

**ASSESSING THE EFFECTIVENESS OF SOCIAL MEDIA ON
THE SPREAD OF ONLINE FRAUD AMONG YOUTHS**

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CERTIFICATION

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

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DEDICATION

This project is dedicated to God Almighty who is the giver of wisdom preserve our life till the end of our course in Kwara state Polytechnic and may God continue to guide us all in future endeavor (Amen).

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ABSTRACT

The general purpose of the study is to create awareness that has a useful advantages in Kwara State? Social Media serve as a platform for educational enrichment. Social Media by its nature commend more advisable because it has text, image, graphics to produce a package for it audience. It serves as an opinion leaders and agenda settler in it's content. It is a genetic term applied to method of signifying through space project audience without any inhabitation and does not need any particular level of literacy. In addition, it is the mass medium with which urban and community communication familiar make it a very appropriate medium to integrate development. It is also the most accessible medium, it fulfills the role as a " community and urban platform" in many isolated urban and community areas with several reserved for broadcasting content resonating the community and urban to take advantage of carrying along every individual leaving in the state to agitate good governance through the use of social media.

CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Online fraud a global issue that has transcended various geographical boundaries. Its development as Changed forms Overtimes It Continues to evolve into divergent Phases.

According to Clough, (2015), dating back to the 60s until present, online fraud gradually updating as technology develops.

In 1960, online fraud focused on physical destruction of Computer System parts and Stored data. In the mid 1960s, the united State Criminal abuse focused on data- bases and the related risks to privacy. In 1970s, traditional ways of Committing comes manual such as stealing. In 1980, the number of Computer Systems Increased, hence creating more potential target for online frauds. Yee, (2000) Explain that Internet access enables cyber criminals perpetuate Crimes through the Computer without being present at the crime scene. In the 1990s, a graphical Interface "World Wide Web" was introduced and this led to a tremendous growth in the number of internet users, and this invention also welcome new challenges in the cyber world. It means more advanced functions, more perpetrators and more victims were active within the Cyber Space Were (Clough, 2015).

Flowing from about the dynamics of fraud across the World breathed a new sot In Nigeria popularly known fraud. At the dawn of the fourth era a democratization in Nigeria in 1999, Internet access through mobile phone dominated the society with roughly 350,000 users, Which increased to approximately 120 Million use by 2013 (Doppelmayr, 2013). During this time an internet Corporation named yahoo which provided multiple Services such as email and Search engines, and was the global Market Leader. Yahoo maintained the dominance as a nice powder for years in Nigeria which led to the name being used as slang to refer to the internet (Doppelmayr, 2013).

Globalizing effect of introducing internet to Nigeria did not only advances the State of technology in the Country but also birth Social vices such as internet fraud

popularly known as online fraud. Since Internet was popularly referred as Yahoo, at point of introducing the services to Nigeria (see Doppelmayr (2013), Youth that engaged relating to the Internet were immediately labelled "online fraud" boys, It was referred to of boys because basically boys engaged in various activities Connecting to internet Usage at this point (See Tade and Aliyu 2013, Tade, 2013; Ribadu and Olugbodi: 2010).

However, cyber-crimes in Nigeria in the previous decade has metamorphosed into What called "Online fraud". The nomenclature is prominent among Nigerian youth and involves defrauding foreigner to the tune of millions of dollars annually. For example they execute this came by using fake Identities, Impersonation on websites with dating the tricks such as singles Match.Com. Some in disguise pretend they are business owners, hailing goods to sell or an ongoing proved to be executed. Hence requesting for financial and from foreigners and get them Cheated of their hard-earned money.

1.2 STATEMENT OF THE PROBLEM

The major Problem Conceived by the study is that the advancement in technology is meant to be an advantage and blessing to all nations, but has been seen as an avenue For criminal activities individual now hide Under the face under nature and the ease of access offered by the internet to perpetuate Criminal act. Also, the Challenges of unemployment, nepotism, poverty and Corruption are taking it tolls on Nigerian Youth who are struggling to Survive, hence some of them find Solace in online fraud as a "Survival Strategy". Various effort have been made by the Nigerian government to combat the menace, including agency like economic financial Crime Commission (EFCC) but the Outcome leaves much to be desired. It therefore Imperative to address this menace with a lasting Solution.

1.3 RESEARCH OBJECTIVES

- 1) To understand the perception of youth about Online fraud in Kwara State
- 2) To understand the factors pre-disposing youth to engagement in online fraud.
- 3) To understand the gender peculiarities in Online fraud
- 4) To examine factors influencing flamboyant posting of wealth on social media

amongst youth

1.4 RESEARCH QUESTIONS

1. What are perceptions of online fraud among youth in Kwara State?
2. What are the factors pre-disposing youth to online fraud in Kwara State?
3. What are the gender peculiarities to Online fraud in Kwara State?
4. What influences the flamboyant lifestyle and posting of wealthy on the internet among youth?

1.5 SIGNIFICANCE OF STUDY

The Study is significant as it attempts to Client information about the perception of youth on the online fraud Phenomenon. It will further uncover the menace and nefarious act of online fraud and introduce the Nigeria government to be more Proactive in Combating online fraud. Information Obtained from this study will be useful to Security agencies, experts and government Officials In preventing the perpetration of fraud Online. The Study Uniquely examined online fraud, thereby Identifying It is as a Core criminal act, Common among youth or youngsters. Finally, the Importance of the Study Cannot be over-emphasized because It offers the opportunity to understand the perception of youths Concerning Online fraud and reasons for engagements.

1.6 SCOPE OF THE STUDY

The essence of this research Work is to primarily study the effectiveness of Social media on the Spread of online fraud among the youth. A Case Study of Kwara State polytechnic Students. The research intend to focus on Kwara State Polytechnic Students for easy analysis of data as it will reduce cost and avoid the Complexity that may arise as a result of having a very Large population. The research findings would be generalized to all resident and Students of Kwara poly, Nigeria.

1.7 LIMITATIONS OF THE STUDY

The Study "Assessment of effectiveness Social Media on the spread of online fraud among the youth" (A Case Study of Kwara poly Students) may generalize its findings to a

broad or wide population, there are various reason for engaging on Social media and the exact Case Study needs to be treated. Respondents might provide information based on what they socially and morally accept rather than reflecting their true value and norms. Audience or respondent may be biased by giving partial representation of information to a question truthful data.

