

**INFLUENCE OF SOCIAL MEDIA IN PROMOTING
VOTER'S EDUCATION AMONG RESIDENCE IN
ILORIN**

BY

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COMMUNICATION**

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CERTIFICATION

This is to certify that this research work has been completed, read through and approved as meeting the requirement of the Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic in Partial fulfillment for the Award of (HND) Higher National Diploma in Mass Communication.

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DEDICATION

This research project is dedicated to the Most High that preserved me throughout the course of my programme at Kwara State Polytechnic, Ilorin, for His infinite mercy that endureth forever in my live.

ACKNOWLEDGEMENTS

All praise, adoration thanks and glory belong to Almighty Allah for sparing my life throughout circumstance of life and till end of my Higher National Diploma (HND) program. Upon me to successful completion of this project work and my course of study. My profound gratitude goes to my able supervisor in respect of; Miss. Sulyman Aminat who sacrificed her time attending to me and whose guidance and advice has contributed extremely to the success of this project may God bestow His blessing on her entire family. And my amicable Head of Department Mr. Olorungebe (HOD) the project coordinator and my able and capable lecturers all the teaching and non-teaching staff of the department may God continue to bestow His mercy on to you all (Ameen).

However my sincere gratitude goes to my lovely and caring Mom; Mrs. Abdulkareem, may God bless you abundantly, and to my late father, may God almighty grant him Al-Janatul Fridaus

I appreciate my grandpa for his sponsorship towards my education, the story of my life would have not be complete without mentioning how you have given me the right knowledge and skill that I need to grow and succeed. Am looking forward to your continued guidance and support for me in my future endeavors sir. God bless you sir.

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ABSTRACT

This study explores the influence of social media in promoting voters' education among Nigerian youth, with a focus on how digital platforms serve as tools for political awareness and participation. The research is structured into five chapters, covering the background, conceptual and theoretical frameworks (notably agenda-setting and gatekeeping theories), methodology, data analysis, and findings. Using a survey method across selected local governments in Kwara State” Ilorin South, Ilorin East, and Oyun” the study sampled 100 respondents. Findings revealed that social media significantly influences youths’ electoral decisions and helps reduce electoral violence by providing timely and accurate information. The conclusion affirms that social media platforms are effective in educating voters, influencing political choices, and fostering peaceful elections. The study recommends that platforms be used not only for campaigns but also for ongoing civic education, with active involvement from electoral bodies like INEC and devoid of propaganda.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The influence of social media on voter education has become a significant area of study in recent years. Social media platforms have revolutionized the way people access and share information, making them a crucial tool for promoting voter education. In Nigeria, for instance, social media has been used to mobilize young voters and promote civic engagement during elections, Vergeer et al., (2021).

Voter education is a critical component of democratic governance, as it enables citizens to make informed decisions at the polls. However, voter education programs have often been criticized for being ineffective and not reaching a wider audience. Social media offers a unique opportunity to address these challenges by providing a platform for voter education that is accessible, interactive, and engaging, Hootsuite (2020).

The use of social media in promoting voter education is not without its challenges. One of the major concerns is the spread of misinformation and fake news, which can undermine the integrity of the electoral process. Therefore, it is essential to develop strategies for promoting voter education on social media that are effective, reliable, and trustworthy.

In Ilorin, the capital city of Kwara State, social media has become an essential tool for promoting voter education. Many civil society organizations and electoral bodies have established social media presence to educate voters about the electoral process, voting procedures, and the importance of civic participation. However, there is a need for more research on the influence of social media on voter education in Ilorin, Karvounidis et al. (2022).

Previous studies have shown that social media can be an effective tool for promoting voter education, especially among young people. Social media platforms provide a

unique opportunity for voter education programs to reach a wider audience, engage with voters, and promote civic participation. However, more research is needed to understand the specific challenges and opportunities of promoting voter education on social media in Ilorin. The increasing use of social media among young people in Ilorin provides a unique opportunity for promoting voter education. Social media platforms such as Facebook, Twitter, and Instagram have become essential tools for young people to access and share information ⁴. Therefore, voter education programs that utilize social media platforms can potentially reach a wider audience and promote civic participation among young people.

The influence of social media on voter education is a critical area of study, especially in the context of Ilorin. Social media platforms provide a unique opportunity for promoting voter education, engaging with voters, and promoting civic participation. However, more research is needed to understand the specific challenges and opportunities of promoting voter education on social media in Ilorin, Karvounidis et al. (2022).

1.2 Statement of the Problems

Despite the importance of voter education in promoting democratic governance, many residents in Ilorin, Kwara State, lack adequate knowledge about the electoral process, voting procedures, and the importance of civic participation. The low level of voter education among residents in Ilorin has been attributed to several factors, including limited access to information, inadequate voter education programs, and lack of engagement with electoral processes.

The increasing use of social media among residents in Ilorin presents a unique opportunity for promoting voter education. However, it is unclear whether social media is being effectively utilized to promote voter education among residents in Ilorin. This study aims to investigate the influence of social media on voter education among residents in Ilorin, identify the challenges and opportunities of using social media for

voter education, and provide recommendations for improving voter education programs in the area.

1.3 Research Objectives

The main objective of this study is to examine the influence of social media in promoting voter's education among residence in Ilorin.

The other objectives of this study are to;

- i. Examine the factors that influence the use of social media for political participation among the residence in Ilorin.
- ii. Know the content to which INEC uses their social media Platforms for voters' education.
- iii. Analyze the various types of social media platforms used for political participation by residence in Ilorin.

