CHAPTER ONE

1.0 BACKGROUND TO THE STUDY

Climate is typically explained in terms of the changeability of temperature, rainfall, storm and wind over a period, from months to millions of years, the climate procedure develops in time below the effect of its own inner reasons and due to alternative in the outer causes that changes the climate, Outer causes consist of natural occurrences e.g. volcanic explosions and solar imbalance, additionally human persuades change in the atmosphere (IPCC, Climate change the physical Science Basis, 2017).

Climate change is the extremist problem in the current century, Climate change has affected on the lives of the people all over the planet particularly among the developing countries (Iqbal & Ghauri, 2012). However, with the allusion of (CCVI, 2011).

Social media brings the swift change in this during age; it is the obvious that the outlets amenities of social media develop the ideas about the global issues however, there are indefinite posts and tweets about global warming on social media, with the aim to transfer the information, to educate social media users about climate change (Ivan, 2017). Social media impressively affect the user's knowledge and attitude regarding climate change, as consequence, social media debates on climate change show that users mostly have persuasive opinions about climate change than others, in addition, perspective of the debates and quality discussion about climate change makes difference among social media user's behalf of on user's awareness about climate change (Tandoc & Eng 2017).

According to the Link Human (2017), Social media has sufficient approaching to make awareness about the climate change, as well; social media arranges a situation to observe the views and reactions of social media users concerning climate change. Besides that, Cody, Reagan et al., (2015) observed the response of users on social media posts, which demonstrate that users depressingly discuss the climate indication, people assume climate change depend on information regarding climate change, those who contain information regarding climate change are more keenly to modify their living manners, people supposed that climate change will harmfully impact their fitness, farming, water and food safety (Ashraf, wahab & Adeel, 2016).

Climate change is a pressing global issue that requires collective action. Social reaching a wide range of individuals across the globe. It has the potential to play a significant role in raising awareness about climate change and mobilizing people to take action.

The use of social media platforms, such as Facebook, Twitter, Instagram, and Youtube, as skyrocket in recent years. These platforms provide a space for sharing news, opinions, and personal experiences, making them ideal for spreading awareness about climate change. Social media allows for the rapid dissemination of information, engaging visuals, and interactive content, making it an effective medium for reaching and engaging diverse audiences.

However, while social media presents opportunities for raising awareness about climate change, its impact on individuals' knowledge, attitudes, and behaviors is still an area that requires further investigation. Understanding how social media influences awareness and action related to climate change is crucial for developing effective strategies and campaigns.

By conducting research on the impact of social media on creating awareness about climate change, we can gain insights into the effectiveness of different approaches, the role of influencers and online communities, the factors that drive behavior change, and the potential limitations or challenges associated with using social media as a communication tool for climate change.

This study aims to contribute to the existing body of knowledge by exploring the relationship between social media usage and climate change awareness, ultimately informing the development of targeted and impactful strategies for using social media to create awareness and inspire action on climate change. It's an addressing this global challenge!

1.2 STATEMENT OF THE PROBLEM

The problem of climate difficulty in the measuring the actual behavioral changes and actions that result from social media campaigns. While its relatively easy to tract metrics like reach and engagement, determining whether these online interactions translate into real-world impact can be challenging. Additionally, it's hard to isolate the influence of social media from other factor that contribute to awareness, like traditional media or personal experiences.

1.3 OBJECTIVES OF THE STUDY

The purpose of the study is:

1. Understanding the reach and engagement: assessing the number of people reached by social media campaigns and their level of engagement helps determine the potential audience and the effectiveness of the messages.
2. Examining knowledge and attitude change: assessing whether social media campaigns lead to increased knowledge and positive attitudes towards climate change helps gauge the effectiveness of the awareness-building efforts.
3. Measuring behavior change: assessing whether social media campaigns lead to actual behavior change, such as adopting sustainable practices or supporting environmental initiatives, helps determine the real-world impact of the awareness created.
4. Identifying effective strategies: assessing the impact of different social media strategies, content formats, and massaging approaches helps identify the most effective ways to raise awareness and engage audience on climate change.

   By setting these objectives, researchers can gain insight into effectiveness of social media in creating awareness about climate change and inform future campaigns and strategies.

1.4 RESEARCH QUESTIONS

1. How does social media usage influence individual's awareness and understanding of climate change?
2. What factors contribute to behavior change and engagement with climate related content?
3. How does social media users have greater interest to know about climate
4. Can social media users have more know ledge about climate change than non-users?

1.5 SIGNIFICANCE OF THE ST UDY

- **Reach and accessibility:** social media platforms have a vast global reach, Allowing information about climate change to reach a wide and diverse Audience . it provides an opportunity to engage with Individuals who may not Have access to traditional media or other sources of information about climate Change

- **Amplifying climate messaging:** social media enables the rapid dissemination of climate change related content, including news, research findings, and personal stories .by understanding the impact of social media, We can optimize massaging strategies to effectively capture attention, inspire action, and create a sense of urgency around climate change issues
- **Engaging and Empowering individuals**: social media platforms provide interactive and participatory spaces for individuals to engage with climate change content, express their opinions, and share their experiences. Assessing the impact of social media can help identify effective approaches to engage and empower individuals to take meaningful action in their daily lives.
- **Mobilizing collective action:** climate change requires collective action at various levels, from individual behavior changes to policy advocacy. social media can facilitate the formation of online communities, mobilize support for climate _ related initiatives, and encourage collaboration among individuals and organization working towards climate solutions

1.6 LIMITATION\SCOPE OF THE STUDY

Social media can effectively raise awareness and disseminate information; it is challenging to determine if it translates into tangible actions in the offline world. People may engage with climate change content on social media platforms, but it lives.

Additionally, assessing the impact of social media solely based on quantitative metrics, such as likes, shares, or follower, may not provide a comprehensive understanding of its effectiveness. it is essential to consider the quality and depth of engagement , the credibility of the sources shared, and the potential for misinformation or " echo chambers" that reinforce existing beliefs without fostering critical thinking.

Lastly, assessing the impact of social media on awareness about climate change may overlook other influential factors. Such as traditional media, Educational institutions or interpersonal communication. It is crucial to consider the broader context in which social media operates and how it interacts with other sources of information and communication channels.

1.7 OPERATION TERMS/ DEFINITION

Social Media: social media refers to the means of interactions among people in which they create, share, and or exchange information and ideas in virtual communities and networks. The office of communication and marketing manages the main Facebook, Twiter, Instagram, Limkedin and Youtube accounts.

Creation: the ac of creating, the act of bringing the world into cratered existence. And it's also the act of making, inventing, or producing . Awareness: Awareness in philosophy and being cognizant of events another definition

Describes it as a state wherein a subject is aware of some information when that information is directly available to bring to bear in the direction of a wide range of behavioral actions. Climate: it is the average weather in a given area over a longer period of time a description of a climate includes information on, e.g the average temperature in different seasons , rainfall, and sunshine

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

A number of studies associated to this research have focused mainly on; environmental groups and association rely on the grass root level or local media whereas, social media is also most important tool for the circulation of the environmental related content, social media remains in the emergent stages of appropriate favored communication vehicles for environment organizations (Hartmar, Bienkowski, Myer & Kanthawala, 2013). To illustrate, YouTube video associated to threats of cola which is harming our atmosphere; Hartman and et al, originated an important relationship between fear, seeming efficiency and a participant's behavioral aim to be active and engaged in ecological issues, as a result, fear implore using high apparent threat have huge prospective for motivating behavioral change.