1.8 DEFINITION OF KEY TERMS

- 1) Youth: The word "Youth" refers to a time' When an individual is young, energetic and Vibrant. It is the state or quality of being young. Within the Confines of Nigerian Society, the national youth policy in 2009 noted that a youth Comprise of persons with the age bracket of 12 to 35 years.
- 2) Perception: This denotes one's opinion or perspectives on a phenomenon, It has to do With the way an individual thinks, perceives and have a thought of a bad something and their idea of what it is like
- 3) Online fraud: This is an activities that Involves theft and fraudulent activities or act On an online or internet space. This act is done through electronic media Space to rip people of their Sweat and earned Money. It's a criminal act punishable under the law of Nigeria
- 4) Assessment: The process of evaluating or examining the effectiveness, Impact or aim Something has a phenomenon for an act. In this Contact, It is refer to as the evaluation of Social media effectiveness in facilitating the spread of online fraud among youth.
- 5) Effectiveness: This is the degree to which a particular action of strategy achieves it's intended goal and Objectives
- 6) Social Media. This is an online or electronic platform that allows users to Create, and Share Content. It aids Interaction, Connectivity and user-friendly interface where people participate in virtual community e.g WhatsApp, Instagram, and Facebook e.t.c

CHAPTER TWO

2.1 LITERATURE REVIEW

2.1.1 CONCEPT OF SOCIAL MEDIA

Social media is digital technology that allows the sharing of ideas and information including text and visuals, through virtual networks and Communities. It Constitutes an important aspect of online platforms and technologies that allow users to create, share (exchange information and ideas), interact with each other in virtual communities and network, collaborate with others, stay In touch with friends, family and communities.

The contribution of the social media has help to *improve* and broadened the scope of communication across nations of the world aided primarily using internet system and other relative platform. According to two scholar's (Okesola and Adeta 2013) simply put that "the wide spread adoption of the internet has brought about two distinct and separate event across the world; and first, it has helped in promoting e-business and integrating nations and national economics of the world; second it has increased the rate of behaviours inappropriate social behaviour and crime especially among youths. In addition (if not our use) of internet has exposed many young people activities related to cyber-crime for example, online fraud, a modern form of theft. It is within this confines that these segments review relevant literatures to problematize online fraud as a distinct form of social media

2.1.2 TYPES OF SOCIAL MEDIA

Social media platforms can be Categorized into a number of types, including

Microblogging: A popular type of social media that allows users to post short text updates, usually limited to 140 characters i.e Twitter is an example of microblogging service

Discussion for work: A social media platform where users can share information and engage in Conversations on topics of Interest.

Social networking: A type of social media platform

Sound bookmarkng: A type of social media platform

Social news: A type of social media platform

Media Sharing: A type of social media platform

Online forum: A type of social media platform

Professional networking: A type of social media platform that allows users to Connect with employers and other employee to share ideas, information, and opportunities. LinkedIn is an example of a professional networking site.

Photo-Sharing: A type of social media platform that allows users to upload, edit, and share photos and videos i.e Instagram is an example of a photo sharing app

Video-sharing: A type of social media platform that allows users to share videos i.e YouTube is an example of a video sharing social media platform

Social Shopping: A type of social media that combines e-commerce with social media users to buy products directly from platforms like Instagram and Facebook.

2.1.3 USES OF SOCIAL MEDIA

Social media can be used for many purposes, including:

Communication: Social media allows users to share updates, have conversations, and message each other

Entertainment: Users can watch videos, play games, and look at images

Marketing: Business can use social media to build brand awareness, generate leads, and advertise

Networking: Users can make professional connections and find communities

Education: Users can make professional connections and find communities

Collaboration: Social media tools like Google docs allow users to edit documents in real-time and share access.

Building your brand: Business can post content that shows the people behind their brand and their products to build trust and credibility

Media Sharing: Users can share posts from other individuals and organizations that share their interests and values

Paid Advertising: Business can pay to have their interests and value business appear in front of large numbers of targeted users

Reviews and Opinions: Users can get a look at the opinions and feelings of their followers and customers

Add Images and Videos: Users can identify images that led to their most successful social content shares to boost engagement.

2.1.4 INTERNET FRAUD AS A DISTINCT TYPES OF ONLINE FRAUD

Without Internet access, there will be limited Cases of online fraud. Hence, it is appropriate to Say that the internet is the major tools for perpetrating online fraud. Koops (2011) explain that the Internet Started existing in 1960s, but it becomes popular and captured the attention of the government Security and law enforcement agencies in the mid- 1990. The internet has Changed the nature of crime as he described in his Seminar Worlds titled "online fraud"

The transformation of Crime in the Information age" Wall (2007), Opined that because of the Special feature the internet possesses, It provides Special Opportunities to commit Crimes, usually called Online frauds. The Federal bureau of investigation (2001) defines internet, Such as website, chat rooms and e-mail. The internet assists the perpetrators of online fraud to play a very possessive role, they offer non- existent goods or services to Consumers, or transfer victims fund to their personal account.

Alubo (2011) believes the internet launched a platforms for cyber-criminals to engage advance fee-fraud by Sending Spam, e-mails, he calls this act "419" and those involved regarded as yahoo boys in Nigeria. They usually Create Several free Accounts to gain access to their potential victims (Dyrud 2005). Adomi and Igun (2008) poses that this act has been made possible because of the presence and followers on social media.

This also makes it easy for Cyber-Criminals to perpetrate crime. Yang et al, (2010), Said that information and communication technologies (ICT) are present in Country around the globe which has Made digitization treading and it keeps expanding Ponzi Scheme can be related to internet fraud; their Schemes have become so popular to developing Countries especially in Nigeria founders of this scheme launch Website and the come up with enticing programs to Make people register and participate in the

program.

The people that benefit from this Scheme are the early members after a while the scheme folds up. Ponzi scheme is related to internet fraud because they make use of Website. Member also gain access to this scheme through the internet Ponzi Scheme Originated from Network Marketing which is believed to be a legal business some individual decided to come up with something similar and rip people off. Many have already lost interest Schemes, it no doubt that very soon another means of exploiting certain individuals will be created again (Drew and Moore, 2014)

2.1.5 ORIGIN AND GROWTH OF ONLINE FRAUD

Online fraud is described as crimes committed gaining access to the internet and making use of the Computer to carry out such act. Adeniran (2003) defines online fraud as an unlawful act where the Computer is used as a tool to carry out the criminal activities. Tade and Aliyu (2011), they both claim that the emergence of yahoo boys in Nigeria came because of failure on the part of the political leaders and corrupt practices.

In the same vein the Nigeria youth especially the undergraduates and the unemployed have embraced the ICT inventions. Whole-heartedly, some of those inventions held, mobile telephones, smartphones, tablets, pads and soon. The internet now constitutes a larger part of their phones and chat then to read their books even when they have an upcoming exam. The embrace of internet and electronic gadgets gave birth to the emergency of yahoo boys, particularly in the cities.

Nigeria youth are known to be idealistic, creative, adventurous, resourceful, inquisitive and proactive (Dalemo, 1999) with proper support and backing Nigeria youth are ready to contribute positively of the country (Mobogunje, 1998).