1.4 Research Questions

For the purpose of this study, the following research questions would be considered;

- i. What are the factors influencing the use of social media for political participation among residence in Ilorin?
- ii. To what extent has INEC use their social media platform for voters' education?
- iii. What are the various types of social media platforms used for political participation by residence in Ilorin.

1.5 Scope of the Study

This study is limited to only youth in Ilorin, Kwara State. The use of survey will being adopted to obtain data from respondents identified from the various target population for the research. The limitation of this study is the concentration on some selected local government in Ilorin, Kwara State.

1.6 Significance of the Study

It is believed that at the completion of the study, this study will help beam the searchlight on the influence of social media on voter's education, the decisions they make and elections as a whole based on the information available to voters on the internet. It will also enlighten relevant stakeholders such as political parties, candidates, and even the civil society on how social media can bring about awareness and campaign opportunities if properly utilized.

The study will also be of great benefit to the researchers who intends to embark on research on similar topics as it will serve as a guide. It will also benefit the academicians alike. Mostly Nigeria youths will gain greater understanding of the opportunities social media has to offer. Finally, the study will be of great importance to academia's, lecturers, teachers, students and the general public.

1.7 Operational Definition of Terms

In this research study, the following are the key terminologies used that is, the key words;

- i. **Social Media:** Social media are online platforms like Facebook, Instagram, and TikTok, where users share content, connect, and communicate.
- ii. **Voters:** A person who has attained the voting age and has the right to vote for a candidate in an election.
- iii. **Education:** Is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits.
- iv. **Voter's Education:** Voter's education involves informing citizens about their voting rights, the electoral process, and the importance of participation in elections.
- v. **Promoting:** To raise someone to a higher or more important position or rank or encourage to exist or flourish; further; to promote world peace, to advance in rank, dignity, position, etc.

- vi. **Youth:** It is best understood as a period of transition from the dependence of childhood to adulthood's independence.

CHAPTER TWO

LITERATURE REVIEW

2.1 Conceptual Framework

The use of social media in politics has continued to grow in recent times. Since Barack Obama broke the world record in the history of social media use for political purpose during the 1008 US presidential elections, many nations and politicians across the globe have continued to embrace the platform to mobilise their citizens and candidates towards active participation in the political process. It was argued that four key stakeholders in the electoral process (the Independent National Electoral Commission (INEC), politicians/political parties, the electorate, and Civil Society Organizations) made extensive use of social media during the 2011 and the 2015 elections in Nigeria. Each of these stakeholders used the social media to achieve a number of interrelated objectives. Based on the arguments, it is concluded that social media platforms have fundamentally aided political communication in Nigeria.

2.1.1 Role of Social Media in Political Awareness

In a modern democracy, social media can be used by government to involve citizens in decision making, and by civil society to engage people in specific issues. However social media can also be used to broaden political participation by helping citizens to communicate with their representatives and with each other. The use of social media as a formidable force for social engineering and political electioneering has continued to grow. The technology is participatory, interactive and cost-effective. This has made it the medium of the moment as far as political communication and participation are concerned. The role of youth in electoral activities cannot be over emphasized. They play active role in mobilizing support for candidates and actual voting. They are the active participants of election violence and also the active users of social media. Disseminating useful information to youth in form of voter education is a means of forestalling incidences of

election violence and electoral manipulations. Data released by statista.com indicated that there are 84.3 million internet users in Nigeria and that by 2019, there would be 93 million internet users. Chukwuemeka Afigbe, Manager Developer programme at Facebook revealed that about 26 million Nigerians now login on Facebook every month. Social media is indeed the best avenue for reaching out to majority of the voters.

2.1.2 Concept of Political Participation

Political participation is a concept in political science and political marketing. Political participation is loosely defined as citizens' activities affecting politics. Xie and Jaeger (1008) see political participation as "behaviours aimed at shaping governmental policy either by influencing the selection of government personnel or by affecting their choices." Other authors define political participation as "voluntary activities by which members of a society share in the selection of rulers and directly or indirectly in the formation of public policy," (Verba, Nie & Kim 1978). In sum, political participation simply means that a person is participating in the political process by making his or her opinion and beliefs known. It is often used to describe an action taken by a citizen to influence the outcome of a political issue. There are various forms of political participation namely: voting in elections, involvement in political (election) campaign, protest over government policies, participating in consultations like town hall meeting, signing petitions, donating money to a cause, holding a public official position, taking part in public debate, engaging in political parties and association, and civil disobedience etc. Political participation is one of the cardinal pillars of a democracy from the Athenian era to the present time. As an essential part of democracy, political participation is an antidote against tyranny, oppression, bad government, poor leadership etc which are bane of African democracy. In the words of Joseph de Maistre a French publisher said in a democracy, "every country gets the kind of government it deserves." This is a direct reference to political participation and voting in elections in particular. This explains why

citizens' participation in a democracy is a panacea to good government. Traditional and new media are used to evoke political participation in both developed and developing countries.

2.1.3 Voting as a Measure of Political Participation

Voting is the most important form of political participation. To vote means to cast a vote or to assert a formalised choice in an election. Voting allows for more peoples view to be represented than any other activity. Voting right is a political and civic right of citizens at elections. The right is guaranteed by the universal declaration of human right of 1948. To vote in an election has some requirements – age, registration, voters' card etc. In order to participate in an election, citizens must be registered by an electoral body. In Nigeria, the conduct of elections is handled by an agency known as the Independent National Electoral Commission (INEC). Voting in Nigeria began since 1922 when the Clifford constitution came into being. New media and technology, such as social network sites, blogs and online campaign donations have provided new avenues for political participation. Voting in election may be manual or electronic. People vote for candidates based on party affiliation, manifesto, ideology and belief. According to Nkwede (2019), voting is the fulcrum of political participation in liberal democracies. Voters vote because of the inherent or expected benefits from a candidate. Voting is the legal, political and social mechanism through which the citizens are able to express their participation in elections, exercise their interest and needs to their leaders (Bassey & Samuel, 2011).

