CHAPTER ONE

INTRODUCTION

1.1   Background to the Study

Mental Health is an essential component of overall health and well-being, but it has received little attention, especially in this part of the world. World Health Organization (WHO) (2017) estimates that 450 million people worldwide have a mental disorder, and that 25% of the population will experience mental illness at some point in their lives. According to the World Health Organization (2017), mental health is more than just the absence of mental disabilities or disorders, it is a vital aspect of health. Instead of being the absence of disease or infirmity, mental health is defined as a state of total physical, mental, and social well-being. According to this definition, a person is in a state of well-being if they can recognize their own abilities, handle the stresses of everyday life, work productively, and give back to their community.

According to this definition from the WHO (2017), mental health can be linked to a person's capacity for thought, behaviour, emotion, and other life-affirming activities. On this basis, the promotion, protection, and restoration of mental health can be seen as significant worldwide issues affecting people, communities, and societies. This definition recognizes that a person's mental health is critical to his or her ability to think, operate, emote, interact with his or her environment, earn a living, and enjoy life. The term "mental health" can also refer to one's ability to enjoy life, strike a balance between life activities, and strive for psychological resilience. Furthermore, mental health is a condition subject to fluctuations due to biological and social factors that enable individuals to achieve a satisfactory synthesis of their own conflicting instinctive drives, form and

maintain harmonious relationships with others; and participate in constructive changes in their social and physical environment.

Mental health generally refers to cognitive, behavioural, and emotional well-being, encompassing how one thinks, feels, and behaves. It is also sometimes used to denote the absence of a mental disorder (Whiteford et al., 2016). Africa Polling Institute (2020) stated that mental illness is the fifth most significant contributor to the global burden of disease. Stigma contributes to the enormous burden of mental morbidity. More than 80% of people with mental illness had not received treatment despite illness for more than 12 months. Anxiety, mood or affective disorders, and schizophrenia are common Mental Health conditions. Examples of anxiety disorders include panic disorder and all varieties of phobias. Mood or affective disorders include major depression, persistent depressive disorders, bipolar disorder, and seasonal affective disorder (a form of depression brought on by insufficient daylight and typically experienced in nations far from the equator during late autumn, winter, and early spring). Schizophrenia is a highly complex mental illness that commonly affects people between the ages of 15 and 25. Victims have fragmented thoughts and struggle to process information (Whiteford et al., 2016).

Adolescents' excessive drug use, withdrawal from familiar people or activities, sleeping, overeating, or being petite, low energy, displaying unexpected emotions, being confused, being unable to complete routine daily tasks like cooking, getting to school or work, and delusion are among the symptoms of mental health conditions (Aidoo, 2019). Many factors have been identified to influence a person's mental health, including social, psychological, and biological factors. For example, violence, emotional instability, and persistent socioeconomic pressures/hardships are all recognized risks to mental health. Rapid social change, stressful work conditions, gender discrimination, social exclusion, unhealthy lifestyles, physical ill-health, and human rights

violations are all associated with poor mental health. Mental health disorders account for a massive global disease burden vastly underestimated and underappreciated (Africa Polling Institute, 2020).

World Health Organization (2017) reported that every year, approximately 30% of the global population is affected by a mental disorder, and more than two-thirds of those affected do not receive the necessary care. It is estimated that common mental disorders such as depression, anxiety, and substance abuse-related disorders will disable more people by 2020 than AIDS, heart disease, accidents, and wars combined. Furthermore, the National Health and Morbidity Survey, conducted by the Ministry of Health (MOH) in Malaysia, has established that the prevalence of mental health problems among people aged 16 years and above was 29.2%, approximately 4.2 million. Going by this data, quickly shows that one in three Malaysians has experienced mental health problems. The findings show a twofold increase in reported cases of mental health issues over the past ten years, from 10.6% in 1996 to 11.2% in 2006 and this is very concerning. Mental illness sufferers frequently engage in suicidal behaviour and may have a devastating effect on themselves. As a result, they must receive the appropriate help and direction.

In other words, adolescents aged 16 to 19 (34.7%) have the highest rate of mental health problems, followed by those aged 20 to 24 (32.1%) and those aged 25 to 29 (30.5%). This astounding statistic raises serious concerns about why mental health disorders do not receive much more attention than they do now. It has been established that mental disorders encompass various problems with varying symptoms. They are generally distinguished by abnormal thoughts, emotions, behaviour, and interpersonal relationships. Depression, anxiety disorders, schizophrenia, eating disorders, and addictive behaviours are other examples of mental disorders (Rotenstein et al., 2020). Many people experience mental health issues from time to time. However, when ongoing signs and symptoms cause frequent stress and impair your ability to function, a mental health concern becomes a mental

illness. It is impossible to predict whether someone is developing a mental health problem (Latha et al., 2020). However, if specific symptoms appear in a short period, they may provide clues.

According to a 2019 survey on mental health in Nigeria conducted by Africa Polling Institute (API) and EpiAFRIC, most respondents know that they have a mental health disorder and recognize that it is commonly caused by drug abuse, possession of evil spirits, and brain sickness. Most patients are taken to a prayer house for spiritual interventions. Mental illness is a significant public health concern all over the world. It has become an essential component of the Sustainable Development Goals agenda, which aims to transform the world by 2030. It contributes significantly to the majority of health problems in most countries. Malaysians are expected to face significant mental health issues. Mental health issues are one of the most significant contributors to the global disease and disability burden. The global burden of mental health disorders is a significant public health concern. Because mental health is essential for economic development, mental illness is a significant source of lost productivity and well-being.

In general, mental health refers to the state of one's mind in dealing with daily activities. It also determined how people dealt with stress, interacted with others, and made decisions (Norgyist, 2017). For several reasons, including stigmatization, which discourages people from seeking help, and a lack of knowledge or awareness among parents and health professionals about mental health conditions. Aidoo (2019) stated that adolescent suicide risk may also increase as a result of withdrawal from or avoidance of family, friends, or the community, which may exacerbate feelings of isolation, loneliness, and depression. As a result, over 62,000 teenagers committed suicide in 2016 across the globe. Society, particularly those who grew up in the internet era, requires quick, easy-to-access, and anonymous information.

Social media platforms (such as Instagram, YouTube, and Twitter) enable the delivery of a message, in this case, mental health promotion, to specific and targeted groups. They enable many-to-many communication rather than traditional one-to-one and one-to-many communication. Over the last decade, social media has actively acted as a catalyst in changing the dynamics of communication and work culture. With the creation of Facebook in 2004, a radical shift occurred in the acceptance and widespread use of social media (Scott, 2016). People are often perplexed by mental health information that impedes mental health awareness. Mental health awareness programmes encourage people to seek help. People's well-being is aided by mental health interventions that provide supportive interactions. The government, social organizations, medical professionals, nurses, the general public, and the families of those who suffer from mental illness must all be involved for the issue of mental health to be successfully managed (Latha et al., 2020).

Promoting mental health can be the first step in reducing the number of people who suffer from mental health disorders. With the promotion, it is anticipated that the general public will learn how important it is to take mental health into account (Lin, 2017). Families, educational institutions, workplaces, communities, health care facilities, mass media, places of worship, places of business, prisons, and detention facilities are eight settings where mental health promotion can take place. The eight promotional efforts mentioned above are still seen as being standard. Users can now get information more quickly thanks to the advancement of information and communication technology (Scott, 2016). One of the media that emerged as a result of the presence of information and communication technology is social media.

1.2   Statement of the Problem

Previous researches have shown that continuous use of social media has been limited to only social communication and interaction, and many negative impacts have been attributed to the use of the various social media platforms because of the current exposure and easy access to the various platforms, However, little research has been conducted into how social media can influence the order of our society when it comes to basic health concepts such as the promotion of safety and prevention in public health practices. Evidently, social media has demonstrated that it can be used to advance a specific agenda and discourse in our daily lives. The social media and its activities have the potential to provide an evangelism train to meet individual and public health needs. Despite a growing body of research on the use of social media in health contexts, the majority of research in this area is inconsistent in terms of focus, target demographic, theoretical underpinnings, form of delivery, functionality, and usability. When compared to identified remedies and solutions for mental illness, these limiting factors pose a challenge to what works and become a stumbling block to efforts in need.

Various studies conducted in the past have established that treating mental illness is a very challenging issue. In addition, mental illness patients find it difficult to connect with medical professionals, and understanding is low among the general public. Furthermore, most of the studies on social media usage have focused on access, purpose, benefits and risks, and the impacts on the academic performance of tertiary, secondary, and primary school students. However, little information is known about the influence of social media campaigns on mental health awareness, knowledge, and attitude. Against this backdrop, the current study examines the influence of social media campaigns on mental health disorder of Kwara State Polytechnic students.

1.3   Research Objectives

The general objective of this study is to investigate the Influence of Social Media, Knowledge and Attitude of Students towards Mental Health Disorder Campaigns in Kwara State Polytechnic, Ilorin. The specific objectives are to:

i.   Identify the social media platforms in which of Kwara State Polytechnic students are exposed to on campaigns of mental health disorder;

ii.   Ascertain the level of knowledge of Kwara State Polytechnic students on social media campaigns on mental health disorder; and

iii.   Establish the attitude of Kwara State Polytechnic students towards social media campaigns on mental health disorder.

1.4   Research Questions

This study set out the following questions to be answered:

i.   What are the social media platforms in which of Kwara State Polytechnic students are exposed to on campaigns of mental health disorder?

ii.   What is the level of knowledge of Kwara State Polytechnic students on social media campaigns on mental health disorder? and

iii.   What is the attitude of Kwara State Polytechnic students towards social media campaigns on mental health disorder.

1.5   Scope of the Study

While the study recognises that the influence of social media campaigns in creating awareness, knowledge, and attitudes also affects other students apart from the Kwara State Polytechnic students, the scope of this study will be limited to the students of Kwara State Polytechnic, Ilorin. The study will focus on both males and females who are students from all institutes and departments within the polytechnic. The students of Kwara State Polytechnic, Ilorin, were chosen for this study because of their easy accessibility to the researcher and the high probability of obtaining true representatives of data from them.

