

**ASSESSING THE INFLUENCE OF TWITTER ON THE  
CAMPAIGN AGAINST VOTE BUYING IN ILORIN WEST  
LOCAL GOVERNMENT**

**(2024 LOCAL GOVERNMENT ELECTION, AS A CASE  
STUDY)**

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## **CERTIFICATION**

This research project has been read and approved as meeting the part of requirements for the award of Higher National Diploma (HND) in Department of Mass Communication, Institute of information and Communication Technology, Kwara State Polytechnic, Ilorin.

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## **DEDICATION**

This research work is dedicated to God Almighty, who has made it possible. It is also dedicated to my beloved parents for their invaluable contributions and unwavering support that made this program a success.

## **ACKNOWLEDGEMENT**

Glory to Almighty God, whose infinite mercy enabled me to complete this research work.

I sincerely appreciate my esteemed supervisor, Mr. Ibrahim A.F., for his guidance and dedication to excellence. May God richly bless him."

My profound appreciation to my beloved parents, Mr. Sunday Akeju and Mrs. Fayokemi Akeju, for their unwavering support and provision throughout my academic journey. I pray that they enjoy a long and fulfilling life to witness my future successes.

I will never cease to appreciate unrelenting support of my siblings; may God abundantly reward them and keep them safe and sound.

## **TABLE OF CONTENTS**

Title page

Certification

Dedication

Acknowledgement

Table of contents

Abstract

### **CHAPTER ONE: INTRODUCTION**

- 1.1 Background to the Study
- 1.2 Statement of the Problem
- 1.3 Objectives of the Study
- 1.4 Research Question
- 1.5 Significance of the Study
- 1.6 Scope and Delimitation of the Study
- 1.7 Limitation of the Study
- 1.8 Definition of Key Terms

### **CHAPTER TWO: REVIEW OF RELATED LITERATURE**

- 2.1 Conceptual Framework
- 2.2 Theoretical Framework
- 2.3 Empirical Review

### **CHAPTER THREE: RESEARCH METHODOLOGY**

- 3.1 Introduction
- 3.2 Research design
- 3.3 Population of the study
- 3.4 Sample Size and Sampling Technique

3.5 Validity and Reliability of the Instrument

3.6 Method of Administration of the Instrument

3.7 Method of Data Analysis

#### **CHAPTER FOUR: RESULT AND DISCUSSION**

4.1 Data Presentation

4.2 Discussion of Findings

#### **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION**

5.1 Summary

5.2 Conclusion

5.3 Recommendation

References

Appendix

## **ABSTRACT**

*This study investigates the influence of Twitter campaigns against vote buying during elections at the local level, focusing on Ilorin West Local Government in Kwara State, Nigeria. Widespread vote buying has undermined democratic processes in Nigeria, fostering corruption and limiting political accountability. With the increasing penetration of social media, particularly Twitter, political actors, civil society organizations, and youths have adopted these platforms to mobilize and sensitize voters against electoral malpractices. The research examines the extent to which Twitter campaigns affect voter behavior, the correlation between online sensitization and electoral conduct, and the role of demographic factors such as age in shaping the credibility and effectiveness of these campaigns. The study is confined to Nigerian youths (aged 18–35) residing in Ilorin West who are active Twitter users. Findings from this research are expected to enrich the literature on media-driven anti-vote-buying campaigns, provide insights for electoral bodies and political stakeholders, and contribute to the reduction of vote buying by empowering electorates and promoting sustainable democratic development in Kwara State and beyond.*

# **CHAPTER ONE**

## **INTRODUCTION**

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

Democracy in many developing country is undermined by widespread vote buying due to the provision of cash or goods in exchange for votes (Vicente and Wantchekon, 2009; Hicken, 2011; Cruz et al., 2017). Candidates and their intermediaries, commonly known as brokers, use many tactics to buy votes, from giving likely supporters incentives to turn out, to targeting the individuals most likely to reciprocate the gift with a vote (Nitcher, 2008; Finan and Schechter, 2012).

Such endemic vote-buying practices impede economic development by fostering corruption and by limiting political accountability and the provision of public goods (Stokes, 2005; Robinson and Verdier, 2013; Khemani, 2015).

Policy experiments designed to eradicate vote buying have found that small-scale interventions convince some voters to refuse to sell their vote, which hurts the electoral performance of vote-buying candidates (Vicente, 2014; Hicken et al., 2017; Vasudevan, 2018). Others have shown that reducing economic vulnerability undermines clientelistic exchanges with incumbent politicians, who may lose electoral support as a result (Bobonis et al., 2017; Larreguy et al., 2018; Frey, 2019).

Nigeria is Africa's largest democratic state with a population of close to 200 million people consisting of 342 tribes or ethno-linguistic groups and a democracy which is nascent and unstable (Campbell, 2014; Olumide & Ekanade, 2011; Mahmud, 2015). Among the many reasons for this instability are long periods of military rule, weak public institutions, electoral malpractices and ethno-religious crises. The regional-religious divide creates a regional character for elections in Nigeria, pitching the so-called Christian South against a Muslim North (Campbell, 2014). Mutual suspicion and mistrust among the three dominant



tribes, most notably the Hausa-Fulani, Yoruba, and Igbo, has been a major factor during and after elections (Omodia, 2012; Salawu & Hassan, 2011).

The perennial failure of the Independent National Electoral Commission (INEC) to conduct free, fair and credible election has also become a major reason for political and electoral tension in Nigeria.

The importance and dedication towards political activism on the various social media handles have made it necessary for scholars to investigate and understood the potentials inherent in the political engagement among citizens (Castells, 2002; Gaffney, 2012; Tumasian et al., 2010). There are multiple social media platforms, but Twitter has positioned itself as the largest microblogging platform and only the third most used social media application in the world (Barnett, 2011; Parmelee and Bichard, 2012). Twitter has a particular potential to be a strong force in adding to political campaign due to its open, horizontal, and broadly-networked architecture. Hence, Nigerians' use of social media has gone beyond casual socializing. Candidates engage with electorates via available social media platforms such as Facebook, Twitter, Instagram, etc. For instance, politicians, political enthusiasts, electoral umpire, and Civil Society Organisations (CSOs) use social media to share politically related information on Twitter and other social media platforms. Similarly, social media citizens to engage in political behaviour, views, suggestions, and events such that they attract the attention and curiosity of the public, which are but not limited to asking their friends or online followers to vote or to keep them abreast of any political candidate, issues or other electoral processes (Adhiaro et al., 2018). Unlike Facebook, which its default is regulated, in network exposure to other users' posts, Twitter posts are disseminated publicly and can be easily viewed by all users.

The open system of Twitter creates an avenue for users to respond to other users, thereby making it a vibrant forum for public usage (Kim, 2016).

Although some early studies criticised Twitter's alleged democratizing effects, most scholars now agree that it has affected the citizenry's engagement in the political arena. Even skeptics have pronounced that the Twitter has produced positive effects on political participation, though the effects thus far are small, contingent on various exogenous factors, and unstable over time (Bimber & Copeland, 2011). Some works of literature have also explained that social media users who have regular political discussion in their daily lives are presumably regular users of social media for political purposes (Rainie et al., 2012). Admited evidence supporting the mobilisation power of social media, arguments are positing that social media weaken political participation, particularly by limiting citizens to the realm of virtual engagement alone (Mustapha et al., 2016).