2.1.4 Election Campaign as a Measure of Political Participation

Collins English dictionary defines election campaign as “a time when a politician or party try to persuade people to vote for them.” A political campaign is an organized effort which seeks to influence the decision making process within a specific group. In democracies, political campaigns are often referred to as electoral campaign, where representatives are chosen or referendum decided (Abizadeh, 1005). Political campaign is

one of the forms of political participation. Election campaigns (political campaigns) are carried out for nomination (primary election) of candidates and general elections. In a general election, the chosen party candidate contest with candidates from other political parties. A political party is an organized group of persons, sharing the same ideology and working to control the machinery of government through periodic elections. Electoral campaign is part of political participation and it is accompanied in most cases by candidates' debates. Debates are an important element of a general election, allowing candidates to answer questions on policy and prior decision. Campaign message contains ideas that the candidate wants to share with the voters. It is to get those who agree with their ideas to support them when running for a political position. The crafting of political campaign messages does not assure the candidates' victory, wikipedia.com. Political advertising and propaganda are part of political campaigns. There are rules and regulations governing election campaigns which are set by the electoral body. Today, the internet is now a core element of modern political campaigns. Facebook, twitter, Instagram, blogs etc. are some of the social network sites (SNS) used for election campaign.

2.1.5 Understanding Social Media as a Tool for Civic Engagement

Social media has emerged as a dynamic tool for civic engagement, particularly in promoting voter education. Platforms like Facebook, Twitter, and Instagram enable real-time sharing of information, fostering political discussions and awareness. According to Dahlgren (2018), social media allows users to participate in dialogues that shape their understanding of political processes, bridging gaps in traditional voter education channels.

In the context of developing countries, social media offers an inclusive space for marginalized groups to access electoral information. Ali and Grönlund (2019) highlight that social media reduces barriers to participation by providing low-cost, widely

accessible content. These platforms also facilitate the dissemination of multimedia content, including info graphics and videos, which simplify complex electoral information, ensuring broader comprehension among users.

Moreover, social media has become instrumental in countering misinformation and addressing voter apathy. Boulianne (2020) suggests that individuals exposed to voter education campaigns on social media are more likely to perceive voting as a civic duty. This demonstrates the potential of social media to reshape attitudes and behaviors toward elections.

Social media's interactivity further enhances its role in voter education by enabling direct engagement between electoral bodies and citizens. For instance, electoral commissions worldwide use these platforms to clarify doubts, share updates, and provide real-time assistance to voters (Norris, 2019). Such interactions build trust and transparency in electoral processes.

2.1.6 The Role of Social Media in Promoting Voter Education in Nigeria

In Nigeria, social media has played a transformative role in enhancing voter education. Platforms like Twitter and WhatsApp are widely used to disseminate electoral information and mobilize citizens. According to Okoye (2021), social media campaigns during Nigerian elections have educated millions about voting procedures, polling stations, and the importance of participation.

Political parties, civil society organizations, and individual influencers leverage social media to reach a diverse audience. As reported by Adeoye (2020), hashtags like #VoteNotFight and #YourVoteCounts have effectively driven youth engagement in Nigerian elections. These campaigns resonate particularly with young voters, who constitute a significant portion of the electorate.

Furthermore, the real-time nature of social media ensures that voters are updated on electoral guidelines, changes in polling logistics, and results. Akintunde (2022) argues

that this immediacy reduces the likelihood of voter apathy and confusion, which often result from poor communication. Social media thus fills the gap left by traditional media in addressing such challenges.

Despite its advantages, the use of social media for voter education in Nigeria faces challenges, such as misinformation and digital divides. Efforts to address these issues, such as partnerships between tech companies and electoral bodies, are critical for ensuring accurate and equitable voter education (Umeh, 2020).

2.1.7 Impact of Social Media on Voter Awareness in Ilorin

Ilorin, the capital of Kwara State, has experienced a significant influence of social media on voter awareness and education. Adebayo (2021) notes that residents increasingly rely on platforms like Facebook and WhatsApp to access electoral information, reflecting a broader trend in urban Nigerian settings.

Social media has also enhanced political discourse in Ilorin, providing residents with a platform to discuss candidates, manifestos, and policies. Olayemi (2022) highlights that such engagements promote informed decision-making, particularly among first-time voters. This aligns with global findings that active online discussions foster political interest and awareness (Boulianne, 2020).

Campaigns by local civil society groups in Ilorin, such as voter education workshops promoted on social media, have also contributed to increased electoral participation. As observed by Yusuf (2023), these initiatives address key issues like voting rights, ballot confidentiality, and the importance of rejecting vote-buying.

However, challenges such as limited internet access in some areas of Ilorin restrict the reach of social media campaigns. Addressing this gap through offline voter education initiatives, complemented by social media, can enhance the effectiveness of such efforts (Adeoye, 2020).

2.1.8 Challenges and Prospects of Using Social Media for Voter Education

While social media has proven effective for voter education, it is not without challenges. One major issue is the spread of misinformation, which can mislead voters and undermine trust in the electoral process. According to Wardle and Derakhshan (2017), misinformation spreads faster on social media due to its viral nature, posing a significant threat to credible voter education.

