected there is a link between advertisement and adolescent drinking. These companies argue that they target adults in their advertisements and their intention is brand choice rather than a decision to drink or not. But Atkin & Block, (2020)thinks that the sought of image advertisements portray about the characteristics of drinkers make the audience want to be like those who appear in these advertisements. So it is not necessarily about who is targeted but how drinkers are portrayed. And as adolescents want to build their self-image they are very likely to copy what drinkers do in these advertisements.

Saffer and Dave (2020) came into the argument by analysing minors. alcohol intake and concluded that alcohol advertising “has a positive effect” on youth(especially underage female drinkers) alcohol consumption as it determines whether they will drink at all and how much alcohol they will consume. One of the main purposes of advertisement is to serve as a reminder and in the case of adolescent drinking, it reminds them of their own reality and make them believe in their veracity thereby creating a positive association between alcohol advertisement and adolescent beer drinking. (Faria, Vendrame, Silva, & Pinsky, 2011). Alcohol

advertisements also exposes young people to the different varieties of alcoholic beverages available and influence their consumption of alcohol (Moyo, 2014). According to Ross et al. (2015) young drinkers whose main aim of drinking is advertising of alcohol brands, are susceptible to consuming more alcohol and getting untoward effects from alcohol.

The causes of alcohol use among youth, including older children, adolescents, and young adults, are a major public health concern. Drinking among youth can result in a panoply of negative consequences, including poor grades, risky sex, alcohol addiction, and car crashes. Drinkers younger than 21 years, who consume approximately 20% of all alcoholic drinks, imbibe more heavily than adults per drinking episode and are involved in twice as many fatal car crashes while drinking. The problem is getting worse, with youth initiating drinking at an earlier age on average than they did in the past.

### **1.3 RESEARCH OBJECTIVES**

The overall objective of the proposed study is to examine the impact of internet alcohol advertising on the students. This would be achieved by the following specific objectives:

- 1.To find out the level of social media campaign against alcoholic gin consumption among commercial riders in ilorin metropolis
2. To find out the extent to which social media campaign against alcoholic gin consumption has influenced the level of knowledge of riders in the ilorin metropolis
3. To determine the rate at which commercial riders comply with social media campaigns against alcoholic gin consumption.
4. To establish possible ways to control alcoholic gin among commercials riders in ilorin metropolis

### **1.4 RESEARCH QUESTION**

1. What is the level of social media campaign against alcoholic gin consumption among commercial riders in ilorin metropolis?
2. What is the extent to which social media campaign against alcoholic gin consumption has influenced the level of knowledge of riders in the ilorin metropolis?
3. What is the rate at which commercial riders comply with social media campaigns against alcoholic gin consumption?

## **1.5 SIGNIFICANCE OF THE STUDY**

The impact of social media campaigns on alcohol consumption among commercial riders in the Ilorin metropolis will be revealed to the government at various levels, stakeholders involved in education policies, teachers, university lecturers, school management, media houses and students in this study. It will enlighten commercial riders on the need to be aware of the manipulative tricks of the alcohol industry and know that consumption of alcohol has both short and long term health consequences (Atkin,2019) and also help lecturers and school management on implementation of the policies and legislation regarding alcohol. Furthermore, this research will be useful to media houses to disseminate information to a large population regarding the dangers and health risks involved in taking alcohol.

Additionally, subsequent researchers will use it as a literature review. This means that other students who may decide to conduct studies in this area will have the opportunity to use this study as available literature that can be subjected to critical review. Invariably, the result of the study contributes immensely to the body of academic knowledge with regard to the impact of internet advertising messages on alcohol consumption among students in kwara state polytechnic.

## **1.6 SCOPE OF THE STUDY/LIMITATION OF STUDY**

The scope of this study is boarded on the impact of social media campaigns against alcoholic gin consumption among commercial riders in ilorin metropolis. Empirically, the study will determine whether there is a significant relationship between internet advertising messages and alcohol consumption among commercial riders find out whether internet advertising messages stimulates students interest in alcohol consumption, whether internet advertising messages influences the purchase intention of alcoholic products and find out whether television advertising messages increases students patronage of alcoholic products.

Geographically, the study will be delimited to commercial riders in kwara state polytechnic, Nigeria.

### **LIMITATION OF STUDY**

In the course of carrying out this study, the researcher experienced some constraints, which included time constraints, financial constraints, language barriers, and the attitude of the respondents.

In addition, there was the element of researcher bias. Here, the researcher possessed some biases that may have been reflected in the way the data was collected, the type of people interviewed or sampled, and how the data gathered was interpreted thereafter. The potential for all this to influence the findings and conclusions could not be downplayed. More so, the findings of this study are limited to the sample population in the study area, hence they may not be suitable for use in comparison to other schools, local governments, states, and other countries in the world.

## **1.7 DEFINITION OF KEY TERMS**

**IMPACT:** Impact means have a strong effect on someone or something.

**SOCIAL MEDIA:** The Internet is a vast network that connects computers all over the world. Through the Internet, people can share information and communicate from anywhere with an Internet connection.

**CAMPAIGNS:** means of communication with the users of a product or service. campaign are messages paid for by those who send them and are intended to inform or influence people who receive them and an organized course of action to achieve a goal.

**ALCOHOL GIN:** a drink especially when considered as the intoxicating agent in fermented and distilled liquors.

**CONSUMPTION:** the action of using up a resource especially alcohol.

**COMMERCIAL RIDERS:**Commercial motorcycle riders are commonly called or known as "Okada", "Achaba", "Goyin" "express" or "Inaga" in different parts of Nigeria. It is one of the affordable and reliable means of transportation in Nigeria and by far the most common form of informal transport system in the country.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

This chapter reviews the relevant literatures that are pertinent to the topic of this study. It is important to review literature because it shows what previous researchers have discovered. Literature review is usually quite long and primarily depend upon how much research has previously been done in the area one is planning to investigate (Oyewole and Olorede, 2014). The review is however divided into three categories; Conceptual Review, Empirical Review and the Theoretical Review.

#### **2.1 CONCEPTUAL REVIEW**

##### **2.1.1 CONCEPT OF SOCIAL MEDIA**

Over the years, many scholars have been able to distinctively define and clarify the concept of social media. In their definition and clarification, the concept of social media has been used interchangeably with social networking sites. Likewise, in this section, the word will be used interchangeably. In defining social media, Kaplan and Henlein (2010) gave a general definition of social media in consideration of Web 2.0 and User-Generated Content. According to them, social media is a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allows the creation and exchange of User Generated Content. They also went further to describe social media as a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content. wanton, Odoemalamn, Orji-Egwu, Nwankwo and Nweze (2019) defines social media as those internet-based tools and services that allow users to engage with each other, generate content, distribute and search for information online. Parr (2020) defines social media as the use of electronic and Internet tools for the purpose of sharing and discussing Information and experiences with other human beings in more efficient ways. On the other hand, Jantsch (2018) considers social media as the use of technology combined with social interaction to create or co-create value. According to Merriam-Webster dictionary (2017), social media is a form of electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos) while Dykeman (2008) acknowledged social media as "the means for any person to: publish digital, creative content; provide and obtain real-time feedback via online discussions, commentary and evaluations; and incorporate changes or corrections to the original content" (Dykeman, 2008).

Bryer and Zavatarro (2018) described social media as technologies that smooth the progress of social interaction, make possible collaboration, and enable deliberation across stakeholders. These technologies now include blogs, wikis, media (audio, photo, video, text) sharing tools, networking platforms, and virtual worlds. Social Media Online (2019) defines

social media as primarily internet-and mobile-based tools for sharing and discussing information by users. The term, according to Andreas and Michael (2019), refers to "a group of Internet Based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." Drury (2020) describes social media as online resources that people use to share content: video, photos, images, text, ideas, insight, humor, opinion, gossip, news. Safko and Brake (2019) further defined social media as "activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media.

To understand social media we need to explore its history. The Internet started out as a massive Bulletin Board System (BBS) that allowed users to exchange software, data, messages, and news with each other (Kaplan & Haenlein, 2016). In 1979, Duke University graduate students Tom Truscott and Jim Ellis teamed up with the idea of networked communication over computers for exchange of information. This idea was executed in 1980 (Kaplan and Haenlein, 2010) and "Usenet" was launched worldwide, which was the first genuine attempt at social networking. Various discussion groups were held covering a wide variety of topics from humanities, sciences, business, politics, computers, and other areas. The discussion forums on these websites were called "newsgroups" (Goldsborough, 2005). By 1992, the Internet became one of the most popular networking tools, which linked researchers and educators. Marc Andreessen headed a team at NSF centers which successfully developed a browser to develop NCA Mosaic or popularly known as Mosaic. In less than 18 months of its introduction, Mosaic became the browser of choice for almost over a million users. This set off an exponential growth in the area of decentralizing information and connecting people and led to the development of Microsoft's Internet Explorer (Andreessen, 1993). Founded in October 1998 by Bruce Ableson and Susan Ableson, "Open Diary" was the next attempt at social networking. This website brought together people from various fields who wrote diaries or blogs, as we now call them, on a common platform to share their views and perspectives on various topics (Kaplan and Haenlein, 2019). As the Internet matured and became more widely available in the late 1990's, there was an explosion of Social Media websites. In 1999, social media websites like Blogger and Faceparty appeared, and post-2000, Wikipedia, Picasa, Friendster, Flickr and other sites were created. The number of active monthly users each of these social media sites generates is given below. The social networking site Facebook is currently one of the leaders in social media, with video sharing site Youlube a close second. Growth ot social networking, a revolution in social networking came with the advent of newer social networking websites, based on Web 2.0. In 2002, Friendster used the concept of degrees of separation. It promoted the idea of social networking by creating rich bonds among people who knew each other directly or via certain friends and provided a common platform for them for social interaction. With the success of Friendster, many other social networking sites followed. LinkedIn, launched in 2003, created a professional platform for work- based interaction. It is more than a mere playground for teenagers and classmates. Linkedin Is a serlous platform for working people who want to connect with other professionals and to expand their contact networks.