Social media is an internet-based platform that shares participation, openness, conversation, community and connectedness as its major characteristics (Mayfield, 2008).

The potential of social media in political campaign was first highlighted during the US presidential election of 2008.

Twitter played an important part in the campaign updates along with informing followers of opportunities to volunteer (Baumgartner et al., 2010). However, in the Nigerian context, the purported cause of political apathy among Nigerians has taken its toll on the country's democracy.

In Nigeria, Dunu (2018) note that Independent National Electoral Commission (INEC), politicians/political parties, the electorates, and Civil Society Organisations (COs) used the social media before, during and after the gubernatorial polls in selected states in Nigeria for political participation and electioneering processes. Extant evidence shows that social media platforms have not only become tools for increased citizens active political participation but have also become platforms for the spread of hate speeches; and

misinformation and/or fake news (Dunu, 2018). Social media use in politics was not fully explored until the 2011 general elections.

Former President of Nigeria, Goodluck Jonathan made use of Facebook, Twitter, and other media in his electioneering campaign. This connected him to Nigerians who were hitherto unaware or not connected to the political pulse of the country. The election was historic in the sense that it was the first time that new media technologies like Facebook, Blogs, LinkedIn and other social networks facilitated political communication and participation in Nigeria (Dagona et al., 2013).

This study specifically focused on investigating and analyzing the influence of Twitter campaign against vote buying during election at the local level using Ilorin West Local Government as a case study.

## **1.2 STATEMENT OF THE PROBLEM**

Voters' apathy increased following the introduction of multi-party democracy in Nigeria in 1999 due to failures in the electoral processes. Those failures and their consequences negatively affected the quality of political leadership. Voters turnout is declining due to violence in Nigeria (Collier & Vicente, 2014). Available data from the INEC showed that voters turnout is declining in Nigeria (Agaigbe, 2016). This study filled the gap in understanding how campaign against vote buying were mobilized to participate in Kwara State gubernatorial elections among Twitter as a major tool and the qualified voters in the Ilorin West Local Government Area.

The buying and selling of votes in Kwara State's elections which consequently enthrones investors politicians into public offices has become a virus and a cankerworm in the electoral process and engineering of the democratic experiment in Nigeria. The resultant effects cannot be over or underemphasized as recent elections to date had continued in its sour trend.

The credibility of the electoral process in Nigeria and Kwara State inclusive has become a serious issue of concern to well-meaning Kwarans and the Nigeria community. This situation does not only undermine the credibility, integrity and validity of the elections. It has exposed the state in a bad sight before its citizens. The trend has adversely undermined the integrity of the Kwarans people and also eroded the confidence of the voting public. Vote buying, without doubt leads to enthronement of the wrong candidates which in essence leads to bad governance.

As the 2023 gubernatorial elections approaches, there has been an upbeat in politicking and political campaigns by politicians and their parties to woo voters. This is besides a lot of 'strategizing', as it is called in political circles, on how to tilt the outcome of the polls in their favour. Thus, the problem this study investigates is the influence of Twitter campaign, sensitization of voters, nature of usage, educating electorates against selling their votes in Kwara State using Ilorin West Local Government as a case study.

### **1.3 OBJECTIVES OF THE STUDY**

The main aim or objective of this study is to examine the influence of Twitter campaign against vote buying in Ilorin West Local Government. this study examines the following:

1. To examine the influence of Twitter on the campaign against vote buying in Ilorin West Local Government;
2. To ascertain the correlation between Twitter campaign against vote buying and the behaviour of electorates during election(s);
3. To examine the extent to which Kwaran youths and NGOs utilize Twitter for campaign against vote buying in Ilorin West Local Government;
4. To examine whether age of electorates, influence the credibility of Twitter campaign against vote buying.

## **1.4 RESEARCH QUESTIONS**

To facilitate the study, attempts are made in providing answers to the following research questions:

1. What is the influence of Twitter on the campaign against vote buying in Ilorin West Local Government?
2. What is the correlation between Twitter campaign against vote buying and the behaviour of electorates during election(s)?
3. To what extent would Kwara youths and NGOs utilize Twitter for campaign against vote buying in Ilorin West Local Government?
4. Does age of electorates influence the credibility of Twitter campaign against vote buying?

## **1.5 SIGNIFICANCE OF THE STUDY**

This study is significant to Twitter campaign against vote buying in Ilorin West Local Government. This study will add more knowledge to the existing literature on media campaign against buying of vote in Ilorin West Local Government. it will also serve as a reference for future researchers that may want to undertake research on a similar study. Electoral bodies, electorates, NGOs, and citizens of Kwara State will find the result of this study useful, especially the youth that use the Twitter platform for fun.

They can understand the importance of Twitter campaign against vote buying in Kwara State and other states in Nigeria. The result of this study would be of interest to all political parties that want to sell their parties, manifestoes, candidates, ideas to the youths to secure their votes. Political parties in the 21 century cannot afford to be technologically bankrupt in this information age.

The finding of this study will contribute to the reduction of vote buying, empowering the electorates on their votes and sustainable development of democracy in Kwara State. The

youths are the future and drivers of any country, therefore conducting research/studies into their political, social behaviour is of paramount importance.

This study will help electoral bodies to sensitize candidates and electorates against vote buying in election in Ilorin West Local Government. It would help electorates to know the power and values of their vote rather than selling it for peanuts. Thus, the youth of Ilorin West Local Government and other educated personnel use Twitter in the 21<sup>st</sup> century, this study will enlighten them on the ways, rules and guidelines for campaigning on Twitter according to the "Twitter Campaign Handbook, 2019". It will be relevant in assisting Kwara State communities in understanding the diversity of Twitter.

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

This research work is purely confined to examine the use of Twitter for campaign against vote buying in Ilorin West Local Government. even though social media encompasses a lot of internet-based applications, this study shall however be limited primarily to Twitter being one of the most popular social media amongst Nigerian youths. Only Nigeria youths (students/graduates) resident of the Ilorin West Local Government from the voting age of 18 years through 35 years that have Twitter accounts shall be the focus of this research work.

#### **1.7 LIMITATION OF THE STUDY**

The study will be limited to the youths (students and graduates) of the Ilorin West Local Government specifically the residents of Oko-Erin, Adewole, Oloje, Alanamu, Badari, and Baboko.

## **1.8 DEFINITION OF KEY TERMS**

Some terminologies which are used for the purpose of this research work are being defined here:

- a. Twitter: An online social networking site located on [www.twitter.com](http://www.twitter.com). It is a social networking site launched in 2006, is undoubtedly one of the most popular social media platforms available today, with 100 million daily active users and 500 million tweets sent daily.
- b. Campaign: This is an organized course of action towards a goal.
- c. Influence: The power to affect the way someone or something behaves, thinks without using direct force.
- d. Vote Buying: This is viewed as a purely economic exchange in which the voters sells his or her vote to the highest bidder.
- e. Youths: In this context, are the students/graduates resident of the Ilorin West Local Government from the voting age of 18 years through 35 years.
- f. Ilorin West Local Government: Is a local government area in Kwara State, Nigeria. Its headquarters are in the town of Wara Osin Area. It has an area of 105km' and a population of 364,666 at the 2006 census. The postal code of the area is 240.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

Our focus in this chapter is to critically examine relevant literature that would assist in explaining the research problem and furthermore recognise the efforts of scholars who had previously contributed immensely to similar research. The chapter intends to deepen the understanding of the study and close the perceived gaps. Precisely, the chapter will be considered in three sub-headings:

- Conceptual Framework
- Theoretical Framework
- Empirical Review

#### **2.1 CONCEPTUAL FRAMEWORK**

The impact of the internet on political parties has been a subject debated for almost as long as the internet has existed (Gaber et al., 2015). Elections empower citizens to choose their leaders. It gives all an opportunity for equal voice and representation in our government (Chin, Zappone & Zhao, 2016). The inherent potentials of Twitter as a tool appear to be most promising in political context as social software and an enabler of more participation has been studied by an array of scholars (Bache, 2006; Green & Pearson, 2005; O'Reilly, 2005; Stieglitz & Dangxuan, 2012).