Another challenge is the digital divide, which excludes populations without access to smartphones or the internet. In places like Ilorin, this issue is particularly evident among rural residents, as noted by Akintunde (2022). Overcoming these barriers requires a hybrid approach that combines social media with traditional voter education methods.

Despite these challenges, the prospects for social media in voter education remain promising. Emerging technologies like artificial intelligence can help identify and combat misinformation, while targeted campaigns can reach specific demographics effectively (Norris, 2019). Collaborations between electoral commissions, tech companies, and civil society organizations further enhance the potential of social media for promoting voter education.

2.2 Theoretical Framework

- The Agenda Setting Theory
- The Gate Keeping Theory

2.2.1 The Agenda Setting Theory

The agenda setting theory describes the ability of the news media to influence the salience of topics on the public agenda that is, if a news item is covered frequently and prominently the audience will regard the issue as more important.

The agenda setting theory was formally developed by Dr, Max Combs and Dr. Donald Shaw in a study on the 1968 presidential election. In the 1968 “church hill study, Mac Combs and Shaw demonstrated a strong correlation between what 100 residents of

Chapel hill, North Carolina thought was the most important issues by comparing the salience of issues in the news content with the public's perceptions of the most election issue, Mc Combs and Shaw were able to determine the degree to which the media determines public opinion. Since the 1968 study, published in 1972 edition of "public opinion quarterly" more than 400 studies have been published on the agenda setting functions of the mass media.

According to the agenda setting theory, the media sets public agenda by telling the audience what to think about, although not exactly what to think.

The media's aim is to protect societies' right to know, and construe this liberally to include popular and dramatic coverage, e.g. Airing emotional reactions of victims, family members witness and people on the street, as well as information withheld by law enforcement, security and other organs of government just to pass the negative picture of terrorist all for the protection of the citizen.

2.2.2 The Gate Keeping Theory

The gatekeeping theory, introduced by Kurt Lewin in 1947, explores the process by which information is filtered and controlled before reaching the public. Traditionally applied to journalism and mass media, gatekeeping examines how gatekeepers individuals or organizations determine what information is selected, omitted, or prioritized. Shoemaker and Vos (1009) expanded the theory to include how various factors, such as cultural norms, societal values, and organizational interests, influence these decisions. In the digital age, gatekeeping extends to social media, where algorithms, influencers, and platform policies play a critical role in information dissemination.

Social media platforms have redefined gatekeeping by decentralizing information control. Unlike traditional media, where editorial boards act as primary gatekeepers, social media allows individual users, influencers, and algorithms to shape information flow. Algorithms prioritize content based on engagement metrics, while influencers amplify

specific narratives, acting as modern gatekeepers (Bruns, 2018). This shift has democratized access to information but also introduced challenges like misinformation and echo chambers.

Applying gatekeeping theory to voter education highlights the dual role of social media as an enabler and filter of electoral information. On one hand, platforms like Twitter and Facebook democratize access to voter education by allowing electoral commissions, civil society organizations, and individuals to share information widely. For example, campaigns promoting voter registration or explaining voting procedures can reach large audiences quickly. On the other hand, these platforms are also vulnerable to gatekeeping biases, such as algorithmic prioritization of sensational or polarizing content over factual voter education materials (Wardle & Derakhshan, 2017).

In the context of promoting voter education in Ilorin, gatekeepers on social media include local influencers, community leaders, and civil society organizations. These actors curate and amplify content that aligns with the cultural and political context of the city, ensuring that voter education resonates with residents. However, the effectiveness of these efforts depends on the credibility of the gatekeepers and their ability to counter misinformation.

The gatekeeping theory provides a framework for analyzing how social media influences voter education in Ilorin. By examining who the gatekeepers are, what content they prioritize, and how residents engage with this content, the study can uncover the dynamics of information flow within the city. For instance, understanding the role of local influencers as gatekeepers can reveal how their credibility impacts voter awareness and participation.

2.3 Empirical Review

Social media provide interactive platforms that makes users communicate with another to ensure social relations, interact and share knowledge common to them. These webbased communication platformsafford users with features that permits social engagements over

the internet (Conroy, et al, 2012; Hooghe, et al, 2014). A recent report found out that social networks provide opportunities for youths to interact with the common goal of discussing political issues and other related matter online. It further reveals that youths can become engaged with politicians and government through their connections online. Hence, we can safely infer that socialmedia constitute and facilitatesonline socializations among its various users (Abdu1, et al, 2017). For example, in 2014, it was established that Facebook has the highest number of social media globally(PEW, 2016). Therefore, it best represents the justification for its wide acceptance youths. Candidates vying for political positions during elections have seen the huge potentials embodied by these online platforms,so they use them to attract followership, gain popularity and seek support.These sentiments resonate with the works of Adesote and Abimbola, (2017); Ayeni, (2019) and Bandpo, (2016). Facebook has become commonly used as an online platform to engage younger generation who are social media savvy for political participation, and has so gained worldwide acceptance. Studies have revealed that youths are more inclined to seek online information about any political issues or activity and also exchange political views (Towner, 2013). Again, Okoro and Tsegyu, (2017), which found out that Facebook is a useful tool to mobilize individuals who might have been marginalized or discouraged from participating in any political activity. The work of Theocharis and Quintelier (2014), ascertained in their work that the popular Facebook has become an ideal platform that gives unrestricted access to people and allows them to exercise their civic duties, especial as it concerns elections. Comparatively, it has become evident that Facebook is more credible in this instance that the conventional media vehicles (Gromping and Sinpeng, 2018). There are certain indicators for political involvements requisite modalities for youth engagement for active politics; which must have elements of appeals that will stir political interests in younger population.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter provides a description of the research design. Data collection instrument, measurable variables, pre-test and validation of instrument, and how they were validated before they are finally used to carry out the research study. The research procedure and methods of data collection were also be discussed method.

