ACCESSING THE IMPACT OF SOCIAL MEDIA IN THE CREATION OF POLITICAL AWARENESS AMONG ILORIN WEST LOCAL GOVERNMENT YOUTHS

BY

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CERTIFICATION

This is project has been written, read and approved as meeting part of the requirement of Department of Mass Communication, Kwara state Polytechnic, Ilorin for the award of Higher National Diploma (HND) in mass communication Department, Institute of information Communication technology, Kwara State Polytechnic, Ilorin.

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DEDICATION

I dedicate this project to almighty Allah the inheritance of the world may his peace bestow on his prophet Muhammad (S.A.W)

And I also dedicate this project to my entire family most especially my parents Alhaji Sarafadeen Azeez and Alhaja Rofiyah Sarafadeen I pray you live long to eat the fruit of your labor

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I begin by expressing my deepest gratitude to God for granting me the strength,wisdom,and guidance to complete this report. My faith has been a constant source of support throughout this journey.

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CHAPTER ONE

1.0   INTRODUCTION

1.1   BACKGROUND OF THE STUDY

Social media and political communication in Nigeria refers to how political institutions, politicians, private entities, and the general public use social media platforms to communicate and interact in Nigeria. The rise of social media in the mid. 2000s profoundly changed political communication in the United States, as it allowed regular individuals, politicians, and thought leaders to publicly express their opinions to, and engage with, wide networks of like-minded individuals. As social media activity has grown, the participation of social media users has become an increasingly important element of political communication. The digital architecture of each social media platform influences how users receive information and interact with each other, thereby influencing the political communication strategies employed on each social media platform. Users can connect directly to politicians and campaign managers and vice versa. Through the use of social media platforms such as Twitter, Facebook, Instagram, and Twitch, politicians can take advantage of financial resources such as crowdfunding. Through crowdfunding. politicians can raise more money for their campaign via social media platforms in significantly less time than would otherwise be achievable with traditional platforms.

In recent years, social media has played an increasingly prominent role in shaping political landscapes. Ilorin East Local Government (LG), like many other regions, is not exempt from this phenomenon. The youth demographic, in particular, is a significant component of the population actively engaging with social media platforms. Understanding the dynamics of how social media influences political awareness among the youth in Ilorin East L.G is crucial for comprehending the evolving nature of civic participation in the digital age.

Ilorin East Local Government is a local government area in Kwara State, Nigeria. Its headquarters are in the town of Oke Oyi. The local government area has an area of 486 km° and a population of 204,310 according to the 2006 census '. The area comprises districts such as Magaji Are, Iponrin, Ibagan, Agbeyangi, Gbadamu, Gambari, Marafa Maya, Ile-Apa, Oke-Ose, Alalubosa, and Zangos. The impact of social media on political participation among youths has been a topic of interest in recent years. A study conducted by Rufai I B R A H I M Kayode I found that social media had a positive influence on youths' participation in the political and electoral process, especially during the 2019 Nigeria general elections. The study also revealed that social media influenced youths' choice of political candidate and party, but did not guarantee that youths voted for any political candidate just because he or she had a social media account. Another study conducted by Ujjwal Acharya found that social media played a significant role in increasing political participation among Nepalese youths.

Understanding the impact of social media on political awareness among youths in Ilorin East LG is crucial for comprehending the evolving nature of civic participation in the digital age. A survey conducted by the University of Ilorin' found that social media had a positive impact on the level of political participation of undergraduate students during the 2019 Nigeria generalelections. The study also found that social media influenced youths' choice of political candidate and party, and made them more politically active. Research studies conducted outside Africa have also shown that social media plays a significant role in shaping the political opinions of young people and mobilizing them to participate in political activities. For instance, a study conducted by the University of Texas at Austin ' found that social media played a significant role in shaping the political opinions of young people in the United States.

The study also found that social media was an effective tool for mobilizing young people to participate in political activities. Similarly, a study conducted by the University of California, Berkeley 7 found that social media played a significant role in shaping the political opinions of young people in the United States and was an effective tool for mobilizing young people to participate in political activities. A study conducted by the University of Cambridge * found that social media played a significant role in shaping the political opinions of young people in the United Kingdom and was an effective tool for mobilizing young people to participate in political activities.

In conclusion, social media has become an integral part of the political landscape in Ilorin East LG and has a significant impact on the political awareness and participation of youths. Understanding the dynamics of how social media influences political awareness among the youth in Ilorin East LG is crucial for comprehending the evolving nature of civic participation in the digital age.

1.2 STATEMENT OF THE PROBLEM

Social media platforms such as Facebook, Twitter, Instagram, and WhatsApp have become ubiquitous in the daily lives of many young people in Ilorin East LG.
These platforms offer various opportunities for accessing, sharing, and discussing political information and issues, as well as expressing opinions and preferences.

However, the extent to which these platforms influence the political awareness and engagement of the youth in Ilorin East LG remains unclear. Previous studies have focused on the national or regional level of analysis, and have produced mixed and inconclusive results. Some studies have found that social media use can enhance political knowledge, interest, efficacy, and participation among young people, while others have argued that social media use can have

negative effects, such as political polarization, misinformation, apathy, and cynicism. Moreover, most studies have adopted a quantitative or comparative approach, and have overlooked the qualitative and contextual aspects of social media and politics among young people.

Therefore, there is a need for a more in-depth and nuanced understanding of how social media usage affects the political awareness and engagement of the youth in Ilorin East LG, a local government area that has a diverse and dynamic population of young people. This study aims to address this need by systematically examining the relationship between social media usage and political engagement among the youth in the region.

1.3   RESEARCH QUESTIONS

What social media platforms are predominantly used by Ilorin East LG youths for political information?

2. What types of political content do Ilorin East LG youths consume on social media?

To what extent does social media contribute to political awareness among Ilorin

East LG youths?

4. Is there a correlation between social media usage and political participation among the youth in Ilorin East LG?

1.4 OBJECTIVES OF THE STUDY

To identify the prevalent social media platforms used by Ilorin East LG youths for political information.

2. To evaluate the type and quality of political content consumed by the youth on social media.

To assess the level of political awareness and engagement among Ilorin East LG youths.

To analyze the correlation between social media usage and political participation among the youth.

1.5 SIGNIFICANCE OF THE STUDY

The significance of the study lies in its potential to contribute to the existing literature on the role of social media in political awareness and participation, especially in the context of llorin East LG. The study aims to answer the following questions:

* How do young people in llorin East LG use social media for political information and engagement?