Garcia (2010) asserts that a study by Chadwick Martin Bailey and Imoderate Research Technologies, found that consumers 67% more likely to buy from the brands they follow on Twitter portraying the influence such brands wield over their audience. In the context of politics and elections, voters could also favour voting for or against parties they follow on Twitter. Kindelan (2011) further predicted that Twitter will play an important role in the presidential election held in 2012 in United States of America, as just over one-third of



respondents said the information they saw online made them decide to vote for or against a particular candidate during the mid-term election of 2010.

The 2012 presidential election could be described as the first major election where social media, especially Twitter and Facebook played a key role in campaigns and mobilizations, and ultimately the election result. Golbeck, Grimes and Rogers (2010) had earlier examined the use of Twitter by U.S congress members. They found out that congress members are primarily using Twitter to disperse information, particularly links to news articles about themselves and to their blog posts, and to their daily activities.

Twitter is rather seen as vehicles for self-promotion. However, Twitter is also facilitating direct communication between congress members and citizens, though this is a less popular activity. In a similar study, Lassen and Brown (2010) found that U.S congress members are more likely to use Twitter if they belong to the minority party, if their party leaders urge them to, if they are young, or if they serve in the senate. This assertion should also be a topic for further investigation. Ammann (2010) focuses on the use of Twitter by US Senate candidates and the content of their tweets during the 2010 midterm election season. Results show that candidates use Twitter as part of their political campaigns.

However, the amount of use significantly varies by the level of resources a candidate possesses, state size, and the competitiveness of the congressional race. Also, the content of the tweets is largely related to candidate type and in some cases political affiliation of the candidate. Tumasian et al (2010) elucidate that Twitter is extensively used for political deliberation and that the mere number of parties mentions accurately reflects the election result. This is to say that; microblogging messages on Twitter validly mirror the political landscape offline and can be used to predict election results. Conover et al (2011) examined two networks of political communication on Twitter, comprised of over 250,000 tweets from the six weeks leading up to the 2010 U.S. congressional midterm elections.

Machnick (2015) asserts that among the tools that allow political communication on the internet, the Twitter micro blog arouses the most interest. Twitter has instigated a lot of people to develop an interest in political engagement. Studies have shown that from civil service to police departments, information sharing and public engagement through Twitter can lead to greater transparency and more confidence of citizens on their state and local institution.

### **2.1.1 Concept of Twitter**

According to Orellana-Rodriguez and Keane (2018), Twitter is a social media platform that allows users to share short messages known as "tweets" with their followers. Tweets can be up to 280 characters long and can include text, images, videos, and links to other content on the web. Users can follow other Twitter users to see their tweets in their timelines, and they can also interact with tweets by liking, retweeting, and replying to them. Twitter is used by individuals, businesses, and organisations to share information, promote products or services, and engage with their audience. It was founded in 2006 and has since become one of the most popular social media platforms in the world.

In Nigeria, Twitter is a popular social media platform that is widely used by individuals, business, and organisations to communicate, share information, and connect with others. However, in June 2021, the Nigerian government suspended Twitter's operations in the country after the platform deleted a tweet from former President Muhammadu Buhari's account for violating its rules on abusive behaviour. The suspension of Twitter in Nigeria led to widespread condemnation from local and international human rights groups, who viewed it as an attack on freedom of expression and a violation of citizens' rights to access information. Many Nigerians also criticised the move, arguing that it was an attempt by the government to suppress dissenting voices and curtail the right to free speech (Maclean, 2022). Despite government suspension, many Nigerians continued to access Twitter using Virtual Private

Networks (VPNs) and other means. In November 2021, the government lifted the ban after Twitter agreed to establish a physical presence in Nigeria and comply with local regulations, including the country's data protection laws. Since the lifting of the ban, Twitter has resumed its operations in Nigeria, and many Nigerians have returned to the platform to continue engaging with each other and sharing information.

However, concerns remain about the government's continued efforts to regulate social media and control the narrative online (Anyanwu et al., 2022).

### **2.1.2 Vote Buying**

Emezie (2015) has it that vote buying and selling is an open form of bribery that substantially corrupts the Nigeria electoral system, while Onapajo, Francis and Okeke (2015) corroborated by saying that "vote buying and selling phenomenon pervades Nigeria elections". "Organising free and fair elections is more important than the result itself", said Mr. Fatus, Nano, a former Prime Minister of Albania, a nation in Southeastern Europe. However, in other developing nations, such as Nigeria, the outcome appears to be the top priority of political parties and politicians.

This argument is consistent with the National Assembly's recent rejection of electronic transmission of election results. Prof. Mahmood Yakubu, the current INEC Chairman, stated in an article titled "Politics, Vote Buying, a Threat to Nigeria's Building Democracy" published on July 2, 2018, that in Nigeria, voter incentivizing by political parties and politicians has become the order of the day, that while there were more cases of ballot box snatching in the past, the country has recently seen a wave of vote buying.

Then, according to Fredric Schafter, an associate professor of Political Science at the Massachusetts Institute of Technology in the United States of America, vote buying is defined as paying someone to vote in a certain way. In his article, "Poverty, Democracy Clientelism", he writes, "The political economics of vote buying in the literal meaning of vote

buying is economic exchange, in which people sell their votes to candidates, sometimes to the highest bidder in an election. "Poor individuals are more drawn to vote buying than wealthy citizens, according to Brusco et al. (2004), whereas Kitchett and Wilkenson (2007) believe that residents with little education are more vulnerable to vote buying. According to Hicken (2007), vote buying is less common in urban regions, partly due to traditional patron client network's waning relevance in such situation.

### **2.1.3 Effects of Vote Buying in Nigeria**

Vote buying has many effects on the Nigeria populace and on Nigeria economic development or growth, Kasali (2020), Awopeju (2011), Daryibo and Oladeji (2007), highlighted these effects to include the following:

- a. **Bad Governance:** This has begot bad governance in Nigeria because it had led to illegitimate emergence of candidates to political position of governance. Nigeria, in the recent past, has been witnessing bad governance. For the fact that political parties and candidates invested so much funds in electioneering campaign and vote buying, the tendencies remain that, if they eventually grab political power in whatever category, it therefore lies on them to recoup the money expended as a result of this, agenda, good governance suffers the people of Ilorin West is not an isolation.
- b. **Mortgaging the Conscience of Voters:** When people are properly educated about their basic rights and the economy, it is not likely that they would prefer to mortgage their future for inconsequential amount of money or pepper and salt. The 2019 general election was a representation of the ugly past and was made to assume a more dangerous dimension.
- c. **Oby Ezekwesili, a former Minister of Education and also Solid Minerals, said before the 2019 general election that a new coalition of civil society organisation would**

contend with any politician who was thinking of buying votes in 2019. However, she was disappointed that vote buying was not curbed.