1.6   Significance of the Study

The findings of this study will bridge the gap of a lack of sufficient information on the influences of social media campaigns on mental health among students of Kwara State Polytechnic. The findings of this study will also be helpful to policymakers, medical personnel, and school management on how social media platforms influence students' awareness and attitude towards mental health and can subsequently help decision-making. In the health sector, it will help health personnel, especially those dealing with youth counselling, to know which tools to use to effectively and efficiently communicate. Mental health is essential in every phase of life, from childhood to adulthood. As it is usual for everyone to go through various milestones and turmoil, awareness and knowledge about mental health are essential to staying stable and balanced.

Furthermore, as the world becomes more connected and social media grows in popularity among several users, mental health naturally seeks to tap into this massive audience. As a result, social media strategies will become an essential tool for communication strategy, and new challenges and opportunities will arise with these platforms. This study will thus determine how these platforms

are currently being deployed and can be best utilised to help decision-makers communicate with their target audiences and, in particular, what best practices can be implemented to receive the best possible return on investment in social media. Mental health awareness campaigns are one of several options for addressing mental health stigma. Mental health outcomes are improved when people are aware. People can have a more positive attitude toward mental health if they are aware of it.

Awareness provides people with access to evidence-based data from reliable sources and serves as the foundation for curbing mental health issues. Assuring provision for promoting a healthy lifestyle and understanding mental health is necessary, and social media could be a cost-effective alternative to deliver mental health awareness. To completely eradicate mental health issues among students, effective health promotion messages must be developed using communication channels, significantly leveraging the various social media platforms available. Social networking enables people to connect more, so more health information can be exchanged. Surfing through social media platforms reinforces and provides relaxation. They can play a valuable role in specific campaigns which aim at behavioural change, such as mental health. Given the overwhelming prevalence of social media and its importance in creating awareness and promoting knowledge among students, there is a need for a broad assessment of the influence of social media among students.

Furthermore, although a large number of studies have been carried out on social media use and mental health from different vantage points, minor or no studies have assessed the influence of social media campaigns on the awareness, knowledge and attitude toward mental health. The findings of this study will help to understand the current level of awareness and knowledge about mental health among Kwara State Polytechnic, Ilorin students. In addition, the study will help

ascertain if social media platforms have increased the awareness and knowledge of students of Kwara State Polytechnic, Ilorin, on mental health. Therefore, the study will contribute immensely to existing knowledge on social media usage among undergraduates of Kwara State Polytechnic.

1.7   Operational Definition of Terms

Social-Media: is forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Mental Health: includes the emotional, psychological, and social well-being of humans. It affects how humans think, feel, and act. It also helps to determine how humans handle stress, relate to others, and make choices.

Influence: is the capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself.

Attitude: is the disposition, position, opinion about something or someone.

Mental Illness: A range of health conditions that involve thinking, mood and behaviour. Examples include depression, anxiety disorders, addictions, eating disorders and schizophrenia.

Campaigns: is an organised course of action to achieve a goal.

Social Networking Sites: are online platforms which people use to build social networks or social relationships with other people who share similar personal or career content, interests, activities, backgrounds or real-life connections

Knowledge: is awareness or familiarity gained by experience of a fact or situation.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter focused on extensive review of related and relevant literature on influence of social media campaigns on mental health disorder of Kwara State Polytechnic students. Review of related literature gives an evaluation of previous literature to the researcher's area of study. Literature plays a very important role in research activities, as it forms the very first step of a research pursuit. Review of literature happens to be an important segment of the concerned topic. The literature review should be conducted in a systematic way to achieve optimum results. In this study an attempt has been made to cover few works which have been undertaken in Nigeria and abroad. The literature review of this study is guided by the following research outlines/sub-heading:

2.2 Conceptual Review of Social Media;

2.3 Conceptual Review of Mental Health;

2.4 Theoretical Framework;

2.5 Review of Empirical Studies;

2.6 Organisations Improving Mental Health in Nigeria; and

2.7 Summary of Gaps in Literature Reviewed.

2.2   Conceptual Review of Social Media

Social media is generally defined as being "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content" (Ninan, 2022). It is also described as a collection of various web services that can be linked together for social interaction using techniques for communication that are both highly accessible and scalable (Vermesan et al., 2021). The user's ability to create, publish, and share content that is accessible on various platforms, primarily the web and mobile, is referred to by those web services. Online or electronic media that encourages participation, openness, conversation, community, and connection among users of the internet has also been referred to as social media (Rossini, 2022). According to untruths in fact, the fundamental aspect of social media is that users can create individual profiles with pictures of themselves, express their thoughts and feelings, and link to other profiles that share similar interests (friends or professional fan pages) (Javornik et al., 2022).

According to Michaelidou et al. (2017), some authors have used the term 'social media' interchangeably with Web 2.0. On the one hand, some have defined social media as a wide range of software applications, which allow a large number of users to freely interact and share content with each other. On the other hand, social media is considered a tool for facilitating communication mechanisms, and bringing people together through sharing content, which is known as user-generated communication (McCay-Peet & Quan-Haase, 2017). Sharma and Verma defined social media as the "web-based services that allow individuals, communities, and organisations to collaborate, connect, interact, and build community by enabling them to create, co-create, modify, share, and engage with user-generated content that is easily accessible". As a resource for searching and discovering information that is already available and develops through collaboration between

office workers, social media has also grown in importance from the perspective of work organizations (Ahmad et al., 2022).

Web-based platforms known as "social media" are used in the workplace to enable employees to communicate with specific co-workers or broadcast messages to everyone in the company, explicitly or implicitly identify certain co-workers as communication partners, post, edit, and sort text and files that are linked to themselves or other people, and view the messages, connections, text, and files that are communicated, posted, edited, and sorted by anyone else in the company at the same time (Zoonen, Treem & Ter Hoeven, 2022). Social media are considered among the mass media communication channels – together with newspapers, magazines, billboards, radio, television, Internet, but they are distinct in that they enable people to be actively involved in the communication process and stay connected with other (Davlatovna, 2022; Leung, Gu & Palmatier, 2022). When viewed from a more pragmatic perspective, social media can be described as a read-write Web, where users can actively contribute to the content rather than just passively consume it. The idea that social media is based on user-generated participation is one thing that most definitions of the term share (Santos, 2022).

Rambe and Nel (2017) stated that the ability to engage in user-to-user interaction sets social media apart from traditional media, which is characterized by a top-down approach to news distribution. With reference to the various terminologies and definitions, social media technology was defined as encompassing a variety of applications, including Facebook, blogs, wikis, Flickr, YouTube, and Twitter that use distribution techniques to connect users in a virtual space (Mustafa & Ibrahim, 2018). These activities include watching online videos, participating in live chat, leaving comments on one another's posts, reading and sending instant messages, creating, finding, and sharing knowledge, as well as playing virtual games. Indeed, having access to such potent

platforms enables users to produce content, individually identifiable profiles, status updates, publicly expressed online sites, chat rooms, and related discussions (Osler & Krueger, 2018).

According to a report of Zulli and Zulli (2022) and social media websites are used by 61% of adult users who use the internet to communicate with others. While this is going on, 73% of teenagers use social media platforms to engage in online interactions with their peers (Noble & Smith, 2018). Similarly, a recent study that was conducted revealed that "91% of smartphone owners aged between 18 and 29 used social network on their phones at least once over the course of the study period, compared with 55% of those aged 50 and older" (Papadopoulos, Stamati & Nopparuch, 2017). Several views or definitions of social media as presented by various scholars in the existing literature. Social media refers to the activities through which people share their knowledge, within a collaborative online environment (Tajpour et al., 2022). Baima (2022) define social media as Internet-based media that allows individuals to share information and knowledge. Social media refers to "the means of interactions between people in which they create, share, and exchange knowledge and ideas within virtual communities and networks" (Wang et al., 2022).

According to Aichner et al. (2021), social media is defined as "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, that allow the creation and exchange of user-generated content". Social media use for knowledge sharing consists of interactive digital tools, allowing users to not only share knowledge, but also to create or influence content (Kargaran, Pour & Moeini, 2017). Andrea and Lorenz (2018) refers to social media as "New media technologies facilitating interactivity and co- creation that allow for the development and sharing of user generated content among and between organisations (e.g. teams, governing bodies, agencies and media groups) and individuals (e.g. consumers, athletes and journalists)".

2.2.1   Types of Social Media

There are numerous social media platforms that enable the production, modification, and sharing of online content. The most relevant categories of social media applications at present are summarised below:

  i. Collaborative projects encompass knowledge communities like "Wikipedia", bookmarking sites like "Mr. Wong" or review sites like "Yelp". (Wu, Nambisan & Xiao, 2022).

 ii. Weblogs (Blogs) represent the earliest form of social media and are regularly updated websites on which contributions are published in reverse chronological orders.

iii. Microblogs like Twitter are seen as a hybrid of blogging, instant messaging and status notifications. iv. Content communities like YouTube, Flickr or SlideShare focus on content and file sharing between users.

 iv. Social networks like Facebook link users with related backgrounds and interests. These users then create unique, fully customizable profiles showcasing their identities, share them with so-called friends or fans, and connect users with these groups. Any information, such as images, videos, audio files, and blogs, may be included in a profile.

  v. Virtual Worlds comprise virtual games and social worlds where a three-dimensional a computer-based environment replicates the "real world".

2.2.2   Impacts of Social Media Technology

Although social media offers new dynamics and opportunities for mental health initiatives, people with stigmatized illnesses who want to get information or help have long found the Internet to be very appealing (Pierce & Rider, 2022). Some forms of stigma can be avoided through anonymously seeking information online about mental illness. There are social media sites that build on this appeal by allowing created identities if the user desires (including Twitter, Instagram

and Reddit) while others seek to remove anonymity (including Facebook, where users are strongly encouraged to use real names and have The US National Institutes of Health has allocated several million dollars to study how social media can advance addiction prevention and treatment friends and family attached to their account who can see their posts and Facebook related affiliations) (Zulli & Zulli, 2022).