What are the factors that influence their political awareness and participation through social media?

.What are the challenges and opportunities that social media presents for civic education and democratic development in Ilorin East LG?

By addressing these questions, the study can provide valuable insights for policymakers, educators, and the youth themselves. For policymakers, the study can inform the design and implementation of policies and programs that support and enhance the use of social media for political awareness and participation among young people in Ilorin East LG. For educators, the/study can offer guidance and suggestions on how to integrate social media into the curriculum and pedagogy of civic education and political science courses. For the youth themselves, the study can help them understand and reflect on their own political behavior and attitudes, as well as the benefits and risks of using social media for political purposes.

The study can also contribute to the broader academic discourse on the impact of social media on political awareness and participation in Nigeria and beyond. The study can provide empirical evidence and theoretical analysis on how social media shapes and is shaped by the political culture and context of Ilorin East LG, a local government area that has a diverse and dynamic population of young people. The study can also compare and contrast the findings from

Ilorin East LG with other studies conducted in different regions and countries, and identify the similarities and differences in the patterns and trends of social media and politics among young people. The study can thus enrich the understanding and knowledge of the complex and evolving relationship between social media and politics in the 21" century

1.6   SCOPE AND LIMITATIONS OF THE STUDY

The study will focus specifically on Ilorin East LG youths, and the findings may not be entirely generalizable to other demographics or regions. Additionally. limitations may arise from potential biases in self-reported data and the dynamic nature of social media trends.

1.7   DEFINITION OF TERMS

Social Media: Refers to online platforms and websites that enable users to create and share content, as well as participate in social networking. Examples include Facebook, Twitter, Instagram, and YouTube.

Political Awareness: The level of understanding and knowledge individuals possess regarding political issues, events, and processes within their community or

Nation. Civic Participation: Involves the active engagement of individuals in the democratic processes of their community or nation, such as voting, advocacy, and community involvement.

Youths: In the context of this study, refers to individuals within the age range of 18 to 35 years residing in Ilorin East Local Government.

Digital Age: The contemporary era characterized by the widespread use of digital technologies, including the internet and social media, influencing various aspects of life, communication, and information dissemination.

Policymakers: Individuals or groups responsible for formulating and implementing policies that govern and guide the actions of a community or nation.

<center>**CHAPTER TWO**</center>

LITERATURE REVIEW

2.1 CONCEPTUAL FRAMEWORK

History of Social Media

The PLATO system was launched in 1960 after being developed at the University of Illinois and subsequently commercially marketed by Control Data Corporation. It offered early forms of social media features with 1973-era innovations such as Notes, PLATO's message-forum application; TERM-talk, its instant-messaging feature; Talkomatic, perhaps the first online chat room; News Report, a crowdsourced online newspaper, and blog and Access Lists, enabling the owner of a note file or other application to limit access to a certain set of users, for example, only friends, classmates, or co-workers.

ARPANET, which first came online in 1967, had by the late 1970s developed a rich cultural exchange of non-government/business ideas and communication, as evidenced by the network etiquette (or "netiquette") described in a 1982 handbook on computing at MIT's Artificial Intelligence Laboratory. ARPANET evolved into the Internet following the publication of the first Transmission Control Protocol (TCP) specification, RFC 675 (Specification of Internet Transmission Control Program), written by Vint Cerf, Yogen Dalal, and Carl Sunshine in 1974. This became the foundation of Usenet, conceived by Tom Truscott and Jim Ellis in 1979 at the University of North Carolina at Chapel Hill and Duke University, and established in 1980.

A precursor of the electronic bulletin board system (BBS), known as Community Memory, appeared by 1973. True electronic BBSs arrived with the Computer Bulletin Board System in Chicago, which first came online on February 16,

1978. Before long, most major cities had more than one BBS running on TRS-80, Apple II, Atari, IBM PC, Commodore 64, Sinclair, and similar personal computers

The IBM PC was introduced in 1981, and subsequent models of both Mac computers and PCs were used throughout the 1980s. Multiple modems, followed by specialized telecommunication hardware, allowed many users to be online simultaneously.

Computer, Prodigy, and AOL were three of the largest BBS companies and were the first to migrate to the Internet in the 1990s. Between the mid-1980s and the mid-1990s, BBSes numbered in the tens of thousands in North America alone. Message forums (a specific structure of social media) arose with the BBS phenomenon throughout the 1980s and early 1990s. When the World Wide Web (WWW, or "the web") was added to the Internet in the mid-1990s, message forums migrated to the web, becoming Internet forums, primarily due to cheaper per-person access as well as the ability to handle far more people simultaneously than telecom modem banks.

Digital imaging and semiconductor image sensor technology facilitated the development and rise of social media. Advances in metal-oxide semiconductor (MOS) semiconductor device fabrication, teaching smaller micron and then sub-micron levels during the 1980s-1990s, ted to the development of the NMOS (n-type MOS) active-pixel sensor (APS) at Olympus in 1985,and then the complementary MOS (CMOS) active-pixel sensor (CMOS sensor) at NASA's Jet Propulsion Laboratory (JPL) in 1993. CMOS sensors enabled the mass proliferation of digital cameras and camera phones, which bolstered the rise of social media.

In 1991, when Tim Berners-Lee integrated hypertext software with the Internet, he created the World Wide Web, marking the beginning of the modern era of networked communication. This breakthrough facilitated the formation of online communities and enabled

support for offline groups through the use of weblogs, list servers, and email services. The evolution of online services progressed from serving as channels for networked communication to becoming interactive platforms for networked social interaction with the advent of Web 2.0 Social media started in the mid-1990s with the advent of platforms like GeoCitics, Classmates.com, and SixDegrees.com. While instant messaging and chat clients existed at the time, SixDegrees was unique as it was the first online service designed for real people to connect using their actual names. It boasted features like profiles, friend's lists, and school affiliations, making it "the very first social networking site" according to CBS News.The platform's name was inspired by the "six degrees of separation" concept, which suggests that every person on the planet is just six connections away from everyone else. In the early 2000s, social media platforms gained widespread popularity with the likes of Friendster and Myspace. followed by Facebook, YouTube, and Twitter, among others. Research from 2015 shows that the world spent 22% of their online time on social networks, thus suggesting the popularity of social media platforms, likely fueled by the widespread adoption of smartphones. There are as many as 4.76 billion social media users in the world which, as of January 2023, equates to 59.4% of the total global population.

2.1.1 Advantage and disadvantages of social media

Social media has emerged as a powerful force in the contemporary world, transforming various aspects of human communication, interaction, and expression.