Adeniyi (1999) sees the youth as the foundation for growth, they are one of social change; the ability of the leaders at the three levels of government in Nigeria to promote positive values for the youth has translated into having menaces in the society. Every society has laid down norms that acceptable behaviour, and agent of social change.

Adeniyi (1997) also asked a questions "what happens when there is a discrepancy

between? What is taught and what is observed?" With this it is impossible to say that the youth can forgo fraud. When they can forge fraud can see that fraudulent individual have great affluence and accords great respect to them instead of despising them for their questionable wealth

Ninalowo (2004) Opines that in societies such as Nigeria where is a huge display of structural inequalities, a weak sanctioning system and there is a huge tendency for the deprived to reject to the norms and embrace illegal means of achieving success.

Nigerian youth's involvement in online fraud cannot be separated from the way the society places utmost import on accumulating wealth. So many account operatives of the economic and financial crime commission (EFFC) have made art of youth who have been arrested and detained for fraudulent practices have confessed to be unemployed and accepted the fact they got money through the internet.

This is just a reflection of kind of youth's in the society would be breeding if moral decadence, such as taking advantage from of the internet platforms to deceive and exploit other countries to achieve success as youth boy, it is expected that one must be smart and very hit it big.

Online fraud emerged because of the Nigeria government inability to cater for the social welfare of adult. One of the major reasons why online fraud is common is because of unemployment rate. Many graduates roam around the street in each of legal jobs, all to no avail. The politicians makes us of them during election, the use them to rally for votes and carry out activities on that they cannot be found doing after the election after the election, they discarded and left to source for other means to earn a living. Addressing unemployment by reducing the number of unemployed graduate and employable population will surely reduce the rate of illegal business in Nigeria.

Nigeria youth have taken online fraud to a spiritual level. "A research conducted by Tade (2013)-titled; explained the concept "cyber spiritualism; in his research he said that 'cyber spiritualism involves the procurement and use of mystical spiritual and supernatural powers by yahoo boys to cast a spell on their victims.

Through this method, victims become hypnotized and, without object, offer their treasures (products and money) to the fraudsters. Although empirically verifiable, yahoo boys derive some psychological implies which enhances their adoption of the strategy. The "plus" to yahoo plus implies the addition of spiritual ingredients to online fraud, within the online fraud family a line is drawn between those who surf the internet and defraud plainly (yahoo boys) and those who surf the internet and defraud plainly (yahoo boys) and those who surf the internet and employ spiritual assistance for increase defrauding (yahoo plus). The different approaches employed are esoteric to those involved in online fraud, while the larger society refers to both groups as yahoo boys.

The objective to the paper is two-fold: which clearly investigate factor's leading to the adoption of spiritual elements in online fraud and carefully explored the techniques/strategies employed in cyber spiritualism implies that online fraud in Nigeria is transforming, involving fetish elements and other diabolic medium as avenue to recruit and defraud victims.

2.1.6 THE USE OF INTERNET: A VERITABLE PLATFORM FOR ONLINE FRAUD

Cyber-crime which usually takes the forms of "online fraud" have been on rapid increase. These so called "yahoo boys" are believed to be causing damages to millions of individuals all over the world to the tune of billions of U.S dollars (Doppelmayer, 2013). When examined in line with many years in the past, information communication technology (ICT) Incorporation and has gained wide acceptance in Africa (ITU, 2008).

Even though crude entrance to the internet and other platforms many countries of sub-saharan African still relies on the use of the public internet to gain entrance countries like Nigeria, Cameroon, and Ghana presently make use of mobile internet access via satellite connections and fiber optic cables. This increase incorporation of ICT, most especially along the west African coast has brought about a development in ICT based businesses and services including electronic government, electronic commerce among others.

Unfortunately, this level of globalization that is being enhanced by ICTs has at the same time increased the eye of another criminal activity out to take advantage of them. The internet has turned to a two side of a coin for individuals and organizations and bringing that is being enhanced by ICTs has at the same time increased the eye of another criminal activity out to take advantage of them.

The internet has turned to a two side of a coin giving advantages for individual and organization and bringing with it an increased information security challenge (Boating 2010). Depending on whose side the pendulum swings, ICT facilities may be to the benefit of people or a dis-service, they often leave sorrowful tastes on their victims (Aragba-Akpore 2005)

The internet offers countless commercial, social, educational, political benefits and other activities. However, the comfort that comes along with I.T and indeed the internet is now being used to serve a criminal purpose (Ayantokun, 2008). Inspire of it's importance as a major indicator of civilization, and as a catalyst for economic progress, the internet also function as a powerful global dis-stabilizing force for it enhance sub-version (Papa Charissi, 2009). The use of internet in Nigeria has enhanced the rise of the unpopular "Yahoo boys"(online fraud) sub-culture among the youths.

2.1.7 FACTORS PROMULGATING YOUTHS INVOLVEMENT IN ONLINE FRAUD IN NIGERIA

The promulgating factors for youths involvement in online fraud in Nigeria can be explained by two major categories: The first is the combination of unemployment and poverty; the second factor is peer group influence. Other factor are believed to be: Nigeria's, the political, cultural, and economic relative acceptance of online fraud in Nigeria society; the anonymity and distance from the victims, the internet provided; the minor chance of being arrested by the police; easy access to online platforms, the presence of e-mail extractor software on the website and, lacks of knowledge of the grave consequences of internist crime (see Olayemi, 2014; Fola Aliyu, 2011; Adomi and Igun,

2008; Glickman, 2005)

UNEMPLOYMENT AND POVERTY

Between 1960 and 2004, the poverty rate in Nigerian increased from 15% to 54.4% (Tade and Aliyu, 2011). By 2010, it was estimated that 70% of the population lived below the poverty line (Oshewolo, 2010).

Unemployment rate stood at 23.9% in 2011 (Ibid), but increase to over 50% if youth only are counted (Oshewolo, 2010). The fear of unemployment was mentioned as a crucial factor leading to the growth of online fraud (Adeniran, 2008 Adomi and Igun, 2008; Tade and Aliyu, 2011). Online fraud may not be separated from prevailing kleptomania problem that characterized Nigeria system (Ojedokun and Eraye, 2012). As noted by (Awe, 2014), even though criminal activities cannot be justified for any reason, however, with the prevailing economic conditions individual may be forced to find alternatives in online fraud.

PEER GROUP INFLUENCE

As opined by Achebe (1924) Nigeria was of the most corrupt places in the world due to political recklessness, years after this, this opinion is still being re-emphasized by the yearly corruption perception index of the transparency international in which has been recognized as one of the lowest position in Africa and in the World. As it is, Nigeria has been noted to be in a state of normlessness, where anything goes; there is a breakdown of law and order and people no longer feel remorse for evil committed, shameful act are celebrated and success is given a new definition The phrases "my friend has this; I want to get it as well" "my friend is doing this I want to do it as well" "my friend has achieved this, I want to do it as well" represent as desire to want to belong "often expressed among youth's this resonates with Tade and Aliyu (2011) research.