People with mental illnesses are now using social media not only to interact with healthcare professionals but also to find solutions. These platforms are used by healthcare professionals as well for information and support. Most significant mental health organizations are active in some way on social media and use these platforms for outreach. Additionally, there is a growing interest in research into how health organizations and professionals use social media (Foley, Moriarty & Martin, 2022). These builds on earlier research in this field, such as that conducted by a group of Microsoft researchers who looked into the possibility of identifying user depression through social media posts. It is now possible to create tools for use by healthcare organizations or individuals thanks to social media posts made by Twitter users who participated in their study that contained helpful information to spot the beginning of major depression. Volunteers with moderate to severe depression were more likely to post negative messages, to be less social on Twitter, and to be more concerned about their health and relationships, according to the study (PettyJohn, Anderson & McCauley).

Advances in telecommunications, primarily social media and smartphones, have impacted consumers all over the world and created a significant change in the way individuals communicate with each other, with brands, and with companies. Due to their widespread use and positive social impact, advanced social media (SM) tools are receiving more and more attention on a global scale. The rapid advancement of this medium has fundamentally altered how people share knowledge,

converse, and work together (Anderson & Jiang, 2018). Pew Research Centre of Internet and American Life Project conducted a study on social media among teenagers in the United States of America in 2018 revealed that 95% of teens have access to a smartphone, and 45% say they are online 'almost constantly', while the study revealed that YouTube, Instagram and Snapchat are the most popular online platforms among them (Anderson & Jiang, 2018).

Those who assert that social media sites are beneficial to them, particularly for connecting, also use them to look for educational information and as a hub for a variety of opportunities. The Internet can also lead to digital addiction, a decline in trust, a lack of face-to-face skills, as well as higher rates of stress, anxiety, depression, inactivity, and lack of sleep, according to those who argue that the digital world causes more harm than good (Hagedorn, Wattick & Olfert, 2022). It was reported that a lot of youths and college students in the United States of America and China suffered from social network addiction (Mei, Hu & Wu, 2022). According to reports, the effects of social media addiction have contributed to other problems like poor academic performance, depression, and anxiety. According to a study done among university students in Myanmar, the prevalence of social network addiction is directly correlated with the level of anxiety (Malak et al., 2022).

2.3   Conceptual Review of Mental Health

In recent years, mental health has become a global concern. The World Health Organization (WHO) defines mental health as a state of well-being in which people are aware of their own abilities, able to handle life's typical stresses, able to work productively and fruitfully, and able to give back to their community (Capone et al., 2020). The American Psychiatry Association defines mental health problems as the inability to function socially and conditions that result in changes in

an individual's emotion, thinking, and/or behaviour. Daily activities like productivity (working, studying), family relationships, and physical health are all impacted by mental health (Capone et al., 2020). The prevalence of social media addiction among young college students has been linked to mental health. Internet and social media addiction have grown to be major public health concerns over the past few years, and they fall under this category.

According to a clinical psychologist, social media addiction is a waste of time and poses a serious risk to its users' health, particularly young people. "Facebook addiction disorder" and "social network site addiction disorder" occur as a result of the prevalence of social media addiction and the presence of addiction criteria in some individuals who use social networking sites excessively, including neglect of personal life, mental preoccupation, escapism, mood-altering experiences, tolerance, and concealing the addictive behaviour (Arslan, Yıldırım & Zangeneh, 2022). Mass media and social media can be used to positively change opinions toward people with mental disorders, promoting positive stories related to mental health problems or proper intervention to reduce stigma in the general population Schomerus et al., 2018). Their recent growth and development have had an impact on psychiatric practice, in terms of educating the general public on mental health topics and on patients' help-seeking (Holbert et al., 2022).

Social media has historically been used by teenagers to foster greater social connections, expand their social networks, and for entertainment (Betton et al., 2019). However, social media is a potentially low-cost way to have discussions about mental health, disseminate knowledge, and combat stigma (Hamm et al., 2018). Additionally, due to social media's versatility, information can be adapted to the priorities of intended users (Sharmin, 2021). Indeed, social media is starting to be embraced for physical health promotion, to promote help-seeking for mental health difficulties and could be used for universal mental health promotion (Huang, 2022). Limited research in

mental health promotion with young adults has shown that social media is viewed positively as a resource, can reduce stigma and encourages social networking, and reduction of isolation (Vaingankar, 2022). Initial studies from 2015 found that nearly half of a sample of psychiatric patients were social media users, with greater use among younger individuals, while some of inpatients and outpatients with schizophrenia are reported to be social media users, of which many of them reported at least once-a-week usage of social media websites (Brunette, 2019).

Rates of social media use among psychiatric populations have increased in recent years, as reflected in a study with data from 2017 showing high rates of social media use among individuals with serious mental illness in treatment as compared with low-income groups from the general population (Birnbaum, 2017). Individuals who self-identified as having schizophrenia spectrum disorder responded to a survey and reported that visiting social media sites was one of their most common activities when using digital devices, taking up roughly 2 hours each day (Birnbaum, 2017). A lot of reported cases of adolescents and young adults with psychotic disorders and mood disorders are attributed to the use of social media, with average use exceeding 2.5 hours per day (Naslund & Aschbrenner, 2019).

2.3.1   *Symptoms of Mental Health*

Mental disorders have been identified to be a condition that frequently begins in childhood and have a chronic recurrent course. They are prevalent in all countries where their prevalence has been investigated. In addition, mental disorders contribute significantly to total disease burden due to their high prevalence, early onset, persistence, and impairment. Although the majority of the burden is disability-related, premature mortality, particularly from suicide, is not insignificant (Andrea & Lorenz, 2018). In 2001, discounted disability-adjusted life years (DALYs) for selected

psychiatric conditions as identified by the World Bank include: Schizophrenia, Bipolar disorder, Depression and Panic disorder (Whiteford, 2022).

Various studies carried out on Mental Health have proven that the aetiologies of mental disorders are complex, involving interactions between multiple genetic and nongenetic risk factors (Bradshaw & Korth, 2019). It was found that while attention deficit hyperactivity disorder, autism, and substance use disorders are more common in males, major depressive disorder, the majority of anxiety disorders, and eating disorders are more common in females (Bradshaw & Korth, 2019). The development of treatments for mental disorders made enormous progress in the latter half of the twentieth century. Beginning in the early 1950s, effective psychotropic drugs for schizophrenia, bipolar disorder, major depression, anxiety disorders, obsessive-compulsive disorder, antidepressant, anxiolytic, attention deficit hyperactivity disorder, and other conditions were discovered.

2.3.2   Types of Mental Health

Schizophrenia and Nonaffective Psychoses: A chronic condition called schizophrenia is characterized by recurrent episodes of vivid psychotic symptoms like hallucinations and delusions. When the right stimuli aren't present, hallucinations are sensory perceptions that happen. Hallucinations can occur in any sensory modality, but they are most commonly auditory in schizophrenia, such as hearing voices or noises. Delusions are persistent false beliefs that cannot be explained by the person's culture and that the patient maintains despite all reasonable evidence to the contrary (Andrea & Lorenz, 2018). Negative symptoms like pronounced social deficits, poor thought and speech, blunted emotional reactions, and a lack of motivation are also present in patients. Additionally, patients frequently display cognitive symptoms like disorganized or

illogical thinking and a failure to retain information necessary for decision-making or action planning (Andrea & Lorenz, 2018).

Mood Disorders: The hallmarks of mood disorders are pervasive abnormalities in the person's predominant emotional state, such as depression, elation, or irritability. These core emotional symptoms are accompanied by physiologic abnormalities, such as changes in sleep, appetite, and energy patterns, as well as changes in cognition and behavior, in mood disorders. Concurrent somatic symptoms are also commonly reported in developing countries and may be the primary complaint. Unipolar depression is distinguished from bipolar disorder by a widely accepted subclassification of mood disorders (defined by the presence of mania). Symptoms, disease progression, familial transmission patterns, and treatment response are used to make this distinction (Andrea & Lorenz, 2018).

Bipolar Disorder: Episodes of mania and depression that are frequently followed by periods of comparatively calm behaviour set bipolar disorder apart (euthymia). It is also possible to experience mixed states, which include elements of both mania and depression. Euphoria or irritability, a sharp increase in energy, and a diminished need for sleep are the hallmarks of mania. Maniacs frequently exhibit intrusive, impulsive, and disinhibited behaviours. Self-esteem is frequently exaggerated to the point of delusion. Speech is frequently quick and challenging to pause. Manic patients may also display cognitive symptoms, such as difficulty sticking to a topic and a tendency to change their ideas quickly, which makes understanding their line of reasoning challenging (Marengo et al., 2022). Psychotic symptoms are frequently experienced during manic episodes. Depressive episodes in people with bipolar disorder are symptomatically identical to those in people with only unipolar depressions. Bipolar disorder has a gender-equal lifetime prevalence, unlike anxiety and unipolar mood disorders, which are more prevalent in women,

although the ratio of depressive to manic episodes is higher in bipolar women than men (Andrea & Lorenz, 2018).

2.3.3 Causes of Mental Health Disorder

Depending on the disorder and the individual, mental health problems can have a variety of causes. According to a survey carried out to assess respondents' knowledge of the causes of mental health disease, the most common cause of mental illness is "drug abuse" having 84% responses of the survey. This was closely followed by "sickness of the mind" with 60% responses, "possession by evil spirits" with 54% responses, while 32% of respondents believing that causes of mental health disease run in families, and 23% believing that mental disease is a result of god's punishment (EpiAFRIC & API, 2020). In addition, the survey further revealed that female respondents (25%) are more likely than male respondents (20%) to see mental illness as a punishment from God (EpiAFRIC & API, 2020). Across urbanisation, more Nigerians in rural regions (55%) than in urban areas (53%) see mental health problems as possessed by evil spirits, but Nigerians appear to share this viewpoint on average across geopolitical zones.