Kietzmann, Silverstre, McCarthy and Leylan (2019) describes social media as the platform that employs mobile and web based technology to create highly interactive platforms via which individuals and communities share, co-create, discuss and modify user generated content. Social media, as defined by Bryer and Zavatarro (2019) are technologies that facilitate social interaction, make possible collaboration, and enable deliberation across stakeholders. These technologies now include blogs, wikis, media (audio, photo, video, text) sharing tools, networking platforms, and virtual worlds. Social Media Online (2011) defines social media as primarily internet-and mobile-based tools for sharing and discussing information by users. The term social media, according to Kaplan and Haenlein (2010) refers to "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content". Web 2.0 was coined by Darcy DiNucci in 1999 to describe interactive social websites which allow users to interact and collaborate with each other in a social media dialogue. Davis, Canche, Deil-Amen and Rios-Aguilar (2012) refer to social media technology (SMT) as web-based and mobile applications that allow individuals and organizations to create, engage, and share new user generated or existing content, in digital environments through multi-way communication. Through this platform, individuals and organizations create profiles, share and exchange information on various activities and interests. An interesting aspect of social media is that, it is not limited to desktop or laptop computers but could be accessed through mobile applications and smartphones making it very accessible and easy to use. Examples of these social media platforms both on the web and mobile application include Facebook, Twitter, YouTube, Whatsapp, Instagram, blogs etc.

According to Boyd and Ellison (2022), "social networking sites are web-based service platform that enable individuals to create a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and navigate their list of contacts and those made by others within the system" (p. 21). These sites are used to interact with friends, peers and others that are found in groups on these sites. The sharing of information ranges from news, debates, gossip, feelings or statements of mind, opinions, research etc. Curtis (2022) affirms that social media appear in many forms including blogs and microblogs, forums and message boards, social networks, wikis, virtual worlds, social bookmarking and video sharing.

According to Junco (2021), social media are collections of internet websites, services, and practices that support collaboration, community building, participation, and sharing.

Nwangwa and Omotere (2021) simply regards social media as comprising online applications for social networking sites, social bookmarking and sharing tools, social citation tools, blogging and microblogging tools, virtual worlds, -conference presentation sharing tools, audio and video tools, e-project management tools, and research and writing collaboration tools; primarily developed to foster user- centered social interaction. Social media can be seen as either web based or application based media of communication that allows registered individual to share



Ideas, thoughts, opinions, interact and collaborate with other registered users all over the world. The inclusion of application based media of communication is largely due to the ability to make use of social media on mobile gadgets such as Smartphones, Tablets, i-Phones, symbian and Java phones.

Analysts suggest that the majority of phone purchases in the coming years will be more for using online networks rather than making phone calls (Baekdal, 2018). Politicians in Nigeria are joining the online community to communicate with their audiences because they believe they are a key demographic who shape and influence perception. Thus, phone communication is now tending toward one-to-many sharing rather than the usual one-to-one conversation. Nevertheless, there is no comprehensive knowledge of their activities as well as how this form of media can impact on citizen's mobilization and participation in Nigeria electoral process.

### **2.1.3 CONCEPT OF ALCOHOLIC GIN**

Terms “alcohol” and “alcoholic beverages” tend to be used interchangeably to designate the product consumed, and the same practice has been followed in this monograph. A distinction is made, however, between alcohol or alcoholic beverages and the substance ethanol. This monograph includes only data relevant to the consumption of alcoholic beverages by humans: occupational exposures to ethanol and exposures other than by drinking were not considered by the Working Group.

Most human societies have made and used alcoholic beverages. The major exceptions, prior to contact with European cultures, were the Pacific Islanders and the indigenous populations of most of North America (Marshall, 2021). The distillation of alcoholic beverages has a long tradition on the Eurasian continent, beginning in the Far East and moving to Europe via Arabia about a millennium ago (Anon., 2010; Lord, 2010). Traditional alcoholic beverages are fermentation products of a wide variety of organic materials, including grain (beer, shochu), fruit (wine, cider), sap (palm wine, pulque) and honey (mead); even wood has been used occasionally (Treml, 2013). Since distillation was traditionally associated with pharmacy, many substances other than ethanol have often been included intentionally in distilled drinks. Thus, traditional alcoholic beverages and commercially produced beverages contain many constituents other than ethanol and water.

Alcoholic beverages have a wide variety of functions for humans. They quench thirst, in some parts of the world more hygienically than local water supplies; they are nutritional and, in some situations, can lead to excess caloric intake or an unbalanced diet (Balboni, 2021). It has been estimated that alcohol may provide as much as one-quarter of the caloric intake of male agricultural workers in wine production areas (Lolli et al., 2019). Alcohol has also been used medicinally in many cultures and is present as a solvent in pharmaceutical preparations. It is used in many cultures as a psychoactive substance (Marshall, 2021).

Alcoholic beverages have diverse symbolic functions: alcohol is used in many religious observances; it is often associated with feasting and celebration; having or sharing a drink may be a ritual of solidarity or friendship, of sealing an agreement, of marking a rite of passage or of indicating that normal social constraints are suspended. In different cultures, various powers are attributed to drinking, and diverse behaviours are associated with drunkenness (MacAndrew & Edgerton, 2020; Marshall, 2022). In some societies, intoxication leads to and, to some extent, is used to explain disruptive or violent behaviour.

Abstaining from drinking has also often had a sociocultural meaning. For Muslims, abstinence is both a religious duty and a mark of differentiation from those of other faiths. In ancient China, abstinence was expected of those holding government offices (Cherrington, 2016). In nineteenth century Britain, serious persons who wanted to better the lot of their children signed a pledge of abstinence (Harrison, 2012).

In cultures where alcohol is valued, access to it has often been the prerogative of those of higher status. This may reflect a scarcity value, an ideology that intoxication is appropriate only for those of higher status, or fear that intoxication may produce insurrection. It is notable that the access of groups of persons who have been considered to be of socially subordinate status, such as women and children, has frequently been limited (Knupfer & Room, 2021). However, abstinence among women has decreased dramatically in many countries, and, in a number of countries, young people have also increased their drinking (World Health Organization, 2006).

In traditional societies, the availability of alcoholic beverages depended mainly on agricultural abundance and climate. In a tropical climate, production of alcoholic beverages may be a simple task, whereas in preindustrial times, in regions such as Iceland, alcoholic beverages were all imported (Room, 2010). Alcohol has long been an item of trade: the abundance of amphoras from the classical world testifies to the long-standing importance of wine in Mediterranean trade patterns (Johnson, 2020). The spread of distilled beverages in the seventeenth and eighteenth centuries partly reflects their function as a form of agricultural surplus that did not spoil and was relatively transportable (Rorabaugh, 2022).

In traditional societies with no cash economy and poor transportation connections, fermented beverages were, and still are, consumed relatively quickly after their production, before spoiling. Such production is frequently seasonal — for example, at harvest time or on festive occasions — and is often associated with a culturally sanctioned drinking pattern or intermittent extreme intoxication, where all the alcoholic beverage produced for the occasion is rapidly consumed. In such circumstances, variations in agricultural supply can limit drinking (Anon., 2019).

Such traditional societies have gradually disappeared over the last few centuries as more peoples are incorporated into a global market economy (Wolf,2018). Groups moving from a traditional into an urban cash economy often preserve their drinking patterns initially, but engage in them more frequently (Caetano et al.,2019). In general, the advent of industrially produced alcoholic beverages with an indefinite shelf-life, improvements in transportation and participation in a cash economy have erased constraints on availability of alcohol. Under these circumstances, constraints on consumption depend on state controls on availability and price and, for example, on religious and social limitations.

With time, home-made and locally produced alcoholic beverages tend to be replaced by industrially produced alcohol (World Health Organization, 2008). In the USA and the UK, industrially brewed beer replaced cider in the nineteenth century (Anon.,2022). Today, the process continues in countries such as Zambia and Mexico, as lager-style beer replaces opaque beer and pulque. The attractiveness of industrially produced alcoholic beverages is enhanced by the cosmopolitan, high-status connotations given to them by advertisers (Moser, 2017; Rosovsky, 2015). Governments also have a fiscal interest in the industrialization of production, since it facilitates the collection of revenues based on drinking. Although the epidemiological evidence reviewed in this monograph is based primarily on commercially produced alcoholic beverages, it should be kept in mind that much of the world's alcohol consumption is of non commercially produced alcoholic beverages (Walsh & Grant, 2016).

Even in Europe, the current level of availability of alcoholic beverages is a relatively recent historical phenomenon. In the seventeenth and eighteenth centuries, spirits shifted from a pharmaceutical status to an item of everyday consumption, as industrial production methods flooded the market. Technological innovations transformed beer production, starting in the latter part of the nineteenth century, from a craft producing beverages for local and immediate consumption to an integrated industry producing a beverage that could be transported worldwide and stored almost indefinitely (Anon., 2016). Improvements in agricultural methods and the development of disease-resistant vines have allowed greatly increased wine production and consumption. Thus, wine consumption in France quadrupled in the last decades of the nineteenth century (Johnson, 2008).

#### **2.1.4 ADVERTISEMENT OF ALCOHOLIC GIN ON SOCIAL MEDIA**

Alcohol advertising is the promotion of alcoholic beverages by alcohol producers through a variety of media. Along with nicotine advertising, alcohol advertising is one of the most highly regulated forms of marketing. Some or all forms of alcohol advertising are banned in some countries. The World Health Organization (WHO) has specified that the advertising and promotion of alcohol needs to be controlled. In September 2005, the WHO Euro Region adopted a Framework for Alcohol Policy for the Region. This has 5 ethical principles which includes "All children and adolescents have the right to grow up in an environment protected from the negative

consequences of alcohol consumption and, to the extent possible, from the promotion of alcoholic beverages.