Also selected people can represent the entire population under study and this called sample. Sample is the subset of the population and the data gathered from this selected respondents can be confidently used to represent data about the total population. Sample ensures more accurate information than total enumeration.

It saves time and also minimizes cost of survey since only the population would be interviewed.

3.1 RESEARCH DESIGN

This study will employ a mixed-methods approach, combining quantitative surveys with qualitative interviews. A structured questionnaire will be distributed to the people residing in Ilorin especially the youths, collecting data on their opinion on voters' education on social media. The qualitative component will involve in-depth interviews with selected youths to understand their perceptions of social media content and its influence on voters' education. A mixed-method approach, combining quantitative and qualitative methods.

3.2 Population Of Study

According to Evboroulalai (2012), population refers to the entire subject whom the research is investigating or any group of persons or organization being studied by an investigator that constitutes the population. This research work is to make findings on the

topic “The influence of social media in promoting voter’s education among residence of Ilorin”.

However, the population of this study was drawn from three local government in Kwara State which are Ilorin South, Ilorin East and Oyun Local Government.

3.3 Sample And Sampling Procedure

In determining the sample size for this research work, the systematic sample method will be employed. The researchers will administer a total of One Hundred (100) questionnaires to 100 respondents.

Sample techniques deals with how to select the members of the sample from the population.

Eimmer and Dominik (2009) defined sampling as a process of selecting part of the population for observation. This is because; it is not easy to study the entire population. A social researcher is therefore compelled with the decision to observe a subset generalized for the whole population.

Sampling techniques helps the researcher to devote more definition and this greater attention devoted to the population of study results in superior accuracy.

In this study, random sampling would be used in analyzing the data gathered in this research work. Random sampling gives equal chance of being selected at all members of the population. The most important advantage if the random sampling is that, the result of investigation can confidently be extended to the entire study population.

3.4 Data Collection Instrument

The data for this study was obtained from information gathered mainly from questionnaires which was administered to people in different walks of life. Questionnaire is defined as an instrument use to measure behavior attitude and respondent’s characteristic, (Kinnea, 2007). Questionnaire is a research instrument consisting of a series of questions and other prompt for the purpose of gathering information from

respondents. Although they often designed for statistical analysis of the responses; this is not always the case. Questionnaires are also sharply limited by fact that the respondents must be able to read the questions and respond to them.

3.5 Pre-Test and Validation of Research Instrument

According to Igwe, (1008), Validity is concerned with the ability of a research instrument to measure what it has design to measure i.e. how well it measure what it is supposes to measure? Does the instrument measure what is supposed to measure? This instrument is valid because the questionnaire is pretested and the questions were given the desired result. Moreover the questions will be crossed checked by the supervisor to give the instrument validity. On the basis of the above, the instrument is therefore valid. The aim of the pre-test is to test the validity of the field instrument by checking the effectiveness of the instrument in tapping the required information for this study, to assess if items in the instrument best suit to address the measurable variables.

3.6 Data Collection

Data collection is the process of collecting data in a systematic way. In this study, both primary and secondary data collection methods will be utilized. Primary data collection method will be solely self-administered, survey data was collected in a week. Secondary data collection will be sourced from the library (text books and journal), Internet (existing works, articles in journals, textbooks and reference material).

3.7 Method of Data Analysis and Presentation

To make the analysis of the data collection sample, frequency count will be used, the statistical computation would be done manually, furthermore, table as part of the descriptive statistical techniques will be used to best the research questions and each respondents would be shared according to the basis or frequency distribution and simple percentage would be computed from the distribution.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Data Presentation

The data gathered from respondents in the process of this research work represented using tables at the end of each question in order to enhance the presentation of data collected the field.

Also a number of 100 questionnaire were administered, where thus were presented and used for the purpose of this research work. The following are the result of the study.

4.1 Analysis of Respondents Demographic

Table 1: Sex of the respondents

Sex	Respondents	Percentage (%)
Male	49	49 %
Female	51	51%
Total	100	100%

Source: Research Field Survey, 2025

Table 1 shows that out of 100 respondents, 49 respondents which representing 49% were males, while 51 respondents which representing 51% were females.

Table 2: Age of the respondents

Age	Respondents	Percentage (%)
17 – 25 years	84	84%
26 – 30 years	10	10%
31 and above	6	6%
Total	100	100%

Source: Research Field Survey, 2025

Table 2 shows that out of 100 respondents, 84 respondents which representing 84% are between the age of 17 – 25 years, while 10 respondent were 10% are between 26 – 30 years and 13 respondents representing 6% are between 30 and above.

Table 3: Religion of the respondents

Religion	Respondents	Percentage (%)
Islam	49	49%
Christianity	51	51%
Others	-	-
Total	100	100%

Source: Research Field Survey, 2025

Table 3 shows that out of 100 respondents, 49 respondents representing 49% were Muslims, while the highest number of 51 representing 51% were Christian.

Table 4: Marital Status of the respondents

Marital Status	Respondents	Percentage (%)
Single	97	97%
Married	2	2%
Divorced	1	1%
Total	100	100%

Source: Research Field Survey, 2025

Table 4 shows that out of 100 respondents, 97 respondents representing 97.5% are single while 2 respondents representing 2% were married then 1 respondents which represents 1% is divorced.