2.3.4 Common Mental Health Beliefs

Persons have strong opinions about people suffering from mental health illnesses, and many of these attitudes are founded on prevalent local belief systems. A survey conducted to investigate the people's generally held opinions about mental health showed that 64% of the respondents believed that mental health disease is when a person goes insane, 63% of the respondents are of the perception that "always check for a history of mental illness in the family before marriage", "people with mental health disease hear things from the spiritual realm" had 51% responses, "being overly studious can lead to mental health disease" had 27% respondents, while 25% of the

respondents believed that "mental health disease is a prerequisite for being wealthy" (EpiAFRIC & API, 2020).

2.3.5 *Suggestions for Improving Mental Health Awareness*

As part of the survey carried out, respondents were asked to recommend measures to raise mental health awareness in Nigeria. According to the data, the majority of respondents (63%) believe that the government should spend on educating more mental health experts to improve mental health in the country. Following that, 61% of respondents proposed that the government adopt mental health policies, 53% indicated that NGOs be involved in mental health awareness, and 51% suggested that religious leaders, traditional leaders, and employers be provided sufficient training on the necessary mental health assistance (Highton, Priebe & Giacco, 2019).

2.4   Theoretical Framework

Agenda Setting Theory: The current changes in the media environment, including the development of new media, have become a significant research challenge for agenda-setting theory in recent years. This theory explains how media coverage determines which issues become the focus of public attention. College professors Dr Max McCombs and Dr Donald Shaw formally established the agenda- setting theory in a study of the 1968 presidential election, where a strong correlation was discovered between one hundred Chapel Hill and North Carolina residents. Residents believed that the election was the most important issue because that is what the local and national news media reported in 1968, as documented in the "Chapel Hill study." (Alvarez-Alvernia University, 2018).

As a result, the agenda- setting theory emerged, which is based on the idea that by comparing the salience of issues in news content to the public's perceptions of the most important election issue, the media sets the agenda for what people should care about. The agenda-setting theory describes the ability of the news media to influence the salience of topics on the public agenda. In other words, if a news item is frequently covered, the audience will regard the issue as more important. However, in reality, the media only presents the public with what it considers an important issue (Course Hero, 2022). The agenda-setting model is premised on two key assumptions which are:

i.   The media, rather than simply reflecting stories to the audience, filters and shapes what we see. An example of this is seeing a sensational or scandalous story at the top of a broadcast rather than a story that occurred recently or affected a more significant number of people, such as an impending storm or legislative tax reform.

ii.   The more media attention an issue receives, the more likely the public will regard it as important. Another way to look at it is that mass media organisations do not tell us what we should think or feel about a story or issue but rather provide us with stories or issues about which people should think more deeply (Course Hero, 2022).

The agenda-setting theory is both psychologically and scientifically sound. The more prominently a story is stored in people's memories when they are asked to recall it, even if it does not directly affect them or register as a significant issue in their minds.

Relevance of the Theory to the Study

Social media has grown in popularity in recent years, and it can help drive attention to social issues and shape the agendas of other social groups. Rapid social media distribution can propel an event or ideology to the top of the news cycle. When information or knowledge is shared on Facebook, Instagram, or Twitter, it can be quickly liked, retweeted, or added to favourites, and all of this

information or knowledge can be easily distributed among users in a short period. As a result, social media has evolved into a powerful tool for keeping important issues in the spotlight at all stages of life. Social media platforms, with their ease of use and power in information distribution, play an important role in shaping public opinion on important societal issues.

The public has used social media to express their dissatisfaction and outrage about issues affecting their well-being, and as a result, the agenda for using social media for advocacy must be carefully crafted, as it is clear that opinions can garner public attention. According to findings, social media played a significant role in awareness campaigns during the 2015 Nigeria general elections. Citizen journalists and civil society used social media to inform the public about the results in several states across the country. As a result, social media was used to influence many young people's thoughts, increasing their political awareness and participation (Apuke & Tunca, 2018). In turn, social media plays the same role in raising mental health awareness among youths as proposed in this study.

Information Processing Theory: The theory of information processing is a cognitive theory that uses computer processing as a metaphor for how the human brain works. The theory, first proposed in the 1950s by George A. Miller and other American psychologists, describes how people focus on information and encode it in their memories; the theory describes how our brains filter information from what we are paying attention to in the present moment to what gets stored in our short-term or working memory and, finally, what gets stored in our long-term memory (Vinney, 2022). Aside from Miller, the Cognitive Information Processing Theory is associated with John William Atkinson and Richard Shiffrin. This is a reference to the proposed multi-stage theory of memory, one of the most prominent models of information processing theory (Vinney, 2022). Not only does information processing theory explain how information is captured, but it also explains

how it is stored and retrieved. The process begins with receiving environmental input, also known as the stimulus, via various senses. The input is then described and saved in memory, where it can be retrieved when necessary. Finally, the mind or brain is compared to a computer that can analyse data from its surroundings (Vinney, 2022).

Relevance of Theory to the Study

Information processing theory provides a formula for ensuring that the people we are attempting to educate gain more than a cursory understanding of the material or knowledge presented to them. It aids in ensuring that it is encoded in their long-term memory for recall when needed. Utilising methods such as repetition of advocacy campaign messages, delivering messages in simple terms that are easy to understand, and organising interactive programs would help advocates spread awareness and knowledge about mental health and ensure it gets embedded in people's long-term memories (Vinney, 2022).

Technological Determinism Theory: Technological progress has been critical for centuries in improving and shifting how certain activities, particularly human activities, have been carried out. For example, communication technology has changed how we send and receive messages; communication barriers have been removed, and communication forms have been significantly altered (Thitivesa, 2017). The reductionist theory of technological determinism seeks to establish a causal link between technology and the nature of society. It tries to explain who or what could wield power in human affairs. The theory questions how many technological factors influence human thought or action. Technology is viewed as a driving force in a society's culture, determining its historical trajectory (Communication Theory, 2018). Technological determinism attempts to portray technological advancements, media, or technology as the primary determinant of history and social change.

As a result, technological advancement and innovation have emerged as the primary drivers of social, economic, and political change (Communication Capstone, 2011). In terms of communication, technological innovation transforms people and society by uniting people, encouraging participation, and broadening the scope of impact. The mode of communication focuses on how we recognize and respond to information. Some of the assumptions of technological determinism theory are:

a. Humans have minimal choices and will communicate through whatever means the rest of society employs. As a result, they will adapt to the medium so that they can send and receive messages just like everyone else (Communication Theory, 2018).

b. The communication style of society evolves in tandem with the medium. It can only be used for the purpose for which it was intended (phone for talking over lines or electronic mail for talking via computer). The message becomes impersonal when the medium (television) is impersonal (Communication Capstone, 2011).

c. This theory is objective in that everyone will act and feel the same regardless of the medium used as long as the medium is the same. Values are not involved because the evidence is seen through observation (Communication Theory, 2018).

Relevance of Theory to the Study

The introduction of social media has resulted in both positive and negative changes and advancements, according to today's technological determinists. People can now connect with others online at any time and from any location, thanks to social media. However, as more people use social media to communicate, fewer genuine human interactions and face-to-face conversations occur. As a result, fewer people are familiar with the ability to communicate with others, and instead replace traditional modes of communication with digital communication caused

by social media. The consequences of overusing social media to the point of losing average communication skills, on the other hand, can be attributed to poor human behaviour rather than the nature of technology itself.

2.5   Review of Empirical Studies

Even though the idea of using social media for knowledge sharing has gradually developed and has drawn increasing amounts of attention over the past few years, research on this topic is still in its early stages (Mustafa & Ibrahim, 2018). Social media sites such as Facebook, Twitter, YouTube, and LinkedIn have changed the way people communicate. In 2011, marketers wanting to take advantage of this activity posted over 1 trillion display ads on Facebook alone. Facebook is not the only social media site being used by consumers (Giannopoulou & Tsobanoglou, 2020). More videos are posted on YouTube every day than were produced by the three major television networks in the previous 60 years, and the site now receives more than 2 billion daily views. Over 190 million people use Twitter today, and more than 600 million searches are conducted their daily (Giannopoulou & Tsobanoglou, 2020).

Online forums for word-of-mouth communication like Social Networking (SNS) (like Myspace and Facebook), microblogs (like personal blogs or Twitter), photo- or video-sharing services (like Flickr or YouTube), and collaborative websites like Wikipedia are all included in social media platforms (Ninan, 2022). These types of social media tools are considered to be prominent and well- established spaces for creating knowledge sharing channels, where people are able to find other individuals with similar interests, and share their thoughts with them (Clow & James, 2014). Nowadays, social media applications have moved beyond personal use. They have been increasingly adopted by organisations as tools for knowledge sharing and communication, through

a myriad of different means. For instance, some organisations, including those in the public sector, are exploring the ways social media can be used for knowledge sharing, as a way of enriching citizen's awareness, and the actions of governments (Kormin & Baharun. 2016). Others may use the tool as a means of generating knowledge within business sectors, and integrating customers into several areas of activity. Higher education institutions have also adopted social media as a means of inspiring learning activities (Thitivesa, 2017).

Social media platforms are now being used internally by healthcare organizations to share knowledge, allowing for an effective exchange of information between and within teams. Additionally, after the 2010 Haiti earthquake, social media has grown in popularity as a means of knowledge exchange in the field of disaster management (Yan, 2011). Overall, social media's uses for knowledge sharing have fundamentally altered the ways in which we work, study, and interact. They make it possible for seamless and ongoing knowledge exchange in the virtual environment. According to several academics, social media's increased use as a medium for information exchange across various contexts (such as job tasks, cultures, consumers, businesses, competitors, or sports), has recently drawn substantial attention from both the industry and academic studies (Al Saifi, Dillion & McQueen, 2016). They are acknowledged as crucial tools that enable the free association of numerous people, allowing for the simple transmission of knowledge as well as the expression of ideas, experiences, and perspectives (Organisation Improving Mental Health in Nigeria, 2022).