Currently, the standard is that alcohol advertisements can only be placed in media where 71.6% of the audience is over the legal drinking age. Alcohol advertising's creative messages should not be designed to appeal to people under the age of 21, for example, using cartoon characters as spokespeople is discouraged. Advertising cannot promote brands based on alcohol content or its effects. Advertising must not encourage irresponsible drinking. Another issue in media placement is whether media vendors will accept alcohol advertising. The decision to accept an individual ad or a category of advertising is always at the discretion of the owner or publisher of a media outlet.

Young people are exposed to a lot of alcohol advertisements. In fact, over 40,000 ads per year on social media platforms, such as Instagram and Facebook, alone. That's an issue because alcohol advertising has been linked to young people starting to drink at earlier ages and to binge drinking. These ads often link alcohol with good feelings, friendship and success. This can be dangerous as young people may not get the full picture about alcohol risks. Popular social media platforms such as TikTok, Facebook, Snapchat and Instagram have provided alcohol companies with new, cheaper ways to promote alcohol to young people. Nearly all Australian teenagers (90%) also see regular online ads which provide easy access to buy alcohol through the 'shop now' button, often without requiring age checks. Alcohol brands with youth-appealing advertising are consumed more often by youth than adults, indicating that these ads may be more persuasive to relatively younger audiences, and that youth are not simply mirroring adult consumption patterns in their choice of brands. Future research should consider the content of alcohol advertising when testing marketing effects on youth drinking, and surveillance efforts might focus on brands popular among youth.

However, advertising mild alcoholic beverages on social media is prohibited if their commercial operator uses written or image content produced by consumers in its information network service. Advertising is also prohibited if the commercial operator provides written or image content produced by it or consumers through a service for sharing by consumers. This means that advertising comments on and images of alcoholic beverages added by consumers must be removed from social media accounts. Consumers' comments or images cannot be shown in advertising, and consumers cannot be requested to share posts added to social media accounts. Several social media services also include the like option. As the like option is not regarded as content produced by consumers, the advertiser does not need to remove or prevent likes. The permissibility of the use of hashtags must be assessed considering the overall image formed of the activities. What is particularly essential for this consideration is whether a commercial operator can be considered to have sought to advertise and promote an alcoholic beverage by leveraging the active participation of consumers or content produced by them.

As a rule, sponsored advertisements of mild alcoholic beverages targeted at consumers on social media are permitted, while such advertisements cannot be targeted at minors.

Many alcohol companies create campaigns to raise awareness and/or funds for a particular charity (typically through the use of a "ribbon" symbol associated with a specific condition). Companies do so through alcohol products and promotions and other marketing materials. Most ribbons are not trademarked or regulated, and thus companies are able to place the image on any product. Due to this clear association, pinkwashed alcohol advertising has been criticized for promoting consumption of a product that contributes to the problem. As breast cancer is the most commonly occurring cancer for women, alcohol advertising that emphasizes funding to breast cancer societies may present the most harm to women, particularly when the amount of alcohol purchased is tied to the amount donated.

Nonetheless, many alcohol companies have donated substantial amounts to various cancer charities, which undoubtedly supports important causes

### **2.1.5 CONSUMPTION AND EFFECTS OF DRINKING**

Alcohol consumption is associated with many health problems, which can be divided into three main types: chronic physical problems, casualty and disability problems, and mental problems. Physical health problems include, notably, cirrhosis of the liver, cancers at various sites effects on the developing embryo and fetus (discussed on pp. 148–151), and other diseases affecting the gastrointestinal, cardiovascular, respiratory, nervous and reproductive systems (World Health Organization, 1980). The relationship between alcohol intake and the occurrence of cardiovascular disease appears to be J-shaped, with the risk for abstainers being slightly higher than that in moderate drinkers (i.e., those consuming fewer than two or three drinks per day) and substantially lower than that for heavy drinkers (Marmot, 1984). The reduced incidence of coronary heart disease may explain the lower total mortality among moderate drinkers which has often been found in relation to alcohol intake. Possible confounding effects of socioeconomic variables cannot be excluded in the light of their correlation with past alcohol consumption, and data with regard to women are limited (Marmot, 1984; Friedman & Kimball, 1986).

Alcohol is causally implicated in many types of casualty, including road-traffic deaths, drownings, burns, falls, suicides and acute poisoning. Mental problems associated with drinking include a wide range of neurological consequences of prolonged heavy consumption, depression and other mental disorders. A prominent adverse consequence of drinking is the alcohol dependence syndrome (World Health Organization, 1980), a term which encompasses both physical and psychological aspects of addiction to alcohol (Edwards et al., 1977; Walsh & Grant, 1985). The pharmacological basis of alcohol dependence has been reviewed (Edwards et al., 1977). Although, at an individual level, alcohol consumption can be associated with domestic violence and neglect, and criminal behaviour, and, at a collective level, can result in loss of production due to absenteeism and reduced efficiency (World Health Organization, 1980), the

drinking of alcoholic beverages is a source of pleasure and of solace to many people and facilitates human contacts in many societies.

In studying potential causal relations between alcohol consumption and health or social problems, it is important to consider and investigate the aspect of alcohol consumption that may be involved — total volume of ethanol consumption, frequency of bouts of drunkenness or length of time spent with the amount of blood-alcohol above a given level. Questions of exposure measurement in epidemiological studies are discussed in detail in section 5.1 (p. 153).

### **2.1.6 ALCOHOLIC UTILIZATION AMONG COMMERCIAL RIDERS**

Alcohol is the world's third largest risk factor for premature mortality, disability and loss of health. It also causes harm far beyond the physical and psychological health of the drinker as it harms the people around the drinker; the harmful impact is deep into society. Drugged driving is a public health concern because it puts not only the driver at risk but also passengers and others who share the road. Research has shown that overall, marijuana is the most prevalent illegal drug detected in impaired drivers, fatally injured drivers, and motor vehicle 10 crash victims . Driving under the influence (DUI) of any drug that acts on the brain could impair one's motor skills, reaction time, judgment, perception, cognition, attention, balance, coordination and other faculties required for safe driving. Drug abuse in Nigeria cuts across different age group, sex, profession and socio-economic classes; In Nigeria, most people use drugs to stay awake (kolanut and coffee), to stay alert throughout the day (cigarettes, cannabis), as a way to 11relax (alcohol) and to reduce pain (aspirin) .Road traffic accidents are the world's leading cause of death for individuals between the ages of 15 and 29 years. Globally, every year, about 1.3 million people are killed in motor vehicle crashes and 20–50 million more are seriously injured. By 2020, motor vehicle crashes are expected to become the third most serious threat to human health in the world .In Nigeria, Federal Road Safety Corps (FRSC) statistics indicated 5,157 lives were lost in road traffic accidents in three years out of 18,303 reported 13 accidents . Most of the accidents occur because of bad driving and unnecessary haste. The case of road users in urban cities like Lagos has become even more critical. In 2008, Lagos was declared the most 14 dangerous city in road accidents .Commercial vehicles are the oldest and most common means of transportation in the world. The involvement of these commercial drivers in drug and alcohol abuse has put many commercial vehicle users, non-users and other vehicle users in danger, accidents 8,15 injury and even death . We therefore, determined the prevalence of drug abuse among commercial drivers in Lagos, Nigeria and its association with road traffic accidents.

Among the consequences of road crashes that result from road rage in global reports include loss of lives and income due to the increase in the cost of medical care for the victims of road crashes (Peden, 2019; Ogden, & Moskowitz, 2019; WHO, 2019). Peden (2019) documented that about 1.2 million people die in road accidents with 50 million people being injured annually. Further estimates have also shown that there may be an increase of these figures by 65% in 2030, except policies are put in place to prevent the causes of road accidents globally (WHO, 2020).

According to Ukoji (2016), among the less- developing countries of the world, state capitals and a larger metropolitan in Nigeria where commuters spend more time in vehicles has been found to be more vulnerable to road crashes. Relative to the costs of road traffic crashes, there is a loss of income accruable to those whose lives were lost to road crashes as well as increase in the cost of medical care on the families of injured people from road crashes. For instance, WHO (2005) reported that the annual costs incurred on road traffic crashes and injuries globally ranged between \$65 billion to \$100 billion. Apart from these costs, Adekunle (2010) argued that the socio-economic costs of road crashes especially in Nigeria are enormous, which may include decrease in the nation's GDP due to labour loss and persons injured in road crashes who are no longer active in making meaningful contributions to the economic mainstream of the nation and their families because of the severity of the injuries sustained such as spinal cord injury, amputated legs and arms. Furthermore, statistics has it that out of the global total deaths recorded as a result of road traffic crashes, about 1.2 million deaths were from the low and middle-income countries (Nnabugwu, 2014) where Nigeria is situated. As Agbonkhese, Yisa, Agbonkhese, Akanbi, Aka and Mondigha (2013) pointed out, among the 193 countries in the world, Nigeria has been ranked second-highest in the rate of road crashes. WHO (2009) report also revealed that one out of four road crash deaths in Africa occur in Nigeria. Therefore, there is a strong likelihood that these consequences are associated with the relationship between alcohol consumption, road rage and road crashes.

Despite the efforts of the Federal Road Safety Corps (FRSC) since its establishment in 1988 to ensure safety of lives on Nigeria roads, the rate with which road traffic crashes occurs on service roads within the cities particularly among commercial tricycle riders have not been empirically investigated in the south- south Nigeria where it has become the most used means of road transport within the cities in about few decades ago. As a result of this, it is desirable that the the relationship between alcohol consumption and road rage among commercial tricycle riders is examined in the region. This will help to mitigate the potentials for high rates of road traffic crashes among commercial tricycle riders in Nigeria at large.