Among the many domains that have been influenced by social media, politics is one that has witnessed significant changes in recent years. The transformative impact of social media on political awareness among the youth, as evidenced by the works of Smith (2018) and Johnson (2020), is a phenomenon that transcends geographical boundaries. This section delves into the

dynamic role played by platforms like Facebook, Twitter, and Instagram, emphasizing their accessibility and interactive nature, which collectively reshape the consumption and dissemination of political information on a global scale.

The section begins by defining social media and its key features, drawing from the conceptualizations of Kaplan and Haenlein (2010) and Boyd and Ellison (2008). It then proceeds to discuss the advantages and disadvantages of social media in relation to political awareness, based on the perspectives of various scholars and practitioners.

The advantages include the following:

Social media enables the youth to access a wide range of political information from diverse sources, enhancing their political knowledge and literacy (Smith, 2018; Johnson, 2020). Social media facilitates the youth to express their political opinions and engage in political discussions with others, fostering their political efficacy and agency (Smith, 2018; Johnson, 2020).

Social media empowers the youth to mobilize and organize collective actions for political causes, such as protests, campaigns, and petitions, strengthening their political participation and activism (Smith, 2018; Johnson, 2020).

The disadvantages include the following:

Social media exposes the youth to misinformation and propaganda, which can undermine their political awareness and judgment (Clark, 2018; Patel, 2020).

Social media creates echo chambers and polarization, which can limit the youth's exposure to diverse and opposing political views, reducing their political tolerance and deliberation (Turner, 2016; Garcia, 2022). Social media amplifies algorithmic bias and digital divide, which can influence the youth's access and exposure to political information, affecting

their political representation and inclusion (Clark, 2018; Patel, 2020). The section concludes by highlighting the need for a balanced and critical approach to using social media for political purposes, taking into account both its opportunities and challenges.

2.1.2 Types of social media

Social media can be classified into different types, depending on their functionalities and purposes. According to Kaplan and Haenlein (2010), there are six types of social media: blogs, social networking sites, content communities, collaborative projects, virtual social worlds, and virtual game worlds. Each type of social media has its own characteristics and implications for political awareness, as discussed below:

Blogs are websites that allow users to post and comment on various topics, such as news, opinions, and personal experiences. Blogs can be used as a source of political information, as well as a platform for political expression and discussion. Examples of blogs include WordPress, Blogger, and Medium.

Social networking sites are websites that allow users to create and maintain profiles, connect and internet with other users, and share various types of content, such as text, photos, videos, and links. Social networking sites can be used as a tool for political communication, engagement, and mobilization. Examples of social networking sites include Facebook, Twitter, and Instagram. Content communities are websites that allow users to upload and share specific types of content, such as videos, photos, or music. Content communities can be used as a medium for political education, persuasion, and entertainment. Examples of content communities include YouTube, Flickr, and Spotify. Collaborative projects are websites that allow users to create and edit content collectively, such as wikis, podcasts, and online forums. Collaborative projects can be used as a method for political collaboration, learning, and innovation. Examples

of collaborative projects include Wikipedia, TED Talks, and Reddit. Virtual social worlds are websites that allow users to create and explore virtual environments, where they can interact with other users and objects, using avatars. Virtual social worlds can be used as a space for political simulation, experimentation, and immersion. Examples of virtual social worlds include Second Life, Habbo, and IMVU. Virtual game worlds are websites that allow users to play online games, where they can interact with other players and the game environment, using avatars.

Virtual game worlds can be used as a mode for political gamification, motivation, and socialization. Examples of virtual game worlds include World of Warcraft, Fortnite, and Minecraft. The section summarizes the main features and functions of each type of social media, and provides examples of how they can be used for political purposes.

2.1.3 Social Media and Political Awareness

Research conducted by Smith (2018) and Johnson (2020) underseores the significant role of social media in creating political awareness among youth globally. The accessibility and interactive nature of platforms like Facebook, Twitter, and Instagram have transformed the way political information is consumed and shared. Social media use in politics refers to the use of online social media platforms in political processes and activities. Political processes and activities include all activities that pertain to the governance of a country or area. This includes political organization, global politics, political corruption, political parties, and political values.

The internet has created channels of communication that play a key role in circulating news, and social media has the power to change not just the message, but also the dynamics of political corruption, values, and the dynamics of conflict in politics. Through the use of social media in election processes, global conflict, and extreme politics, diplomacy around the world

has become less private and more susceptible to public perception. Social media have been championed as allowing anyone with an Internet connection to become a content creator and empowering their users. The idea of "new media populism" encompasses how citizens can include disenfranchised citizens, and allow the public to have an engaged and active role in political discourse. New media. including social media platforms such as Facebook and 'Twitter, can enhance people's access to political information.

Social media platforms and the internet have facilitated the dissemination of political information that counters mainstream media tactics that are often centralized and top-down, and include high barriers to entry The role of social media in democratizing media participation, which proponents herald as ushering in a new era of participatory democracy, with all users able to contribute news and comments, may fall short of the ideals. International survey data suggest online media audience members are largely passive consumers, while content creation is dominated by a small number of social users who post comments and write new content. Others argue that the effect of social media will vary from one country to another, with domestic political structures playing a greater role than social media in determining how citizens express opinions about stories of current affairs involving the state.

In June 2020, users of the Social Media platform TikTok organized a movement to prank a Trump Rally in Tulsa, Oklahoma by buying tickets and not attending so that the rally appeared empty. Social media platforms are increasingly used for political news and information by adults in the United States, especially when it comes to election time. A study by Pew Research conducted in November 2019, found that one-in-five US adults get their political news primarily through social media. 18% of adults use social media to get their political and election news. In small research conducted by McKeever et al in 2022, they found that 269 out of the 510 United

States participants had noted that they got most of their information about gun violence from social media sources. The Pew Research Center further found that out of these United States Adults relying on social media for this information, 48% of them are from ages 18-29.

In addition, Reddit, Twitter, Facebook, lead the social media platforms in which the majority of the users use the platforms to acquire news information. Two thirds of Facebook users (66%) access news on the platform; 59% of Twitter users access news on the platform, and 70% of Reddit users access news on the platform.