People increasingly seek knowledge or information, through social media, for their own benefit. A person is not born with knowledge, and thereby the process of attaining insight from others, as per their expertise, can be achieved through both formal and informal communication (Clow & James, 2014). Social media platforms like Facebook, blogs, and wikis have all facilitated people's quests for knowledge. Here, people can accomplish a range of individual or organizational objectives, or access services like those offered in cyberspace, where information seekers can connect with one another and access internal and external knowledge sources that are located outside of their physical borders. With the help of social media, people all around the world may ask and answer questions within their networks and learn vital information about people who share their interests (Kormin & Baharun, 2016). Through social media, knowledge-seeking behaviours is a widespread activity that involves three keys, connected tasks. These three involve the identification of knowledge needs, information-seeking and knowledge-navigation procedures, and knowledge use and sharing procedures.

According to research, when employees share knowledge in a work environment, it's critical to use social media in the best possible way. As a result, it aids in employees' knowledge creation. More professionals are using social media technologies to learn and share knowledge, which enhances their valuable contributions to the workplace and allows them to effectively learn knowledge that they may give to a collective effort of learning and sharing (Organisation Improving Mental Health in Nigeria, 2022). "The amount to which knowledge transferred from an individual is helpful to other individuals" is referred to as "knowledge contribution." Users of social media networks can simply and swiftly integrate their knowledge, ideas, and talents with that of other users all over the world thanks to social media applications. The networks improve knowledge-contributing behaviours between a varieties-of-users or between co-workers in a way

that rates the level of knowledge that each person possesses. The advantages of charitable deeds carried out through social media and the collective knowledge of people can be observed in various ways. These can include sharing knowledge, specifically what one knows, crucial data, or something people should pay attention to, as well as sharing practical responses to open-ended queries in the form of solutions, feedback, or opinions. Workers whose jobs depend on knowledge can search for, gather, contribute to, and exchange this resource thanks to specialized social media platforms.

The presence of social interactivity in online social media applications suggests that users can become accustomed to using them for interactive purposes, and once they do so comfortably, they become more at ease and are able to engage in significantly more interactions by facilitating information sharing and task sharing through the internet-enabled media space. The rise of social media technologies has sparked a new dynamic drive, one of which is social interaction. This activity ultimately leads to the development of communications and knowledge-exchange platforms. Two-way communications that involve social interactions are the key social media aspects that pertain to social engagement. Social media technology's widespread adoption of social interactions has altered not just the format of one-on-one or group knowledge sharing but also how members of the business community view their relationships with clients (Organisation Improving Mental Health in Nigeria, 2022).

People with mental illnesses are among the most stigmatized, vulnerable, and marginalized members of society. As a result of their disease, they face discrimination in many facets of daily life (Ahmed et al., 2018). Recent editorials have also talked about how stigmatizing patients and mental health professionals has an effect on medical students and even deters them from entering the field. By writing directly about issues pertaining to mental health on their blogs, psychiatrists

can actively advocate for their patients. A blog can be a user-friendly platform with a large audience for public health education, giving a voice to a field that is far too frequently met with ignorance and indifference and so directly contributing to the problem of stigma (Ahmed et al., 2018). Along with other web- based e-mental health modalities including discussion groups, forums, chat rooms, and other social media, blogs can also offer social support.

Other benefits of such e-mental health modalities include better accessibility for populations that are geographically difficult to reach, those that face logistical or time constraints, populations that desire anonymity, and populations that require convenience. In addition to having lower operating expenses, e-mental health modalities can scale to reach many patients at once, maximizing the psychiatrist's time. Essays about mental health care systems, education on diagnoses and symptoms, and debate of the most recent cutting-edge research are published on some of the most well-known mental health blogs. Three doctors wrote one such blog, as did healthy minds, healthy lives, as two examples (Hennig-Thurau, 2010). Even though blogging on many platforms is still common, it has a few drawbacks. Without being a part of a bigger media organization, it might be difficult to establish a loyal readership for one's blog. Compared to publishing on microblogging websites like twitter, blog entries take much longer to write and read. Instead of lengthy dissertations, microblogging enables the dissemination of messages in significantly shorter text fragments.

In actuality, twitter direct connections are currently the main source of traffic for medical blogs. Microblogging platforms offer significant potential for medical practitioners wishing to establish an online presence quickly given their wide audience reach. The most popular microblogging platform is twitter, which is expanding quickly. 500 million tweets are sent daily on twitter, which has 302 million active users monthly. Tweets, which are limited to 140 characters on twitter, are

written by users and can include links to other websites or other content. Users communicate with one another by following, responding to, mentioning, and retweeting each other's content on twitter (Organisation Improving Mental Health in Nigeria, 2022). Twitter makes it simple to communicate medical information to both the general public and to other medical experts. In actuality, a lot of medical organizations and periodicals have official twitter accounts, and more doctors are utilizing twitter for business. Doctors can participate in bigger conversations outside of their personal social network by taking part in organized twitter chats and using hashtags (like psychiatry) to index subjects. Additionally, attendees can now use a dedicated hashtag to live-tweet from numerous medical conferences. This can be an enjoyable and convenient way to network with others and share information with co-workers who cannot attend the live event (Ahmed et al., 2018).

The number of medical professionals utilizing twitter has increased along with its popularity. Students studying medicine in particular find the microblogging site to be very popular. Recently, a digital ethnographic study on the traits of twitter super users among medical students was released. The results imply that medical students used twitter with intention and professionalism, being careful not to violate patients' privacy and acting in a responsible manner. They frequently identified faculty members as their twitter role models, whose habits they tried to imitate. Many of the students thought it was a useful approach to share new medical information with a bigger online community as well as learn about it. One superuser noted that a question was answered on twitter by a global authority in less than two minutes before the lecturer could respond. The medical students' grasp of how to care their patients most effectively was boosted by patient comments on twitter, which also acted as an effective advocacy tool. Additionally, it enabled the pupils to create a favorable internet footprint. The students in the study had acquired a median of 1,770 followers apiece and were obviously a part of big, reciprocal social networks, which is

interesting because the majority of twitter users have less than 50 followers. The authors of the study added that many medical schools are just now beginning to include twitter in their curricula (Malak et al., 2022). Many of these people with mental illness, according to studies, seem to use social media to share their personal experiences, learn about their mental health and treatment options, and offer and receive support from others dealing with comparable mental health issues (Berry et al., 2017).

Consider new interactive information and communication platforms, particularly social media such as blogs, social networking sites, and interactive websites, when considering the various roles that media interventions can play in the field of health. While traditional media, particularly television, continues to have a large audience, social media's influence is growing and cannot be ignored. Social media enhances user interaction, provides peer support, and expands access to health interventions. Social media also adds a new dimension to health care by allowing the general public, patients, and health professionals to exchange information on various health issues that may affect population health outcomes (Yan, 2011).

The media is an effective tool for disseminating wellness information. It is essential in the public response to a pandemic because it serves as a communication channel between governments, health institutions, and the general public. Because pandemics are 'invisible,' the media plays an important role as the public's "eye," and media channels have evolved into portals through which the public seeks accurate information, scientifically sound facts, government decisions, and public reactions. The information that peoples gather as receivers shapes their actions and reactions to a pandemic. The media also plays an important role in health promotion and awareness, making it an important medium for health communication. It is critical in influencing health behaviour and changing attitudes and intentions (Yan, 2011). The study or application of communication

techniques to improve the health sector is referred to as 'health communication.' The media's effectiveness in health communication is based on strong written, verbal, and visual communication strategies that can influence public attitudes and perceptions (Al Saifi, Dillion & McQueen, 2016).

2.6 Organisations Improving Mental Health in Nigeria

Nigeria is currently facing a worldwide human rights emergency in the area of mental health. Figures indicate that approximately 80% of individuals in Nigeria with serious mental health needs cannot access care, owing to poor societal attitudes toward mental illness and insufficient resources, facilities, and mental health staff. However, some organisations have taken on the responsibility of providing long-term solutions to the looming mental health crisis and improving overall health care services.

1. Mentally Aware Nigeria Initiative (MANI): Mentally Aware Nigeria Initiative (MANI) is a non-profit organisation that promotes youth mental health in Nigeria (Organisation Improving Mental Health in Nigeria, 2022). The organisation's mission is to raise awareness about mental health and illnesses. Furthermore, it recognizes the difficulty of professional availability, and its initiative is to provide an ease of access connecting users to mental health professionals. MANI is the largest youth mental health network in West Africa, with over 1,500 active youth volunteers spread across 18 chapters in 18 of Nigeria's 36 states. MANI's efforts have become notable and recognized as a provider of crisis assistance in Nigeria. Through their active social media pages, MANI carries out sustained efforts to improve the mental health literacy levels of millions of people - with a combined following of over 170,000 across Twitter, Facebook, Instagram, and

TikTok. All of the activities on these pages use innovative and educational approaches to engage people in conversations, learn, and receive support as needed.

Websites: https://mentallyaware.org/

Social Media Handles:

- *Twitter: @MentallyAwareNG*

- *Facebook: @Mentallyawareng*

- *Instagram: @mentallyawareng*

2. Love, Peace, and Mental Health Foundation (LPM): Love, Peace, and Mental Health Foundation (LPM) is a non-governmental organisation that promotes mental health wellness and awareness among Nigerian youth aged 18 to 40 (Organisation Improving Mental Health in Nigeria, 2022). The organisation employs a creative approach to instill dynamism in its message about mental health. It also offers services such as assisting survivors in discovering, regaining, and using their voice. LPM educates the community and families of MH survivors on the importance of mental wellness and the various types of mental health challenges/disorders that can affect one's day-to- day life through various forms of advocacy.

Websites: https://lpmfoundation.org/

Social Media Handles:

- *Twitter: @lpmfoundation*

- *Facebook: @lpmfoundation*

- *Instagram: @lpmfoundation*

3. Neem Foundation: The Neem Foundation is a leading crisis response organisation dedicated to promoting the protection of the environment, as well as a mental health, psychosocial support, and training unit dedicated to improving the standards of mental health and psychosocial service provision in Nigeria (Organisation Improving Mental Health in Nigeria, 2022). Improving the quality of mental health and psychosocial services in Nigeria neem's mental health campaign is a national campaign aimed at educating the general public about the dire state of mental health care in Nigeria. It also aims to raise awareness about the need for increased government and private sector intervention. The campaign also aims to normalise the discussion of mental health in public. Its goals are met through the use of context-specific, age- and gender-sensitive psychology-informed practices that not only address mental health issues and Gender Based Violence (GBV), but also inform education, research, policy, social cohesion, rehabilitation, stabilisation, reintegration, and strategic messaging.