### **2.1.7 SOCIAL MEDIA CAMPAIGN AGAINST ALCOHOLIC DRINK AMONG COMMERCIAL RIDERS**

Social media campaigns are an effective public health intervention for addressing social norms and changing health behaviors (Redman et al.,2020: Noar, 2016; Wakefield et al., 2019). For mass media campaigns to be effective, they must not only impart crucial health information, such as through the presentation of facts or figures, but also persuade through the use of emotional appeals, such as through evocative stories and images (Elliott, 1993; Ulleberg et al., 2019). In the context of road safety, evidence-based campaigns have been found to increase knowledge and change attitudes, leading to reductions in risky road behaviors (Redman et al., 1990; Tay, 2020). Campaigns to reduce alcohol-impaired driving that persuade individuals to not

drink and drive and encourage them to prevent others from doing so; spreading messages about the physical dangers and legal consequences of drink driving also tends to be effective (Elder et al., 2004; Phillips et al., 2011; Young et al., 2018). Campaigns with concomitant activities for reducing alcohol-impaired driving, such as legislation and enforcement efforts against alcohol-impaired driving, are also beneficial for reducing road traffic crashes (Elvik et al., 2014; Phillips et al., 2011; Bachani et al., 2017).

Many countries around the world use the tripartite model of legislation-enforcement-advertising for effective campaigns against drink driving (Cheng et al., 2011). In high-income countries, campaigns, when coupled with legislation and enforcement of legislation, are an evidence-based public health tool that can reduce drink driving (Lastovicka et al., 2012; Redman et al., 2010; Murry et al., 2020; Mruk, 2007; Young et al., 2018). However, there is a dearth of literature on this topic from low- and middle-income countries. More studies from low- and middle-income countries are needed, as this is where the majority of road traffic crash deaths occur. Also, it is important to examine the impact of anti-drink-driving campaigns on drinking and driving in these countries because results from studies in high-income countries may not be generalizable to low- and middle-income countries where traffic regulations and driving practices might be different. To our knowledge, no study has assessed the impact of anti-drink-driving campaigns in terms of knowledge, attitudes, and behaviors in low- and middle-income countries, such as Ethiopia. This study aims to address this gap by examining the impact of an anti-drink-driving campaign on knowledge, attitudes, and behaviors around drinking and driving in Addis Ababa.

The drinking and driving campaign was developed through a partnership between the Addis Ababa Transport Programs Management Office and Vital Strategies as part of the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS). This multi-partner program focused on reducing four risky road user behaviors: speeding, lack of seatbelt wearing, lack of helmet wearing, and drunk driving.

### **2.1.8 EFFECT OF ALCOHOLIC GIN ON COMMERCIAL RIDERS MENTAL HEALTH PROBLEMS**

There are many studies showing the connection between mental health problems and abusing alcohol. Drinking too much alcohol can lead to a mental health disorder and vice versa. Students often try to self-medicate with alcohol to alleviate anxiety, depression, and other mental illnesses. Alcohol affects brain chemicals responsible for making you feel happy and rewarded. But over time, alcohol can damage brain cells and students find it hard to feel that happiness on their own. Mental illness makes it difficult to complete tasks such as homework assignments and preparing for tests. In some instances, students with mental illness can't find the motivation to attend classes and complete projects. While mental illness alone can affect grades, combined with alcohol it becomes even harder to get good grades.



## **LEGAL STRESS**

Those who drink in excess are more likely to find themselves in trouble with either the school, the police or both. Drinking and driving among college students is risky behavior that takes place more often than it should. When a student is drunk, they are likely to make poor decisions, some of which may violate the policies of the college. Violating the law or school policies can mean paying large fines, suspension or being expelled. All these lead to failing or incomplete courses.

## **ALCOHOL WEAKENS THE IMMUNE SYSTEM**

Long-term excessive alcohol drinking can have negative effects internally. It can damage the liver, the respiratory system, and the digestive system, to name a few. Drinking impairs immune cells in the lungs, leading to ailments such as pneumonia and tuberculosis. Binge drinking can further weaken the immune system due to the overwhelming amount of alcohol flooding the system at once. The liver cannot process out the antitoxins fast enough to protect the body, causing the immune system to weaken.

When students are sick, they are not able to fully concentrate on their studies. They may not even be able to attend classes due to an illness. And when class participation and attendance factor into a grade, this can lower their overall score.

## **POOR SLEEPING HABITS**

Proper sleep has long been linked to good health. Lack of sleep contributes to decreased mental focus, irritability, and anxiety. Alcohol prevents you from getting good sleep. It dehydrates your body and can sleep-related disorders worse, including sleep apnea and insomnia. When students are not well rested, they often oversleep and miss important classes. If they do attend the class, they find it difficult to concentrate and engage in learning. Not putting forth the necessary efforts to do well in a course can lead to a lower overall grade.

## **PHYSICAL INJURIES**

Alcohol, because it causes impairments in the brain, affects motor skills. It also affects decision-making skills. When sober, you can make smart decisions and weigh the factors of if something is harmful. Alcohol changes the chemicals in your brain and makes you think you can accomplish things you can't. For instance, when drinking, you may think surfing on concrete while being pulled behind a vehicle is a fun way to pass the time. You think you are invincible and won't be harmed. You quickly learn the opposite is true when you end up in

the hospital with a few broken bones. Injuries such as these prevent you from attending class and put you behind in completing the assignments required to complete the class. Or, you may be given narcotics to help ease the pain of your injury. Narcotics further prevent you from being able to properly study.

## **FINANCIAL STRESS**

According to reports, college students spend \$900 a year on alcohol. They spend about half of this amount on books. This can mean that students are spending their loan money on booze. When financial trouble hits a college student, there can be serious repercussions. Some students may have to obtain a job that can interfere with attending class or study time. Some students may lose a scholarship or grant money due to excessive partying. Losing a scholarship or other funding can lead to a student dropping out of college or going further into debt. Financial stress can lead to students not being able to give their grades the attention they need.

## **2.2. THEORETICAL FRAMEWORK**

### **2.2.1 USES AND GRATIFICATIONS THEORY**

Uses and Gratifications Theory provided the framework for this study. According to Baran and Davis (2003), the origin of the theory is often credited to Herta Herzog. They went further to establish that Herzog's article entitled "motivations and gratifications of daily serial listeners" was the first published research to provide an in-depth examination of media gratifications. Sweetser and Kaid (2008) opined that the theory has been more recently used to determine the gratifications of entertainment media. The theory also has a long history of investigating political information seeking motivations.

Blumer and McQuail (1969) found that gratifications sought from watching political broadcasts clustered into three constructs; political reason such as reinforcement or vote guidance; surveillance for keeping up with the issues; and excitement such as seeing which political party would win. With the development of the internet and its subsequent deployment for the dissemination of political information, researchers have applied the uses and gratifications perspective to online political information seeking. Kaye and Johnson (2002) examined gratification for seeking political information online and found that primary motivations to be guidance, information seeking and surveillance, entertainment and social utility. These scholars also link media use political attitudes and behaviours. To buttress this assertion, Kaye and Johnson (2002) in a study reported that higher levels of self-efficacy are associated with information seeking and surveillance, and higher interest in politics is correlated

with accessing political information online for social utility and information seeking surveillance.

The theory according to Anaeto, Onabanjo and Osifeso (2008, p.71) is concerned with what people do with the media instead of what the media do to people. The major trust of the theory subscribes to the assumption that consumers of mass media content influence the effect of the mass media on them. Hence media consumers are not passive but active in determining what they use the media for. Folarin (2005) observed that mass media audience have some certain needs that are dear to them that is why they are exposed to, attend to, and retain media messages because of the perceived gratification derivable from such messages. The theory is relevant to this study because users of social media feel that the medium will satisfy their curiosity and meet their information needs, and thus make them active participants in the political communication process. Therefore, they are able to select specific messages on a variety of social media platforms to connect to political activities within and outside their geographical location.

### **2.2.2 FRAMING THEORY**

Framing theory is a theoretical framework propounded by Erving Goffman in 1974 which states the media draws attention to specific occurrences before contextualizing them with a specific explanation. This work provides a detailed examination of how cognitive frameworks influence an individual's interpretation of societal dynamics. The author effectively utilized the metaphor of a picture frame to vividly demonstrate and support this theoretical concept (Mass Communication Theory (Online), 2017). The concept of framing entails the deliberate selection of particular aspects of an observed reality and accentuating them within a communication text in order to support a particular problem recognition, causal analysis, ethical evaluation, and/or proposed interventions. (Scheufele, 2019).

According to the framing theory, the way information is presented to an audience (referred to as "the frame") influences how people process and interpret it. Frames, which are conceptual representations are employed to shape and structure the meaning of messages. The frame acts as a framework that helps individuals contextualize their experiences in life, symbolized by a picture that captures their perception. Framing involves the procedural aspect by which a source of communication establishes and constructs the manner in which information is presented. The dominant utilization of frames is observed in the way news or media outlets shape the presentation of their content. A frame describes how the media, who act as gatekeepers, arrange.

Relating **the theory with the research study**, According to the theory, the media highlights certain events and then places them within a particular context to encourage or discourage certain interpretations. The media highlight various information Concerning taking of alcohol by the commercial riders which is affecting most of the public. Media have tried enough to organize several programs and public event which are directly fighting again commercial riders taking of alcohol while driving and youths consuming high portion of alcohol gin while driving.

Framing occurs in the media mostly because of time and resource constraints on what can be reported. Journalists must choose which events to cover and which to ignore. They must also decide which facts, values and perspectives will be mentioned or given prominence. This means journalists apply their own interpretive frames when packaging news. Reporters are also influenced by social norms, pressure from interest groups, journalistic routines and their own ideological or political orientations. As a result, some definitions, evaluations and recommendations contained within news reports are promoted over others. This affects audiences by limiting how they perceive and interpret events.

## **2.3 EMPIRICAL REVIEW**

Several studies have examined the relationship between alcohol consumption and the experience of road rage. For example, Fierro, Morales and Álvarez (2021) examined the relationship between alcohol consumption and the experience of road rage victimization and perpetration among drivers and non-drivers among the people living in Castile and Leon (Spain). It was found that drivers driving under the influence of alcohol and/or cannabis during the previous year that preceded the survey were associated with being a perpetrator of road rage. Further studies have also revealed that heavy drinkers and consumers of illicit drugs are often perpetrators and victims of aggressive behaviour on the road, as well as being “at fault” in traffic crashes (Chipman, Macdonald, & Mann, 2021; Macdonald, Anglin- Bodrug, Mann, Erickson, Hathaway, Chipman, & Rylett, 2021/). Indeed, studies have consistently revealed that aggressive driving and road rage simultaneously influenced each other (Yu, Evans, & Perfetti, 2019), and thus resulting to road crashes. In their study as an instance, Drummer and colleagues (2019) noted that the involvement in drugs among drivers of vehicles results to killing of people in society.