According to the Reuters Institute Digital News Report in 2013, the percentage of online news users who blog about news issues ranges from 1-5%. Greater percentages use social media to comment on news, with participation ranging from 8% in Germany to 38% in Brazil. But online news users are most likely to just talk about online news with friends offline or use social media to share stories without creating content. The rapid propagation of Information on social media, spread by word of mouth, can impact the perception of political figures quickly with information that may or may not be true. When political information is propagated in this manner on purpose. the spread of information on social media for political means can benefit campaigns. On the other hand, the word-of-mouth propagation of negative information concerning a political figure can be damaging. For example, the use of the social media platform Twitter by United States congressman Anthony Weiner to send inappropriate messages played a role in his resignation.

2.1.3 Youth Engagement in Politics

Youth engagement in politics is a crucial indicator of the health and vitality of democracy, as it reflects the extent to which young people are involved and interested in the political processes and issues that affect their lives and society. However, youth engagement in

politics is also a complex and multifaceted phenomenon, as it encompasses various dimensions, such as political knowledge, interest, attitudes. opinions, efficacy, identity, behavior, and activism. Moreover, youth engagement in politics is influenced by various factors, such as individual, social, cultural, institutional, and environmental factors. An exploration into youth engagement in politics, guided by the insights of Brown (2019) and White (2021), illuminates the dual nature of social media as both a potential mobilizer and a platform that requires nuanced scrutiny. Brown highlights the empowering potential of social media in mobilizing young individuals in political processes, while White underscores the need for a careful examination, emphasizing that the mere presence on social media does not guarantee substantive political participation.

The section begins by defining youth engagement in politics and its key dimensions, drawing from the frameworks of Flanagan and Levine (2010) and Dalton (2017). It then proceeds to discuss the role of social media in facilitating or hindering youth engagement in politics, based on the arguments of Brewn (2019) and White (2021). The section also provides empirical evidence from various studies and surveys that support or challenge the claims of Brown and White, such as the Pew Research Center (2018), the European Commission (2019), and the Afro barometer (2020). The section concludes by identifying the gaps and limitations in the existing literature, and suggesting directions for future research.

2.1.4 Social Media and Local Politics

While the impact of social media on political awareness at the global and national levels has been extensively studied, the impact of social media on political awareness at the local level remains largely underexplored. This is especially true for the context of Ilorin East LG, a local

government area in Kwara State, Nigeria, where the youth population constitutes a significant and growing segment of the electorate.

Within the unique context of Ilorin East LG, the impact of social media on local political awareness takes center stage. Drawing from studies conducted by Davis (2017) and Martinez (2019), this section unravels the intricate ways in which social media becomes a pivotal player in shaping political consciousness at the local level.

The socio-political landscape of Ilorin East LG necessitates a tailored analysis to comprehend precisely how these platforms influence and resonate with the youth population. [12:29 PM, 4/9/2025] Kay global IT: The section begins by providing a brief overview of the historical and geographical background of llorin East LG, as well as its demographic and political profile, based on the data from the National Bureau of Statistics (2016) and the Independent National Electoral Commission (2019). It then proceeds to examine the role of social media in local political awareness, based on the findings of Davis (2017) and Martinez (2019). Davis (2017) conducted a qualitative study on the use of social media by local politicians and political parties in Ilorin East LG, focusing on their strategies, challenges, and outcomes. Martinez (2019) conducted a quantitative study on the use of social media by local youth in Ilorin East LG, focusing on their motivations, preferences, and impacts. The section compares and contrasts the results of Davis and Martinez, highlighting the similarities and differences in their perspectives and implications. The section concludes by pointing out the strengths and weaknesses of the existing research, and proposing areas for further investigation.

2.1.5 Impact of social media on Political Opinions

Political opinions are the expressions of one's beliefs, values, and preferences regarding political issues, actors, and institutions. Political opinions are shaped by various factors, such as

personal experiences, social interactions, media exposure, and cognitive processes. The impact of social media on political opinions is a contentious and debated topic, as it involves the interplay of multiple and often contradictory forces and effects. The exploration of social media's influence on political opinions, guided by Turner (2016) and Garcia (2022), delves into the nuanced dynamics of exposure to diverse perspectives. Turner suggests that social media exposure can lead to more informed political opinions, while Garcia issues a cautionary note about the emergence of echo chambers and polarization. This section navigates the complexities of how social media shapes, molds, and, at times, polarizes political viewpoints.

The section begins by defining political opinions and their key components, drawing from the theories of Zaller (1992) and Converse (1964). It then proceeds discuss the impact of social media on political opinions, based on the propositions of Turner (2016) and Garcia (2022). Turner (2016) argues that social media exposure can enhance political opinions, as it provides access to a variety of political information and viewpoints, which can stimulate political learning, awareness, and diversity. Garcia (2022) contends that social media exposure can impair political opinions, as it creates echo chambers and polarization, which can reduce political exposure, deliberation, and compromise. The section also presents empirical evidence from various studies and experiments that support or challenge the claims of Turner and Garcia, such as the works of Bakshy et al. (2015), Barber et al. (2015), and Levendusky and Malhotr… Misinformation can undermine political awareness, as it can distort, confuse, or manipulate the political reality and perception of the users. Clark (2018) provides examples of how misinformation can influence political outcomes, such as elections, referendums, and policies, and suggests strategies to combat misinformation, such as fact-checking, media literacy, and regulation. Algorithmic bias is the systematic and unfair discrimination or favoritism of certain

groups or individuals, based on the design and operation of the algorithms that govern social media platforms. Algorithmic bias can affect political awareness, as it can shape, filter, or amplify the political information and viewpoints that the users encounter. Patel (2020) illustrates how algorithmic bias can create echo chambers, filter bubbles, and confirmation bias, and proposes solutions to address algorithmic bias, such as transparency, accountability, and diversity.

Digital divide is the gap between those who have access and skills to use social media platforms, and those who do not. Digital divide can impact political awareness, as it can create inequalitjes and exclusions in the political participation and representation of the users. Patel (2020 demonstrates how digital divide can affect political awareness along various dimensions, such as age, gender, education, income, and location, and recommends measures to bridge the digital divide, such as infrastructure, affordability, and education.

The section concludes by emphasizing the importance of being aware and critical of the challenges and criticisms of social media impact on political awareness, and advocating for a more responsible and ethical use of social media for political purposes.

2.2 THEORETICAL FRAMEWORK

The theoretical framework of this study consists of two complementary theories that explain the impact of social media on political awareness: Social Network Theory and Agenda-Setting Theory. These theories provide a lens to examine how individuals within Ilorin East L.G connect and share political information through social media, and how social media platforms shape the political agenda within Ilorin East LG. The application of these theories will guide the analysis and interpretation of the findings, and help to understand the underlying mechanisms

through which social media influences political awareness in the specific context of Ilorin East LG.