In essence, social networking e.g. Micro-blogging platform important for the climate change discussions, enhancement of the social media usage also show that social media user' interested in the global issues discussions (Wiliam, MCMurray, Kurz & Lambert, 2015). Therefore, children and young people all around the world more connected to the social media and all digital tools for recreation, education empowerment , with the blast of, inexpensive internet based mobile phone present the to, knowledge and information about climate change, users develop their critical thinking, therefore, this digital forum offers the opportunity to exchange their experience about climate change and widen inventive solutions (UNICEF, 2013). Furthermore, social media not only engage the users in a discussions and movements about climate change but also make understandings about the needs and situation of the users (Fernandez, piccolo, Maynard, Wippoo, Meili, Christoph & Alani, 2016).

On the part of social media' role, Greenberg (2013) evaluated the social media have optimistic impact on the learning of the youngsters, usage of social media to get information about global issue e.g. Climate change, and makes greater concern about the global climate change, those who did not use social media became more disconnected in their perception about the climate change.

According to the findings of Piccolo & Alani (2015) social media platforms, twitter less personal than facebook,8% twitter users and 21% Facebook users upload their individual information, but on twitter most of the users upload information about climate change, there were many encouraging moments on to social media to promote the climate change issue, and had also seen the promotion of climate change related movement and campaigns (Piccolo & Alani, 2015). On the other hand, there is a study which demonstrates the weak relation between the social media coverage and climate change information, Mohammed & Kinsiona (2013) revealed that there as a weak relationship between social media coverage and climate change information, while observing the social media role in climate change awereness amongst adolescent (15-19) in Trinidad, Tobago. Other than, those respondents who actively use social media to gain information related to climate change, there was a weak but positive connection between social media usage and climate change awareness.

Some key points that emerge from the literature include:

1. **Reach and Engagement:** Many studies highlight the potential of social media platforms to reach a large and diverse audience, including individuals who may not engage with traditional media. Social media allows for interactive and participatory engagement, fostering discussions, sharing content, and increasing awareness about climate change.
2. **Information Dissemination**: Research suggests that social media plays a significant role in disseminating climate change-related information, including news articles, scientific findings, and personal stories. The ability to share content quickly and widely contributes to the spread of climate change awareness.
3. **Influence on Attitudes and Perceptions:** Several studies indicate that social media can influence individuals' attitudes and perceptions about climate change. Exposure to climate change content on social media can shape beliefs, increase concern, and foster a sense of urgency. However, the impact on actual behavior change is less clear.
4. **Online Communities and Activism:** Social media platforms facilitate the formation of online communities and networks of individuals interested in climate-related initiatives, encourage activism, and foster collective action.
5. **Challenges and Limitations:** The literature also acknowledges some challenges and limitations in assessing the impact of social media on climate change awareness. These

include the difficulty in measuring behavior change, the potential for the misinformation or "filter bubbles," and the need to consider the broader media landscape and other communication channels.

2.1.1 AWARENESS ABOUT CLIMATE CHANGES

The authors report the numerous studies about the awareness about climate change. With the reference of the Awan & Abbasi' study (2013), there was relationship among the demographic features, environmental awareness and attitude among the youngster, lots of socioeconomic factors affected the students' environmental issues related knowledge, such as income leave gender, Youth who has highest level of income have more knowledge about ecological issues than those who have less income, females demonstrate more information about environmental issue in females indicate that in their wrangle they disposed towards famous source of information watching TV and use of social media. In particular, Christensen & change information. As a result, internet, internet usage is not for all time associated to improved knowledge of climate change, but numerous studies demonstrate that it normally is. Whereas the majority of those of those research studies talk about internet usage usually slightly than social media usage purposely, Zhao's (2009) study proposes that social information is related with well-informed knowledge. Research demonstrates that social media provides to the particular information of climate change and growth of knowledge societies about climate change. In the same way, the influence of learning and gender on searching information about climate change would likely emulate internet use in this purpose.

Apart from that, climate change' attention in the rest of the communication different from the scientific experts and journalist communication because they have highest power of attention, there was peak level of attention in the expert communication, the scientific expect communication about climate change makes the common communication areas of journalist (Lorcher & Neverla, 2015). There is another aspect of awareness, Pandve, Deshmukh, Pandve & Patil (2009) observed the awareness among youth about the activities of international NGO's and panel working regarding climate change and its impacts, most of the respondents knew about (IPCC) which release international reports on the global climate change and its impacts. Behalf of on this, Pearce, Holmberg, Hellsten & Nerlich (2014) determined that the hash tag was use when the social media users tweeted about the IPCC report, as an illustration, climate change

issue treated as a politicized issue in Australia, when the social media users tweet on the IPCC report which makes the greater interest among the social media users to take part in the online conversational connection with those users who share the information about climate change in vast sense.

2.1.2 THE ROLE OF PERSONALIZATION IN CLIMATE CHANGE OPTINON

Scholars recognize that climate change is an abstract topic for most, and public opinion about it forms more readily in the presence of making it psychologically closer to individuals. Information filtered through social media may be one of these personalizing and concretizing experiences that bring climate change closer to individuals.

Personalization can reduce the psychological distance between the person and climate change, which makes it easier for the person to engage with the issue (Spence, Poortinga, & Piidgeon, 2012). A related concept is experiential cognitive processing, a type of processing where individuals interpret information through affect and emotion, which makes it more related to them (Staflovich & West, 1998). This makes a distant and abstract issue like climate change more concrete in people's minds (Marx et al., 2007). When people perceive personal experiences with climate change, they are more likely to believe in the issue (Myers, Maibach, Roser-Renouf, Akerlof, & Leiserowitz, 2012). One important area where people concretize and make climate change a personal experience is the weather. Indeed, several studies have shown that when people associate weather-related events to temperatures with climate change and perceive more risks from it (Borick & Rabe, 2014; Leiserowitz, maibach, Roser-Renouf, Feinberg, & Howe, 2013). Thus, one key area of scholarship in climate change public opinion is the idea that people from opinions about the issue when it is personalized or made more concrete for them.

Social media embeds news and information about social issues in a social context, which provides a personal context for individuals. Information is filtered through friends (Metzger et al., 2010), and sites such as Facebook provide information based at least partially on an individual's previous information habits (Pariser, 2011). In addition, social media use is often conducted in visual form, with half of media users sharing or reposting news stories, images, or videos (M. Anderson & Caumont, Leiserowitz, Feinberge, & Maibach, 2024). In short, social

media personalizes social issues in several ways, and is thus an appropriate lens through which to analyze climate change opinion.