Commanding respects from their peers, attracting the opposite sex and extravagant lifestyle seem to be the major goals for many yahoo boys: looking at the bracket this behaviour is perhaps not surprising when other aspects of their society around them are considering, Doppelmayr, 2013. It further posited that even if a young person is not already in a group

of online fraud boys, the youth culture around him could be of influence.

2.1.8 FACELESS NATURE OF THE INTERNET AND IT IMPACT ON THE GROWTH OF ONLINE FRAUD

The internet is majorly characterized by fearlessness (Adomi, 2022). This ensures the total possibilities of having unhindered access to information. Communication without government internet service provider (ISP) privacy interference. It allows users to cover their own privacy and ignore spams including unsolicited message. The faceless nature of the internet allows free exchange of crucial infamous views or criminal information and activities without attacks from government employees ((Adomi, 2002). In views of cooper (2002), there are three major features of the internet which combine to turbo change that is, accelerate and intensify online fraud. The internet is reputed as the world's largest computer network with an estimate of 1.1 billion users (cooper 2002).

INADEQUATE LAW ENFORCEMENT

The regulating enactment against cyber offence is not sufficient in itself without proper measures of enactment and implementation; this represent the chronicle of the Nigerian Society in regulating cyber offences (Adomi, 2008).

This situation normally encourage criminals to perpetrate illicit acts (Ojekodun and Eraye, 2012). Studies report that yahoo boys are generally not worried about the police because they can bribe their way out when arrested (Nhan etc Al, 2009, smith, 2007, Tade and Aliyu, 2011). The deficiencies in the implementation of regulating act that continues to serve as a bane to the progress recorded in the fight against online fraud in Nigeria.

EASE OF ACCESS TO THE INTERNET

The easy access to the internet and provided by internet and hyper-text afford users with fast link to individuals (Zittrain, 2008). " The ease and convenience associated with the internet is now being exploited to serve criminal purposes (Adomi, 2005). This ease of access to internet is now being utilized to carry out criminal activities (Adomi, 2008).

2.1.9 SOCIETAL DECADENCE AND IT'S IMPACT ON NIGERIAN YOUTHS INVOLVEMENT IN ONLINE FRAUD

Nigeria as a nation is a well gifted country, considering her humans natural resources among the resource among the nations of the world. Unfortunately, the country is ranked among the under developed nations of the world with declining human conditions, over the years (Adeniran, 2008). "Unemployment, lack of social support and worsening extent of general deprivation which has affected the youths political, economic, education and other social institutions, reflect varying degrees of decadence caused by fraudulent act in Nigeria " (Bammeke, 2005).

, as wealth becomes more important than that means of obtaining it (Tade and Olaitan, 2015).

Sudden wealth celebrated with Nigeria populace regardless of it's sources, it is mostly associated with cleverness and melted out where no punishment is necessary (Adeniran, 2002). Indeed, ours is a society that glorifies wealth. This attitude of glorifying wealth by the Nigeria society is further buttressed eased by the lifestyles of the so called celebrities popular Nigerian hip-hop songs like " Maga don pay " and " Operation all glorify the Yahoo boy's lifestyles (Zulu, 2008).

Also, music videos produced by artists such as Olu-Maintain and Kelly Handsome show them driving exotic cars, drinking champagne partying with young women and displaying large by conducting internet fraud. The general theme in both the lyrics and the music videos are the positive benefits which serve as inducements into the being a yahoo boy (Doppelmayr, 2013:19)

2.1.10 EFFORTS AIMED AT CURBING ONLINE FRAUD IN NIGERIA

Various efforts have been made by successive government and other stakeholder Nigeria to curb the spate of the online fraud phenomenon in Nigeria. However, one thing is certain no nation can survive with a high incidence of criminal activities.

This is because crime is a bane nation's development. According to Ninalowo (2004), criminal activities always leave their negative trails of social, economic and

political consequences. It has also been argued that organized crime weaken the foundation of democracy, as there can be no good governance without rule of law (Chawki, 2009) Nigeria government has therefore mapped out policies and strategies deal decisively with crime that are transactional the nature and scope.

ENACTMENT OF CYBER LAW

The National Assembly legislature of Nigeria recently promulgated the Anti-terrorism, economic and financial commission whose primary responsibility is to confront this hydra-headed malaise of terrorism, financial crimes which of course include 419 Scams and other online frauds. The law makes provisions for stringent punishment for convicted offenders as well as long jail terms (Olayemi, 2014).

REGULATION OF CYBER CAFES

Cyber cafe also known as internet cafe is a place where internet public services are provided by entrepreneurs for a fee at the most popular places for people to access the internet in Nigeria (Adomi, 2007, 2005, 2003) while in the USA and Western Europe, the term cyber cafe often refers to true cafes offering both internet access and beverages. In Nigeria and other parts of Africa Cyber Cafe to place or offer public access internet services (Adomi, 2007). Cyber Cafe in Nigeria render over-night browsing which a special internet services is offered by cyber cafes from 10:00 pm to 6:00 am. This services allow you, who have a lot to obtain from the internet at a minimal cost (Adomi, 2007, 2005).

According to Agba Akpore (2006) some Nigerian fraudsters have perfected the act of using the internet via cyber cafes at their criminal platform to dupe unsuspecting citizens across the globe; this is the reason for the ban of overnight browsing in cyber cafes and tele- centres owners (AT ON). The ban came alongside EFCC several attempts to arrest the ugly trend through raids arrests, and precautions of cyber cafes and cyber criminals because of the constraint embarrassment posed to the Nigerian federal Government by their nefarious activities (Chawki, 2009). This ban on night browsing has had an adverse negative effect on clients who uses the internet for academic purpose and

other positive cause.

2.2 THEORETICAL FRAMEWORK

Theories are set of ideas postulated to explain a social phenomenon. It can defined a set of assumptions proposition or accepted fact that proves a rational detail of cause and effect relationship among a group or observe phenomenon. In order to understand how social media aids the spread of online fraud among the youth of Ilorin south , Kwara State, Nigeria. This study employs two prominent theories from the field of mass communication.

2.2.1. DIFFUSION OF INNOVATION THEORY

Diffusion of innovation theory was proposed by Everett Rogers, in 1962 is one of the oldest social science theories. It explain how an idea or product gains momentum and spread through a specific population on system.

According to the theory, innovation spreads through different adaptor categories, starting with innovators and early adapters. In the context of online fraud, certain individuals or groups may be more inclined to experiment with new online activities, including involving or engaging with unidentified individual websites or social media platforms.

These early adopters may unintentionally expose themselves to fraudulent scheme through different posts on social media which can then spread to others as they share their experiences or recommendations on social media. Diffusion of innovation theory also emphasize the role of opinion leaders and influencers in the adoption of trends within a social system.