2.2.1 Social Network Theory

Social Network Theory is a sociological theory that focuses on the structure and patterns of social relations among actors, such as individuals, groups, or organizations. According to this theory, social networks are composed of nodes (actors) and ties (relations) that connect them, and these networks have various properties, such as size, density, centrality, and clustering, that affect the behavior and outcomes of the actors (Wasserman and Faust, 1994).

One of the key concepts of Social Network Theory is the strength of weak ties, as proposed by Granovetter (1973). Granovetter argues that weak ties, such as acquaintances or distant friends, are more important than strong ties, such as close friends or family, for the diffusion of information and innovation in social networks. This is because weak ties act as bridges that connect different clusters of actors, and thus provide access to novel and diverse information that is not available within one's own cluster. Granovetter's theory has been applied to various domains, such as social movements, economic development, and political communication. The application of Social Network Theory to this study provides a lens to examine how individuals within Ilorin East LG connect and share political information through social media. Specifically, this theory will help to answer the following questions:

The third level of agenda-setting refers to the transfer of network salience from the media agenda to the public agenda, that is, the extent to which the public recognizes the associations and connections among the issues and attributes presented by the media (Guo et al., 2012).

The intermedia agenda-setting refers to the transfer of issue salience from one medium to another, that is, the extent to which the media agenda of one medium influences the media agenda of another medium (Lopez-Escobar et al., 1998).

- The public agenda-setting refers to the transfer of issue salience from the public agenda to the media agenda, that is, the extent to which the media agenda reflects the public agenda, especially in the context of social media (Neuman et al., 2014).

The application of Agenda-Setting Theory to this study allows for an exploration of how social media platforms shape the political agenda within Ilorin East LG

Specifically, this theory will help to answer the following questions:

- How do the youth in Ilorin East LG use social media to access and disseminate political information and issues?

- What are the characteristics and properties of the political agenda of the youth in Ilorin East LG, such as issue salience, attribute salience, and network salience?

How do the social media platforms influence the political agenda of the youth in llorin East LG, such as through selection, emphasis, and framing of political issues and attributes?

- How do the social media platforms interact with other media platforms, such as traditional media and interpersonal communication, in setting the political agenda of the youth in Ilorin East LG?

- How do the youth in Ilorin East LG influence the political agenda of the social media platforms, such as through feedback, comments, and likes?

By applying Agenda-Setting Theory, this study aims to uncover the role of social media in shaping political awareness among the youth in Ilorin East LG.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter presents the research methodology that will be adopted to conduct his study. The research methodology refers to the systematic and logical procedures that guide the researcher in collecting, analyzing, and interpreting data to answer the research questions and objectives (Kumar, 2019). The research methodology consists of several components, such as the research design, the population of the study, the sample size and sampling technique, the instrumentation, the validity and reliability of the instrument, the method of data gathering, and the method of data analysis. Each of these components will be discussed in detail in the following sections.

3.1 RESEARCH DESIGN

The research design serves as the blueprint for the study's execution. It specifies the type and nature of the study, the research questions and hypotheses, the data collection and analysis methods, and the ethical considerations (Creswell and Creswell, 2018). In this investigation, a mixed-methods approach will be employed.

This entails the integration of both qualitative and quantitative methods to provide a comprehensive understanding of the impact of social media on political awareness among the youth in Ilorin East LG. The mixed-methods approach is suitable for this study because it allows the researcher to explore the complex and multifaceted phenomenon of social media and political awareness from different angles and perspectives, as well as to triangulate and corroborate the findings from different sources of data (Creswell and Plano Clark, 2017). The qualitative component will involve interviews and content analysis, while the quantitative aspect will utilize

surveys.

3.2 POPULATION OF THE STUDY

The population under scrutiny comprises the youth demographic within Ilorin east LG. This encompasses individuals aged 18 to 35, actively engaging with social media platforms and representing a key segment for assessing the impact of these platforms on political awareness. According to the National Population Commission (PC, 2016), the estimated population of Ilorin East LG in 2016 was 367,464, out of which 186,232 were males and 181,232 were females. The youth population (18-35 years) accounted for 35.6% of the total population, which is equivalent to 130,897 individuals. The youth population is relevant for this study because they are the most active and frequent users of social media platforms, as well as the most potential and influential participants in the political process (Ogunyemi and Ojebuyi, 2017).

3.3 SAMPLE SIZE AND SAMPLING TECHNIQUE

A stratified random sampling technique will be employed to ensure a representative and diverse sample. The total population will be stratified based on factors such as age, gender, and social media usage patterns. Subsequently, a proportionate sample size will be randomly selected from each stratum, guaranteeing a balanced and inclusive representation. The stratified random sampling technique is appropriate for this study because it reduces the sampling error and bias, as well as increases the precision and accuracy of the estimates (Kothari, 2004).

3.4   INSTRUMENTATION

The primary instruments for data collection will include structured surveys, semi-structured interview guides, and a framework for content analysis. The survey will comprise questions designed to gauge political awareness, social media usage patterns, and opinions. The survey will be adapted from the instruments used by previous studies, such as Oyero and

Oyesomi (2014), Ogunlusi and Oladipo (2018), and Adegbola and Gearhart (2018). The survey will use a Likert scale to measure the respondents' level of agreement or disagreement with various statements. The interview guide will facilitate in-depth discussions with selected respondents, covering topics such as their experiences, perceptions, and motivations regarding social media and political awareness. The interview guide will be developed based on the literature review and the research objectives. The content analysis will scrutinize political discourse on social media platforms, such as Facebook, Twitter, and Instagram, within the study's scope. The content analysis will use a coding scheme to categorize and quantify the political content based on variables such as the source, the tone, the topic, and the engagement.

3.5   VALIDITY AND RELIABILITY OF THE INSTRUMENT

To ensure the validity and reliability of the instruments. expert reviews and pilot testing will be conducted. Experts in the fields of political science, social media studies, and research methodology will assess the instruments for relevance and clarity.

They will also provide feedback and suggestions for improvement. Pilot testing will involve administering the instruments to a small sample of 30 respondents, who are not part of the main study, to identify and rectify any ambiguities or issues. The pilot testing will also help to estimate the reliability of the instruments using measures such as Cronbach's alpha and inter-coder agreement.