Given that weather is a primary topic that personalizes the abstract issue of climate change for people, it is worth examining the frequency with which people discuss it over social media. Weather-related information consumption is moving online, even if television is still the primary source people use to seek out information about the weather (Harris Interactive, 2007; Lazo, Marss, & Demuth, 2009; Rosentiel, Mitchell, Purcell, & Rainie, 2011). A quarter of the population in the United States checks the Internet at least once a day for weather information (Lazo, Morss, & Demuth, 2009). Of those who are already Internet Users, Weather news leads the topics they will read about online (Purcell, Rainie, Mitchell, Rosenstiel, & Olmstead, 2010).Evidence shows that people do not talk to others about extreme weather events, and more than 30% of people in the United States who have experienced an events, weather event talk about it over social media (Leiserowitz, Maibach, Roserrenouf, Feinberg, & Howe, 2013) .More than 20% of Americans report sharing about a weather experience over social media, and nearly 2 in 10 (19%) have shared a photo of the event they have experienced (Leiserowiz, Maibach, Roser Renouf,feinberg,& Howe,2013).

Fourteen percent of individual report commenting about extreme weather events on blogs or new sites (Leiserowitz, Maibach,Roser-Renouf, Feinberg,& How, 2013). The vast majority of people in the United State who have experienced one of those events has talked about it offline with someone else either in person (89%) or over the phone (84%) (Leiserowitz, Maibach, Roser-Renouf, Feinberg, & Howe, 2013). Thus, evidence shows that communication with others about extreme

2.1 CONCEPTUAL FRAMEWORK

A conceptual framework is a structured way of organizing and presenting ideas, theories, and concepts that are relevant to a particular research question or problem. It provides a foundation or blueprint for understanding how different variables or elements are related and helps guide the research process.

In essence, a conceptual framework serves as a roadmap for the study, helping to clarify:

1. The key variables or concepts in the study.

2. The relationships between them (e.g., causal, co relational).
3. The theoretical basis or rationale for those relationships.

COMPONENTS OF A CONCEPTUAL FRAMEWORK

1. **Core Concepts or Variables:** These are the main elements being studied, such as independent variables, dependent variables, mediators, or moderators.
2. **Relationships or Hypotheses:** The framework often includes a visual or textual explanation of how these variables interact or influence one another.
3. **Theoretical Underpinnings:** The framework is typically based on existing theories, models, or prior research, which provides credibility and context to the study.
4. **Purpose or Research Objectives:** It reflects the goals of the study and connects the conceptual framework to the problem statement.

EXAMPLE

If a study is investigating the effect of teacher motivation (independent variable) on student performance (dependent variable) with classroom environment as a moderating variable, the conceptual framework might look like this:

- Independent Variable: Teacher motivation
- Dependent Variable: Student performance
- Moderating Variable: Classroom environment

STEPS TO DEVELOP A CONCEPTUAL FRAMEWORK

1. **Identify the Problem and Research Objectives:** Start with a clear understanding of what you want to investigate.
2. **Review Literature:** Study existing theories, models, and empirical studies to identify variables and relationships.
3. **Define Key Concepts:** Clarify how each concept or variable is defined and operational zed.
4. **Map Relationships:** Draw connections between variables to represent hypotheses or theoretical relationships.
5. **Validate:** Ensure the framework is logical, coherent, and relevant to your research.

CONCEPT OF SOCIAL MEDIA

The concept of social media refers to the use of digital platforms and technologies that facilitate the creation, sharing, and exchange of information, ideas, and content among individuals or groups. It is an integral part of modern communication and interaction, enabling real-time engagement across diverse audiences.

KEY FEATURES OF SOCIAL MEDIA

1. **Interactivity:** Social media platforms enable two-way communication, allowing users to engage in conversations, comment, like, share, and react to content.
2. **User-Generated Content (UGC):** Content on social media is largely created by users, including text, images, videos, and lives streams.
3. **Connectivity:** Social media connects people globally, breaking down geographical barriers for communication and collaboration.
4. **Multimedia Integration:** Social media supports various content types, including text, images, audio, and video, making communication dynamic and versatile.
5. **Real-Time Updates:** Platforms provide real-time updates, making them essential for sharing breaking news, live events, or instant reactions.

PURPOSES OF SOCIAL MEDIA

1. **Communication and Networking:** Facilitating personal and professional interactions.
2. **Information Sharing:** Spreading news, knowledge, and updates.
3. **Entertainment:** Providing diverse content such as videos, memes, and games.
4. **Marketing and Branding:** Enabling businesses to reach target audiences.
5. **Activism and Advocacy:** Supporting social, political, and environmental causes.

TYPES OF SOCIAL MEDIA PLATFORMS

1. **Social Networking Sites:** Facebook, LinkedIn, Instagram.
2. **Media Sharing Platforms:** YouTube, TikTok.
3. **Micro-blogging Platforms:** Twitter (now X).
4. **Discussion Forums:** Reddit, Quora.
5. **Messaging Apps:** WhatsApp, Telegram, Messenger.

IMPACTS OF SOCIAL MEDIA

Positive:

- Enhances connectivity and communication.
- Facilitates knowledge sharing and learning.
- Offers platforms for creative expression and entrepreneurship.

Negative:

- Contributes to issues like misinformation, cyber bullying, and privacy concerns.
- Can lead to addiction or negative mental health effects like anxiety and comparison.

TYPES OF SOCIAL MEDIA

Social media platforms are diverse and can be categorized based on their purpose, functionality, and target audience. Here are the main types of social media:

1. **SOCIAL NETWORKING PLATFORMS**
   - **Focus:** Connecting people, building relationships, and sharing updates.
   - **Features:** Profiles, friend requests, messaging, and content sharing.
   - **Facebook:** A general platform for connecting with friends and groups.
   - **LinkedIn:** Professional networking for career development and job opportunities.
2. **MEDIA SHARING PLATFORMS**
   - **Focus:** Sharing multimedia content like photos, videos, and live streams.
   - **Features:** Uploading, sharing, commenting, and live streaming.
   - **Instagram:** Photo and short video sharing.
   - **YouTube:** Video sharing and streaming.
   - **TikTok:** Short-form video creation and sharing.
3. **MICRO-BLOGGING PLATFORMS**
   - **Focus:** Sharing short posts, thoughts, or updates quickly.
   - **Features:** Text-based posts, hashtags, and multimedia integration
   - **Twitter (X):** Real-time updates, trending topics, and discussions.
   - **Tumbler:** Combining blogging with multimedia sharing.
4. **DISCUSSION FORUMS**
   - **Focus**: Facilitating discussions, Q&A, and idea exchange on various topics.

- **Features:** Threaded discussions, voting, and topic-specific communities.
- **Reddit:** Topic-specific forums ("subreddits") for sharing and discussing.
- **Quora:** A platform for asking and answering questions.