Risky and harmful use of alcohol is still the most important cause of death among young people between the ages of 15 and 29 (WHO, 2024). Risk factors for alcohol consumption are divided into two categories: the first category includes legal, social and cultural factors that provide a normative assumption for behaviour, and the second category is factors of individuals and their interpersonal environment (Petronytè et al., 2017). An Australian study carried out a decade ago emphasized the use of alcohol in the family, specific communication patterns (the extent to which adolescents feel free to talk to their parents about emotional topics), adopted rules and parental involvement, quality of the parent–child relationship, family conflicts and parental monitoring of adolescents' everyday activities (Ryan et al., 2010).

According to the 2022 National Survey on Drug Use and Health (NSDUH), of full-time college students ages 18 to 22, 49.0% drank alcohol and 28.9% engaged in binge drinking in the past month. Drinking at college has become a ritual that students often see as an integral part of their higher education experience. Some students come to college with established drinking habits, and the college environment can lead to a problem.

Studies also show that many parents take responsibility for young people's attitudes towards alcohol and their drinking habits (Ryan et al., 2011). Population studies find that early age of drinking onset correlates with increased lifetime risks for developing alcohol dependence, violence and injuries (Crews et al., 2016). Drinking during adolescence increases the risk of hazardous or harmful alcohol use, heavy episodic drinking, alcohol dependence, injuries and psychological distress (Pillai et al., 2014).

Driving under the influence of alcohol (drink driving) is one of the major risk factors for road traffic crashes (Agent et al., 2002). The consumption of alcohol—even in relatively small amounts—affects drivers' judgement, vision, coordination, and reflexes and increases the risk of having a crash (Carvajal and Lerma-Cabrera, 2015; Pan American Health Organization World Health Organization, 2018). Even among professional drivers, there is a high prevalence of drink driving and poor self-reported road safety outcomes, road traffic fines, and crashes, regardless of the regularity or frequency of alcohol consumption (Useche et al., 2017). In addition, driving under the influence of alcohol leads to other high-risk road use behaviors, such as speeding, that can harm other road users who may be following traffic laws (Zhao et al., 2014; World Health Organization, 2018; Yadav et al., 2019). Finally, drivers with alcohol use disorders are more likely to be disqualified from driving as a result of road safety offenses, including crash involvement and traffic violations that lead to demerit points and/or loss of a driver's license (Martí-Belda et al., 2019).

A wealth of evidence has demonstrated a reliable relationship between exposure to alcohol marketing in traditional domains and alcohol consumption, particularly in young people (Jernigan et al. Citation2017; Babor et al. Citation2023). Researchers have recently argued that there is enough evidence to conclude that exposure to alcohol promotions in conventional channels is causal of subsequent alcohol consumption in young people in a dose-effect relationship (Sargent and Babor Citation2020). Using the Bradford Hill framework and criteria, Sargent and Babor (Citation2020) synthesized a comprehensive collection of commissioned studies (and other research literature) from alcohol science experts and concluded the evidence supports a causal relationship between alcohol marketing and alcohol consumption. This work heralds a major shift in the position of public health research and has led to momentum for arguments around an international framework convention (with a component similar to Article 13 of the WHO Framework Convention on Tobacco Control; WHO Citation2003). However, there is now much alcohol marketing in the online environment, and we know little about the effects of digital alcohol marketing, and particularly marketing on social media platforms (Sargent and Babor Citation2020). Babor et al. (Citation2023) have suggested that the impacts are likely to be similar - if not potentially more influential – to conventional alcohol marketing.

The Varaždin region has a reputation as an area with high alcohol consumption in Croatia. The most recent ESPAD (European School Survey Project on Alcohol and Other Drugs) survey showed that 64% of Croatian secondary school students had tried an alcoholic beverage before age 13. Furthermore, 11% had been intoxicated before age 13, which is higher than the European average (8%; ESPAD, 2015). In 2015, the study was conducted for the sixth time. Overall, 55% of Croatian students reported drinking alcohol in the previous 30 days. The results also showed that the prevalence of drunkenness reported in the previous 30 days was 16% for all students (17% for boys and 14% for girls; Kraus et al., 2016).

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## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 INTRODUCTION**

This researcher is aimed at the impact of social media campaigns against alcoholic gin consumption among commercial riders in the Ilorin metropolis. For this purpose, a survey research/design method would be used in this research because samples of different populations in the Ilorin metropolis area would be conducted. Survey Researcher/Design is a method of Researching in which researchers are interested in studying certain characteristics, attitudes, motivations, behaviour or opinions of populations which may be large or small without attempting to manipulate any variable (Olawuyi, 2010).

#### **3.1 RESEARCH DESIGN**

To examine the impact of social media campaigns against alcoholic gin consumption among commercial riders in the Ilorin metropolis, this will enable the researcher to discuss findings especially as there are widespread variables. The research design adopted for this study is the survey research method. As the name implies, survey is a research method, which focuses on a representative sample method therefore goes into the field and in the data, selects samples out of the entire population (Nwodu. 2022). The reason for choosing this method is because the survey method aims not only at collections of data but also the discovery of meaning in the data collected so that the facts can be better interpreted, explained and understood.

Rajendar (2009) also defined research design as it communicates the intentions of the researcher, the purpose of the study and its importance, together with a step-by-step plan for conducting the study. Survey design is the process of creating surveys with the goal of receiving maximum insights from survey research. It includes using an online survey tool to design a survey from scratch or using ready-made survey templates. A personalized survey allows us to better understand the intended goal in research.

#### **3.2 POPULATION OF THE STUDY**

Population size in a research context refers to the entire members, groups; objects or elements a researcher is interested in. The population however refers to the numbers of people

living in a particular geographical location. The research population refers to the individuals whom the research is directed to (Aremu, 2020).

Based on the research case study, this project suggests that the researcher should use the Populace Of commercial riders in the Ilorin metropolis.

Recently, Ilorin is one of the most densely populated cities in Nigeria, with an estimated 974,000 residents. According to the Chairman of ifesowapo unit 1 Ilorin speech during the annual National commercial tricycle and motorcycle owners and riders association in Nigeria (NATOMORAS) , The metro area population of Ilorin commercial riders in 2024/2025 is 800,050.

The study population consists of selected registered commercial riders in the Ilorin metropolis, Kwara State. For the inclusion criteria, the respondents needed would be included, while concerning the exclusion criteria, the respondents not needed for the study would be excluded. In other words, only the local government chosen would be considered for the study. This implies that every element, subject, objects, etc. is capable of providing useful and relevant data in explaining a certain phenomenon of a given study.

### **3.3 SAMPLE SIZE AND SAMPLING TECHNIQUE**

Bamidele (2020), as cited in Oloyede & Adejare (2015) defines sampling size as the selection of a part to represent a whole. This means the exact number of respondents which the researcher studies out of the entire population.

The selection of the sample size of this study employed purposive Sampling Techniques and these help to generate unique insight into the phenomenon under investigation. Sampling involves simple random and purposive selection of sample for the study. For the purpose of the population targeted the research sample will be limited to a manageable size of one hundred (100) by using Yamane research formula for calculating the sample size.

$n = N / (1 + N(e)^2)$

The sampling size in this study will consist of 100 hundred commercial riders/respondents selected in Ilorin metropolis which include. Using simple random techniques, One (100) respondents who reside in Ilorin metropolitan including villagers, students, civil servants etc. would be selected. The simple random sampling will be used to select the one hundred (100) respondents from the commercial rider.

### **SAMPLING TECHNIQUES**

Therefore, the adoption of the purposive sampling techniques is to select 100 respondents in the Ilorin East local government area. This study makes use of purposive sampling for the Ilorin East residents which is the unit of analysis and simple random sampling was used to select 100 respondents from Ilorin East residents which makes a total sample size of 100 Ilorin East residents.



The study could not be carried out on all the respondents in the Ilorin metropolis. However, this is to take the sample as the systematic simple random sampling due to the large population. 100 respondents will be selected from the chosen local government area which is Ilorin east, precisely respectively to administer the questionnaires

### **3.4 RESEARCH INSTRUMENT**

The type of instrumentation and researcher instrument that would be employed in this researcher is the use of a questionnaire because it was a questionnaire that is employed in the research. The questionnaire would be administered personally to commercial riders in the Ilorin metropolis. A total of one hundred (100) copies of the questionnaire would be distributed to the respondents.

All the copies of the questionnaire administered would be immediately collected from the respondents after completion for the purpose of data analysis. The questionnaire is used for data collection. It would be made up of twenty (20) questions (items) 100 hundred copies of the questionnaire would be produced and administered for one hundred (100) respondents who live in Ilorin as a commercial rider.

### **3.5 VALIDITY AND RELIABILITY OF INSTRUMENT**

The instrument will be cross examined by the supervisor, a lecturer in the Department of Mass Communication in Kwara State Polytechnic, Ilorin, Kwara State. The test method will be employed by the researchers to determine the reliability of the instrument.

### **3.6 METHOD FOR ADMINISTRATION OF THE INSTRUMENT**

The nature of this study has necessitated the use of questionnaires. The questionnaire method is adopted to elicit information from respondents on the impact of social media campaigns against alcoholic gin consumption among commercial riders in ilorin metropolis.

In order to have an unbiased selection of the sample, the study area is based in Ilorin metropolis, Kwara state. One hundred questionnaires shall be distributed to one hundred (100) respondents that live in the Ilorin metropolis and the questionnaire will be collected immediately after the completion.