Table 5: Occupation of the respondents

Occupation	Respondents	Percentage (%)
Civil Servant	6	6%
Trader	-	-
Students	94	94%
Total	100	100%

Source: Research Field Survey, 2025

Table 5 shows that out of 100 respondents, 6 respondents representing 6% are civil servants while 94 respondents representing 97% were students.

4.2 Analysis of Research Instrument

Question 1: Response on whether majority of the public use social media as their source of information

Variables	Respondents	Percentage (%)
Strongly Disagree	50	50%
Disagree	25	25%
Neutral	10	10%
Agree	5	5%
Strongly Agree	10	10%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 50% respondents strongly disagree that they use social media as source of information, 25% disagree, 10% were neutral and 5% agree while 10% strongly agreed. This implies that majority of the respondents strongly disagree that they use social media as source of information.

Question 2: Response on whether social media is the most popular source of information

Variables	Respondents	Percentage (%)
Strongly Disagree	10	10%
Disagree	5	5%
Neutral	10	10%
Agree	25	25%
Strongly Agree	50	50%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 10% respondents strongly disagree that social media is the most popular source of information, 5% disagree, 10% were neutral and 25% agreed while 50% strongly agreed. This shows that majority of the respondents strongly agree that social media is the most popular source of information.

Question 3: Response on whether social media organizes and open forum for discussion for youths on voter's education

Variables	Respondents	Percentage (%)
Strongly Disagree	60	60%
Disagree	25	25%
Neutral	3	3%
Agree	2	2%
Strongly Agree	10	10%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 60% respondents strongly disagree that social media organizes and open forum for discussion for youths on voter's education, 25% disagree,

3% were neutral and 2% agreed while 10% strongly agreed. This shows that majority of the respondents strongly disagree that social media organizes and open forum for discussion for youths on voter's education.

Question 4: Response on whether social media is very effective in enlightening the public on voter's education

Variables	Respondents	Percentage (%)
Strongly Disagree	60	60%
Disagree	32	32%
Neutral	5	5%
Agree	2	2%
Strongly Agree	1	1%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 60% respondents strongly disagree that social media is very effective in enlightening the public on voter's education, 32% disagree, 5% were neutral and 2% agreed while 5% strongly agreed. This implies that majority of the respondents strongly disagree that social media is very effective in enlightening the public on voter's education.

Question 5: Response on whether social media is very effective in changing the attitude of people on electoral violence

Variables	Respondents	Percentage (%)
Strongly Disagree	45	45%
Disagree	31	31%
Neutral	14	14%
Agree	7	7%
Strongly Agree	3	3%

Total	100	100%
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Source: Research Field Survey, 2025

The above table shows that 45% respondents strongly disagree that social media is very effective in changing the attitude of people on electoral violence, 31% disagree, 14% were neutral and 7% agreed while 3% strongly agreed. This indicates that majority of the respondents strongly disagree that social media is very effective in changing the attitude of people on electoral violence.

Question 6: Response on whether social media is very effective on the enlightenment towards the compliance of the people in creating peaceful atmosphere and during electioneering period

Variables	Respondents	Percentage (%)
Strongly Disagree	57	57%
Disagree	30	30%
Neutral	7	7%
Agree	3	3%
Strongly Agree	3	3%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 57% respondents strongly disagree that social media is very effective on the enlightenment towards the compliance of the people in creating peaceful atmosphere and during electioneering period, 30% disagree, 7% were neutral and 3% agreed while 3% strongly agreed. This shows that majority of the respondents strongly disagree that social media is very effective on the enlightenment towards the compliance of the people in creating peaceful atmosphere and during electioneering period.

Question 7: Response on whether social media campaign is very effective to the contribution of last general elections

Variables	Respondents	Percentage (%)
Strongly Disagree	45	45%
Disagree	31	31%
Neutral	19	19%
Agree	7	7%
Strongly Agree	3	3%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 45% respondents strongly disagree that social media campaign is very effective to the contribution of last general elections, 31% disagree, 19% were neutral and 7% agreed while 3% strongly agreed. This shows that majority of the respondents strongly disagree that social media campaign is very effective to the contribution of last general elections.

Question 8: Response on whether audience receive educations programme based on electoral education on social media platform

Variables	Respondents	Percentage (%)
Strongly Disagree	44	44%
Disagree	35	35%
Neutral	14	14%
Agree	5	5%
Strongly Agree	2	2%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 44% respondents strongly disagree that audience receive educations programme based on electoral education on social media platform, 35% disagree, 14% were neutral and 5% agreed while 2% strongly agreed. This implies that majority of the respondents strongly disagree that audience receive educations programme based on electoral education on social media platform.

Question 9: Response on whether social media influence audience against electoral violence

Variables	Respondents	Percentage (%)
Strongly Disagree	100	50%
Disagree	75	38%
Neutral	11	5%
Agree	11	5%
Strongly Agree	3	2%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 50% respondents strongly disagree that social media influence audience against electoral violence, 38% disagree, 5% were neutral and 5% agreed while 2% strongly agreed. This implies that majority of the respondents strongly disagree that social media influence audience against electoral violence.

Question 10: Response on whether social media campaign on electoral violence play a vital role in conducting free and fair election

Variables	Respondents	Percentage (%)
Strongly Disagree	57	57%
Disagree	32	32%
Neutral	6	6%
Agree	3	3%

Strongly Agree	2	2%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 57% respondents strongly disagree that social media campaign on electoral violence play a vital role in conducting free and fair election, 32% disagree, 6% were neutral and 3% agreed while 2% strongly agreed. This implies that majority of the respondents strongly disagree that social media campaign on electoral violence play a vital role in conducting free and fair election.