5. **MESSAGING AND COMMUNICATION PLATFORMS**
   - **Focus:** Direct, private, or group communication.
   - **Features:** Text, voice, and video messaging.
   - **WhatsApp:** Instant messaging and calling.
   - **Telegram:** Secure messaging and group chats.
   - **Snapchat:** Multimedia messaging with disappearing content.
6. **CONTENT CURATION PLATFORMS**
   - **Focus:** Discovering, organizing, and sharing curated content.
   - **Features:** Bookmarking, collections, and sharing boards.
   - **Interest:** Visual bookmarking and idea sharing.
   - **Flip board:** Aggregating news and stories based on user interests.
7. **SOCIAL REVIEW PLATFORMS**
   - **Focus:** Reviews, ratings, and recommendations for products, services, or experiences.
   - **Features:** Ratings, comments, and user experiences.
   - **Yelp:** Business reviews, particularly for restaurants and services.
   - **Trip Advisor:** Travel reviews and recommendations.
8. **STREAMING PLATFORMS**
   - Focus: Real-time video or audio streaming and live interactions.
   - Features: Live chat, donations, a…

ROLES OF SOCIAL MEDIA IN AWARENESS CREATION

The role of social media in awareness creation is significant in today's interconnected world, as it provides a platform for rapidly disseminating information and engaging diverse audiences. Social media has transformed how awareness campaigns, educational content, and advocacy efforts are conducted, offering reach, engagement, and impact on an unprecedented scale. Below are the key aspects of its role:

1. **RAPID INFORMATION DISSEMINATION**

- Social media enables instant sharing of information, making it easier to spread awareness about events, causes, or issues.
- Viral campaigns can quickly capture attention globally.
- Black Lives Matter gained traction worldwide through platforms like Twitter and Instagram.

2. **GLOBAL REACH**
   - Social media transcends geographical boundaries, allowing awareness campaigns to reach diverse and global audiences.
   - Platforms like Facebook, Instagram, and TikTok can amplify messages across cultures and languages.
   - Environmental campaigns like Climate Action or Earth Hour reach millions of participants worldwide.
3. **ENGAGEMENT AND INTERACTION**
   - Social media allows direct interaction between creators and audiences, fostering discussions, feedback, and participation.
   - This two-way communication builds stronger connections and deeper understanding.
   - Organizations like UNICEF or WWF use social media to engage with followers through polls, Q&A sessions, and interactive content.
4. **VISUAL AND MULTIMEDIA STORYTELLING**
   - Videos, info graphics, and photos make complex issues easier to understand and emotionally compelling.
   - Platforms like YouTube, Instagram, and TikTok are particularly effective for visual storytelling.
   - Documentaries and short clips about wildlife conservation shared on Instagram and YouTube have inspired global action.

4. **COST-EFFECTIVE AWARENESS CAMPAIGNS**
    - Social media provides a cost-effective way for individuals, nonprofits, and small organizations to create awareness without requiring significant resources.
    - Paid ads and organic reach offer flexibility for campaigns on any budget.
    - Small grassroots movements often use hash tags and community networks to spread awareness without significant funding.
5. **ADVOCACY AND MOBILIZATION**
    - Social media is used to mobilize people for protests, petitions, and fundraising efforts.
    - Hash tags and calls to action encourage users to take tangible steps, such as signing petitions or donating.
    - The movement galvanized global conversations and actions around sexual harassment and assault.
6. **INFLUENCER AND CELEBRITY ENDORSEMENTS**
    - Influencers and celebrities amplify awareness campaigns by leveraging their large followings.
    - Their endorsements add credibility and attract more attention to a cause.
    - Celebrities endorsing campaigns like UNICEF's initiatives or mental health awareness programs on Instagram.

CONCEPT OF CLIMATE CHANGE

The concept of climate change refers to long-term alterations in global or regional climate patterns, particularly the increase in average global temperatures caused by natural processes and human activities. It encompasses changes in weather conditions, such as temperature, precipitation, and wind patterns, occurring over decades to millions of years.

KEY COMPONENTS OF CLIMATE CHANGE:

1. **NATURAL CAUSES:**
    - **Volcanic Eruptions:** Release large quantities of gases and particles, affecting climate.
    - **Solar Variations**: Changes in the sun's energy output impact Earth's climate.

- **Orbital Changes**: Earth's position relative to the sun (Milankovitch cycles) influences climate.

2. **HUMAN ACTIVITIES (ANTHROPOGENIC CAUSES):**
   - **Burning Fossil Fuels:** Releases greenhouse gases like carbon dioxide (CO_2) and methane (CH_4).
   - **Deforestation:** Reduces carbon sequestration, increasing atmospheric CO_2.
   - **Industrial Processes and Agriculture:** Produce emissions such as nitrous oxide (N_2O) and methane.

EFFECTS OF CLIMATE CHANGE:

1. **GLOBAL WARMING:**
   - Increase in Earth's average surface temperature due to trapped heat.
2. **EXTREME WEATHER EVENTS:**
   - Increased frequency and intensity of hurricanes, heatwaves, droughts, and floods.
3. **MELTING ICE AND RISING SEA LEVELS:**
   - Glacial and polar ice melting contributes to sea level rise, threatening coastal regions.
4. **ECOSYSTEM DISRUPTION:**
   - Habitat loss for species, leading to biodiversity decline and extinction risks.
5. **OCEAN CHANGES:**
   - Ocean acidification and warming affect marine life and ecosystems.
6. **IMPACT ON HUMAN SOCIETIES:**
   - Threats to food and water security, human health, and economic stability.

GREENHOUSE EFFECT AND CLIMATE CHANGE:

The greenhouse effect is a natural process where greenhouse gases trap heat in the Earth's atmosphere. Human activities have intensified this effect, leading to global warming.

Key greenhouse gases include:

- Carbon Dioxide (CO_2)

- Methane (CH_4)
- Nitrous Oxide (N_2O)
- Fluorinated Gases

EVIDENCE OF CLIMATE CHANGE:

1. **Temperature Records:** Rising global average temperatures since the industrial revolution.
2. **Melting Ice Caps and Glaciers:** Significant loss of Arctic and Antarctic ice.
3. **Changing Weather Patterns:** Shifts in precipitation and storm intensity.
4. **Rising CO_2 Levels**: Measured increases in atmospheric carbon dioxide.
5. **Sea Level Rise:** Documented rise in global sea levels over the past century.

RESPONSES TO CLIMATE CHANGE:

1. **Mitigation:**
   - Reducing greenhouse gas emissions through renewable energy, energy efficiency, and reforestation.
2. **Adaptation:**
   - Adjusting infrastructure, agriculture, and water management to cope with climate impacts.
3. **International Agreements:**
   - Paris Agreement: Global effort to limit warming to below 2°C above pre-industrial levels.

CAUSES OF CLIMATE CHANGE

The causes of climate.change can be broadly categorized into natural causes and human-induced (anthropogenic) causes. While natural factors have influenced Earth's climate over millions of years, the current rapid climate changes are primarily driven by human activities since the Industrial Revolution.