### **3.7 METHOD OF DATA ANALYSIS**

In analysing the data collected through our questionnaires, simple percentage table and cross tabulation will be used in the course of this research and conclusion of the findings will follow. This is one of the most adopted means of data analysis employed by many researchers.

## **CHAPTER FOUR DATA ANALYSIS AND RESULTS**

### **4.0 INTRODUCTION**

Data analysis is the most crucial part of any research. Data analysis summaries collected data. It is a process used by researchers for reducing data to a story and interpreting it to derive insights.

In this chapter data are organized into tables so that statically and logical conclusions can be obtained from the collected data and findings will be discussed. In this research work, the simple percentage tabular presentation presents the primary data generated from the field. Doing this would enable easy, convenience, clarity and vetted comprehension The researcher presents all the questionnaire items that would provide answers to the researchers identified problem and all presentations and analysis shall be in conformity with questionnaire items and responses.

### **4.1. ANALYSIS OF RESEARCH INSTRUMENT**

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graphs, charts etc. However, the organization and presentation of data shall be according to questionnaire items and responses, in the (20) Twenty questionnaire items developed from the three framed researcher questions, the researcher aimed at using them to provide an answer to his topic problem.

A total of one hundred (100) copies of the questionnaire were produced and distributed to the researcher sample populace. All presentations are done in simple percentage tabular mode, while simple descriptive analysis technique was used to describe what items were contained in the tables.

**DISTRIBUTION TABLE**

Respondent	Frequency
Number of questionnaire distributed	100
Number of questionnaire returned	100
Number of discard	Nil
Number of questionnaire not returned	Nil
Number of questionnaire presented and analyzed	100

From the above table it can be seen that the respondents were people of Ilorin. Number of questionnaires distributed were 100, the percentage was 100%, number of questionnaires returned was 100, no of discards was Nil, number of questionnaire not returned Nil and number of questionnaire presented and analyzed are 100.

### **4.2. ANALYSIS OF RESEARCH INSTRUMENT**

## SECTION A- BIO DATA OF THE RESPONDENTS

### QUESTION 1: Distribution of sex respondents

**Table I**

RESPONSES	FREQUENCY	PERCENTAGE
Male	52	52%
Female	48	48%
Total	100	100%

**Source: Field Work 2025**

In the response to the question on the distribution of respondents according to their sex, 52 respondents representing 52% of the population are male while 48 representing 48% are female. From the above table, it shows that Male respondent response are more than the female respondent.

### QUESTION 2: Distribution of the age of respondent

**Table II**

RESPONSES	FREQUENCY	PERCENTAGE
16-20	24	24%
21-25	72	72%
26-30	3	3%
31 and above	1	1%
Total	100	100%

**Source: Field Work 2025**

In the above table, 24 respondents on 24% fall between the age bracket of (16-20) years and 72 respondents on 72% fall between the age bracket of (21-30) years. For the age bracket of (36-45) years we have 3 respondents on 3% and then 1 respondent 1% for the age 46 years and above.

The above table shows that the age of 21\_\_25 responses are more than others age range.

### **QUESTION 3: Marital Status**

**Table III**

RESPONSES	FREQUENCY	PERCENTAGE
Single	82	82%
Married	17	17%
Separate	1	1%
Divorce	0	0%
TOTAL	100	100%

**Source: Field Work 2025**

The table 3 above shows the Marital Status of the respondents. According to the table 82 (82%) of the respondents are single, 17 (17%) are married, 1 (1%) of the respondents is separated while 0 (0%) is divorce.

The above table shows that single respondent responses are more than others respondents.

### **QUESTION 4: Occupation of Respondent**

**Table IV**

RESPONSES	FREQUENCY	PERCENTAGE
Self employed	12	12%
Civil servants	0	0%
Employed	5	5%
Student	83	83%
Total	100	100%

**Source: Field Work 2025**

Table above shows the occupation of the respondents, according to the table 12 (12%) are respondents for self employed, 0 (0%) are civil servants, 5 (5%) are employed, while 83 (83%) are students.

The table above shows that student responses are more than others respondents.

**QUESTION 5: Which social media platform are you familiar with?****Table V**

RESPONSES	FREQUENCY	PERCENTAGE
Facebook	76	76%
Twitter	4	4%
Instagram	13	13%
Others	7	7
Total	100	100%

**Source: Field Work 2025**

From the table above, 76 (76%) of the respondents make use of Facebook platform, 4(4%) of the respondents are familiar with twitter, 13(13%) of the respondents are familiar with Instagram while the 7 (7%) of the respondent make use of others social media. The table above shows that respondents make use of Facebook as their major social media platform.

**QUESTION 6: Which of the social media have you ever come across drinking and driving campaigns?****Table XI**

RESPONSES	FREQUENCY	PERCENTAGE
Facebook	40	40%
Twitter	26	26%
Instagram	10	10%
Others	24	24%
Total	100	100%

**Source: Field Work 2025**

The table above shows how respondents answered the question on the platform that campaign on drinking and driving mostly in which 40(40%) of the respondent choose Facebook, 26 (26%) of the respondent choose Twitter while 10(10%) of the respondent choose Instagram and 24 (24%) of the respondent choose others social media platform. The above table shows that respondents choose Facebook platform as the one that mostly campaigns against drinking and driving.

**QUESTION 7:** Have you ever come across campaigns against drinking and driving on social media?

**Table VI**

RESPONDENTS	FREQUENCY	PERCENTAGE
Yes	73	73%
No	27	27%
Total	100	100%

Source: Field work 2025

From the above table, it shows the rate to the respondent came across campaigns against drinking and driving in which 73(73%) of the respondents agreed while 27(27)% of the respondents disagreed.

The above table shows that the respondent came across campaigns against drinking and driving.

**QUESTION 8:** Are you a commercial driver?

**Table VII**

RESPONSES	FREQUENCY	PERCENTAGES
Yes	73	73%
No	27	27%
Total	100	100%

**Source: Field Work 2025**

From the above table, it shows 73(73%) of the respondents are commercial drivers while 27(27)% of the respondents disagree.

The above table shows that almost all the respondents are commercial drivers.

**QUESTION 9:** Have you ever drunk alcohol while driving?

**Table VIII**

RESPONSES	FREQUENCY	PERCENTAGE
Yes	85	85%
No	15	15%
Total	100	100%

**Source: Field Work 2025**

From the above table, it shows that 85(85%) of the respondents drank alcohol before driving while 15(15%) of the respondents didn't.

**QUESTION 10:** How often do you consume alcoholic gin while driving?

**Table IX**

RESPONSES	FREQUENCY	PERCENTAGE
Frequently	50	50%
Occasionally	10	10%
Rarely	5	5%
Never	35	35%
Total	100	100%

**Source: Field Work 2025**

Table 9 above shows how often drivers consume alcoholic gin while driving in which 50(50%) of the respondents consume gin frequently, 10(10%) of the respondent consume it occasionally, 5(5%) of the respondent rarely consume gin and 35(35%) never consume.

**QUESTION 11:** How do you take alcoholic gin?

**Table X**

RESPONSES	FREQUENCY	PERCENTAGE
Before work	60	60%
At work	10	10%
After work	30	30
Total	100	100%

**Source: Field Work 2024**

The above table shows that 60(60%) of the respondents take alcoholic gin before work, 10(10%) take it at work while 30 (30%) of the respondents take it after work.

**QUESTION 12:** Do you think alcohol gin consumption increases your driving performance?

**Table XI**

RESPONDENT	FREQUENCY	PERCENTAGE
<b>YES</b>	<b>80</b>	<b>80%</b>
<b>NO</b>	<b>20</b>	<b>20%</b>



<b>TOTAL</b>	<b>100</b>	<b>100%</b>
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**Source: Field Work 2024**

The above table shows that 80(80%) of the respondents believe that alcohol gin consumption increases your driving performance while 20 (20%) of the respondents didn't.

**QUESTION 13:** Have you ever had an accident or traffic crash due to consumption of alcoholic gin?

RESPONDENT	FREQUENCY	PERCENTAGE
<b>YES</b>	<b>80</b>	<b>80%</b>
<b>NO</b>	<b>20</b>	<b>20%</b>
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**Source: Field Work 2024**

The above table shows that 80(80%) of the respondents had an accident or traffic crash due to consumption of alcoholic gin while 20 (20%) of the respondents didn't.

**QUESTION 14:** Alcoholic gin changes behavioural pattern, mental illness, accident and death.

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	55	55%
Agree	30	35%
Neutral	5	5%
Strongly disagree	7	7%
Disagree	3	3%
Total	100	100%

**Source: Field Work 2025**

The above table shows how the respondents response to Alcoholic gin changes behavioural pattern, mental illness, accident and death. in which 55(55%) of the respondent strongly agree, 30(30%) Agreed, 5(5%) are neutral while 7(7%) of the respondents disagree and 3(3%) of the respondent disagree.

**QUESTION 15:** Government should strengthen existing laws and policies on substance and alcohol abuse

**Table XII**

RESPONSES	FREQUENCY	PERCENTAGE
<u>Strongly agree</u>	40	40%

Agree	35	35%
Neutral	5	5%
Strongly disagree	15	15%
Disagree	5	5%
Total	100	100%

**Source: Field Work 2025**

The above table shows that Government should strengthen existing laws and policies on substance and alcohol abuse in which 40(40%) of the respondent strongly agree, 35(35%) Agreed, 5(5%) are neutral while 15(15%) of the respondents disagree and 5(5%) of the respondent disagree.

**QUESTION 16:** Social media serves as a powerful tool for raising awareness about the consequences of alcohol consumption among commercial riders in kwara state.

**Table XIII**

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	60	60%
Agree	14	14%
Neutral	3	3%
Disagree	15	15%
Strongly Disagree	15	15%
Total	100	100%

**Source: Field Work 2025**

The above table shows that Social media serves as a powerful tool for raising awareness about the consequences of alcohol consumption among commercial riders in kwara state in which 60(60%) of the respondent strongly agree, 14(14%) Agreed, 3(3%) are neutral while 15(15%) of the respondents disagree and 15(15%) of the respondent disagree.