Websites: https://neemfoundation.org.ng/

Social Media Handles:

  − *Twitter: @Neem_foundation*

  − *Instagram: @neem_foundation*

2.6.1 *The Nigerian Government's Efforts to Address Mental Health*

Nigeria has made remarkable progress in the health sector, with enormous successes in meeting various health challenges as the Africa most populous nation. This can be attributed to improved leadership, policies, and legislation implemented in recent years. The primary health system, secondary health care, and tertiary health systems all contributed significantly to its effort in addressing health challenges, including mental health (Ahmed et al., 2018). The government continues to make efforts in its approach to mental health, with the Lagos state government leading

the way by establishing a mental health helpline to provide citizens with access to mental health information and assistance, including telephone counselling, social support, and referral where appropriate. This is also an effort to improve citizens' access to mental health care and to ensure that all people have access to mental health services that allow for early and prompt diagnosis, as well as quality care and treatment (Ahmed et al., 2018).

2.7   Summary of Gaps in Literature Reviewed

This section presented a review of the literature on the research topic. The section began with a conceptual review of variables, which defined and clarified relevant concepts (mental health, social media, attitude, and knowledge). This section also examined different types of social media, symptoms of mental health disorder, various types of mental health disorder, causes of mental health disorder the adopted theoretical framework which were agenda setting theory, information processing theory and technological determinism theory were presented.

Despite numerous studies and research on the impact and influence of social media on knowledge sharing and awareness creation, few studies have focused on how it relates to or affects mental health. Furthermore, various literature demonstrated the impact of social media campaigns on knowledge and attitudes among various groups of people, schools, and states of the nation and the world at large. However, none of the available studies and research has been conducted on undergraduate students. As a result, this study focused on the influence of social media, knowledge and attitude of students towards mental health disorder campaigns in Kwara State Polytechnic, Ilorin.

CHAPTER THREE

METHODOLOGY

3.1   Introduction

This chapter discusses the methodology that will be adopted for carrying out this study which includes: research design, population of the study, sample size and sampling technique, research instrument, validity of the instrument, reliability of the instrument, procedure for data collection, method of data analysis as well as ethical consideration.

3.2   Research Design

Survey research design was adopted for this study, which collected data to assess the influence of social media, knowledge and attitude of students towards mental health disorder campaigns in Kwara State Polytechnic, Ilorin. The descriptive research design was used to classify features, quantify them, and build statistical models in an attempt to explain what was observed.

3.3   Population of the Study

The current study's population consisted only the HND students from Kwara State Polytechnic, Ilorin, both male and female from all departments running HND program(s). An estimated population of 6,000 HND students was used for the study.

3.4 Sample Size and Sampling Technique

The data for this study were gathered quantitatively through the use of purposive sampling techniques. To determine the appropriate sample size, Taro formula was used. There are approximately 6,000 students enrolled in HND programs in Kwara State Polytechnic, Ilorin. Taro Yamane formula was adopted to calculate the sample size and the formula is expressed as:

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

Where:

n = *number of samples*

N = *total population (i.e., 6,000)*

e = *error tolerance (i.e., 0.05)*

Thus,

$$n = \frac{6000}{1+6000(0.05)^2}$$

$$n = \frac{6000}{1+15} = \frac{6000}{16}$$

$$n = 375$$

3.5 Research Instrument(s)

The data collection instrument for this study was a questionnaire, which consisted of closed- ended questions. The closed-ended questions gave respondents a list of options from which to choose. The questionnaire was structured with questions for the target population. The questionnaire comprised of four sections, A, B, C, D. The first section (A) describes the general demographic data of the respondents, other sections (B, C, D) assess the research questions of this study. The questionnaire includes rating scale questions in addition to structured questions.

3.6   Validity and Reliability of the Research Instrument(s)

The validity of the instrument confirms that it measures what it was intended to measure and is consistent with the variables in the study. The validity of the researcher instrument ensures that it measures what it is supposed to measure and that the study's investigation results can be trusted. The researcher's supervisor evaluated the instrument's validity using face-validity and content-validity, and modifications were made as a result of the evaluation. After that, a clean copy of the instrument was prepared for validation.

In order to ensure the internal validity of the research instruments, a pilot study was conducted to examine the reliability of the research instrument. It is used to assess the degree of precision in the research technique and methodology. Every data collection research project necessitates a reliability test to determine the degree of consistency in the research instrument. There are other methods for determining a study's reliability and validity; however, the Cronbach's alpha method was used in this study. Cronbach's alpha was created to quantify the degree of precision in the research method used to measure the various variables. The questionnaire was tested using the Cronbach alpha 0.70 coefficient.

3.7   Method of Data Collection

The survey data for this study was gathered through the distribution of questionnaires. The survey was designed to reach HND students at Kwara State Polytechnic in Ilorin. The questionnaires were distributed to the HND students at random using Google Forms, the link to the Google Forms on the main campus. It is a tool that contains several questions designed to elicit information from respondents. The survey questionnaire contains straightforward questions that allow respondents to provide accurate responses. Each item in the survey questionnaires is designed to provide an

answer to one of the research projects sub problems. The questionnaire was distributed via sharing the link to their various departmental WhatsApp groups. The link was left active for over a two-week period.

3.8   Method of Data Analysis

The data collected for this study were collated and subjected to comprehensive data analysis using the IBM Statistical Product and Service Solution (SPSS) software version 26.0. The descriptive statistics includes the frequency counts, percentages, mean and standard deviation. Tables was used for results presentation and interpretation.

3.9   Ethical Considerations

This study employed the anonymity ethical consideration and follow all the ethics guiding scholarly writing by ensuring the work is original. According to Mugenda and Mugenda (2003), anonymity refers to keeping secret by not identifying the ethnic or cultural background of respondents, refrain from referring to them by their names or divulging any other sensitive information about a participant. This is why, during study, the researcher promised to protect the information given in confidence by the respondent. But, if any information has to be revealed, then consent must be sought from the respondent(s).

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter presents and analyses the data presented through primary source. Data collected through questionnaires are presented in tables and analyzed using frequency counts and percentages. The results are presented based on the variables focused in the research objectives. Also in this chapter, the major findings of the study are further highlighted.

4.2 Preamble and Response Rate

This study is aimed at assessing the Influence of Social Media, Knowledge and Attitude of Students towards Mental Health Disorder Campaigns in Kwara State Polytechnic, Ilorin. A detailed report on the analysis of data obtained from participants using 382 questionnaires is presented using descriptive and statistical analysis. The study's sample size was 375 undergraduates of HND students. However, a total of 400 responses were retrieved, of which 382 were valid while 18 were unusable because the respondents did not fill some parts and others contained some forms of errors and omissions. Results and data were obtained from the 382 retrieved questionnaires, which represents 102% of the sample size a total time of 2 weeks.

4.3 Demographic Data Analysis

The study established the demographic data of students by asking about their age group, gender, and religion affiliation. The results of the demographic assessment are as presented in Table 4.1.

Table 4.1: Demographic Data of the Respondents (N=382)

Age Group:	Frequency	Percentage
16 – 20 years	103	27.22
21 – 24 years	117	30.61
25 – 30 years	162	42.17
Gender:	**Frequency**	**Percentage**
Male	138	36.0
Female	244	64.0
Religion Affiliation:	**Frequency**	**Percentage**
Islam	307	80.36
Christianity	70	18.36
Traditionalist	5	1.36

The age group of the respondents was divided into three: 16-20, 21-24 and 25-30. The analysis of the responses obtained shows that the highest age group was 25-30 with a total of 162 respondents representing 42.17%. Others were 21-24 and 16-20 with a total of 117 and 103 respondents representing 30.61 and 27.22% respectively. Female respondents have highest ratio with 244(64.0% while their male counterparts have 138(36.0%). The results of the analysis shows that a total of 307 representing 80.36% of the respondents are Christians, 70 respondents representing 18.36% are Muslims, while 5 respondents representing 1.36% are Traditionalist.

4.4   Analysis of Research Questions

Research Question One: What are the social media platforms in which of Kwara State Polytechnic students are exposed to on campaigns of mental health disorder?

Table 4.2: Level of Kwara State Polytechnic students' exposure to social media campaigns on mental health disorder. (N=382)

Statement	Strongly Agreed	Agreed	Disagreed	Strongly Disagreed
I often see social media campaigns on Mental Health disorder.	27(7%)	149(39%)	138(36%)	68(18%)
I occasionally see social media campaigns on Mental Health disorder.	57(15%)	160(42%)	134(35%)	31(8%)
I often see social media campaigns on Mental Health disorder through Facebook.	84(22%)	153(40%)	92(24%)	53(14%)
I occasionally see social media campaigns on Mental Health disorder through Facebook.	145(38%)	103(27%)	96(25%)	38(10%)
I often see social media campaigns on Mental Health disorder through WhatsApp.	46(12%)	57(15%)	168(44%)	111(29%)

In order to provide answers to this question, a series of questions were provided in the questionnaire and the responses of the respondents are presented in Table 4.5a. From data presented with a total of 382 respondents, 27 respondents Strongly Agreed, while 149 agreed that they often see social media campaigns on mental health disorder. More so, 138 and 68 respondents disagreed and strongly disagreed with the statement respectively. It clearly shows that almost half (49%) of the respondents of which 10% strongly agreed and 39% Agreed indicated that they often see social media campaigns on mental health disorder. On the other hand, 57% of the respondents (of which 15% strongly agreed and 42% agreed) indicated that they occasionally see social media campaigns on mental health disorder.