1. **NATURAL CAUSES OF CLIMATE CHANGE**
    1. **Volcanic Activity:**
        - Volcanic eruptions release large quantities of gases (like CO_2 and SO_2) and particulate matter into the atmosphere.
        - Sulfur dioxide can cause temporary cooling by reflecting sunlight, while CO_2 contributes to long-term warming.
    2. **Solar Variations:**
        - Changes in the sun's energy output affect Earth's temperature.
        - Increased solar activity can lead to short-term warming, though this effect is relatively minor compared to human activities.
    3. **Earth's Orbital Changes (Milankovitch Cycles):**
        - Variations in Earth's orbit, tilt, and wobble over thousands of years influence the distribution of sunlight, triggering ice ages and warm periods.
    4. **Natural Greenhouse Gas Emissions:**
        - Natural sources such as wetlands, oceans, and forest fires release greenhouse gases like methane and carbon dioxide.
    5. **Ocean Currents and Climate Oscillations:**
        - Changes in ocean circulation patterns, like El Niño and La Niña, can temporarily alter climate conditions.

2. **HUMAN-INDUCED (ANTHROPOGENIC) CAUSES OF CLIMATE CHANGE**
    1. **Burning Fossil Fuels:**
        - Combustion of coal, oil, and natural gas for energy releases large amounts of carbon dioxide (CO_2), the primary greenhouse gas contributing to global warming.
        - Power plants, transportation, and industrial processes.
    2. **Deforestation and Land-Use Changes:**
        - Cutting down forests reduces the planet's capacity to absorb CO_2 through photosynthesis.

- Land clearing for agriculture or urbanization also releases stored carbon from vegetation and soil.

3. **Industrial Emissions:**
   - Factories and industrial processes release greenhouse gases such as CO_2, methane (CH_4), and nitrous oxide (N_2O).
   - Certain synthetic gases like chlorofluorocarbons (CFCs) also contribute to the greenhouse effect.
4. **Agriculture:**
   - Livestock farming produces significant amounts of methane, especially from enteric fermentation (cattle digestion).
   - Fertilizer use and soil management release nitrous oxide, a potent greenhouse gas.
5. **Waste Management:**
   - Landfills generate methane as organic waste decomposes anaerobically.
   - Inadequate waste treatment contributes to emissions from solid and liquid waste.
6. **Transportation:**
   - Cars, planes, ships, and trains emit CO_2 and other pollutants from burning fossil fuels.
   - Transportation accounts for a significant share of global greenhouse gas emissions.

EFFECTS OF CLIMATE CHANGE

The effects of climate change are widespread, impacting the environment, ecosystems, human societies, and economies. These effects are driven by the rising global temperatures; changes in weather patterns, and the intensification of natural disasters.

- Develop efficient irrigation systems and protect water sources from depletion.

BRIEF HISTORY OF ILORIN EAST LOCAL GOVERNMENT ARE:

Ilorin East Local Government Area (LGA) is one of the 16 LGAs in Kwara State, Nigeria. It was created in 1991, during the regime of General Ibrahim Babangida, as part of the administrative reforms to bring governance closer to the people..

KEY HISTORICAL HIGHLIGHTS

1. **Pre-Colonial and Colonial Era:**

- Ilorin, the capital city of Kwara State, has historically been an important emirate under the Sokoto Caliphate.
- •The region played a significant role in the spread of Islam and traditional governance through its emirate system.

2. **Creation of Ilorin East LGA:**

- Ilorin East was carved out of the larger Ilorin Local Government to enhance administrative efficiency and grassroots development.
- The headquarters of Ilorin East LGA is located in Oke Oyi.

3. **Cultural and Religious Influence:**

- The area is predominantly populated by the Yoruba people, with a strong influence of Islamic culture due to its historical ties with the Fulani-led emirate system.
- Ilorin East serves as a cultural and religious hub, blending Islamic traditions with Yoruba heritage.

4. **Economic and Agricultural Activities:**

- The LGA is known for farming, with crops like maize, yam, cassava, and vegetables widely cultivated.
- Trading and small-scale businesses also play a significant role in the local economy.

GEOGRAPHICAL FEATURES

- **Location**: Situated in the northeastern part of Ilorin, Ilorin East shares boundaries with several other LGAs, including Ilorin South and Ilorin West.
- **Rural-Urban Mix:** While predominantly rural, it includes semi-urban settlements that are rapidly developing.

TRADITIONAL LEADERSHIP

- Traditional rulers and community leaders play an important role in governance and conflict resolution within the LGA.
- The influence of the Emir of Ilorin extends to Ilorin East, as it falls under the emirate's jurisdiction.

2.2. THEORETICAL FRAMEWORK

This study examined the levels of awreness among social media users and non-user on knowledge gap about climate change. Tichenor, Donchue & Olien (1970) initially presented the "knowledge gap hypothesis" to demonstrate how dissimilarities in socioeconomic status between spectator's masses are able to create knowledge gaps between and among sections of community. They clarify: while the invention of mass media knowledge into a social arrangement enhance, subdivision of the people with superior socioeconomic position be inclined to obtain this knowledge at a sooner rate than the inferior position subdivision, therefore, gap in knowledge among these subdivision be inclined to enhance rather than reduce. The knowledge gap hypothesis has been experienced in equally short-period and long-period researches. After examining previous works, Tichenor, Donohue & Olien (1970) presented that their hypothesis is able to restate in two different ways. Firstly, over period, the acquirement of information about a deeply exposed issue will progress at a sonner pace between well-educated public than between those with lowest schooling. Secondly, at a specified spot in instance, there should be a superior relationship among acquirement of information about issues extremely exposed in the media than about issues lowest exceedingly exposed. According to ettema & Kline (1977), the main reasons of knowledge gap emphasis on two groups of fundamental aspects, first listeners-related aspects e.g differentiations in communicating expertness, inspiration, and media activities among those with highest and lowest social and economic positions and second is communication related "ceiling effects," which are detained to be the reasons of lessening knowledge gaps.

One popular theoretical framework is the diffusion of innovations theory, which suggests that the spread of information and ideas occurs through various stages:

i. Innovation: climate change-related information and ideas are introduced through social media platforms.
ii. Adoption: individuals become aware of and adopt these climate change-related ideas and information.
iii. Diffusion: the adopted ideas and information are shared with other through social networks, leading to a wider dissemination of climate change awareness.

2.3 REVIEW RELATED STUDIES

Boykoff et al. (2019) is a reference to the scholarly work by Maxwell T. Boykoff and collaborators, which focuses on the intersection of climate communication, media, and public engagement. While the specific publication you're referencing isn't immediately clear, Boykoff's contributions in the field of climate change communication are extensive and influential.

Below is a detailed review of Boykoff's work and its relevance to the study of social media's impact on climate change awareness:

Maxwell T. Boykoff is a prominent scholar specializing in climate communication. His research focuses on how media, including traditional and digital platforms, influence public understanding, perceptions, and actions related to climate change.

Key Themes in Boykoff's Work:

- The role of media in shaping climate change discourse.
- How communication strategies can bridge gaps between climate science and public understanding.
- The emergence of social media as a tool for climate change advocacy and awareness.