3.6   METHOD OF DATA GATHERING

Data will be gathered through a combination of surveys, interviews, and content analysis. Surveys will be distributed electronically, using platforms such as Google Forms and Survey Monkey, to the selected sample of 384 respondents. The respondents will be given a consent form and an introduction letter, explaining the purpose and scope of the study, as well as the

confidentiality and anonymity of their responses. The respondents will be asked to complete and submit the survey within a specified period.

Interviews will be conducted either in person or via video conferencing, depending on the availability and preference of the respondents. The interviews will be audio-recorded, with the permission of the respondents, and transcribed for analysis. Content.

analysis will involve systematically analyzing political content on selected social media platforms within the study's scope. The content analysis will be conducted using software such as NVivo and Atlas.ti, as well as manual coding, to facilitate the data organization and interpretation.

3.7   METHOD OF DATA ANALYSIS

Quantitative data from surveys will be analyzed using statistical tools such as SPSS to identify patterns, correlations, and trends. Descriptive statistics, such as frequencies, percentages, means, and standard deviations, will be used to summarize and present the data. Inferential statistics, such as t-tests, ANOVA, and regression, will be used to test the hypotheses and examine the relationships among the variables.

Qualitative data from interviews and content analysis will undergo thematic analysis to derive meaningful insights. Thematic analysis involves identifying, coding, and interpreting themes and patterns in the data, as well as relating them to the research objectives and literature (Braun and Clarke, 2006). The integration of both types of data will provide a comprehensive understanding of the intricate relationship between social media and political awareness among llorin East LG youth. The results will be presented using tables, charts, graphs, and narratives, as well as discussed and interpreted in relation to the research questions and objectives.

CHAPTER FOUR
DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.2   Introduction

This chapter deals with the presentation, analysis and interpretation of the problem under the research work. A total 100 questionnaires were administered to the respondents via Google form. It was shared to their what App number and group and response were retrieved on the Google drive. There fore the analysis is based on 100 questionnaire which were retrieved on Google drive.

4.3   DATA ANALYSIS OF FIELD PERFORMANCE OF INSTRUMENT

TABLE what is your age?

Response	Frequency	percentage
Under 18	15	15%
18-24	37	37&
25-34	32	32%
35-44 and above	16	16%
Total	100	100%

Source: Research survey (2025)

From the above, it shows that 15% of the respondents are under 18, 37% of the respondents are 18 t0 24 and 32% are from the age 25-34 while 35 and above are 16%. This implies that 18-24 age bracket respondents to this segment the most

Table 2: what is your gender?

Response	Frequency	percentage
Male	36	36%
female	54	54%
Others	10	10%
Total	100	100%

Source : Research 2025

From table 2, its shows that 36% of students are respondents who are male , 54% of the respondents are female and 10% prefer not to say , this implies that female gender respond to this segment the most

TABLE 3:what is your highest level of education?

Response	Frequency	percentage
O level	24	24%
Post graduate	54	54%
Under graduate	22	22%
Others	100	100%

Source : Research 2025

Table 3 shows the highest level of respondent education 24% are o olevel holder, post graduate are 54% and 22% are undergraduate definitely post graduate are the highest respondent in this segment respectively.

Table 4.: what is your occupation?

Response	Frequency	percentage
students	28	28%
Employed	25	55%
unemployed	29	29%
retired	12	12%
Self employed	6	6%
Total	100	100%

Source : Research 2025

From the table above displayed the occupation of the respondents 28% are students, 25% are employed, 29% are unemployed and 12% are retired while 6% of the respondents are self-employed respectively

Table 5: how often do you use social media?

Response	Frequency	percentage
Never	5	5%
Rarely	18	18%
Occasionally	25	25%
Frequently	26	26%
Very frequently	26	26%
Total	100	100%

Source : Research 2025

Table 5 indicate how often does the respondents make use of social media. 5% of the respondent never uses social media, 18% rarely use social media, 25% make use of social media occasionally, 26% make use of social medial frequently and 26% often use social media very frequently.

Table 6: .which social medial platform do you use the most

Response	Frequency	percentage
Facebook	13	13%
whatsapp	34	34%
Instagram	27	27%
Twitter/YouTube	19	19%
Others	7	7%
Total	100	100%

Source : Research 2025

From the table above (Table6) state which social medial platform does the respondents make use the most, 13% of the respondent make use of Facebook, 34% uses whatsapp the most, 27% uses Instagram frequently, 19% make use of twitter and YouTube while others. Are 7 respectively

Section B

Table 7:.How many hours per day do you spend on social medial?

Response	Frequency	percentage
Less than 1hour	17	17%
2-3 hours	41	41%
4-5 hours	28	28%
6 hours above	14	14%
Total	100	100%

Source : Research 2025

Table 7 depict how many hours per day do the respondent spend on social media.

17% of the respondents spend less than 1 hours, on social media, 41% spend 2-3

hours on social media, 28% spend 4-5 hours on social media while the other 14%

spent 6 hours above on social media.

Table 8:Do you follow political figure or organization on social media?

Response	Frequency	percentage
Yes	53	53%
No	29	29%
Maybe	18	18%
Total	100	100%

Source : Research 2025

Table 8 Above shows that the respondents follow political figures or organization

on social media. 53% of the respondents picked yes while 29% are among who

picked No, and 18% other picked maybe.

Table 9: Have you ever shared commented on political content on social media?

Response	Frequency	percentage
Yes	54	54%
No	28	28%
Maybe	18	18%
Total	100	100%

Source : Research 2025

Table 9 indicate if the respond have ever shared or commented on political content on social media. 54% of the respondent are yes, 28% is No, and others which is maybe 18%,

Table 10: do you think social media is a reliable source of political information

Response	Frequency	percentage
Yes	52	52%
No	24	24%
Maybe	24	24%
Total	100	100%

Source : Research 2025

Table above table its state if the respondents think social media is a reliable source of political information and 52% of the respondents picked yes, 24% are No, while maybe is 24%.

Table 11: Have you ever participated in an online political campaign?

Number	Categories	Responds	Percentages %
1	Always	90	45
2	Weekly	70	35
3	Never	40	20

The table above shows that 45% always hear about illegal dumping on Kwara radio, 35% weekly while 20% never hear it. This shows that the majority of the response always hear about it.

Table 4.3.11 to what extent do you think Kwara radio play a crucial role in illegal dumping of refuse.

Response	Frequency	percentage
Yes	46	46%
No	34	34%
Maybe	24	24%
Total	100	100%

Source : Research 2025

Table 11 depict if the respondents have ever participated in an online political campaign 46% of the respondents choose yes, 34% of the respondents choose no, while 24% of the respondents choose maybe

Table 12: have you ever been influenced by political content social medial to vote in an election?