- d. Eroding Confidence of People in INEC: The Independent Electoral Commission (INEC) vested with power and responsibilities of organising a free, fair, and credible election is now being viewed by the general public as a toothless and worthless building. The confidence of many Nigerians has eroded drastically. It has gone to the level that INEC is most times messed up in post-election tribunals, Appeal Courts and the apex court (Supreme Court).
- e. Electoral Violence: Electoral violence, sadly had been a feature and a re-occurring decimal in Nigeria political history. The Ilorin West was not left out of this misfortune. Nigeria politicians are ever-ready to exploit the summary ethnic, religious and regional fault lines to gain political advantages. They always trigger community tension and target their rivals and their supporters who are at the receiving ends. Violence tendencies are always associated right from the preliminary stage of party primaries to campaign arenas.
- f. Compromise of Security Agents: Before votes can be sold or bought in election polling booths, there must have been a security breach. Once votes are bought from the citizens to the highest bidder, then, there is an electoral irregularity. One can only speculate on what will happen in Anambra State's governorship election in November 2021.

#### **2.1.4 Vote Buying as a Challenge to Electoral Process**

When discussing the Osun State election in 2014, Cynthia Mbamalu, the Project Director of Yiaga Africa, an NGO, said that vote buying was becoming a threat to the Nigeria electoral process, adding that all hands must be on deck to put an end to the menace, adding "Nowadays the more money you give, the more votes you get, and this is becoming a

problem and challenge to our electoral process. "The Kwara State election, which was held in 2019, had a similar scope".

### **2.1.5 Effects of Twitter on Elections in Nigeria**

The use of internet and social media on the African continent in the past decade had recorded some amazing growth. Social media have been applied in various situations such as elections, natural disasters, and political crises. It is important that the use of social media for politics be examined to identify the benefits as well as the challenges, with a view to developing this medium for the benefit of political development in terms of the electoral process used in voting delegates into political offices. Schreiner (2018) discussed the content analysis

of Twitter and qualitative expert interviews and found the main use of Twitter was for political debate and mass mobilisation.

During elections, the network is used by group of active citizens and bloggers, operating as opinion leaders, to provide information and support for those who are interested in politics, and especially for those who are indecisive as regards picking a candidate of choice, to be voted for. A vital finding about Twitter and elections is that while Twitter served to verify information and throwback rumors, it was also used for disseminating false information as well as for expressing various degrees of verbal violence. In most cases, during elections, press freedom through conventional media outlets decreases significantly.

Conflicting parties are seen using the media as a tool for propaganda. Political opponents also receive death threat while some even are assassinated (Reporters Without Borders). With the introduction of the Twitter phenomenon, an online community of well informal and connected interconnected internet users join others with less exposure and opportunities, in airing their political views and freely adding their voices to the electoral process, in a more

conducive and somewhat free space (Brine, 2012). According to ITU (2016), the use of the internet and social media has grown with tremendous speed in the past decades.

Today the number of Africans that have access to internet is higher, compared to those that had access in 2010. In 2015, Facebook identified 120 million active users across Africa, out of which many have accessed to the platform through their mobile devices (Shapshak, 2017). With an estimated 1.6 billion tweets sent from Africa, in 2016, Twitter had about the largest share of social media engagement within that period (Portland Communications, 2016). From monitoring elections to hounding political opponents, social media have been used for political gains around the world.

While some authors point out that social media is used as a means of spreading propaganda by political opponents (Dollai & Olorunnisola, 2013), others refer to social media as "liberation technology" as a result of their ability to empower citizens to confront, contain, and make decisions to vote unproductive and progressive candidates (Diamond, 2012, p. xi). Twitter has played a significant role in Nigerian election in recent years.

During the 2015 presidential election, Twitter was used by both politicians and citizens to express their opinions, share information, and mobilise support for their preferred candidates. Candidate also used Twitter to communicate their policies, respond to criticisms, and engage with voters. In the 2019 general elections, Twitter played an even more significant role. The platform was used extensively by Nigerians to monitor the election, report irregularities, and share results. Twitter also played a crucial role in shaping public opinion, with several hash tags trending throughout the election period (Bello et al., 2019).

Overall, Twitter has been an important tool for political engagement in Nigerian elections, allowing citizens to participate in the democratic process and hold their leaders accountable. However, its impact on election is not without challenges, particularly in terms of the regulation and moderation of political speech. Twitter has also made it easier for Nigerian

youths to connect with political figures and organisations, allowing them to voice their opinions on issues that matter most to them. This increased level of engagement has led to more youth participation in elections across the country (Maclean, 2022).

Twitter has become an integral part of the Nigerian online space. It has seen a tremendous amount of growth since it was initially launched in Nigeria in 2011. Over the years, millions of youths have used Twitter to stay updated with political news, share their views and opinions, and engage with others. Twitter has become a go-to source for many Nigerians who are looking for reliable information on politics, sports, entertainment, and other topics. It has also given people from all walks of life an avenue to express their thoughts and feelings without fear of censorship or judgment (Nguyen, 2011). Today, Twitter is one of the most viewed websites in Nigeria, as it continues to be a hub for political updates and discussions.

## **2.2 THEORETICAL FRAMEWORK**

This study is anchored on agenda setting theory and supported by social influence theory.

### **2.2.1 Agenda Setting Theory**

The theory can be traced to the first chapter of Walter Lippman's book, public opinion in 1922. The book set the stage for the theory of agenda setting by arguing that the news media construct our view of the world. The theory assumes that the media set agenda for the public to follow.

The theory holds that most of the pictures we store in our heads, most of the things we think or worry about, most of the issues, we discuss are based on what we have read, listened to or watched in different mass media. The media influences our thoughts and feelings about many topics, leading us to believe that some topics are more crucial to our society than others. According to the theory, the media directs our thoughts.

This theory also posits that the mass media have a large influence on audience by their choice of what stories to consider newsworthy and how much prominence and space to give them.



The theory's central theme is the ability of the media to transfer importance of an issue to the public agenda. The media agenda is the set of issues addressed by media and the public agenda, which are issues the public consider important (Miller, 2005). The theory further explains the correlation between the rate at which media covers a story is important. The correlation has always been confirmed by repeated research.

There are two (2) level of agenda-setting:

1. The media uses objects or issues to influence the public. At this level, the aim is to suggest what the public should think about the issue. The more the coverage, the more debate is generated by the issue.
2. In this level, the media focuses on the characteristics of the objects or issues. The aim here is to influence how they should think about the issue.

Furthermore, the theory postulates that the media play a crucial role in forming and reflecting public opinion. It communicates the world to individuals, and reproduces the society's self-image. It was earlier criticised for destroying the individual capacity to act autonomously, but later studies have suggested even a more complex interaction between media and society. The individual's activity interprets and evaluates the information it provides. The work or the media is not just the newsworthy items but also other cultural influences that operates through them. The mass media force attention to certain issues they build up public images of political and public figures. They are constantly presenting objects suggesting what individuals. in the mass should think about, have feeling about, "claim hang and long". This theory is important to this study because it emphasises the role of the media (Twitter) in picking up an agenda of public concerns, such as vote buying, in a bid to provide the youth with information and results of public debate in order for them to form their own opinion.