One of his most recognized works is the book "Creative (Climate) Communications: Productive Pathways for Science, Policy, and Society" (2019), where Boykoff explores innovative approaches to climate communication, including the use of social media.

a. **Media Representation of Climate Change**
    - Boykoff and collaborators examined how media, including social media, has evolved in covering climate change over the past decades.
    - They identified the role of framing and narrative strategies in influencing public perceptions.
    - Social media was highlighted as a democratizing tool, giving voice to activists, scientists, and marginalized communities

b. **Omotosho and Abubakar (2020) sought to investigate the role of social media in raising environmental awareness in Nigeria, with a focus on:**

- The types of social media platforms commonly used.
- The effectiveness of these platforms in delivering environmental information.
- The challenges faced in leveraging social media for environmental advocacy.

OBJECTIVES

The primary objectives of the study were:

1. To assess the extent of social media usage for environmental awareness in urban and rural communities.
2. To evaluate the impact of social media campaigns on individuals' understanding of environmental issues, including climate change.
3. To identify the barriers to effective social media usage in promoting environmental sustainability.

STUDY AREA AND CONTEXT

The research was conducted in southwestern Nigeria, focusing on both urban and rural communities. While not directly tied to Ilorin East, the socio-economic and technological conditions examined in the study are similar to those in Ilorin East Local Government Area:

- Limited internet access in rural areas.
- The widespread use of platforms like WhatsApp and Facebook.
- Challenges related to digital literacy and misinformation.

CHAPTER THREE

RESEARCH MEYHODOLOGY

3.0 INTRODUCTION

Research methodology refers to the approach by which data is extracted to be clearly understood. Wiersman (1996), states that the development of strategy for Conducting research is the third step after identifying a problem and completion of the Literature review. This chapter will therefore discuss the following: research design, target population, sampling strategy, data collection instruments and process and analysis of the data.

3.1 RESEARCH DESIGN

According to (Creswell) (2018) defined it as the overall plan or blueprint of a research study that guides the collection and analysis of data. For the research design of assessing the impact of social media on climate change awareness, you can consider using a quasi-experimental design. This design allows you to compare the effects of social media exposure on climate change awareness between a group exposed to social media messages and a control group that does not receive such exposure.

3.2 POPULATION OF THE STUDY

According to (Nworgu) (1991) who defined population as the scope within the research findings are applicable.(Gall Gal & Borg 2021) also defined it as the entire group of individual or objects that the entire group of individual or object that meet the criteria for inclusion in a research study. To determine the population of the study, the research need to consider the target audience or individuals within Ilorin East who actively use social media and are likely to with various community groups in Ilorin East.

3.3 SAMPLE SIZE AND SAMPLING TECHNIQUE

Sample size defined according to (Gay 2011) as a smaller number of the population that is used to make conclusion regarding the whole population. Its purpose is to estimate unknown characteristics of the population sampling therefore is the systematic process of selecting a number of individual for a study to represent the larger group

from which they were selected (gay 2011 also) However, the sampling techniques to be used in the research study will impact the accuracy and representative of the results. For the research study with a target population of 100 respondents a combination of random sampling every member of the population is subgroup based on certain characteristic.

3.4 VALIDITY OF DATA GATHERING INSTRUMENT

The instrument (questionnaire) used is valid because the researcher discussed the question with her supervisor who circled it as meeting the requirements of this study, also because it is the most appropriate instrument for data collection in survey study because ; it removes the influence of the researcher in gathering information for research.

3.5 INSTRUMENTATION

According to (creswell and creswell 2018) , it instrumentation means the set of tools, techniques and however, has decided used to collect data for a research study or experiment. The researcher however, has decided to make use of questionnaire as a method of getting data towards the working of the research as it has been considered as one on the effective means of gathering adequate data the questionnaire was administered on a single random sampling at the male and female in the study area.

3.6 RELIABILITY AND VALIDITY OF THE INSTRUMENT

When assessing the reliability and validity of research instruments (e.g., surveys, tests, or measurement tools), it is crucial to ensure they consistently and accurately measure what they are intended to measure. Below is a brief explanation of these concepts:

RELIABILITY:

Reliability refers to the consistency or stability of a measurement instrument over time, across different situations, and among various users. A reliable instrument produces the same results under consistent conditions.

TYPES OF RELIABILITY:

- Statistical Analysis: Employ reliability tests (e.g., Cronbach's Alpha) and validity assessments (e.g., factor analysis).
- Iterative Refinement: Revise and retest the instrument to improve its reliability and validity.

3.7 METHOD OF ADMINISTRATION INSTRUMENT

The method of administration of an instrument is the way in which data is collected from Participants using a tool, such as a survey, interview, or focus group:

- **Data Source:** Who Is Providing the data, such as the patient or a proxy
- **Made of Administration:** Whether the data is self-administered or Interviewer Administered.
- **Method of capturing information:** what technology is used to capture the data, such as a -paper-and-Pencil questionnaire or computer assisted technology.
- **Research instruments:** are tools used to collect, measure, and analyze data for research purposes. They are often used in health sciences, social sciences, and education. The researcher usually determines the instrument, which is thed to the study of methodology.

3.8 METHOD OF DATA ANALYSIS

Qualitative analysis

Focuses on characteristics and non-numerical data to uncover patterns, themes, and meanings. Some examples of qualitative analysis methods include thematic analysis, content analysis, narrative analysis, and grounded theory.

Descriptive analysis

Summarizes and organizes data to describe the current situation. For example, a company might use descriptive analysis to calculate the average monthly sales over the past year.

Diagnostic analysis

Determines why something happened by comparing different data sets and exploring data in more detail.

Predictive analysis

Uses statistical models and machine learning algorithms to predict future outcomes based on historical data. For example, a company might use predictive analysis to forecast sales for the next quarter.

Regression analysis

- Estimates the relationship between a set of variables to identify trends and patterns. This can help with making predictions and forecasting future trends.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 INTRODUCTION

Analysis of the data is a process of inspecting clearing, transforming and modeling data with the goal of discovering useful information, suggesting conclusions and supporting decision making. Data analysis has multiple facts and approaches, uncompressing diverse techniques under a variety of names different business, science and social science domain.

4.1 DATA PRESENTATION

SECTION A

BIO DATA

Table 1

Question 1: Age of respondents

Respondents	Frequency	Percentage (%)
18 - 22years	20	60%
23 - 27years	66	30%
32 and above	14	10%
Total	100	100%

Sources: Research Survey 2025

In the above table is shows that one hundred and thirty-two (60%) were within the age of (18-22), sixty-six (30%) were within the age of (23-27), while Fourteen (10%) respondents were (30 and above).

Table 2

Question 2: Gender of respondents

Respondents	Frequency	Percentage (%)
Male	20	59 %
Female	80	41%
Total	100	100%

Sources: Research Survey 2025

In the above table one hundred and thirty two respondents (59) were male while sixty eight respondents (41%) were female.