Question 11: Response on whether social media reduce electoral violence before and during election

Variables	Respondents	Percentage (%)
Strongly Disagree	60	60%
Disagree	25	25%
Neutral	3	3%
Agree	2	2%
Strongly Agree	10	10%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 60% respondents strongly disagree that social media reduce electoral violence before and during election, 25% disagree, 3% were neutral and 2% agreed while 10% strongly agreed. This implies that majority of the respondents strongly disagree that social media reduce electoral violence before and during election.

Question 12: Response on whether social media message influence choice of candidate to vote for in an election

Variables	Respondents	Percentage (%)
Strongly Disagree	50	50%

Disagree	25	25%
Neutral	15	15%
Agree	6	6%
Strongly Agree	4	4%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 50% respondents strongly disagree that social media message influence choice of candidate to vote for in an election, 25% disagree, 15% were neutral and 6% agreed while 4% strongly agreed. This shows that majority of the respondents strongly disagree that social media message influence choice of candidate to vote for in an election.

Question 13: Response on whether social media have impact on successful of general election

Variables	Respondents	Percentage (%)
Strongly Disagree	4	4%
Disagree	6	6%
Neutral	15	15%
Agree	25	25%
Strongly Agree	50	50%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 4% respondents strongly disagree that social media have impact on successful of general election, 6% disagree, 15% were neutral and 25% agreed while 50% strongly agreed. This shows that majority of the respondents strongly agree that social media have impact on successful of general election.

Question 14: Response on whether social media has influence youth on voter's education in Nigeria

Variables	Respondents	Percentage (%)
Strongly Disagree	5	5%
Disagree	5	5%
Neutral	15	15%
Agree	25	25%
Strongly Agree	50	50%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 5% respondents strongly disagree that social media has influence youth on voter's education in Nigeria, 5% disagree, 15% were neutral and 25% agreed while 50% strongly agreed. This indicates that majority of the respondents strongly agree that social media has influence youth on voter's education in Nigeria.

Question 15: Response on whether social media has proper monitoring on their messages by concerned authorities regarding electioneering process

Variables	Respondents	Percentage (%)
Strongly Disagree	5	5%
Disagree	5	5%
Neutral	2	2%
Agree	8	8%
Strongly Agree	80	80%
Total	100	100%

Source: Research Field Survey, 2025

The above table shows that 5% respondents strongly disagree that social media has proper monitoring on their messages by concerned authorities regarding electioneering

process, 5% disagree, 2% were neutral and 8% agreed while 80% strongly agreed. This indicates that majority of the respondents strongly agree that social media has proper monitoring on their messages by concerned authorities regarding electioneering process.

4.3 Analysis of Research Questions

Question 1: What are the factors influencing the use of social media for political participation among Nigeria?

Table 7 answered this question as it was gathered that (45.5%) respondents strongly disagree that social media campaign is very effective to the contribution of last general elections, 61 (30.5%) disagree, 29 (19.5%) were neutral and 14 (7%) agreed while 5 (2.5%) strongly agreed. This shows that majority of the respondents strongly disagree that social media campaign is very effective to the contribution of last general elections.

Table 11 also answered the question as it was gathered that (60%) respondents strongly disagree that social media reduce electoral violence before and during election, 50 (25%) disagree, 5 (2.5%) were neutral and 5 (2.5%) agreed while 20 (10%) strongly agreed. This implies that majority of the respondents strongly disagree that social media reduce electoral violence before and during election.

Question 2: How frequency does voter's education themes on INEC Nigeria social media platforms?

Table 3 answered the question as it was gathered that (60%) respondents strongly disagree that social media organizes and open forum for discussion for youths on voter's education, 50 (25%) disagree, 5 (2.5%) were neutral and 5 (2.5%) agreed while 20 (10%) strongly agreed. This shows that majority of the respondents strongly disagree that social media organizes and open forum for discussion for youths on voter's education.

Table 4 also answered the question that (60.5%) respondents strongly disagree that social media is very effective in enlightening the public on voter's education, 64 (32%) disagree, 9 (4.5%) were neutral and 5 (2.5%) agreed while 1 (0.5%) strongly agreed. This

implies that majority of the respondents strongly disagree that social media is very effective in enlightening the public on voter's education.

Table 14 also answered the question that 10 (5%) respondents strongly disagree that social media has influence youth on voter's education in Nigeria, 10 (5%) disagree, 30 (15%) were neutral and 50 (25%) agreed while 100 (50%) strongly agreed. This indicates that majority of the respondents strongly agree that social media has influence youth on voter's education in Nigeria.

Question 3: What are the various type of social media platforms used for political participation by youths in Nigeria?

Table 1 answered the question as it was gathered that (50%) respondents strongly disagree that they use social media as source of information, 50 (25%) disagree, 20 (10%) were neutral and 10 (5%) agree while 20 (10%) strongly agreed. This implies that majority of the respondents strongly disagree that they use social media as source of information.

Table 5 also answered the question that (45.5%) respondents strongly disagree that social media is very effective in changing the attitude of people on electoral violence, 61 (30.5%) disagree, 29 (14.5%) were neutral and 14 (7%) agreed while 5 (2.5%) strongly agreed. This indicates that majority of the respondents strongly disagree that social media is very effective in changing the attitude of people on electoral violence.

Table 6 also answered the question that (57%) respondents strongly disagree that social media is very effective on the enlightenment towards the compliance of the people in creating peaceful atmosphere and during electioneering period, 60 (30%) disagree, 15 (7.5%) were neutral and 6 (3%) agreed while 5 (2.5%) strongly agreed. This shows that majority of the respondents strongly disagree that social media is very effective on the enlightenment towards the compliance of the people in creating peaceful atmosphere and during electioneering period.