**QUESTION 17:** Government and other agencies should set and enforce limits on the days and hours when people buy alcohol gin.

**Table XIV**

RESPONSES	FREQUENCY	PERCENTAGES
Strongly Agree	50	50%

Agree	18	18%
Neutral	2	2%
Disagree	20	20%
Strongly Disagree	10	10%
Total	100	100%

**Source: Field Work 2025**

The above table shows that Government and other agencies should set and enforce limits on the days and hours when people buy alcohol in which 50(50%) of the respondent strongly agree, 18(18%) Agreed, 2(2%) are neutral while 20(20%) of the respondents disagree and 10(10%) of the respondent disagree.

**QUESTION 18:** Low level of education and unemployment increase the rate of commercial drivers taking alcoholic gin while.

**Table XI**

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	83	83%
Agree	10	10%
Neutral	0	0%
Strongly Disagree	5	5%
Disagree	2	2%
Total	100	100%

**Source: Field Work 2025**

The above table shows that 83 (83%) of the respondent strongly agree that Low level of education and unemployment increase the rate of commercial drivers taking alcoholic gin while as 10(10%) of the respondent agree, 5 (5%) of the respondent strongly disagree that while 2(2%) of the respondent disagree with that and Non of the respondent response are neutral to the statement.

**QUESTION 19:** Taking alcoholic gin has a negative influence on the commercial driver in Ilorin metropolis.

**Table XII**

RESPONSES	FREQUENCY	PERCENTAGE
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Strongly Agree	60	60%
Agree	20	20%
Neutral	5	5%
Disagree	10	10%
Strongly Disagree	5	5%
Total	100	100%

**Source: Field Work 2025**

The above table shows that Taking alcoholic gin has a negative influence on the commercial driver in Ilorin metropolis in which 60 (60%) strongly agree, 20 (20%) agree while 5 (5%) of the respondent are, neutral to the statement, 10(10%) of the respondent Disagree and 5(5%) of the respondent strongly Disagree with the statement.

**QUESTION 20: Alcoholic drinks destroy and change the moral behavior in the society .**

**TABLE XVII**

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	56	56%
Agree	24	24%
Neutral	0	0%
Disagree	15	15%
Strongly Disagree	5	5%
<b>Total</b>	100	100%

**Source: Field Work 2025**

The above table shows that Alcoholic drinks destroy and change the moral behavior in the society in which 56 (56%) strongly agree, 25 (25%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 5(5%) of the respondent strongly Disagree with the statement.

**iSource: Field Work 2025**

The above table shows that Institutions should organize public campaign about the negative influence of consumption of alcoholic drink among the student in which 55 (55%) strongly agree, 15 (15%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 15(15%) of the respondent strongly Disagree with the statement. .

#### **4.3 ANALYSIS OF RESEARCH QUESTIONS**

##### **RESEARCH QUESTION 1: WHAT IS THE LEVEL OF SOCIAL MEDIA CAMPAIGN AGAINST ALCOHOLIC GIN CONSUMPTION AMONG COMMERCIAL RIDERS IN ILORIN METROPOLIS?**

Table 16 answered this research question as it was gathered in Table 16 which shows the respondents response on the taking of alcoholic drinks has a negative influence on the student of kwara state polytechnic in which 60 (60%) strongly agree, 20 (20%) agree while 5 (5%) of the respondent are, neutral to the statement, 10(10%) of the respondent Disagree and 5(5%) of the respondent strongly Disagree with the statement.

Table 17 answered this research question that Alcoholic drinks destroy and change the student moral behavior in the society in which 56 (56%) strongly agree, 25 (25%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 5(5%) of the respondent strongly Disagree with the statement.

Table 20 answered this research question that alcohol affect their mentality and physical activeness among their peers in the environment in which 55 (55%) strongly agree, 15 (15%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 15(15%) of the respondent strongly Disagree with the statement.

##### **RESEARCH QUESTION 2: WHAT IS THE EXTENT TO WHICH SOCIAL MEDIA CAMPAIGN AGAINST ALCOHOLIC GIN CONSUMPTION HAS INFLUENCE THE LEVEL OF KNOWLEDGE OF RIDERS IN ILORIN METROPOLIS?**

Table 6 answered this research question as it explained the platform that advertise alcoholic drinks mostly in which 40(40%) of the respondent choose Facebook, 26 (26%) of the respondent choose Twitter while 10(10%) of the respondent choose Instagram and 24 (24%) of the respondent choose others social media platform. The above table shows that respondents choose Facebook platform as the one that mostly advertises alcoholic drinks.

Table 7 answered this question as it shows rate to the internet have a vast reach and allows information of advertisement to be accessible to the audience in which 73(73%) of the respondent agreed while 27(27)% of the respondent disagree. The table shows that internet allow information to reach a large audience and make people have access to information on alcoholic advertisements.

### **RESEARCH QUESTION 3: WHAT IS THE RATE AT WHICH COMMERCIAL RIDERS COMPLY WITH SOCIAL MEDIA CAMPAIGN AGAINST ALCOHOLIC GIN CONSUMPTION?**

Table 13 answered the question in which the above table shows that the restriction or banning of all forms of advertising of alcohol is one way to control alcoholic drink on the social media in which 60(60%) of the respondent strongly agree, 14(14%) Agreed, 3(3%) are neutral while 15(15%) of the respondents disagree and 15(15%) of the respondent disagree.

Table 14 answered this research question as it explain that government and other agencies should set and enforce limits on the days and hours when people buy alcohol in which 50(50%) of the respondent strongly agree, 18(18%) Agreed, 2(2%) are neutral while 20(20%) of the respondents disagree and 10(10%) of the respondent disagree.

Table 19 answered this research question as it proves that Institutions should organize public campaign about the negative influence of consumption of alcoholic drink among the student in which 55 (55%) strongly agree, 15 (15%) agree while 0 (0%) of the respondent are, neutral to the statement, 15(15%) of the respondent Disagree and 15(15%) of the respondent strongly Disagree with the statement.

#### **4.4 DISCUSSION OF FINDINGS**

The purpose of this study is to examine “**IMPACT OF SOCIAL MEDIA CAMPAIGN AGAINST ALCOHOLIC GIN CONSUMPTION AMONG COMMERCIAL RIDERS IN ILORIN METROPOLIS**”. The result obtained from the statistical analysis in this study was used to provide an answer to this research study, as data were presented into tables using simple percentage tabular presentation in the chapter four of this study to provide an answer to the question raised in this study.

Definite questions were asked in the questionnaire to generate answers to each of the questions posed in this study, 100 questionnaires were administered to the respondent and all the copies of the questionnaire were returned.

This study sought to examine the influence of social media advertisement on alcohol consumption among commercial riders in Ilorin Metropolis. The main instrument for data collection of this survey is questionnaire, which was used to find out the perception of the sampled population. However, after carefully analysing the data collected using a statistical table, the findings will be discussed in the following order.

From the research conducted where we had a population size that constitutes both males and females, people from different age bracket ranging from less than 20 to 36 years and above, sex, marital status, educational qualification and occupational status, we were able to deduce that

the simple random sampled respondents for this research were all exposed to social media advertising platforms in Ilorin Metropolis.

Based on the findings it was discovered that, the main source(s) of exposure of social media alcohol gin advertisement are portable hand held devices e.g phone, ipads and tablets, video streaming sites e.youtube, satellite television like DSTV, terrestrial television like Silverbird, channels TV and social media sites like facebook, twitter, Instagram.

From the respondent response, it was viewed that the commercial riders make use of social media sites mostly such as Facebook, Twitter, Instagram and others to listen to view alcohol advertisement in which we were able to deduce the fact that Facebook is the mostly social media platform in which students make use of to come across alcohol advertisement on the social media platform.

According to the research, Findings indicate alcoholic Gin has a huge effect on the Rider, we can therefore conclude that the taking of alcoholic gin has a huge negative impact on the moral behavior of the commercial riders in Ilorin Metropolis. The study aligns to the findings of Dent and Gaif (2021) argues that while alcohol plays a very important role in condemning behavioral patterns of adolescents, other factors such as social, biological and environmental dynamics also contribute to this relationship.

This research explored the impact of social media alcohol advertisements with different appeals. Notably, the alcohol advertisement positively changed peoples' perceptions and attitudes about drinking, without really changing their drinking intention. The advertisement impacted viewers' perceptions and attitudes about drinking to be more positive. However, these perceptions and attitudes are essentially what lead to action.

The appeals were more effective when combined than standing alone in regard to impacting peoples' intention to purchase the product. Influencer marketing and humor were not nearly as effective as the taste appeal at impacting behavior, indicating that the central route of

appeals works best for alcohol advertisements. Additionally, the results that alcohol has evolved over time to become more of a high involvement product, possibly because of the emotional treatment it is given by society which could enhance its perceived value. This also provides an explanation as to why a rational appeal (taste) would be more effective than emotional appeals (humor).

It is notable that heavy social media users' behavior was more easily influenced by the advertisements than other social media users. Additionally, being a member of Greek Life was correlated with a more positive attitude and perceptions and an increased intention to buy or recommend. These different types of alcohol advertisements clearly impact different people in different ways, it will be interesting to examine more how additional industry trends can affect behavior and cognition.

The study revealed that the majority of the respondents are young people, aged 21 – 30 years [47] (47.1%)] and 31 – 40 years [e76 (33.5%)], This collaborates the findings that most okada riders are young people . Some of these young people are graduates or School certificate holders who are not employed in the public or organized private sector. The findings of this study revealed that 60% scored no/low alcohol related problems and 40% scored 8+ is considered hazardous drinking. This is very high; it shows that many of the okada riders have alcohol problems. This finding is in consonance with similar study done in Nigeria (Benin, Oyo and Zaira ) where they found high alcohol prevalence among okada riders. Alcohol /risk amongst Okada riders appears more.