Table 3

Question 3: Marital status of respondents

Respondents	Frequency	Percentage (%)
Single	30	20%
Married	50	40%
Divorced	10	20%
Widowed	10	20%
Total	100	100%

Sources: Research Survey 2025

In the table above is shows that one hundred and thirty respondents (20%) were single, sixty respondents (40%) were married, four (5%) were divorced, while two respondents (5%) were widowed.

Table 4

Question 4: Religion of respondents

Respondents	Frequency	Percentage (%)
Christian	25	36%
Muslim	75	64%
Total	100	100%

Sources: Research Survey 2025

In the table above, is shows that eighteen respondents (36%) were Christian while one hundred and eighty two respondents (64%) practices Islam.

Table 5

Question 5: Occupation of respondents

Respondents	Frequency	Percentage (%)
Student	25	20%
Civil servant	55	60.5%

Unemployment	20	15.5%
Total	100	100%

Sources: Research Survey 2025

In the above table shows that Twenty-Five (20%) are students, Fify-Five respondents (60.5%) are civil servants, while Twenty respondents representing (15.5) are unemployment.

SECTION B

Table 6

Question 6: CLIMATE CHANGE AWARENESS SCALE USAGE ON SOCIAL MEDIA

Response	Frequency	Percentage (%)
Yes	60	75%
No	40	25%
Total	100	100%

Sources: Research Survey 2025

The table above shows that Sixty respondents representing (75%) knows what climate awareness scale is, while Forty respondents representing (25%) don't know what climate awareness scale is.

Table 7

Question 7: SOCIAL MEDIA IS THE FATEST MEDIUM OF ENVIRONMENT INFORMATION

Response	Frequency	Percentage (%)
Yes	100	100%
No	0	0%
Total	100	100%

Sources: Research Survey 2025

The table above shows that One Hundred respondents representing (100%) knows that social media is the fastest medium of environment information, while zero respondents representing (0%) don't know.

Table 8

Question 8: SOCIAL MEDIA ENHANCE THE KNOWLEDGE ABOUT CLIMATE CHANGE AMONG USERS

Response	Frequency	Percentage (%)
Strongly agree	25	20%
Agree	55	70.%
Disagree	20	10%
Total	100	100%

Sources: Research Survey 2025

In the above table, twenty-Five respondents represent (20%) strongly agree that the social media enhance the knowledge about climate change, Fifty-Five respondents represent (70%) agree, Twenty respondents representing (10%) disagrees that social media enhance the knowledge about climate change.

Table 9

Question 9: PEOPLE MAY ENGAGE WITH CLIMATE CHANGE CONTENT ON SOCIAL MEDIA PLATFORMS.

Response	Frequency	Percentage (%)
Strongly agree	70	70%
Agree	15	15%
Disagree	15	15%
Total	100	100%

Sources: Research Survey 2025

In the above table, Seventy respondents represent (70%) strongly agree that people may engage with climate change content on social media platform, Fifteen respondents represent (15%) agree, fifteen respondents representing (15%) disagrees that people may engage with climate change content on social media platform.

Table 10

Question 10: SOCIAL MEDIA USERS CAN KNOW AND UNDERSTAND CLIMATE CHANGES

Response	Frequency	Percentage (%)
Strongly agree	60	65%
Agree	25	25%
Disagree	15	10%
Total	100	100%

Sources: Research Survey 2025

In the above table, Sixty respondents represent (65%) strongly agree that social media users can know and understand climate changes, Twenty-Five respondents represent (25%) agree, fifteen respondents representing (10%) disagrees that social media users can know and understand climate changes.

Table 11

Question 11: CLIMATE CHANGE AS A SEVERE CONCERN FOR ILORIN – EAST RESIDENT

Response	Frequency	Percentage (%)
Strongly agree	55	60%
Agree	25	20%
Disagree	20	20%
Total	100	100%

Sources: Research Survey 2025

In the above table, Fifty five respondents represent (60%) strongly agree that the climate change as a severe concern for Ilorin-East Resident, Twenty-Five respondents represent (20%) agree, Twenty respondents representing (20%) disagrees that the climate change as a severe concern for Ilorin-East Resident.

Table 12

Question 12: SOCIAL MEDIA IMPRESSIVELY AFFECT THE USER'S KNOWLEDGE AND ATTITUDE REGARDING CLIMATE CHANGE

Response	Frequency	Percentage (%)
Strongly agree	60	65.5%
Agree	30	30%
Disagree	10	5%
Total	100	100%

Sources: Research Survey 2025

In the above table, Sixty respondents represent (65.5%) strongly agree that social media impressively affect the users knowledge and attitude regarding climate change, thirty respondents represent (30%) agree, Tenth respondents representing (5%) disagrees that social media impressively affect the users knowledge and attitude regarding climate change.

Table 13

Question 13: SOCIAL MEDIA CAMPAIGNS LEADS TO ACTUAL BEHAVIOUR CHANGE.

Response	Frequency	Percentage (%)
Strongly agree	40	40%
Agree	35	35%
Disagree	25	25%
Total	100	100%

Sources: Research Survey 2025

In the above table, fourty respondents represent (40%) strongly agree that social media campaign leads to actual behaviour change, thirty-five respondents represent (35%) agree, twenty five respondents representing (25%) disagrees that social media campaign leads to actual behaviour change.

Table 14

Question 14: SOCIAL MEDIA IS ESSENTIAL FOR ILORIN – EAST YOUTH TO SEEK ENVIRONMENTAL INFORMATION.

Response	Frequency	Percentage (%)
Strongly agree	45	55%

Agree	30	25%
Disagree	25	20.%
Total	100	100%

Sources: Research Survey 2025

In the above table, Forty-five respondents represent (55%) strongly agree that the social media is essential for Ilorin-east youth to seek environmental information, Thirty respondents represent (25%) agree, Twenty-Five respondents representing (20%) disagrees that the social media is essential for Ilorin-east youth to seek environmental information.

Table 15

Question 15: SOCIAL MEDIA USERS HAVE MORE KNOWLEDGE'S ABOUT CLIMATE CHANGE THAN NON-USERS.

Response	Frequency	Percentage (%)
Strongly agree	60	70%
Agree	20	15%
Disagree	20	15%
Total	100	100%

Sources: Research Survey 2025

In the above table, Sixty respondents represent (70%) strongly agree that social media impressively affect the users knowledge and attitude regarding climate change, Twenty respondents represent (15%) agree, Twenty respondents representing (15%) disagrees that social media impressively affect the users knowledge and attitude regarding climate change.

Table 16

Question 16: SOCIAL MEDIA CANNOT PLATFORMS PROVIDE INTERACTIVE AND PARTICIPATORY SPACES FOR INDIVIDUALS TO ENGAGE WITH CLIMATE CHANGE CONTENT.

Response	Frequency	Percentage (%)
Strongly agree	50	65%
Agree	35	27%

Disagree	15	8%
Total	100	100%

Sources: Research Survey 2025

In the above table, fifty respondents represent (65%) strongly agree that social media impressively affect the users knowledge and attitude regarding climate change, Thirty-Five respondents represent (27%) agree, Fifteen respondents representing (8%) disagrees that social media impressively affect the users knowledge and attitude regarding climate change.