### **2.2.2 Social Responsibility Theory**

In mid 20th century most of the developing countries and third world nations have used this social responsibility theory of press which is associated with "The Hutchins Commission on the Freedom of the Press" in United State at 1942. In the book "Four Theories of Press" (Siebert, Peterson and Schramm) it has been stated that "pure libertarianism is antiquated, outdated and obsolete".

That paved way for replacement of libertarian theory with the social responsibility theory. Social responsibility theory allows free press should be discussed in public panel and media should accept any obligation from public interference or professional self-regulation or both.

The theory lies between both authoritarian theory and libertarian theory because it gives total freedom in one hand but the external controls in other hand. Here, the press ownership is private and media have an obligation to the public that amount to a form of public stewardship. The social responsibility theory moves beyond the simple "objective" reporting (fact reporting) to "interpretative" reporting (investigative reporting).

The theory links with the democratic process and the media are guardian of that process, vigilant on behalf of the citizens, with a duty to be honest and fair to all.

The theory balances the claims for freedom with the need for responsibility. It urges that in public interest, in the interest of true representation, both sides of a case should be stated. Professionalism was created in the media by setting up a high level of accuracy truth, and information. The commission of press council also included some tasks based on social responsibility of media, which are as follows:

- i. Formulated the code of conduct for the press
- ii. Improve the standards of journalism
- iii. Criticize and make some penalty for violating the code of conduct.

Social responsibility theory appealed to the idealism of individual media practitioners and tried to write them in service of cultural pluralism. It encouraged them to see themselves as frontline participants in the battle to preserve democracy in a world drifting inexorably toward totalitarianism.

This theory places emphasis on the moral and social responsibilities of person, who, and institutions which operate the mass media. Such responsibilities include obligation to provide the public with information and discussion on important social issues and the avoidance of activities that are harmful to public welfare and security of the state.

In relation to this study, Twitter as one of the media platform should be used towards promoting democracy in the country and the usage of this platform to campaign against vote buying in Ilorin West Local Government is one of the ways we can ensure the principles and doctrine of democracy are protected and respected.

### **2.3 EMPIRICAL REVIEW**

Kruikemeir 2014) Suggest that Twitter is an important platform to connect both voters and disseminate their messages. It examines the ways in which political candidates use Twitter and the impact it has on votes. By analysing data from previous elections, the study found that candidates who had a larger Twitter following and posted more frequently were more likely to receive a higher percentage of the vote. Additionally it discovered that Twitter allowed candidates to engage with voters in real time, respond to criticism, and mobilise supporters. However, the research states that the Impact of Twitter on vote varied by demographic group, with younger and more educated voters being more likely to be influenced by social media. Overall, this study highlights the importance of Twitter as a tool for political Candidates to reach and engage with voters and the potential impact it can have on election outcomes.

Abdurauf - Salau (2013) examines the role of Twitter as a news source to select audiences in Ilorin, Nigeria. The study argues that with the rise of Social media platforms, Twitter has emerged as a significant source of news and information for many individuals globally. It also explores the types of news stories that are sought after and the factors that influence the credibility and trustworthiness of Twitter as a news source. The results reveal that Twitter is used by select audience in Ilorin as a primary source of news with political and entertainment news being the most sought- after.

Finiey (2022) explain how youths are using Twitter to drive political change and shape democracy around the world. By using his platform to spread their ideas and opinions young people are having a direct impact on the society and influencing decisions- makers in a way that was not possible before. In recent years, the rise of Social media platforms like Twitter has had a profound effect on the way young people view and participate in democracy. This can be seen in how they engage with current events, share their opinions and ideas, and support the causes they believe in. This demonstrates how technology has changed our history by allowing for a greater degree of participation in democracy than ever before.

Kwagha and Tarfa's (2015) conducted a study on Vote buying and money politics in Nigeria. This study reveals some interesting insights. According to their research, vote buying is a significant problem in Nigeria's democratic process they describe vote buying as a process where candidates engage in "money politics" to influence voters. The study revealed that poverty, unemployment and lack of access to basic amenities were the primary motivations for voters to engage in vote buying. Candidates, on the other hand, used various strategies to buy votes including offering cash, gifts, and promises of employment or contracts. The researchers concluded that vote buying undermines the democratic process, leading to a lack of credibility in elections and the emergence of unqualified leaders. They emphasized the need for electoral reform to address the root cause of vote buying.

Alfred 2015) who did a study on vote buying and the risk to Nigeria democracy; policy concerns and stakeholders' responsibilities agrees with the above assertions. It was revealed that vote buying is a form of economic exchange fueled primarily by poverty. That people are willing to sell their ballots to the greatest bidder. It was also determined that both voters and candidates had broken the 2010 Electoral Act, which the law enforcement agencies were unable to enforce. The researcher concluded that INEC should form an anti-vote-selling ad-hoc committee that will travel to all major towns and villages to advocate against vote buying in the people's native tongue.

Sakayan, Anu and Mohammed (2015) Studied phenomenon of money politics in Nigeria's electoral system, specifically focusing on vote buying. They found that money politics is a global issue but its trend in Nigeria's electoral system is particularly concerning because of the widespread nature of vote buying and lack of effective checks and balances to prevent it. The system is often characterized by a lack of transparency, accountability, and fairness, which creates an environment conducive to corruption and electoral malpractices. The study highlighted that vote buying and money politics are linked to corruption in a neo-patrimonial State, characterized by dishonesty and fraud. The study also found that money politics has led to a situation where the electoral process is no longer about the credibility and popularity of candidates, but about who has the most money to spend.

Muhtadi (2019) as well as did a study on the factors that influence vote buying. The study found that voter identification with political parties was highly associated to vote buying, and that the closer a voter's link to a political party is, the more likely that voters' affirmation of political scientism in Indonesia, according to the report. It was concluded that people who are passionately pro-democracy are less likely to buy votes, and vice-versa.

Nikode and Abah's (2019) Study on election and vote buying in Nigeria highlights pervasive issue of vote buying in the country's electoral process. Vote buying has been proven to have

a negative impact on Nigeria's democratic process, since it leads to political apathy, leadership crises, political Violence, a poor political culture and Insensitivity to peoples needs. The researchers urge that relevant institutions provide political education and civil awareness to the electorate about the long-term effects of vote buying in the democratic process.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 RESEARCH DESIGN**

Kerlinger (1973) defines research design as a plan for collecting, analyzing and interpreting data in order to answer research questions or test research hypothesis. The research design adopted for the study was a survey method. This design is considered apt because it enables the researcher to generate data through the standardized collection procedures based on highly structured research instrument(s) as well-defined study concepts and related variables.

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

Osuala (1982) defines population as the act of identifying characteristics, which work of the universe have in common and which will identify each unit as being a member of a particular group.

The population for the study will consist of electorates in Ilorin West Local Government from the voting age of 18 years through 35 years that have Twitter accounts, shall be the focus in this research work.

This population was derived in order to proceed with the survey in the community since It consists of the local Government and the area of the community.

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

According to Aborisade (2008) in determining the sample size, it should be noted that the more heterogeneous the population, the more sample size should be and the homogenous the population the less the sample size who are the representatives of the population. In this research Study, the researcher used one hundred (100) persons as a sample size which serves as the representatives of the population to draw more light on the project type and the research method.

Sample was taken from population of members of Ilorin West Local Government community. The Sample covered the Ilorin West Local Government Area in Kwara state. Though it is difficult to ascertain the total population, so a manageable proportion of one hundred was selected. The reasons for this is that it will give each member equal chance to be selected meanwhile, only frame work members to the area are experienced to be stable or to have stayed long in the study area, Random number table were chosen to obtain coordinate good reference for the points and sampling taken.