This clearly shows that a good number of the HND students of Kwara State Polytechnic, Ilorin have been exposed to campaigns on mental health disorder via social media, and thus social media campaigns on mental health disorder are not completely new to them. The social media platforms by which the students of Kwara State Polytechnic most often used to see the campaigns on mental health disorder were assessed using the questionnaires. Out of the 382 respondents, 84 respondents which represents 22% of the total population strongly agreed that they often see social media campaigns on mental health disorder through Facebook, and 153 respondents which represents 40% of the total respondents Agreed that they often see social media campaigns on mental health disorder through Facebook. In addition, 92 respondents which represents 24% of the total respondents disagreed that they often see social media campaigns on mental health disorder through Facebook, while 53 respondents which represents 14% of the total respondents strongly disagreed that they often see social media campaigns on mental health disorder through Facebook.

Out of the 382 respondents, 46 respondents which represents 12% of the total population Strongly Agreed that they often see social media campaigns on mental health disorder through WhatsApp, while 57 respondents which represents 15% of the total respondents agreed that they often see social media campaigns on mental health disorder through WhatsApp. In addition, 168 respondents which represents 44% of the total respondents disagreed that they often see social media campaigns on mental health disorder through WhatsApp, while 111 respondents which represents 29% of the total respondents Strongly Disagreed that they often see social media campaigns on mental health disorder through WhatsApp.

Research Question Two: What is the level of knowledge of Kwara State Polytechnic students on social media campaigns on mental health disorder?

Table 4.3: Level of knowledge of Kwara State Polytechnic students on mental health disorder.
(N=382)

Statement	Strongly Agreed	Agreed	Disagreed	Strongly Disagreed
I am very much aware of my Mental Health status.	38(10%)	46(12%)	160(42%)	138(36%)
Mental Health disorder affects mood, thinking and behaviours.	168(44%)	115(30%)	57(15%)	42(11%)
Everyone is exposed to Mental Health disorder.	202(53%)	145(38%)	23(6%)	12(3%)
I am aware that Mental Health disorder is treatable.	153(40%)	115(30%)	76(20%)	38(10%)
I am aware that Mental Health disorder cannot be cured.	114(30%)	76(20%)	96(25%)	96(25%)
Excessive anger, hostility or violence are signs of Mental Health disorder.	199(52%)	126(33%)	19(5%)	38(10%)

Table 4.3 reveals that out of the 382 respondents, 38 and 46 respondents which represents 10% and 12% strongly agreed and agreed respectively that they are aware of their mental health status. However, 160 and 138 respondents which represents 42% and 36% disagreed and strongly disagreed respectively that they are aware of their mental health status. The responses show that just a few of the respondents are aware of the status of their mental health. While about 22% (10% SA and 12% A) of the respondents agreed to be aware of their mental health, 78% (42% D and 36% SD) indicated not to be aware of the status of their mental health. The questionnaire also sought to assess the level of knowledge of the respondents on if mental health disorder affects mood, thinking and behaviours.

Furthermore, out of the 382 respondents, 168 and 115 respondents which represents 44% and 30% strongly agreed and agreed respectively that they are aware that mental health disorder affects mood, thinking and behaviours. However, 57 and 42 respondents which represents 15% and 11% disagreed and strongly disagreed respectively that they are aware that mental health disorder affects mood, thinking and behaviours. The responses show that many of the respondents are aware that mental health disorder affects mood, thinking and behaviours as 74 % (44% SA and 30% A) agreed to be aware while 26% (15% D and 11% SD) disagreed to be aware. Out of the 382 respondents, 202 and 145 respondents which represents 53% and 38% strongly agreed and agreed respectively that everyone is exposed to mental health disorder. However, 23 and 12 respondents which represents 6% and 3% disagreed and strongly disagreed respectively that everyone is exposed to mental health disorder.

The responses obtained from the respondents on their level of knowledge on if everyone is exposed to mental health disorder show that 91% (53% SA and 38% A) agreed that everyone is exposed to mental health disorder while 9% (6% D and 3% SD) disagreed that everyone is exposed to mental health disorder. Out of the 382 respondents, 153 and 115 respondents which represents 40% and 30% strongly agreed and agreed respectively that mental health disorder is treatable. However, 76 and 38 respondents which represents 20% and 10% disagreed and strongly disagreed respectively that mental health disorder is treatable. Assessment of the level of knowledge on if mental health disorder is treatable show that the majority (70%) believed that mental health disorder is treatable, while a few (30%) agreed that mental health disorder is not treatable. Out of the 382 respondents, 114 and 76 respondents which represents 30% and 20% strongly agreed and agreed respectively that mental health disorder cannot be cured.

However, 96 and 96 respondents which represents 25% and 25% disagreed and strongly disagreed respectively that mental health disorder cannot be cured. Half of the respondents (30% SA and 20% A) agreed that mental health disorder cannot be cured, while half also disagreed that mental health disorder cannot be cured (25% d and 25% SD). As part of the signs of a person suffering from mental health disorder, the level of knowledge of the respondents on signs of mental health disorder were assessed. This is discussed in the following session. Out of the 382 respondents, 119 and 126 respondents which represents 52% and 33% strongly agreed and agreed respectively that excessive anger, hostility or violence are signs of mental health disorder. However, 19 and 38 respondents which represents 5% and 10% disagreed and strongly disagreed respectively that excessive anger, hostility or violence are signs of mental health disorder. 85% (52% SA and 33% A) agreed to be aware of excessive anger, hostility and violence as signs of mental health disorder, while 15% (5% D and 10% SD) disagreed that excessive anger, hostility or violence are signs of mental health disorder.

Out of the 382 respondents, 153 and 191 respondents which represents 40% and 50% strongly agreed and agreed respectively that detachment from reality (delusions), paranoia or hallucinations are signs of mental health disorder. However, 19 and 19 respondents which represents 5% and 5% disagreed and strongly disagree respectively that detachment from reality (delusions), paranoia or hallucinations are signs of mental health disorder. It was shown that 90% (40% SA and 50% A) agreed to be aware that detachment from reality (delusions), paranoia or hallucinations are symptoms of mental health disorder, while 10% (5% D and 5% SD) disagree to be aware. It is a common believe that suicidal thinking is one of the major signs of mental health disorder. The level of knowledge of the respondents were assessed on this. Out of the 382 respondents, 168 and

191 respondents which represents 44% and 50% strongly agreed and agreed respectively that suicidal thinking is a sign of mental disorder.

However, 15 and 8 respondents which represents 4% and 2% disagreed and strongly disagreed respectively that suicidal thinking is a sign of mental disorder. 94% (44% SA and 50% A) of the respondents agreed with the statement, while 6% (4% D and 2% SD) disagreed with the statement. While assessing the level of knowledge of the other symptoms of mental health, 96 and 141 respondents which represents 25% and 37% strongly agreed and agreed respectively that significant tiredness, low energy or problems sleeping are symptoms of mental health disorder. However, 107 and 38 respondents, representing 28% and 10% disagree and strongly disagree respectively that significant tiredness, low energy or problems sleeping are symptoms of mental health disorder. Generally, 62% (25% SA and 37% A) agreed that significant tiredness, low energy or problems sleeping are symptoms of mental health disorder, while 38% (28% D and 10% SD) disagreed with the statement.

Research Question Three: **What is the attitude of Kwara State Polytechnic students towards social media campaigns on mental health disorder?**

Table 4.4: Attitude of Kwara State Polytechnic students on mental health disorder. (N=382)

Statement	Strongly Agreed	Agreed	Disagreed	Strongly Disagreed
People with Mental Health disorder deserve respect.	57(15%)	92(24%)	76(20%)	157(41%)
Learning and knowing about Mental Health is crucial.	191(50%)	153(40%)	27(7%)	12(3%)
We must help people with Mental Health disorder for them to be better.	134(35%)	160(42%)	61(16%)	27(7%)
I so much worry about my Mental Health status.	76(20%)	134(35%)	96(25%)	76(20%)
I will be sad if I am diagnosed of any Mental Health disorder.	172(45%)	191(50%)	12(3%)	8(2%)

I will be willing to go for medical check-up on my Mental Health disorder.	145(38%)	160(42%)	31(8%)	46(12%)

Table 4.4 reveals that out of 382 responses received, 57 and 92 respondents which represents 15% and 24% Strongly Agreed and Agreed respectively that People with Mental Health disorder deserve respect. However, 76 and 157 respondents which represent 20% and 41% Disagreed and Strongly Disagreed respectively that People with Mental Health disorder deserve respect. Summarily, 29% (15% SA and 24% A) of the respondents Agreed with the statement, while 49% (20% D % 19% SD) Disagreed with the statement. Out of the 382 responses received, 191 and 153 respondents which represents 50% and 40% Strongly Agreed and Agreed respectively that Learning about Mental Health is crucial. However, 27 and 12 respondents which represent 7% and 3% Disagreed and Strongly Disagree respectively that Learning about Mental Health is crucial. Summarily, 90% (50% SA and 40% A) of the respondents Agreed that Learning about Mental Health is crucial, while 10% (7% D and 3% SD) Disagreed with the statement.

Out of the 382 responses received, 134 and 160 respondents which represents 35% and 42% Strongly Agreed and Agreed respectively that we must help people with Mental Health disorder for them to be better. However, 61 and 27 respondents, which represents 16% and 7% Disagreed and Strongly Disagree respectively, say that we must help people with Mental Health disorders for them to be better. Summarily, 77% (35% SA & 42% A) of the respondents Agreed that people with Mental Health disorders must be helped for them to be better. However, 23% (16% D & 7% SD) Disagreed with the statement. Furthermore, out of the 382 responses received, 76 and 134 respondents which represents 20% and 35% Strongly Agreed and Agreed respectively that they worry about my Mental Health status. However, 96 and 76 respondents, which represents 25% and

20% Disagreed and Strongly Disagreed respectively, say that they worry about my Mental Health status.