4.4 Discussion of Findings

The purpose of this study is to examine the influence of social media in promoting voters education among Nigerian youths, the result obtained the statistical analysis in this study was used to provide an answer to this research study as data were presented into tables using simple percentage tabular presentation in the chapter four of this study to provide an answer to the question raised in this study.

Definite question were asked in the questionnaire to generate answers to each of the questions posed in this study, 100 questionnaire were administered to the respondents and all the question of the questionnaire were returned.

Our findings confined that social media is very effective in changing the attitude of people in electoral violence as 91 (45.5%) of the respondents strongly degree, 61 (30.5%) disagree to it, 29 (14.5%) remains neutral, while 14 (7%) agree with it, while 5 (2.5%) strongly agree with the point.

It was all set discovered that social media message influence choice of candidate to vote for in an election as 100 (50%) of the respondents strongly disagree, 5 (2.5) of the respondents disagree, 29 (14.5%) of the respondents remain neutral, 13 (6.5%) of the respondents agree, while 8 (4%) of the respondents strongly agree.

We also discovered that social media reduce electoral violence before or during election as 120 (60%) of the respondents strongly disagree, 50 (25%) of respondents disagree, 5 (2.5%) of the respondents remain neutral, 5 (2.5%) of the respondents agree, while 20 (10%) of the respondents strongly agree.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The research study is based on ‘Influence of social media in promoting voters education among Nigeria Youth’. This research work is divided into five main chapters from chapter one of this study to chapter five, which clearly reviewed some steps and approach for easy presentation of its contents.

Chapter one is based on the background of the study with emphasize of the “influence of social media in promoting voter’s education among Nigeria Youth” state or research problems, research objectives, research question, significant of the study and its operational definition of key terms.

Chapter two of this research work contains conceptual framework and theoretical framework in which the research make use of agenda setting theory and gate keeping theory and it also contain the empirical review which is the related study of other researchers.

Chapter three of this research study however contains research methodology adopted which is adopted by researcher, research design which is survey research method, population of the study, which are three Local Government of Kwara State which are Ilorin South, Ilorin East and Oyun Local government Sample size which is (100) one hundred and samples techniques also contains method of data collection which the researcher adopted.

Chapter four of this research work explains how the data were gathered and analyzed for proper comprehension. It also contained how the data we presented and the discussion of the research findings, in which we discovered that social media to very large extent influence the choice of candidate to vote for in an election and also helps in reducing the rate of electoral violence before and during election.

Chapter five of this research work clearly explained and summarized the whole chapter from one to four and also contain the conclusion, in which we concluded that social media platform can be used in educating electoral on what to do when it comes to election. In this chapter, recommendations presented by the researcher, in which we recommend that social media platform should be used rightfully when it comes to election, without attaching propaganda.

5.2 Conclusion

The researcher study aimed at a finding out the influence of social media in promoting voters education among Nigeria Youth.

Social media platforms nowadays are largely used as a tool in educating youth when it comes to election and this is due to the fact that in this 21 century youth are addicted to the usage of social media platforms, their addition makes it possible for various media platform to be useful in promoting voters education.

Based on our finding and the observation drawn from empirical data it shows that social media platform is useful in educating the youth on how to participate in election and the reason why they have to. It also helps in enlightening the youth in knowing the right candidate to vote for.

This research conclude that social media are very effective in charging the attitude of people in electoral violence, it also influence the choice of candidates to vote in an election and have being to reduce the rate of electoral violence before and during election.

5.3 Recommendations

In respect of the findings, the following suggestions have been made on the influence of social media in promoting voters education among Nigeria youth.

- i. There should be a segregated group where youth can discuss freely not withstanding their background.

- ii. Social media should not to be used for political campaign only but also for educating the electorate on how to participate in politics.
- iii. There should be frequent enlightenment program on media platform teaching people on the reason why they should vote during election.
- iv. Independent electoral commission [INEC] should also engage in the use of social media in educating electorate.
- v. The voters education should be carried out without any motive of propaganda.

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APPENDIX

SECTION A

1. Sex: a. Male () b. Female ()
2. Age: a. 18-25() b. 26-30 () c. 30 and above ()
3. Religion: a. Islam () b. Christianity () c. Others ()
4. Marital Status: a. Single () b. Married () c. Others ()
5. Occupation: a. Civil servant () b. Business man/woman () c. Student ()

SECTION B

The table below contains some statements that are to be rated.

Keyword: (SD) – Strongly Disagree (D) – Disagree (A) – Agree (SA) – Strongly Agree (N) – Neutral

S/N	STATEMENT	SD	D	N	A	SA
1	Majority of the public use social media as their source of information					
2	Social media is the most popular source of information					
3	Social media organizes an open forum for discussion for youth on voter's education					
4	Social media is very effective in enlighten the public on voter's education					
5	Social media is very effective in changing the attitude of people on electoral violence					
6	Social media is very effective on the enlightenment towards the compliance of the					

	people in creating peaceful atmosphere and during electioneering period					
7	Social media campaign is very effective to the contribution of last general elections					
8	Audience receive education programme based on electoral education on social media platforms					
9	Social media influence audience against electoral violence					
10	Social media campaign on electoral violence play a vital role in conducting free and fair election					
11	Social media reduce electoral violence before and during election					
12	Social media message influence choice of candidate to vote for in an election					
13	Social media have impact on successful of general election					
14	Social media has influence youth on voter's education in Nigeria					
15	Social media has proper monitoring on their messages by concerned authorities regarding electioneering process					