Influencers or popular personalities, they have a significant impact on the behaviours and decision of their followers. If these influences engage in or promote fraudulent activities on social media platforms, their followers, particularly youth may be more likely to imbibe their behaviour or trust their opinion or judgement leading to the spread of online fraud among this demo-graphic.

The theory explain the significance of communication medium in facilitating the

spread of information or innovations. Social media platforms as a powerful communication channel that enable the rapid dissemination of information, including fraudulent transaction, schemes and tactics.

Fraudsters leverage these channel to reach a wide range of audience who happens to be potential victims, using techniques such fake advertisements or deceptive social media posts to lure unsuspecting users into their schemes. Diffusion of innovation theory provides insights cost how the spread of online fraud among youth through social media can be influenced by influential individual and communication platform.

Social Media space provides a conducive environment for trail ability and observation of fraudulent schemes. Youth can easily experiment or involve their selves by engaging with different online activities including suspicious links or offer engagement due to accessibility of social media

The role of perceived risk and trust in adopting innovations or trends should be examined and fact-check if they from the right source that is legitimate. "As fraud gains momentum, it may gradually reach a larger audience and before it's eventually later counter- measures should be provided and implemented.

2.2.2 AGENDA SETTING THEORY

Agenda setting theory suggests that the media can shape public opinion by determination wrong what issues are given the most attention. It is a theory that explain how the media shapes public opinion by selecting and emphasizing certain topics over others.

The Agenda setting theory was the first introduced by Dr. Maxwell Mc Combs in 1972 and Shaw they studied the US presidential election of 1968. By applying the agenda setting theory to the assessment of social media's effectives on the spread of online fraud among youth, insights was gained into how social media platforms shape the public agenda thereby influencing content dissemination and impact youth behaviours attitudes, and perceptions related to online fraud.

Agenda setting theory suggests that individual are more likely to listen to and be

influenced content from the media to their pre-existing beliefs, internet and concern social media and online fraud, a youth may selectively expose his/herself to content that resonates with their online interest such as gaming, shopping and social networking and connections. Fraudulent content that is tailored to the youth interest can present a captivating and persuasive content in a more effective and appealing but it's fraud or "scam" like people call it now a days.

Agenda setting by stakeholders, government and social media companies, advocacy groups play a key role of shaping the narrative surrounding online fraud and promote digital literacy among users. Government also launch awareness programs, campaigns and enact policies to combat fraudulent activities on the internet space.

In cases where online fraud incidents escalate into crises or widespread media coverage and attention, strategies are employed by stakeholder and this can significantly impact agenda setting on social platforms. Social platforms can shape youth attitudes towards cyber security, online trust and risk perception overtime. These may be a long-term effect and may influence youth decision making process towards online contents.

2.3 EMPIRICAL REVIEW

The issue of crime related to cyber has raised series of fundamental question among stakeholders in Nigeria youth this crime continues to be on the increase with little or no effort on the part of the government is reducing its lasting influence among Nigerian youth.

Interestingly, social media has been added to the pool of tools used by these perpetrators. Many individuals have been victims of this crime and others continue to fall victims. It is conceived that an individual youth want to live a very comfortable life without a necessarily engaging in physical work, invariably defrauding other through the internet such as Facebook, email hacking and online dating (Ojedokun and Eraye 2012) it is within this context that this study seeks investigate the perception of youth about yahoo in Kwara State, Ilorin south states, Nigeria.

The social acceptance and intentional display of wealth gathered from this

sources on different social media platform calls for an investigation of the dominant and popularized attitudes within the society especially among youths about this social phenomenon called yahoo-yahoo. This study seeks to explore the perception of youth about yahoo-yahoo the factors predisposing youth to adopting means of livelihood and the discussions surrounding it's perpetuation as well as understanding what attitudes are shared on various social media platforms about online fraud in Nigeria. Cyber criminals which usually takes the form of online fraud have been on a rapid increase.

These so called " Yahoo boys are believed to be causing damages the millions of individuals all over the world to the tune of billions of US dollars (Doppelmayr) when examined in line with many years in the past information communication technology (ICT) incorporation and has gained wide acceptance in Africa (ITU, 2003). Even though crude entrance to the internet and other online platforms in many countries of sub-saharan Africa still relies on the use of mobile make access via satellite connections and fiber optic cables. This increase incorporation of ICT most especially along the west African coast has brought about a development.

ICT based businesses and services including electronic government, electronic democracy, tele-medicine and electronic banishing services including electronic government, electronic commerce, tele-democracy 2010. Unfortunately this level of globalization that is being enhanced by ICTs has at the same time increased the eyes of another criminal activity and to false advantage of them.

The internet has turned to a two side for a coin given advantages for individuals and organizations and bringing it an increased information security challenge (Boating 2010). Depending of whose side the pendulum swings. ICT facilities people let may be to benefit of disservices, they often leave sorrowful tastes on their victims (Aragbe Akpore 2005).

The internet offers countless commercial, social, educational, political benefit and other activities, however, the comfort that comes along with it and indeed the internet is

now used to serve a criminal purpose (Ayantokun, 2006) in spite of its importance as a major indication of civilization and as a catalyst for economic progress, the internet also functions as a powerful global destabilizing force for enhancing subversion (Papacharissi 2009). The use of internet in Nigeria has enhanced the rise of the unpopular yahoo-yahoo (online fraud) sub-culture among the youths.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 INTRODUCTION

According to Gray 2013, the worth of all scientific findings depends heavily on the way data were collected and analyzed. Methodology helps to inform the reader how the study was conducted with detailed analysis. This section will also enable the reader to evaluate the appropriateness of population, research design, population of the study, sample size and sampling techniques, research instrument, Data collection, analysis, analysis of data

3.1 RESEARCH DESIGN

According to Creswell, 2013, Research design gives the research the strategy of how to integrate the different components and phases of the research in a coherent and logical manner to address identified research problem. Hence, it guides the collection measurements and analysis of data.

3.2 POPULATION OF THE STUDY

According to Rutchiecta, 2015, the study population consist of all conceivable elements, subjects or observation relating to a phenomenon of interest to the research. It means the population of the given case study that is the Kwara State Polytechnic student.

The population of Kwara State polytechnic student is 314, 100 and the range of age is drawn from 18 years to 30 years old.

3.3 SAMPLE SIZE AND SAMPLING TECHNIQUE

According to Jopnes 1955, Salant & Dillman 1994, sampling is the act, process or technique of selecting a suitable sample, or a representative part of a population for the purpose of a population. Simple random sampling technique was used to select any number of communities.

3.4 RESEARCH INSTRUMENT

According to Sugiyono in Sugiharto (2018:55) a research instrument is a tool used to measure observed natural and social phenomena. The goal is to collect data or

information that is useful to answer research problems.