Table 17

Question 17: GENDER DIFFERENCE REGARDING LEVELS OF AWARENESS OF CLIMATE CHANGES IN SOCIAL MEDIA USERS

Response	Frequency	Percentage (%)
Strongly agree	65	70%
Agree	20	20%
Disagree	15	10%
Total	100	100%

Sources: Research Survey 2025

In the above table, sixty-five respondents represent (70%) strongly agree that the gender difference regarding levels of awareness of climate change in social media users, Twenty respondents represent (20%) agree, Fifteen respondents representing (10%) disagrees that the gender difference regarding levels of awareness of climate change in social media users.

Table 18

Question 18: SOCIAL MEDIA ENABLES THE RAPID DISSEMINATION OF CLIMATE CHANGE

Response	Frequency	Percentage (%)
Strongly agree	60	65.5%
Agree	35	30.5%
Disagree	15	4%
Total	100	100%

Sources: Research Survey 2025

In the above table, Sixty respondents represent (65.5%) strongly agree that social media enables the rapid dissemination of climate change, Thirty-Five respondents represent (30.5%) agree, Fifteen respondents representing (4%) disagrees that social media enables the rapid dissemination of climate change.

4.3 DISCUSSION OF FINDINGS

Broad ranges and potential roles of social media can play in encourage and aware different attitude and behaviors around climate change, and there are many unanswered questions in these areas of research. Mainly, parsing out the effects different content-related components of climate change communication in social media in public perceptions about climate change.

This review suggestion a dim tone in the response of discussions on climate change and public awareness, but it is difficult to tell the nature of the lack of interest. Most scholars stated that language and iconic visuals that are alarmist in nature or rely on fear appeals may raise concerns but also separate audiences.

While there is reason to be optimistic about the ability of social media to positively influence opinion, knowledge, and behavior around climate change, some caution that social media use may encourage more reinforcement of existing perceptions of climate change rather than reaching new individuals or changing opinions. Indeed, research in other risk contexts provides evidence that online social content in news comments can polarize existing risk perceptions, suggestion that social media my exacerbate existing division in society. Findings showed that 90% of the respondents heard about climate change through social media while 10% discussed it with friends on their networks. Facebook had the largest subscription and dissemination of climate change information.

High level of Social Media Usage

A majority of respondents in Ilorin East L.G.A are active users of social media platforms, particularly Whatsapp, Fecebook, and Instagram. This widespread usages suggests that social media is a dominant medium of communication in the area. Many respondents

indicated they receive news and information more frequently from these platforms than from traditional media.

Moderate Climate Change Awareness

While respondents were aware of the terms "climate change," their understanding of its causes, effects, and solutions varied. Social media was identified as one of the key sources of information, through the depth of awareness appeared to be surface-level for a significant portion of the populations.

Most residents associated climate change primary with changes in weather pattern (e.g. excessive heat, delayed rainfalls), which they had observed locally.

Roles of Influences And local Advocacy

The study found that climate change content shared by popular figures, both local and international, had a strong influence on younger residents.

However, there was a noted lack of localized content only a few paid or individuals in the Ilorin-East L.G.A were actively engaging the public with climate related issue specific to their environment.

Engagement Vs. Action

While a number of respondents reported liking sharing or commenting on climate change posts, fewer admitted to taking offline action (e.g. tree planting rewarding waster, or attending environment events). This suggests that while social media is creating awareness it has not get translated significantly into behavioral change in the area.

Challenges of misinformation and Limited Digital Literacy

Misinformation about climate change was also found to be an issue. Some respondents believed myths or conspiracy theorles, which they encountered on platform like Whatsapp.

Additionally, older adult and less educated individuals in the community showed limited digital literacy reducing their exposure to accurate climate change information.

Demographic Variations in Awareness

Younger people (18-35 years) demonstrated higher awareness and engagement with climate change content on social media compare to older age groups.

Students and educated respondents were more likely to understand the implications of climate change and recognize its impact on social agriculture, health, and weather patterns.

CHAPTER FIVE

SUMMARY CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

The main object of this study is to find out the impact of social media on the creation of awareness about clime change in Ilorin East resident. In chapter one, on the basis of problem definitions of the study and research questions were highlighted to guide the major activities of this project. Hypothesis was conceptualized and investigations were thoroughly carried out. It was found out that advertising is very crucial for the survival of mass media organization

In order to e conversant with the theoretical background, a detailed literature review was conducted in chapter two. The researchers therefore want to find out how far advertising has helped mass media organization in its operations and what others said on the topic.

In chapter three, the project discussed those methodological issues of the project it deals on methodology used in this study.

The chapter four discussed the date collected. Date was presented and analyzed for proper modulation. It also talked about discussion of findings on the topic.

The chapter five of this research work contains summary, conclusions and recommendations in the study. Based on the findings of this study, we can now conclude that advertising is very vital for the survival of mass media organizations.

5.2 CONCLUSION

The result of this research study designates that social media users more interested to obtain information about clime change than non-users. Social media users are interested in clime change related topics in their online communication. However, the results point out that the awareness gap exists among the social media .users and non- users behalf of their interest in getting information. On the other hand, it is fair to state that social media users are more aware about climate change. There are significance differences exists among the social

media users and non-users regarding climate change awareness. Consequently, awareness gap exists among the social media users and non-users about climate change behalf of on their social media usage.

Nevertheless, social media plays a vital role to fulfill the information gap about climate change. Social media provides the numerous platforms to users to know about climate change according to their interest. Social media forums provide information about climate change and make the online discussion on environmental related issue e.g. climate change. Therefore, according to current research findings, social media users are highly aware of climate change as compared to non-users.

There are numerous ways to apply this research for the superior development, essentially, current study should apply in development communication and through this study and information exchange is possible in the society to bring the positive social change regarding climate change. Furthermore, this current research should apply in behavioral change communication, climate change alert the health risks for the society, through this study strategic design of communication should change the behavior of the community regarding climate change. Last but not the least; this empirical research should go a long way for policy-makers, teachers, parents and other stakeholders to plan for climate protection of our regions and the planet earth.

5.3 RECOMMENDATIONS

Based on the research's findings, the following recommendations are made:

i. Should media contents on climate change should be tailored to each platforms unique features and users demographics to maximize their engagement and impact.

ii. Influencers and thought leaders should be engaged, to amplify messages and reach broad and more diverse audiences about climate change.

iii. Consistent and factual information on climate change must be shared on social media to build credibility and trust among followers.

iv. Interactive element such as polls, Q&A session and live streams should be interpreted to encourage active participation and dialogue.

v. Social media campaigns must include calls to action that empower users to make sustainable choice and advocate for policy change.

vi. Collaboration with environmental organization should be sought to enhance the reach and authority of the messages.

vii. Hashtags and trending topic must be strategically used to increase visibility and engagement on climate change.

viii. Analytics tools must be utilized to track the effectiveness of social media effects and refine strategic based on data-driven insight.

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