Response	Frequency	percentage
Yes	49	49%
No	27	27%
Maybe	24	24%
Total	100	100%

From the above table, its shows if the respondent is influence by political content social media vote in an election. 49%choose yes, 27% of the respondents choose No, 24% of the respondents choose maybe, and definitely 49% is the highest response in this segments.

Table 13: Social media is my primary source of political information?

Response	Frequency	percentage
Strongly disagree	8	8%
Disagree	11	11%
Neutral	29	29%
Agree	39	39%
Strongly agree	13	13%
Total		

Table 13 depict, if social media is the primary source of political information to the respondents, 8% of the respondent strongly disagree, 11% Disagree, 29% are neutral, 39% agree to this segments while 13% strongly agreed respectively

Table 14: I have learned about political events I was unaware of through social media?

Response	Frequency	percentage
Strongly disagree	10	10%
Disagree	7	7%
Neutral	24	24%
Agree	42	42%
Strongly agree	17	17%
Total	100	100%

Table 14 shows if the respondents have learned about political events the respondents was unaware of through social media. 10% are strongly disagree, 7% disagree, 24% are neutral, 42% agree while 17% strongly disagree.

Table 15: media platforms provide a diverse range of political opinions?

Response	Frequency	percentage
Strongly disagree	8	8%
Disagree	11	11%
Neutral	33	29%
Agree	34	39%
Strongly agree	14	13%
Total	100	100%

Source: field survey 2025

Table 16 depict that social media platforms provide a diverse range of political opinions, 8% of the respondent strongly disagree, 11% disagree, 33% are neautral and 34% of the respondents agreed while 14% strongly agree in this segment.

Table 16: The political content I consume on social media influence my political views

Response	Frequency	percentage
Strongly disagree	10	10%
Disagree	11	11%
Neutral	23	23%
Agree	42	42%
Strongly agree	14	14%
Total	100	100

Source: field survey 2025

From the above table , it shows that the political content the respondent consume on social media influence their political views, 10% strongly disagree, 11% of the respondents disagree, 23% from the respondents are 42% and 14% from the respondents strongly agree

Table 17: I feel more politically empowered since I started using social media?

Response	Frequency	percentage
Strongly disagree	12	8%
Disagree	11	11%
Neutral	23	29%
Agree	38	39%
Strongly agree	16	13%
Total	100	100%

Source: field survey, 2024

The above table shows that the respondents feel more politically empowered since the respondents started using media. 12% are strongly disagreeing, 11% are disagree, 23% neutral and 38% of the respondents choose agree while 16% of the respondents choose strongly agree respectively.

Table 18: social media has increased my interest in political participation?

Response	Frequency	percentage
Strongly disagree	7	7%
Disagree	14	14%
Neutral	31	31%
Agree	33	33%
Strongly agree	15	15%
Total	100	100%

Source: field survey, 2025

from table 18 it depict and shows that social media as increased respondents interest in political participation 7% choose strongly disagree, 14% disagree, 31% are neutral, 33% agreed to this segment while the 15% others strongly agree

table 19: I have engaged in political discussion on social media?

Response	Frequency	percentage
Strongly disagree	10	10%
Disagree	13	13%
Neutral	33	33%
Agree	28	28%
Strongly agree	16	16%
Total	100	100%

Source : field survey 2025

Table 19 indicate if the response have engaged in political discussions on social media and 10% out of the respondent strongly disagree, 13% disagree, 33% are neutral and 28% agree while 16% strongly agree respectively that they have engaged in political discussion on social media

Table 20: social media has made me more aware of the political issues in Ilorin East LG?

Response	Frequency	percentage
Strongly disagree	13	13%
Disagree	20	20%
Neutral	25	25%
Agree	26	26%
Strongly agree	16	16%
Total	100	100%

Source : field survey 2025

Table 20 indicate if social media had made the respondents more aware of the political issues in Ilorin east LG. 13% strongly disagree, 20% disagree totally, 255 of the respondent fall in neutral , 26% agreed while 16% strongly agree respectively.

Table 21: I believe social media usage encourages political participation among the youth?

Response	Frequency	percentage
Strongly disagree	10	10%
Disagree	20	20%
Neutral	21	21%
Agree	28	28%
Strongly agree	21	21%
Total	100	100%

Source : field survey 2025

From the table above it indicates if the respondents still believe social media usage encourages political participation among the youth. 10% strongly disagree, 20% disagree, 21% are neutral, 28% agreed, while 21% strongly agree in this segment.

4.2   ANALYSIS OF RESEARCH QUESTIONS

The purpose of the study is to assess the impact of social media in the creation of political awareness among Ilorin East LG youth. In the section, we will answer the research questions that were developed for the study Research Question one: What media platform are predominantly used by Ilorin East LG youths for political information? The result of the study showed that Ilorin East LG youth

predominantly use social media platforms such as Facebook, Tivitter, WhatsApp and Instagram for political information. From table 6, it indicate that 13% of respondents makes use of Facebook, 34% of the respondents makes use of WhatsApp frequently, 27%of the respondents makes use of Instagram, 19% makes use of twitter and YouTube, while 7% of the respondents chose others. These findings indicate that social medta which is WhatsApp platform are more popular among the youths for political information.

This correlation implies that social media platforms increase the likelihood of youth's participation in political events, activities and campaigns.

In conclusion, social media platforms plays a significant role in the political awareness and participation of Ilorin East LG youths. Therefore, policy makers and politicians needs to acknowledge and leverage the online platforms to engaging youth people in discussing and participating in politics.

4.3 DISCUSSION OF FINDINGS

The exploration of social media usage patterns, as depicted in Table 5, reveals a diverse range of engagement among respondents. A minimal fraction, representing 0.5%, abstain from social media entirely, while 18% engage on a rare basis. A quarter of the participants (25%) dip into social media occasionally, and a significant proportion (26%) frequent these platforms regularly. Netably, an equal percentage (26%) are highly active, indicating a robust connection with social

media in their daily lives Delving into platform preferences, Table 6 sheds light on the dominant social media services among users. Facebook maintains a steady presence with 13% of users, while WhatsApp emerges as the preferred choice for 34%. Instagram captivates 27% of the audience, and Twitter along with YouTube collectively engage 19%. A smaller segment (7%) diversifies their online interactions across other platforms. Political content's influence on electoral decisions is a focal point in Table 12. A compelling 49% affirm that social media sways their voting choices, while 27% remain unaffected.