3.5 VALIDITY OF THE RESEARCH INSTRUMENT

According to Altheide & Johnson. 1994 "Reliability and Validity are needed to present in research methodology chapter in a concise but precise manner

3.6 DATA COLLECTION METHOD

H. Taherdoost 2021 Cited by 456 - Data Collection, Research Methodology, Data Collection Methods, Academic Research Paper, Data to collect data, and the type of data method is a way of doing something in accordance with rules or principles from research and practice.

3.7 DATA ANALYSIS METHOD

H. Taherdoost 2020 cited by 75 finally, we focus more on qualitative data analysis to get familiar with the data preparation and strategies in this concept.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 INTRODUCTION

This research work employed the survey descriptive research design and this chapter deals with the analysis and presentation of data collected by the researcher in the cause of carrying out the research. This research is based on the analysis of questionnaire which was administered to 100 respondents. Questions were drawn from the research topic “Assessment of Effectiveness of Social Media on the Spread of Online fraud among Youth’s (A case Study of Kwara State Polytechnic Students).

4.1 DATA PRESENTATION

This chapter is concern with presentation in of data in tabular form figure frequency or percentage. The taste presented below contained the result on the analysis of (200) two hundred completed and returned by the respondents. The analysis was done by treating each questions based on the research questionnaire.

SECTION A

Table 1: Gender

RESPONSE	FREQUENCY	PERCENTAGE
Female	47	47%
Male	53	53%
Total	100	100%

Source: Field Survey, 2025

The table shows that 47% are female while 1 are male 53%.

Table 2: Age

RESPONSE	FREQUENCY	PERCENTAGE
16 – 20	14	14%
21 – 30	81	81%
31 – 40	5	5%
41 & above	0	0%
Total	100	100%

Source: Field Survey, 2025

The Table shows that respondent under the age range 16-20 years were 14%, while 21 – 30 were 81%, 31-40 were 5%, 41 & above were 0%.

Table 3: Educational Qualification

RESPONSE	FREQUENCY	PERCENTAGE
GCE /SSCE	9	8.1%
OND/NCE	34	33.3%
HND/BSC	57	56.6%
MSC/MA	0	0%
Total	100	100%

Source: Field Survey, 2025

This shows that 8.1% had GCE/SSCE, 33.3% had ON/NCE 56.6% had HND/BSC, had MSC/MA 0%.

Table 4: Occupation

RESPONSE	FREQUENCY	PERCENTAGE
Student	66	63.6%
Civil servant	19	18.2%
Self Employed	15	14.1%
Others	0	0%
Total	100	100%

Source: Field Survey, 2025

The table shows that 63.6% respondent were student, 18.2% were civil servant, 14.1% were self employed, 0% were others.

Table 5: Martial Status

RESPONSE	FREQUENCY	PERCENTAGE
Single	31	31%
Married	69	69%
Total	100	100%

Source: Field Survey, 2025

This shows that 31% is single, while the 69% are married.

Table 6: What is your religion?

RESPONSE	FREQUENCY	PERCENTAGE
Islam	44	44%
Christianity	32	32%
Traditional	17	17%
Other	7	7%
Total	100	100%

Source: Field Survey, 2025

The table represent Islam as 44%, Christianity as 32%, Traditional as 17% other as 7%

SECTION B

Table 7: Have you seen social media content that promote online fraud?

RESPONSE	FREQUENCY	PERCENTAGE
Yes	76	76%
No	24	24%
Total	100	100%

Source: Field Survey, 2025

This shows that 76% respondent yes, 24% respondent with no

Table 8: if yes, from which handle?

RESPONSE	FREQUENCY	PERCENTAGE
Facebook	7	7.1%
Twitter	11	11.1%
Instagram	15	15.2%
Tik-tock	28	28.3%
Others	39	38.5%
Total	100	100%

Source: Field Survey, 2025

This shows that 7.1% respondent use facebook, 11.1% uses tiwtter, 15.2% uses instagram, 28.3% uses tik-tock, 38.5% uses others.

Table 9: How frequent do you come across information spreading online fraud?

RESPONSE	FREQUENCY	PERCENTAGE
Always	32	32%
Often	27	27%
Rarely	15	15%
Occasionally	27	27%
Total	100	100%

Source: Field Survey, 2025

This shows that 32% respondent always, 27% respondent were often, while 15% respondents were rarely, and 27% respondent were occasionally.

Table 10: does Social Media have impact on online fraud?

RESPONSE	FREQUENCY	PERCENTAGE
Yes	28	28%
No	72	72%
Total	100	100%

Source: Field Survey, 2025

This is the representation that 28% respondent is yes, 72% is no.

SECTION C

Table 11: Online Fraud among youth can be influenced by peer group and lack of parental guardian

RESPONSE	FREQUENCY	PERCENTAGE
Strongly Agree	36	36%
Agree	16	13%
Neutral	13	13%
Disagreed	1	1%
Strongly Disagreed	34	34%
Total	100	100%

Source: Field Survey, 2025

This table shows that 36% respondent were strongly agreed, 16% agree, 13% neutral, 1 % disagreed, 34% strongly disagreed that online fraud among youth can be influenced by peer pressure and lack of parental guardian.

Table 12: potential measures should be taken to reduce the impact of social media spread on online fraud among youth

RESPONSE	FREQUENCY	PERCENTAGE
Strongly Agree	29	29%
Agree	35	35%
Neutral	15	15%
Disagreed	17	17%
Strongly disagreed	4	4%
Total	100	100%

Source: Field Survey, 2025

This table represent that 29% strongly agreed, 35% agree, 15% neutral, 17% disagreed that potential measures should be taken to reduce the impact of social media

spread on online fraud among youth.

Table 13; Awareness and sensitization about online fraud can curb the spread among youth

RESPONSE	FREQUENCY	PERCENTAGE
Strongly Agree	22	22%
Agree	21	21%
Neutral	35	35%
Disagreed	10	10%
Strongly disagreed	12	12%
Total	100	100%

Source: Field Survey, 2025

This table shows 22% strongly agree, 21% agreed 35% were neutral, 10% disagreed 12% strongly disagreed that awareness and sensitization about online fraud can curb the spread among youth.

Table 14: social media platforms contributions to the dissemination of information related to online fraud among youths.

RESPONSE	FREQUENCY	PERCENTAGE
Strongly Agree	19	19%
Agree	21	21%
Neutral	20	20%
Disagreed	26	26%
Strongly disagreed	14	14%
Total	100	100%

Source: Field Survey, 2025

This table represent that 19% strongly agree, 21% agreed, 20% were neutral 26% disagreed, 14% strongly disagreed that social media platforms contributions to the dissemination of information related to online fraud among youths.