### **3.4 INSTRUMENTATION**

Kola Hassan and Kehinde Adadusi (2012) Essential of Research Methodology, instrumentation is a means of reaching the mind of subjects to supply information or data required by a researcher from the appropriate respondents. The questionnaires are promptly before they resume again to their work. This has to be done against disturbance of wishers, students as they may be busy and have no time

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

According to Salaudeen (2015), validity and Reliability are two crucial concepts in research methodology that ensure the accuracy and consistency of research findings: Salaudeen emphasizes that validity refers to the extent to which a research instrument measures what is supposed to measure, while reliability refers to the consistency of the instruments measurement's over time.

The instrument (questionnaire) used is validity because it is most appropriate instrument for data collection in survey study. According to Salaudeen (2015), Questionnaire is the best option when a researcher is interested in studying a very large population as it offers uniformity in coding questions.



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

Nunnally, (1978), the method of administration of the Instrument is a crucial aspect of research design. Nunnally emphasizes that the method of administration can affect the validity and reliability of the Instrument, as well as respondents' willingness to participate and the accuracy of their responses.

The data of this response work is obtained from the primary and secondary sources. Primary source of data is collected by the researcher from questionnaire, while the secondary source of data are collected by making reference to relevant journals, magazines and other relevant materials.

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

Accorchng to Pallant (2016), data analysis is a critical component of research methodology that involves the systematic examination and interpretation of data to answer research questions or test hypothesis. Pallant emphasize that data analysis should be carefully planned and executed to ensure that the results are accurate reliable and valid.

Pallant (2016) discusses various data analysis techniques, including descriptive statistics, inferential statistics and data visualization methods. She emphasizes the importance of selecting the most appropriate data analysis technique for the research questions or hypothesis being investigated.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.1 DATA PRESENTATION

##### Section A: Biodata of the respondents

##### Item 1: Distribution of the age of respondents

**Table 1**

Responses	Frequency	Percentage (%)
18 – 25	15	15%
26 – 35	45	45%
36 – 45	22	22%
40 and above	18	18%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

In the above table, 45 respondents on 45% falls between the age bracket of (26 – 35) years, 22 respondents on 22% falls between the age bracket of (36 – 45) years, 18 respondents on 18% falls between the age bracket of (40 and above) years, while 15 respondents on 15% falls between the age bracket of (18 – 25) years.

##### Item 2: Distribution of the sex of respondents

**Table 2:**

Responses	Frequency	Percentage (%)
Male	76	76%
Female	24	24%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

In the response to the question on the distribution of respondents according to their sex, 76 respondents representing 76% of the sample are male while 24 respondents representing 24% of the sample are female

### **Item 3: Distribution of religion of respondents**

**Table 3:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Islam	83	83%
Christianity	17	17%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

The above table shows the number of respondents religion and from the table, 83 (83%) are Muslims, while 17 (17%) of the respondents are Christians

### **Item 4: Marital Status**

**Table 4:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Single	11	11%
Married	87	87%
Divorced	2	2%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

The table 4 above shows the marital status of the respondents. According to the table, 87 (87%) are married, 11 (11%) are single, while 2 (2%) of the respondents are divorced.

### Item 5: Occupation

**Table 5:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Civil Servants	43	43%
Students	12	12%
Traders	45	45%
Others	0	0%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

The table 5 shows the occupation of the respondents, according to the table, 45 (45%) of the respondents are traders, 43 (43%) are Civil Servants, 12 (12%) of the respondents are students, while none (0%) of the respondents is into other occupation.

### Item 6: Do you have access to Twitter

**Table 6:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Yes	98	98%
No	2	2%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

The table above shows how the respondents answered the question as 98 (98%) of the respondents have access to Twitter, while 2 (2%) of the respondents do not

**Item 7: How do you get access to it?**

**Table 7:**

Responses	Frequency	Percentage (%)
Own phone	97	97%
Parent phone	1	1%
Laptop	2	2%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

The table above shows how respondents answered the question above as 97 (97%) of the respondents access Twitter through their own phone, 2 (2%) of the respondents access it through Laptop, while 1 (1%) of the respondents access it through their parents' phone.

**Item 8: How often do you make use of it?**

**Table 8:**

Responses	Frequency	Percentage (%)
Very often	90	90%
Quite often	8	8%
Not often	2	2%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

From the above table, it shows how the respondents often make use of their Twitter handle as 90 (90%) of the respondents do make use of it very often, 8 (8%) make use of it quite often, while 2 (2%) of the respondents do not often make use of it

**Item 9: Have you come across campaign against vote buying on Twitter?**

**Table 9:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Yes	98	98%
No	2	2%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

The table above shows that 98 (98%) of the respondents have come across campaign against vote buying on Twitter, while 2 (2%) of the respondents have not

**Item 10: How often do you come across it?**

**Table 10:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Very often	90	90%
Quite often	8	8%
Not often	2	2%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

The table above shows that 90 (90%) of the respondents come across the campaign against vote buying on Twitter very often, 8 (8%) come across it quite often, while 2 (2%) of the respondents do not often come across the campaign

**Item 11: Has this campaign been able to reduce vote buying in Ilorin West**

**Table 11:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Yes	72	72%
No	20	20%
Maybe	8	8%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

In the table above, 72 (72%) of the respondents agreed that the campaign has been able to reduce vote buying in Ilorin West, 20 (20%) do not agree, while 8(8%) of the respondents are not sure.

**Item 12: Twitter is used to campaign against vote buying than other social media platforms**

**Table 12:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Yes	53	53%
No	37	37%
Maybe	10	10%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

The table 12 above shows that 53 (53%) of the respondents agreed that Twitter is used to campaign against vote buying than other social media platforms, 37 (37%) disagreed, while 10 (10%) of the respondents are not sure.

**Item 13: The campaign against buying of votes helps to educate and inform voters**

**Table 13:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Strongly Agree	55	55%
Agree	35	35%
Neutral	5	5%
Strongly Disagree	2	2%
Disagree	3	3%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

In the above table, 55 (55%) of the respondents strongly agreed that the campaign against buying of votes helps to educate and inform voters, 35 (35%) disagreed, 5 (5%) of the respondents remains neutral, 2 (2%) strongly disagree, while 3 (3%) of the respondents disagreed.

**Item 14: Vote buying campaign on Twitter is a substantial part of preparing electorates**

**Table 14:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Strongly Agree	87	87%
Agree	12	12%
Neutral	1	1%
Strongly Disagree	0	0%
Disagree	0	0%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025



The above table shows that 87 (87%) of the respondents strongly agreed that vote buying campaign on Twitter is a substantial of preparing electorates, 12 (12%) agreed to this statement, 1 (1%) remains neutral, while none of the respondents strongly disagreed or disagreed to the statement.

**Item 15: This campaign has enlightened the youth on the effects of vote buying than the elders in the local Government**

**Table 15:**

Responses	Frequency	Percentage (%)
Strongly Agree	42	42%
Agree	49	49%
Neutral	5	5%
Strongly Disagree	2	2%
Disagree	2	2%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

The above table shows how the respondents respond to this statement as 49 (49%) of the respondents agree, 42 (42%) strongly agree, 5 (5%) remained neutral, 2 (2%) strongly disagreed, while 2 (2%) of the respondents disagreed.