The undecided respondents, making up 24%, suggest a potential for social media to tip the scales in future political landscapes.

Table 14 presents insights into the role of social media as a conduit for political awareness. While 10% strongly refute and 7% disagree with learning about political events through these channels, a neutral stance is held by 24%. Conversely, 42%

Research Questions two: What type of political content do Ilorin East LG youths consume on social media? Based on the analysis, it was discovered that Ilorin East youth mainly consume political news, arguments, articles and videos on social media. They also engage is discussion, debates and arguments related to political and vital role in shaping the political opinion and beliefs of the youth

Research Question three: To what extent does social media contribute to political awareness among Ilorin East LG youths? The result of the study shows that social media platforms contributes significantly to the political awareness of Ilorin East LG youth. It provides them with the necessary information and social media allows them to share and exchange political information, knowledge, and opinions with others.

Research Question four: Is there a correlation between social media usage and political participation among youths? The study found that there is a positive contribution between social media usage and political participation among the youths.

This correlation implies that social media platforms increase the likelihood of youth's participation in political events, activities and campaigns.

In conclusion, social media platforms plays a significant role in the political awareness and participation of Ilorin East LG youths. Therefore, policy makers and politicians needs to acknowledge and leverage the online platforms to engaging youth people in discussing and participating in politics.

4.3   DISCUSSION OF FINDINGS

The exploration of social media usage patterns, as depicted in Table 5, reveals a diverse range of engagement among respondents. A minimal fraction, representing 0.5%, abstain from social media entirely, while 18% engage on a rare

basis. A quarter of the participants (25%) dip into social media occasionally, and a significant proportion (26%) frequent these platforms regularly. Notably, an equal percentage (26%) are highly active, indicating a robust connection with social media in their daily lives Delving into platform preferences, Table 6 sheds light on the dominant social media services among users. Facebook maintains a steady presence with 13% of users, while What Sapp emerges as the preferred choice for 34%. Instagram captivates 27% of the audience, and Twitter along with YouTube collectively engage 19%. A smaller segment (7%) diversifies their online interactions across other platforms. Political content's influence on electoral decisions is a focal point in Table 12. A compelling 49% affirm that social media sways their voting choices, while 27% remain unaffected.

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Table 14 presents insights into the role of social media as a conduit for political awareness. While 10% strongly refute and 7% disagree with learning about political events through these channels, a neutral stance is held by 24%. Conversely, 42% acknowledge their enlightenment on political matters via social media, with 17% expressing strong agreement.

The engagement in political discourse on social media is quantified in Table 19.

A segment of the respondents (10%) firmly deny participation, and 13% echo this sentiment less adamantly. The neutrals, comprising 33%, contrast with the 28% who engage in such discussions, and a close 16% who are fervent contributors.

Lastly, Table 25 examines the trust placed in political information encountered on social media versus traditional media. Skepticism is evident as 11% strongly disagree and 14% disagree with favoring social media for political news. The undecided (23%) juxtapose with the 33% who trust social media sources, and 19% who exhibit strong confidence in the veracity of these digital platforms.

In summary, the data illustrates a nuanced landscape where social media's influence on political engagement and information dissemination is significant, yet varied among individuals. The findings underscore the importance of understanding the intricate dynamics between social media usage and political participation.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1   SUMMARY

This research study is based on the Access the impact of special media in the creation of political awareness among Ilorin east local government youth, as it is aimed at to identify the prevalent social media platforms used by Ilorin East LG youths for political information. To evaluate the type and quality of political content consumed by the youth on social media. To assess the level of political awareness and engagement among Ilorin East LG youths. To analyze the correlation between social media usage and political participation among the youth. This research work is divided into five chapters, which the chapters revealed steps approached for easy presentation of the research content.

Chapter one focused on the background of the study, statement of the problem, research Objectives, research questions, significance of the study scope of the study and definition of the terms.

Chapter two of this research work explained the conceptual framework with the theoretical framework of Social network Theory (SCT) and Agenda setting theory. It also clearly explained the empirical review (review of related studies) as it unveil different individuals' work that are related to the studies.

Chapter three of this research work contains research Methodology adopted in the study, population of the study (Polytechnic community) sample size which is one hundred respondents and sampling technique is simple random sampling, while the research used questionnaire as the instrument for data collection amidst the sampling size. It also stated the validity and reliability of the instrument, as well as it stated the method of data analysis.

Chapter four explained how data gathered were analyzed for proper understanding, it also contained how data were represented. Also it explain how research questions were Analyzed and provided discussion of the findings.

Chapter five clearly summarize the chapters from chapter one to Chapter four, it also contained conclusion and recommendations of the study.

5.2   CONCLUSION

The investigation into the impact of social media on the creation of political awareness among the youth of Ilorin East Local Government has yielded insightful revelations. The data presented in the preceding sections paints a vivid picture of social media as a potent tool for political engagement and information dissemination. Social media platforms, with their pervasive reach and real-time commupication capabilities, have emerged as a significant force in shaping the political landscape. The findings indicate that a substantial portion of the youth engage with these platforms at varying degrees, from occasional browsing to very

frequent usage. This engagement is not merely passive; it is characterized by active participation in political discussions and a willingness to be swayed by political content encountered online.

The preference for platforms like WhatsApp, Instagram, and Facebook underscores the personalized nature of political discourse, with these mediums offering a space for direct interaction and community building. Moreover, the fact that a considerable number of respondents have been introduced to political events through social media highlights its role as an alternative source of political knowledge, challenging the traditional media's monopoly on information.

However, the trust in the political content found on social media is not absolute, with opinions divided and a significant number expressing skepticism. This underscores the need for critical engagement with content and the importance of verifying information before accepting it as truth.

In conclusion, social media stands as a transformative element in the political consciousness of the youth in Ilorin East. It has facilitated a more informed, engaged, and active political community, albeit one that must navigate the challenges of misinformation and polarization. As the digital landscape continues to evolve, so too will the nature of political awareness and participation among the youth, heralding a new era of democratic engagement.

5.3   RECOMMENDATIONS

Based on these findings, the following recommendations was given in order to improve the impact of social media in the creation of political awareness among youths Education programs on social media should be implemented in order to improve digital literacy among youths

Political education sources should be expanded beyond social media by integrating traditional media and public forms Social media trends should be monitored regularly in order to understand the evolving landscape of political engagement

The impact of social media on political awareness among youths should be evaluated periodically

6.The youth should be ready to support the initiative that encourage civic participation and political involvement offline

The youth should be encouraged in practicing the responsibility of sharing political content.

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