Table 15: Social Media influences play in either promoting or preventing awareness about online fraud among young users

RESPONSE	FREQUENCY	PERCENTAGE
Strongly Agree	17	16.5%
Agree	21	21.2%
Neutral	18%	18.2%
Disagreed	22	22.2%
Strongly disagreed	22	22.2%
Total	100	100%

Source: Field Survey, 2025

This table shows that 16.2% respondent were strongly agreed, 21.2% agreed, 18.2% neutral, 22.2% disagree and 22.2% strongly disagreed that social media influencers play in either promoting or preventing awareness about online fraud among young users.

Table 16: Social Media platforms are more susceptible to being used as channels for online fraud targeting the youth

RESPONSE	FREQUENCY	PERCENTAGE
Strongly Agree	25	24.5%
Agree	14	14.3%
Neutral	25	24.5%
Disagreed	15	15%
Strongly disagreed	21	21.4%
Total	100	100%

Source: Field Survey, 2025

This table depict that 24.5% respondent strongly agreed, 14.3% agreed, 24.5% neural, 15.3% disagree and 21.4% strongly disagreed about social media platforms are more susceptible to being used as channels for online fraud targeting the youth.

Table 17: Content Creator influences its users through engagement that indirectly influence or compel youth to online fraud.

RESPONSE	FREQUENCY	PERCENTAGE
Strongly Agree	16	16.2%
Agree	27	26.3%
Neutral	24	24.2%
Disagreed	20	20.2%
Strongly disagreed	13	13.1%
Total	100	100%

Source: Field Survey, 2025

This table shows that 16.2% respondent strongly agreed, 26.3% agreed, 24.2% neutral, 20.2% disagreed, 13.1% strongly disagreed that content creator influences its user through engagement that indirectly influences or compel youth to online fraud.

Table 18: Specific social media platforms are more prone to being used as medium for online fraud.

RESPONSE	FREQUENCY	PERCENTAGE
Strongly Agree	28	27.3%
Agree	20	20.2%
Neutral	20	20.2%
Disagreed	17	17.2%
Strongly disagreed	15	15.2%
Total	100	100%

Source: Field Survey, 2025

This table shows that 27.3% respondent strongly agreed, 20.2% agreed, 20.2% neutral, 17.2% disagreed, 15.2% strongly disagreed that specific social media platforms are more prone to being used as medium for online fraud.

Table 19: Cultural and regional factors influence the spread of online fraud among young population.

RESPONSE	FREQUENCY	PERCENTAGE
Strongly Agree	28	27.3%
Agree	22	22.2%
Neutral	18	18.2%
Disagreed	12	12.1%
Strongly disagreed	20	20.2%
Total	100	100%

Source: Field Survey, 2025

This table shows that 27.3% respondent strongly agree, 22.2% agreed, 18.2% neutral, 12.1% disagreed, 20.2% strongly disagreed that cultural and regional factors influence the spread of online fraud among young population.

Table 20: Unemployment and societal vices influenced youths to engage in fraudulent activities online

RESPONSE	FREQUENCY	PERCENTAGE
Strongly Agree	33	32.3%
Agree	15	15.2%
Neutral	21	21.2%
Disagreed	5	5%
Strongly disagreed	26	26.3%
Total	100	100%

Source: Field Survey, 2025

This table shows that 32.3% strongly agree, 15.2% agreed, 21.2% neutral, 5% disagree, and 26.3% strongly disagreed that unemployment and societal vices influences youth to engage in fraudulent activities online.

4.2 ANALYSIS OF RESEARCH QUESTIONS

Data was collected in the section through survey descriptive research design, questionnaire and the topic “Assessing the Effectiveness of Social Media on the spread of online fraud among youth’s (A case study of Kwara State Polytechnic, Student)

Research Question One: What are the perception of online fraud among youths in Kwara state polytechnic?

The data on table 17: content creator influences users through engagement that indirectly influence or compel youth to online fraud. Answers were provided based on respondent perception. This a shows that of respondent perceived this statement and strongly agree, agreed to the statement, were neutral, disagreed and of the respondent strongly disagree to what people perceive about content creator influence on users.

Research Question Two: What are the factors pre-disposing youths to online fraud in Kwara state polytechnic,

The data on table 11 provided answer to the question: online fraud among youth can be influenced by peer pressure and lack parent guardian. The table shows that of the respondent strongly agreed, agreed, were neutral, disagreed and strongly disagreed that peer pressure and lack of guardian from parent can influence online fraud among youth.

Research Question Three: what are the gender peculiarities to online fraud in Kwara state?

The data on the table 8: do you think fraudulent act like cyber crime particular gender. The respondent affirmed peculiar to positively with yes to this statement with whole of respondent opposed the statement that cybercrime is peculiar a particular gender with no.

4.3 DISCUSSION OF FINDINGS

This research study is to examine the “Assessing the effectiveness of social media on the spread of online fraud among youths” (A case study of Kwara state polytechnic student). The study found that without internet access, there will be limited cases of online fraud that is intend is the major food for perpetrating online fraud. This study also

discovered that Nigerian youth have taken online fraud to a spiritual level. Youth now engage in fetish things like charm to defraud people of their hard earned money and sweat online.

Unemployment and poverty were found a one of the factors promulgating youth's involvement in online fraud in Nigeria. Respondent of the research instrument used for this study; questionnaire affirmed strongly agree with, agreed to the statement, this findings depicts that employment can be seen as a major factor as well. Nigeria lifestyle and celebrities like Nigerian pop artist and their songs that glorify youthful exuberance and fraud for instance song like "Maga don pay" the glorify wealth with flamboyant partying champagne drinking with young and materialistic ladies.

The concept yahoo-boy's was discovered in the cause of findings, the name became so popular due to the rapid increase of online fraud adoption of spiritual element in online fraud has also spiced the techniques and strategies they used in defrauding people. The recent improvement and advancement in technology has broadened the communications system across the globe and the youth involving in online fraud grab this opportunity the youth involving in online fraud grab this opportunity to rip people of their valuables the internet, has expose a lot of young individual to the activities related to cyber-crime, money ritual and other fetish things Kwara state youth are creative, innovative resourceful and idealistic but the findings discovered that majority of the youth today have channeled this attributes to illegal dealing online.

This research work discovered that through awareness and sensitization online about online fraud can curb the spread among youth, the research should that this statement would be effective with potential measures were suggest to reduce the effect of social media on the spread of online fraud among youth, respondents support his opinion with it was discovered that fraudulent act like cyber crime is not peculiar to a gender but both, male and female with social media can be instrumental to reduce the menace of online fraud, this statement got yes.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

The study give in-depth details and background information about the research topic ‘ASSESSING THE EFFECTIVENSS OF SOCIAL MEDIA ON THE SPREAD OF ONLINE FRAUD AMONG YOUTHS” (A CASE STUDY OF KWARA POLY STUDENT) giving background introduction of online fraud is a global issue and it emergence in Nigeria through the advert of internet.