**Item 16: Twitter campaign against vote buying has helped to widen the Ilorin West Local Government Area you brain and mind towards choice of candidate.**

**Table 16:**

Responses	Frequency	Percentage (%)
Strongly Agree	72	72%
Agree	19	19%
Neutral	5	5%

Strongly Disagree	1	1%
Disagree	3	3%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

Table 16 shows that 72 (72%) of the respondents strongly agreed that Twitter campaign against vote buying has helped to widen the Ilorin West Local Government Area youth brain and mind towards choice of candidate, 19 (19%) agreed, 5 (5%) remained neutral, 1 (1%) strongly agreed, while 3 (3%) of the respondents disagreed.

**Item 17: Twitter campaign against vote buying has helped to reduce vote buying in Ilorin West Local Government Area**

**Table 17:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Strongly Agree	23	23%
Agree	17	17%
Neutral	10	10%
Strongly Disagree	36	36%
Disagree	14	14%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

Table 17 shows that, 36 (36%) of the respondents strongly disagreed that Twitter campaign against vote buying has helped to reduce vote buying in Ilorin West Local Government Area, 23 (23%) of the respondents strongly agreed, 17 (17%) agreed, 14 (14%) disagreed, while 10 (10%) of the respondents remained neutral.

**Item 18: NGOs and youths in Ilorin West Local Government Area do engage in campaign against vote buying on Twitter**

**Table 18:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Strongly Agree	65	65%
Agree	19	19%
Neutral	6	6%
Strongly Disagree	3	3%
Disagree	7	7%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

The table above shows the responses of the respondents to the statement above as 65 (65%) of the respondents strongly agreed, 19 (19%) agreed, 6 (6%) remained neutral, 3 (3%) strongly disagreed, while 7 (7%) of the respondents disagreed to the statement.

**Item 19: Age of the electorates influence the credibility of Twitter campaign against vote buying**

**Table 19:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Strongly Agree	45	45%
Agree	35	35%
Neutral	5	5%
Strongly Disagree	10	10%
Disagree	5	5%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

The table above shows the responses of the respondents to the statement above as 45 (45%) of respondents strongly agreed, 35 (35%) agreed, 10 (10%) disagreed, 5 (5%) remained neutral, while 5 (5%) of the respondents disagreed.

**Item 20: Twitter campaign against vote buying helps to enlighten the electorates on the strength and weakness of their choice if candidate.**

**Table 20:**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Strongly Agree	73	73%
Agree	15	15%
Neutral	5	5%
Strongly Disagree	4	4%
Disagree	3	3%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Fieldwork, 2025

Table 20 shows that 73 (73%) of the respondents strongly agreed that Twitter campaign against vote buying helps to enlighten the electorate on the strength and weakness of their choice of candidates, 15 (15%) agreed, 5 (5%) remained neutral, 4 (4%) disagreed, while 3(3%) of the respondents disagreed to the statement.

## 4.2 ANALYSIS OF RESEARCH QUESTIONS

Question 1: What is the influence of Twitter on the campaign against vote buying in Ilorin West Local Government?

Table 11, 13, 14, 15, 16 and 17 as it was gathered in table 11 that 72 (72%) of the respondents agreed that the campaign has been able to reduce vote buying in Ilorin West, 20 (20%) do not agree, while 8(8%) of the respondents are not sure.

Table 13 also answered the questions as it was gathered that 55 (55%) of the respondents strongly agreed that the campaign against buying of votes helps to educate and inform voters, 35 (35%) disagreed, 5 (5%) of the respondents remains neutral, 2 (2%) strongly disagree, while 3 (3%) of the respondents disagreed.

Table 14 also answered this question as it was gathered that 87 (87%) of the respondents strongly agreed that vote buying campaign on Twitter is a substantial of preparing electorates, 12 (12%) agreed to this statement, 1 (1%) remains neutral, while none of the respondents disagreed or strongly disagreed to the statement.

Table 15 also answered the questions as it was gathered that 42 (42%) strongly agreed that this campaign has enlightened the youth on the effects of vote buying than the elders in the Local Government, 49 (49%) of the respondents agree, 5 (5%) remained neutral, 2 (2%) strongly disagreed, while 2 (2%) of the respondents disagreed.

Table 16 also answered this question as it was gathered that 72 (72%) of the respondents strongly agreed that Twitter campaign against vote buying has helped to widen the Ilorin West Local Government Area youth brain and mind towards choice of candidate, 19 (19%) agreed, 5 (5%) remained neutral, 1 (1%) strongly agreed, while 3 (3%) of the respondents disagreed.

Question 2: What is the correlation between Twitter campaign against vote buying and the behavior of electorates during elections?

Table 16 also answered this question as it was gathered that 72 (72%) of the respondents strongly agreed that Twitter campaign against vote buying has helped to widen the Ilorin West Local Government Area youth brain and mind towards choice of candidate, 19 (19%) agreed, 5 (5%) remained neutral, 1 (1%) strongly agreed, while 3 (3%) of the respondents disagreed.

Question 3: To what extent would Kwaran youths and NGOs utilize twitter for campaign against vote buying in Ilorin West Local Government?

Table 18 answered this question as it was gathered that 65 (65%) of the respondents strongly agreed, 19 (19%) agreed, 6 (6%) remained neutral, 3 (3%) strongly disagreed, while 7 (7%) of the respondents disagreed.

Question 4: Does age of electorates influence the credibility of Twitter against vote buying?

Table 19 answered this research question 4 as it was gathered that (45%) of respondents strongly agreed, 35 (35%) agreed, 10 (10%) disagreed, 5 (5%) remained neutral, while 5 (5%) of the respondents disagreed.

#### **4.3 DISCUSSION OF FINDINGS**

The purpose of this study is to examine the influence of Twitter on the campaign against vote buying in Ilorin West Local Government Area. The result obtained the statistical analysis in this study was used to provide answer to this research study, as data were presented into table using simple percentage tabular presentation in the chapter four of this study to provide as 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 respondents abs all the copies of the questionnaire were returned.

This study confirmed that Twitter campaign against vote buying in Ilorin West Local Government helps to enlighten the electorate on the strength and weakness of their choice of candidate as it was analyzed in table 20 that 73 (73%) of the respondents strongly agreed that Twitter campaign against vote buying helps to enlighten the electorate on the strength and weakness of their choice of candidates, 15 (15%) agreed, 5 (5%) remained neutral, 4 (4%) disagreed, while 3(3%) of the respondents disagreed to the statement.

It was also discovered that this campaign has been able to reduce vote buying in Ilorin West Local Government as 72 (72%) of the respondents agreed, 20 (20%) of the respondents do not agree, while 8 (8%) of the respondents are not sure.

It was also discovered that the campaign against vote buying has helped to educate and inform voters has 55 (55%) of the respondents strongly agreed that the campaign against buying of votes helps to educate and inform voters, 35 (35%) disagreed, 5 (5%) of the respondents remains neutral, 2 (2%) strongly disagree, while 3 (3%) of the respondents disagreed.

It was discovered that the campaign is a substantial part of preparing electorates as 87 (87%) of the respondents strongly agreed that vote buying campaign on Twitter is a substantial of preparing electorates, 12 (12%) agreed to this statement, 1 (1%) remains neutral, while none of the respondents strongly disagreed or disagreed to the statement.