Summarily, 55% (20% SA and 35% SA) of the respondents Agreed to worry about their Mental Health, while 45% (25% D and 20% SD) of the respondents disagreed with the statement. Out of the 382 responses received, 172 and 191 respondents which represents 45% and 50% Strongly Agreed and Agreed respectively that they will be sad if they are diagnosed with any Mental Health disorder. However, 12 and 8 respondents, which represents 3% and 2% Disagreed and Strongly Disagreed respectively, say that they will be sad if they are diagnosed with any Mental Health disorder. Summarily, while 95% (45% SA and 50% A) of the respondents agreed that they will be sad if diagnosed of any Mental Health disorder, 5% (3% D and 2% SD) of the respondents disagreed with the statement.

Out of the 382 responses received, 145 and 160 respondents which represents 38% and 42% Strongly Agreed and Agreed respectively that they will be willing to go for medical check-up on Mental Health disorder. However, 31 and 46 respondents, which represents 8% and 12% Disagreed and Strongly Disagreed respectively, are willing to go for a medical check-up on Mental Health disorders. Summarily, while 80% (38% SA and 42% A) of the respondents agreed that they would be willing to go for a medical check-up on Mental Health disorder, 20% (8% D and 12% SD) of the respondents disagreed with the statement.

4.5 Discussion of Findings

The discussions of the findings on the influence of social media campaigns on mental health disorder of Kwara State Polytechnic students, these findings are based on the following determinants: students' knowledge of mental health, their attitude toward mental health. The findings on research question one from table 4.2 show that a good number of Kwara State Polytechnic HND students have been exposed to campaigns on mental health disorder via social media, and thus social media campaigns on mental health disorder are not entirely new to them. The social media platforms most frequently used by Kwara State Polytechnic HND students to view mental health disorder campaigns were evaluated using questionnaires. Facebook, WhatsApp, Instagram, and Tik Tok are among the social media platforms under consideration. It can be concluded that Kwara State Polytechnic HND students are most likely to see Campaigns on mental health disorders on Instagram, followed by Facebook. This finding contrasts with those of a similar study conducted by librarians in universities in Nasarawa State on the impact of social media platforms on the dissemination of information about COVID-19, which found that Facebook was the most widely used social media platform among university librarians (Aghadiuno, Amidu & Zaccheaus, 2021)

Furthermore, findings from table 4.3 on research question two show that only a few of the respondents are aware of the state of their mental health and confirm that respondents are aware that mental health disorders affect mood, thinking, and behaviour. While assessing respondents' knowledge of other symptoms of mental health, it was discovered that most agreed that tiredness, low energy, or sleeping problems are symptoms of a mental health disorder. The summary of the findings is given: **(i)** Many of the respondents are not aware of the status of their mental health. However, a large number of them are aware that mental health disorder affects mood, thinking and

behaviour. **(ii)** A large number of the respondents are aware that mental health disorder is treatable. In addition, almost half of the respondents agreed that Mental Health Disorder cannot be cured. This is in accordance with a study on: Influence of Social Media campaigns and knowledge, attitude and practice of mental health disorder prevention among youths in Ibadan metropolis which reveals that 90.7% respondents affirm that mental health disorder is treatable (Amedu, Bello & Adeyemo, 2022).

Also, Table 4.4 presents the responses of the respondents on the Attitude of Lead City University students towards mental health disorder. While a few support the statement that People with mental health disorder deserve respect, majority of the respondents disagree with the statement. In addition, the majority of the respondents agree that Learning about mental health is crucial. Furthermore, while assessing their level of worries about their mental health, just about half (50%) of the respondents agreed to be worried about their Mental Health. In accordance with research on: Influence of Social Medial campaigns and knowledge, attitude and practice of mental health disorder prevention among youths in Ilorin metropolis 68.8% affirmed that they are worried about their mental health condition (Amedu, Bello & Adeyemo, 2022). As with many people, almost all the respondents agreed that they would be sad if diagnosed of any mental health disorder and also agreed to go for medical check-up on my mental health disorder. Generally, it could be summarised that the majority of the respondents feels negativity about being affected by mental health issues. In addition, they feel shy in seeking help or making their friends aware of their mental health issues. Also, they are scared of being associated with people with mental health disorders.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1   Introduction

This chapter presents the summary, conclusions and recommendations of the study in line with the objectives of the study. Covered in this chapter are also conclusion and recommendations. Lastly, the chapter provides possible areas for further studies that were outside the scope of this study.

5.2   Summary

This study has critically made an assessment of the influence of social media, knowledge and attitude of students towards mental health disorder campaigns in Kwara State Polytechnic, Ilorin. Among other specific objectives, the study identified the roles and ways by which social media campaigns are contributing to the awareness on mental health among the Kwara State Polytechnic students and determine effectiveness by which social media campaigns are. The result showed that a good number of the students of Kwara State Polytechnic have been exposed to campaigns on mental health disorder via social media, and thus social media campaigns on mental health disorder are not completely new to them. The study ascertains that social media campaigns had a significant impact on the majority of students' knowledge and attitudes toward mental health, with many displaying positive knowledge and attitudes toward mental health.

5.3   Conclusion

This study has shown the effectiveness of available information on the influences of social media on the knowledge, and attitude towards mental health among students and, in particular, the HND students of Kwara State Polytechnic. Findings reveal that although most respondents are aware of mental health disease, it appears that they recognise and often receive campaigns on mental health disorder through Instagram and followed by Facebook. Many of the respondents are of the opinion that mental health disorders are treatable if given the needed attention. One common strongly held belief about mental health disorders among the respondents is, "mental health is people going mad". Once more, research shows that mental health disorders are only recognized when there is a public exhibition of disruptive behaviour. The fact that people are frequently urged to search for a family history of mental illness is a close second.

Last but not least, the respondents' attitudes on mental health disorders demonstrate that these individuals merit respect in society and that, in order for them to improve, the community must provide these individuals with assistance. In addition, individuals must begin to learn about mental health so that we as a society will hopefully unveil the false notions that plague this topic. When these myths are debunked, it should help remove the stigma surrounding mental health. The study therefore concludes that have increased the awareness and knowledge of students of Kwara State Polytechnic on mental health.

5.4   Recommendations

From the findings of this study, the following recommendations are hereby made:

i.   It is important to advocate for the integration of mental health services into all spheres of lives using social media applications.

ii.   There is an urgent need to educate Nigerians - at institutional and community levels, in order to raise awareness on mental health disorders and improve people's perception on matters concerning mental health issues.

iii. In addition, campaigns should be focused on removing stigma from the people with mental health disorders. Thereby giving a right attitude towards mental health disorder.

5.5   Contribution to Knowledge

The findings of this study have shown that the social media campaigns on mental health have made an impact among students of Kwara State Polytechnic. Therefore, this study has contributed to knowledge and has emphasized that the continuous usage and growth of social media contributes to the awareness and knowledge about mental health disorder. Furthermore, the findings of this study have successfully given insight to social media campaigns on how their success in changing the attitudes towards mental health among students of Kwara State Polytechnic. Also, the study is of great importance to the society at large that need-to-know social media campaigns can be used to push safe health practices

5.6   Suggested Area of Further Research

This study examined the influence of social media, knowledge and attitude of students towards mental health disorder campaigns in Kwara State Polytechnic, Ilorin. During this study, in the review of empirical works related to the nature of the study, it was discovered by the researcher that there is paucity of literature in areas concerned with social media campaigns and awareness generally. Due to the findings from this study, the researcher is urging scholars to delve into doing more research on social media campaigns and the roles it plays in preaching the topic of mental health.

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APPENDIX

QUESTIONNAIRE ON:

INFLUENCE OF SOCIAL MEDIA, KNOWLEDGE AND ATTITUDE OF STUDENTS TOWARDS MENTAL HEALTH DISORDER CAMPAIGNS IN KWARA STATE POLYTECHNIC, ILORIN

Dear respondent,

I am a student in the Department of Library and Information Science, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin. I am currently undertaking research project titled: "influence of social media, knowledge and attitude of students towards mental health disorder campaigns in Kwara State Polytechnic, Ilorin". I therefore, request you to kindly provide your opinions to the questions as contained in the attached questionnaire. Information provided in this questionnaire will be held confidential and used for research purpose only.

Your quick response will be highly appreciated.

Thanks for your anticipated cooperation.

AHMED, Zainab Olamide

      Researcher

SECTION A:
Demographic Data

Instruction: Please tick or provide answers as appropriate.

Gender: Male [ ]; Female [ ]

Age Group: 16 – 20 years [ ]; 21 – 24 years [ ]; 25 – 30 years [ ]

Religion Affiliation: Islam [ ]; Christianity [ ]; Traditionalist [ ]

SECTION B:
What are the social media platforms in which of Kwara State Polytechnic students are exposed to on campaigns of mental health disorder?

Statement	Strongly Agreed	Agreed	Disagreed	Strongly Disagreed
I often see social media campaigns on Mental Health disorder.				
I occasionally see social media campaigns on Mental Health disorder.				
I often see social media campaigns on Mental Health disorder through Facebook.				
I occasionally see social media campaigns on Mental Health disorder through Facebook.				
I often see social media campaigns on Mental Health disorder through WhatsApp.				

SECTION C:

What is the level of knowledge of Kwara State Polytechnic students on social media campaigns on mental health disorder?

Statement	Strongly Agreed	Agreed	Disagreed	Strongly Disagreed
I am very much aware of my Mental Health status.				
Mental Health disorder affects mood, thinking and behaviours.				
Everyone is exposed to Mental Health disorder.				
I am aware that Mental Health disorder is treatable.				
I am aware that Mental Health disorder cannot be cured.				
Excessive anger, hostility or violence are signs of Mental Health disorder.				

SECTION D:

What is the attitude of Kwara State Polytechnic students towards social media campaigns on mental health disorder?

Statement	Strongly Agreed	Agreed	Disagreed	Strongly Disagreed
People with Mental Health disorder deserve respect.				
Learning and knowing about Mental Health is crucial.				
We must help people with Mental Health disorder for them to be better.				
I so much worry about my Mental Health status.				
I will be sad if I am diagnosed of any Mental Health disorder.				
I will be willing to go for medical check-up on my Mental Health disorder.				