The concern to make a research arose as a result of cyber-crime in Nigeria and the decades it been operating using fake identifies and impersonation on social media platform to defraud both foreigners and national.

In other, to shed more light on the study direction, the researcher four research objectives that guided the study include understand the perception of youth about online fraud in Kwara state, understand the factors pre-disposing youth to engagement in online fraud, understand the gender peculiarities in online fraud, and examine factors influencing flamboyant posting of wealth on social media among youth.

The analysis of the study is that social media assessing the effectiveness of the spread of online fraud can create the need atmosphere to reduce the spread through relevant content that will shape the mentality of youth away from online frauds. This formed the basic assessing the effectiveness of social media on the spread of online fraud in Kwara state.

Field survey method the conduct of the study and data is collated using the questionnaire and interview. The techniques employed to analyze the obtained data was descriptive statistics of frequency count, table and simple percentage.

However, the presentation, interpretation and analysis of both the qualitative and quantitative data generated help the study to establish some fundamental facts in respect to answering the research questions.

Moreover, this project is divided into five chapters: chapter one talks about

introduction of the study, statement of the research problem, research objectives, research questions, significance of the study, scope of the study, limitation of the study and definition of key terms.

Chapter two talk about literature review, concept of social media, types of social media uses of social media, internet fraud as distinct types of online fraud, origin and growth of online frauds, the uses of internet: a veritable platform of online fraud, factors promulgating youths involve in online fraud in Nigeria, unemployment and poverty, peer group influence, faceless nature of the internet and it impact on the growth of online fraud, inadequate law enforcement, ease of access to the internet, societal decadence and it's impact on Nigerian youths indolent in online fraud, effort aimed at curbing online fraud in Nigeria, enactment of cyber law, regulation of cyber cafes, theoretical framework diffusion of innovation theory, agenda setting theory, empirical review.

Chapter three talked about the research methodology, research design, population of the study, sample size and sampling technique, research instrument, validity of the research instrument, data collection method, data analysis method.

Chapter four talked about data presentation and analysis, data presentation, analysis of research question, discussion of findings.

Chapter five talked about summary, conclusion, and recommendations.

5.2 CONCLUSION

Internet is the major reason people all over the world play safe in socializing and doing business. The advert of internet is seen as abbreviation rather than making use of its many advantages. In spite of this menace, the causes of online fraud being a societal illness must be addressed. It is imperative that adequate employment opportunities of made available be to many unemployed graduates of the are to divert form any criminal activities as unemployment is seen as the major factor promulgating online fraud.

For too long, online fraud was been over looked by government, law enforcement agency and industry and yet fraud is growing rapidly increase and demands on urgent response. The social media application creators are not solely responsible for reducing

and prevention online fraud but the collective effort of all.

5.3 RECOMMENDATIONS

Based on the researcher findings, the research recommends that;

- 1) Social media companies should develop and enforce strict. Content regulation polices to detect and remove fraudulent content, whenever a user post one.
- 2) Youth representative in communities should launch public awareness campaigns that highlights the dangers of online fraud.
- 3) Parent should actively engage in their ward's activity online and guide their children on safe online practices.
- 4) Government should establish support services such as counseling and financial advice for victims of online fraud.
- 5) You should engage educative and legal content rather watching content on defrauding people
- 6) Youth should acquire skill that won't give room to engage in criminal activities.

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QUESTIONNAIRE

Kwara State Polytechnic, Ilorin,
Institute of Information and
Communication, Technology
Department of Mass
Communication.

Dear Respondent,

This questionnaire is designed to **ASSESSING THE EFFECTIVENESS OF SOCIAL MEDIA ON THE SPREAD OF ONLINE AMONG YOUTHS** your responses will be kept confidential and used strictly for research purposes. Thank you for your cooperation

Instruction: Kindly tick (✓) the appropriate response.

SECTION A: DEMOGRAPHIC INFORMATION

1. Gender: (a) Male () (b) Female ()
2. Age: (a) 16-20years () (b) 21–30years() (c) 31-40years () (d) 41years and above ()
3. Educational Qualifications: (a) GCE/SSCE () (b) OND/NCE () (c) HND/BSC () (d) MSC/MA ()
4. Occupation: (a) Student () (b) Civil Servant () (c) Self-Employed () (d) Others ()
5. Marital Status: (a) Single () (b) Married () (c) Frequently () (c) Very Frequently ()
6. What is your religion: (a) Islam () (b) Christianity () (c) Traditional () (d) Others ()
7. Have you seen social media content: (a) Yes () (b) No ()

8. If yes, from which handle? (a) Facebook () (b) Twitter () (c) Instagram ()
(d) TikTok () (e) others ()
9. How frequent do you come across information spreading online fraud? (a) often ()
(b) Rarely () (c) Occasionally () (d) Always
10. Does social media have impact on online fraud? (a) Yes () (b) No ()

SECTION B

11. Online fraud is being learned from the influence of social media: (a) Strongly Agree ()
(b) Agree () (c) Neutral () (d) Disagree () (e) Strongly Disagree ()
12. Potential measures should be taken to reduce the impact of social media spread on
online fraud among youth (a) Strongly Agree () (b) Agree () (c) Neutral () (d)
Disagree () (e) Strongly Disagree ()
13. Awareness and sensitization about online fraud can curb the spread among youth. (a)
Strongly Agree () (b) Agree () (c) Neutral () (d) Disagree () (e) Strongly
Disagree ()
14. Social media platforms contribute to the dissemination of information related to
online fraud among youths (a) Strongly Agree () (b) Agree () (c) Neutral ()
(d) Disagree () (e) Strongly Disagree ()
15. Social media influencers play in either promoting or preventing awareness about
fraud among young users (a) Strongly Agree () (b) Agree () (c) Neutral () (d)
Disagree () (e) Strongly Disagree ()
16. Social media platforms are more susceptible to being used as channels for online
fraud targeting the youth (a) Strongly Agree () (b) Agree () (c) Neutral () (d)
Disagree () (e) Strongly Disagree ()
17. Content creator influences its user through engagement that indirectly influence or
compel youth to online fraud (a) Strongly Agree () (b) Agree () (c) Neutral () (d)
Disagree () (e) Strongly Disagree ()

18. Specific social media platforms are more prone to being used as medium for online fraud. (a) Strongly Agree () (b) Agree () (c) Neutral () (d) Disagree () (e) Strongly Disagree ()
19. Cultural and regional factors influence the spread of online fraud among young population (a) Strongly Agree () (b) Agree () (c) Neutral () (d) Disagree () (e) Strongly Disagree ()
20. Unemployment and societal vices influences youths to engage in fraudulent activities online. (a) Strongly Agree () (b) Agree () (c) Neutral () (d) Disagree () (e) Strongly Disagree ()