It was discovered that NGO's and youth in Ilorin West Local Government Area do engage in campaign against vote buying as it was presented in table 18 65 (65%) of the respondents strongly agreed, 19 (19%) agreed, 6 (6%) remained neutral, 3 (3%) strongly disagreed, while 7 (7%) of the respondents disagreed to the statement.

It was discovered that Twitter campaign against vote buying has helped to widen the Ilorin West Local Government Area youth brain and mind towards choice of candidate as 72 (72%) of the respondents strongly agreed that Twitter campaign against vote buying has

helped to widen the Ilorin West Local Government Area youth brain and mind towards choice of candidate, 19 (19%) agreed, 5 (5%) remained neutral, 1 (1%) strongly agreed, while 3 (3%) of the respondents disagreed to the statement.



## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1 SUMMARY

The research project, *“Assessing the influence of Twitter on the campaign Against Vote Buying in Ilorin West Local Government”*, is organized into five chapters from chapter one of this study to chapter five, which clearly reviewed some steps and approaches for easy presentation of its content.

Chapter one is focused on the background of the study with emphasis on the correlation between Twitter and Vote buying and how Twitter is used as a tool to campaign against vote buying in Nigeria. It also contains the statement of research problems, research objectives, research questions, significance of the study and its limitations with operational definition of key terms.

Chapter two of research work illustrated the conceptual framework, which helps in understanding and having more knowledge about the key concepts of the study, the theoretical framework of the research applied by the researcher which is the *Agenda Setting Theory and Social Responsibility Theory*. The agenda setting theory helps in revealing how Twitter is used in setting an agenda which is vote buying, in a bid to provide the youth with information for them to be able to make an informed decision during election.

Chapter three of this research work, however, comprises the research methodology adopted in this study, the population of the study environment, which the researcher set out of the study which consists of the students and graduates of Ilorin West Local Government Are. This includes both male and female either single, married, divorced or separated, employed and unemployed, students and graduates of the Local Government, sample size which is one hundred (100) and sampling technique which is purposive sampling techniques and the instrument used in the research study was questionnaire that was administered amidst the

sampling size of the population, it also clearly states validity and reliability of the instrument and alongside stated the method of data analysis.

Chapter four of this research work explains how the data were gathered and analyzed for proper comprehension. It also contained how the data were presented and the discussion of the research findings.

Chapter five of this research clearly defined and summarized the whole chapter from one to four and also contained the conclusion and recommendations presented by the researcher.

## **5.2 CONCLUSION**

The research study aimed at *“Assessing the influence of Twitter on the campaign Against Vote Buying in Ilorin West Local Government”*.

Twitter is becoming more influential as it is one of the social media platforms that is widely used by individuals, businesses, and organizations to communicate, share information, and connect with others. During elections Twitter is used by group of active citizens and bloggers, operating opinion leaders, to provide information and support for those who are interested in politics, and especially for those are indecisive as regards picking a candidate of choice, to be voted for, a vital finding about Twitter and election is that, the platform is a veritable tool for promoting credible election.

Based on our findings on the observation drawn from empirical data, it shows that influence of Twitter on the campaign against vote buying in Ilorin West Local Government and also helped to enlighten the electorates on how to analyze the strength and weakness of their choice of candidate. It is also believed that the campaign is a substantial part of preparing electorates has it plays a role of educating, informing and enlightening the people on nitty-gritty of election and reasons not to be apartheid about the political happenings of their country.

This research concludes that campaign against vote buying is maximal on the platform and it has changed the attitudes of the youth during electoral process. It is commendable to say that the youths are awakened and are working effectively and efficiently to welcome the Nigeria of our dreams. Hence, political parties and candidates now realize the power of Twitter and other social media platforms.

### **5.3 RECOMMENDATIONS**

In view of the dangers that vote buying poses to democracy in Nigeria, the following recommendations are offered.

1. The independent National Electoral Commission (INEC) should collaborate with the Economic and Financial Crimes Commission (EFCC) should investigate and prosecute cases of the vote buying, ensuring that perpetrators face strict penalties to deter future occurrences
2. The National Orientation Agency (NOA) should spread nationwide sensitization campaigns to educate citizens on the dangers of vote buying and promote ethical voting practices.
3. The Nigerian Government should pursue a policy of aggressive diversification of an economy to create more employment opportunities and reduce level of poverty that makes people susceptible to criminal, financial and material inducements.
4. Civil society groups should advocate and apply pressure for Police and other law enforcement agencies to arrest, investigate and diligently prosecute those involved in the act of vote buying.
5. The media and civil society organizations should collaborate to amplify awareness campaigns against vote buying, holding public officials accountable and promoting voter education to safeguard Nigeria's democracy.

6. To enhance the secrecy of the ballot, the INEC should construct a collapsible voting cubicle that will make it difficult for party agents to see a voter thumbprint on the ballot paper and actions that reveal the vote cast by voters should be criminalized.

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**APPENDIX I**  
**QUESTIONNAIRE**

Kwara State Polytechnic, Ilorin.

Institute of Information and Communication Technology (IICT)

Mass Communication Department.

Dear Respondent,

This questionnaire is designed to raise relevant information on the "Influence of Twitter on the Campaign against Vote Buying in Ilorin West Local Government". Your response is needed.

All information supplied shall be used mainly for academic and education purpose only.

Thanks.

**APPENDIX II**

**Instruction:** Please tick ( ) as applicable to you.

**SECTION A**

1. Age of respondent: A. 18 - 25 years ( ) B. 26 - 35 years ( ) C. 36 - 45 years ( ) D. 46 – above ( )
2. Sex of respondent: A. Male ( ) B. Female ( )
3. Religion of respondent: A. Islam ( ) B. Christianity ( )
4. Marital status: A. Single ( ) B. Married ( ) C. Divorced ( )
5. Occupation of respondent: A. Civil servant ( ) B. Student ( ) C. Trader ( ) D. Others ( )

**SECTION B**

6. Do you have access to Twitter? A. Yes ( ) B. No ( )
7. How do you get access to it? A. Own phone ( ) B. Parent's phone ( )
8. How often do you make use of it? A. Very often ( ) B. Quite often ( ) C. Not often ( )
9. Have you come across campaign against vote buying on Twitter? A. Yes ( ) B. No ( )
10. How often do you come across it? A. Very often ( ) B. Quite often ( ) C. Not often ( )
11. Has this campaign been able to reduce vote buying in Ilorin West? A. Yes ( ) B. No ( )
12. Twitter is used to campaign against vote buying than other social media platforms.  
A. Yes ( ) B. No ( )



## SECTION C

Keys: Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), Strongly Disagree (SD)

S/N	STATEMENT	SA	A	N	D	SD
13	The campaign against buying of votes helps to educate and inform voters					
14	Vote buying campaign on Twitter is a substantial part of preparing electorates					
15	This campaign has enlightened the youth on the effects of vote buying than the elders in the Local Government.					
16	Twitter campaign against vote buying has helped to widen the Ilorin West Local Government Area youth brain and mind towards choice of candidate					
17	Twitter campaign against vote buying has helped to reduce vote buying in Ilorin West Local Government Area					
18	NGOs and youths in Ilorin West Local Government Area do engage in campaign against vote buying on Twitter					
19	Age of the electorates influence the credibility of Twitter campaign against vote buying					
20	Twitter campaign against vote buying helps to enlighten the electorates on the strength and weaknesses of their choice of candidate					