On alcohol problems and okada riding , 75% of Okada riders have witnessed fellow Okada riders involved in accidents due to influence of alcohol; this was more commonly witnessed by the most experienced riders (89%) i.e. above 5 years riding experience, than their



less experienced counterparts. Based on personal experience of “okada” accidents by study respondents, only 53% attest to ever having accidents while riding their okada. Again, this was common among most experienced okada riders (69%) i.e. above 5 years riding experience. Majority of the respondents agreed that most okada riders take alcohol and that alcohol poses great danger . In essence the consensus view among surveyed respondents is that alcohol can influence the ability of an Okada rider to become carefree while driving and as such pose a danger to him, the passengers, and other commuters.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.1 SUMMARY**

The research study is based on **“IMPACT OF SOCIAL MEDIA CAMPAIGN AGAINST ALCOHOLIC GIN CONSUMPTION AMONG COMMERCIAL RIDERS IN ILORIN METROPOLIS”**. This research work is divided into five main chapters from chapter one of this study to chapter five, which clearly reviewed some steps and approach for easy presentation of its contents.

Chapter one is based on the background of the study with emphasis on the correlation between the youths and alcoholic advertisement on social media. As it shows that a lot of young people are exposed to alcohol advertisements which increases their patronage of consuming alcoholic drinks or gin.

The influence of alcoholic advertisement through various social media platforms on youths has become such an essential societal issue that can no longer be overlooked or treated with levity; not just because of how easily widespread the influence can be on Youths but because of its obvious impact on the behavior and their educational aspect of today's students.

The chapter Two of this research work deals with review of relevant literature. The review made a notable attempt towards examining the stands of various authors and scholars as to the influence of alcohol advertisement on social media on the general youth morality behaviors. This chapter also has several reviews of related studies (empirical review). The chapter also include a theoretical framework which discusses a couple of mass communication theories and its relevance to this study. In a nutshell, the work of scholars, their postulations, theoretical assumptions and literary documents that were consulted and reviewed was done for reasonable generalization, coupled with the findings of the study itself. Uses and gratification theory and Framing theory is used.

Chapter three of this work deals with the research methodology adopted. The researchers used descriptive design survey, a component of survey method of research for collecting the required data. Simple Random Sampling Technique coupled with the descriptive survey method of research which involves the use of questionnaires as research instruments was deployed. The

total of 100 residents of Mass Communication Student, Kwara state polytechnic students that were selected randomly formed the sample of this study.

In chapter four, the data gathered through the use of questionnaires as aforementioned in the third chapter of this study was analysed using a statistical table. Also, interpretations of the findings were made in line with responses gotten from respondents. The data were analysed based on the one hundred (100) questionnaires that were issued out and completely returned by respondents.

Consequently, data obtained from respondents shows that The main source(s) of exposure of student to the alcohol advertisement on social media platforms is majorly through their held phones and gadgets and the platform they make use mostly is Facebook in which they usually come across alcohol advertisement on Facebook mostly that significantly impact negatively on the moral behavior of the adolescent.

Finally, According to the research, Findings indicate alcoholic drink has a huge effect on the student, we can therefore conclude that the taking of alcoholic drink has a huge negative impact on the moral behavior of the riders. The study aligns to the fact that while alcohol plays a very important role in condemning behavioral patterns of adolescents, other factors such as social, biological and environmental dynamics also contribute to this relationship.

## **5.2 CONCLUSION**

This study has established that most okada riders are young people between 20-40 years old. It has also revealed high alcohol prevalence among them, especially the singles. the respondents in this have equally affirmed that okada riders take alcohol before setting for business and alcohol makes a rider prone to accidents, recklessness and over speeding. Majority of the respondents indicated that an okada rider should be banned from taking alcohol while on duty. There is the need for relevant agencies to work towards creating awareness on the danger to lives when an okada rider drinks and rides.

Social media have a broad reach into the lives of many young people and therefore have the potential to strongly influence their decisions. The growing body of literature on social media and alcohol suggests that researchers can consider the role of social media in alcohol consumption in two ways. First, social media can serve as a source of information about the behavior of the individual user, as illustrated by studies that link online content to offline behavior (Moreno et al. 2011) or demonstrate links between online and offline alcohol consumption patterns (West et al. 2012). Second, social media can be a source of influence on behavior according to such behavioral models as Social Learning Theory (Bandura 1986), the Media Practice Model (Brown 2000), and new theoretical frameworks such as the Facebook Influence Model (Moreno et al. 2013b). The influence of alcohol advertising in social media is not yet fully understood. Future work is needed to broaden our understanding of alcohol content across social media sites and over time in an adolescent's development.

### **5.3 RECOMMENDATION**

- The government should censor inappropriate sites in Nigeria. They can contact IT specialists with the support of owners of YouTube, Facebook and Instagram in such a way that adolescents will no longer have access to these sites without parental guidance. China for example created their own model of these apps to guide its citizens from corruption. Nigeria can do the same.
- Religious institutions are not left out. It is their duty to vehemently present the dangers of alcohol advertising and consumption to adolescents. This is because, most adolescents respect what their religious leader says more than their parents and teachers.
- Government agencies and other corporate bodies should endeavor to sponsor the production of music videos that promote Nigerian values. There should be deliberate

effort to protect the public from too many foreign music videos that overtly contain negative themes.

- Research should explore the extent to which young people are exposed to advertising from alcohol manufacturers across social media sites. Regulations or new technology-based methods to avoid displaying such content to underage individuals may be possible and warranted. The same social-marketing approaches that may be used to promote alcohol on social media also can potentially be harnessed to promote abstinence before age 21 and responsible use thereafter. In these ways, an improved understanding of the new landscape of social media could be used to reduce the negative consequences of alcohol use among youth.
- Social media could be used similarly to how traditional media outlets have promoted responsible alcohol use and increased awareness of alcohol-related harm. Advertisements could be pegged to the same keywords used by alcohol beverage advertising, with the goal of reaching the same target audiences and providing educational messages or links to online interventions.
- The National Broadcasting Commission (NBC) should become more thorough with the screening of what nature of advertisement are allowed to be broadcast on any television channel within Nigeria, be it terrestrial or extra terrestrial. Penalty for defaulters should also be deterring enough.
- Parents on the other hand, should consciously censor the kind of videos their adolescents screen online by checking the previous history after using the internet. Parents are also discouraged from purchasing android phones for secondary school students until their

university level or beyond. However, if there is a high need for communication, a non – android phone can be purchased for guidance purposes.

- In addition, parents should monitor the use of some platform on their adolescent phones as this is where the problem begins. There are other age appropriate/ educative videos that can be used in exchange of hip hop music videos.
- Furthermore, students should be educated on the dangers of alcohol advertisement and its effect in their character and academic pursuit. In place of hip hop music, they can be introduced to other morally acceptable music videos that are more beneficial and less In conclusion, if stakeholders, government, parents, religious institutions, schools and so on can come together to combat/educate adolescents on the right path, the influence of alcoholic advertisement on social media platforms will be reduced significantly thereby protecting the future leaders of Nigeria.

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## **APPENDIX**

### **QUESTIONNAIRE**

MASS COMMUNICATION DEPARTMENT  
INSTITUTE OF INFORMATION AND  
COMMUNICATION TECHNOLOGY  
(IICT) KWARA STATE POLYTECHNIC, ILORIN

Dear respondent,

I'm HND II student of the above-named Institution and Department presently carrying out a research work with the topic **“THE IMPACT OF SOCIAL MEDIA CAMPAIGN AGAINST ALCOHOLIC GIN CONSUMPTION AMONG COMMERCIAL RIDERS IN ILORIN METROPOLIS”**. You have been selected as one of the respondents for this research work. Kindly assist in answering the following questions objectively as your responses will be treated with absolute anonymity because it is for academic purpose only. Thanks.

Instruction: please tick (✓) the answer you consider appropriate the questionnaire is divided in Two parts

#### **SECTION A**

1. Gender: Male ( ) Female ( )
2. Age: 15 – 20 ( ) 21 – 30 ( ) 31 – 40 ( ) 41 and above ( )
3. Marital Status: Married ( ) Single ( ) Divorced ( )
4. Educational Qualification: SSCE ( ) OND/NCE ( ) BSC/HND ( ) Other ( )
5. Occupation: Student ( ) Self Employed ( ) Civil Servants ( ) Others ( )

## SECTION B

6. Which social media platform are you familiar with?
- A. Facebook ( ) B. Twitter( ) C. Instagram ( )
7. Have you ever come across campaigns against drinking and driving on social media?
- A. Yes ( ) B. No ( )
8. Which of the social media have you ever come across drinking and driving campaign?
- A. Facebook( ) B. Twitter( ) C. Instagram( )
9. Are you a commercial driver?
- A. Yes ( ) B. No ( )
10. Have you ever drunk alcohol while driving?
- A. Yes ( ) B. No ( )
11. How often do you consume alcoholic gin while driving?
- A. Frequently ( ) B. Rarely ( ) C. Occasionally( ) D. Never
12. How do you take alcoholic gin?
- A. Before work( ) B. At work( ) C. After work( )
13. Do you think alcohol gin consumption increases your driving performance?
- A. Yes( ) B. No( ) C. Not sure( )
14. Have you ever had an accident or traffic crash due to consumption of alcoholic gin?
- A. Yes( ) B. No( ) C. Not at all ( )

## SECTION C

KEYS: Strongly Agree {SA}, Agree {A}, Neutral {N}, Disagree {D}, Strongly Disagree {SD}.

S/N	STATEMENT	SA	A	N	D	SD
15.	Alcoholic gin changes behavioural pattern, mental illness, accident and death.					
16.	Government should strengthen existing laws and policies on substance and alcohol abuse					

17.	Social media serves as a powerful tool for raising awareness about the consequences of alcohol consumption among commercial riders in kwara state.					
18.	Government and other agencies should set and enforce limits on the days and hours when people buy alcohol.					
19.	Low level of education and unemployment increase the rate of commercial drivers taking alcoholic gin while driving.					
20.	Taking alcoholic gin has a negative influence on the commercial driver in Ilorin metropolis.					